

today



Scenes from Tuesday

Cuddle up with some furry creatures, catch a wave and find out why there is a man dressed as a cow.

»pages 6–8



Live from New York

Ever wonder what goes through the patient's mind during a live demonstration? Wonder no more.

»pages 8 & 9



A look of its own

There is no imitating Sulzer Mixpac's mixing tips when you can have the real thing. Pick some up today.

»page 12

Miles of aisles

Attendees stream through the many aisles of exhibiting companies during the Greater New York Dental Meeting. (Photo/Sierra Rendon, today Staff)



By Robert Selleck, today Staff

The Greater New York Dental Meeting has long been a favorite venue for companies to highlight new and improved products and services, and this year is no exception.

The exhibit hall's miles of aisles beckon with fliers and signs announcing advancements in virtually every sector of dentistry – and new deals on the proven state-of-the-art products. Following are a few highlights a hike revealed Tuesday.

Jerry Herman, DDS, is in booth No. 4537 to introduce for the first time at the GNYDM the MouthWatch, an intraoral camera system for patients to use at home. It lets patients send high-resolution images of their mouth directly to their dentists via a HIPPA-

*see MILES, page 3

AD

Digging into details

Tuesday's education sessions explore CAD/CAM and more

By Chadette Maragh & Sierra Rendon, today staff

Living in a digital era, it's no surprise the dental field has made many technological advancements in the past couple decades – one of the most beneficial being CAD/CAM.

*see DETAILS, page 9



Dr. Robert R. Edwab offers hands-on instruction to participants during his half-day workshop, 'Treating Medical Emergencies: Oral Surgery Workshop for the General Practitioner.' The session was an AGD MasterTrack Program. (Photo/Sierra Rendon, today Staff)

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Coming in 2014: World Implant Expo

■ The Greater New York Dental Meeting (GNYDM) has announced it will introduce a World Implant Expo in 2014 to facilitate the education of dental professionals in all aspects of implantology. The GNYDM will subsequently expand its exhibit floor to include companies involved with implant products, technology, bone replacement materials and equipment.

The GNYDM will use its expertise in educational programming to include sponsored implant programs through an opening day symposium on Sunday morning, corporate forums on Sunday afternoon, a clinical innovations session on Wednes-

Here at the GNYDM

More information on the 2014 Implant Expo will be available at a press conference to be held at 11 a.m. today on the exhibit floor in the Press Conference Center in the rear of aisle 5800.

day, three additional days of seminars and hands-on workshops and a research poster competition as well as new products, live patient demonstrations and technology pavilions. All together, this will serve to increase the market for implant solutions through multimedia event programming.

The GNYDM is not only the largest dental event in the United States but it is also one of the largest health-care conferences throughout the country. The GNYDM is a chosen member of the U.S. Department of Commerce's International Buyer Program.

Both companies and dentists are encouraged to participate in this unique opportunity. Dana Soltis, sponsorship and advertising manager, is available onsite here at this year's meeting to answer questions.

For additional information on the Implant Expo, contact dana@gnydm.com or Implant Expo Chairman Dr. James Doundoulakis at implants@gnydm.com.

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today Greater New York Dental Meeting Show Dailies Vol. 8 appear during the Greater New York Dental Meeting in New York City, N.Y., Dec. 1-4, 2013.

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MILES *from page 1*

compliant online platform. The idea is to tighten the connection between patient and practice, boost recall rates for cleanings and improve overall patient compliance – in part by enabling them to examine their own mouths in privacy and see just how bad their teeth and gums might be looking.

Herman's goal was a system for the same price as a powered toothbrush, which, at \$130, he hit. Consumers can buy the scanner and then find a MouthWatch dentist through an online referral site – or ask their dentist to use the system. Or dentists can provide the wand to their patients.

For more complex treatments, a dentist might even give the device to a patient at no charge. For dental professionals, per-unit prices drop for larger quantities.

- Biolase (booth Nos. 600/5037/5327) used the GNYDM to introduce its GALAXY BioMill, which the company developed and designed in conjunction with the German company imes-icore.

It's an open-architecture CAD/CAM system for scanning, designing, milling and finishing crowns, inlays and veneers in the dental office in a single appointment.

It uses the 3Shape Trios intraoral scanner to capture high-resolution 3-D digital images of the teeth and crown-preparation site, all of which are then processed through a CAD/CAM software program to design the restoration.

The design is then transferred to the GALAXY BioMill to mill the crown using the latest in esthetically pleasing, biologically compatible and durable tooth-colored materials.

- In booth No. 1212, Isolate is demonstrating its new Isovac™ Dental Isolation Adapter, the latest addition to its dental isolation product line. The Isovac uses dual vacuum controls so you can focus continuous hands-free suction in either the upper or lower quadrants and improve control of moisture and oral humidity.

- In the DEXIS booth (No. 815), you can test out the DEXIS photo® app, which the company unveiled here at the GNYDM. The app enables practitioners to wirelessly send photos directly into the DEXIS Imaging Suite via newer-model iPhones or iPod touches.

DEXIS also announced expansion of its imaging products to natively support Apple hardware and the OS X operating system – coming in the second quarter of 2014.

- In the IQ Dental Services booth (No. 2007), you can see some of the newest imaging technology by checking out the Soredex Cranex 3D dental imaging system with panoramic, optional cephalometric and cone-beam 3-D imaging programs.

- New customers who visit CareCredit in both No. 4014 and sign up for the patient-payment-plan credit service – or request an evaluation to see how CareCredit might best serve their practice – get to leave with a highly coveted Penguin Pillow Pal.



