

# today



### DTSC Symposia

For the fifth year, complement your educational experience with the Dental Tribune Study Club Symposia and earn C.E. credits.

»page 2



### Are you Google-able?

Why Google may have a greater impact on your practice than you know, and three steps you can take to make sure you're set for success.

»page 4



### Tips for the road

Before you pack your bags, you'll want to be fully prepared. Our handy guide has all the information you need to know before you go.

»page 15

# Moving right along

2012 Greater New York Dental Meeting prepares for 88th annual meeting with top-notch education, more than 600 exhibitors and help for those affected by Hurricane Sandy



• The New York City skyline. (Photo/NYC and Company)

By Jayme S. McNiff, Program Manager, Greater New York Dental Meeting

■ In the aftermath of Hurricane Sandy, the Greater New York Dental Meeting (GNYDM) will not only be open for business as usual, offering the most elaborate, advanced and largest exhibit floor and the highest

quality of educational opportunities, but the organization is also committed to fulfilling its strong obligation to assist dentists who have been affected by the storm.

To this end, the meeting is planning a series of expert-led symposia examining all aspects of practice recovery to aid dentists throughout

the Northeastern United States who were affected by the storms. The program may include:

- Licensing, insurance recovery,

human resources, credit lines and other pressing issues

»see moving, page 3

AD

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# There's something for everyone during the DTSC Symposium

## Join us for the fifth annual Dental Tribune Study Club Symposium

■ As the official online education partner of the Greater New York Dental Meeting, Dental Tribune is once again teaming up with the meeting's organizers to offer four days of symposia in various areas of dentistry.

World-renowned speakers such as Dr. Howard Glazer, Dr. Mark Duncan, Dr. Mark McOmie, Dr. Louis Malcmacher, Dr. Franklin Shull, Dr.

George Freedman, Dr. Fay Goldstep, Dr. Gary Henkel, Dr. Ron Kaminer, Dr. Mike Rethman, Dr. Robert Horowitz, Dr. Chris Glass, Dr. Ron Jackson, Dr. David Evans, Dr. David Hoexter and Dr. David Peck will speak on a variety of topics from flowable resins to minimally invasive dentistry to bone grafting to endodontics and digital dentistry.

Participants of any of the sessions will not only earn C.E. credits but also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice. For exact program details, check the schedule at [www.DTStudyClub.com/gnydm](http://www.DTStudyClub.com/gnydm).

We look forward to seeing you in New York!

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moving *from page 1*

- Preparation and submission of insurance claims (physical damage and business interruption)
  - Loss accounting for insurance and tax-related considerations
  - FEMA assistance and other governmental support mechanisms
  - Addressing the cash-flow and capital funding challenge
  - Small Business Administration efforts
  - The legal aspects of disrupted patient care

In addition, the GNYDM, in its commitment to support its colleagues as they rebuild and rehabilitate their practices, has contacted the Dental Trade Alliance and other GNYDM exhibitors and encouraged them to offer special sales and expedited deliveries as well as extended credit terms on merchandise and small equipment purchases.

Organizers also anticipate there to be opportunities to purchase demo equipment on the show floor at deep discounts.

## Exhibit floor

In 2011, the GNYDM registered 53,789 attendees from all 50 states and 127 countries. With its ever-expanding exhibit floor, the GNYDM boasts 1,500 exhibit booths, including more than 600 companies.

The continuous partnership with the U.S. Department of Commerce International Buyer Program provides the opportunity to meet many worldwide senior level volume buyers as well as export counseling by government specialists to increase sales.

## Educational highlights

• Friday, Nov. 23, kicks off the meeting with Dr. Bernard Touati and Jean-Marc Etienne presenting “Anterior Implant Esthetics” at the New York Marriott Marquis Hotel in the Westside Ballroom 5th Floor.

• Build your own website for your dental practice in a new and unique three and a half hour hands-on workshop offered Saturday through Wednesday; the GNYDM will supply the computers and attendees should bring a USB flash drive with pictures and office information. Attendees will leave this workshop with a fully functioning website.

• Don't miss the first ever “Smoking Cessation Seminar,” offering professionals an effective way for dentists to deliver tobacco dependence treatment. This will be presented on Monday, Nov. 26.

