

## ENDO TRIBUNE SPECIALISTS IN SAVING NATURAL DENTITION

An interview with the new  
AAE President Gary R.  
Hartwell, DDS, MS.

► page B1



## IMPLANT TRIBUNE 'AN IMPOSSIBLE DREAM'

After 30 years, patient's five  
Brånemark osseointegrated  
implants remain in place.

► page C1



## HYGIENE TRIBUNE REFLECTING ON ADHA MEETING IN BOSTON

A highlight: Esther Wilkins,  
RDH, DMD, 'true north' on  
the profession's compass.

► page D1



# Genetic variation linked to increased periodontitis risk

*Study findings suggest genetic testing can play  
central role in personalized prevention strategy*

**S**tudy results published in June in the Journal of Dental Research demonstrate — possibly for the first time — the role genetic testing can play in the prevention of periodontitis, which reportedly affects 47 percent of adults in the United States.

The study looked at the benefits of creating personalized preventive dental treatment plans based in part on a patient's genetic makeup. Researchers explored the influence of three key risk factors for periodontal disease and tooth loss — smoking, diabetes and genetics — in relation to varied frequencies of preventive dental visits that included cleanings.

Part of the intent of the research was to accumulate data that would help measure societal costs and benefits of scheduling two preventive dental visits per year, the standard for patients covered by typical dental-care plans.

The researchers examined claims data from 5,117 patients who had not previously been diagnosed with periodontitis.

By tracking 16 years of claims history and conducting genetic testing, researchers determined that patients with genetic variations of the IL-1 genotype, or one or more of the other risk factors examined, were at significantly increased risk for tooth loss and could benefit from greater frequency of preventive care. The IL-1 genetic variation, which nearly one in three Americans reportedly carry, was identified as the most prevalent risk factor.

At the other end of the spectrum, the data indicated minimal benefit in scheduling two versus one preventive visit for patients that remained free of the three risk factors targeted. The researchers did note, however, that the study was isolated on tooth loss as the measurement of the effectiveness of long-term preventive care. Other potential benefits of two or more annual preventive dental-care visits by patients not showing any of the three risks analyzed were not considered. For example, caries prevention

► See PERIODONTITIS, page A2



California  
Dental  
Association  
Presents,  
Aug. 15-17,  
San Francisco

CDA Presents The Art and Science of Dentistry provides an opportunity to join thousands of dental professionals in one of the country's most popular destinations, San Francisco. Attendees have access to top speakers, a three-day exhibit hall, abundant networking opportunities and a diverse lineup of continuing education sessions. Photo/By Christian Heeb, California Travel and Tourism Commission

► See page A4

## NEWS

A3

• Sold! 1913 Rolls-Royce used as  
frontline dental surgery in WWI

## MEETINGS

A4-A9

- San Francisco hosts CDA Presents
- Courses filling quickly for annual dental office managers meeting
- 300-plus seminars and hands-on workshops anchor 2013 Greater New York Dental Meeting
- Yankee Dental session digs into evolution of dentistry
- UBC alumni participate in speaker series at Pacific Dental Conference
- 44th annual JDIQ expects 12,000-plus attendees
- Imagine the perfect sunset on a warm, sandy beach: Time for the next Smiles In The Sun Seminar

## INDUSTRY NEWS

A10-A15

- Two-day custom abutments and crowns from intraoral scans
- Aribex launches NOMAD Pro 2
- PhotoMed G15 digital dental camera delivers 'frame-and-focus' simplicity
- King's College London awards fellowship to Henry Schein chairman Stanley M. Bergman
- August is 'Restorative and Aesthetics Month' at Expert Dental CE

AD

NO MORE SLUMPING OUT OF CLASS V'S!



[conventional flow]



**GrandioSO**  
Heavy Flow

83% filled means up to 50% more fillers than weaker regular flowable composites. The new universal GrandioSO Heavy Flow gives you the high wear resistance only achieved by modern universal composites.

Learn more and order your **FREE SAMPLE**

at [www.vocoamerica.com](http://www.vocoamerica.com)

Call 1-888-658-2584



**THE FLOW** is US\$411  
For A Special Offer!

**GrandioSO**  
Flow

The first flowable composite that is strong enough for occlusal surfaces of class I and II restorations.

**VOCO**  
THE DENTISTS

PERMIT #1556  
 ORLANDO, FL  
 PAID  
 US POSTAGE  
 PRSRT STD

Dental Tribune America  
 116 West 23rd Street  
 Suite #500  
 New York, N.Y. 10011

## ◀ PERIODONTITIS, page A1

was not considered separately. Another study limitation listed by the researchers was the inability to determine from the data exactly why tooth loss occurred, because of no uniform use of diagnostic codes being in place. The researchers also acknowledged that they were not able to compensate for potential selection biases across the study populations versus being able to examine data derived from a true random sampling across the treatment groups being analyzed.

But even with the limitations, the researchers concluded that the study's findings "may provide a proof-of-principle" that there is opportunity to provide more effective preventive oral care through the use of risk-based patient assessment that includes genetic testing.

The research was conducted under the direction of Dr. William Giannobile, Najjar endowed professor of dentistry and biomedical engineering and chair of the Department of Periodontics and Oral Medicine at the University of Michigan.

