

# today



**Celebrating DVI**  
Dental Volunteers of Israel has provided oral health care to children from all backgrounds for decades. Now, we honor those who made it possible.  
»page 4



**Monday in photos**  
Kids learning to brush their teeth, an awards ceremony, free gum and a chance at an autographed football highlight of the day.  
»starting on page 6



**Meet today's DTSC speakers**  
From diode lasers to cleaning and shaping root canals, we take an in-depth look at each of today's must-see sessions and their presenters.  
»starting on page 14

## Enhancing oral health care across Latin America

FOIA, USDOC honored for expanding access to care

By Robin Goodman, Dental Tribune

■ A Monday morning breakfast attended by Greater New York Dental Meeting (GNYDM) members, officials from the U.S. Department of Commerce, FOIA members, political dignitaries and key members of Henry Schein's senior management team was a thoughtful and convivial way to start the day.

The meeting began with a hearty and generous breakfast where

\*see ORAL HEALTH, page 2

# Plenty to explore



Joan Rivers speaks during the Celebrity Luncheon on Monday. (Photo/Carlo Messina, F/X Video & Photo)

By Fred Michmershuizen, Dental Tribune

■ When it comes to learning about the newest procedures and the most innovative products for the dental

industry, there is no better source than right here in the Big Apple. The Greater New York Dental Meeting (GNYDM), now in its 86th year, attracts dental professionals from across the country and around the world.

The meeting, known as the largest dental exhibition in the United States, features more than 1,500 exhibit hall booths and several thousand new products.

\*see EXPLORE, page 28

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# Going international

**Greater New York Dental Meeting pulls out all the stops to welcome those from other countries**

**By Jayme S. McNiff, GNYDM Education Coordinator**

■ The Greater New York Dental Meeting (GNYDM) welcomes international attendees from more than 120 countries.

As a world-renowned venue in dentistry, the GNYDM organizers understand the importance of creating a comfortable and welcoming environment for all of its visitors; therefore, the GNYDM offers courses in Spanish, Portuguese and French.

In addition, the GNYDM continues to build a special relationship with the members of all 21 countries that make up the Federación Odontológica Latinoamericana (FOLA), representing more than 350,000 dentists in Latin America.

Educators and clinicians from Mexico, Central America and South America are regular visitors at each annual event.

## Business center

As a special feature of the meeting, the international business center meets the needs of manufacturers and dealers who are interested in exporting their products. It is located in the registration area of the Jacob K. Javits Convention Center and is open during registration hours.



• **International Commercial Specialists discuss exporting during a Monday seminar sponsored by the United States Department of Commerce. (Photo/Fred Michmerschuizen, Dental Tribune)**

The business center provides international attendees with an ideal location to interact with U.S. exporters to discuss business. The center also provides such support services as meeting rooms, on-site government trade representatives, multilingual interpreters and export counselors.

## Export seminar

On Monday, through the Commercial Service Export Seminar, exhibitors learned about the various markets represented by International Commercial specialists.

For the first time, the seminar took the form of an open forum with international commercial specialists dialoging back-and-forth between each other, the moderator and the audience.

## Showtime

Exhibitors were able to participate in "Showtime," one-on-one appointments between the delegation leaders from the embassy network and the exhibitor. Together, they are exploring export opportunities and discussing the latest market information on individual countries. At past GNYDM shows, these commercial service efforts have led to numerous export successes.

## Hospitality center

The GNYDM's hospitality center is also available for relaxing from the busy pace of the exhibition or for joining colleagues in a casual conversation. The hospitality center is open from 8 a.m. to 4 p.m. today and Wednesday.

## Oral Health \*from page 1

warm greetings were exchanged in between the breakfast tables among old friends as well as the beginnings of new ones.

Executive Director of the GNYDM Dr. Robert Edwab and Henry Schein Chairman and CEO Stanley Bergman began the program. Other distinguished speakers included New York State Senator Adriano Espaillat, FOLA President Dr. Adolfo Rodriguez and U.S. Hispanic Dental Association President Dr. Victor Rodriguez.

Henry Schein and the GNYDM recognized the contributions of the Federación Odontológica Latinoamericana's (FOLA) and the U.S. Department of Commerce in providing resources to dentists who serve Latin American communities across the United States and 21 Latin American nations.

FOLA, the Latin American Dental Federation, has helped unite member organizations comprised of dental professionals across Latin America under a single organization, with the goal of increasing access to oral health care among Hispanic popula-



• **Hispanic Dental Association President Dr. Victor Rodriguez during the 2010 FOLA leadership breakfast on Monday morning. (Photo/Robin Goodman, Dental Tribune)**

tions in the United States, Mexico and Latin America.

In his address, Bergman applauded FOLA's leadership for bridging the gap between culturally diverse Hispanic and U.S. communities and for increasing access to oral health care among Hispanic populations. Bergman also praised the U.S. Department of Commerce for its role in streamlining open trade initiatives between U.S. companies and health-care professional organizations located outside the United States.

"As the demographics of our country continue to change faster than predicted just a few years ago, we are a company committed to fostering diversity and cultural competency within our own organization and the health-care professions we serve," Bergman said.

In addition, Bergman explained that those gathered for the breakfast were uniquely positioned to "help health happen throughout the world" via their cultural competency and by fostering diversity. This is in keeping with the Henry Schein Cares (HSC) initiative, a global corporate social responsibility program, which has the motto "Help Health Happen."

The HSC program includes disaster-response efforts, which targeted tragedies such as the earthquake in Haiti and Hurricane Katrina in the United States. The Henry Schein REACH program supports the growth and development of culturally specific professional associations, including Hispanic communities, across the United States.

—Henry Schein contributed to this report

**today** About  
the Publisher

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today Greater New York Dental Meeting  
Show Preview appears in advance of the  
Greater New York Dental Meeting in New York  
City, N.Y., Nov. 28–Dec. 1, 2010.

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# DVI celebrates 30th anniversary

By Fred Michmershuizen,  
Dental Tribune

■ Dental Volunteers of Israel (DVI), an organization that provides oral health care services to the children of Jerusalem regardless of background, celebrated its 30th anniversary Sunday night with a gala celebration at the Museum of Jewish Heritage in Lower Manhattan.

Dr. Nedal Alayyan was named DVI Volunteer of the Year. During his remarks, Alayyan recounted his experience as a child growing up in Jerusalem and being treated at the DVI clinic. Inspired by that early experience, Alayyan became a dentist himself and now gives back to today's children of Jerusalem through DVI.

Stanley M. Bergman, chairman and CEO of Henry Schein, delivered the evening's keynote address. In remembering the late Trudi Birger, founder of DVI, Bergman said: "Trudi was a humanitarian, a visionary and an entrepreneur. She realized that a healthy smile enables a child to eat, sleep, study and grow up without the distraction of pain associated with poor oral health.



• Dr. Mike Feldman, left, Dr. Mike Alfano and Dental Tribune Editor in Chief David L. Hoexter.

"Now in its 30th year, the energy of the DVI program continues to grow, as evidenced by the letters of praise and support the organization receives every day from volunteers of all walks of life, in every dental specialty, and from all over the world," Bergman said.

Ambassador Meron Reuben, Israel's ambassador to the United Nations and to Columbia, also offered remarks to gala attendees.

Steve Kess, vice president of global professional relations for Henry Schein, Dr. Allen Helfer, president of



• Dr. Robert R. Edwab, executive director of the Greater New York Dental Meeting, left, and Stanley M. Bergman, chairman and CEO of Henry Schein, are among many attendees at the 30th anniversary celebration of Dental Volunteers of Israel on Sunday night. (Photos/Fred Michmershuizen, Dental Tribune)

the American Friends of DVI, and Ran Tuttnauer, CEO of Tuttnauer Ltd. and a member of the DVI board, were also honored.

Since its founding in 1980, DVI has been providing free dental care

to Jerusalem's most underprivileged children. At the state-of-the-art Trudi Birger Dental Clinic, children of all faiths referred by the Department of Social Welfare are treated by dentists from around the world.

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**LIGHT CURED ADHESIVE DENTISTRY - SCIENCE AND SUBSTANCE**

12:50 - 1:10 Dr. Marc Gottlieb, DMD  
**EXCITING NEW TOOLS FOR SUPERB IMPRESSIONS**

1:20 - 2:20 Dr. Martin Goldstein, DMD  
**A SIMPLIFIED APPROACH TO MULTI-LAYER DIRECT COMPOSITE BONDING**

2:40 - 3:40 Dr. Richard Rosenblatt, DMD  
**DIGITAL IMPRESSIONS: ARE THEY FOR ME?**

4:00 - 5:00 Dr. Louis Malcacher, DDS  
**TOTAL FACIAL ESTHETICS FOR EVERY DENTAL PRACTICE**

5:10 - 5:30 Dirk Gieselmann  
**HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE**

**29 NOV**

10:00 - 11:00 Mrs. Noel Brandon-Kelsch  
**ECO-FRIENDLY INFECTION CONTROL-UNDERSTANDING THE BALANCE**

11:20 - 12:20 Dr. Gregori Kurtzman  
**INCORPORATING NEW ADVANCES IN DENTAL MATERIALS AND TECHNIQUES INTO YOUR RESTORATIVE PRACTICE**

12:50 - 1:10 Dr. Marc Gottlieb, DMD  
**A GAME-CHANGING APPROACH TO DIFFICULT CL II COMPOSITES**

1:20 - 2:20 Dr. Damien Mulvany  
**OPTIMIZING YOUR PRACTICE WITH 3D CONE-BEAM TECHNOLOGY**

2:40 - 3:40 Dr. Edward Katz  
**IMPROVING PATIENT CARE WITH 3D CONE BEAM COMPUTERIZED TOMOGRAPHY**

4:00 - 5:00 Dr. Fay Goldstep, Dr. George Freedman and Dr. Edward Lynch  
**SOFT TISSUE LASERS AND CARIES DIAGNOSIS**

