

# today



### Scenes from Tuesday

Hit the exhibit hall and grab yourself a furry tooth fairy bear and a free book, then join the line to attend a Crest Oral-B presentation.

»pages 4 & 5



### See them today!

Dr. David Peck gives you advice on implementing lasers while Dr. Ron Kaminer, left, lets you in on current concepts in cariology.

»pages 8 & 10



### How to save a life

Invest in this curing light and use it as a tool to screen for oral cancer and help detect HPV virus-induced lesions in your patients.

»page 21

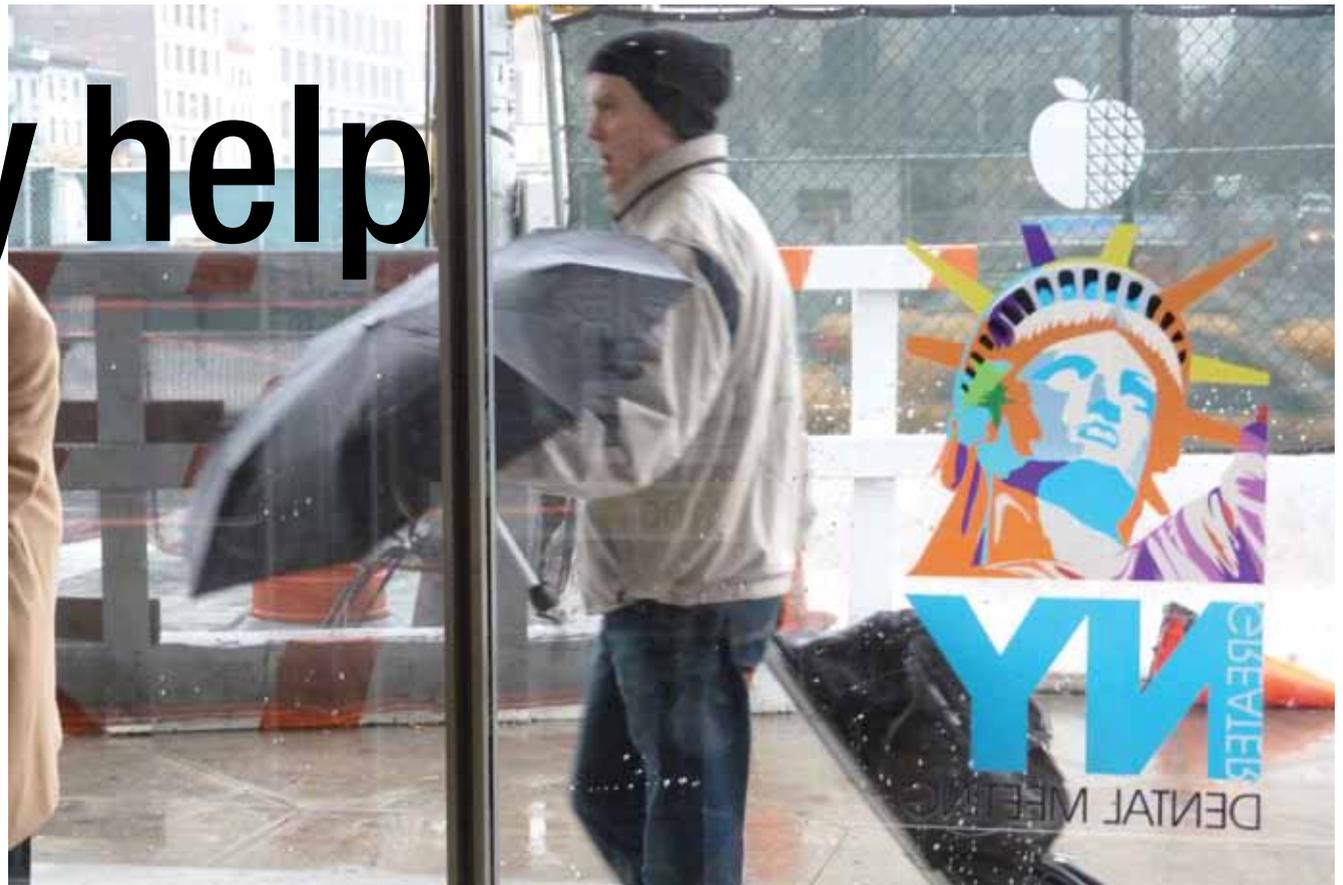
# Timely help

## Exhibitors assist practices in Sandy's path

By Robert Selleck, *today* Staff

Greater New York Dental Meeting (GNYDM) attendees arrived at the Jacob K. Javits Convention Center shaking off umbrellas and raincoats Tuesday morning before making their way to their various meeting destinations.

