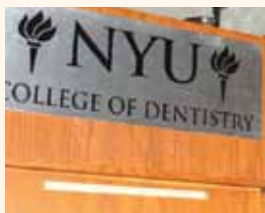


IMPLANT TRIBUNE

IMPLANTOLOGY WEEK

Global Implantology Week in New York City attracts dental professionals from around the world.

► page B1



ENDO TRIBUNE

PHOTOS FROM AAE

Review of American Association of Endodontists annual session in Boston is packed with photos.

► page C1



HYGIENE TRIBUNE

CSI HYGIENISTS

Dental hygienists serve critical role in forensic investigations that depend on dental records.

► page D2



Optimism, humor combat dental fear

Scientists identify most effective coping strategies

Scientists at Sweden's Sahlgrenska Academy have identified key coping mechanisms used by people who suffer from dental fear to manage stress during dental visits and treatment. At the top of the list: optimism on the part of the patient and an atmosphere of humor in interactions with the dental staff.

Internationally, surveys indicate that approximately 50 percent of the adult population suffers some degree of dental fear,

making it one of the most common fears. In its most serious form such fear reaches the status of being a phobia, causing extreme stress and leading people to avoid professional dental care completely.

Five percent have severe dental fear

Despite these statistics, most people, including many among the approximately 5 percent of the population who experience

► See HUMOR, page A2

Nationwide dental practice research network created

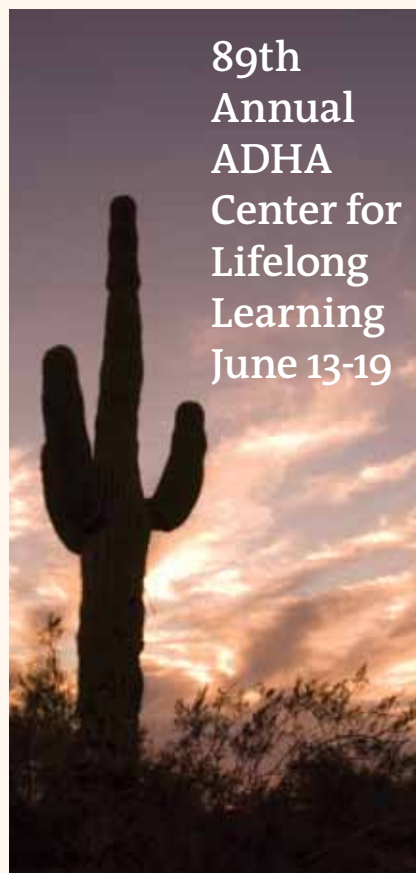
\$66.8 million, seven-year grant funds coordinated initiative

The National Institute of Dental and Craniofacial Research (NIDCR) has awarded a \$66.8 million, seven-year grant that consolidates its dental practice-based research network initiative into a unified nationally coordinated effort.

The consolidated initiative, renamed The National Dental Practice-Based Research Network (NDPBRN), is headquar-

tered at the University of Alabama at Birmingham (UAB) School of Dentistry. It serves as a national administrative hub that leads and oversees six smaller regional research sites, or nodes. The nodes are located in Rochester, N.Y.; Gainesville, Fla.; Birmingham Ala.; Minneapolis; San

► See RESEARCH, page A2



89th Annual ADHA Center for Lifelong Learning June 13-19

Phoenix hosts the American Dental Hygienists' Association Center for Lifelong Learning at the 89th Annual Session. The event, at the Phoenix Convention Center, features 28 unique C.E. sessions (in a three-day period) worth 24 credits. There is also a two-day exhibition. Photo/By Daniel Goman provided by www.dreamstime.com

► See page D1

NEWS A1-A3

- Dental humor is serious stuff
- Dental practice research consolidated

MEETINGS A4-A5

- Ethnic dental groups combine their 2012 annual meetings
- World Dental Federation expects 10,000 in Hong Kong this August
- Greater N.Y. Dental Meeting keeps expanding international focus

INDUSTRY NEWS A6-A7

- 3shape imaging serves as practice's diagnostics foundation
- R-dental earns five stars from well-known dental products evaluator

IMPLANT TRIBUNE B1-B7

- Zimmer Dental and NYU College of Dentistry host Implantology Week
- Implant dentistry group objects to Texas advertising restrictions

ENDO TRIBUNE C1-C2

- Roydent has new sizes for its C-Files
- SS White redevelops its V-Taper file

HYGIENE TRIBUNE D1-D2

- American Dental Hygienists' Association plans Phoenix event
- Next Crest Oral-B Pros in the Profession honoree: Olga Torres, RDH

AD

BULK FILL MADE EASY. PACKABLE OR FLOWABLE IT'S YOUR CHOICE!