• Visit Tracey Mager, left, the Penguin Pillow Pal and Roman Feldman in the CareCredit booth (No. 4014) and take one of them home when you sign up for the patient-payment service – or request a practice evaluation. (Photos/Robert Selleck, today Staff)



• In the IQ Dental Services booth (No. 2007), Ted Osterer, left, and Curt Marsh, are ready to tell you about the Soredex Cranex 3D dental imaging system with panoramic, optional cephalometric and cone-beam 3-D capabilities.

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Booth 833/834

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Scientific Session:
 Sunday 9:45 am. CAD/CAM Technology in Implant Abutment Design
 Course No: 3070 - Speaker: CDT, MDT Daniel Alter
 Wednesday 1:10 pm. Clinical advantages in digital dentistry
 Course No: 6040 - Speaker: DDS Jonathan Ferencz

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Scenes from Tuesday



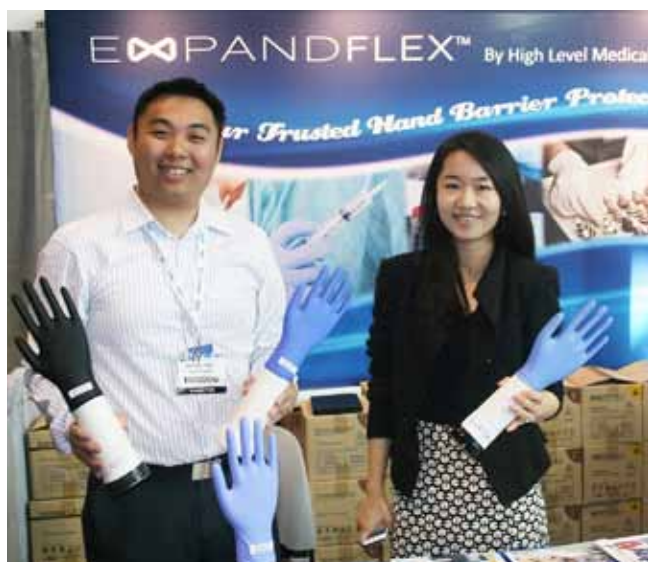
• Head over to the Ultradent Opalescence booth, No. 300, to experience the new Opalescence Go!



• Brian Choi of Hiossen Dental Implants, booth No. 4036, helps an attendee pick out an implant system.



• Jerry Vogel of Panthera Dental (booth No. 4843) holds the Panthera Anti-Smoking Device.



• Edward Yong and Kathy Huang of High Level Medical, a first-time exhibitor at GNDYM, show off the company's ExpandFlex gloves at booth No. 202.



• Where can you find a surfboard in New York City? Right here at the SurfCT.com booth, No. 4311.



• Charles Rieger of Sherman Specialty (booth No. 3934) cuddles up with some of the company's furry critters.



• Aleksandra Ignatenko, left, and Zoya Lavrova of GPP Group (booth No. 4341), manufacturer of Nature's Charm braided dental floss. Stop by to learn more and to see a 10,000-year-old mammoth tooth.

**Photos by today staff/
Fred Michmershuizen,
Sierra Rendon
and Robert Selleck**



• What's that you are wearing, Roger Telegan? Apparently the cow theme this year at Sikka Software Corp. (booth No. 3437) is all about 'M.I.L.K. — Market Internally Like [you] Know.' It's all about using the right tools to optimize a practice's financial performance, Telegan says.



• PIERREL Pharma, booth No. 4129, offers Orabloc, an amide local anesthetic containing a vasoconstrictor indicated for local, infiltrative or conductive anesthesia in both simple and complex dental procedures. Fabio Velotti can tell you more at the booth.



• Adam Sommer of ConeScan (booth No. 4237).



• Mitzi Coatney of DenTek passes out a sample bag at booth No. 4234.



• Larry and Ellen Wallace, the husband-and-wife team behind the new Larell One-Step Dentures, speak to attendees at the Patterson booth, No. 3600. Larry Wallace, a board-certified oral and maxillofacial surgeon, developed the system, which uses patented semi-custom dentures that allow clinicians to fabricate full dentures in one visit in about an hour with no lab costs. To learn more, Wallace will offer an instructional class today at 9 a.m. in the exhibit floor aisle 3600 glass classroom.



• Dr. Kingsley and a group of his dental students from the Institute for Health Education in Jersey City enjoy checking out the exhibit hall on Wednesday.



• Go have some fun with Caitlin Wright and Sam Turner at the Coltene booth, No. 4202.



• Meeting attendees listen to an educational presentation in the CAD/CAM & Cone Beam Pavilion on Tuesday morning.



• From left, Wilson Chediek, general chairman of the 32nd CIOSP; Adriano Albano Forghieri, president of the Sao Paulo State Dental Association; Torsten Oemus, CEO of Dental Tribune International; and Silvio Jorge Cecchetto, president of the Brazilian Association of Dentists, celebrate the new partnership between DTI and APCD/ABCD, organizers of the annual CIOSP, the largest dental meeting in Latin America.



• Les Kalman is the inventor of the Virtual Facebow open-source app. You can stop by Research Driven (booth No. 1004) to learn more and to scan a QR code from your smartphone or tablet.



• Want to break up your day with a little magical fun? Stop by and see the magician at the DC Dental booth, No. 5201.



• Krimzon Marrero leads an informational session at the Philips Sonicare booth, No. 4800.



• Meeting attendees visit exhibitors on the show floor Tuesday morning at the Greater New York Dental Meeting.