5:10 - 5:30 Dirk Gieselmann  
**HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE**

**30 NOV**

10:00 - 11:00 Dr. Fay Goldstep, Dr. George Freedman and Dr. Edward Lynch  
**SOFT TISSUE LASERS AND CARIES DIAGNOSIS**

11:20 - 12:20 Dr. Lou Chmura, DDS, MS  
**SOFT TISSUE LASERS ADJUNCTIVE TO ORTHODONTIC TREATMENT**

12:50 - 1:10 Dr. Marc Gottlieb, DMD  
**THE ART AND SCIENCE OF AIR ABRASION**

1:20 - 2:20 Dr. Dov Almog, DMD  
**INTRODUCTION TO CBCT: PREVENTION OF FAILURES IN ORAL IMPLANTOLOGY**

2:40 - 3:40 Dr. Bettina Brasani  
**CLEANING AND SHAPING WITH NEW TECHNOLOGY**

4:00 - 5:00 Dr. Dwayne Karateew, DDS  
**CONTEMPORARY CONCEPTS IN TOOTH REPLACEMENT**

5:10 - 5:30 Dirk Gieselmann  
**HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE**

**1 DEC**

10:00 - 11:00 Mr. Al Dube  
**MERCURY AMALGAM WASTE AND OSHA AND REGULATORY ISSUES AFFECTING DENTISTS**

11:20 - 12:20 Dr. Glenn van As  
**HARD AND SOFT TISSUE LASERS**

12:30 - 5:00 Dr. Ethan Pansick, Dr. Marla Ryan, Dr. Enrique Merino, Dr. David Hoexter, Dr. Dwayne Karateew, Dr. Jeffery Hoos, Dr. Benedict Bachstein  
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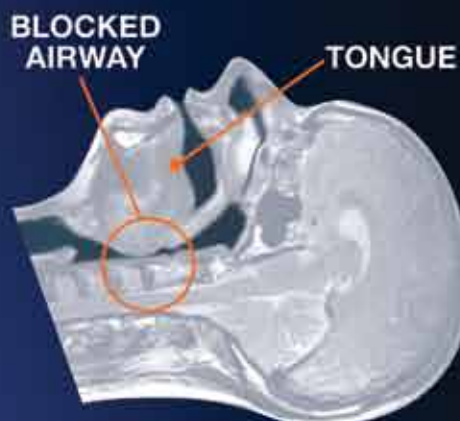
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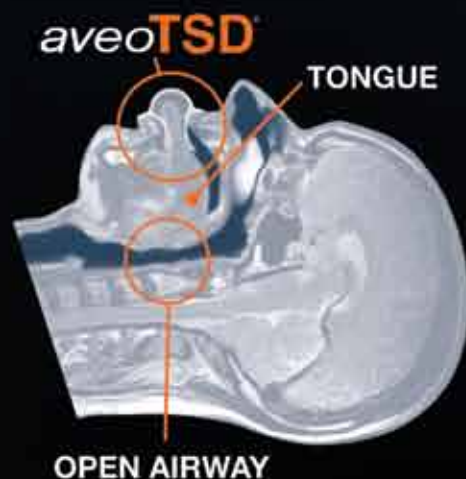
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# Scenes from Monday



• GNYDM attendees gather around the Midmark booth (No. 217) to admire the lush seating.



• Milestone has many specials available at the GNYDM. Stop by the booth (No. 2911) and ask about the High Production package (hint: you'll get five free boxes!)



• Miki Tiedt, RDH, explains the benefits of NuSmile to a GNYDM attendee at booth No. 1007.



• New York public school children enjoy the Greater New York Smiles Children's Program on Monday, which aimed to instruct and demonstrate the importance of oral health care to local youth. (Photo/Carlo Messina, F/X Video & Photo)



• Get your sugarless gum at the Trident booth (No. 5604).



• Who needs Charlie? Pentron has its own set of 'Angels': from left, Colleen Thomas, Patricia Peckham, Adrienne Collins, Bethany Camarda and Justine Kilbride. Stop by the booth (No. 825) to chat with one of them about Pentron products.



• The professional teeth whitening system Super Smile has been around for 20 years and was created by Irwin Smigel. You can pick the popular products up at reduced prices at the GNYDM show, and Julie Robbins, left, Beverly McGowan can fill you in on the details at booth No. 2915.



• Noel Brandon-Kelsch stopped for a photo just before she took to the podium for 'Eco-Friendly Infection Control: Understanding the Balance' during the first lecture on Monday at the DTSC Symposia, located in Aisle 6000, Room 3.





• Isolite founder Thomas Hirsch displays how well the system works with Tarah DeSpain at booth No. 323.



• Sherman Specialty (booth No. 703) is known for creating smiles. These furry creatures certainly help. Just ask Debbie Walbrecher, left, and Juan Philip Nobel.



• Attendees have been flocking to the DentalVibe booth (No. 5033) for good reason. The system, which allows for comfortable and predictable injections, is available for \$300 less than its regular price at the GNYDM.



• Taylor Mathewson, left, and Andy Yadegar of Brightsquid (booth No. 5613).



• Meeting attendees learn more about Dexis during a presentation at booth No. 4007.



• Step into the "Comfort Zone" at Hu-Friedy Mfg. Co. (booth No. 1403).



• Sun Dental Labs is offering both 50 percent off and \$50 off coupons at its booth (No. 5031). Thomas Cacavas and Vanessa Correa will help you out when you stop by.



• Attendees have been flocking to the DentalVibe booth (No. 5033) for good reason. The system, which allows for comfortable and predictable injections, is available for \$300 less than normal at the GNYDM.



• Find out how you can have a football signed by Eli Manning at the Aseptico booth (No. 807).





• Sean Garvey, left, Harald Ginterstorfer and Adam Shepherd of Leica Microsystems (booth No. 5334).

Photos by DT Editors  
Robin Goodman,  
Fred Michmerschuizen  
and Sierra Rendon



• Suni is offering many specials at the GNYDM, such as a three-sensor promo kit at its lowest price ever (\$9,995, regularly \$19,385) or its Suni 3-D Digital Pan Sytem for \$39,900. Visit the booth (No. 425) and Don Jackson or Hillary Elliott can provide additional information.



• The leaders of FOLA (the Latin American Dental Federation) present an award to Javier Martínez de Pisón, editor-in-chief of Dental Tribune Latin America, and Torsten Oemus, publisher and chairman of Dental Tribune International, in recognition of their efforts to promote dental health in Latin American countries.



• Do you place implants? If so, you're definitely going to want to stop by booth No. 131 and hear about Osstell – the objective judge of implant stability – from Laura Pestronk, from left, Nazanin Ghafouri and Pat Bradyhouse.



• Want to hear more about a way to enhance your dentures with long-term performance, plus functional fit and patient comfort? Kate, Jennie and David Lang of Lang Dental can answer all your questions at booth No. 804.

## GNYDM attendees dine, dance at Saturday gala



• The Greater New York Dental Meeting's annual Dinner Dance took place Saturday evening at the New York Marriot Marquis Hotel. The black-tie event featured cocktails, dinner and dancing with music provided by The Ultimate Entertainment.





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# Ortho goes live on Wednesday

## Specialty programs include live TAD Program

■ This year, the Greater New York Dental Meeting (GNYDM) is offering orthodontic specialty programs each day this week. At this exclusive series, attendees will learn the latest trends and techniques in orthodontics.

A unique live demonstration of orthodontic temporary anchorage device (TAD) technology will be among the broad range of educational programs.

The GNYDM introduces and re-

fines its programs each year to inspire the entire dental team to excel in their profession. This year, various world-renowned speakers and clinicians will discuss a variety of topics, including new advances in orthodontic patient treatment, pediatrics, mechanics and technology.

Drs. Jay Bowman and Elliott Moskowitz will be among the various speakers from New York University's College of Dentistry and Orthodontic Alumni Association, who will be



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• A crowd gathers Sunday to watch a live dentistry session during the Greater New York Dental Meeting. On Wednesday, Dr. Jay Bowman and Dr. Jonathan T. Perry will present a live demonstration of the placement and activation of TADs. (Photo/Sierra Rendon, Dental Tribune)

speaking today and on Wednesday. Both seminars will present a selection of innovative anchorage applications and auxiliaries for various malocclusions.

At these events, attendees can become acquainted with a multitude of multi-tasking options, including mini-screws and the application of pure skeletal anchorage for molar distalization.

Dr. John Halikias, the GNYDM's general chairman, said he believes these "sophisticated and grand programs" are what continuing education really means.

"We strive to offer these unique seminars and hands-on workshops so that oral healthcare practitioners at all levels of education can excel in their profession and specialty," Halikias said.

On Wednesday, Bowman and Dr. Jonathan T. Perry will present a live demonstration of the placement and activation of TADs. This program will include the benefits of incorporating the use of TADs and implants into traditional orthodontic treatment modalities.

"New ideas are a welcome addition to the educational programs at the Greater New York Dental Meeting," said Dr. Robert Edwab, executive director of the GNYDM. "By expanding to two live dentistry arenas, we are able to revamp oral health-care education."

In addition, the Greater New York Dental Meeting is again partnering with Align Technology to offer the highly acclaimed Invisalign Expo. This diverse array of educational courses will continue through Wednesday.

Taught by the seasoned team of Invisalign specialists, dental professionals will learn the logistics of tooth alignment including treatment for Invisalign crowding cases and other orthodontic abnormalities.