• *Botox, Dysport and dermal fillers:* These unique hands-on workshops introduce procedures on actual patients to teach dentists skills on how to use Botox/Dysport and dermal fillers in their practices; courses are offered Saturday through Tuesday.

• More than 100 hands-on workshops feature the latest technological advances and the newest dental materials.

• *Sleep & Appliance Expo:* Four

days of the latest research and awareness of dental sleep medicine. Learn how to establish dental sleep medicine protocols in your practice, identify patients at risk, integrate medical practice systems and treat patients successfully. Programs are offered everyday

• Be a part of the “Dentaverse Launch” with Dr. Larry Rosenthal's all-day seminar on Sunday, Nov. 25 and his “Live” program all day Wednesday

• *Learning and Lunch:* Three days of Learning and Lunch programs are offered Sunday, Monday and Tuesday. Attendees receive free C.E. and a free lunch at the close of the program; space is limited.

• *Invisalign Expo:* Four days of Invisalign programming is offered everyday for the entire dental team.

Learn how to incorporate Invisalign into your practice today.

• *DentalXP:* This series offers lead speakers Dr. Henry Salama (Saturday, Nov. 24), Dr. Ronald Goldstein (Sunday, Nov. 25) and Dr. David Garber (Monday, Nov. 26).

## “Live” demonstration arena

The “Live” dentistry arena, a 430-seat high-tech patient demonstration area, offers revolutionary concepts of treating patients with new materials and applications. It takes place right on the exhibit show floor every morning and afternoon, Sunday through Wednesday. There is no cost to attendees.

## Greater New York Smiles

The GNYDM gives back to the communities of New York City each year, by

bringing together 1,300 grade-school children for the most unique children's dental health-care program in the country.

For the past four years, with leading sponsorship from Colgate Palmolive Company, DentaQuest (Doral) and the United Federation of Teachers, the Greater New York Smiles program has supported oral hygiene education and dental screening for New York City's third- and fourth-grade public school children.

This year's Greater New York Smiles is set to take place from Monday, Nov. 26 to Wednesday, Nov. 28. The program will include 1,500 children brought by school buses from various New York City public schools throughout the five boroughs on a class trip to the GNYDM at the Jacob K. Javits Convention Center.

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# Importance of being 'Google-able'

The domain where visibility equals increased patient volume

■ How important is Google? Important enough that it's now part of our daily lexicon. We don't search online; we "Google" it.

From Halloween costumes to health care, we all use the world's dominant search engine to locate what we need.

Just take restaurants, for example. Millions of diners turn to Google on a



(Photo/Provided by Ceatus Media Group)

daily basis to read about restaurants their friends are talking about. And if a restaurant's website doesn't appear

when you search, you may wonder how good it really is – even though, in reality, there is no connection between the quality of the food and the restaurant's Internet visibility.

Consumers use Google for everything, not just restaurants. This includes one of the most important aspects of their lives: health care. In fact, according to one report, some 84 percent of Internet users have used the Internet to search for health-care information in the past year, with 52 percent searching on behalf of loved ones.

How do they find the information

## In New York



On Tuesday from 12:45 to 1:45 p.m., Dr. David Evans will present "Perfect your Online Presence," sponsored by Ceatus Media Group, as part of the DTSC Symposia. In his session, he will focus on the various factors that influence Internet presence and describe how dental practices can attain high Internet presence. This course will provide information on how to effectively handle phone and email leads and provide typical examples of poorly handled leads by elective health care practices across a variety of disciplines.

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they're looking for? Google. With 70 percent of the search market, Google dominates the search world.

In today's digital world, prospective patients associate the quality of your practice with your visibility on Google, even when their search began from a word-of-mouth referral. If your practice doesn't appear in Google's search results for the terms and locations you need to rank for, you have a problem on your hands. Unfortunately, some of the nation's most reputable dental practices lack Google visibility.

The good news is there are steps you can take to improve your visibility. A comprehensive Internet marketing strategy, consisting of a well-designed (and programmed) practice website, a professional search engine optimization (SEO) plan and even a simple social media approach can transform your practice from Internet anonymity to Google standout.

## Three steps to Google Visibility

Here are three important steps you can take to improve the visibility of your practice in Google's search results.

