

# today



### Famous faces

It wasn't just your ordinary lunch Monday as celebrity speaker George Stephanopoulos shared his thoughts with the crowd.

»page 6



### Hear them speak!

Want to learn about integrating implants? Or hear why you should consider a diode laser? Look no further than the DTSC Symposia.

»starting from page 8



### Scenes from Monday

You haven't done it all until you've had a hand massage, taken a picture with Dr. Rabbit and helped out a scavenger (hunter).

»starting from page 22

# New, improved, upgraded

## Products take center stage on the exhibit hall floor

By Robert Selleck, Dental Tribune

■ Because of its high-profile, international attraction and big attendance numbers, the Greater New York Dental Meeting and, more specifically, the exhibit hall, has long been a favorite launch site for new products.

A stroll through the hall on Monday morning revealed no shortage of brand new or newly improved products and services.

A sampling of a few:

- DentalVibe Gen II (booth No. 2317) had a new setup to display its new, patented injection comfort system. It helps eliminate the pain of dental anesthetic injections by sending vibrations to the brain to cut off the

»see new, page 38



• Children from local public schools gather around to learn about proper nutrition. (Photo/Fred Michmershuizen, Dental Tribune)

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• Rob Mikhli answers questions during Dr. Russell Baer's all-day workshop, 'Hands-on Modern Implant Dentistry for the General Dental Office,' in one of the glass classrooms on the exhibit floor. (Photos/Robin Goodman, Dental Tribune)

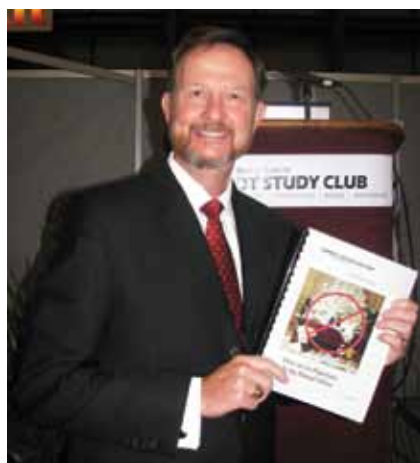
# Variety is the 'spice of education' at the GNYDM

By Robin Goodman, Dental Tribune

■ It was another day of renowned speakers at the DTSC Symposia on Monday with a lineup that included Dr. Fay Goldstep, Dr. George Freedman, Dr. Larry Emmott, Dr. Shamshudin "Sam" Kherani and Dr. Marty Jablow. Topics ranged from laser dentistry to self-adhesive technology, 3-D imaging, e-services and satisfying patient' and dentists' needs at the same time.

Emmott explained how digital technology has permanently altered every aspect of dental practice, such as communicating with patients, labs and colleagues and affecting clinical decisions. Dentists now have to contend with how to best utilize the Internet and e-services, and a lack of knowledge on the topic tends to prevent many from taking any action at all. Emmott explained exactly what e-services are, how to use them to improve patient care and the steps to follow when implementing e-services.

Jablow helped clear up the large amount of confusion surrounding self-adhesive materials and when to best utilize these different types of products. The introduction of self-etch self-adhesive flowable composites, cements, bonding agents and core materials have only helped to cloud the topic even more. Jablow first explained the difference between totaetch vs. self-etch adhesives. Next he clarified when and how to use self-adhesive cements and core material. He concluded his presentation with a clear picture of when and how to use self-etch flowable composites.



• Dr. Larry Emmott asks 'Remember When 'E' Was Just a Letter? Use e-Services to Improve Patient Care and Increase Profitability' at DTSC on Monday.

There are two more days of lectures, each with an opportunity to earn at least six units of C.E. credits, so mark your calendar for the ones you don't want to miss. Today's lineup includes Dr. Gregory Kurtzman, Dr. Pedro Lazaro Calvo, Dr. Freedman, Dr. Goldstep, Dr. Stanley Malamed and Dr. Enrico DiVito.

Next door to the DTSC Symposia hall is the Live Dentistry Arena, where Dr. Frank Milnar and Dr. Ara Nazarian took to the stage, each with a half-day lecture. Milnar presented "Anterior Fiber-Reinforced Composite Resin Bridge," with equipment and supplies provided by VOCO America and the Greater New York Dental Meeting.