# ANNUAL DENTAL TRIBUNE STUDY CLUB SYMPOSIA AT THE GNYDM

TUESDAY  
**NOVEMBER 30**

## FULL DAY SCHEDULE

**10:00 - 11:00** George Freedman, Fay  
Goldstep and Edward Lynch

### SOFT TISSUE LASERS AND CARIES DIAGNOSIS

**11:20 - 12:20** Lou Chmura, DMD

### SOFT TISSUE LASERS ADJUNCTIVE TO ORTHODONTIC TREATMENT

**12:50 - 1:10** Marc Gottlieb, DDS

### THE NEWEST DEVELOPMENTS IN THE ART AND SCIENCE OF AIR ABRASION

**1:20 - 2:20** Dov Almog, DMD

### INTRODUCTION TO CONE BEAM CT (CBCT)

**2:40 - 3:40** Bettina Basrani, DDS, PhD

### CLEANING AND SHAPING WITH NEW TECHNOLOGY

**4:00 - 5:00** Dwayne Karateew, DDS

### CONTEMPORARY CONCEPTS IN TOOTH RELACEMENT

**5:10 - 5:30** Dirk Gieselmann

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# Dubai holds dental trade fair

Event sponsored by U.S. Department of Commerce and the Greater New York Dental Meeting to promote the sale of U.S.-manufactured dental products

By Jayme McNiff, GNYDM Education Coordinator

■ The Greater New York Dental Meeting (GNYDM) once again partnered with the U.S. Department of Commerce to sponsor a dental trade fair in the Middle East region to increase the sale of U.S.-manufactured dental products. This annual event was held in conjunction with the AEEDC-Dubai International Dental Meeting.

Despite the recent downturn in the world's economy and the reported financial challenges in Dubai, the 2010 AEEDC-Dubai International Dental Meeting was a success.

Attendance surpassed the 2009 record and the number of exhibitors increased by approximately 15 percent. Most notable was the large increase in exhibiting companies from China and South Korea.

It is also important to note the amount of recognition given to AEEDC-Dubai by government officials of Dubai. Sheikh Hamdan bin Rashid Al Maktoum, the deputy ruler of Dubai, minister of finance and president of the Dubai Health Authority visited the event on the opening day.

Sheikh Hamdan is also the benefactor and the patron of the "Sheikh Hamdan Bin Rashid Al-Maktoum Award for Medical Excellence," an award instituted to recognize excellence in the field of medical sciences. The Dubai Health Authority, which Sheikh Hamdan leads, supports the education of dental and medical students. He continues to be an enthusiastic supporter of both the Dubai International Dental Meeting, the largest dental event in the Middle East, as well as the GNYDM, to which he sends a delegation each year.

Sheikh Hamdan visited the joint U.S. Department of Commerce-GNYDM exhibit booth and personally



■ Visiting the joint USDOC-GNYDM booth: Abdul Salam Al Madani, Dr. Robert Edwab, Robert W. Dunn of the United States Department of Commerce and Sheikh Hamdan bin Rashid Al Maktoum. (Photo/ Provided by the GNYDM)

thanked the GNYDM and members of the U.S. Department of Commerce for their active participation in their event. Forty-nine U.S. manufacturers and distributors were in attendance with other U.S. companies being represented by local distributors.

The final report from AEEDC indicated it experienced an increase of approximately 25 percent in exhibit space in 2009. There were more than 800 booths from 65 countries, including 15 international pavilions. With such large representation from so many other countries, it was gratifying that the U.S. booths were positioned conspicuously in a prominent position in the exhibit hall. This location gave American products tremendous exposure. The GNYDM booth, which included representatives from the U.S. Department of Commerce and the U.S. Embassy in Dubai, along with other U.S. companies, was decorated with American flags and other items reflecting our country.

The exhibit floor at AEEDC-Dubai is an example of the competition the U.S. dental manufacturing industry faces throughout the world. Other countries are well-organized and often have governmental support. There are approximately 70,000 den-

tists in the Middle East. This joint effort between the U.S. Department of Commerce and the GNYDM ensures that American-made products are in the forefront when competing with dental products made by international competitors.

It also affords better exposure for the U.S. dental industry on a global scale and maximizes exhibitor-attendee interaction and the networking experience to produce greater sales opportunities.

As strategic partners in this endeavor, both the USDOC and GNYDM are committed to helping U.S. manufacturers succeed in this global marketplace. Exhibitors depend on show management to deliver a highly qualified audience for them to achieve their objectives. The GNYDM serves this purpose by traveling and exhibiting worldwide to encourage attendance in New York for the purchase of U.S.-manufactured dental products.

The benefits are obvious. Dentists see U.S. products at international meetings and purchase them, thus increasing our exports. Potential attendees are encouraged to visit the GNYDM to buy products and technology on site. In addition, the economy

of New York City gains tremendously by these attendees. It is a "win-win" for the dental industry, the United States, the city of New York and, of course, the GNYDM.

As a continuing example of the GNYDM's commitment to successfully promote the sale of U.S. dental products throughout the world, it is now developing a similar Dental Trade Fair in Beijing, China.

The GNYDM contributes a tremendous amount of time and financial resources each year for this Dental Trade Fair endeavor.

GNYDM Executive Director Robert Edwab feels strongly that the meeting has a responsibility to its exhibitors to work 365 days a year, not just the five days of its event, to promote their products and increase their sales opportunities. He believes exhibitors must have the opportunity to maximize their investments when participating at dental events.

The GNYDM, which continues to be the largest dental event in the United States, with more than 59,000 attendees from all 50 states and 124 countries in 2009, aims to advance the sales opportunities of U.S.-manufactured dental products throughout the world, he said.

## Small Business Jobs Act contains tax incentives

By Fred Michmershuizen, Dental Tribune

■ Legislation signed into law recently by President Barack Obama contains provisions that can benefit dentists who purchase equipment or upgrade their practices. The Small Business Jobs Act, described by the Small Business Administration (SBA) as "the most significant piece of small business legislation in over a decade," is designed to help small businesses drive economic recovery and create jobs.

Keith Drayer, vice president of Henry Schein Financial Services, told *today* that dentists who attend the Greater New York Dental Meeting and

other events can take advantage of several specific provisions in the law.

"These are favorable developments for dentists, whether they are sole practitioners or those practicing in a larger practice arena," Drayer said.

According to Drayer, there are three particular aspects of the Small Business Jobs Act of 2010 that will benefit dentists:

- First, the allowable deduction for capital equipment purchased doubled to record levels of \$500,000 for 2010 and again for 2011.
- Second, for the first time, dentists can take a deduction for qualified real property improvements, which for 2010 and 2011 is set at

\$250,000.

- And, third, the 50 percent additional first-year bonus depreciation was extended for 2010.

The new law extends SBA-enhanced loan provisions while offering billions more in lending support, tax cuts and other opportunities for entrepreneurs and small business owners, according to the SBA.

"Health care-specific lenders with access to capital are a great source to discuss assisting dentists in realizing their practice goals," Drayer said.

The legislation was signed into law on Sept. 27 by President Obama.



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# Cleaning and shaping with new technology

By Kristine Colker, Managing Editor

■ From 2:40 to 3:40 p.m. today, Dr. Bettina Basrani will present “Cleaning and Shaping With New Technology.”

Cleaning and shaping a root canal are two inseparable concepts of endodontics. In this session, Basrani will explain how shaping facilitates the penetration of disinfecting solutions into the deepest regions of the root canal system, including those that cannot be reached by instruments.

The Revo S® is a new system and the concept of the asymmetrical cross section and adapted pitch is of particular interest. In this lecture, the guidelines for use of these instruments will be described.

**Your DTSC Symposia session is “Cleaning and Shaping with New Technology.” Please tell us a little about what participants can hope to get out of it.**

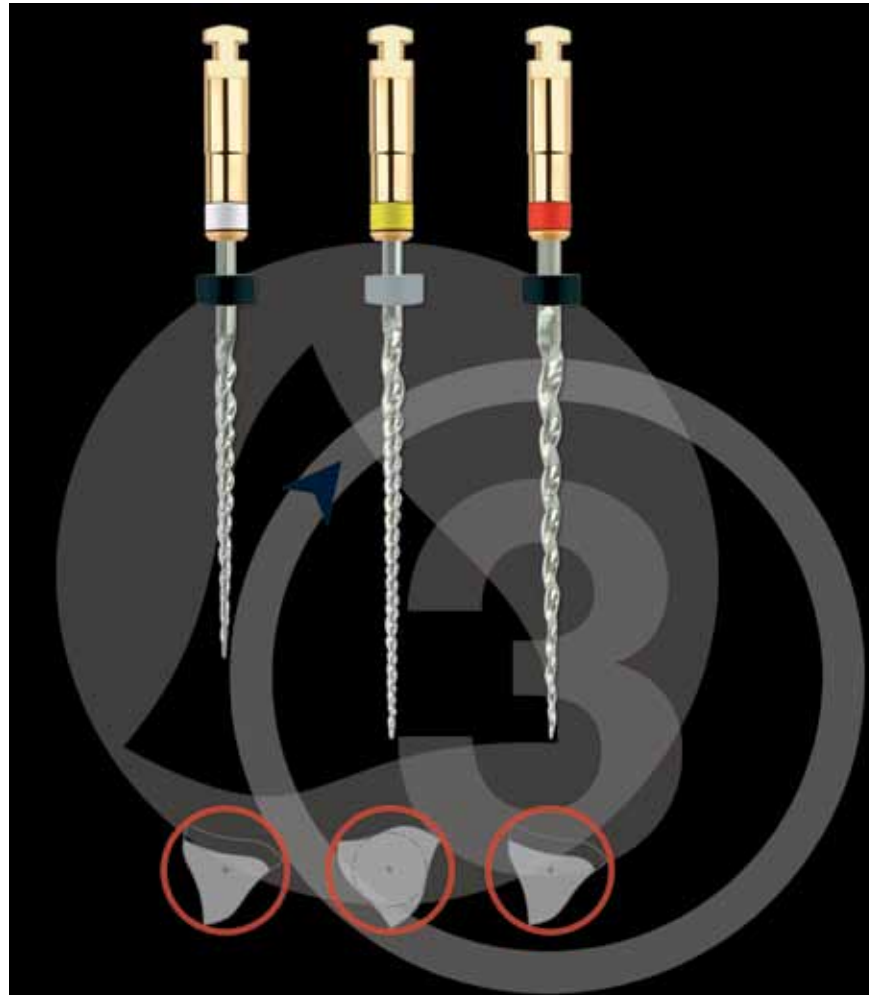
Many nickel titanium systems are available; these instruments must only be considered as a tool and not as the sole factor responsible for success or failure. In addition to the instrument itself, it is the way it is used by practitioners that will influence the result of the endodontic treatment in the short and longer term. A new concept in shaping the canal system and cleaning it will be addressed.