Sir Gordon Duff, professor emeritus of molecular medicine at the University of Sheffield (England) and co-author of the paper, said, "Personalized medicine is an important frontier in health care driven by the clinical application of genetic and molecular information. Genetic-based risk assessment has long promised to improve prevention and treatment of chronic diseases."

Dr. Kenneth Kornman, CEO of Interleukin Genetics, the company that developed the genetics test used in the study, points to the study's findings as representing perhaps the first broad scale application of genetics to help prevent a disease that is prevalent, costly and preventable. "Dentistry has long been a leader in the delivery of preventive health care to patients," Kornman said. "The findings of this study provide dental clinicians with the opportunity to offer personalized, preventive care that is based on new insights into the importance of genetic risk factors."

Periodontitis initiation and progression is driven by two factors: bacterial plaque that initiates the disease and the body's inflammatory response to bacteria, which, when overly aggressive, can cause breakdown of the bone and tissue that support the teeth. This inflammatory response varies greatly within the



A recent study confirms that genetic testing can identify patients who have an increased inflammatory response to oral bacteria, which can significantly increase their risk for periodontitis and tooth loss. Photo/By Dana Roth, [www.dreamstime.com](http://www.dreamstime.com).

population and is significantly influenced by individual genetic makeup.

Genetic testing can identify patients who have an increased inflammatory response to oral bacteria, which significantly increases risk of periodontitis and tooth loss. Smoking and diabetes also contribute significantly to the risk of periodontal disease.

"Ultimately, patients should be evaluated by their dentist regularly and receive needed preventive care before any symptoms of periodontal disease appear. This disease can result in disfiguring bone loss around teeth and has been implicated as a risk factor for multiple systemic conditions that benefit from early stage prevention," said periodontist Donald S. Clem, DDS, diplomate, American Board of Periodontology and past president of the American Academy of Periodontology. "Historically, we have lacked the prognostic tools to effectively identify patients at greatest risk for periodontitis. This study underscores the need to adopt a genetic, risk-based approach and gives patients a compelling new reason to visit the dentist for a comprehensive periodontal evaluation. As we see with other chronic diseases, identifying and understanding genetic predisposition to disease is a critical component of long-term prevention."

Periodontitis is a bacterially induced chronic inflammatory disease that destroys the bone and gum tissues that support the teeth. It is one of the most

common chronic diseases of the body. It causes bleeding and swelling of the gums, loose teeth, bad breath and can ultimately lead to tooth loss. According to the researchers, severe periodontitis has been associated with increased risk for a number of other diseases, including cardiovascular diseases, diabetes and rheumatoid arthritis.

The entire research paper, "Patient Stratification for Preventive Dental Care," can be viewed on or downloaded from the Journal of Dental Research website at [www.jdr.sagepub.com](http://www.jdr.sagepub.com).

The Journal of Dental Research is a peer-reviewed scientific journal focused on emerging knowledge relevant to dentistry and the health and disease of the oral cavity and associated structures.

#### Highlights of the study

- Explores the frequency of preventive dental visits (dental cleanings) in adults and the role of three key risk factors: smoking, diabetes and genetics in the progression of periodontal disease leading to tooth loss.
- Stresses the importance of dental visits to diagnose the disease before symptoms present.
- Findings represent how genetics can be used to prevent a disease that is prevalent, costly and preventable.
- For patients with one or more risk factors categorized as high risk, the traditional two dental cleanings per year had significantly greater value than one cleaning in preventing tooth loss.
- For high-risk patients with two or more risk factors, two cleanings per year did not appear to be sufficient to adequately prevent tooth loss.

#### About Interleukin Genetics

Interleukin Genetics develops and markets a line of genetic tests under the Inherent Health and PST brands. It markets its tests through partnerships with health and wellness companies, health care professionals and other channels. Products include a proprietary genetic risk panel for periodontal disease and tooth loss susceptibility sold through dentists. It is headquartered in Waltham, Mass., where it also operates a DNA testing laboratory certified under the Clinical Laboratory Improvement Amendments (CLIA). Learn more at [www.ilgenetics.com](http://www.ilgenetics.com).

(Sources: *Journal of Dental Research and Interleukin Genetics*)

## DENTAL TRIBUNE

The World's Dental Newspaper · US Edition

#### PUBLISHER & CHAIRMAN

Torsten Oemus [t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

#### PRESIDENT & CHIEF EXECUTIVE OFFICER

Eric Seid [e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

#### GROUP EDITOR

Kristine Colker [k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

#### EDITOR IN CHIEF DENTAL TRIBUNE

Dr. David L. Hoexter [feedback@dental-tribune.com](mailto:feedback@dental-tribune.com)

#### MANAGING EDITOR U.S. AND CANADA EDITIONS

Robert Selleck [r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

#### MANAGING EDITOR

Fred Michmershuizen  
[fmichmershuizen@dental-tribune.com](mailto:fmichmershuizen@dental-tribune.com)

#### MANAGING EDITOR

Sierra Rendon [s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

#### PRODUCT/ACCOUNT MANAGER

Jan Agostaro  
[jagostaro@dental-tribune.com](mailto:jagostaro@dental-tribune.com)

#### MARKETING DIRECTOR

Anna Kataoka-Wlodarczyk  
[a.wlodarczyk@dental-tribune.com](mailto:a.wlodarczyk@dental-tribune.com)

#### EDUCATION DIRECTOR

Christiane Ferret [c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)

#### ACCOUNTING COORDINATOR

Nirmala Singh [n.singh@dental-tribune.com](mailto:n.singh@dental-tribune.com)

#### Tribune America, LLC

116 West 23rd St., Ste. #500  
New York, N.Y. 10011  
(212) 244-7181

#### Published by Tribune America

© 2013 Tribune America, LLC  
All rights reserved.

