

today



Break out the new

It doesn't have to be the same old thing every day. DTSC Symposia speakers tell you all about new materials and techniques.

»page 3



Scenes from Monday

Steve Forbes talks, 'Howard Stern' and 'Joane Rivers' make the rounds and NYC children learn all about hygiene and brushing techniques.

»pages 4 & 5



See him today!

Dr. David Evans lets you in on the secret to making your practice website work for you. Read on to see who else is speaking!

»pages 6–10



• 'The Fake Austin Powers' (Richard Halpern) offers free cheeky comments to all visitors at the Millennium Dental Technologies booth, No. 2833, and displays the PerioLase MVP-7 digital laser. (Photos/Robert Selleck, *today* Staff)

New York specials

Great deals fill the exhibit hall

By Robert Selleck, *today* Staff

■ Most attendees at the Greater New York Dental Meeting will likely agree with Jerry Miller's description of the exhibit hall: "Overwhelming."

Miller, a dentist based in Ogdensburg, N.Y., has been attending the meeting annually for more than a decade. "Every year it gets better – and better organized," he said. "You can go online, study the day's schedule and

identify exactly what to do and where to go. In 10 or 15 years, you won't even need a pen; everything will be done by computers – or, probably, all through your phone."

Miller said he hits the exhibit hall with a list of what he needs, shops around the first couple days and then buys. At the top of his list this year: bulbs for his curing lights.

*see specials, page 22

ADS



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Tribune America, LLC
116 W. 23rd St., Suite 500
New York, N.Y. 10011
Phone: (212) 244-7181
Fax: (212) 244-7185
E-mail: info@dental-tribune.com
www.dental-tribune.com

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

Managing Editor Show Dailies
Kristine Colker
k.colker@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
Humberto Estrada
h.estrada@dental-tribune.com

Product/Account Manager
Will Kenyon
w.kenyon@dental-tribune.com

Product/Account Manager
Charles Serra
c.serra@dental-tribune.com

Product/Account Manager
Mara Zimmerman
m.zimmerman@dental-tribune.com

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

C.E. Director
Christiane Ferret
c.ferret@dtstudyclub.com

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DTSC: An 'isle' of C.E. on the exhibit hall floor

By Robin Goodman, *today* Staff

■ If you don't want to zigzag around for pertinent C.E. credits, check out the schedule of lectures in various disciplines at the Dental Tribune Study Club C.E. Symposium (aisle 5000, room 3).

Monday's speakers included Drs. Fay Goldstep, Gary Henkel, Ron Kaminer, Mike Rethman, Mark Duncan and Robert Horowitz. Topics ranged from bone grafting and implant therapy to caries control, minimally invasive dentistry and maximizing practice success.

For example, Kaminer shared how new materials can make traditional restorative techniques easier and more efficient while Goldstep helped attendees understand and incorporate new remineralization therapies and bioactive restorative materials into everyday dental practice.

Today's line-up is no less varied with lectures on topics such as predictable endodontics, direct posterior composites, managing your practice's online presence, clinical techniques, predictable implants and using lasers in endodontics.

Join Dr. Ron Jackson at 11:15 a.m. today to review current matricing techniques that ensure quality contacts and learn how to save time without compromising by using bulk-fill composite technology.

If you are in need of Internet assistance, Dr. David Evans can teach you the basic elements of search engine optimization (SEO) and how to evaluate these elements for your practice website.

Evans will also detail the basic components of an effective practice website, as well as explain the three-step process for creating a positive online reputation. In addition, Evans will explain how to evaluate your return on investment for Internet



Dr. Mike Rethman enlightened Dental Tribune Study Club C.E. Symposia attendees (aisle 5000, room 3) about 'Fluorides and Non-Fluoride Interventions for Caries Control: An Overview.' (Photos/Robin Goodman, *today* Staff)



Dr. Ron Kaminer stopped for a photo on Monday in front of his Dental Tribune Study Club C.E. Symposia poster. He enlightened attendees on 'Tips, Tricks and Techniques to Maximize Success.'

marketing.

A big thanks goes out to the lecture sponsors – NSK, Colgate, Kerr, Henry Schein, Coltene Endo, Kuraray, LVI Global, Shofu, Biolase, Voco, American Academy of Facial Esthetics, Air

Attend today's sessions

Today from 10 to 11 a.m. in aisle 5000, room 3, Dr. Chris Glass will present "Achieving Predictable Success with Endodontics." One focus of this lecture is to help attendees gain an understanding of canal morphology in order to help determine final apical sizes during root canal therapy. Glass will explain how current research has helped clinicians gain a better understanding of how to eliminate intracanal bacteria and why some cases fail despite seemingly ideal endodontic treatment.

Today from 3:15 to 4:15 p.m. in aisle 5000, room 3, Dr. David Hoexter will present "Predictable Implants by Preserving Bone During Extractions with New Instruments." This lecture will focus on understanding how to make implants more predictable by using new instruments that not only simplify the process, but also preserve bone during extractions.

Today from 4:30 to 5:30 p.m. in aisle 5000, room 3, Dr. Selma Camargo will present "Optimizing Endodontic Treatment with High Intensity Laser Therapy." Learn how to identify endodontic disease, treatment possibilities and understand their limitations. Furthermore, attendees will hear how scientific and clinical points of view establish laser therapy indications for endodontics. Attendees will learn how to perform such procedures and to implement this type of treatment into your practice.

Techniques, Ceatus and Glidewell Laboratories – for their unflinching support.

Swing by aisle 5000, room 3, for details about today's and Wednesday's lectures, or you may view the information online at www.dtstudyclub.com/event/The-5th-Annual-DTStudyClub-Symposia-at-the-GNYDM-2012/973.html.

Also, if you are in need of additional C.E. credits, check out the C.E. articles link located at the top of the Dental Tribune Study Club home page.

Esthetics and implants take the 'live' stage

By Robin Goodman, *today* Staff

■ The Live Dentistry Arena here at the Greater New York Dental Meeting is usually standing room only, and Monday was no exception. The morning presentation by Dr. Franklin Shull, "Everyday Esthetic Dentistry," focused on a long-term provisional for a missing anterior tooth.

In the afternoon session led by Dr. Ara Nazarian, "OCO Biomedical Presents Simple Implant Placement in a Complex Economy," Nazarian placed an implant

and immediately provisionalized it.

Today's options at the Live Dentistry Arena feature Dr. Ross W. Nash in the morning session talking about "Componeers." He will explain how direct composite resins are an alternative to indirect ceramics, how the composite laminate can provide final anatomy and how placing direct composite veneers saves time.

In the afternoon, Dr. Raymond A. Yukna will demonstrate "The Laser Assisted New Attachment Procedure (LANAP)." Attendees will learn the sci-

entific basis for the LANAP procedure, how to verify appropriate tissue interactions, what a laser wound looks like and how to use the PerioLase MVP-7 for LANAP.

Both of today's sessions are recommended for dentists, hygienists, assistants and students, and each will last 2.5 hours. We recommend you arrive early if you want a seat closer to the stage, although seats farther back still have great visibility of the work going on via the large video screens on either side of the stage.

Scenes from Monday



• Jennifer Healey, left, and Ivette Smacha of Air Techniques (booth No. 2609).



• Nita Weissman of Dentatus (booth No. 1200).



• Veracity Butcher of Biolase (booth No. 4434).

Photos by
Fred Michmershuizen,
today Staff



• Steve Forbes, left, is chairman and editor in chief of Forbes Media and was the featured speaker at Monday's Celebrity Luncheon. Here he is with GNYDM Executive Director Robert R. Edwab. (Photo/Carlo Messina, FX Video & Photography.)