• Meeting attendees visit with an expert at Smile Line USA (booth No. 837) to learn more about dental technology.



• Stop by booth No. 124 to learn more about DENTSPLY Implants' many product lines for complete implant care.



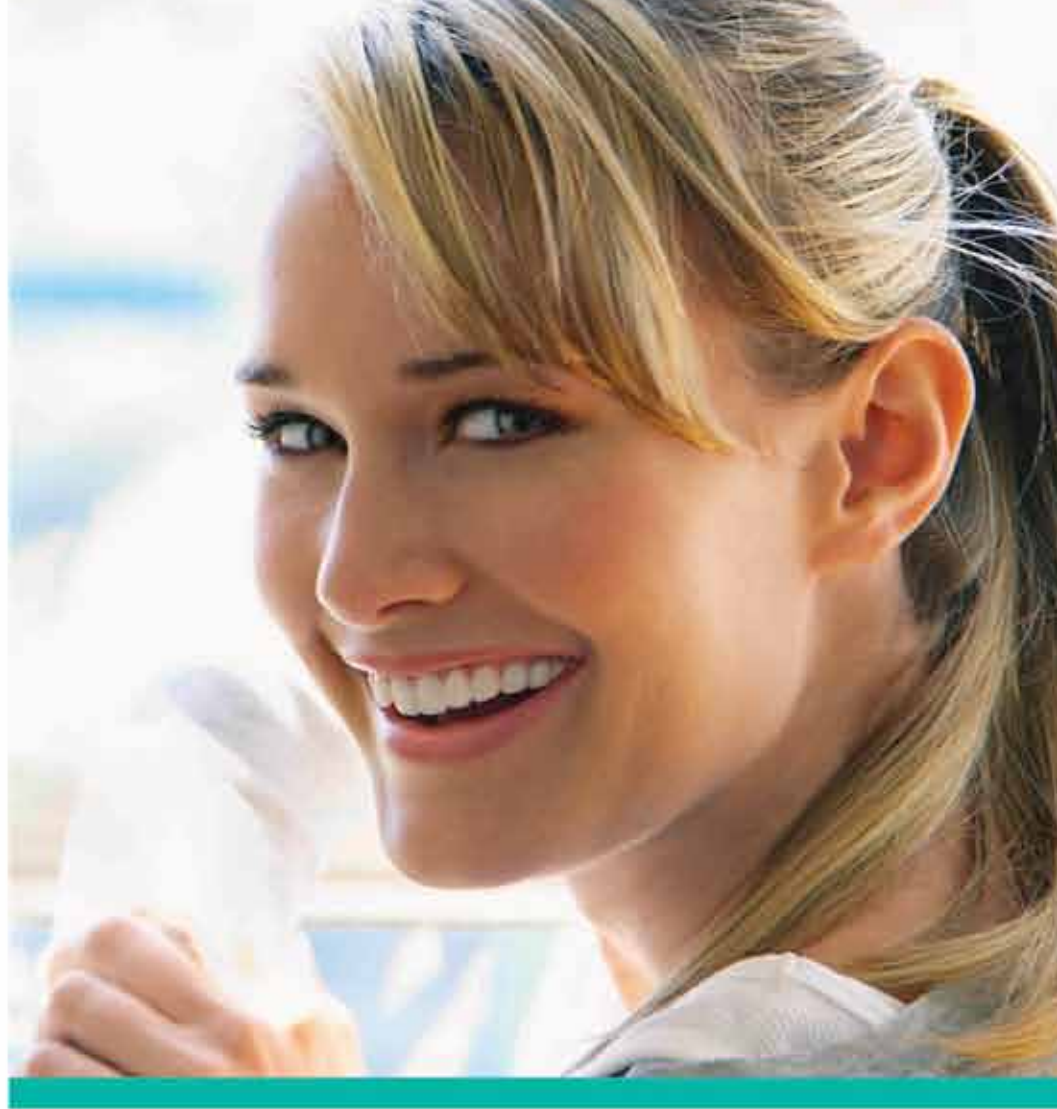
• It's not too late for your hearing check! Stop by the exhibit floor rear aisle 5400 for your 5-minute hearing screening.



• If you, too, are celebrating Hanukkah here at the GNYDM, you might appreciate the menorah made of dental implants at AB Dental, booth No. 5827. Say hi to Ofra Bar-Shalom when you're there.



• Attendees wait in line for a chance Tuesday to check in on email and other web activities at the Internet Café.



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Live dentistry: Is it for you?



Dentist, patient share insights on being center stage for laser treatment

By Robert Selleck, *today* Staff

At left, Dr. Charles Braga performs a Laser Assisted New Attachment Procedure (LANAP) on volunteer patient Logan McClain on the Live Dentistry Arena stage Tuesday. (Photo/Robert Selleck, *today* Staff)

■ Charles Braga, DMD, having just completed his fourth live-dentistry demonstration at a major U.S. dental meeting, is quick to sum up what it takes to perform onstage in front of a large group of peers with a camera projecting his every move onto huge video screens: "I have a decent facility available — and I don't panic easily."

But what about the patient? What does it take as a patient to schedule your next dental appointment to be onstage in front of a crowd of 150-plus spectators? Logan McClain, 33, the Bronx resident who was in the

Here at the GNYDM

To learn more about the PerioLase MVP-7, visit Millennium Dental Technologies in booth No. 4033.

chair for Braga on Tuesday in the Live Dentistry Arena, has this take on it: "I'm down for anything — especially something that improves my health."

And that was the outcome Tuesday, with a glowing prognosis from Braga and a beaming McClain thanking Braga for saving his gums with the laser surgery being demonstrated.