Dental Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please contact Managing Editor Robert Selleck at [r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com).

Dental Tribune cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Tribune America.

#### EDITORIAL BOARD

Dr. Joel Berg  
Dr. L. Stephen Buchanan  
Dr. Arnaldo Castellucci  
Dr. Gordon Christensen  
Dr. Rella Christensen  
Dr. William Dickerson  
Hugh Doherty  
Dr. James Doundoulakis  
Dr. David Garber  
Dr. Fay Goldstep  
Dr. Howard Glazer  
Dr. Harold Heymann  
Dr. Karl Leinfelder  
Dr. Roger Levin  
Dr. Carl E. Misch  
Dr. Dan Nathanson  
Dr. Chester Redhead  
Dr. Irwin Smigel  
Dr. Jon Suzuki  
Dr. Dennis Tartakow  
Dr. Dan Ward

#### Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by sending an email to [feedback@dental-tribune.com](mailto:feedback@dental-tribune.com). We look forward to hearing from you!

If you would like to make any change to your subscription (name, address or to opt out) please send us an email at [database@dental-tribune.com](mailto:database@dental-tribune.com) and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to six weeks to process.

AD

**2013**  
**REALITY**  
Four Star Award

★★★★★

THE DENTAL ADVISOR  
2013 PREFERRED PRODUCTS

+++++

**New Price**  
**\$ 51.95**

Universal registration material, that's it!

**R-SI-LINE® METAL-BITE™**

- Universal registrations
- High final hardness - Shore-D 40
- Setting time about 60 s
- Optional scanable
- Perfect physical parameters
- 2 Cartridges + 12 Mixing cannulas
- Made in Germany

Available at

**PATTERSON DENTAL**

[pattersondental.com](http://pattersondental.com)

R-dental  
Dentalerzeugnisse GmbH  
E-mail: [info@r-dental.com](mailto:info@r-dental.com)  
[www.r-dental.com](http://www.r-dental.com)

**R**  
Bite to Perfection



# 1913 Rolls-Royce used as frontline dental surgery in WWI sells at auction

*\$1.1 million-plus bid wins vehicle at July 12 Bonhams Goodwood Festival of Speed Sale*

A Rolls-Royce used as a mobile dental surgery during World War I sold for more than \$1.1 million at the Bonhams Goodwood Festival of Speed Sale on July 12. The winning bid fell within the pre-auction estimate of \$925,000 to \$1.23 million.

The winning bidder was described by the auction company as being a car enthusiast with no connection to dentistry.

The 1913 Rolls-Royce 45/50hp "Silver Ghost" London-to-Edinburgh Tourer was originally bought by a wealthy Englishman in September 1913, before passing to its second owner, Auguste Charles Valadier, in October 1915.

Valadier, a French American living in Paris, would become instrumental in pioneering the development of maxillofacial reconstructive surgery to treat service personnel injured during World War I.

With the outbreak of hostilities in 1914, Valadier was eager to help the war effort in some way. He volunteered his services to the British Red Cross Society in Paris, which accepted him for duty in October of that year.

Valadier established the first unit dedicated to the treatment of facial injuries, with the unit's work contributing to the later progress of plastic surgery for use in facial reconstruction.

By the end of 1916 Valadier was stationed at Boulogne and the Rolls-Royce — then bodied in limousine style — had been modified to incorporate a dentist's chair in the rear.

A colleague who worked alongside Valadier at the time said, "In Boulogne there was a great fat man with sandy hair and a florid face, who had equipped his Rolls-Royce with a dental chair, drills and the necessary heavy metals. The name of this man was Charles Valadier."

Valadier would serve throughout the war, earning the Chevalier of the Legion of Honour in 1919 and being knighted in 1921, having been granted British citizenship the previous year.

After Valadier's ownership, the Rolls-Royce was returned to limousine coachwork and later served as a breakdown vehicle, complete with jib crane at the rear.

The late Denis Flather, a wealthy industrialist based in Sheffield, England, bought the car in 1965. He rallied it extensively in England and other countries for more than 25 years. Flather's son placed the car with Bonhams for auction.

The London-to-Edinburgh model draws its name from Ernest W. Hives' legendary journey between the two cities in September 1911. Hives completed the 400-mile trip using only the top gear, averaging a remarkable-for-the-time 24.32 miles per gallon.

After Hives' feat, the Rolls-Royce factory was flooded with requests for replica models; and the genuine Silver Ghost

London-to-Edinburgh models remain today among the most coveted of all of the model variants.

The automobile was sold with an extensive history file that included a copy of Valadier's military record.

