

DAILY AT CDA PRESENTS!

DENTAL TRIBUNE

The World's Dental Newspaper · U.S. Edition

FRIDAY, AUGUST 16, 2013 — Vol. 5, No. 2

www.dental-tribune.com

SCENES FROM THURSDAY

Grab some popcorn, listen to a presentation and find your way around with a trusty app

► pages 4 & 5



NEW PRODUCT

Have you invested in 3-D imaging yet? Here is your chance to find out why you should.

► page 11



WHERE TO NEXT?

Heading to New Orleans this October to attend the ADA? Why not help those in need while you're there?

► page 14



The new and true

New-and-improved melds with tried-and-true at CDA Presents

By Robert Selleck, Dental Tribune

New technology, new methods and new products captured the attention of CDA Presents attendees throughout the day Thursday, with much more of the same highlighting the agenda today.

A number of companies are using the CDA Presents exhibit hall to display the newest versions of their “tried-and-true” products, while others are getting the word out on just-launched efforts. A stroll through the aisles on Thursday quickly revealed a variety of offerings in the “new-and/or-improved” category.

In booth No. 1941, you can visit with Keith Allen, president of OralWise and inventor of GumChucks, a flossing tool with a name inspired by the device's design similarity to a miniature set of martial arts nunchucks. Created to make flossing easier and more fun for children, the product was released to that market in October, but it quickly captured an adult following, so prototypes for an adult version are already on display in the booth.

There's also an ortho model with a unique tip that enables users to easily floss on both sides of a full bracket.

► See NEW, Page 14



Oralscopic's XV1, the world's first wireless combined loupe and headlight, at Oralscopic (booth No. 1802). Photos/Robert Selleck, Dental Tribune

CDA files legal action against Delta Dental of California



CDA President Lindsey Robinson, DDS
Photo/Provided by CDA

On behalf of its members, the California Dental Association — along with several individual dentist providers — has taken legal action against Delta Dental of California by filing a demand for binding arbitration in response to Delta's notice dated Aug. 1, informing providers of changes to key provisions in their agreements.

According to the CDA, Delta is unilaterally attempting to change two significant provisions of providers' agreements. The first restricts dentists' ability to use arbitration to challenge Delta's actions, and the second eliminates the current requirement that Delta provide justifi-

cation for changing its reimbursement fees. Both are key provisions that have been in participating dentist agreements for many years, the CDA said.

Delta has provided no explanation for its attempt to delete them now, although it appears to precede the anticipated action by Delta to reduce fees without justification by the end of this year, according to the CDA.

“CDA is committed to supporting our members in their practices and the patients they serve,” said CDA President Lindsey Robinson, DDS. “Delta's unilateral attempt to change key provisions of its contracts would allow Delta to aban-

don its responsibility for justifying its payments to contracted providers. This move toward non-transparency appears to be motivated by Delta's desire for financial gain, not to improve patient coverage or care. It leaves us with no choice but to seek a legal remedy.”

CDA said that it is taking this legal action to ensure that Delta will honor its current contracts with dentists and continue to be required to justify reducing fees in the future.

“Delta's move to modify the contracts it has with providers appears to fly in

► See CDA, Page 3

SHOFU SPECIALS

Smart Products for a Healthy Smile[®]



**Visit Us
Booth #1726
Enter to WIN
GoPro Camera!
Daily Drawings!**

**Buy 1 Zero Flow Kit or
Low Flow Kit
(Beautiful Flow Plus &
BeautiBond Combo Kits),
Get 1 Super-Snap
Rainbow Kit &
1 Direct DIA Paste FREE**

Enter to WIN a GoPro HERO3 White Edition Camera, a wearable and gear mountable, waterproof camera to capture both video and photos with built in Wi-Fi, 16GB SanDisk Ultra Micro SDHC Memory Card and Helmet Front Mount included. Retail Value \$235! You do not need to present to win.

BeautiSealant

Fluoride Releasing Pit & Fissure Sealant System

**Buy 1 BeautiSealant,
Get 1 Syringe FREE**



**Buy Any 5 Abrasives 12 pack,
Get 1 FREE
Mix-n-Match**

MonoCem[®]