• A meeting attendee gets more information about laser technology at AMD Lasers (booth No. 4627).



• There's always plenty of action at Shofu (booth No. 3207). From left: Brian Melonakos, Lenny Sulkis and Randy Bailey.



• Workshop attendees pay close attention during a Monday session. (Photo/Carlo Messina, FX Video & Photography.)



• You can get your picture taken with 'Howard Stern' at the DC Dental Supplies booth (No. 4000). 'Joane Rivers' was spotted there, too.



• New York University, New York City College of Technology and Hostos Community College provides hundreds of hygiene volunteers, such as these ladies above, who work with elementary school-age children during the 'Greater New York Smiles' program. The program, which runs through Wednesday, will educate about 1,500 local children. During the program, the children will learn all about nutrition, dental hygiene and brushing techniques. The children are given a dental report card to bring home as well as a goody bag filled with a toothbrush, toothpaste, a dental floss keychain, a notebook, crayons and an oral health-care coloring book. (Photo/Carlo Messina, FX Video & Photography.)



• Stop by CareCredit (booth No. 2814) to learn how you can get a Pillow Pet. From left: Chris Seitzinger, Catherine Bocciaelli and Alex Bell.



• Chris Fallon of DENTSPLY Caulk (booth No. 1400) with a Palodent Plus kit.



• Richard Liu of DentLight (booth No. 4103).



• Tammy Flohr of Patterson (booth No. 2600).



• The folks at MTI Dental Products (booth No. 1715): Kevin Dresch, from left, Patty Delliacona and Haye Hinrichs.



• The gang at Glidewell Laboratories (booth No. 4400): Nohemi Torres, from left, Monica Diaz, Tim Torbenson and Diana Ruelas.



• Keith Bateman demonstrates the use of the Lightwalker laser at Technology4Medicine (booth No. 3818).



• Carl Horrocks, left, and Michael Maccaquano of 3Shape (booth No. 4606).



• Meeting attendees take in an educational presentation at the Invisalign booth (No. 2836).

New posterior composite technology improves placement efficiency

By Ronald D. Jackson, DDS, FACD, FAGD, FAACD

■ In 1990, 94 percent of dentists in the United States chose amalgam as their primary intracoronal posterior restorative material.¹ By 2010, composite resin restorations had exceeded amalgam by a ratio of 2:1.²

In fact, it is estimated that one-third of U.S. dentists no longer use amalgam and those who do report a steady decline. This is not an indictment of amalgam, a material that has served dentistry well for more than 100 years. There are many reasons for this relatively rapid and significant change in restorative dentistry. In this author's opinion, the leading reasons are:

- individual patient desires for non-metal, natural looking restorations.
- the less invasive nature of composite restorations.³
- the significant improvement in composite resin material physical properties, leading to increased durability and longevity, which, according to recent clinical studies, can rival amalgam.^{4,5}

Nevertheless, many dentists still complain that placing posterior composites is exacting, tedious, time consuming and not always predictable.

Speeding up the process

Current composite resins now yield high physical properties of hardness, flexural strength and fracture toughness, as well as low shrinkage and low wear. However, these highly filled, highly viscous materials can make it more difficult to achieve intimate adaptation to cavity walls and, because of low depth of cure, require multiple, separately adapted and cured layers.

Manufacturers have begun to address this concern by introducing new composite resins and technologies specifically for posterior use, which allow dentists to place restorations faster and easier. Indeed, one such product/technology, SonicFill, by Kerr, eliminates the need for a low viscosity liner altogether and, with a depth of cure of 5 mm, allows rapid restoration placement in the majority of posterior cavities in one, single bulk-fill increment.^{6,7}

This is accomplished because SonicFill is a highly filled (84 percent by weight), shaded composite resin (B1, A1, A2, A3) that contains special rheological modifiers sensitive to the specific high frequency vibration provided by the sonic handpiece. The handpiece fits most quick-disconnect air line couplers, but universal adaptors are available if needed.

Upon activation, the viscosity of



Fig. 1a



Fig. 1b

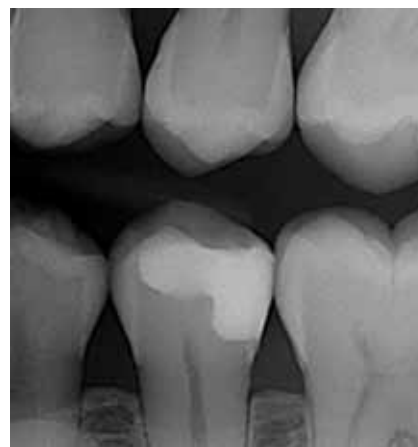


Fig. 1c



Fig. 1d

• Figs. 1a, 1b: Before photo and preoperative X-ray showing Class II amalgam needing replacement. (Photos/ Provided by Dr. Ronald Jackson)

• Figs. 1c, 1d: Twenty-six month postoperative view of SonicFill (Kerr) restoration. Note adaptation to cavity walls without the need for a low viscosity liner.

the composite drops 87 percent and is rapidly extruded from the unit dosed tip. The composite is literally vibrated into the cavity and adapts intimately to all cavity walls in the same manner that mixed stone is vibrated into an impression. Most cavities are totally filled in less than five seconds.

Upon deactivation of the handpiece, recovery is not immediate, so viscosity returns at a slower rate. This intermediate viscosity makes the material non-sticky and non-slump, so it can be easily and quickly sculpted to accurate anatomy.

This author finds that from the time the adhesive is cured, posterior composites (even relatively large Class IIs) can be placed, cured, finished and polished in less than three minutes (Figs. 1a-1d).

Placing posterior composite restorations is a significant bread-and-but-

ter service in most general practices. With SonicFill, less time is needed to place these restorations, thereby improving practice profitability and, at the same time, less tedious effort is expended, improving practice satisfaction for the dentist.

For the second year in a row, SonicFill (Kerr) has received the "Best of Class" Technology Award by the Pride Institute at the Greater New York Dental Meeting.

Disclosure: Dr. Ron Jackson discloses that he acted as a consultant in the development of SonicFill and retains a financial interest in the product.

References

1. In your dental practice, is dental amalgam still the restorative material of choice? J Am Dent Assoc.

Attend today's session

TODAY from 11:15 a.m. to 12:15 p.m. in aisle 5000, room 3, Dr. Ron Jackson will present "Direct Posterior Composites: A Rapid Simplified Placement Technique" as part of the DTSC Symposium. In his session, he will discuss how a greatly simplified and efficient procedure for placing Class II composite restorations using new technology could benefit your practice. The predictable, standardized system of placement achieves a significant reduction in both time and effort when placing these restorations.

About the speaker



Ron Jackson, DDS, has published many articles on esthetic and adhesive dentistry and has lectured extensively across the United States and abroad. He has presented at all the major U.S. scientific conferences. Jackson is a fellow in the Academy of General Dentistry, an accredited fellow in the American Academy of Cosmetic Dentistry, a diplomate in the American Board of Aesthetic Dentistry and is director of the Mastering Dynamic Adhesion program at the Las Vegas Institute for Advanced Dental Studies. Jackson practices in Middleburg, Va., emphasizing comprehensive restorative and cosmetic dentistry.

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4. Opdam NJ, Bronkhorst EM, Roeters JM, Loomans BA. A retrospective clinical study on longevity of posterior composite and amalgam restorations. Dent Mater. 2007;23(1):2-8.
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7. Christensen, GJ, Clinician's Report; Volume 5, Issue 1, January 2012.