**Could you go into a little more detail about the Revo S? What are some of the characteristics that you like about it and does it offer any advantages over other instruments you’ve used?**

Launched in 2008, the Revo-S is a leading system in the European market, and the concept of the “asymmetrical cross section” is of particular interest in terms of cleaning.

This sequence with only three Ni-Ti instruments simplifies initial endodontic treatment and optimizes cleaning. The asymmetrical cross-section of the Revo-S facilitates penetration by a “snake-like” movement and offers root canal shaping that is adapted to the biological and ergonomic imperatives.

This sequence has a cutting/debris elimination/cleaning cycle that optimizes root canal cleaning by improving the upward removal of the generated dentine debris. It also offers the choice of an apical finishing (AS30, AS35, AS40) that is most closely adapted to the anatomical and ecological criteria of the canal.



• An illustration of the Revo S system. (Photo/Provided by MICRO-MEGA)

This system avoids the grooves to be obstructed and thus avoids the extrusion of debris beyond the instrument tip and apical foramen. Finally it reduces the stress on the instrument thanks to the rippling movement of the file along the canal walls; no screwing effect, more flexibility, and better ability to negotiate curves. In my opinion, this is one of the best systems I have ever used.

**Would you say your presentation is geared toward a specific audience or is it more general? Is there anything attendees need to know about ahead of time in order to understand it?**

The lecture is for the general dentists, the endodontists and the endo residents. Every dentist that wants to know about the new technology of root canal instruments is welcome to the lecture. For sure, the audience will appreciate to know how Revo-S is easy to use and make their daily practice easier and faster.

**Would you say that the Revo S has changed how you practice in any way?**

Revo-S may change the way that

general practitioners and endodontists work because with it, only three instruments are used to prepare the canal: it is composed of two instruments for apical penetration (SC1 and SC2), and a recapitulating and cleaning instrument (SU). The area of the apical third is thus shaped to a .06 taper, and an apical diameter of 25/100, which are optimal for debridement and disinfection.

As a conclusion, the development of Revo-S, based on an asymmetry of the blades, has allowed to perform a simplified instrument sequence in order to answer both the biological (efficient shaping and cleaning) and ergonomic (simplification and safety) imperatives which are crucial to perform initial endodontic treatments.

**Your session is sponsored by Micro Mega. How did you begin working with the company and what is it that you like about its products and services?**

MICRO-MEGA is a very serious company, and it is a pleasure to work with them. The products that they have are great. Their range of products is wide and includes endodontics, obtu-

## About the speaker



Bettina Basrani, DDS, PhD, is assistant professor and assistant head of undergraduate endodontics at the University of Toronto. In 1989, she received her DDS from the University of Buenos Aires in Argentina. In 1998, she received her specialist in endodontics and, in 2001, she received her PhD, both in Buenos Aires, Argentina. She has published in many publications and received many awards.



ration, handpieces, contra-angles and hygiene products.

MICRO-MEGA is a 100-year-old company, and its goal is to supply clinicians with instruments but, more importantly, provide them with high-performance operational methods and giving predictable clinical results.

With its merger with Scican, the Canadian company specializing in infection control devices, the group is one of the 10 largest dental equipment manufacturers in the world of innovative products for the dental and medical markets.

**If there is one thing you could say to attendees to encourage them to attend your presentation, what would it be?**

The presentation will have a clinical emphasis and a clinical application, but I will try to show the relevant references to do an evidence-based lecture.

**Is there anything else you would like to add?**

Come and see my lecture! You will be surprised!



# Paradigm shifts in implant dentistry

By Kristine Colker, Managing Editor

■ From 4 to 5 p.m. today, Dwayne Karateew, DDS, will present, “Contemporary Concepts in Tooth Replacement: Paradigm Shift.”

In the session, Karateew will explain how the principle focus of implant dentistry has changed significantly from the era of anatomically driven implant placement” to the current practice of restoration-driven implant placement.”

**Your DTSC Symposia session is “Contemporary Concepts in Tooth Replacement: Paradigm Shift.” Please tell us a little about what participants can hope to get out of it.**

There have been approximately three major paradigm shifts in implant dentistry during the past 30 years, all of which continue to improve not only osseointegration but also implant esthetics.

I will review these changes, drawing attention to what is often missed or overlooked and then, capitalizing on these fundamental shifts in thought and implant design, I focus on what is possible clinically. Demonstrating how to achieve desirable results and also the extent of predictable esthetics, which is always evasive.

**Could you go into a little more detail about how today’s restorative-driven implant placement is different from anatomically driven implant placement of the past? Why is this important for clinicians to understand?**

In the past, implant placement was anatomically driven, meaning that the implant was placed by the surgeon, where the bone was present. It was then placed in the restorative dentists hand to deliver the best restoration possible, which often was not optimal.

Today, with the CBCT, CAD/CAM surgical guides, treatment planning software and other tools, we can better understand where the implant is required to be placed. It is the restorative doctor who is driving the treatment planning. The role of the surgeon is simply to place the implant in exactly the correct position spatially and to alter the bone and soft-tissue profile to facilitate this placement.

**Would you say your presentation is geared toward a specific audience or is it more general? Is there anything attendees need to know about ahead of time in order to understand it?**

From feedback I regularly receive, this program is geared to all. Certainly generalists can gain information from the content, but specialists have also said there is excellent information in the content. I try not to differentiate between specialist and generalist as there are exceptional practitioners from both categories.

**How did you get involved in implant dentistry? How long have you been practicing?**

I have been involved in implant dentistry right from dental school (Columbia University SDOS) where I was able to watch implants being placed.

At Penn where I completed my certificates in perio and fixed prosth, we, of course, placed a large number of implants. Upon graduation from that program, I entered private practice and my focus in on implant-based dentistry.

I have been the director of implant surgery in PG periodontics at the University of British Columbia and have taught PG prosth at the University of Washington. I now present my original material nationally and interna-

tionally. I have been practicing now for 18 years ... wow! Time flies. Am I really that old?

**If there is one thing you could say to attendees to encourage them to attend your presentation, what would it be?**

You snooze, you lose! There are some real gems here in the program. When I see the same presenters time and time again, I always learn something new ... this is new, fresh and relevant material for the modern practicing dentist.

**Is there anything else you would like to add?**

Have fun in New York City!

## About the speaker



Dr. Dwane Karateew maintains a high-end, boutique-style, solo practice in Vancouver, concentrating on implant-assisted dental rehabilitation and esthetics. His dental education began in New York City at Columbia University, where he completed his DDS degree, which was followed with a year-long AEGD at the Columbia-Presbyterian Medical Center, also in New York. Karateew then attended the University of Pennsylvania in Philadelphia, where he obtained diplomas in both periodontics and fixed prosthodontics.

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# Diode lasers: the soft-tissue handpiece

By Fay Goldstep, DDS, FACD, FADFE and George Freedman DDS, FAACD, FACD

While dental lasers have been commercially available for several decades, and their popularity among patients is unparalleled, the dental profession has taken to this treatment modality rather slowly.

Lasers have been thoroughly documented in the dental literature. They are an exciting technology, widely used in medicine, kind to tissues and excellent for healing.

So why have they not been more widely embraced by the practicing dentist?

There is a wide perception in the profession that somehow the dental laser is not useful, is too complicated and is too expensive. These parameters have changed forever with the arrival of the diode laser onto the dental scene.

There is now a convergence of documented scientific evidence, ease of use and greater affordability that makes the diode laser a “must have” for every dental practice.

## Diode lasers: the science in brief

LASER is an acronym for Light Amplification by Stimulated Emission of Radiation. Lasers are commonly named for the substance which is stimulated to produce the coherent light beam.

In the diode laser, this substance is a semiconductor (a class of materials which are the foundation of modern electronics including computers, telephones and radios). This innovative technology has produced a laser that is compact and far lower in cost than earlier versions.

Much of the research has focused on the 810 nm diode laser. This wavelength is ideally suited for soft-tissue procedures because it is highly absorbed by haemoglobin and melanin.

This gives the diode laser the ability to precisely cut, coagulate, ablate or vaporize the target soft tissue.

Treatment with the 810 nm diode laser (Picasso Diode Laser, AMD LASERS) has been shown to have a significant long-term bactericidal effect in periodontal pockets (Fig. 1).

*A. actinomycetemcomitans*, an invasive pathogen associated with the development of periodontal disease and generally quite difficult to eliminate, responds well to laser treatment. Scaling and root planing outcomes are enhanced when diode laser therapy is added to the dental armamentarium.

The patient is typically more com-



• The Picasso Diode Laser by AMD LASERS. (Photo/Provided by AMD LASERS)

fortable during and after treatment, and gingival healing is faster and more stable.

## Diode laser: ease of use

Early adopter dentists thrive on new technologies. They enjoy the challenges that come with being the first to use a product.