X-tra fil
Packable Posterior Bulk Fill Composite
Cure 4mm in 10 sec.

X-tra base
Flowable Posterior Bulk Base Composite
Cure 4mm in 10 sec.

VOCO
THE DENTALISTS

Call 1-888-658-2584 · www.vocoamerica.com

PRSRRT STD
U.S. Postage
PAID
San Antonio, TX
Permit #1396

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

◀ HUMOR, page A1

severe dental fear, still go to the dentist regularly. To increase understanding of dental fear and its causes, scientists at the Sahlgrenska Academy at the University of Gothenburg conducted two unique studies to investigate strategies people with dental fear use to cope with visiting the dentist and receiving dental treatment.

Five core strategies

In one study, Jenny Bernson, LDS, and her colleagues asked people suffering from dental fear to complete a questionnaire, enabling the researchers to isolate five core strategies that dental patients used to overcome dental fear:

- *Self-efficacy, using one's own internal resources.* Example: "I tell myself to be strong enough to stand it, despite my fear."
- *Self-distraction.* Examples: "I count to myself, sing to myself or try to play mental games with myself to keep my mind off the treatment."
- *Distancing.* Example: "I think the pain sensa-

tion feels like something else, such as numbness."

• *Prayer.* Example: "I pray that the treatment will soon be over."

• *Optimism.* Example: "I try to think of the future, about what everything will be like after the treatment."

In terms of which of the five are most effective, Bernson said, "The study has shown that patients who adopt an optimistic mind-set cope with dental treatment significantly better, and they visit the dentist more regularly than patients who spend time in prayer, despair or catastrophizing."

The second study was based on interviews with patients suffering from dental fear. They said humor was one of the most critical coping strategies.

"Psychological barriers can be broken down by humor, both as a result of the patient and the dentist coming together more as equals, and as a result of humor reducing stress, increasing well-being and creating a pleasant atmosphere," Bernson said.

The strategies that these two studies have identified will form the basis of a questionnaire that may be possible to use in the future when treating pa-

tients suffering from dental fear.

The article, "Adaptive coping strategies among adults with dental fear: Further development of a new version of the Dental Coping Strategy Questionnaire," has been published in the scientific journal *Acta Odontologica Scandinavica*.

The article "Making dental care possible — a mutual affair" has been published in the scientific journal *European Journal of Oral Science*.

Bernson is a doctoral student in behavioral and community dentistry at the Institute of Odontology, Sahlgrenska Academy, University of Gothenburg and at the Research Center, Public Dental Service, Region Västra Götaland, Sweden.



Photo/By Sebastian Kaulitzki, www.dreamstime.com

(Source: Sahlgrenska Academy)

◀ RESEARCH, page A1

Antonio, Texas; and Portland, Ore. The NIDCR is part of the National Institutes of Health.

A dental practice-based research network is an investigative union of practicing dentists and academic scientists. The network provides practitioners with an opportunity to propose or participate in research studies that address day-to-day issues in oral healthcare. The studies,

conducted in participating dental offices with consenting patients, help to expand the profession's evidence base and further refine care.

Since launching the practice-based initiative in 2005, NIDCR had supported three regional networks, including one at the UAB School of Dentistry. Each had its own affiliated practitioners, clinical studies, and administrative tasks independent of the others.

"A national coordinating center stream-

lines the network structure for greater financial and administrative efficiency," said NIDCR Director Martha Somerman, DDS, PhD. "The national structure also should free those at the regional networks to focus almost solely on research, so, it's an excellent opportunity for everyone."

The initial seven-year Regional Dental PBRN grants proved extremely productive, Somerman said. The networks enrolled 1,719 practitioners in 43 states. In

collaboration with the Dental PBRN academic faculties and staff, the practitioners organized and conducted 51 research studies, generating 87 journal articles on topics ranging from preventive and restorative dentistry to pain management and smoking cessation.

"The regional research networks were built from scratch, and it took some time and effort to get them up and running

▶ See RESEARCH, page A3

AD

**HDA, NDA & SAID
Multi-Cultural
Oral Health Summit**

**JULY 20-24, 2012
BOCA RATON, FLORIDA**

**"Collectively Meeting the
Needs of a Diverse Population
to Improve Oral Health"**

Numerous special events scheduled throughout the convention will celebrate the rich mosaic of cultures and the heritage of each host organization: Opening Ceremony and Reception, President's Symposium, Civil Rights Luncheon, Seminole Tribe Tours and Presidents' Gala. Join us for unprecedented opportunities for networking, dialogue with global health leaders, community leaders, corporate partners, foundations, and other stakeholders committed to transformational leadership and innovations in health. Collectively we are making a difference!