"It's a revolutionary laser-based definitive method of treating gum disease," Braga said of the procedure he performed with the PerioLase MVP-7 produced by Millennium Dental Technologies, which sponsored the session. "It's better than scaling and root planing and old-style resective surgery, which patients just don't want anymore."

That's exactly what led McClain to the chair on center stage. After his dentists advised him that he needed surgery and mentioned laser treatment as an option if he wanted to avoid loss of gum tissue, McClain searched the Internet to learn more. "I was willing to pay for better gums," McClain said.

His search for the best LANAP procedure and dentist led him to Philadelphia, where the price was a bit steeper than he was immediately prepared for. That dentist connected McClain with Millennium. The company is always looking for surgery candidates for its training program because hands-on training is required before a dentist can take possession of the laser. Patients are treated at no charge and monitored for a full year of followup.

McClain had his first two quadrants addressed in a training class 10 days before the live-dentistry session, with three dentists and the instructor working on him. That took about four hours. "This was a lot quicker," McClain said of Braga's work on the final two quadrants Tuesday. "It was amazing."

"A good patient means everything," Braga said, returning McClain's praise. "You were phenomenal."

Braga has been training dentists on Millennium's Nd:YAG laser since 2004, after becoming the country's second practitioner to embrace the technology in 2002, while FDA approval of the then-experimental procedure was still pending. As a former instructor with the international program at the Harvard School of Dental Medicine, where Braga also earned his DMD, he was comfortable and proficient with the role of teacher and missed it.

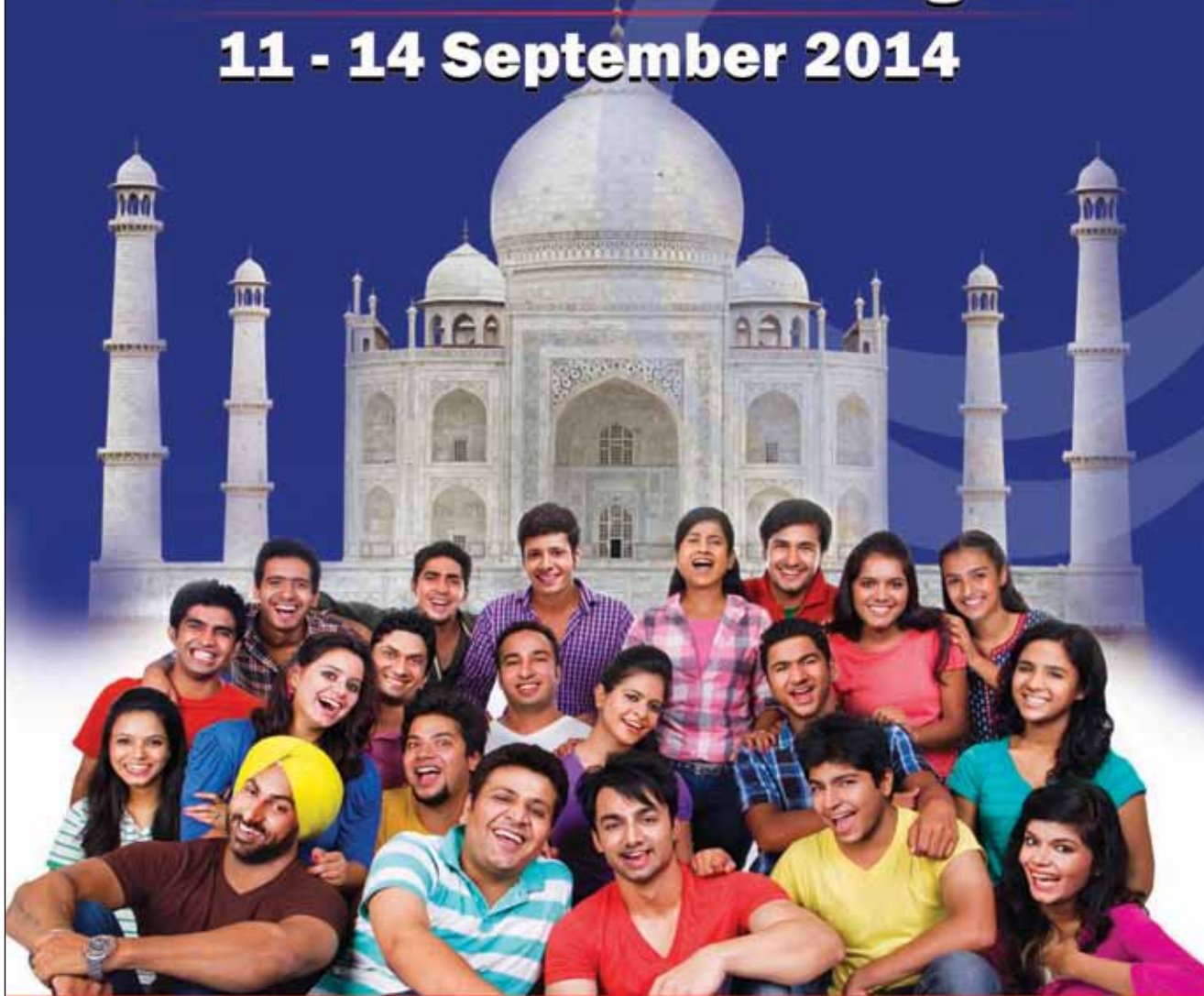
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DETAILS *from page 1

Precise and increasingly user friendly, today's CAD/CAM technology serves dentist and, in turn, their patients on a large scale. On Tuesday, Manhattan dentist Simon W. Rosenberg led the CAD/CAM Pavilion Lecture Series mini-discussion on CAD/CAM's revolutionary technology, integration into dental practice (specifically with dentures) and its benefits to the industry.