Traumatically missing anterior teeth can be replaced by a variety of modalities, from implants to conventional Maryland Bridges. During



• Dr. Ara Nazarian presents Monday at the Live Dentistry Arena on 'OCO BIOMEDICAL Presents: Simple Implant Placement in a Complex Economy.'

this live patient presentation, Milnar explained two restorative techniques: one for the restoration and the other for the creation of a fiber reinforced bridge for the replacement of an anterior tooth. In the afternoon session, Nazarian taught attendees how to improve their skills and confidence placing and restoring dental implants and why the OCO BIOMEDICAL implant design allows the clinician to restore immediately after implant placement.

Come early if you'd like to be sure to have a seat at today's live dentistry events with Dr. Marilyn Ward, Dr. Ruben Cohen and Dr. Gary Kaye. Ward will demonstrate "Professional Tooth Whitening: Strategies to Take Advantage of the Latest Whitening Technology" while Cohen will discuss "Implants, CAD/CAM and Other Techniques Used to Enhance Patient Care."

**today** About  
the Publisher

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# DTSC Osseo Summit is back

Osseo Summit teams up with Laser Dentistry Summit; find both in aisle 6000, room No. 3

■ On Wednesday, join Dental Tribune and the Dental Tribune Study Club to learn about implant-driven dentistry from a true collection of masters, carefully selected from across the globe. Lectures take place in aisle 6000, room No. 3.

The Osseo Summit is back for the second year, thanks to popular demand. This year, however, we are doubling up the fun by combining the implant event with the Laser Dentistry Summit. Aimed toward dentists who are interested in better preparing themselves to determine which treatment option is most appropriate for each individual patient, the combined event promises to benefit clinicians seeking C.E. by offering great relevance to their daily work while letting them learn from a world-class, experienced faculty.



• From left, Drs. David Hoexter and Robert Horowitz will speak Wednesday as part of the Osseo Summit at the GNYDM. (Photos/Provided by DTSC)

The program is moderated by Dr. Selma Camargo, one of DTSC Brazil's KOLs and also a professor and a coordinator of the laser dentistry unit at the University of Cidade de sao Paulo. She will walk attendees through a collection of the hottest topics in implantology and laser dentistry.

The program is as follows:

- 12:30-12:45 p.m.  
Opening remarks and introductions by Camargo.
- 12:45-1:45 p.m.  
Dr. Ron Kaminer and Dr. Armin Ned-

jat, "Minimally Invasive Implant Dentistry for the General Practitioner"

The program will cover the complete techniques of minimally invasive implant surgery and prosthetic restoration. Even the general practitioner new to implant dentistry will be able to incorporate these simplified surgical techniques into his or her practice.

- 1:50-2:50 p.m.

Dr. David Hoexter, "Innovative and new instruments to preserve bone during extractions"

## Here in New York

Join us Wednesday in aisle 6000, room No. 3 and earn four C.E. credits.

This presentation will present and discuss new and innovative instruments that will effectively aid you in the regeneration of predictable bone and its preservation during extractions of teeth.

- 2:55-3:55 p.m.

Dr. Robert Horowitz, "Optimizing periodontal, restorative and implant therapy with a 1064 laser"

Attendees will learn how implant and periodontal therapy can be made more predictable with a small, portable laser.

- 4-5 p.m.

Dr. Michael Egan, "Overview of the most practical procedures performed by erbium, 1064 NdiYag, 1064 diode emphasis on periodontal procedures"

Attendees will learn how additional procedures can be enabled by the use of hard- and soft-tissue lasers, which are used to add to the general dentist's inventory of procedures.

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# Breakfast honors Hispanic dentistry

## Henry Schein discusses partnership with FOLA

By Javier Martínez de Pisón  
Dental Tribune

Presidents of Latin American dental associations were joined by representatives from Henry Schein and federal and state government officials for the Federación Odontológica Latinoamericana (FOLA) 2011 Leadership Breakfast, held Monday morning.

Stanley M. Bergman, chairman and CEO of Henry Schein, who received the 2011 Hispanic Dental Association (HAD) Humanitarian Award, said the Hispanic community is a constituency that keeps on growing in the United States. Schein is interested in the demographic changes taking place in the United States. It is projected that by 2023, most of the population will have roots in other countries, the majority from Latin America. Bergman singled out the partnership of Schein with the HDA, which is dedicated to helping Hispanic dental professionals and students in the United States.

HDA president Margo Melchor invited guests to attend the first Multicultural Oral Health Summit, which will take place in July in Boca Raton, Fla., sponsored by Schein.