For those heading straight to the exhibit hall, among the many event specials available yesterday (and again today) were opportunities for dental professionals affected by Hur-



Umbrellas, raincoats and newspapers-over-the-head are standard attire for Greater New York Dental Meeting attendees arriving at the Jacob K. Javits Convention Center on Tuesday morning. (Photos/Robert Selleck, *today* Staff)

\*see help, page 6

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• Dr. Selma Camargo, right, and Tribune America C.E. Director Christiane Ferret. (Photo/Fred Michmershuizen, *today* Staff)

# Two great educational options side by side

By Robin Goodman, *today* Staff

■ Those willing to take a walk to the far north side of the exhibit hall will be richly rewarded by two great educational options side by side (if you land at Grant's Tomb, you've gone too far!). The floor space where 425 people are seated and 30 more are standing at the back of the crowd is none other than the Live Dentistry Arena.

On Tuesday, the Live Dentistry Arena's morning session featured Dr. Ross W. Nash who presented COMPONEERS™ by Coltene. He demonstrated a direct composite resin veneer technique that incorporates a prefabricated enamel layer.

The technique allows Nash to place direct composite resin veneers in about half the time he normally uses to place freehand composite veneers.

The afternoon session featured Dr. Raymond A. Yukna's presentation on "The Laser-Assisted New Attachment Procedure (LANAP)." Attendees walked away with an understanding of the scientific basis for the LANAP procedure, how to verify appropriate tissue interactions and what a laser wound looks like.

Be sure to come early for today's session on "DentaVerse™ Live: Anterior Esthetics – Problems and Solutions. What To Do ... When, Why and How?"

This double session will detail the clinical, financial and human considerations when patients desire treatment



• Dr. Ross W. Nash in the morning session at the Live Dentistry Arena where he demonstrated the use of COMPONEER by Coltene. (Photo/Robin Goodman, *today* Staff)

for anterior teeth that require esthetic and possibly implant treatment. The program features the input of 12 leading clinicians who address diagnosis, treatment options, patient questions (including financial ones) and how to ensure that your lab delivers what you require. The live patient demonstration will include preparation techniques, provisionalization, prosthetic fabrication and placement.

## Attend today's session

Today from 12:30–1:30 p.m. in aisle 5000, Dr. Selma Camargo will present "Diode Laser Applications in Soft Tissues." This lecture will help attendees understand the functionality, importance and applications of diode lasers in soft-tissue procedures as well as learn how to perform these procedures. They'll see just how easy it is to operate a laser and how to implement this technology into their dental practices after deciding if they actually need a soft-tissue laser. Laser fundamentals will be explained along with the effects of lasers on biological tissue.

Right next door to the Live Dentistry Arena is the Dental Tribune Study Club C.E. Symposia. Tuesday's lineup featured six lectures ranging from topics such as predictable endodontics, creating an online presence, predictable implants, direct posterior composites and optimizing endodontic treatment.

Today there are three more options for C.E. credit by Drs. David Peck, Ron Kaminer and Selma Camargo. Peck will focus on implementing lasers into a general practice while Kaminer will demystify new concepts in cariology. Camargo will clarify the diode laser applications for soft tissues (See box above for more details).

Be sure to visit [www.DTStudyClub.com](http://www.DTStudyClub.com) for more C.E. information and credits as well as other educational options.

**today** About the Publisher

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# Scenes from Tuesday



• Dan Dezak, left, and Dawn Petit of NSK (booth No. 2036).



• Frank Cortes of Directa AB (booth No. 2332).



• Tony Aguilar of PhotoMed International (booth No. 5001).



• Christopher Utz, left, and Sam Turner of Coltene (booth No. 3424).



• Josh Coe, left, and Jennifer Gibson of the American Association of Endodontists (booth No. 2439).



• Meeting attendees line up for the presentation at Crest Oral-B (booth No. 4225).