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SUNDAY NOVEMBER 25

10:00 - 11:00 DR. HOWARD GLAZER
 BABY BOOMERS CAN BE BEAUTIFUL!

11:15 - 12:15 DR. MARK DUNCAN
 DENTISTRY'S DIRTY LITTLE SECRETS... WHAT IS IT THAT WE DON'T KNOW.

12:45 - 1:45 DR. MARK MCOMIE
 MATERIALS AND METHODS FOR YOUR PRACTICE

2:00 - 3:00 DR. LOUIS MALCMACHER
 THE TOP 8 GAME CHANGERS IN DENTISTRY TODAY

3:15 - 4:15 DR. FRANKLIN SHULL
 ESTHETIC/RESTORATIVE DENTISTRY LIVE PATIENT DEMONSTRATION

4:30 - 5:30 DR. GEORGE FREEDMAN
 BEAUTY OF BONDING

MONDAY NOVEMBER 26

10:00 - 11:00 DR. FAY GOLDSTEP
 PREDICTABLE PROACTIVE AND PROFITABLE MINIMALLY INVASIVE DENTISTRY

11:15 - 12:15 DR. GARY HENKEL
 UNSURPASSED HANDLING, UNCOMPROMISING RESULTS: BONE GRAFTING SIMPLIFIED

12:45 - 1:45 DR. RON KAMINER
 TIPS, TRICKS AND TECHNIQUES TO MAXIMIZE SUCCESS

2:00 - 3:00 DR. MIKE RETHMAN
 FLUORIDES AND NON-FLUORIDE INTERVENTIONS FOR CARIES CONTROL - AN OVERVIEW

3:15 - 4:15 DR. MARK DUNCAN
 DENTISTRY'S DIRTY LITTLE SECRETS... WHAT IS IT THAT WE DON'T KNOW.

4:30 - 5:30 DR. ROBERT HOROWITZ
 OPTIMIZING IMPLANT THERAPY WITH ADVANCED DIGITAL TECHNOLOGIES AND CUSTOM TRANSITIONAL COMPONENTS

TUESDAY NOVEMBER 27

10:00 - 11:00 DR. CHRIS GLASS
 ACHIEVING PREDICTABLE SUCCESS WITH ENDODONTICS

11:15 - 12:15 DR. RON JACKSON
 DIRECT POSTERIOR COMPOSITES: A RAPID, SIMPLIFIED PLACEMENT TECHNIQUE

12:45 - 1:45 DR. DAVID EVANS
 PERFECT YOUR ONLINE PRESENCE

2:00 - 3:00 DR. GEORGE FREEDMAN
 NEW AND IMPROVED! PROFITABLE CLINICAL TECHNIQUES FOR YOUR PRACTICE

3:15 - 4:15 DR. DAVID HOEXTER
 PREDICTABLE IMPLANTS - BY PRESERVING BONE DURING EXTRACTIONS WITH NEW INSTRUMENTS

4:30 - 5:30 DR. SELMA CAMARGO
 OPTIMIZING ENDODONTIC TREATMENT WITH HIGH INTENSITY LASER THERAPY

WEDNESDAY NOVEMBER 28

10:00 - 11:00 DR. DAVID PECK
 IMPLEMENTING DENTAL LASERS IN THE GENERAL PRACTICE: A REAL-WORLD REPORT

11:15 - 12:15 DR. RON KAMINER
 DENTISTRY 101: DEMYSTIFYING NEW CONCEPTS IN CARIOLOGY

12:30 - 1:45 DR. SELMA CAMARGO
 DIODE LASER APPLICATIONS IN SOFT TISSUES



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How to 'Perfect Your Online Presence'

Dr. David Evans talks tips and tricks of the Internet

By Kristine Colker, Managing Editor

► **TODAY from 12:45 to 1:45 p.m. in aisle 5000, room 3, Dr. David Evans will present "Perfect Your Online Presence" as part of the DTSC Symposia.**

In his session, he will discuss the various factors that influence Internet presence and how dental practices can attain "high Internet presence."

Evans talked to *today* about what to expect from his symposium.

Dr. Evans, you are presenting a DTSC Symposia session called "Perfect Your Online Presence." Would you give us a brief overview of your session?

Word-of-mouth marketing was the most important thing for dentists five or 10 years ago. Now, it's different. People go online to check you out. Patients associate wildly with Google rankings. They also have the perception where they associate quality with where you appear in the rankings. It might not be connected in reality, but it's connected in people's minds.

Has Internet marketing replaced word-of-mouth (WOM) referral?

No, in a successful practice, your WOM will always be a very important component of marketing for new patients. Now, however, many prospective patients will research on the Internet to support WOM referral.

When a prospective patient is considering dental work and receives a WOM about your practice, the next step for the prospective patient is the Internet, where he or she will peruse your website to research your background, look at your before-and-after photos and review your testimonials. Consumers also research other places where you appear online.

A strong Internet presence, with a captivating website, will enhance the WOM referral and lock in the new patient. On the other side, a poor showing on the Internet can break a great reputation and the WOM referral.

Also there are some cases, such as when a prospective patient is new to the area (and with the mobile population, this number is growing), in which the patient does not have anyone to ask about a WOM referral. In these cases, a strong Internet presence is the only way to get that new patient. In balance, strategies to boost the WOM referrals will continue to be important, but expect Internet marketing to take a larger and larger role over the coming years.

How can my practice's website get ranked higher on Google?

Keep in mind that Google ranks web-

About the author



David Evans, PhD, has been involved in Internet practice marketing since 1995. He has expertise in how consumers search for health-care information online, the optimum design and construction of practice websites, website search engine optimization (SEO) and the strategic development for Internet marketing. Evans is CEO of Ceatus Media Group, which owns and manages the online directories for dentists and LASIK, plastic and bariatric surgeons. Evans received a bachelor of science from the United States Air Force Academy, a master's and MBA from Wright State University and PhD from Indiana University. EHe can be reached at dwevans@ceatus.com.

sites, not dentists. You can be the best cosmetic dentist in the world, but if your website is not search-engine friendly, then Google will not rank you on the first page in your market.

Google uses about 200 different variables to rank websites. Convincing Google to give you good rankings requires that your site is aligned with these 200 variables. These variables fall into two broad categories, on site and off site.

In simplistic terms, the on-site variables relate to your content and the attributes on various pages of the website. The off-site variables relate to the links you have coming to your site and how many consumers share your site with others. The process for obtaining high rankings on Google and other search engines is called search engine optimization, or SEO.

How much time should I spend working on my website and SEO? I have a busy practice and can't find the time. What will it cost to get help?

You can save money on SEO and your website if you write all of your own content, build your website and perform optimization. These activities could take 10 to 15 hours a week to do properly. An effective SEO company will charge a monthly fee, and then your time is spent in the clinic working with patients, where you generate revenue for your practice.

How do I choose the best website and SEO company for my practice?

When choosing a website and SEO

company, it is best to focus on companies with experience in dentistry, particularly high-end dentistry practices. Review their website portfolio to determine if their designs fit the image of your practice.

Most importantly from an SEO perspective, review the rankings of the prospective company's other clients to see how well the SEO has worked for them. The most efficient method is for one company to handle both the website and SEO, but this is not absolutely necessary. If you already have a website and/or designer you like, then hiring a company only for your SEO can work well. Also, many website designers do not understand or properly perform SEO, so it would not be unusual to hire a separate company for SEO.

Also, make sure you understand fully what you are buying when you purchase a website. Many dentists do not realize they do not own their websites, but instead they are essentially leasing the website design, content and hosting of the site. There are two easy questions to ask a potential website company to determine if the website you are buying will actually be owned by you.