Self-Adhesive Resin Cement

**Buy 2 MonoCem
Get 1 OneGloss[®] PS Assorted FREE**



DENTAL TRIBUNE

The World's Dental Newspaper · US Edition

PUBLISHER & CHAIRMAN

Torsten Oemus t.oemus@dental-tribune.com

PRESIDENT/CHIEF EXECUTIVE OFFICER

Eric Seid e.seid@dental-tribune.com

GROUP EDITOR

Kristine Colker k.colker@dental-tribune.com

EDITOR IN CHIEF DENTAL TRIBUNE

Dr. David L. Hoexter d.hoexter@dental-tribune.com

MANAGING EDITOR

Fred Michmershuizen
f.michmershuizen@dental-tribune.com

MANAGING EDITOR

Sierra Rendon s.rendon@dental-tribune.com

MANAGING EDITOR

Robert Selleck r.selleck@dental-tribune.com

PRODUCT & ACCOUNT MANAGER

Jan Agostaro j.agostaro@dental-tribune.com

PRODUCT & ACCOUNT MANAGER

Humberto Estrada h.estrada@dental-tribune.com

PRODUCT & ACCOUNT MANAGER

Will Kenyon w.kenyon@dental-tribune.com

COORDINATOR, ACCOUNTING DEPARTMENT

Nirmala Singh n.singh@dental-tribune.com

MARKETING DIRECTOR

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

EDUCATION DIRECTOR

Christiane Ferret c.ferret@dtstudyclub.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.

Tribune America 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 Group Editor Kristine Colker at k.colker@dental-tribune.com.

Tribune America 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. 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), 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.

← CDA, Page 1

the face of good faith and fair dealing," said CDA Vice President Walt Weber, DDS, chairman of the CDA Dental Benefits Research Task Force. "CDA absolutely questions whether, once Delta provides the information required by the contracts, fee reductions would be justified."

Statement from Delta Dental of California

When contacted by Dental Tribune, a representative from Delta Dental of California offered a response.

"Delta Dental of California recently notified its 23,172 participating dentists of some revisions to the company's bylaws, participating dentist rules and policies and procedures," the statement from Delta read. "This notice was sent as required by law, and all changes described in the notification were approved in ad-

vance by California regulators. Despite obtaining regulatory approval, we were notified on Aug. 14, 2013, that the California Dental Association (CDA) is taking legal action to prevent these revisions from taking effect."

"While we cannot comment on the specific issues mentioned in the complaint filed, we are disappointed that the CDA is pursuing this course of action. Delta Dental's intent is to provide the best and most affordable dental benefit programs possible for its 15,000 California business and government customers, which serve 18 million people in California," Delta said.

"Delta Dental is committed to acting in the long-term best interests that balance the needs of all its stakeholders, including enrollees, client groups and dentists, and the changes we proposed are necessary to ensure that we can continue to deliver quality dental programs at an affordable price," the statement said.

More information available

Because of the 2012 CDA-sponsored law requiring dental plans to provide 45 business days' notice of any provider agreement changes, Delta's recently proposed changes cannot take effect until Oct. 4 at the earliest, allowing time for dentists to review how these changes will affect their practices.

"We have done significant analysis of this issue, and we take very seriously the concerns of our members regarding dental benefit plan issues," Weber said.

CDA members seeking more information or expressing an interest in participating in the litigation can contact Jan Katerkamp at (916) 554-4913 or jan.katerkamp@cda.org. Additional information about the litigation is available on the CDA website, www.da.org.

(Sources: CDA, Delta Dental of California)



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

Scenes from Thursday



From left: Greg Napalitano, Lanita Kuehl and Ashley Walsh of Angie's List (booth No. 706).



Welcome to CDA Presents.



Dr. Reena Gajjar, left, and Barbara Cox of Hands On Training Institute (booth No. 517).



Trenton Wiges of ProSites (booth No. 919) offers popcorn.



These male 'butterflies' spread their wings and are ready to fly with some of the latest infection control products available from Air Techniques (booth No. 1012).



Attendees leave the lecture halls after courses break at lunchtime on Thursday.



Karen Noreen, left, and Susan Ferro of Prophecy Perfect (booth No. 1006).



The skyscrapers of downtown San Francisco provide a backdrop for CDA Presents.



Frank Garcia, left, and Joseph Kim of US Orthodontic Products (booth No. 613).

Photos by
Fred Michmershuizen,
Dental Tribune



Brian Melonakos from Shofu Dental Corp. (booth No. 1726) holds a sign for Glasionomer FX-II Capsule enhanced direct restorative, one of Shofu's newest offerings.



The team at Glidewell Laboratories (booth No. 1328).



Larry Vetter from OCO Biomedical (booth No. 1338).



Tony Aguilar, left, and Mike McKenna from PhotoMed International (booth No. 722).



Casey Kirk, left, and Brandon Trammel of CDA Presents show off the meeting's Facebook page and app for mobile devices.



From left: Daniel Mabaet, Cassie Yeh and Huang Tran of Berkeley Free Clinic (booth No. 417).



Gail F. Williamson speaks to meeting attendees during an educational presentation titled 'Are Your Pictures Perfect?' on Thursday morning.



The show floor on Thursday morning.