REGISTER NOW! www.ndaonline.org • www.hdassoc.org • www.thesaidonline.org
202-588-1697 732-310-5623 951-301-9111

DENTAL TRIBUNE

The World's Dental Newspaper - US Edition

PUBLISHER & CHAIRMAN

Torsten Oemus t.oemus@dental-tribune.com

CHIEF OPERATING OFFICER

Eric Seid e.seid@dental-tribune.com

GROUP EDITOR

Robin Goodman r.goodman@dental-tribune.com

EDITOR IN CHIEF DENTAL TRIBUNE

Dr. David L. Hoexter feedback@dental-tribune.com

MANAGING EDITOR U.S. AND CANADA EDITIONS

Robert Selleck r.selleck@dental-tribune.com

MANAGING EDITOR

Fred Michmershuizen
f.michmershuizen@dental-tribune.com

MANAGING EDITOR

Sierra Rendon s.rendon@dental-tribune.com

MANAGING EDITOR SHOW DAILIES

Kristine Colker k.colker@dental-tribune.com

MARKETING MANAGER

Anna Kataoka-Wlodarczyk
a.wlodarczyk@dental-tribune.com

SALES & MARKETING ASSISTANT

Lorrie Young l.young@dental-tribune.com

C.E. DIRECTOR

Christiane Ferret c.ferret@dtstudyclub.com

Dental Tribune America, LLC

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

Published by Dental Tribune America

© 2012 Dental 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.

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 Dental Tribune America.

EDITORIAL BOARD

Dr. Joel Berg

Dr. L. Stephen Buchanan

Dr. Arnaldo Castellucci

Dr. Gorden 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 e-mailing 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 e-mail at 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.

← RESEARCH, page A2

smoothly," said NIDCR program specialist Donald DeNucci, DDS. "But under the current grant, we're now building on our initial investment, and that should lead to a faster start and sustained productivity over the next seven years."

DeNucci said the NDPBRN plans to expand the number of participating practitioners to 5,000. Greater participation will allow for an increased number and range of studies, to produce data that can be better generalized to the U.S. population in all its diversity.

The NDPBRN also will welcome greater participation of practitioners in the various dental subspecialties. These include endodontists, periodontists, orthodontists, oral surgeons, prosthodontists, oral pathologists, as well as pediatric and public health dentists. "We also welcome the nation's community health centers and

the federal dental services, such as those in the Departments of Veterans Affairs and the Department of Defense, and the Indian Health Service of the Department of Health and Human Services," said DeNucci. "We can certainly help to develop innovative, low-cost techniques to improve the oral health of all Americans."

Another objective is to extend practitioner participation across the country. "With today's advanced communications tools, no rural community is too remote for participation in the national network," said Gregg Gilbert, DDS, MBA, the NDPBRN national network director and chair of UAB School of Dentistry's Department of General Dental Sciences. "Our aim is to be inclusive. We want the NDPBRN to truly become the nation's network."

For more information visit: www.nidcr.nih.gov/research/der/clinicalresearch/dentalpracticebasedresearchnetworks.htm.

The National Institute of Dental and Craniofacial Research (NIDCR) is the Nation's leading funder of research on oral, dental, and craniofacial health. To learn more about NIDCR, visit the institute's websire at www.nidcr.nih.gov.

About National Institutes of Health

NIH, the nation's medical research agency, includes 27 institutes and centers and is a component of the U.S. Department of Health and Human Services. NIH is the primary federal agency conducting and supporting basic, clinical, and translational medical research, and is investigating the causes, treatments, and cures for both common and rare diseases. For more information about NIH and its programs, visit www.nih.gov.

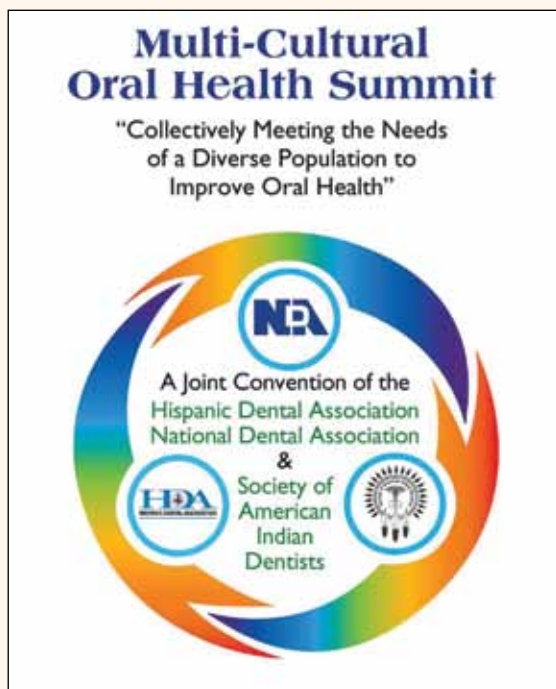
(Sources: National Institute of Dental and Craniofacial Research and University of Alabama at Birmingham)