- Will I own the copyright to the website design and content?
- If I leave your services, can I take the website to another company?

If you receive a "no" to either of these questions, be careful. Many factors determine how well a website ranks on Google. But one big factor is its age. If you leave a vendor where you are leasing a site, then you lose the site and you have to start over from a longevity standpoint, a new website can take up to one year to rank on Google.

I've hired an SEO company. How do I know if they are doing a good job?

The bottom line of SEO is rankings, traffic and conversion. The top SEO companies will boost rankings for your website and modify it to increase conversion. If you are not receiving more leads from your website since hiring your SEO company, it is probably not doing a good job.

What are the most important components of a practice website?

Keep in mind that when prospective patients visit your website, the question on their minds is "What is in it for me?" Your website has two to three seconds to capture the attention of prospective patients and convince them to stay there to learn how they can benefit from your practice.

The key elements patients like to see are testimonials and before-and-after pictures. These help visitors better understand how treatment can help them. They also want to see that you have extension training and

education. And finally, educational content about the procedures you offer will help visitors to understand the services they need/want, which makes them more likely to convert to a high-value patient once they visit your office for a consultation.

Should I list my practice in a directory?

Marketing research shows consumers are two-thirds more likely to convert if they see you in multiple places online. When visitors find your website online, and then also see you in a dentist directory, the likelihood of getting that patient to visit your practice increases dramatically.

The best directories provide a place to post your before-and-after photos, news items, testimonials and your training and experience. Make sure the directory offers an email contact form for you specifically, a tracking phone number and a link to your website. Regular reports for traffic, email leads and phone calls should also be provided.

If your directory listing can provide two to five consultations a year and one high-end patient, then it is a worthwhile investment. Revenue for one patient pays for the listing, and then that patient serves as a WOM referral source for other potential new patients.

Should I have a social media strategy for my practice?

Social media is becoming more important, but it may not be for everyone, as it requires dedicated staff time on a regular basis. Facebook should be the primary focus of any social media thrust. Twitter, Pinterest, StumbleUpon, etc., are probably not a good allocation of resources at this time.

To be effective, the Facebook strategy should engage with current patients with the focus being to get them to share with their friends and thus provide WOM referrals.

Most practices use social media incorrectly. Constantly posting articles about treatments offered at the practice or discounts on teeth whitening is a big turn off for patients. They will stop visiting your Facebook page and discontinue your alerts.

The proper strategy is to engage with patients using articles they would be interested in, such as information about back to school, a new staff member or local news. Do you and your staff participate in the "Tomorrow's SMILES" program or did you do any volunteer work at the school?

Also, consumers love contests and voicing their opinions. Let your Facebook users vote on which local candidate or celebrity has the best smile or have a content to submit the quote of the month.

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From the Front Office to the Treatment Room and every touch-point in between, Henry Schein has the solutions you need to connect your practice technologies. The size of your practice, your budget, and your patients' needs are all important to the solutions required to increase workflow and enhance efficiency.

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Profitable clinical techniques you'll want for your practice

By George Freedman, DDS

■ There are numerous dental innovations that make clinical practice better, faster and easier. These are often relatively inexpensive and exceedingly easy to implement. They increase efficiency, reduce stress and measurably improve the bottom line.

Here is a sampling of products I believe are in this category:

- The revolutionary DentalVibe GenII eliminates the apprehensions and fear associated with dental injections. Increased anti-pain power and twice the amplitude at the vibrating tip provide greater sensory nerve stimulation, enhancing the pain-blocking effect.

DentalVibe's VibraPulse technology stimulates the sensory nerves at the injection side—effectively closing the neural path gate, thereby blocking the pain of injections. Cordless and light (less than three ounces), it also has strategically placed finger grips that make it readily portable.

Dental Vibe II delivers soothing, pulsed, percussive micro-oscillations to the injection site.

Try it; your patients will love it. And so will you!

- The dental team is tasked with performing regular cancer screenings for patients, and DentLight's DOE (DentLight Oral Exam) System makes this potentially life-saving examination pleasant and fast. It helps dentists and hygienists to identify abnormal tissues that may otherwise escape detection earlier than is possible with unaided visual examination.

The DOE looks and feels like a portable curing light, with similar intraoral access, only much more versatile. DentLight's patented light-generating technology, Fusion Curing Light, provides an outstanding clinical output of more than 1500mW/cm², with a high-power density over an extended wavelength range that provides worry-free bonding. Fusion takes light curing to the next level.

- High-speed handpieces should not be wobbly, loud and prone to break down. This is where electrical handpieces improve chairside life immeasurably.

Bien Air's Swiss-engineered Optima MX2 INT, a very versatile unit that offers pre-programmed modes for all the main restorative operations as well as endodontics, is a uniquely controlled handpiece experience with maximum utility in the practice.

The innovation is that the ultra-quiet Optima MX2 INT is a true all-in-one system; only two contra-angle handpieces are required to per-



• Bien Air's Optima MX2 INT and contra-angle handpieces. (Photos/Provided by Dr. George Freedman)



• Directa's CoForm

form virtually all dental procedures, increasing efficiency and decreasing clinical time. If you are still utilizing air-driven handpieces, you might want to consider upgrading your

operator to bring it into today's electronic age.

- Given the tight confines of interdental spaces and the dentist's limited visibility and access for preparation,

Attend today's session

TODAY from 2 to 3 p.m. in aisle 5000, room 3, Dr. George Freedman will present "New and Improved: Profitable Clinical Techniques For Your Practice" as part of the DTSC Symposia.

In his session, he will present an analytical summary of recently introduced dental products based on clinical experience, including how to differentiate affordable cancer-screening devices; how to compare anesthetic techniques; how to restore without damaging adjacent teeth and crowns; and how to compare electric and air-driven handpieces.

About the speaker



George Freedman, DDS, is past president of the American Academy of Cosmetic Dentistry and the chairman of the Dental Innovations Forum (Singapore). Freedman is the author or co-author of 11 textbooks, more than 400 dental articles and numerous CDs, video and audiotapes and is a team member of REALITY. Freedman is a co-founder of the Canadian Academy for Esthetic Dentistry and a diplomat of the American Board of Aesthetic Dentistry.

interproximal nicking of adjacent tooth/restoration surfaces occurs all too often. Directa's FenderWedge protects adjacent surfaces from inadvertent iatrogenic damage.

Easy to position and comfortable for the patient, the FenderWedge is an excellent tool for truly conservative dentistry. The FenderMate is an innovative one-piece wedge-matrix (no-ring) combination that inserts like a wedge and functions like a matrix.

Directa's CoForm anatomical matrix system is a comprehensive multisized kit of preformed transparent celluloid matrices specifically designed to restore realistic three-dimensional shape and form to composite restorations that replace incisal edges and fractured teeth.



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other self-adhesive cements, resulting in less stress and chair time. Plus as a single-step cement, it provides you with the added benefit of not requiring an etching step. Whether it's PFM, PTM or Zirconium restorations, give your patients the best seat in the house while delivering the utmost in strength, stability and esthetics with PermaCem 2.0.

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• LVI headquarters in Las Vegas. (Photo/Provided by LVI)

LVI regional events: 'future of dentistry'

By LVI Staff

■ Feel like you are stuck in a rut? Need a change? Having a hard time

getting things going with all the worry about the economy? This is your golden opportunity to regain control of your practice and recapture your passion for dentistry!

Think about attending a Las Vegas Institute for Advanced Dental Studies LVI Regional Event. You have the opportunity to discover the path that will lead you to both personal and professional satisfaction.