(Source: Bonhams)



The 1913 'Silver Ghost' London-to-Edinburgh Tourer was once the property of a pioneering French-American dentist who volunteered for the Red Cross during World War I. Photo/Provided by Bonhams

AD



## EXCEPTIONAL QUALITY MEETS AMAZING SUPPORT

The precision of Canon digital cameras, lenses and flashes  
The unrivaled level of PhotoMed service and support  
A winning combination for all of your dental photography needs

800.998.7765 | photomed.net

**PhotoMed**





The iconic sights and sounds of San Francisco, including the world's only manually operated cable car system still running in a metro area, await attendees of CDA Presents The Art and Science of Dentistry, scheduled for Aug. 15–17 at the Moscone South Convention Center. Photo/Provided by California Travel and Tourism Commission/Shutterstock

# San Francisco hosts CDA Presents

California Dental Association summer meeting attracts attendees from throughout the world, Aug. 15–17

CDA Presents The Art and Science of Dentistry in San Francisco is quickly approaching and there is limited space available for lectures, but those who have yet to register still have time.

The advance registration deadline to receive show materials in the mail has passed, but online registration remains open at [www.cdapresents.com](http://www.cdapresents.com).

Those who register now will be able to

pick up their show materials at the eBadge Exchange booth on site at the Moscone South Convention Center.

CDA Presents features top industry speakers, an extensive trade show, numerous C.E. credit opportunities and social events. The Aug. 15–17 event will feature more than 110 lectures and workshops and an exhibit hall with 350 companies — at the Moscone South Convention Center.

Attendees can view a preliminary program and get additional information, at [www.cdapresents.com](http://www.cdapresents.com).

## Technology show featured

To help dentists get a stronger grasp of the profession's latest technology — and how to best utilize it — the conference includes a three-day technology series of lectures and workshops.

The Greatest Dental Technology Show will explore digital disease detection, digital impressions, CAD/CAM, new cone beam 3-D imaging and more. Martin Jablow, DMD, FAGD, a clinician, speaker and author, is one of the series' three presenters. "The biggest fear dentists have when purchasing technology is they think they are gambling — they aren't sure what they are buying and are concerned that they will spend a lot of money, and then the product won't end up working the way they hoped it would," Jablow said. "We will help take the gamble out of it."

On the first day of the technology series (Thursday, Aug. 15), Jablow and fellow presenters Paul H. Feuerstein, DMD, and John C. Flucke, DDS, will get attendees involved by allowing them to spin a wheel that lists lecture topics (such as lasers, digital impressions, etc.). Individuals will be selected to spin the wheel and the lecture topic will be selected by the spin of the wheel. The participant will then get to play another game of chance to win a prize that will be donated by a dental company.

After the first day of the series, attendees will have increased their knowledge about the latest technologies, products and Internet applications, high-tech diagnostic aids and digital impression/CAD systems, and 3-D radiography and associated implant

and treatment planning. The second segment comprises two workshops (Friday, Aug. 16, and Saturday, Aug. 17), providing a detailed look into: the shift from intraoral film to sensors and phosphor plates, current sensors, software, digital panoramic units, cameras (intraoral and extraoral), illumination, magnification and digital color matching.

"You don't want to be the last dentist to adopt the latest technology because it would mean you are way behind the curve," Jablow said. "You want to be somewhere in that top 30 percent of dentists who always have the most up-to-date technology. The other thing is — kids are coming out of dental school today and they are used to having this technology in school, and then when they come to your office and you don't have it, it will be more difficult to sell it to an associate."

For more details and to register for the technology lectures and workshops, visit [www.cdapresents.com/SF2013.aspx](http://www.cdapresents.com/SF2013.aspx).

## Mobile app available

A mobile app for CDA Presents is available from the App Store for iPhones or the Google Play Store for Android users.

The app offers attendees easy access to show schedules and speaker information, exhibitor and product listings, real-time alerts such as course availability, event photos and information on local hotels.

App users can search courses by day, topic or speaker, download handouts and find exhibitors by name or product category and locate them on the exhibit hall map.

The app is compatible with any smart phone operating on the iPhone or Android platforms and is also compatible with tablets on those platforms, including the iPad. All phone numbers are click-to-call and websites are click-to-connect. The interactive exhibitor map has on-the-go wayfinding. And there are meeting room maps — and links to the C.E. website to avoid lines at the C.E. pavilion.

For more details and to download the app, visit [www.cda.org/mobile](http://www.cda.org/mobile).

(Source: California Dental Association)

AD

DENTISTRY BY DR. CHONG LEE, MCLAN, VA

LVI can show you how to stay ahead of the curve

## empower YOUR PRACTICE

invest your future

IN YOUR FUTURE WITH CONTINUED EDUCATION

Discover a path that leads your practice to greater competitive power in the current marketplace. LVI will teach you techniques and procedures that will dramatically enhance the lives of you and your patients.

receive education

CE CREDITS & COURSE INFO: 1 DAY SESSION

- Understand how 80% of your patients show signs of a poor bite.
- Discover where 90% of your patient's pain and discomfort comes from.
- Understand the impact of neuromuscular dentistry on esthetics and airway.
- Learn to take a neuromuscular bite.
- Live demonstration of proper jaw posture and bite taking with TENS.
- Educate patients about the true role and limitations of insurance.
- Help move past the insurance entitlement mentality.
- One day session provides 6 CE Credits.

register VISIT [WWW.LVIREGIONALEVENTS.COM](http://WWW.LVIREGIONALEVENTS.COM)  
OR CALL 888.584.3237  
Chicago, IL 8/16 • Denver, CO 9/13 • Houston, TX 10/4  
Detroit, MI 10/11 • Boston, MA 10/18

LVI Regional Event  
SPONSORED BY MICRODENTAL

ADA CERP® (Continuing Education Provider)

LVI Global is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance or credit hours by boards of dentistry. Concerns or requests about a CE provider may be directed to the provider or to ADA CERP at [www.ada.org](http://www.ada.org).