### Step 1: The Google visibility test

This easy test should give you a good indication of where you stand. Simply go to Google and type in a few key terms related to your practice specialty, such as "cosmetic dentistry," "veneers," "implants" or "teeth whitening." Note the following:

- Where do you appear?
- Is information about your practice readily visible on the first page?
- Where do your competitors appear?
- What about the second page?

If you have trouble finding information on your practice in the Google results pages, so will your potential patients.

Core terms such as the ones mentioned above are searched by tens of thousands of prospective patients each day. Consumers often begin their Google searches with these

# 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)

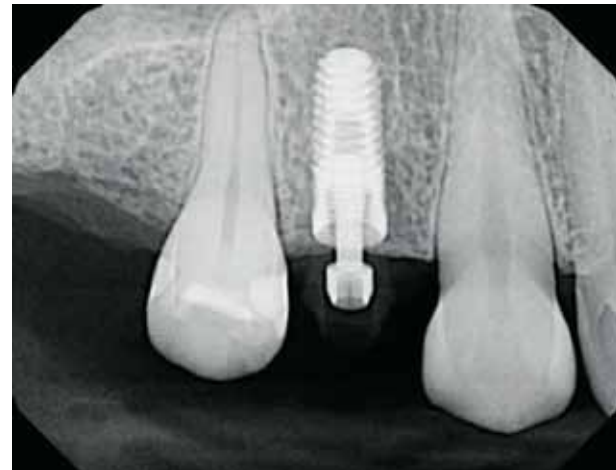


Fig. 2: Periapical radiograph to verify implant position.



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



Fig. 4: Final BruxZir crown restoration.

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-

## In New York

For more information on the Inclusive Tooth Replacement Solution, plan to 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.

## googled from page 4

terms before moving on to more complicated, location-based searches such as "procedure New York" or "dentist Los Angeles." However, make sure to look for your practice in the local-based search results as well.

Within the Google search results; there are several ways in which to present your practice to consumers, including your practice website, Google business listings, pay-per-click (PPC) ads, review sites such as Yelp and directory listings. Perhaps the most valuable tool, however, is

search engine optimization (SEO).

### Step 2: Prominent contact info

While it is critical for your practice to be highly visible on the Internet, it is equally important that once prospective patients get to your website or profile listing, they find the information they need to contact you. Your Google visibility strategies will be wasted unless you make it easy for patients to contact you by phone or email. To accomplish this, your contact information needs to be displayed in a prominent location – on your website as well as anywhere else you adver-

tise your services. If it isn't, make sure you do what is needed to change this so that prospective patients are able to easily set up a consultation.

### Step 3: The right elements

What do patients want to see on your website? It depends on the patient, but the most popular elements are before-and-after pictures, patient testimonials and procedure results. Be sure to include these elements in your search engine optimization strategy – and make sure they are displayed conspicuously wherever your practice information appears

on the Internet. The goal should be an excellent practice website that is easy for consumers to find. So long as you give your target audience what they're looking for, they will have no reason to look elsewhere.

The Internet is a very important component of marketing for premium practices, and an experienced Internet marketing firm will help ensure your website and your Internet marketing strategy achieve your goal of increased patient volume and a significant return on your marketing investment.

# ANEW meets 'most precise' standards

Narrow-body implants ideal for patients who have limited inter-dental spaces, insufficient bone or require provisionalization during augmentation procedures

■ First used in 2000 and granted FDA approval in 2004 for long-term use as determined by health-care providers, the 1.8, 2.2 and 2.4 mm diameter ANEW implants from Dentatus have met the most precise implantology standards having undergone rigorous testing, research and clinical use by the profession.

ANEW Implants are widely recognized by clinicians and universities worldwide. These narrow-body implants provide effective remedy for many because they are ideal for patients who have limited interdental spaces, insufficient bone or require provisionalization during augmentation procedures.

Nearly 25 percent of patients who come in for implant treatment will not have enough bone to place a conventional diameter implant, Dentatus said. ANEW Implants should also be considered when financial constraints might delay or prevent treatment. Every practitioner placing implants should consider including ANEW in his or her armamentarium so that all patients might take advantage of the benefits that implants afford.