As a dentist, you have likely heard about LVI and considered taking a course but simply cannot justify spending the money or taking the trouble to bring a patient all the way to Las Vegas to find out what LVI is all about. This is the best time to attend one of our regional events, especially if you are feeling bored with the same thing every day or just can't seem to get out of the rut you are in!

LVI one- and two-day regional events are designed to share with the participants a more professionally satisfying and profitable way to practice dentistry. You will receive valuable information about LVI's esthetic and occlusal philosophies that are revolutionizing our profession.

Among the several things you will learn during the course of the meeting:

- How to create a "Golden Age of Dentistry" in your own office.
- Learn how to take a T.E.N.S. Bite for optimal position to restore your cases.
- Turn your patients into guests and make it easier for them to accept comprehensive treatment.
- Hear from one of our experienced LVI regional directors about their personal journey and how you can create one, too.

By attending a regional event, you will have taken the first step toward boundless opportunities for you and your patients. Regional events are held throughout the year in different locations throughout the United States and Canada, so visit www.LVI Global.com to find your opportunity to attend. This experience will give you tools to make a better income and afford better equipment and, while that is great, the most important thing it will do is allow you to deliver better quality of care and a higher quality of living for your patients.

It is time for you to learn first-hand what LVI is all about. Once you have experienced it, enjoy the benefits of your education and training!

AD



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Dr. Jan Bjerg Andersen



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Clinical benefits of the Inclusive Tooth Replacement Solution

By Darrin W. Wiederhold, DMD, MS,
and Bradley C. Bockhorst, DMD

■ With the new Inclusive® Tooth Replacement Solution from Glidewell Laboratories, the clinician receives all the components necessary to place, provisionalize and restore an implant.

Custom-designed temporary components allow for immediate provisionalization specific to each patient, and a matching custom impression coping communicates the final gingival architecture to the laboratory. The Inclusive Tooth Replacement Solution supports a streamlined workflow that ensures predictability and long-term success.

With this solution, experienced and novice clinicians alike can place and restore dental implants with greater confidence than ever before. Once you've selected a diameter and length of implant, forward the diagnostic materials (impressions, models, bite registration, shade, implant size) to Glidewell for fabrication of the custom components.

The laboratory will pour and articulate the models and assemble the components, delivered to you in an all-inclusive box, including a prosthetic guide, custom temporary abutment, BioTemps® provisional crown (Glidewell), custom healing abutment, custom impression coping, surgical drills and Inclusive Tapered Implant (Glidewell).

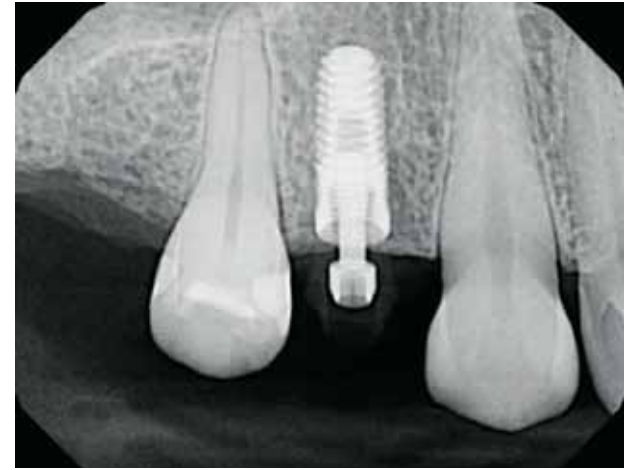
On the day of surgery, place the box contents alongside your usual surgical armamentarium. Confirm the fit of the prosthetic guide prior to beginning the procedure (Fig. 1).

After placing the implant and verifying its position (Fig. 2), decide based on the level of primary stability whether to place the custom healing abutment (Fig. 3) or custom temporary abutment and accompanying BioTemps crown.

Either option will begin sculpting



• Fig. 1: Prosthetic guide try-in. (Photos/Provided by Glidewell Laboratories)



• Fig. 2: Periapical radiograph to verify implant position.



• Fig. 3: Custom temporary abutment screw tightened to 15 Ncm, with access opening sealed and flap sutured back into place.



the soft-tissue architecture around the implant to develop the future emergence profile.

Upon successful osseointegration, the restorative phase begins. Contours of the custom impression coping match those of the custom abutment, so it's simple to remove, seat the impression coping and take an accurate full-arch final impression.

At final delivery, remove the temporary abutment. Try in the final Inclusive Custom Abutment (Glidewell) and BruxZir® (Glidewell) (Fig. 4) or IPS e.max® (Ivoclar Vivadent; Amherst,

N.Y.) crown. Check the contours, contacts and occlusion, and adjust as needed.

In response to the dental implant market embracing the importance of soft-tissue contouring, Glidewell Laboratories' Implant department has now expanded the Inclusive Tooth Replacement Solution to accommodate all implant systems compatible with the Inclusive Custom Implant Abutment product line. This creates the opportunity for more clinicians to offer their patients the advantages of the tissue-contouring system con-

Here at the GNYDM

For more information on the Inclusive Tooth Replacement Solution, stop by the Glidewell Laboratories booth, No. 4400.

tained within the Inclusive Tooth Replacement Solution.

Whatever implant system you use, you and your patients can now benefit from the tremendous effects of training tissue from the time of implant placement.

Next November, plan to visit Toronto

By Toronto Academy of Dentistry Staff

■ The Toronto Academy of Dentistry's 75th Annual Winter Clinic held at the Metro Toronto Convention Center on Nov. 2 was a resounding success, according to the TAD.

A total attendance of 2,572 represented an increase in dentists as well as booth spaces from the previous year.

More than 20 programs representing a wide spectrum of dental interests were presented, including 12 hours of CORE-approved courses.

Liz Pearson, one of TAD's featured clinicians, unveiled her new book and was also available for book signings. The proceeds of the signings went to About Face.

The Canadian Armed Forces were active participants with a program on

nation building and a display on the exhibit floor of a mobile dental suite.

Many lecture rooms were at capacity and overflowing. The academy launched its new initiative with the Mikey Network, a program geared to placing automatic external defibrillators (AEDs) in public places.

The team concept of Winter Clinic continues to attract dentists, hygienists, assistants and office administra-

tors from not only the Toronto area but from all over the province and even from the United States, the academy said.

Congratulations to the winners of the photography contest, and congratulations to the winner of the free trip for two donated by Sandals, Dr. Juris Michelsons of Cambridge, Ontario.

Mark your calendar for Nov. 8, 2013, for TAD's 76th Winter Clinic.

CAESY expands to the clouds

■ CAESY Cloud is Patterson Dental's latest addition to the CAESY Patient Education Systems family of products. CAESY Cloud is online and guarantees dental professionals immediate access to more than 280 multimedia patient-education presentations, including the most up-to-date materials featuring 3-D animation, full-motion video, narration and colorful images. CAESY Cloud features include:

- *Easy startup with no installation* required and only a low monthly subscription fee so you can start using CAESY Cloud in your practice immediately.

- *Compatible with/accessible by both PC and Mac* services, smartphones and the iPad, iPhone and iPod — no additional software purchases are necessary.

- *No network connections are necessary* between participating computers, allowing presentations to be accessed from multiple locations within the practice with no additional charge.

- *Presentations are updated frequently*, and with the ease of a standard Internet connection, users will immediately be able to use the latest videos in all patient appointments.

With the addition of CAESY Cloud, dental professionals now have more tools and more options to present their patient education materials. There are three chairside formats to choose from — CAESY Cloud, CAESY DVD or CAESY Enterprise — as well as front-office programming with the Smile Channel.