Steve Kess, vice president of global professional relations for Henry Schein, introduced FOLA President Dr. Adolfo Rodríguez, who said the partnership between Schein and FOLA should continue because it benefits dentists and patients alike.

"Dentistry has to walk together to be able to build a road where we can all succeed," said Rodríguez, who mentioned he will be leaving his post as FOLA president in 2012 but he hopes to have contributed to strengthening the relationship between Schein and Latin American dentistry.

New York State Senator Adolfo Espaillat said organizations supported by Schein, such as the Dominican Dental Association – USA, are very important because their members work in their communities and provide high-quality health care to people who otherwise would not be able to afford it.

Aditi Palli, international trade specialist of the U.S. Department of Commerce, said the Greater New York



Stanley M. Bergman, chairman and CEO of Henry Schein, speaks at the FOLA Leadership Breakfast. Behind him is Dr. Lauro Medrano Saldana, who translated Bergman's remarks into Spanish. (Photo/Fred Michmershuizen, Dental Tribune)

Dental Meeting has been a long-time participant of the buyer program, which brings foreign businesses to the United States. Palli said growth in this sector has been strong.

This is the second year in a row Schein sponsored an event honoring Hispanic and Latin American dentistry. The event was also sponsored by GNYDM and Henry Schein Cares, a program that has delivered health products and equipment in disaster areas, such as New Orleans after Hurricane Katrina and Haiti after the 2010 earthquake.

Also attending the breakfast were

FDI President Dr. Orlando Monteiro da Silva; Dr. Adriano Forghieri, president of the Sao Paulo Dental Association; Dr. Ricardo Martínez Lalis, president of the Argentinean Dental Association; Lauro Medrano, GNYDM board member; Dr. John Halikias, GNYDM general chairman; and Jaime Donado, president of the Colombia Dental Federation.

The event ended with the projection of a video showing the work performed throughout the years by Henry Schein Cares, and a group photo of the main figures in Hispanic and Latin American dentistry.

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# Dentistry's movers and shakers meet for the inaugural Dental Tribune Awards

By Javier de Pison, Dental Tribune

■ The Dental Tribune International (DTI) Media Lounge hosted the first Dental Tribune Global Awards yesterday afternoon at the Greater New York Dental Meeting. DTI President Torsten Oemus introduced the first eight winners of these 2011 awards. All were recognized from a refined pool of outstanding individuals in dentistry.

Oemus highlighted the careers of:

- Dr. Adolfo Rodríguez, president of the Latin American Dental Federation, who received the "Outstanding Individual of the Year" award,
- Samuel Prophete, president of the Haitian Dental Association, who received the "Dentistry in a Crisis Zone" award,
- Alan Miller, founder of AMD LASERS, who was received the "Innovation in Dentistry" award and
- Wolfgang Van Hall, managing director of Shofu Europe, who received an award for "Lifetime Achievement."

Rodríguez thanked DTI for the help the company gave him in Latin America, where he developed dental health campaigns and was instrumental in developing professional associations. Prophete, who could not be present in



• SHOFU GmbH Managing Director Wolfgang Van Hall, from left, Latin American Dental Federation President Dr. Adolfo Rodríguez, Dental Tribune International (DTI) Publisher Torsten Oemus and AMD LASERS President Alan Miller at the Dental Tribune Awards ceremony Monday afternoon at the DTI Media Lounge.

New York, sent a letter of thanks to and acknowledge his thanks for the many organizations who helped Haiti in its time of need during the devastating 2011 earthquake.

Perhaps the most moving words of thanks belonged to Alan Miller, who said that Dental Tribune helped a small Midwestern dental laser manufacturing company become a recog-

nized world player in dentistry, not only through advertising but also via the Dental Tribune Study Club courses, which allowed AMD LASERS to show their products worldwide.

## Political forecasts offered up at President's Luncheon



• Dental Tribune International Publisher Torsten Oemus speaks during the President's Luncheon. (Photo/Carlo Messina, Flx Video & Photography)

By Javier de Pison, Dental Tribune

The traditional President's Luncheon at Greater New York Dental Meeting (GNYDM), which honors presidents and directors of dental organizations as well as deans of dental schools worldwide, welcomed the well-known anchor of "Good Morning America," George Stephanopoulos as the celebrity speaker this year.

Stephanopoulos, who was a senior advisor in the Clinton administration, explained the changing, contradictory and polarized political landscape of the country, saying that he had never seen anything like this in his lifetime.