AD

IMPLANT DENTISTRY
Debating the Options
for Practical Solutions

61st AAID Annual Meeting
AMERICAN ACADEMY OF IMPLANT DENTISTRY
Washington DC October 3-6, 2012
Practical Education for the Practicing Implant Dentist
www.aaid.com

For the first time, dental organizations representing African American, Native American and Hispanic dental professionals — and oftent underserved populations within those groups — will meet together in a multicultural oral health summit. Photo/Provided by VOOCO, NDA, HDA, SAID



Ethnic dental groups combine their 2012 annual conventions

African Americans, Hispanics and Native Americans represented by three U.S. associations at July summit

Three premier dental organizations for ethnic minorities will host a historic joint annual convention July 20-24, in Boca Raton, Fla. The National Dental Association (NDA), Hispanic Dental Association (HDA) and Society of American Indian Dentists (SAID)

collectively represent the needs and concerns of African American, Hispanic and American Indian oral health professionals and the communities they serve. The conference theme is: "Multi-Cultural Oral Health Summit: Collectively Meeting the Needs of a Diverse Population to Improve Oral Health."

Underserved, under-represented

"I am delighted to be a part of this historic undertaking," said Dr. Sheila R. Brown, immediate past president of the Washington, D.C.-based NDA. "Our organizations share a common bond — communities that have been traditionally underserved and providers that have been woefully under-represented in the health professions. I look forward to this collaboration and to future collective efforts to eliminate racial and ethnic health disparities in America."

"The Society of American Indian Dentists is excited to continue the collaborating efforts of organizations representing underserved populations," said Dr. Ruth Bol, president of the SAID. "American Indians continue to live in communities where there is an up-to-90-percent tooth-decay rate. This meeting will be the first of its kind to bring together the very professionals that will help to make the greatest impact on the oral health crises. The SAID, HDA and NDA represent a great wealth of oral health diversity, and this meeting will be a testament to this empowerment of dental medicine for these underrepresented minorities."

"The Hispanic Dental Association (HDA) looks forward to this monumental event," said Margo Y. Melchor, RDH, MEd, president of the HDA. "As an inclusive organization, HDA is very proud of the collaborations we have formed with NDA and SAID. This summit will enable the membership of the three unique ethnic dental organizations to unite and focus on the similar efforts of our missions: the elimination of oral health disparities."

Convention attendees will include dentists, auxiliaries, students, community leaders, corporations and other stakeholders interested in improving oral health. The program will include continuing education seminars and ceremonial events that reflect the rich culture and tradition of each group. This summit will enable all groups to discuss oral health issues that impact diverse communities throughout the United States.

(Sources: VOOCO, NDA, HDA, SAID)

AD

What does your **future hold?**

Explore your options...

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

**Contact Us
for our
Fall Schedule**

Invest in yourself, your practice and your future by exploring "The Future of Dentistry" with Aurum Ceramic and LVI Global.

Learn, through lecture and discussion:

- Best procedures for diagnosis and treatment planning.
- Exciting options for smile design, restoration selection, preparation, temporization and cementation.
- Improved patient communication.
- Proven new concepts in practice marketing.

For more information or courses in your area, check out "Upcoming Courses" off the NEWS & EVENTS Menu at www.aurumgroup.com OR contact Aurum Ceramic Dental Laboratories Continuing Education Department at **1-800-363-3989** or **email: ce@aurumgroup.com**

PRESENTED BY

Hong Kong site of FDI Annual World Dental Congress



FDI World Dental Federation 100th annual meeting expects 10,000-plus, Aug. 29-Sept. 1

The next FDI Annual World Dental Congress is expected to attract more than 10,000 experienced and novice dental practitioners from around the world. The event brings together professionals from all fields of dentistry and features a diverse program designed to address the wide-ranging needs of dental professionals as well as others interested in oral health.

Participants should expect to leave the Congress challenged and informed about the latest trends and opportunities in the business and practice of dentistry.

The conference venue is the Hong Kong

Convention and Exhibition Center, located in the heart of the city in the modern and always busy Wan Chai District, overlooking the Hong Kong harbor.

FDI World Dental Federation is an ADA-CERP recognised provider. Delegates who have registered for the congress are eligible to receive continuing education points by attending scientific sessions throughout the meeting.