Approved by the Academy of General Dentistry  
Approved PACE Program Provider  
RAGD/MACD Credit  
10/2013 to 10/2014



# Courses filling quickly for annual dental office managers meeting

*American Association of Dental Office Managers meets Sept. 19–20; Dental Spouse Business Network, Sept. 21*

Registration is open for the ninth annual American Association of Dental Office Managers (AADOM) conference, in Orlando, Fla., from Sept. 19–20.

The host facility is the Gaylord Palms Resort and Convention Center. The program lineup offers up to eight continuing education hours worth credit toward AADOM's Fellowship Program.

The conference sold out the two prior years for attendees and exhibitors alike, so early registration is encouraged.

Attendees include dental office managers, practice administrators and anyone involved in the business end of a dental practice. Sessions focus on the efficient and successful management of the dental office, covering topics such as risk management, team communications, leadership and insurance coding updates. Extra focus will be given to financial indicators and human resources issues. Best-selling author and motivational educator Linda Larsen, CSP, is the keynote speaker.

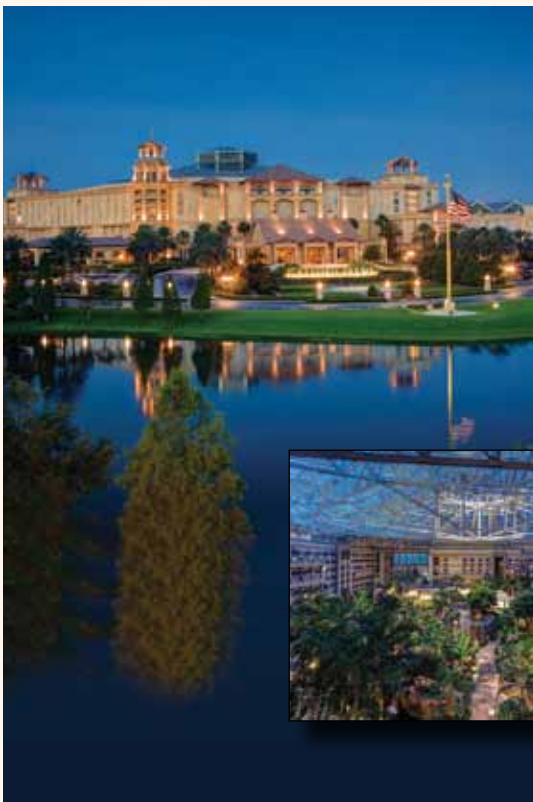
AADOM President Heather Colicchio is looking forward to seeing both returning members and new members at the conference. "Our team knows our members expect quality education, but it's also important for us to provide fun and networking time," she said. "Orlando is the perfect venue. The buzz has been continuing consistently and positively."

The day before the conference, AADOM hosts "Software-Palooza," which provides members with focused training on select software suites.

AADOM will also conduct a new member orientation and an ambassador training on that pre-conference day.

The Dental Spouse Business Network (DSBN) meets on Sept. 21. According to event organizers, DSBN attendance has grown every year, and it has become a "must-attend" event for dental spouses. Debra Englehard-Nash will address the dental spouses on the topic of work-life balance.

AADOM was awarded the "Green Leader Initiative" grant this year by the Henry Schein Cares Foundation to support green education within the dental



Host site for the 2013 American Association of Dental Office Managers conference is the Gaylord Palms Resort and Convention Center, which is known for its expansive atriums, each filled with lush vegetation, water features, meandering paths and a variety of dining and entertainment options.

Photos/Provided by Gaylord Palms Resort and Convention Center

industry. And in that spirit the association is dedicated to keeping the conference as eco-friendly as possible.

The Gaylord Palms Resort, certified as a green lodging facility by the state of Florida, has a "GET Green" program designed to reduce its impact on the environment. As part of that program, the resort constantly measures energy and water consumption and identifies ongoing ways to eliminate waste in both areas.

Conference attendees and exhibitors can participate by recycling cardboard, paper and plastics; re-using their towels and linens in their guest room; and by donating surplus exhibit-hall items to local charities. Additionally, course handouts are being provided via an online portal to avoid printing, binding and shipping impacts. And daily agenda updates will be provided onsite by text messaging instead of on paper.

More information about the conference and online registration is available at [www.dentalmanagersconference.com](http://www.dentalmanagersconference.com).

## About AADOM

The American Association of Dental Office Managers serves office managers, administrators, patient coordinators, insurance and financial coordinators and treatment coordinators of general and specialized dental practices. The largest association of its kind, it provides networking, resources and education to help its members achieve the highest level of professional development.

To learn more, call (732) 842-9977 or email [info@dentalmanagers.com](mailto:info@dentalmanagers.com).