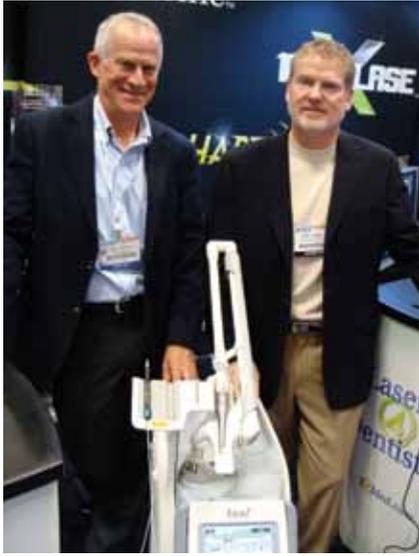


• Dr. Joseph M. McManus Jr., left, and E. Scott Weinberger of Henry Schein Dental (booth No. 3532).



• Paul Berezny, left, and Kevin Maily of SS White (booth No. 2000).

Photos/  
Fred Michmershuizen,  
today Staff



• Dr. Andrew W. Krieger, left, visits with Jeff Jones of Technology4Medicine (booth No. 3818).



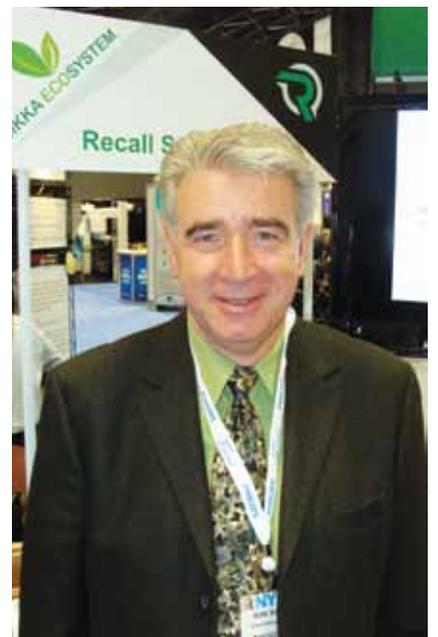
• Dr. Gordon Christensen speaks during a Tuesday morning seminar at the GNYDM. (Photo/Carlo Messina, FX Video & Photography)



• Jim Hooper of Planmeca USA (booth No. 2804).



• John Harris, from left and Mark Montgomery in TruDenta's booth, No. 3302, have 100 free copies of 'Understanding, Assessing and Treating Dentomandibular Sensorimotor Dysfunction' to hand out every morning. Montgomery is co-author. (Photo/Robert Selleck, *today* Staff)



• Ron Barsotti of Recall System Pro (booth No. 4431).



• Petty Officer Riza M. Villar of U.S. Navy Recruiting (booth No. 4616) says the benefits of practicing dentistry in the Navy are many. 'The Navy allows you to concentrate on the things that drive you — helping others, expanding expertise and gaining uncommon experience,' she said.



• In the Mydent International booth, Lesa Rigenhagen, from left, learns about the Dreumex Omnicare hand-cleaning/sanitizing system from Andy Parker, Phil Armijo, Katharina Urban-Versluis and Meagan Wallace. (Photo/Robert Selleck, *today* Staff)



• Brandon Edgerton of Digital Sign ID (booth No. 1705).



• Aren't they cute? Josh Cirillo, left, and Robert Biolo of Microbrush International (booth No. 510) with Microbear tooth fairy bears. The furry toys aren't bad looking, either.

help *\*from page 1*

ricane Sandy, which hit the Northeast with such fury in late October.

The GNYDM held a Hurricane Sandy relief symposium Tuesday morning to provide information to dental practices affected by the storm. Attendees received a list of exhibitors offering special programs, discounts and equipment.

Thirty companies responded to a GNYDM email asking for details on their relief help.

Also at the Tuesday meeting were legal, insurance and finance experts — as well as representatives from the Federal Emergency Management Agency, Small Business Administration and the American Dental Association Foundation.

Here are a few details from some of the exhibitors on the Hurricane Sandy relief list circulated by the GNYDM:

- Henry Schein (booth No. 3225) held its own storm-relief symposia earlier this month in New York City, providing details on a variety of opportunities available to its existing and new customers, covering merchandise, equipment and financing.

- Air Techniques, booth No. 2609, is offering up to 15 percent off on air compressors and vacuums. Rob Rodriguez, a representative with Sales Associates Professionals, said he

## Here at the GNYDM

You can donate to help hurricane-damaged dental practices in New York at booth Nos. 4505, 1506 and 4820.

had already assisted several dentists interested in the offer.