Most dentists, however, are not early adopters. During the past two decades, lasers have intimidated mainstream dentists with their large footprint, lack of portability, their high maintenance profile, confusion of operating tips and complex procedural settings.

Common questions: When do I use which tip? What setting works for which procedure? Why do I need a laser when I have been managing well without one?

Enter the diode laser. It is compact. It can easily be moved from one treatment room to another. It is self-contained, and does not have to be hooked up to water or air lines. It has one simple fiberoptic cable that can be utilized as a reusable operating tip.

The units come with several presets, although after a very short time, the operator becomes so comfortable they are rarely needed.

The power and pulse settings are quickly adjusted to suit the particular patient and procedure.

One of the authors is a dentist who does not thrive on the challenge of brand new high-tech, high-stress technology. In fact, having tried many lasers in the past that promised to be user-friendly, they were found to be anything but.

The 810 nm diode laser was a totally different experience; after a brief in-office demonstration, the laser handpiece felt comfortable enough to perform some simple clinical procedures.

Further online training and lecture courses enhanced both clinical comfort level and competency.

## Diode laser: affordability

Laser technology has always come with a high price tag.

Manufacturing costs are high and cutting-edge technology commands steep pricing.

Diode lasers are less expensive to produce. Breakthrough pricing for this technology has now reached less than \$5,000.

At this level, the diode laser becomes eminently affordable for the average practicing dentist.

## See Dr. Goldstep and Dr. Freedman

Dr. Fay Goldstep and Dr. George Freedman will present “Soft Tissue Lasers and Caries Diagnosis” from 10 to 11 a.m. today. The doctors will discuss how, for them, AMD Picasso is the soft-tissue handpiece and is an essential part of dental practice for the dentist and the hygienist. This program focuses on these treatments: 15 second troughing instead of using retraction cord; instant chariside gingivectomies, gingivoplasty, bacterial decontamination, LAPT, bio stimulation and much more. Additionally, the Carie Scan PRO is the latest and most accurate diagnostic tool for the clinical practice. The CarieScan PRO permits dental professionals to evaluate decay in teeth and provide information about whether the tissue is healthy, in the early stages of decay or already significantly decayed.

## About the authors



Dr. Fay Goldstep has served on the teaching faculties of the post-graduate programs in esthetic dentistry at SUNY Buffalo, the Universities of Florida (Gainesville), Minnesota (Minneapolis) and has been a ADA Seminar Series speaker. She has lectured nationally and internationally on soft-tissue lasers, electronic caries detection, healing dentistry and innovations in hygiene and has published numerous textbook chapters and articles on these topics. Goldstep is a consultant to a number of dental companies, and she maintains a private practice in Toronto, Canada.



Dr. George Freedman is a founder and past president of the American Academy of Cosmetic Dentistry, a co-founder of the Canadian Academy for Esthetic Dentistry and a diplomate of the American Board of Aesthetic Dentistry. He is the author or co-author of 11 textbooks, more than 600 dental articles, and numerous webinars and CDs and is a team member of REALITY. He lectures internationally on dental esthetics, adhesion, desensitization, composites, impression materials and porcelain veneers. A graduate of McGill University in Montreal, Freedman maintains a private practice limited to esthetic dentistry in Toronto, Canada.





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# A new era for air abrasion

By Marc Gottlieb, DDS

Air abrasion is a time-tested method for conservative preparation of small lesions in teeth. As well as being a very minimally invasive technique for cavity preparation, it has been shown to increase adhesion strength to enamel, dentin, metal, glass and ceramic substrates.

Early units were very large and very expensive; the size was 3 by 1.5 (footprint) feet, which made mobility in the operatory difficult. Another

negative was the “messiness” of non-captured aluminum oxide particles being dispersed around the operatory. Large, obtrusive auxiliary vacuum units were recommended but not frequently used.

Enter the Prep Start H2O with its “water-shrouded” particle beam. The powder nozzle being separated from the annular ring of water does not create a “slurry” but rather a “shower curtain” that contains the ricocheting particles after their impact. The result is the efficiency of dry parti-

cle cutting with the benefit of water capture ensuring no airborne dust problems.

Rubber dams are recommended with the new units as the dry particle “trampoline” effect is not encountered with the Danville “water-shrouded” unit. Another benefit of a completely segregated water supply is that water can be heated in a microwave oven prior to use thereby yielding 115-degree water. This minimizes or eliminates the use of anesthetic in most cases.



• Fig. 1: Shows recurrent caries on tooth #18, note the old delaminating sealant. (Photos/Provided by Dr. Marc Gottlieb)



• Fig. 2: Shows the Prep Start H2O cutting old sealant and new caries out.



• Fig. 3: Shows caries detector in use.



• Fig. 4: Shows caries detector revealing further prep needed.



• Fig. 5: Shows complete removal of caries and old sealant.



• Fig. 6: Shows composite material being light cured.



• Fig. 7: Shows the finished restoration.



• Fig. 8: Shows a ‘clear’ field without powder contamination as was the case in the prior non-water shrouded equipment. This procedure was performed without anesthetic.

## See Dr. Gottlieb

Dr. Marc Gottlieb will present “The Newest Developments in the Art and Science of Air Abrasion” from 12:50-1:10 p.m. today. Air abrasion has its origin in the 1950s. The years since have seen it come and go in popularity as a tooth cutting modality but never in surface conditioning for adhesion. The advent of the water shrouded particle beam has again ignited interest in techniques to create minimally invasive restorations that are both biomimetic and strong. Burs, whether carbide or diamond, can and do cause crazing and cracking of enamel and dentin; particle ablation does not. The last obstacle to overcome was the dust – that has been accomplished with the “water shroud.”

## About the speaker



Dr. Marc Gottlieb was born and raised on Long Island, N.Y., and attended Union College in Schenectady, N.Y. as well as the University of Buffalo School of Dentistry. While at Buffalo, he received many academic scholarships, awards and fellowships. After graduation from dental school, Gottlieb went on to a two-year post-doctoral residency program at Long Island Jewish Medical Center. This unique opportunity provided advanced training in anesthesiology and all the specialties of dentistry. Gottlieb is currently on staff at Stony Brook University Hospital, maintains a full-time private practice, lectures all across the United States and has authored more than a dozen dental articles.



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# Introduction to CBCT, especially as it pertains to prevention of failures in oral implantology

By Dr. Dov M. Almog

■ Intraoral and panoramic imaging are not three-dimensional and clinicians can obtain only vague measurements from them due to magnification changes as a result of positioning.

They are not efficient for viewing certain pathologies and, because of the limitations, cone-beam computed tomography (CBCT), 3-D imaging technologies started to evolve. CBCT 3-D captures a volume of data and, through a reconstruction process, it delivers images that do not contain magnification, distortion and/or overlap of anatomy.

In recent years, CBCT 3-D started to make big inroads into every discipline in our dental profession, expanding the horizons of clinical dental practice by adding a third dimension to craniofacial treatment planning.

CBCT uses advanced 3-D technology to provide the most complete anatomical information on a patient's mouth, face and jaws areas, leading to enhanced treatment planning and predictable treatment outcomes. According to dental practitioners using this technology, it makes us more efficient.

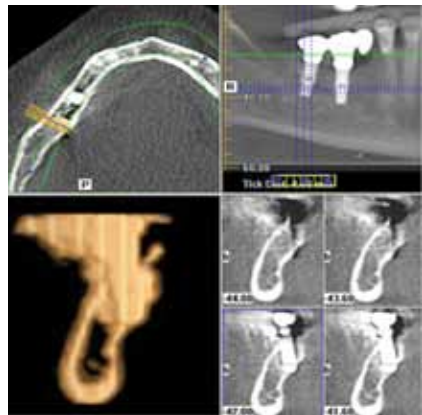
Essentially, this was a paradigm shift where measurements and anatomical relationships are precise and provide practitioners clear insight into the patient's anatomical relationships.

As far as oral implantology, according to Kalorama Information ([www.kaloramainformation.com/pub/1099235.html](http://www.kaloramainformation.com/pub/1099235.html)), it is estimated that growth in implant-based dental reconstruction products will outstrip all other areas in dentistry.

The traditional method of replacing a tooth with a dental bridge has been shown to be problematic, and more permanent solutions are badly needed.



• Fig. 1: Implant fracture. (Photos/Provided by Dr. Dov M. Almog)



• Fig. 3: Perforating the lingual undercut.

With a rapidly aging population trend in the developed world and the resulting enormous unmet need for teeth replacement, a large number of companies see the opportunity to move into these sophisticated dental techniques.

And indeed, as some have predicted, the growth in dental implant-based procedures increased considerably in recent years.

As a result, there has been a rapid increase in the number of practitioners involved in implant placement, including specialists and generalists, with different levels of expertise. At the same time, we are witnessing a diversity of unusual complications associated with these procedures.

A literature and web search



• Fig. 2: Impingement on adjacent tooth.

revealed several published reports of such complications which include: implant fractures (Fig. 1); impingement on adjacent teeth (Fig. 2); perforating the lingual undercut (Fig. 3); sinus perforations (Fig. 4); and displaced implants into the maxillary sinus (Fig. 5), to name a few.

The clinical management associated with some of these complications is difficult at times and considered very invasive.

Therefore, while the quantitative relationship between successful outcomes in dental implant treatment and CBCT-based dental imaging is unknown and awaits discovery through large prospective clinical trials, I strongly believe that using CBCT and 3-D-based dental imaging is becoming a reliable procedure from a precautionary standpoint based on a series of recent preliminary clinical studies and case reports.

The author strongly believes that by taking a CBCT, 3D-based study prior to placing dental implants, many of the above mentioned complications can be circumvented.



• Fig. 4: Left sinus perforation.