(Source: American Association of Dental Office Managers)

## Tell us what you think!

Is there a topic you would like to see articles about in Dental Tribune? Let us know by emailing [feedback@dental-tribune.com](mailto:feedback@dental-tribune.com). We look forward to hearing from you!

AD

Explore  
"The Future  
of Dentistry"  
with Aurum Ceramic  
and LVI Global

Modern Advances, Techniques  
and Procedures designed to  
dramatically enhance the lives  
of you and your patients!

**CALGARY, AB**  
September 20, 2013

**VANCOUVER, BC**  
September 21, 2013

**BRIDGEPORT, CT**  
September 27, 2013

**HARTFORD, CT**  
September 28, 2013

**TORONTO, ON**  
October 4, 2013

**OTTAWA, ON**  
October 18, 2013

**BALTIMORE, MD**  
November 1 & 2, 2013

**HALIFAX, NS**  
November 8, 2013

Limited Seating  
Please register early to avoid disappointment.  
Dates and Locations subject to change.  
Please call to confirm dates.

Four ways to register:  
Email: [ce@aurumgroup.com](mailto:ce@aurumgroup.com)  
Phone: 1-800-363-3989  
Fax: 1-888-747-1283  
Mail: 115 - 17th Avenue S.W.  
Calgary, AB T2S 0A1

Presented by  
AURUM CERAMIC  
DENTAL LABORATORIES  
LVI GLOBAL



# 300-plus seminars and hands-on workshops anchor 2013 Greater New York Dental Meeting

By Jayme McNiff Spicciatie  
Greater New York Dental Meeting

Registration is now open for the 2013 Greater New York Dental Meeting (GNYDM). Organizers of the 89th annual meeting anticipate the largest attendance yet. New for the 2013 meeting will be a redesign of the exhibit floor — with the addition of new technology pavilions and a unique dental laboratory exhibition.

The exhibit floor and the diverse continuing education programs are the centerpiece of the expansive annual meeting. Attendees are able to walk the exhibit floor for free (no preregistration fee) and meet with more than 600 companies selling the newest products and advanced technologies.

The education program will include 300 full- and half-day seminars, essays and hands-on workshops. Among the specialty programs are topics including orthodontics, endodontics, cosmetic dentistry, pediatric dentistry and implant dentistry.

The GNYDM is introducing three new hands-on educational pavilions that will focus on lasers, CAD/CAM and cone-beam/CT/X-rays. Each of these pavilions will house multiple companies providing in-

formation on the latest technologies that can be used in the dental office. Attendees will be able to instantly compare all of the products in one location, while also becoming more familiar with the state-of-the-art technology by attending morning and afternoon educational programs presented at each pavilion.

The GNYDM and Aegis Publishing, Inside Dental Technology, have announced a ground-breaking partnership in laboratory technology. Collaboration 2013 will provide a designated laboratory exhibit area on the GNYDM exhibit floor, specialized education, demonstrations, digital dentistry and technology that will engage technicians and dentists side-by-side in an integrated, hands-on experience.

The GNYDM continues to offer a modern, high-tech free “live dentistry” arena daily from Sunday through Wednesday. The interactive “live” program features top clinicians performing dental procedures on actual patients on stage, in front of 600 attendees. It all takes place right on the exhibit floor. Attendees are encouraged to arrive early because seats fill quickly.

The GNYDM is the largest dental congress and exhibition in the United States, registering 53,481 attendees from all 50 states and 130 countries in 2012.



Four days of live dentistry in the exhibit hall are among the many highlights of the diverse educational opportunities at the Greater New York Dental Meeting. Photo/Dental Tribune

There is never a preregistration fee at the GNYDM. You are invited to be part of the 2013 meeting to experience the energy of an event that draws top dental professionals from around the world. And you'll also

get to see all that New York City has to offer during one of its most beautiful times of the year, Nov. 29 through Dec. 4. Free registration is now open for the 2013 meeting at [www.gnydm.com](http://www.gnydm.com).

AD

Bringing the global community together...the journey never ends.

## Discover a World of Difference with Williams Dental Laboratory Regional Events

- Create a constant revenue \$\$\$ stream WITHIN your office... NO NEED to refer out!
- Earn 7 units of CE credit (1 day session)
- Learn how to realize your dream future in dentistry
- Connect with the best dental community in the world
- Innovative techniques that will transform your practice
- Empower your patients beyond the limitations of their insurance

**Dr. Ed Suh**  
September 5 & 6, 2013, Baton Rouge, Louisiana

**Don't forget CORE I**  
October 17, 18, 19, 2013, Dallas, Texas

**September 5** Cocktail Reception 6-9pm  
**September 6** Meeting 8am-5pm

The instructors for these courses are hand-chosen clients of Williams Dental Laboratory and are REAL dentists in successful private practices... NOT consultants!

Register by visiting [www.lviregionalevents.com](http://www.lviregionalevents.com) or call 888.584.3237

PRESENTED BY  
**WILLIAMS** A world of difference...in every detail.  
DENTAL LABORATORY  
7510 Arroyo Cesta • Gilroy, California 95020  
800.713.5398 • 408.842.8269  
Bob@WilliamsDentalLab.com  
www.WilliamsDentalLab.com  
Follow us on Facebook

## Yankee Dental session digs into evolution of dentistry

Organizers of the 2014 Yankee Dental Congress invite dental professionals to join 28,000 fellow professionals from Jan. 29 to Feb. 2 at the Boston Convention & Exhibition Center.