According to Rosenberg, today's CAD/CAM technology allows the average dentist a number of options in high-speed design and manufacturing, more significantly in regards to implant prostheses, crowns, orthodontic aligners and cosmetic digital imaging.

Referenced frequently throughout Rosenberg's presentation, Dentca and Invisalign (denture and aligner manufactures) founded their products through CAD/CAM technology by careful analysis and research. Both companies boast a two-to-three visit schedule per patient to fully complete the design and manufacturing of their products, eliminating chairside time and increasing profitability. The two to three visits incorporate impression creation, a second patient visit less than a week later and an optional patient follow-up.

In addition to the CAD/CAM series, the variety of educational opportunities Tuesday continued to reach a wide span of topics and subjects with extended sessions, including the Dental Assistant Pavilion, ICOI seminars, all-day orthodontic seminars and much more.

Here is just a sampling of the many education sessions that GNYDM attendees took part in:

- **Orthodontic seminars:** Speakers Dr. Cristina Teixeira and Dr. David R. Musich spoke in this afternoon program on topics such as "Misconceptions in Orthodontic Early Treatment" and "Early Class II Treatment: A Minimally Invasive Treatment Approach," respectively.

- **Live Dentistry Arena:** The all-day live sessions included Dr. Jack Griffin Jr. demonstrating dependable, efficient preparations for monolithic lithium disilicate or zirconia crowns, digital impressions, cementation and finishing, featuring some of the most dependable materials available today. Dr. Aeklavya Panjali also spoke in a Live Dentistry session, as he surgically placed and restored a complex immediate placement implant case.

- **ICOI seminars:** The International Congress of Oral Implantologists' Tuesday morning and afternoon half-



• **Manhattan dentist Simon W. Rosenberg breaks down Invisalign's CAD/CAM technology to curious fellow dentists. (Photo/Chadette Maragh, today Staff)**

day seminars featured Dr. Michael Tischler, Dr. Alvaro Ordonez, Dr. Gordon Christensen and Xana Winans. Topics ranged from "The Zirconia Screw-Retained Implant Bridge" to digital dentistry to social media marketing.

- **Dental Assistants Pavilion:** Shannon Pace Brinker, CDA, spoke on "Becoming a Whitening Specialist in Your Practice," which focused on practical techniques for in-office and take-home whitening.

LIVE *from page 8

Plus, he's a huge believer in the benefits of the procedure. "It's more comfortable to the patient," Braga said. "It's tissue-sparing, with no cutting out and throwing away, which leaves the long roots that nobody likes. It's safe, effective and proven."

Still, McClain said he was a bit anxious Monday night and didn't get much sleep. But it wasn't because he was worried. "It was just the prospect of being healthy and having people watch the progression of that," McClain said. "I would do it again."

Braga has performed the procedure thousands of times, and today, as part of a group practice in Raymond, N.H., he performs it almost exclusively. "LANAP requires the Nd:YAG laser," Braga said, "so this is pretty much the only laser (the PerioLase MVP-7) for it. It's very specifically designed to do this procedure. It's quite unique. ... (The procedure) has great healing results without the old-fashioned side effects of conventional therapy."

McClain, a group-fitness instructor who has lived in the Manhattan area his entire life, would agree. "I talk to a lot of people throughout the week, and I'll be recommending this – not the old-school style," he said.

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Renew your passion

By LVI Staff

■ Welcome to the Greater New York Dental Meeting, and congratulations on actively moving your understanding and professional success forward! It is only through excellent education that we individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care.

As a patient, I expect the best care I

can find. As a dentist, I want to deliver the best care possible. That takes us to the power of continuing education and, as dentists, we are faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys of

For more information

For more information on the Las Vegas Institute for Advanced Dental Studies, visit www.lviglobal.com.

dentists, 99.7 percent love being a dentist, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover



• The Las Vegas Institute for Advanced Dental Studies in Las Vegas. (Photo/ Provided by LVI)

the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or "Advanced Functional Dentistry – The Power of Physiologic Based Occlusion." It is a three-day course that is designed for clinicians and their teams to learn together about the power of getting their patients' physiology on their side.

In this program, clinicians can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning a practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every dentist can start the process of creating comprehensive care experiences for their patients.

We will discuss why some cases that dentists are asked to do by their patients are actually dangerous cases to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary health-care professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored, and we will look at how the supporting soft tissue is the most important diagnostic tool you have – not simply the gingiva but the entire soft-tissue support of the structures and not just in the mouth but also in the rest of the body.

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balance by the patients' needs and desires.

Dentistry can be a challenging and thankless business, but it doesn't have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us when we change their lives.


The Core I program at LVI is the first step on that journey. That's why when you call, we answer the phone: "LVI, where lives are changing daily!"

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 **Aseptico**

Be wary of counterfeit mixing tips

By Fred Michmershuizen, *today* Staff

■ Sulzer Mixpac AG, a first-time exhibitor here at the Greater New York Dental Meeting, is the manufacturer of trademarked MIXPAC mixing tips that are used by dentists in two-component dental applications, such as impressions and cements. The company is known for adhering to strict quality-control measures and rigid cleanliness standards at its factory in Switzerland.

MIXPAC tips are recognizable by their distinctive dome shape and six different “candy colors” — yellow,

teal, blue, purple, pink and brown. They are designed to minimize waste while providing consistent results.