From left: Charlie Kent, Kyla Hammer and Glen Holden of CareCredit (booth No. 1017).



The lounge at CDA Presents is a great place to rest for a while or to learn more about the various programs and services that are available.



Photo/Provided
by Shofu Dental

Glaslonomer FX-II Capsule: A new glass ionomer restorative

Visit booth No. 1726 for a firsthand demonstration

By Shofu Dental staff

Shofu Dental is announcing the launch of its new direct restorative Glaslonomer FX-II Capsule. Those interested in seeing the material are encouraged to visit booth No. 1726 for a firsthand product demonstration.

The Glaslonomer FX-II Capsule is an esthetic, all-purpose, glass ionomer cement for direct restoration, designed for minimally invasive dentistry.

As a restoration, the material is shown to have superior levels of fluoride release/rechargability and compressive/tensile strength in comparison to other leading glass ionomers, making it ideal for high caries pediatric and geriatric patients.

In addition, adhesion to enamel and dentin is consistently stable at equal levels, creating a stronger marginal seal. The restoration experiences far less strain because of the adhesive strength, and the thermal expansion properties are very similar to natural teeth. The new Glaslonomer FX-II Capsule also displays with high radiopacity.

The application benefits of Glaslonomer FX-II are equally noteworthy. One key benefit is that there is no conditioner required for this material, resulting in faster application time. Simply prepare the cavity using the conventional method, mix the capsule for 10 seconds and apply. The net setting time is two minutes and 30 seconds.

The combination of a fast-setting time and no-conditioning requirement greatly reduces valuable working time and allows clinicians to see more patients within a day.

Unlike many other glass ionomer restoratives, the new Glaslonomer FX II Capsule demonstrates excellent handling and packability. Indications for use include non-load bearing C I and C II restorations in permanent dentition, restorations of C III and C V cavities and wedge-shaped defects, pediatric/geriatric restorations and core build-up and base/liner material.


Offered in shades A2, A3, A3.5 and B2, the material is simultaneously translucent and opaque, creating an esthetic appeal and beautiful shade-matching abilities.

Shofu Dental's Glaslonomer FX-II Capsule is an overall stronger, more durable and highly therapeutic, minimally invasive restorative. It can be purchased for \$4.54 a capsule, packaged in a kit of 50 with a total cost of \$227.70.


Here in San Francisco

Stop by the Shofu booth, No. 1726, to experience the new Glaslonomer FX-II Capsule.

AD



Dental Tribune Study Club
LIVE SYMPOSIUM



New Orleans
American Dental Association
ANNUAL SESSION
OCTOBER 31 - NOVEMBER 3, 2013

Dental Tribune would like to invite you to participate
at the ADA Annual Session in New Orleans

Oct 31 - Nov 2, 2013 at the ADA Exhibit Floor

Come visit Dental Tribune at the ADA Annual Session, Booth #3457

Learn for **FREE** from the experts with:
Educational Lectures & Product Demonstrations

FREE for Dental Tribune members
Register on www.DTStudyClub.com/ADASymposia
*There's no fee to become a member

Sponsorship opportunities available
Contact us to find out more information
E-mail: c.ferret@dtstudyclub.com

Unbeatable quality, service and value

BruxZir® SOLID ZIRCONIA

Crown Over
Inclusive® Custom Abutment

\$413*

all model work, labor
and parts included

\$353** from digital file

Screw-Retained
Crown

\$299*

all model work, labor
and parts included

\$259** from digital file



Before
Occlusal view of a patient's two missing bicuspid (#4 and #5).



Occlusal view of screw-retained BruxZir crowns in place.



After
Occlusal view of BruxZir crowns with access holes sealed with composite resin.

Clinical dentistry by Perry E. Jones, DDS, MAGD

INCLUSIVE®

Custom Abutments are compatible with:

- Astra Tech® OsseoSpeed®
- Biomet 3i® Certain®
- Camlog® Screw-Line®
- Inclusive® Tapered Implant System
- Keystone®† PrimaConnex®
- Nobel Biocare® Brånemark System®, NobelActive® and NobelReplace®
- Neoss®†
- Straumann® Bone Level®
- Zimmer® Screw-Vent®

Inclusive All-Zirconia Custom Abutments are only compatible with Biomet 3i Certain, Inclusive Tapered, Nobel Biocare NobelReplace and Zimmer Screw-Vent.

*Price is per unit and does not include \$14 round-trip overnight shipping or applicable taxes. **Price is per unit and does not include \$7 one-way overnight shipping or applicable taxes. Inclusive Scanning Abutments are needed and can be purchased from Glidewell Direct. †Glidewell Laboratories works in partnership with Neoss and Keystone; prices may vary. Inclusive is a registered trademark of Inclusive Dental Solutions. BruxZir is a registered trademark of Glidewell Laboratories. #Not a trademark of Glidewell Laboratories.