The number of C.E points available is as follows: Main scientific programs are worth five points per day, with a maximum of 20 over the entire event; early morning seminars are worth one point per day, maximum of four over the entire event; "meet the experts" are worth one point per day, maximum of four over the entire event.

Exhibit hall

Discover the very latest cutting-edge developments in dental technology and oral care from local, Chinese and international companies at the 2012 Annual World Dental Congress Exhibition. Special features include the Dental Tribune International Study Club, an exhibit of FDI's history through its 99 previous congresses, a historical collection of dental stamps and many more attractions.

The exhibition operates all four days at the at the Hong Kong Conference and Exhibition Center, opening at 10 every morning and closing at 6 p.m. Wednesday through Friday and 4 p.m. on Saturday.

(Source: FDI)

Official poster of the 2012 FDI Annual World Dental Congress. Photo/Provided by FDI

Greater N.Y. Dental Meeting keeps growing

The Greater New York Dental Meeting (GNYDM) has done it again, as it continues to be the largest dental congress and health-care meeting in the United States. In 2011, the GNYDM registered 53,789 attendees from all 50 states and 127 countries.

The Greater New York Dental Meeting offers a choice of more than 300 educational courses including full-day and half-day seminars, essays, hands-on workshops and a "live" 430-seat high tech patient demonstration area.

Attendees are urged to not only partake in the many educational courses but also to visit the meeting's evolving exhibit floor with more than 1,500 exhibit booths and more than 600 exhibiting companies.

There is a never a pre-registration fee to attend the Greater New York Dental Meeting.

The live dentistry arena is always a major hit, with standing-room-only in the ever-expanding arena. This revolutionary concept of treating patients with new materials and high-tech applications takes place in the educational hall right on the show floor with no tuition costs to attendees.

The GNYDM has significantly expanded its international program, accommodating 6,656 international visitors from 127 countries in 2011 and offering programs in Spanish, Portuguese, French, Italian and Russian.

With three major airports nearby [Newark Liberty (EWR), Kennedy (JFK) and La Guardia (LGA)] and special discounted hotel rates for those attending the meeting, it is easy for dental professionals to visit New York City during this most wonderful holiday time of the year.

See all that New York City has to offer during an always-captivating time of the year, Nov. 23 through 28.

(Source: Greater New York Dental Meeting)

DENTISTRY BY DR. CHONG LEE, MCLEAN, VA.

LVI can show you how to stay ahead of the curve

empower YOUR PRACTICE

invest your time

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 INFORMATION

- Understand the impact of neuromuscular dentistry in the aesthetic practice.
- Discuss the parameters for use of transcutaneous electrical neural stimulation (TENS).
- Learn the basics behind taking a TENS Bite.
- Understand occlusion from a neuromuscular perspective.
- Identify appropriate procedures for smile design and when to use them.
- Define the options for porcelain restorations and the preparation and temporization necessary to accomplish the restoration.
- Implement the latest cementation and anesthetic techniques for better efficiency when delivering a large, aesthetic case.
- Understand the best procedures for diagnosis and treatment planning and better communication with the patient.
- Two day session provides 13 CE hours.

save your money

REGISTER EARLY AND SAVE ON TUITION FEES

With Regional Events throughout the nation and \$100 savings when you register early for two day sessions, LVI makes it easy and affordable for you to continue your dental education.

register

VISIT WWW.LVIREGIONALEVENTS.COM OR CALL 888.584.3237 FOR MORE INFO

2 DAY SESSIONS: Hilton Head, NC Aug 10-11 // Boston, MA Aug 24-25
Dublin, CA Sept 14-15 // Chicago, IL Sept 28-29 // Atlanta, GA Oct 19-20

LVI GLOBAL

LVI Regional Event
SPONSORED BY MICRODENTAL LABORATORIES

ADA CERP® | Continuing Education Recognition Program

Academy of General Dentistry
Approved PACE Program Provider
FAJDM/AGD Credit
331/0010 to 3331/0013

AD

Witnessing the evolution of digital impression solutions

An interview with digital-scanning pioneer Dr. Svend W. Carlsen

Since 1982, Dr. Svend Carlsen has used various differing intra-oral scanners for taking impressions digitally.

The 3-D scanner company 3Shape spoke with Carlsen about develop-

ments in digital impression systems and how technology can help dentists in their daily work.

Following are some of Carlsen's comments.

How did you get started with digital imaging?

"It all started with a digital chairside solution, where we had both the technology to digitally record the tooth

and the milling equipment to manufacture the crown.

In the beginning, we were all very enthusiastic about the new technology, but we discovered that results lacked the required accuracy. We were forced to regard our ceramic inserts only as well-functioning mega-fillers.

Since then I have been constantly searching for a digital system that could meet the accuracy challenge.