• Fig. 5: Displaced implants into the maxillary sinus.

## See Dr. Almog

Dr. Dov Almog will present "Introduction to Cone-Beam CT (CBCT), especially as it pertains to Prevention of Failures in Oral Implantology" today from 1:20 to 2:20 p.m. The first half of the lecture will provide an overview on the need for CBCT 3-D-based imaging technology as it pertains to a diversity of applications suitable for both general dentists and specialists. The second half of the lectures will concentrate on CBCT-based imaging as it pertains to prevention of failures in oral implantology in a variety of treatment areas, ultimately facilitating safer treatment planning and predictable restorative/esthetic results, and providing attendees with step-by-step implant site assessment

## About the speaker



Dr. Dov Almog is a prosthodontist representing more than 30 years of diversified professional experience in clinical, academic and research environments. His publications include articles on cone beam CT; dental implants; carotid artery calcifications; and practice management, to name a few. In 2003, in acknowledgment for his research on incidental findings of carotid artery calcifications on panoramic radiographs, Almog received the Arthur H. Wuehrmann Award by the American Academy of Oral & Maxillofacial Radiology. Currently, Almog is serving as the chief of the dental service for the U.S. Department of Veterans Affairs at the VA New Jersey Health Care System. His past professional career appointments include associate director of the University of Rochester Eastman Dental Center and associate professor in the division of prosthodontics. He may be contacted at [Dov.Almog@va.gov](mailto:Dov.Almog@va.gov).



# Continuing education? Yes, please!

By Robin Goodman, Group Editor

■ On the second day of the Greater New York Dental Meeting (GNYDM), there were indeed just as many opportunities for continuing education as there were on the first day.

In order to choose one, it is just a matter of what suits your style of learning, of course.

With workshops, luncheon learning, seminars, specialty programs and symposia to choose from, the real problem is finding the time to fit everything in that you would like to take advantage of.

With not one but two Live Dentistry arenas to choose from, these learning locations continue to be a big draw for attendees. Every seat is a good one thanks to the multiple large screen TVs scattered throughout the seating area, as well as the huge screens at the front on either side of the stage.

On Monday morning, while Dr. Stephen J. Gordon worked on a live patient, Dr. Garry Bey explained “The Endo/Restorative Continuum: Modern Techniques and Tools for the General Dentist” that Gordon was demonstrating in the Live Dentistry



• Dr. Gregori Kurtzman speaks at the DTSC Symposia about ‘Incorporating New Advances in Dental Materials and Techniques into Your Restorative Practice’ on Monday morning. (Photo/Robin Goodman, Dental Tribune)

Arena No. 2.

The glass classrooms Monday were also well-attended and offered a wealth of variety from speakers such as Judy Bendit, RDH, who spoke about “Let’s Get to the Heart of Ultrasonics,” to Dr. Zev Schulhof in the Botox/



• Attendees practice their skills in the glass classroom ‘Implant Esthetics Workshop’ with Dr. Frank L. Higginbottom instructing.

Dysport workshop to Dr. Frank L. Higginbottom in his “Implant Esthetics Workshop.”

Over at the DTSC Symposia on Monday, Dr. Gregori Kurtzman spoke on the topic of “Incorporating New Advances in Dental Materials and

Techniques into Your Restorative Practice” while Noel Brandon-Kelsch spoke about “Eco-Friendly Infection Control: Understanding the Balance.”

Check the program for the complete Wednesday schedules for each educational venue.

AD

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Time: 12:50PM - 1:10PM

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# Superior customer service: It doesn't just happen

By Roger P. Levin, DDS

■ When patients arrive for treatment, these individuals deserve customer service equal to the dentist's clinical standards. Every patient interaction represents an opportunity to make a favorable impression.

Customer service is about developing relationships with patients to the point where they cannot imagine going to any other office. Such patients will gladly refer their friends and neighbors to your practice.

## Determine the state of customer service in your practice

To provide an honest look at customer

service in your practice, ask the following questions:

- Are front desk personnel merely polite, or also enthusiastic and attentive?
- Are staff members content to provide minimal information, or do they build value for the practice and its services?
- Do new patients receive a practice brochure, directions and forms before their first visit?
- Does the office anticipate patient questions regarding dental insurance, fees and financial options?

Customer service is all about exceeding expectations. Was the

basic need of the patient met? Or was the opportunity seized to deliver much more?

## Achieving superior customer service

Creating the ideal patient experience cannot happen overnight. The entire practice must be trained to deliver that experience.

One critical technique is scripting that prepares dentists and their staff for every conversation with current and prospective patients.

To deliver outstanding customer service, what we call Stage III Customer Service,<sup>™</sup> a clinician must implement as many of the following

action steps as possible:

- Design scripts that answer frequent patient questions so that you are creating energy and building trust with patients.
- Employ scripts that can allow staff members to handle the most difficult patient conversations with ease, whether about major treatment decisions or financial concerns.
- Begin each patient conversation with something personal as opposed to jumping in with clinical conversation immediately. Take the time to talk to each patient about something in his or her life.
- Learn one new thing about a patient during every visit.
- Call patients in the evening to see how they are feeling after a procedure.
- Thank patients who refer family and friends with a handwritten note or a phone call.

## Conclusion

Each patient contact is another chance to exceed patient expectations and create a loyal patient base. The right training, motivation and leadership can deliver customer service that keeps patients coming back to the practice.

More satisfied patients should always be the goal of practices seeking to increase production.

AD



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## Here at the GNYDM

Visit Levin Group's Dental Consulting Resource Center at [www.levingroup.com](http://www.levingroup.com) for a wide range of educational materials, including tips, newsletters and white papers. You can also connect with Levin Group on Facebook and Twitter (@Levin\_Group) for tips, news and sharing ideas. For more information, stop by the booth, No. 819.

## About the author



Dr. Roger P. Levin, DDS, is founder and chief executive officer of Levin Group, a leading dental practice management consulting firm. For more than 20 years, Levin Group has helped thousands of general dentists and specialists increase their satisfaction with practicing dentistry.



# BruxZir solid zirconia indications for implants

By Dr. Bradley C. Bockhorst

■ Why should you be interested in the monolithic concept of a solid zirconia crown?

As you know, when you fuse porcelain to a metal or zirconia substructure, there is always the possibility the two layers could separate. The best-case scenario is a small chip of the porcelain that you might be able to polish off. The worst-case scenario is that the porcelain completely fractures, exposing the substructure and requiring replacement.

A key benefit of monolithic restorations is that nothing can chip off, as we don't have two materials fused together. The restoration is made of one homogeneous material.

## A look at ProScore's XTend Ceramic kits, and turbines

■ With the launch of its new XTend™ Ceramic line of turbines and kits last year, ProScore offers dentists some of the best quality, do-it-yourself products for high-speed handpieces in the market.

Not only are XTend Ceramic products backed with warranties — one year for turbines and six-months for rebuild kits — XTend products outperform steel bearings while lasting longer and producing less noise and vibration.

The ceramic bearing technology incorporated in XTend Ceramic products provides many handpiece performance benefits:

- **Reduced wear:** Ceramic balls are twice as hard as steel balls
- **Increased durability:** Ceramic balls are 40 percent lighter than steel balls, which reduces the internal forces and loads caused by high-speed rotation
- **Longer life:** Ceramic bearings perform better than steel under marginal lubrication.
- **Quieter and smoother operation:** Noise and vibration are reduced as a result of lower loads.

XTend Ceramic turbines also feature hardened, heat-treated, precision-ground spindles to enhance concentricity and to further reduce noise and vibration.

ProScore has been dedicated to do-it-yourself handpiece repair and maintenance since entering the dental market more than 15 years ago as Score International.

BruxZir® is a full-contour zirconia restoration with no porcelain veneer.

More brawn than beauty, the BruxZir solid zirconia crown has rapidly gained popularity for posterior restorations, thanks to the precision milling of CAD/CAM technology. With the increasing price of gold for porcelain-fused-to-metal restorations, the proven strength of zirconia gives you a viable option for your posterior implant crowns and bridges.

Inclusive Custom Titanium Abutments provide ideal support for the restoration and the soft tissue. This CAD/CAM-designed abutment exhibits a natural-looking emergence and provides strength and durability.

The laboratory virtually designs your abutment and mills a tailor-made solution of the highest quality. Also available in the Inclusive line of products is the Inclusive All-Zirconia Abutment and the Inclusive Zirconia Abutment with titanium insert.

### BruxZir screw-retained implant crown

The screw-retained BruxZir crown provides a one-piece alternative to cemented implant restorations.

This restoration combines the abutment and crown into one solid restoration. The benefits include: no crown margin, and therefore no concerns about excess cement; easy retriev-

### Here at GNYDM

For more information, stop by the Glidewell booth, No. 2203.

ability; and, because it is monolithic zirconia, no possibility of porcelain fracturing off.

Inclusive Custom Implant Abutments, as well as the screw-retained BruxZir crown, are compatible with the Neoss, NobelReplace, Nobel-Active, Biomet 3i Certain, Branemark System RP, Straumann Bone Level, Keystone PrimaConnex and Zimmer Screw-Vent implant systems.



## Discovering the latest techniques and materials TAKES COLLABORATION

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### Here at GNYDM

For more information, contact ProScore at (800) 726-7365, visit [www.scoredental.com](http://www.scoredental.com) or find ProScore at the Henry Schein booth, Nos. 1015/1023/1417/1820.

\*Educators are subject to change. View the complete program online.



AD



DMG America representative Mike Lanzieri talks to a GNYDM attendee about the benefits of Icon. 'Drilling? No Thanks!' (Photo/Sierra Rendon, Dental Tribune)



# Luxatemp Ultra: Back and better than ever

By Sierra Rendon, Dental Tribune

DMG America's Luxatemp has been an industry favorite for more than 20 years, and now the company has launched Luxatemp Ultra, and with it, "the best just got better!"