With a general theme centered on the concept of overall health starting with oral health, the YDC meeting offers the chance to explore and discover best practices, products and resources to improve your practice, increase your knowledge, and better serve your patients.

Organizers describe Yankee Dental Congress 2014 as being the best opportunity in New England for every member of the dental practice to participate in a wide variety of programs.

YDC 2014 highlights include:

- **Evolutionary Dentistry** — Hear about the research and activities at the Manot Cave Dig in Israel and discuss the relationship of evolutionary biology to modern dental problems led by Mark Hans, DDS, and Bruce Latimer, PhD.

- **The Ritz-Carlton Leadership Center** — Back by popular demand, this program promotes performance and practice excellence by developing your leadership skills and creating the best possible service for your patients. Courses include “The Fire Within — Igniting Passion for Ritz-Carlton Performance Excellence,” and “Legendary Service with a Smile,” both presented by Jennifer Blackmon.

- **Hands-On Cadaver Programs** — This opportunity enables participants to attend hands-on courses using cadavers while exploring topics that cover areas such as anesthesia, crown lengthening and anatomy.

- **The Pankey Institute: Update 2014** — Discover new techniques and innovative approaches in treatment planning that will have a valuable impact on your practice. The series includes three courses featuring speakers Gregory Di Lauri, DDS, Matthew Messina, DDS, and Kenneth Myers, DDS.

- **Master the Skills of Marketing Your Practice in One Day** — A one-day symposium designed to help expand your practice with the power of marketing. Courses include “High Energy Marketing to Explode Your New Patient Numbers,” “Secrets of Social Media Success and Online Marketing,” “Get Noticed, Get Booked, and Grow Your Practice” and “Best Practices for Leveraging Social Media to Engage Patients.”

- **Dental Team Playbook: Strategies for Success (an expansion on the popular team-development day)** — Your entire dental team can benefit from this one-day program with courses tailored to dental assistants, hygienists and office personnel. Team members can learn from experts in their respective fields. Presenters include Lois Banta, Amy Kirsch, RDH, Shannon Pace Brinker, CDA, Diane Peterson, RDH, and Anastasia Turchetta, RDH.

- **Social Media Hot Spot** — Learn how using social media such as Facebook, Instagram, LinkedIn and Twitter can help improve practice performance by drawing new patients in and keeping current patients connected to your dental practice.

You can visit [www.yankeedental.com](http://www.yankeedental.com) for more information.

(Source: Yankee Dental Congress)





Vancouver, British Columbia, serves as host site of the Pacific Dental Conference, March 6–8. Photo/Provided by Pacific Dental Conference

## UBC alumni participate in speaker series at Pacific Dental Conference

*Program coincides with 50th anniversary of the University of British Columbia Faculty of Dentistry*

The 2014 Pacific Dental Conference, from March 6–8 (Thursday, Friday and Saturday) in Vancouver, British Columbia, features a varied selection of open C.E. sessions, hands-on courses and a live dentistry stage.

The variety of topics covered by more than 130 speakers means the entire dental team can access the latest information on dental technology, techniques and materials. Speakers in the 2014 lineup include John Kois, Greg Psaltis and Glenn van As.

### Highlights

With the University of British Columbia Faculty of Dentistry celebrating its 50th anniversary, the PDC will present the “UBC Speakers Series,” featuring UBC alumni addressing a variety of topics.

The Live Dentistry Stage is back on the exhibit hall floor, with demonstra-

tions on Thursday and Friday. Saturday’s “So You Think You Can Speak?” features 50-minute presentations by speakers who responded to the call for presentations and were accepted by the meeting’s scientific committee.

The exhibit hall should be busy with more than 300 companies projected to fill approximately 600 booths. Exhibit hall hours are 8:30 a.m. to 6 p.m. on Thursday; 8:30 a.m. to 5:30 p.m. on Friday.

### Registration and lodging

Special hotel rates are available to PDC attendees, with early booking recommended to ensure availability. Reservations can be made directly with conference hotels through the links on [www.pdconf.com](http://www.pdconf.com). Registration opens Oct. 15 with early bird rates for all members of the dental team.

(Source: Pacific Dental Conference)



Old Port of Montréal, the backdrop to the Journées dentaires internationales du Québec. Photo/By Stéphan Poulin, Tourisme Montréal

## 44th annual JDIQ expects 12,000-plus

The most recent Journées dentaires internationales du Québec just wrapped up in May, and the JDIQ staff is already looking ahead to the 2014 meeting, set to run from May 23 to 27.

Meanwhile, the meeting staff reminds you that you can still consult the course notes provided by some of the 2013 speakers in the “Program and Registration” area of the convention section on the order’s website [www.odq.qc.ca/Convention](http://www.odq.qc.ca/Convention).

Also, attendees have until Aug. 30 to submit lecture evaluation forms, available at [www.odq.qc.ca/evaluation](http://www.odq.qc.ca/evaluation).

More than 12,000 dental professionals turned out for the 2013 edition of the

Journées dentaires internationales du Québec, once again making the convention one of the most popular in Canada.