How would you describe the status of that search today?

A little over a year ago, I attended an event that included a demonstration of 3Shape's TRIOS system.

This experience renewed my belief that digital imprint technologies could, in fact, fulfill our needs.

Today we use the 3Shape TRIOS system for most of our impressions in the clinic for single-tooth crowns and bridges.

What do you demand of a reliable digital system?

With most of the digital impression systems that I have used, there has been a need to make small corrections before the final crown could be placed in the patient's mouth. This should not be necessary.

It is also now a great benefit to be able to view an enlarged image of the prepared tooth, with every detail clearly displayed. This enables you to identify and immediately correct areas where the tooth preparation is not sufficiently smooth or sharp.

This level of control means that only correct information is sent to the laboratory. It also provides effective control of our own work.


Patients are rather impressed that we can take an impression so quickly and so easily. I think that the high degree of control that dentists can demonstrate with the technology creates a greater sense of security for patients. Patients can follow their own treatment's details on the screen and thus better understand what it entails.

How does the new system compare to the earlier devices you have tried?

Previously, you had to apply spray or powder on the teeth before you could scan.

This was very annoying because it's hard to put an even layer of coating on the teeth — and an uneven layer would ruin scan precision. With previous systems, it was also necessary to maintain a completely steady hand while

AD



Technology, designed the way you work.

Great new features

Dental System™ 2012 - the future proof solution

Model Builder
Create lab models directly from TRIOS® and 3rd party intraoral scans. Support for implant models.


TRIOS® integration
Receive TRIOS® digital impressions instantly from dentists and start designing right away.

3Shape Communicate™
Upload 3D design visualizations with a single click. Share and discuss your cases with dentists.


2nd Generation Removable Partial Design
Intuitively mimics the familiar workflow while significantly reducing production time.

Digital Temporaries
Create cost-effective temporaries without pouring a model using Virtual Preparation and Virtual Gingiva.


D800 3D scanner
Two 5.0 MP cameras. Scans a single-die in 25 seconds, captures texture and scans impressions.




Backing our users with technology, care and expertise



New Dynamic Virtual Articulation
Like using your physical articulator. Support for Occlusion Compass, KaVo PROTAR®evo, Whip Mix Denar® Mark 330, SAM® 2P, Artex® compatible and more to come.



Next Generation Telescopes
Full freedom for designing telescopic crowns. Support for attachment crowns and open telescopes. Add multiple bands, parametric attachments, and customized attachments.



Scan the QR code
& sign up for our newsletter

► See CARLSEN, page A7

← CARLSEN, page A6

scanning. The slightest movement of the patient or of the operator's hand was enough to create a useless image.

The new scanners allow a high degree of movement freedom, and this makes it much easier to get a good picture.

Here at our clinic, assistants scan as often as dentists. The system is very intuitive.

You started with a chairside milling system, but the TRIOS system you use today builds on cooperation with the lab. How do you view these different approaches?

I know from my own experience that ing for many dentists. But in reality, at least as the technologies stand today, chairside milling is not worth the investment because dentists need to spend too much time perfecting the esthetic details. In relation to my business, I have no doubt that it's better for me to outsource my milling needs.

More importantly, skilled dental technicians will usually provide better restorations than dentists can. They are simply better artists and have more practice.

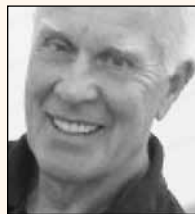
Have digital impression solutions come to stay?

I think that the existence of digital impression solutions in all clinics will soon be taken for granted. Even in a little town such as ours, all four dental clinics are equipped with their own digital impression system.

Actually, we find that our area's high-tech profile affects competition because it helps us attract patients from other cities.

We also see a clear trend among laboratories. More and more labs are working with advanced digital systems that allow them to mill crowns directly from our digital impressions — without first manufacturing a model. This means that we can get our crowns back from the lab even faster.

(Source: 3Shape)



SVEND CARLSEN has been a dentist for more than 50 years and has always actively taken interest in the most advanced technologies within the dental profession. Today, Carlsen runs his Herregaard Center Dental Clinic in Faaborg, Denmark. The clinic uses the 3Shape TRIOS digital impression system on a daily basis.

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 e-mailing 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 e-mail at 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.

Registration material earns 5 stars

R-SI-LINE METAL-BITE earns highest rating from well-known product evaluator

R-SI-LINE® METAL-BITE®, the universal registration material, which was introduced in 2000 as the first hard, universal registration material that also is scannable for CAD/CAM applications, has received a five-star rating from Dental Consultants Inc. (publisher and operator of the product-evaluation periodical "The Dental Advisor" and product-evaluation website www.dentaladvisor.com), based in Ann Arbor, Mich.