"The new version encompasses all of the benefits of Luxatemp but with added superior, flexural strength," said DMG America President George Wolfe. "This allows the product to be used in all provisional restorations." Incorporating proprietary nano

technology, new Luxatemp Ultra contains industry-leading flexural strength – the true measure of provisional stability and long-term durability.

Luxatemp Ultra continues to deliver the unmatched esthetics synonymous with the Luxatemp name, Wolfe said. Along with superior color stability, Luxatemp Ultra includes fluorescence, to create temporaries that look more like natural teeth in all lighting conditions.

In addition to introducing Greater New York Dental Meeting attendees to the benefits of Luxatemp Ultra, Wolfe said DMG America is promoting its revolutionary treatment for incipient caries and white spots: Icon.

"Icon has been very well-accepted (since its launch a year ago) and has received a lot of attention from consumer media," he said. "But because it's a deviation from the norm, it requires a different mindset. It really is revolutionary."


Icon provides an innovative, never-seen-before option for the treatment of smooth surface and proximal carious lesions.

Prior to Icon, dental professionals had two choices in the treatment of caries: use fluoride and other treatments to re-mineralize enamel in the very early stages – or "wait and see" until it's time to "drill and fill."

However, with Icon, instead of taking a "wait-and-see" approach, a clinician can arrest the progress of early enamel lesions up to the first third of dentin in one simple procedure. Using Icon, you can avoid the unnecessary loss of health tooth structure. The treatment is truly minimally invasive, Wolfe said.

AD

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### Here at the GNYDM

To learn more about Luxatemp Ultra or Icon, stop by the DMG America booth (No. 4615) and ask about show specials. You might even win an iPad!

### Icon application procedure

Icon offers fast, simple treatment in one visit – with no drilling!

- 1) For proximal lesions, the affected teeth are slightly separated with dental wedges.
- 2) The surface area of the lesion is eroded with a 15 percent HCl gel. This opens the pore system of the lesion body.
- 3) The pore system is then dried with ethanol.
- 4) Icon is then applied onto the lesion body with the application aid. The extremely high penetration coefficient of the Icon resin enables it to penetrate into the lesion pores.
- 5) Excess material is then removed and the material is light cured.

Total treatment time per lesion: about 15 minutes!



# Dental chair warms, massages the patient

By Robin Goodman, DT Group Editor

■ Midmark devoted years of research and development in order to create a unique dental chair that helps to relax and provide comfort to the patient, but also provides unobstructed access for the clinician.

The Cantilever Forward™ design grants patient access as low as 15 inches and as high as 34 inches. In addition, the optional SerenEscape™ feature warms and massages the patient's lower back.

Dental Tribune stopped by the Midmark booth, No. 217, to test the chair out and talk to Midmark Director of Marketing Bill Zulauf.

## Would you tell us more about the Elevance™ dental chair please?

We introduced the Elevance dental chair late this summer, so it's relatively new. The key features are its styling, the access for both the patient and the dentist and the comfort.

More details about the styling include the fact that the chair has a cantilevered forward design, which allows one to place the chair very low or very high. Thus, if a practitioner wants to do a procedure standing, this chair makes it possible.

This, of course, gives the clinician good access to the patient, but without the arm rests being in the way. There is also easy access for the patient to get in and out of the chair. The Elevance chair will lift a 450-pound patient. Most dental chairs only go as high as 350 pounds.

From a comfort standpoint, the back of the chair has an integrated heat and massage features that the patient can control. There are three different types of massage – flat, pulse or wave – and the patient can also control the speed and intensity.

We noticed that a lot of dental offices place blankets in the corner of the room for patients to use while seated in the dental chair. So now, warmth through the Elevance chair avoids the sepsis problem associated with using a blanket.

There is a foot pedal for the clinician's control of the chair, but it also has a wireless remote control with four preset positions that can be programmed as well as a composite safe mode for the dental light.

Additional features include an optional, double articulating, magnetic headrest that comfortably and accurately positions the patient's head for full access.

The integrated armrests cradle the patient's body. Advanced lumbar support means the patient stays comfortable even during long procedures. The contoured seat pocket not only increases patient comfort but also ensures proper positioning.

A concave footrest nestles the patient's feet together, increasing relaxation.

• Midmark Director of Marketing Bill Zulauf sits next to the company's new Elevance dental chair, which debuted this summer. Stop by booth No. 217 to test out this cantilevered design for yourself. (Photo/Robin Goodman, Dental Tribune)



AD

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# Isolite dental isolation technology garners more industry recognition

## Isolite brings home another accolade while new Isodry<sup>TI</sup> named Top Technology Product

■ Isolite Systems, maker of dental isolation technology, announced its products have received new industry

recognition. Dentistry Today magazine recognized the Isolite dryfield illuminator as one of the Top 100 Products for 2010 for the dental industry.

The Isolite dryfield illuminator is a dental tool that combines the functions of light, suction and retraction into a single device, solving many of the frustrations that dental professionals deal with on a daily basis.

The device gently holds the patient's mouth open, keeps the tongue out of the working field and guards the patient's vulnerable airway, all while continuously evacuating saliva and excess moisture.

The super-soft mouthpiece used with the device makes for a more comfortable experience for the patient and allows dental professionals to work more efficiently with greater

### Here at the GNYDM

For more information about Isolite Systems, call (800) 560-6066 or visit [www.isolitesystems.com](http://www.isolitesystems.com). Both Isolite and Isodry<sup>TI</sup> are being exhibited at booth No. 323.

control over the oral environment.

Additionally, the company said its Isodry<sup>TI</sup>, a non-illuminated dental isolation system, was named to Dentistry Today magazine's Top 50 Technology Products for 2010.

Isodry<sup>TI</sup> performs all the functions as Isolite, with the exception of intra-oral illumination. The Isodry<sup>TI</sup> was introduced to the dental industry in February.

Both dental isolation systems utilize the patented Isolite Isoflex mouthpiece. The unique shape and softness of the mouthpiece is key to the systems' advanced dental isolation. The latex-free mouthpiece comfortably allows fluids and debris to be aspirated from deep within the oral cavity.

Built-in tongue, cheek and throat shield protect the patient from injury and provide an added measure of assurance that the airway is better protected from possible dental debris. Single-use Isolite mouthpieces are available in five sizes to fit the spectrum of patients from small child to large adult.

Other recognition received by Isolite Systems for its Isolite dryfield illuminator includes:

- Dentaltown Magazine "Townie Choice Award" winner (2005, 2006, 2007, 2008, 2009)
- *DrBicuspid.com* "Dental Excellence Award – Best New Instrument" (2009)
- Named by Dentistry Today magazine as one of the Top 100 Products (2003, 2005, 2008, 2009, 2010)
- Named a "Best Product 2008" by Dental Product Shopper magazine; received a 4.8 rating (out of a possible 5.0) by reviewing dentists
- Isolite Systems and Thomas R. Hirsch, DDS, received the Inventor Award from the World Congress of Minimally Invasive Dentistry (2004).

AD



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• The Isolite and the Isodry<sup>TI</sup>  
(Photo/Provided by Isolite Systems)





## DTSC NEW COURSES – GNYDM '09

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**GARY BEY, D.D.S.**  
**GET TO THE APEX MORE SAFELY AND EASILY – LIVE PATIENT PROCEDURE**

This live demonstration is designed for the practitioner who is seeking new ways to practice endodontics safely, predictably and more frequently.



**LARRY ROSENTHAL, D.D.S. & MICHAEL APA, D.D.S.**  
**IN-OFFICE CAD/CAM – A LIVE PATIENT DEMONSTRATION**

A live patient step-by-step demonstration of a posterior onlay restoration is performed using the latest chairside CAD/CAM technology.



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Composite resin restorations offer a conservative and viable alternative to porcelain. Restorations that were once thought to be impossible or "heroic" at best, can now be achieved easily, reliably, and consistently with composite resin.



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Live demonstration utilizing the state of the art IGI - Image Guided Implant Dentistry System by Image Navigation Ltd. for the planning and placement of dental implants is shown.



**FRANK J. MILNAR, D.D.S.**  
**PREDICTABLE TECHNIQUES TO CREATE A POST AND CORE AND LIFE-LIKE PROVISIONAL- LIVE PATIENT DEMONSTRATION**

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[WWW.DTSTUDYCLUB.COM/GNYDM09](http://WWW.DTSTUDYCLUB.COM/GNYDM09)



Explore *from page 1*

Dental Tribune has been combing the aisles here at GNYDM to see what's new and exciting. Here are a few highlights:

- Dental Sharing (booth No. 5227), a company founded by Dr. Glenn Godart, allows dentists to share digital X-rays and other electronic patient files with each other in a HIPAA-compliant manner. The web-based service offers the ability to manage and store full-resolution images and related documents, but it does not require any incremental hardware or software investment.
- At Aseptico (booth No. 807), you can learn about a new, fully self-contained mobile dental cart featuring one low-speed and two high-speed handpiece connections, high-volume and low-volume suction with overflow protection and electronic waste purge, and several options, including a piezo electronic scaler, a curing light and a height adjustable tray. (You can also enter for a chance to win an autographed football at Aseptico.)
- For clinicians who practice endodontics, Komet USA (booth No. 5422) is offering Endo Rescue tools, which are useful in the removal of instrument fragments that might occur during a procedure. The removal of such fragments is often extremely difficult, but Endo Rescue offers a simple and systematic solution.
- Pentron Clinical (booth No. 825) is offering Fusio Liquid Dentin, the first self-adhesive flowable composite, that bonds to dentin and enamel without acid etching or a bonding agent. By fusing together adhesive and restorative technology into one product, Pentron has created what it calls one of the most versatile materials in dentistry.
- Aribex (booth No. 337) is offering the NOMAD Pro handheld X-ray



• Rob Conner of Tess Corp. (booth No. 816) is offering discounts on toothbrushes. (Photos/Fred Michmerschuizen, Dental Tribune)



• Attendees can stop by the Aribex booth (No. 337) to hear about the Nomad, a handheld X-ray system, and receive information on a free second-year warranty

system. The cordless unit provides hundreds of images from a single battery charge.