According to Patterson, countless dental professionals have seen how CAESY optimizes staff time, eliminates the fatigue of repeating explanations and increases case acceptance rates in the practice.

Dr. Marty Jablow, a beta-tester and new user of CAESY Cloud, said: "I have found the convenience of a cloud-based system delivers many benefits in comparison to the alternatives. Using a cloud-based system eliminates the need for time-consuming and frustrating installations. It's as simple as opening up a web browser and logging in to a website.

"With some other patient education systems, there is a need to update software or install the latest version. However, with CAESY Cloud, practices have instant access to all updates and all new presentations automatically. There is no hassle updating software. IT headaches and, more importantly, IT costs are eliminated by using the cloud.

"I find that using CAESY Cloud along with other educational tools, such as CAESY Smile Channel from Patterson Dental in the reception area, is an effective way to educate patients and create new business," Jablow said. "I would definitely recommend it for small and large practices alike

Here at the GNYDM

For more information, visit www.caesy.com, call (800) 294-8504 or stop by the Patterson Dental Supply booth, No. 2600.

that want to increase case acceptance rates and put their practice at the forefront of technology."

CAESY Education Systems has been one of dentistry's premier developers of leading-edge patient education technology and content since 1993. Patterson Dental Supply acquired

CAESY in May 2004. The award-winning multimedia information on preventive, restorative and esthetic treatment options helps dental practices worldwide educate their patients and grow their practices.

The CAESY content is distributed via video and computer networks, DVD players and now through the cloud throughout the clinical and reception areas of a dental practice. The entire family of products includes CAESY Cloud, CAESY DVD, Smile Channel DVD and CAESY Enterprise, which includes CAESY, Smile Channel and ShowCase.



• CAESY Cloud for laptops. (Photo/Provided by Patterson Dental)

DENTISTRY BY DR. CHONG LEE, MCLEAN, VA.

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A faster way to seal

■ For decades, dentists and hygienists have had no alternative but to use harsh phosphoric acid etching to improve the bondability of dental sealants to enamel. In doing so, they have lost countless hours to applying acids, waiting, rinsing and drying.

With all these added steps, perhaps the greater issue is how many failures have resulted from trying to shortcut procedures? Indeed, working with phosphoric acid is always a double-edged sword. If not left on long enough, one risks failure; leave it on too long and healthy enamel is eroded.

Thanks to advances in adhesive technology and a new pit and fissure sealant from Shofu, dental professionals don't have to choose between a secure bond and lost time and preservation of tooth structure anymore.

BeutiSealant from Shofu is a faster, easier and gentler pit and fissure sealant system that completely eliminates the need for phosphoric acid etch and rinse steps, while still maintaining equivalent bond strengths to acid etched competitors. Considering these steps represent a 40 percent to 60 percent reduction in working time, that extra productivity can go a long way toward keeping a practice profitable. In these difficult economic times, every liberated minute counts.

Fast application

The instructions for BeutiSealant are simple:

- Apply the primer to a clean tooth and leave for five seconds.
- Air-dry five seconds.
- Apply the sealant.
- Light-cure 10 seconds LED (20 seconds halogen).

Secure bond, gentle on enamel

BeutiSealant Primer contains dual-adhesive monomers (carboxylic and phosphonic acid) that thoroughly penetrate and prepare pits and fissures for bonding to the sealant, forming a chemical bond to calcium in the enamel. Unlike traditional sealants, which require phosphoric acid etching, severely demineralizing and dehydrating healthy teeth, Shofu's self-etching primer is significantly less acidic, helping to preserve healthy tooth structure.

Despite this lack of acid etch and rinse steps and a HEMA-free composi-



• BeutiSealant from Shofu. (Photos/Provided by Shofu)

Here at the GNYDM

The first 10 dentists or hygienists to mention this special at Shofu's booth, No. 431, will receive a free BeutiSealant Kit (\$81.12 retail value). In addition, the first 100 attendees who mention this special will receive a full-size sample of lip gloss. For more information, contact Shofu at (800) 827-4638, visit www.shofu.com or stop by booth No. 3207.

tion, shear bond strengths remain at levels that meet or exceed market-leading sealants at 19.5MPa.

Smooth application

BeutiSealant Sealant is an easy-to-apply sealant, optimized for smooth, bubble-free consistency. Achieve precise delivery without the common issue of overfilling with a specially designed no-ooze syringe and a tiny 0.27-gauge needle tip. This improved control over the flowability of the sealant allows placement of just the right amount of material, reducing the common occurrence of overfilling.

Sustained remineralization from giomer fillers

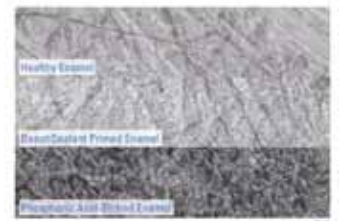
Shofu's proprietary Surface Pre-Reacted Glass (S-PRG) filler particles are not only pre-charged with fluoride during manufacturing, they also recharge when fluoride concentrations in the mouth are high. Simply put, household dental hygiene products, such as fluoridated toothpaste,



50x 200µm

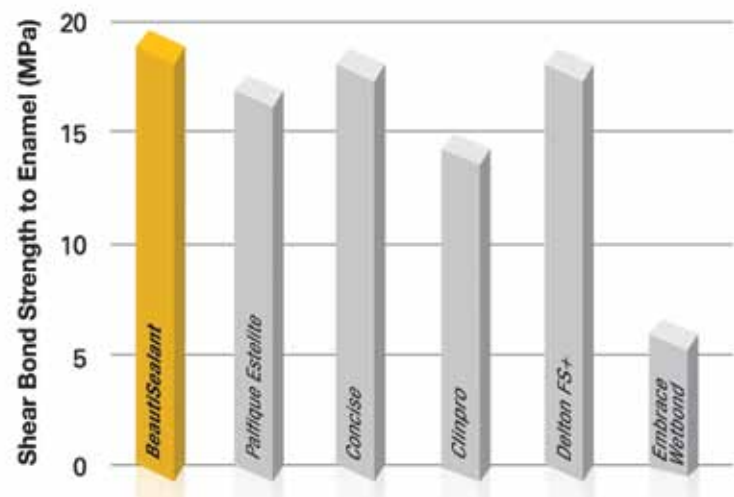


100x 100µm



• From top, healthy enamel, BeutiSealant primed enamel and phosphoric acid etched enamel.

• BeutiSealant Primer contains dual-adhesive monomers (carboxylic and phosphonic acid) that thoroughly penetrate and prepare pits and fissures for bonding to the sealant, forming a chemical bond to calcium in the enamel. (Photo/Provided by Dr. Satoshi Fukumoto, Tohoku University, Japan)



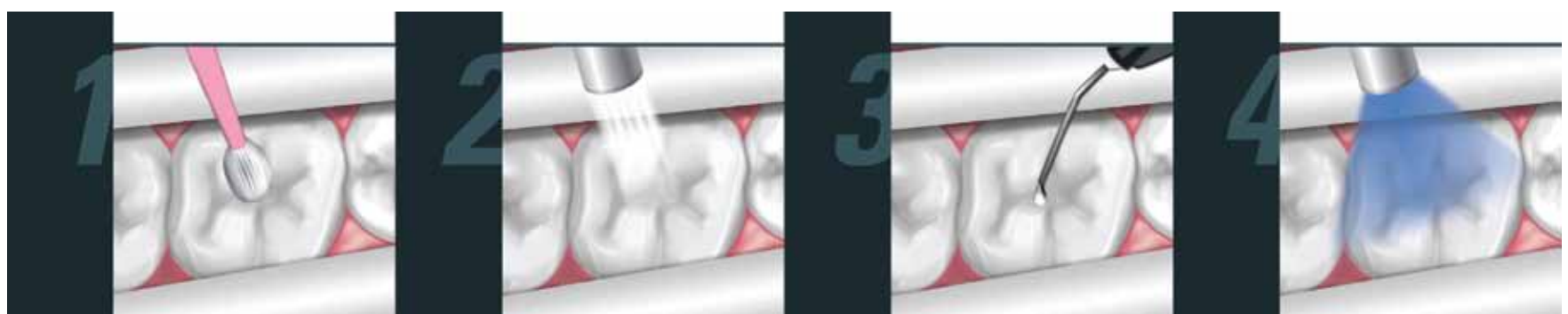
• Shear bond strength to enamel from Shofu's internal data.

allow BeutiSealant to provide sustained remineralization benefits to adjacent tooth structure over the life of the sealant.