The product has also earned the organization's prestigious Editor's Choice award, and it was chosen by the evaluators as the 2012 Top Bite-Registration Material.

METAL-BITE received a clinical rating of 96 percent from the evaluators, while 93 percent of the evaluators would recommend the material.

After a decade since its introduction, METAL-BITE is well-known to a growing number of dentists in many countries throughout the world. The material has become a standard for universal registrations, although the material is also indicated for a broad variety of indications.

The product boasts a number of beneficial physical properties, including: very good handling, short setting time and easy-to-trim-and-polish silicone. The dark gray METAL-BITE is also scannable


(powderfree) for CAD/CAM applications, it is ideal for the biteplate and facebow registrations.

For more information, you can contact the manufacturer directly. R-dental Dentalerzeugnisse GmbH is based at Winterhuder Weg 88, 22085, Hamburg, Germany.

You can phone R-dental internationally at +49-40-22757617 or send a fax to +49-40-22757618. You can contact the company via email at info@r-dental.com. Or visit R-dental online at www.r-dental.com.

(Source R-dental)

AD



No Pre-Registration Fee

The Largest Dental Meeting/Exhibition/Congress in the United States

MARK YOUR CALENDAR

Scientific Meeting:
Friday - Wednesday,
November 23 - 28

Exhibit Dates:
Sunday - Wednesday,
November 25 - 28

ATTEND AT NO COST
Never a pre-registration fee at the Greater New York Dental Meeting

MORE THAN 600 EXHIBITORS
Jacob K. Javits Convention Center 11th Ave.
between 34-39th Streets (Manhattan)

HEADQUARTERS HOTEL
New York Marriott Marquis Hotel

LIVE DENTISTRY ARENA - NO TUITION

LATEST DENTAL TECHNOLOGY & SCIENTIFIC ADVANCES

MORE THAN 350 SCIENTIFIC PROGRAMS
Seminars, Hands-on Workshops, Essays & Scientific Poster Sessions as well as Specialty and Auxiliary Programs

EDUCATIONAL PROGRAMS IN VARIOUS LANGUAGES

SOCIAL PROGRAMS FOR THE ENTIRE FAMILY

ENJOY NEW YORK CITY AT ITS BEST DURING THE MOST FESTIVE TIME OF THE YEAR!

FOR MORE INFORMATION:
Greater New York Dental Meeting®
570 Seventh Avenue - Suite 800
New York, NY 10018 USA
Tel: (212) 398-6922 / Fax: (212) 398-6934
E-mail: victoria@gnydm.com

GREATER NEW YORK DENTAL MEETING
WWW.GNYDM.COM

Sponsored by the New York County Dental Society and the Second District Dental Society

2 0 1 2



SOFT TISSUE MANAGEMENT & GRAFTING AROUND DENTAL IMPLANTS

1-Day Lecture & Hands-On Workshop

July 24, 2012
October 24, 2012

Tuition: \$995

BONE, RIDGE & SOCKET GRAFTING

2-Day Lecture - Hands-On & Live Surgery

July 25 - 26, 2012
October 25 - 26, 2012

Tuition: \$1995

SINUS ELEVATION & GRAFTING

1-Day Lecture & Hands-On Workshop

July 27, 2012
October 27, 2012

Tuition: \$1195

4-DAY TUITION: \$4,185

4-DAY gIDE MEMBER PRICE: \$3,975

"I have taken 100 hrs of CE in the last year alone. I have to say the 4 hands-on courses I took at gIDE were the best investment to date. The gIDE Institute and Dr. Jovanovic provide the most cutting-edge, relevant information you will find out there. Worth every penny." - Dr. Joseph C. Weber, GP - Santa Barbara, CA

HYGIENE TRIBUNE

— The World's Dental Hygiene Newspaper • U.S. Edition —

MAY 2012 — VOL. 5, No. 4

www.dental-tribune.com

Hygienists in Phoenix, June 13–19

Exhibitors, C.E., networking highlight 89th ADHA session

A number of sessions have already sold out at the American Dental Hygienists' Association Center for Lifelong Learning at the 89th Annual Session. But plenty of opportunities remain open as the June 13-19 meeting approaches.

The Phoenix Convention Center's west building is expected to be filled with more than 2,000 dental professionals representing various dental-profession sectors and career stages. Certainly the focus is on dental hygienists, but the annual session includes educational and networking opportunities of benefit to all members of the dental-practice team.

Highlights include a two-day-long exhibition hall, two plenary sessions designed to get the days started on fun, inspirational notes and, of course, the three days featuring 28 unique C.E. sessions divided into six tracks: clinical practice, public health, education, research, professional development and new hygienist. There also is a separate student track. A total of 24 C.E. hours are available.