To help dentists identify its MIXPAC brand, the company is handing out “stress balls” here at the meeting that are modeled after these trademarked tips.

Speaking during an interview Tuesday morning on the exhibit hall floor, representatives from Sulzer said that such branding efforts are important because unscrupulous suppliers have been infiltrating the market with unauthorized, inferior product. One of the goals of the com-

Here at the GNYDM

For more information on Sulzer Mixpac products and to grab a “stress ball,” stop by the company’s booth, No. 5815.

pany is to help educate dentists about the dangers of using unauthorized, knockoff product.

Counterfeit mixing tips, which often come from China or Korea, might look alike, but they don’t have the same quality and performance, said Michael T. Murphy, an attorney



• The team at Sulzer Mixpac (booth No. 5815) shows off ‘stress balls’ modeled after the company’s trademarked MIXPAC mixing tips. From left: Marco Mueller, Nathalie Gartler, Daniel Ferrari and Michael T. Murphy. (Photo/Fred Michmershuizen, *today* Staff)

with the K&L Gates law firm, who represents Sulzer Mixpac in various patent and trademark enforcement actions. To date, Sulzer has been successful in enforcing its trademark rights, securing court actions and effecting seizures of goods at the border by U.S. Customs officials.

“Dentists want a safe and effective procedure for their patients, and they know that if they buy a Sulzer Mixpac mixing tip, it will be safe and effective,” Murphy said.

“Sulzer’s mixing tips are highly engineered in a robotic, clean-room factory in Switzerland. They are made only in Switzerland. Dentists know that when they buy a proper mixing tip, it will mix completely and effectively, which means the procedure will be flawless. It means the dentist knows that it will be a quality procedure.”

The problem with a lookalike or copycat mixing tips is that they are made under unknown cleanliness conditions, and unknown plastics are used to create them, Murphy said. “The engineering quality varies greatly from manufacturer to manufacturer,” he said.

Murphy said that the message Sulzer wants to get across to dentists, who work so hard on their reputations and on building practices and client bases, is that this key mixing tip costs just 50 cents. “A well-informed dentist would not risk his or her reputation just to save a few pennies,” he said.

The good news, according to the company, is that there are a number of steps dentists can take to be sure they are buying genuine MIXPAC mixers. First, look for the Mixpac quality seal and trademarked logo, which identifies the tip as being Swiss-made. Be sure to buy from a reputable re-seller, and avoid bargain hunting on the Internet.

Murphy summarized: “We are winning the battle on the legal front, but we are also reaching out to the dentists, because we know that if we can reduce the demand from the dentist for these copycat products, that that’s when we will ultimately make sure that only original and safe products are available for the customer.”

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Seeing is believing

Check out a product demonstration of Beautifil Flow Plus — now offered in four shades

■ Shofu Dental is holding product demonstrations at booth No. 4407, featuring its injectable hybrid restorative, Beautifil Flow Plus. Now available in four shades – B1, B2, C2 and

D2 in two viscosities – Beautifil Flow Plus gives dentists more esthetic treatment options at their fingertips.

Beautifil Flow Plus combines hybrid-like strength and functionality, unique handling and stackability and a flowable delivery. Additionally, it has 15 percent more radiopacity than enamel and offers the benefit of fluoride release and rechargability.

According to Shofu, Beautifil Flow Plus represents the next step in the evolution of restorative materi-

als, based on its convenient flowable delivery system and its physical properties and functionality that rival leading hybrid composites.

Brian Melonakos, president of Shofu Dental, said he has been very pleased with the success of the product. “We’ve always known that we have an amazing product on our hands ... but none of us imagined how quickly it would catch on,” he said.

Unlike other flowables, Beautifil Flow Plus has stay-put handling and



• Pick up Beautifil Flow Plus, available for a limited time in two introductory kits priced at \$102.25, at the Shofu booth, No. 4407. (Photo/Provided by Shofu Dental)

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Here at the GNYDM

From 10 a.m. to 12:30 p.m. today in the Live Dentistry Arena, aisle 6200, room 4, Dr. Jack D. Griffin will present “Let’s Stick Together ... The Most Durable Aesthetic Materials Ever.” He will discuss the various uses of Beautifil Flow Plus and Beautifil II, relative to their properties and clinical usage. For more information, stop by the Shofu booth, No. 4407.

physical properties that allow use on the occlusal surface and marginal ridge, eliminating the need to pack a hybrid composite on top.

A flowable base, liner and final restorative material, Beautifil Flow Plus is approved for all indications (Class I-V). With a smooth, self-leveling consistency, the material leaves a tight marginal seal on the bottom and a smooth, ready-to-polish surface on top.

Moreover, Shofu’s proprietary S-PRG (surface pre-reacted glass) technology provides sustained fluoride release and recharge that can’t be found in other composite materials.

Beautifil Flow Plus is available in two distinct viscosities. F00 (zero flow) offers precision stacking, and F03 (low flow) is an ideal base/liner.

For a limited time only, Beautifil Flow Plus is available in two introductory kits. The standard kit (PN 2000S) offers two 2.2-gram syringes of both viscosities in shades A2 and A3, and the pedo kit (PN 2000P) offers two 2.2-gram syringes in both viscosities in shades A1 and bleach white.

Both kits also contain samples of Shofu’s seventh-generation bonding agent BeautiBond, One Gloss, Super Snap and Shofu’s hybrid material, Beautifil II. The kit retails for \$102.25 (a \$160 value).