ANEW Implants are the only one-piece narrow-body implants that have restorative options for screw-retained prosthesis, Dentatus said. ANEW boasts a number of features that set it apart from other implants, including a short-threaded external connector that tolerates substantial abutment angulation without stress.

ANEW's prosthetic components provide patients with a cosmetic, fixed chairside restoration at the time of placement so they never have to go without teeth. There are a variety of platforms available for restorative ease, presenting flexibility for optimal esthetic solutions.

For instances of single-tooth replacement in narrow spaces, the availability of ANEW Implants provides patients who might have to proceed with a fixed or resin-bonded bridge the luxury of dental implants without preparation and/or reduction of the adjacent natural dentition.



• ANEW Implants by Dentatus USA.  
(Photo/Provided by Dentatus)

Another advantage to this modality is the maintenance of alveolar bone, which is documented to undergo resorption with other restorative options.

In 2012, Dr. Francois Fisslier and Dr. Carlos Munoz from the New York University Department of Implant Dentistry presented the following findings about papilla regeneration at the Academy of Osseointegration's 27th annual meeting:

"In this case series, nine patients received 10 [ANEW Narrow Diameter Implants (NDIs)], which were loaded for periods of six months to 10 years post-insertion. No implants or prosthesis had to be removed or replaced during the follow-up period. Neither a surgical or prosthetic complication was seen on any of the 10 NDIs.

"The average mesial [Papilla Index Score (PIS)] was 2.4 and the average distal PIS was 2.7, indicating the NDIs regenerated at least 50 percent of the papilla in all cases (20/20 papilla)."

The non-hygroscopic screwcap allows for retrievability, so that during the healing period the restoration contours can be easily modified to the

tissue architecture, thereby eliminating a final "black triangle" result, Dentatus said.

Their effective adaptation and integration in bone has been shown to be on par with conventional implant fixtures and provide excellent support and retention.

In 2007, Dr. Stuart Froum and his colleagues published a study in the International Journal of Periodontology and Restorative Dentistry stating "40 ANEW Implants in patients for one to five years post-loading. No implant failures were reported, yielding a 100 percent survival rating."

In 2005, the Journal of Oral and Maxillofacial Implants published Dr. Michael Rohrer's histology study on Dentatus implants. Rohrer determined that the percentage of bone in contact with the body of Dentatus implants is in "the same range and sometimes higher than what is usually seen with conventional implants."

The recommended surgical techniques allow for minimally invasive flapless placement and immediate loading. This eliminates most postop-

## In New York

For more information and to see other areas of use, visit [www.dentatususa.com](http://www.dentatususa.com) or stop by the Dentatus booth, No. 1200, during the show.

erative challenges and dramatically reduces the total time in treatment.

These implants solve the problems of time, money and perceived pain for most patients who otherwise do not proceed with care, Dentatus said. Other indications for use:

### Atrophic and thin ridges

For patients with atrophic and thin ridges who cannot or do not want to undergo lengthy augmentation procedures based on age, systemic disease or inadequate volume of bone, ANEW Implants are an economical and viable long-term solution.

### Emergency repairs

One of the most difficult situations for the practitioner is the emergency intraoral repair of a broken bridge. With ANEW Implants on hand, those difficulties are a thing of the past, Dentatus said. Once the bridge is removed, the implant can be placed in the interseptal bone, stabilizing the bridge, returning the patient to a dentate state while a long-term treatment plan is determined.

### Bone augmentation

Many implant treatment plans include some type of bone augmentation procedure. It may involve a sinus lift, replacement of the buccal plate and/or widening or heightening a ridge.

Selling an implant case involves overcoming a patient's concerns; one of the major roadblocks is the patient's perception of a long, drawn out treatment period. ANEW implants will give patients teeth during the entire treatment and avoids transmucosal loading of the graft while the patient is able to function with a fixed restoration.



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BruxZir® Solid Zirconia or IPS e.max® crown  
(delivered separately)

The Inclusive Tooth Replacement Solution now supports most major implant systems, enabling you to take advantage of its many benefits with your implant of choice. This all-in-one, restorative-based solution includes everything needed to restore a missing tooth. Patient-specific healing, temporary and impression components ensure ideal soft tissue contours are created from the day of implant placement.

\*Price does not include shipping.

# Not a trademark of Glidewell Laboratories.

The implant shown is NobelReplace.