The ABC host, who has a masterful command of political trends and polls, explained how the initial favorite Republican candidates, such as Donald Trump, suddenly lost all the advantage to newcomers on the scene. Stephanopoulos conceded Trump had decided to not run for president after signing a \$60 million contract with ABC.

In one of the highlights of the event, Torsten Oemus, publisher of Dental Tribune International (DTI), conferred an award on Dr. John Halikias, general manager of the Greater



• GNYDM General Chairman Dr. John Halikias, Good Morning America Anchor George Stephanopoulos and Dental Tribune International Publisher Torsten Oemus at Monday's President's Luncheon at the Greater New York Dental Meeting. (Photo/Jan Agostaro)

New York Dental Meeting.

Oemus said that DTI was extremely proud to work as a partner of the GNYDM, a dental show that is now the largest in the United States and is evolving continuously in order to offer dentists from around the world the best possible education and the most innovative products.

Oemus explained that the daily newspaper, *today*, and the high-quality lectures offered by the Dental Tribune Study Club Symposia are two samples of how both organizations work together to bring the best of the best to attendees to the GNYDM.



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YOUR PRACTICE**

**12:45 - 1:45** DR. G. FREEDMAN & DR. F. GOLDSTEP // Course No. 5710  
**THE DIODE LASER: THE ESSENTIAL SOFT TISSUE HANDPIECE**

**2:00 - 3:00** DR. PEDRO LAZARO CALVO // COURSE NO. 5720  
**SURGICAL DECISION MAKING IN AESTHETIC IMPLANT DENTISTRY**

**3:15 - 4:15** DR. S. MALAMED AND DR. M. FALKEL // COURSE NO. 5730  
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# Integrating implants in your practice

By Kristine Colker, Managing Editor

► **Today from 11:15 a.m. to 12:15 p.m. in aisle 6000, room 3, Dr. Paul Goodman will present “Capitalize on the Hidden Implant Production in Your Practice” as part of the DTSC Symposia.**

In the session, he will discuss how the general dentist can enhance the implant portion of his or her practice and why loupes should be used on a daily basis. Participants will learn about effective consultation techniques to increase case acceptance; streamlining the implant process from planning to final restoration; and how loupes help maintain better ergonomics and are especially helpful for working with small implant parts.

Goodman sat down with *today* to share more insights into the session.

**Your DTSC Symposia session is called “Capitalize on the Hidden Implant Production in Your Practice.” Could you give us a brief overview of your presentation?**

We are dealing with challenging

economic times in our dental practices. My presentation will focus on how to communicate effectively with potential implant patients to help them accept implant cases. Not only are implants an outstanding patient service, but they're also an excellent revenue source for every general practice.

**What do you see as the most important benefits of enhancing the implant portion of one's practice? How would you recommend a clinician get started doing this?**

There are numerous benefits to enhancing the implant portion of your practice. Most important is the clinical and emotional benefit to your patient.

Traditional fixed prosthodontic dentistry can work well, but patients truly appreciate being able to keep the teeth on either side of their edentulous space intact.

A dental practice that performs a substantial amount of implant dentistry will be viewed as cutting edge, which will enhance their reputation in the community. In my opin-

ion, the best way to get started is to take hands-on continuing education in both placing and restoring implants. Even if your goal is not to place your own implants, it is immensely helpful to have a solid foundation of surgical knowledge.

**You also talk about loupes in your presentation. Why do you feel using loupes is so important?**

I have been using loupes since dental school and would not want to practice without them. Loupes allow me to maintain a proper working position, which decreases strain on my neck and back.

Additionally, many implant components are extremely small and using loupes allows you to manipulate these components with confidence.

**If there is one thing you hope attendees to your session come away with, what would it be?**

I hope course attendees leave energized and motivated to talk to all of their patients about implant dentistry. Implant dentistry is rewarding, profitable and fun!

## About the speaker



Paul Goodman, DMD, is a graduate of University of Pennsylvania School of Dental Medicine, one of the best in the country. He has been a dentist for years and has been through several postgraduate courses in different fields of dentistry since receiving his DMD degree in 2002.

His emphasis on patient comfort as well as keeping up-to-date with the latest advancements in dentistry enable him to provide his patients with the best quality of care in the field. Goodman has a wide range of experience in different areas of dentistry, from cosmetic and restorative dentistry to surgical treatments.

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