Stop by the Shofu booth, No. 4407, to see Beautifil Flow Plus for yourself.

How to earn patients' trust

By LED Dental Staff

■ Patient-dentist relationships thrive on trust. With trust comes an openness to accept new treatments, consider additional dental work suggestions and comfortably refer family and friends to your care.

Adopting new technology that clearly puts the health of your patients first is one way to enhance the patient experience and build trust while standing out from the rest. Investing in an adjunctive device such as the VELscope VX Enhanced Oral Assessment System conveys that:

1. *You care.* Adding an adjunctive device to your normal intra- and extra-oral head and neck exam enhances the level of care you already provide. By selecting a non-invasive, two-minute protocol, you place your patients' health at the forefront.

2. *You are on the leading edge.* Adding a sophisticated and proven new technology allows you to distinguish your practice. It demonstrates a dedication to the well-being of your patients. The results will be satisfied patients and a growing practice.

3. *You are evolving.* When you incorporate new technologies that are clinically proven to enhance the level of care for your patients, you earn their respect and trust. Patients will recognize that you are evaluating new technologies as they become available and bringing them the best care.

Unfortunately, oral cancer remains a threat not only for the conventional demographic (tobacco and alcohol users) but now more recently for a younger age group, with oral cancer incidence now linked to the sexually transmitted HPV-16 virus.

The VELscope VX Enhanced Oral Assessment System allows you to find abnormal areas that could otherwise have been overlooked. The device is extremely sensitive to abnormal tissue changes and helps ensure that a patient needing additional follow-up or a referral to a specialist will not be missed.

"I find the VELscope to be an invaluable tool for the detection of oral cancer," said Tony Hewlett, DDS, of Standwood, Wash. "The response from my patients has been overwhelmingly positive. I have yet to have a patient decline the service.

"In my opinion, this technology will be the standard of care in a short period of time. There is no other adjunctive method available to so accurately help find areas of oral cancer at a stage that is so readily treatable. I am so pleased with the device I am about to purchase another

Here at the GNYDM

For more information on the VELscope VX Enhanced Oral Assessment System, stop by the booth, No. 3313.

VELscope to make sharing the unit within my office easier."



Early detection leads to better patient outcomes. The VELscope Vx Value Bundle starter kit is available at booth No. 3313. (Photo/Provided by LED Dental. Clinical photo provided by Dr. Samson Ng.)

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In response to the power and popularity of the Core I program we are bringing it to your area to make it convenient for you to find out how much more there is to dentistry that will change your life and your patients' lives. The LVI Core I program encompasses the principles in physiologic restorative concepts creating excellence in care for your patients and prosperity for you. This program will start you on a path to greater understanding and enjoyment of our profession while creating loyal, enthusiastic and grateful patients!

This exciting three-day, hands-on program that shows you how to evaluate cases and educate your patients for advanced restorative dentistry and more comprehensive case acceptance. For many of your patients you will learn how to eliminate a lifetime of pain that no other medical professional has been able to address, and for some learn how you can actually save their lives!

In essence, become a mouth doctor with ability to do things you never were taught in dental school. You have patients in your practice RIGHT NOW that can benefit from these concepts and you have the opportunity to change their lives starting the day you return to your office.


And now, instead of you having to go to Las Vegas, LVI is bringing this unique and valuable information to you. Dr. Bill Dickerson, Dr. Heidi Dickerson and Dr. Mark Duncan will present this information in a practical, easy to understand manner where you will feel comfortable presenting these exciting and practice building new options to your patients on Monday. Don't miss this golden opportunity to find out about this incredible world of dentistry that awaits you!


"LVI has given me a new driving force in my career. It has recharged my enthusiasm for dentistry and made me realize that my career choice was not a mistake."
—Dr. Charles Shin, Stouffville, ON

"I wish I would have attended LVI earlier in my career. I still have time to make a difference but this info is too valuable to not be used throughout an entire dental career."
—Dr. Tim Stirneman Algonquin, IL

"Not only did I learn what I didn't know about dentistry, I learned how to help my own long history of pain in the head and neck. Thanks for the missing link."
—Dr. Paul Bell, Denver, CO

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• Robert Drake of Broadview Networks can tell you all about the benefits and features of OfficeSuite at booth No. 4733. (Photo/Fred Michmershuizen, *today* Staff)

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wide. One such benefit is it helps prioritize calls to ensure patients speak to the right person every time.

The skills-based routing feature can forward calls to the employee best equipped to assist them – for instance, a procedural specialist or billing manager for procedure or billing inquiries.

In addition, OfficeSuite helps you generate additional revenue by using announcements to inform callers who are on hold of any and all current promotions.

Besides helping you improve the level of service you provide existing patients, Broadview's award-winning, cloud-based OfficeSuite phone system also helps you improve new patient acquisition.

Enjoy higher return-on-investment on marketing efforts by tracking the success of campaigns and making adjustments to your advertising strategy based on real data.

It takes the guesswork out of marketing by showing you what works so you can maximize the advertising dollars you spend.

The OfficeSuite twinning feature allows desktop and cell phones to ring at the same time, allowing employees to answer calls on their cell phones, walk across the office and pick up the call on your desk phone automatically.

OfficeSuite also saves your practice real money because it is easy to manage, eliminating the extra fees you would typically have to pay for simple changes to the system.

Adding a new staff member takes minutes, and changing call routing for days your office must close is easily accomplished via an intuitive website that is accessible from your smartphone or tablet.

The OfficeSuite website can be accessed from anywhere, allowing employees to make quick and easy updates to their settings and personal preferences.