All Inclusive implants,  
abutments and  
components are  
manufactured in our  
Irvine, Calif., facility.



# What dentists are saying about Inclusive Implant Solutions

“ I absolutely believe that the Inclusive® Tapered Implant System is the simplest, most predictable and most affordable implant system that I have ever used. It will continue to be my system of choice. I will never use another implant system again! ”

— **Joe Bussell, DDS; Little Rock, Ark.**



“ I took an impression today for the final ceramic restoration on one of my Inclusive® Tooth Replacement Solution patients. The site of the Inclusive® Tapered Implants healed wonderfully! This was due mainly to the patient-specific temporary components that provided my patient with a natural-looking temporary and tissue contours, and I couldn't be happier. The custom impression copings were very easy to use, and they made the entire process a breeze. I would highly recommend the Inclusive Tooth Replacement Solution to every dentist looking for an efficient and effective way to practice implant dentistry. ”

— **Robert Klein, DDS; Kansas City, Mo.**



“ I would like to express my overwhelming satisfaction with the Inclusive® Tooth Replacement Solution, which made this one of the easiest implant cases I have ever done. Because I achieved primary stability and used the included custom temporary abutment and BioTemps® crown, I was able to achieve optimum esthetic results and cut down my chairtime. Now I can offer my patients a more esthetic and biologically superior result using the Inclusive Tooth Replacement Solution instead of the stock components normally used. It is, for me, a very cost-effective way to deliver superior treatment with custom components for each case. I used to spend more time and money with other systems, but now I have a great alternative! ”

— **James Nicholson, DDS; Muskogee, Okla.**



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# DoWell focuses on quality and customer satisfaction

By DoWell staff

■ Since 2006, DoWell Dental Products has been growing rapidly in the dental industry. With our commitment to quality, many oral surgeons, periodontist and general dentists have taken notice and have chosen us to provide them with the materials and instruments needed for their practices. The mindset of our company is to abide by basic fundamentals, providing a quality product at a competitive price 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 PizoART 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 by the process. We also carry biological bone-grafting materials, such as bone, resorbable membrane, pericardium and others.

DoWell Dental Product's instruments are made from the finest stainless steel by skilled craftsmen and are subject to strict quality controls during the inspection process. Our



DoWell's team includes, from left, Kevin Kim, Tim Ohlsson, Nick Sanchez and David Fong. (Photos/Provided by Douglas Tolleson, DoWell Dental Products)

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 max 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

## In New York

For more information, visit [www.dowelldentalproducts.com](http://www.dowelldentalproducts.com) or plan to stop by the DoWell Dental Products booth, No. 2931, during the show.

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 — [www.dowelldentalproducts.com](http://www.dowelldentalproducts.com) — where every item we carry is available to order 24 hours a day. You can also find on our website a variety of live surgery videos to see DoWell 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.

AD

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Dr. Howard S. Glazer



Dr. Jack Hahn



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# Eaglesoft 16 will make life easier

■ Eaglesoft 16 Clinical and Practice Management Software is Patterson Dental's premier dental software. As the latest version, Eaglesoft 16 offers a new look, better functionality and enhanced adaptability while integrating the digital products for the office, clinical and imaging procedures all in one software.

Working to simplify the daily routine of dental offices, Eaglesoft 16 offers complete information access, condensing daily office management practices and providing specific tools that give each member of the dental team power to do more in less time.

## In New York

For more information on Eaglesoft 16 Practice Management Software, plan to stop by the Patterson Dental booth, No. 2600.

In addition to increasing efficiency, Eaglesoft 16 can help reduce stress and increase profitability by streamlining everyday tasks and allowing offices to personalize the software to meet specific needs. New features include:

- Line item accounting enables



• The latest version of Patterson Dental's clinical and practice management software, Eaglesoft 16 has a new look, better functionality and enhanced adaptability. (Photo/Provided by Patterson Dental)

users to apply a payment directly to a specific item.

- Customizable windows/dock-

able panels allows users to choose how much information to display on the "Account," "Appointment" and "OnSchedule" windows as well as where to place the information within those windows.

- OnSchedule has a variety of features, including being able to change the time without affecting existing appointments. OnSchedule has provider views so the front office can check providers' schedules to identify double bookings and availability.