- TessCorp. (booth No. 816) is offering show discounts on toothbrushes. The company also offers dental floss, proxi-tips and an implant-prophy kit.



If you haven't yet seen all that you wanted to see here at GNYDM, there is still plenty of time. The exhibit hall is open today until 5:30 p.m. and tomorrow from 9:30 a.m. until 5 p.m.

• Bill Monitz, left, and Dr. Glenn Godart of Dental Sharing (booth No. 5227)

## China Glory opens doors for manufacturers

■ China Glory Dental Group is a conglomeration of successful dealers selling dental consumables and equipment throughout China. It is capitalized by dental dealers and successful entrepreneurs who are familiar with the needs of dental companies seeking to do business in China, and it recently received a significant investment from one of the leading private equity funds in China.

China Glory has an extensive sales network covering all 28 provinces and 326 cities and municipalities throughout China. Every member of the group has more than 10 years of marketing experience. The members of the group participate in every major Chinese dental exhibition.

Currently, there are more than 200 representatives and 10,000 customers serving the needs of more than 1 billion people in China.

Here at the Greater New York Dental Meeting, the presidents of 11 different companies are presenting their product lines to representatives from China Glory to potentially be sold throughout China.



• Always on the lookout for new products, representatives from China Glory are meeting with manufacturers here at the Greater New York Dental Meeting.



### MOJO VENEER CEMENT

Give your patients their mojo back with the cement that leaves shade shift behind and helps you create a seamless, natural-looking smile.

Pentron is proud to introduce Mojo™ Veneer Cement, the latest in adhesive technology from Pentron Clinical. Mojo Cement is a light cure, esthetic cementation system that is designed for use with porcelain, ceramic and composite veneer restorations. This ideal cement offers two very important features: try-in gels that consistently match the polymerized cement and no detectable shade shift.

The simple, highly versatile shade selections, designed for a simple warming or brightening of the veneer, allow this material to be used with a wide range of veneer cases while offering the least amount of detectable shade shift available. The corresponding water-soluble try-in gels, included in the comprehensive kit, allow for a perfect match to the cured cement.

Pentron Clinical is an established leader in the dental industry, offering a wide variety of products to suit your restorative needs. Its portfolio includes: Fusio™ Liquid Dentin, Breeze® self-adhesive resin cement, Lute-It Luting Cement, FibreKleer® Posts, Bond-1® SF Solvent Free SE Adhesive, Correct Plus® impression materials and Artiste® Nano Composite.



(Photo/Provided by Pentron)

### VANTAGE DIGITAL PANORAMIC SYSTEM

Progeny, a leading manufacturer of intraoral X-rays in the United States, announces the Vantage™ Digital Panoramic System. Vantage is designed to bring full-featured yet affordable digital panoramic imaging to general dentistry.

Vantage offers a range of features that include advanced user tools, expanded kV and mA range, field-selectable left or right patient entry and a dedicated PC workstation with software included standard on every system. The system is designed for immediate productivity “out of the box.”

Powered by the latest CCD imaging technology, automatic spinal compensation and Progeny’s 3-Motion™ Imaging Rotation, Vantage delivers consistent, detailed images for analysis and diagnosis. Workflow enhancements include three

lasers for precise positioning, left and right mechanical controls, four pre-programmed exam selections and the unique VantageTouch™ user interface.

VantageTouch functions much like today’s smart phones and gives new meaning to user-friendly. Its intuitive, multi-touch technology allows clinicians to access any function with speed and confidence just by touching the screen. Exam set-up, real-time image preview and exam status are all quickly accessed at the VantageTouch control. Exam customization and even routine maintenance procedures are all available through VantageTouch.

In addition to its many system features, Vantage also includes a dedicated computer workstation with TWAIN enabled software as standard features. The system can be interfaced with existing practice management software or images can be captured using Progeny Imaging Software.



(Photo/Provided by Midmark)

For more information, stop by the Midmark booth, No. 217.

AD

# “A 20 minute IPR appointment now takes less than 8 with the Axis IPR Set...”



Brian J. Gray, DDS

The components of the All Inclusive IPR Set, allow the dentist to begin conservatively and quickly progress to an efficient, precise and painless technique for interproximal reduction. MFG# LS-7586

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- The Axis IPR gauge for measuring interproximal spaces
- Custom organizer for easy access and organization of instruments
- Laminated reference guide



visit the Axis Dental booth, #4632  
axisdental.com 800.355.5063



## VITABLOCS REALLIFE

VITABLOCS® RealLife® are the first and only all-ceramic blocks that incorporate a unique, spherically curved dentin core with a complementing enamel coat within the block.

The layered structure of VITABLOCS RealLife effectively simulates the optical characteristics of natural teeth.

Used in conjunction with Sirona's new V3.80 software, VITABLOCS RealLife provide the dentist or laboratory technician with virtually unlimited options for designing anterior restorations of unsurpassed esthetic quality.

With a few simple clicks of the mouse to define labial wall thickness, the V3.80 software directs the milling machine to automatically position the VITABLOCS RealLife block on the enamel-dentin border of the block, thus reducing milling time while simultaneously achieving a perfect shade



(Photo/Provided by Midmark)

effect with the correct ratio of dentin and enamel.

Only VITABLOCS RealLife have the ability to reproduce the desired shade effect in regard to translucency, chroma and lightness.

What's more, the V3.80 software allows the dentist or lab technician to quickly and easily change the position of the restoration in the block as needed to reproduce very fine shade nuances, which can be verified on-screen before milling begins.

The result is a finished, highly esthetic restoration that is ready to be seated directly upon removal from the milling machine, with no need for additional characterization, staining or individualization steps.

For more information, stop by the Sirona booth, No. 4625.

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## SUREFIL SDR FLOW POSTERIOR BULK FILL FLOWABLE BASE

SureFil® SDR® flow Posterior Bulk Fill Flowable Base, the unique posterior flowable composite that can be placed in bulk, saving up to 40 percent in placement time, is now available in three new shades: A1, A2 and A3.

The stress decreasing resin (SDR) technology provides 60 percent less polymerization stress, allowing for 4 mm increment placements with a 20-second cure time.

It also has a unique, self-leveling handling that allows it to adapt to the walls of the prep with minimum to no manipulation.

For more information, visit [www.surefilcdrflow.com](http://www.surefilcdrflow.com), call (800) 532-2855 or stop by the DENTSPLY Caulk booth, Nos. 2603/2803.

## Tell us what you think!

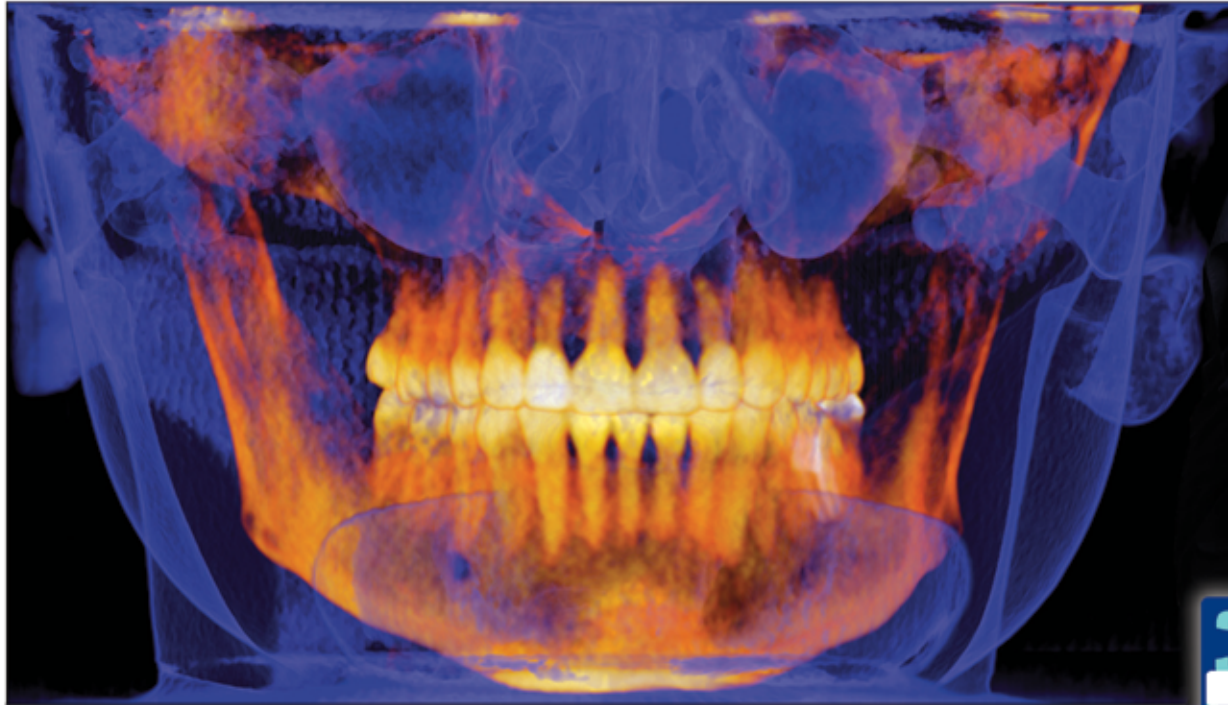
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