For more information

888-786-2177

www.glidewelldental.com



**GLIDEWELL
LABORATORIES**

Premium Products - Outstanding Value

Clinical performance report for BruxZir Solid Zirconia Crowns and Bridges during an 18-month period

Purpose

The purpose of this clinical study, conducted by The Dental Advisor, was to determine the clinical performance of BruxZir® Solid Zirconia Crowns and Bridges (Glidewell Dental Laboratories; Newport Beach, Calif.) during an 18-month period.

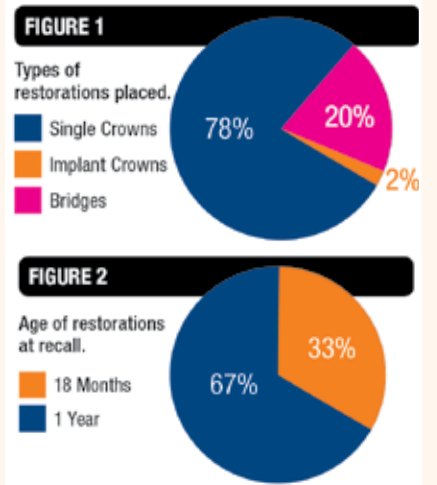
Clinical evaluation protocol

At recall time, more than 390 full-contour, monolithic BruxZir restorations (crowns and bridges) were placed. All restorations were fabricated at Glidewell Dental Laboratories. Most of the restorations were cemented with self-adhesive resin cement or adhesive resin cement.

Placement

The following parameters were evaluated at placement: esthetics, marginal accuracy, fit, interproximal contacts and occlusion.

Restorations were evaluated on a 1-5 rating scale: 1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent.



Tables/Provided by Glidewell Laboratories

Here in San Francisco

To view the full report, visit www.bruxzir.com. For more information or to check out BruxZir Solid Zirconia Crowns and Bridges, stop by the Glidewell Laboratories booth, No. 1328.

Esthetics, marginal accuracy, fit and interproximal contacts of more than 96 percent of the restorations were rated excellent at placement. Very few restorations (less than 2 percent) had to be remade because of improper fit. A few restorations had light interproximal contacts and had to be remade.

For the category of occlusion, 84 percent of the restorations received an excellent rating. In many cases, the occlusion was light, and in some cases, the restoration was out of occlusion. Based on customer feedback, Glidewell Dental Laboratories designs most of its crowns light in occlusion.

Results at 18 months

In December 2012, 367 BruxZir restorations were recalled and evaluated.

Of the 367 BruxZir restorations observed at recall (Fig. 1), there were:

- 287 posterior single crowns
- 36 units: 12 three-unit bridges
- 24 units: Six four-unit bridges
- 10 units: Two five-unit bridges
- One three-unit inlay bridge
- Seven implant crowns

Of the 367 restorations, 121 (33 percent) had been in function for 18 months, while 246 (67 percent) had been in function for one year (Fig. 2).

The recalled BruxZir restorations were evaluated in the following categories:

- Resistance to fracture or chipping
- Esthetics
- Resistance to marginal discoloration
- Wear on zirconia and opposing dentition
- Retention

Restorations were evaluated on a 1-5 rating scale: 1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent.

AD

THE LARGEST DENTAL MEETING IN CANADA

Palais des congrès de Montréal
MONTRÉAL CANADA
May 23rd to 27th 2014

FOR INFORMATION
www.odq.qc.ca

ANNUAL CONVENTION
ORDRE DES DENTISTES DU QUÉBEC

 Journées dentaires internationales du Québec

RETRACTION MADE EASIER!

With new Access[®]FLO



Quick. Easy. Flowable.

AccessFLO is a flowable clay-based gingival retraction paste that gently retracts tissue while controlling bleeding and fluids. Use AccessFLO prior to all crown & bridge impression procedures. Packaged in single-use Centrix syringe tips, AccessFLO saves time and eliminates cross-contamination. Simply insert a tip into your Centrix syringe and inject into and around the sulcus. Minimally invasive and tissue friendly, AccessFLO allows for quick and easy tissue displacement without the need for packing cord.



VISIT US AT THE **CDA BOOTH #1609**
AND RECEIVE A **FREE MARK II[™] SNAP-FIT[™]**
SYRINGE WITH ANY ACCESSFLO PURCHASE.

CENTRIX
Access[®]FLO



SCAN FOR
MORE INFO ABOUT
ACCESSFLO



FIND US ON FACEBOOK
Centrix, Inc



FOLLOW US @
CentrixInc



centrix[®]

Making Dentistry Easier.SM