- The Patient Bar provides quick access to patient-specific information so users can customize which icons they use the most in each area.

- Family Walkout Eaglesoft 16 no longer requires separate appointments to be processed one at a time when the entire family is in on the same day. Now the front office staff can process a walkout for all family members at once and issue one receipt for the family.

- Smart Claim/Smart Invoice allows office managers to create insurance claims and patient walkout statements more easily and check today's items at the simple click of a button.

- Date-based reporting is a new option for select financial reports, letting users run financial reports for any range of dates; it is no longer necessary to choose a range of end-of-day reports.

- Automatic account aging helps office managers save time on end-of-day processing and statement processing and also keeps account balances up to date.

The help menu has also been updated and now offers easier access to the FAQ knowledge base.

Additional features include "Money Finder," "Fast Check-In," "The Treatment Plan," "eReferral," "Prescription Writer," "Patient Notes" and "Messenger." By understanding the many tools provided by Eaglesoft 16, dental offices can equip themselves with the software needed to make the office run more efficiently and increase revenue.

In addition to software, Patterson Dental offers support and customer service. Patterson Dental's in-depth understanding of the market and commitment to development and customer satisfaction has driven the development of Eaglesoft 16 Practice Management Software, making it a vital tool for every dental office.

AD

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- Commercial Exhibits
- Emerging Treatment Option Sessions (New)
- Limited Attendance Lectures
- Lunch and Learn Presentations

- Poster Presentations
- Round Table Clinics
- Restorative & Surgical Tracks
- Social Events
- Treatment Approaches
- Closing Symposium: *Where Are We Today and What Does the Future Hold?*  
Featuring: Urs Belser; David Garber; Joseph Kan; Henry Salama; Maurice Salama; & William Scarfe

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(Photo/ Provided by DENTSPLY Caulk)

**AQUASIL ULTRA SUPER FAST SET**

DENTSPLY Caulk announces the Aquasil Ultra Smart Wetting® Impression Material portfolio has expanded to include Aquasil Ultra Super Fast Set. Aquasil Ultra Super Fast Set material is available in all viscosities and packaged in a convenient two-cartridge 50 ml or DECA™ 380 ml refill. Aquasil Ultra Super Fast Set formula is optimized to offer an intraoral work time of 35 seconds and super fast mouth removal time of two minutes and 30 seconds. Aquasil Ultra Smart Wetting Material is indicated for all dental impression techniques.

For more information, contact DENTSPLY Caulk at (800) LD-CAULK, visit [www.aquasilultra.com](http://www.aquasilultra.com) or stop by the DENTSPLY Caulk booth, Nos. 1400/1600, during the Greater New York Dental Meeting.

**DEFEND DENTAL NEEDLES**

Mydent International introduces DEFEND Dental Needles, the latest in its line of procedural products. To protect dental professionals, these needles specify lot number, size and sterile seal on each individual casing.

DEFEND Dental Needles are triple-beveled and feature an arrow indicator to help orient the bevel position during injections. Constructed of a stainless-steel, polypropylene hub with aluminum insert, the needles are siliconized to help ensure a gentle insertion into tissue for minimal discomfort. In addition, the pre-threaded plastic hub facilitates a straight attachment to the syringe, creating a secure fit.


DEFEND Dental Needles are designed for use on standard 1.8 mL dental syringes and are color-coded for easy diameter identification. Available through most dental dealers, DEFEND Dental Needles are packaged 100 units per box.

Licensed dental professionals are able to request samples for their office by emailing [samples@defend.com](mailto:samples@defend.com). For more information on Mydent International and the DEFEND brand of products, call (800) 275-0020, visit [www.defend.com](http://www.defend.com) or stop by the booth, No. 2215, during the Greater New York Dental Meeting.



(Photo/ Provided by Mydent International)



AD



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# A winning combination

## By Seminars in the Sun Staff

■ Is it a beautiful beach, world-class speakers for great continuing education or good fellowship? Or perhaps it is fishing, a round of golf or a relaxing time at the spa? Or maybe it is even the opportunity to renew friendships and make new ones? Whatever your choices, Smiles in the Sun 2013 in Long Boat Key, Fla., has the perfect combination.