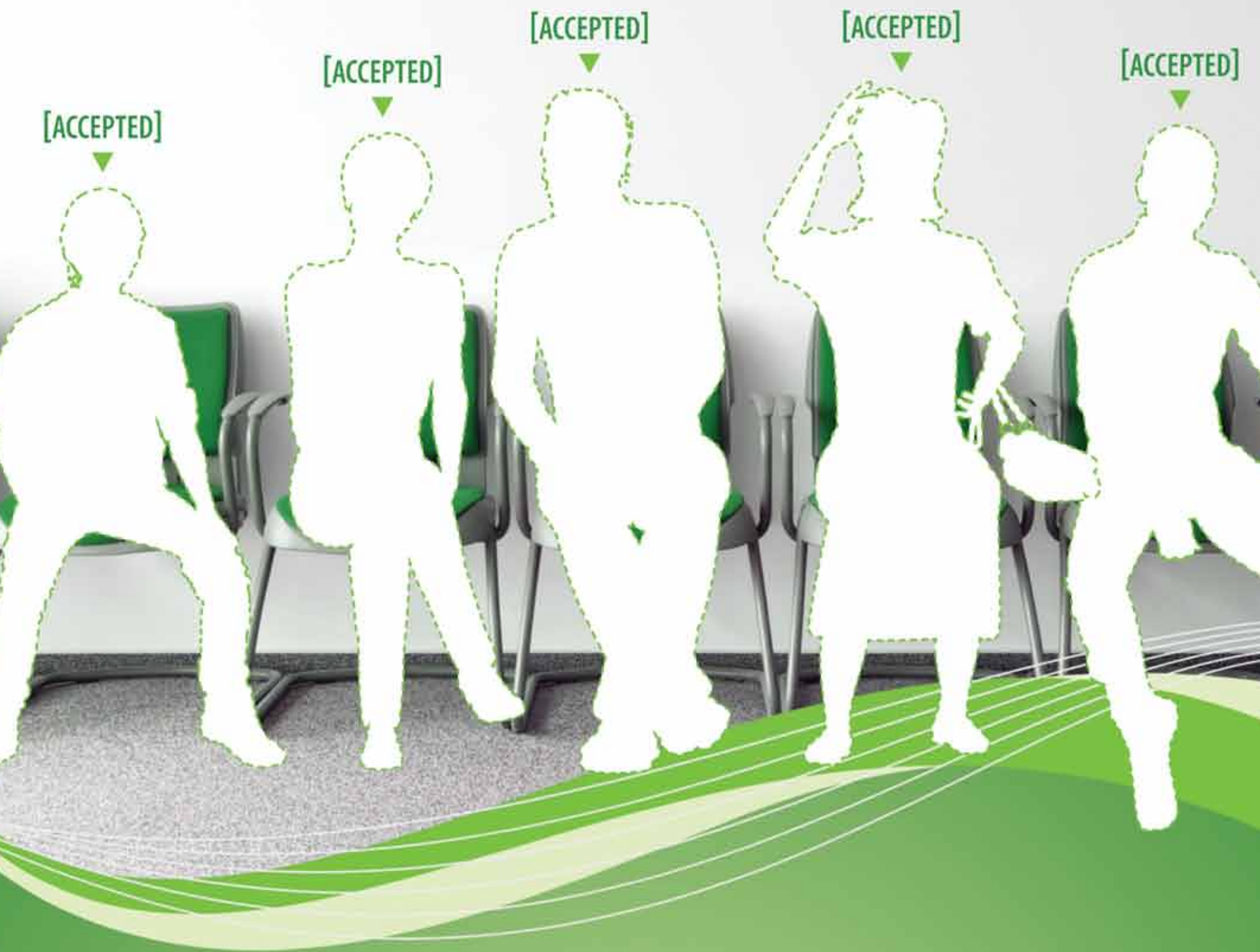
In addition to fluoride, S-PRG filler also releases five other ions: sodium, strontium, aluminum, silicate and

borate, all with known bioactive properties.

When exposed to concentrations of lactic acid, these ions contribute to an acid neutralization effect that demonstrates the healing benefits of giomers.



• Place BeutiSealant in four steps: Apply the primer to a clean tooth and leave for five seconds, air-dry five seconds, apply the sealant and then light-cure 10 seconds LED.



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The four Fenders: preparation protection and matrices of the future

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FenderWedge

The safety belt of the dental world. A must for all proximal preparations.

A proximal preparation protection consisting of a stainless steel plate mounted on a plastic wedge. The protection is inserted, buccally or lingually from front, with a snappy push, which fixes it during the entire preparation. The adjacent tooth and gingival papilla are now well protected, and the preparation can be performed quickly, safely and without risk of bleeding. The wedge separates the adjacent teeth, which supports the matrix filling and facilitates good contact.

FenderPrep

Allows subgingival preparation for

Here at the GNYDM

For more information, stop by the Directa AB booth, No. 2332. You may also call Directa's U.S. Sales Manager Frank Cortes at (203) 788-4224, email frank.cortes@directadental.com or visit www.directadental.com or www.facebook.com/directadental.

crown or surface avoiding subsequent bleeding. The surface of adjacent teeth is safeguarded.

A proximal preparation plate for protection of adjacent teeth and gingiva in case of major preps. A perforation of the plate at base makes pre-bending of the steel plate possible so that it is positioned away from the



• The FenderMate (Photos/Provided by Directa)



• The FenderWedge



• The FenderPrep



• The FenderPrime



• The FenderMate with FenderMate Fix.

surface to be prepared. The boat-like tip and softly rounded underside press gently on the gingiva so that even subgingivally the preparation can be performed without injury or bleeding, which facilitates subsequent impression measurement.

FenderMate

The world's quickest matrix. Self-shaping contact. Close cervical connection.

A sectional matrix with a curved contact point on a curved wedge. It is pushed in from the side, buccally or lingually, with a curved contact point under the prep limit until the optimum contact point is reached. The contact point will shape automatically to the cavity. The wedge wing will press the matrix

toward the preparation limit and connect tightly without any risk of excess material. The matrix has two bends in two different wedge sizes.

FenderPrime

The market's first combined prep protection and matrix for class II fillings on primary teeth

Approximal restoration of children's primary teeth should be made in a simple, quick and safe way. The treatment can then be reduced substantially if the protection can also be used as matrix if the contact and absence of cervical excess remains.

FenderPrime is therefore a combined preparation protection and matrix with a perfect size for primary teeth. It is available in a harder, short model in neon yellow and a longer flexible neon green. The yellow version is preferable when the contact is tight and hard. The green version is preferable when the preparation is expected to be larger, because the flexibility of the matrix produces a better shape.