The system is so intuitive that everyone can make changes, providing more flexibility for staff and administrators alike.

A bone-cutting specialist

By Osada Staff

■ In 1984, Osada developed and introduced Enac, a piezoelectric ultrasonic system and multi-purpose instrument that can be used in various applications in the dental field. Utilizing the nature of piezoelectric ultrasonic systems, Enac has been used extensively in endodontic and periodontic treatments.

Because it is automatically tuned, Enac system is user friendly. It provides a continually stable oscillation at any level of power with any of the chosen tips; its ease of operation enhances the users' technique in achieving excellent results.

The clinical application of the ultrasonic device in the oral surgery field has been seen in a variety of different contexts, such as the ultrasonic scalpels, apicoectomy and bone surgery in the maxillofacial area, to name a few.

In particular, bone surgery, which uses the piezoelectric element (the dynamic energy in the ultrasonic wave), ensures minimal invasion to biological tissues including blood ves-



• The Enac OE-F15. (Photo/Provided by Osada)

sels and nerves, which in turn leads to faster healing after surgery.

Upon introducing the Osada Enac OE-W10, featuring extended power setting #10 through #12 and sterile

irrigation by the peristaltic pump, many extended applications in oral surgery became easily attainable: atraumatic tooth extractions, osteotomy, osteoplasty, sinus lift, split

Here at the GNYDM

For more information on Osada products, stop by booth No. 2910, visit www.osadausa.com, or call (310) 841-2220.

ridge, crown extension, implant preparation, corticotomy and more.

With Osada's latest model, Enac OE-F15, the focus is on the powerful but safe bone cutting (power #10 through #15). The surgical tips (also known as ultrasonic scalpels) enable the surgeons to present fine, precise cutting results.

Combined with stronger tips, the OE-F15 makes the minimally invasive surgical procedures easier to attain by cutting the bone faster but leaving the adjacent soft tissue, blood vessels, nerves, etc., with minimal injury.

The ergonomically designed SE15 handpiece stays cool, and its LED illuminates the surgical area. The built-in peristaltic pump with simultaneous irrigation minimizes temperature increases on the handpiece, tips and the surgical area.

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A focus on quality

By DoWell Staff

■ Since 2006, DoWell Dental Products has been growing rapidly in the dental industry. The mindset of our company is to abide by basic fundamentals, providing quality products at competitive prices with great customer support and service.

DoWell Dental Products uses only genuine manufacturer parts; we are obsessed with quality and attention

to detail, and our products will speak for themselves. Our products vary from your basic equipment to dentistry's most popular and traditional instruments.

For instance, we carry the PiezoART surgical unit. Our PiezoART surgical unit is a machine that utilizes piezoelectric vibrations. By adjusting the ultrasonic frequency of the device, it is possible to cut hard tissue while leaving soft tissue untouched

Here at the GNYDM

To learn more about DoWell Dental Products, stop by the booth, No. 1312.

by the process. We also carry biological bone-grafting materials such as bone, restorable membrane, pericardium and others.

Our instruments are made from the finest stainless-steel by skilled



Richard Kim helps an attendee at the DoWell Dental booth, No. 1312. (Photo/Sierra Rendon, today Staff)

craftsmen and are subject to strict quality controls during the inspection process. Our instruments are guaranteed to be free from defects in workmanship and material. Any DoWell Dental Product instrument that proves defective will either be repaired or replaced at our discretion without charge.

The superior quality of our products did not happen overnight. It came about because of sheer enthusiasm coupled with years of experience and an unprecedented passion in dental instrument manufacturing.

Caring for the community and future of the dental industry is very important to us, and that is why we support many colleges and universities throughout the country with maxi courses, lectures, continuing education courses and hands-on workshops.

We also support key clinicians whose techniques and new procedures are considered cutting-edge and innovative in the dental field.

Here at DoWell Dental Products, we are also keeping up with the dental field by following new technology and techniques. The industry is always changing, and we are constantly changing along with it.

Our goal is to specialize in manufacturing the highest quality dental instruments for our customers by employing superior technicians and utilizing advanced production and equipment.

We offer an advanced website at www.dowelldentalproducts.com, where every item we carry is available to order. You can also find a variety of live surgery videos to see our products in action.

Our product line is always growing to cover new areas and procedures while some existing products are always being modified for superior use and ease.

Building customer relationships is the essence of our company's success. At DoWell Dental Products, part of delivering great customer service and support, smile after smile, is having friendly, knowledgeable representatives to help you with any questions you may have.

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DEFEND+PLUS PROPHY ANGLES



• (Photo/Provided by Mydent International)

■ New from Mydent International come the prophy angles with contra design, which reduces hand fatigue and micro traumas and allows for greater access. The prophy angles are disposable, latex-free, smooth running and vibration-free. They have a flared cup design that reduces splatter, and they come 100 per box.

For more information, stop by the Mydent International booth, No. 3618, during the Greater New York Dental Meeting.

DR. DOUGLAS TERRY DENTAL PHOTOGRAPHY DVD



• (Photo/Provided by PhotoMed)

■ Vol. 5 of Dr. Douglas Terry's supplementary DVD set illustrates the procedures, techniques and scientific concepts presented in the book "Esthetic and Restorative Dentistry: Material Selection and Technique (Second Edition)."

The DVD begins with an introduction by Dr. Terry, followed by a demonstration showing the views most dental offices need to photograph as well as the technique needed to take each one of them.

For more information, go online to www.photomed.net, call (800) 998-7765 or stop by the PhotoMed booth, No. 1100, here during the Greater New York Dental Meeting.

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