The Long Boat Key Resort and Club is a five-star property that will allow you to learn, play and relax in an idyllic location. Seminars in the Sun 2013 has put together another program of internationally known speakers to bring you the most current information in several disciplines. Dr. Jack Hahn is known throughout the world as the inventor of the NobleReplace implant and will share his experience in placing more than 30,000 implants. From diagnosis and case selection to implant surgery and restoration, Hahn will offer his expertise and a wealth of knowledge to better enable you to treat your patients.

## Contact

Smiles in the Sun 2013 will take place from April 24–28 at the Longboat Key Club & Resort in Longboat Key, Fla. For more information or to register, visit [cabodent.net](http://cabodent.net).

Dr. Howard S. Glazer, an international author and clinician, will return to the meeting to discuss the ever-changing world of materials and products so you can have a better understanding of what is in the marketplace in order to provide the best possible care. His knowledge of the “latest and greatest” materials will guide you through the jungle of the big catalogs and help you better understand what is faster, easier and better for your patients and for you.

Additionally, there will be two mini-seminar tracks designed for the clinicians, spouses and staff to gain an understanding and appreciation for what electronic and social media can do to put you and your practice in the forefront as a leading den-



• **Head to Longboat Key, Fla., this April to take in the sunsets and a week of continuing education. (Photo/Provided by Smiles in the Sun)**

tal office. Tennli Toole from Smile Reminder/Solution Reach will share the secrets of building patient loyalty when patients are not in the office by

integrating user-friendly acquisition tools into your daily communications. She will give you an easy-to-follow recipe for success without having to remodel your team's work habits.

Darren Seigel and Svetlana Virovtseva will show you how to get your website to the top of the search engines. From the top of Google to dominating social media, these two speakers from *TopDentists.com* will show you how they have already helped more than 2,000 dentists in the United States build and maintain an effective online marketing program.

In addition to the education program, there will be numerous social functions, including a welcoming reception, fishing tournament and sunset beach bash barbeque. Access by air is easy via the Sarasota, Tampa or Regional Southwest airports.

Whatever you desire, Smiles in the Sun 2013 has the answer: learn in the morning and play all afternoon in a wonderful location while enjoying the best the west coast of Florida has to offer. See you there!

ADS

# What to know before you go

## Where is the Greater New York Dental Meeting?

The Jacob K. Javits Convention Center is located on 11th Avenue between 34th and 39th streets. The 42nd Street Crosstown Bus (M42) and the 34th Street Crosstown Bus (M34) run east-west with stops on every block and outside the center.

Fare is \$2.25 in exact coins or with a MetroCard. Complimentary shuttle buses departing from all official show hotels are available from Friday-Wednesday.

## How do I get there from the airport?

Taxi fares to Manhattan are \$45 plus tolls from JFK, a regular meter rate plus a \$15 surcharge from Newark, and a meter rate plus tolls from LaGuardia.

Travelers arriving at JFK and LaGuardia airports can take the New York Airport Service, (718) 875-8200, between airport terminals and downtown New York City. The ride is approximately 60-75 minutes from JFK for \$15 one-way (or \$27 for round-trip) and 30-45 minutes from LaGuardia for \$12 one-way (or \$21 for round-trip).

The Super Shuttle services are \$19 from JFK, \$15 from LaGuardia and \$19 from Newark.

Additional information regarding transportation to and from all three New York are airports can be found by contacting the Port Authority of New York and New Jersey's Air Ride Information Service at (800) 247-7433.

## When and where do I register?

Registration takes place in the Upper Level of the Javitz Convention Center. Registration hours are as follows:

- Friday, Nov. 23: noon-4:30 p.m.
- Saturday, Nov. 24: 8 a.m.-4:30 p.m.
- Sunday, Nov. 25-Tuesday, Nov. 27: 8 a.m.-5:30 p.m.
- Wednesday, Nov. 28: 8 a.m.-5 p.m.

## What are the dates and times for the exhibit hall?

- Sunday, Nov. 25-Tuesday, Nov. 27: 9:30 a.m.-5:30 p.m.
- Wednesday, Nov. 28: 9:30 a.m.-5 p.m.