FenderMate Fix

A new, unique solution for class II composite preparations for wider cavities.

The FenderMate matrix is attached to its wedge by two fix points which can be easily loosened with a carver instrument. The soft matrix is then bent so that the box is closed and fixated to the adjacent tooth structure with a light-curing FenderMate Fix; a liquid composite with a low filler content.

AD



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Dier Dietrich



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"I have been using PHAST™ laser endo for over a year. Herb Schilder stated that endodontic cases had the potential of 100% success minus X. The X factor being the complexity of the root canal system and the operator's ability to manage the cleansing and shaping of that system. I believe that it enhances my ability to reduce this X factor to as close to 0 as is possible today. The LightWalker™ has also proven to be very valuable to my implant cases. Having both Erbium & the Nd:YAG in one system allowing you to get more for your investment."

Bryan M. Beebe D.D.S.
Endodontist, Sarasota, FL

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Henry Schein and Quintessence form a strategic partnership

Two market leaders join forces to broaden oral health education

Henry Schein and Quintessence Publishing this Monday morning used the Greater New York Dental Meeting exhibit hall to announce a strategic partnership designed to expand the availability of oral health education to dental professionals.

Henry Schein is one of the world's largest providers of health-care products and services to office-based dental, medical and animal health practitioners. Quintessence Publishing is a leading independent publisher of scientific and clinical information about oral health.

At the heart of the partnership is a joint commitment to provide the best and latest clinical information on treating oral disease so practitioners can provide the most advanced care possible for their patients.

Under the agreement, Henry Schein will use its industry-leading distribution network to market in North America the book titles, professional journals and multimedia

Here at the GNYDM

Henry Schein companies are in numerous exhibit hall booths at the GNYDM, anchored by Henry Schein Dental in booth Nos. 3140, 3225 and 3432. Visit Quintessence Publishing at booth No. 1804.

products published by Quintessence, whose work has earned many prestigious international awards during the company's 62-year history.

The companies also announced a partnership to present a co-branded symposium to explore the connection of oral health and systemic health. This symposium will be in February 2014 and will be led by Michael Glick, DMD, dean of the School of Dental Medicine at the University at Buffalo and editor of *The Journal of the American Dental Association*.

"We are delighted to partner with Quintessence, which is known throughout the profession for publishing the highest-quality educational materials devoted to oral health," said Stanley M. Bergman, chairman and CEO of Henry Schein. "Henry Schein is committed to helping improve the business of our health-care custom-



Henry Schein President and COO James Breslawski, from left, Quintessence Publishing Executive Vice President William Hartman and Henry Schein Chairman and CEO Stanley Bergman are working together in support of education resources for dental professionals. (Photo/Robert Selleck, *today* Staff)

ers so they can improve the lives of their patients."

"This strategic partnership with Henry Schein gives us the opportunity to expand that community, one dentist at a time," said William Hartman, executive vice president of Quintessence. "Each reader provides added depth and a new perspective to our community. Our goal is to work with acknowledged experts to publish the best and most useful books within

every specialty, and we know Henry Schein is dedicated to promoting this same professional excellence."

The one-year publishing agreement will renew automatically for successive one-year terms. The Henry Schein sales network will market the Quintessence portfolio, which includes 50 professional journals and more than 1,000 book titles. Quintessence will manage the delivery of materials directly to customers.

specials *from page 1*

"There's just so much here," he said. "And every year it just overwhelms you."

This year is no exception, with an exhibit hall packed with new products and special promotions. Plenty of examples were revealed during a quick stroll Monday morning. Among them:

- Rose Micro Solutions in booth No. 622 has a special loupe and light combination package from "Mama Rose" for \$799.

- At the TruDenta booth, No. 3302, the first 100 visitors every day get a free copy of the textbook "Understanding, Assessing and Treating Dentomandibular Sensorimotor Dysfunction," released here at the GNYDM. The book's co-authors are available at the booth at various times.

- Store-A-Tooth (Provia Labs) has an easy booth number to remember, No. 3333. Stop by to learn about its tooth-based stem-cell banking system and the available specials, which also support leading diabetes research organizations.

- In the Mydent International booth, No. 2215, buying two cases of Dreumex Ominicare products gets you a hands-free dispenser free (normally \$75). The Mydent folks say the



Dr. Fuji (William Yamaguchi, PhD) in the Fujiiryoki/Acigi Relaxation booth, No. 1324, dances away on his Cyber-Relax machine.

foam hand cleaner can't be beat on cost and the hand sanitizer has the highest kill rate.

- Pick up a New York Times crossword puzzle umbrella or a T-shirt with the subscription specials at the New York Times booth, No. 4618.

- William Yamaguchi, better known as "Dr. Fuji," has special prices on his relaxation chairs and Cyber-Relax units in booth No. 1324. Look for



New Jersey artist Bill Lopa paints live in the Amazing Animations booth, No. 1900. New York artist Charles Fazzino is in the booth today from 1:30 to 5:30 p.m. signing dedications.

him dancing/vibrating on his Cyber-Relax.

- New Jersey artist Bill Lopa was painting one of his impressionistic oils in the Amazing Animations booth, No. 1900. Today, the booth has New York artist Charles Fazzino signing dedications from 1:20-5:30 p.m.

- And you should stop by the Millennium Dental Technologies booth, No. 2833, to get a couple cheeky comments from "The Fake Austin Powers." He'll even answer your questions about the futuristic PerioLase MVP-7 digital laser.



Stop by the New York Times booth, No. 4618, where Shannon Murphy has this attention-getting crossword-puzzle umbrella for new subscribers.

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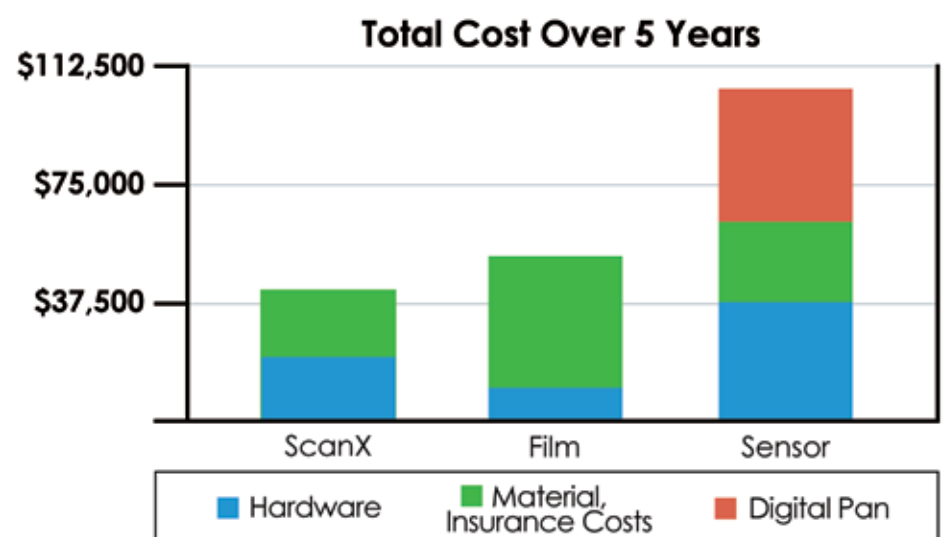
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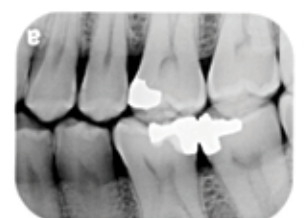


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