This 43rd Journées dentaires internationales du Québec (JDIQ), which was held from May 24–28, offered lectures, hands-on workshops and other educational opportunities. The exhibit hall opened to a big crowd Monday morning, with a new, complimentary continental breakfast on the agenda. Also new and well-received was free Wi-Fi access in the Palais des congrès. The exhibit hall opened at 8 a.m. on Monday and Tuesday.

(Source: JDIQ)

Protech Dental Studio in conjunction with leading clinicians, ceramists, and dental business professionals present

## THE FUTURE OF DENTISTRY

*Modern advances, techniques and procedures that will dramatically enhance the lives of you and your patients.*

Call for an updated schedule of events.

EARN  
13 HRS  
CE CREDITS

Our 2-day, 13 CE credit course will help your dental practice...

- Learn how dentistry can dramatically change and even SAVE people's lives.
  - Recognize and treat occlusal disease.
  - Understand why patients show signs of a poor bite.
- Learn how to increase the longevity of your restorations.
- Learn how to develop an insurance independent practice.
  - Use of the TENS to find the optimal bite.
  - Demonstrate how to find physiologic rest.
- How you can play a critical role in treating obstructive sleep apnea.

**Protech**  
dental studio



Register by phone at 702.210.5047 by fax 703.390.9419  
or by email [vickie@protechdentalstudio.com](mailto:vickie@protechdentalstudio.com)



# Together, We're Helping Health Happen



Through participation in our Calendar of Caring programs, our valued customers have helped raise over **\$800,000** to help health happen!

Henry Schein Cares, our global corporate social responsibility program, is a source of pride for Team Schein Members around the world. Through many activities, we “help health happen” by expanding care to underserved populations.

One way our customers can assist the important work of Henry Schein Cares is through participating in our Calendar of Caring programs. Throughout the year, we offer special products for purchase, a portion of which will be donated to the Henry Schein Cares Foundation in support of health-related causes. *Together, we can do more!*



***Make an impact!***

**Help us broaden access to health care around the world.**

**Please visit [www.hscaresfoundation.org](http://www.hscaresfoundation.org) to make a donation or learn more about our programs.**

**Henry Schein Cares**  
FOUNDATION

The Henry Schein Cares Foundation, is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code of 1986, as amended. Contributions are tax-deductible as provided by law.



# Imagine the perfect sunset on a warm, sandy beach ...

Imagine the perfect sunset on a warm sandy beach, holding the perfect libation in one hand and your other arm around your significant other. Now add an idyllic community, world-class continuing education and wonderful everlasting friendships. The sum total is the learning experience provided by Smiles In The Sun Seminar 2014 in Longboat Key, Fla.

The 6th Annual Smiles In The Sun Seminar will take place Thursday through Saturday, April 24-26 at the Longboat Key Club and Resort. Educational programs are held from 8 a.m. to noon and are CERP/PACE approved credit hours.

Once again Smiles In The Sun has negotiated a special hotel rate to include many amenities such as a full daily breakfast for two during your stay as well as discounts on golf and the facility's spa. Room rates are extended to include Friday, April 18, through April 27. Most guests arrive on Tuesday or Wednesday and stay through Sunday. On Wednesday morning, April 23, Smiles In The Sun will again hold a fishing tournament featuring a number of cash prizes. The excursion includes gear as well as lunch. Those wishing to participate in the tournament should arrive on Tuesday, April 22.

This year's program promises to be one of the best yet. Event founder Dr. Howard S. Glazer will present his most current re-



Attendees at the 2013 Smiles In The Sun Seminar, on the beach in Longboat Key, Fla. Photo/Provided by Smiles In The Sun

view of materials, products, equipment and techniques in his program "What's Hot and What's Getting Hotter!" He will be joined on the program by featured speaker Dr. Dan Ward, who will present "Contemporary Restorative Trends: Hot Syncing Your Clinical Dental Knowledge." Ward's presentations combine theory with practical real-world experience. He will delve in detail into the use of the latest restorative materials. He also

has developed a patented and innovative approach to smile design called the RED Proportion, which the event organizers say will undoubtedly help attendees "design" better smiles.

You can attend the 2014 Smiles In The Sun meeting by registering online at [www.smilesinthesun.net](http://www.smilesinthesun.net) or calling (631) 423-5200. Tuition remains the same as last year at \$595, and each accompanying person or team member at \$295.

Note, too, that for each dentist you refer to the event, the dentist receives \$100 off the fee, and you receive \$100.

The event organizers say they look forward to sharing the smiles with you April 23-27 and encourage you to remember that Smiles In The Sun provides: "Continuing education above and beyond the ordinary for a *sunsational* experience!"

(Source: Smiles In The Sun)

AD

NOMAD<sup>®</sup> PRO 2

[www.aribex.com](http://www.aribex.com)

FOR MORE INFORMATION **866.340.5522**

## We improved upon every aspect of the NOMAD.

**We made it more durable.**

**We made it even more reliable.**

**We significantly improved battery performance.**

Pro 2 provides hundreds of images from one battery charge, and goes easily from operator to operator, in or out of the office. For existing practices with aging equipment that needs to be replaced, the NOMAD Pro 2 is a value-added option.

**Come see the new NOMAD Pro 2!**  
CDA San Francisco Booth # 2201

Intra-oral X-ray has evolved, have you?