## Can I still buy tickets to any of the paid functions?

Yes. Tickets for all still-available functions can be purchased at all general registration booths located in the registration area on the Upper Level of the convention center. You must pay by cash or credit card. No checks accepted.

## What about food during the meeting?

Full-service and specialty cafes, food carts and restaurants are located throughout the convention center. Options include a variety of hot and cold sandwiches, salads, snacks and beverages.

## What if I want to bring my kids?

Children are allowed to attend the meeting. However, baby strollers are not permitted on the exhibit hall floor at any time. A limited number of baby carriers are available in the Exhibits Office. On Sunday, an offering of children's programs will be available. In the Special Events Hall Lower Level 1, there will be a puppet show and crafts from 10:30-11:30 a.m., face painting from 11:45 a.m.-1:45 p.m. and a carnival from noon-2:30 p.m.

Also in the same place, from 11:30 a.m.-2:30 p.m., will be a child identification program. The Grand Lodge

of Free and Accepted Masons of the State of New York sponsor this free, five-minute child identification program. They also will be offering the following:

- Digital photos, which can quickly be distributed to the media in case of an emergency
- Digital fingerprinting
- Personal information, including photos and fingerprints, burned on to a CD

## What if I'm an international visitor?

The GNYDM has a hospitality center

just for international visitors. Find it in the registration area in the Crystal Palace. The center is open whether you want to relax or join colleagues for a cup of coffee. The hours are as follows:

- Friday, Nov. 23: noon-4 p.m.
- Saturday, Nov. 24: 8 a.m.-4:30 p.m.
- Sunday, Nov. 25-Tuesday, Nov. 27: 8 a.m.-5:30 p.m.
- Wednesday, Nov. 28: 8 a.m.-5 p.m.

## What if I have more questions?

Contact the Greater New York Dental Meeting headquarters at (212) 398-6922 or online at [www.gnydm.com](http://www.gnydm.com).

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### TESTIMONIAL

I have been using I/O cameras 20+ years. I started with complete "wired" set-ups with a 13" monitor and printer. The set-up evolved to a 27" TV monitor and went wireless with a 32" HD monitor and no printer. That is the current set-up which I don't use because I am having difficulty getting the software to work with the wireless camera. I began seeing ads for DrQuickLook and it seemed to answer the conditions I have dealt with over the years. It looked a little too simple but after continued research I felt more comfortable with the concept that "handheld" is how people receive information these days. The first 3 patients that held DrQuickLook paid for the unit. It is simple to use right out of the box. I have used it from children to seniors, from "techies" to regular people.

Robert M Wai Jr D.D.S.

### TESTIMONIAL

I've always wanted a camera that could be very easy to use WITHOUT a computer, and DrQuicklook™ is the answer I've been looking for! I started a crown today on tooth #19. The decay proved to be too deep. I froze the image of #19 with DrQuicklook™ and showed the patient the problem. I said the tooth needed to be extracted and a 4 unit bridge was necessary to replace the tooth and adjacent spaces. Normally, patients would question everything. After seeing the picture, there was no doubt to the patient that extraction and bridge was necessary! I am SOLD on this great invention! I will be telling all my colleagues about this! Tell the inventor Dr. Bob Clark he's a GENIUS!!

Sincerely, Dr. David Che  
Cocoa Beach, FL



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at the GNYDM, November 25<sup>th</sup> - November 28<sup>th</sup> 2012, aisle 5000

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## Sunday, 11.25.2012

10:00 - 5:30

Dr. Howard Glazer, Dr. Mark Duncan, Dr. Louls Malcmacher, Dr. Frank Shull, Dr. George Freedman, Dr. Mark McOmie - Various Dental Topics

## Monday, 11.26.2012

10:00 - 5:30

Dr. Fay Goldstep, Dr. Gary Henkel, Dr. Ron Kaminer, Dr. Mike Rethman, Dr. Mark Duncan, Dr. Robert Horowitz - Various Dental Topics

## Tuesday, 11.27.2012

10:00 - 5:30

Dr. Chris Glass, Dr. David Evans, Dr. Ron Jackson, Dr. David Hoexter - Various Dental Topics

## Wednesday, 11.28.2012

10:00 - 5:00

Dr. Ron Kaminer - Various Dental Topics

Register on [www.DTStudyClub.com](http://www.DTStudyClub.com)



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