This year's theme is "Navigating through a changing profession and seizing the opportunities of tomorrow."

Among the topics of the Center for Lifelong Learning sessions: "Chaos to Resolution: The Dental Professional's Role in Mass Fatality and Forensics," "Advanced Concepts in the Evaluation, Assessment & Care of Dental Implants," "Entrepreneurship: the Business Practice of Dental Hygiene," "Broadening Dental Hygiene Services Through Community-Based Programs," "Dental Hygiene Fitness: Secrets for Comfort & Career Longevity," "Human Papilloma Virus: Implications for Dental Hygiene Practice," "Taking the Mystery out of Teaching Critical Thinking" and "The Ins and Outs of Polishing: Why, Why Not and When?"

On Thursday, June 14, from 1 to 2:30 p.m. there is a selection of 15 different "Lunch & Learn" sessions, with box lunches for all participants. Each table topic is limited to nine registered participants per table. Quite a few of the choices already are filled up, but others still have slots open. Among the still-open sessions as of mid May: "Calming Dental Anxiety," "The Role of Inflammation in Periodontal Disease and Rheumatoid Arthritis," "Minorities in Dental Hygiene," "Forensic Dentistry: How to Get Involved," "School-



Downtown Phoenix seen from the Sonoran Desert, framed by an iconic saguaro cactus. Photo/Provided by www.peterjordanphoto.com and Greater Phoenix Convention and Visitors Bureau.

Based Sealant Programs" and "Integrating Preventive Oral Health Measures in Health Care Practice."

An annual Community Service Day on Wednesday, June 13, provides 50 attendees the opportunity to go to a local senior center to provide oral health and oral cancer screenings, toothbrush prophylaxis, fluoride varnish and oral health education. Preregistration for this event was required and the registration deadline has passed. It's sponsored by the ADHA, the ADHA Institute for Oral Health and DentEZ Group.

On the "just-for-fun" side of things, a number of area tours are available through the meeting website, including

a visit to the Grand Canyon and a tasting tour of area vineyards. There's even a night-vision Hummer tour through the pitch-black Sonoran Desert, featuring spectacular views of the night sky and desert wildlife. A barbecue dinner is included, complete with campfire, cowboy guitarist and a country western band. Many of these group tours sell out quickly so you're encouraged to sign up soon.

Event registration and details are available via a link on the association's website, www.adha.org. The association can be contacted at (312) 440-8900.

(Source: American Dental Hygienists' Association)

'Pros in the Profession' winner named

Crest Oral-B selects fifth of six recipients to be honored in 2012

Crest® Oral-B® has selected Olga Torres, RDH, of Clewiston, Fla., as the fifth winner of the brands' second annual Pros in the Profession® award program, which honors registered dental hygienists who go above and beyond the call of duty every day.

Torres has been practicing dental hygiene for five years, holding a dental hygiene degree from Palm Beach Community College. She also works as the sole dental hygienist at the Florida Community Health Center.

Torres frequently works with pediatric patients, sometimes seeing up to 15 children a day for dental cleanings. She has a passion for these patients and dedicates much of her free time to giving presentations to both kids and their parents to teach them about the importance of oral health. She also uses her bilingual skills to communicate with migrant patients facing language barriers in her community.



Olga Torres, RDH
Photo/Provided by Crest Oral-B

When Torres is not working or volunteering, she is in school part-time pursuing a bachelor's degree or spending time with her 16-year-old daughter. She also guest-hosts a local radio show a few times a year, covering a variety

of dental health and hygiene topics.

Torres relies on Crest and Oral-B products for maintaining her own oral hygiene, as well as that of her patients. Among her favorite products is the Crest and Oral-B Pro-Health For Me Collection for her pre-teen patients.

Throughout the year, a total of six deserving professionals will be named this year's Crest Oral-B Pros in the Profession winners.

Winners receive a plaque; a \$1,000 monetary award; recognition at an awards cocktail reception at RDH's "Under One Roof 2012" annual meeting in Las Vegas; tribute in dental trade media news announcements and on www.dentalcare.com; and an exclusive trip to Proctor & Gamble Co. headquarters in Cincinnati.

The Crest Oral-B Pros in the Profes-



sion program recognizes registered dental hygienists who go above and beyond the call of duty every day. Throughout the year, Crest Oral-B rewards a selection of deserving professionals, as nominated by their peers, who truly make an impact on patients and the oral health cause.

To learn more about the program, visit www.prosintheprofession.com.

For information about Crest Oral-B products and resources, you can visit www.dentalcare.com.

(Source: Crest Oral-B)