- High Tech Innovations, booth No. 3219, has a special on an applicable service: free installation of its Backup Disaster Recovery System, a \$1,000 value. Jeffrey Weiss, president, said that about 70 percent of businesses that suffer a massive data loss ultimately close. The company's service ensures that no more than a day's worth of data is ever at jeopardy.

- Patterson Dental, booth No. 2600, has a program that enables existing customers to suspend credit payments while recovering from disasters such as Sandy. Stefanie Stark, equipment finance representative with Patterson, said specials also are available to new qualifying customers who are replacing equipment or replenishing lost supplies.

- Rose Micro Solutions, booth No. 4525, has a special price on a loupe available to any practices that suffered losses to the storm.

Other exhibitors on the GNYDM Hurricane Sandy recovery list include: 3M ESPE (No. 4609); Architectural Design Associates (No. 2105);



• In the Air Techniques booth, No. 2609, Rob Rodriguez, from left, and Aaron Renner of Professional Sales Associates, have special pricing on air compressors and vacuums for practices that suffered losses because of Hurricane Sandy.

Arpino Dental (No. 600); Brewer Design (No. 3620); DC Dental (No. 4000); DenMat (No. 3203); Doctor Bright's Tooth Whitening (No. 4604); Everyday Health (No. 3622); Flight Dental System (No. 126); Garrison Dental Solutions (Nos. 2922, 4411); Handler (No. 3200); Keating Dental Arts (No. 4104); Magnified Video Dentistry (No. 104); Microdont (No. 4515); N.D. Surgical Industries (No. 4521); Oragenics (No. 2540); Paradise Dental Technologies (No. 417); Prosites (No. 508); Sabra Dental Products (No. 1513); Sleep Group Solutions (No. 3440); Straumann (No. 4207); Strauss Diamond Instruments (No. 3907); Summit Dental Systems (No. 3000) SurfCT (No. 3102) and TPC (No. 2636).



• In the Patterson Dental Supply booth, No. 2600, Stefanie Stark, equipment finance representative, is ready to help existing and new customers with Hurricane Sandy recovery efforts.

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# Integrate lasers into your daily practice life

By Kristine Colker, Managing Editor

▶ **TODAY from 10 to 11 a.m. in aisle 5000, room 3, Dr. David Peck will present "Implementing Dental Lasers in the General Practice: A Real-World Report" as part of the DTSC Symposia.**

In his session, he will focus on lasers and dentistry. Lasers improve clinical results, open new treatment paradigms, simplify many common headaches and provide real, tangible return on the investment.

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

**Dr. Peck, you are presenting a DTSC Symposia session called "Implementing Dental Lasers in**

**the General Practice: A Real-World Report." Would you give us a brief overview of your session?**

The lecture encompasses the total general dental practice and the implementation of a dental laser on a daily basis. It is not used for one procedure or one type of patient but is integrated into the daily use in the dental office. It is an integral part of delivering world-class dentistry in a painless, comforting environment.

**How did you first begin using lasers in your own dental practice, and what is it about them that you like? Was there something in specific that made you want to try them?**

I first got certified in 2000 with the use of an NdYag laser at the Univer-

sity of California at San Francisco and have never looked back. I have always liked being on the cutting edge and delivering the best quality of care for my patients.

**You talk a lot in your session about the advantages of using lasers — both clinical and financial. Could you give us a little insight into what some of those advantages would be?**

Clinical advantages are quick healing and treating a condition in the moment, which provides benefits to dentist and patient. No longer is referral to a specialist necessary to provide the basic dental care in a general dental practice.

The financial advantage is huge. As a general dentist, we must have many streams of income to provide for a financially profitable practice. By keeping procedures in-house, we achieve this and more. Patients love to remain with the general dentist and not go elsewhere.

But remember, education and hands-on education is a must, and no short cuts qualify. The practice should see at least a 5:1 return on its investment.

**If someone is interested in starting to use lasers in his or her own practice, do you have any tips or advice for him or her?**

Just do it. No justifying or deliberating. Look at the equipment as an investment in their dental practice financially and emotionally. And, as always, ask if the addition provides a higher level of care to our patients.

**If an attendee is interested in going to your session, is there anything he or she should be aware of ahead of time? Is your session aimed at specialists or is it more of a general topic?**

Be open minded and come to learn and leave with a new sense of encouragement that there is so much dentistry sitting in their charts that they will have to do.

The session is aimed at all dentists but specifically at general dentists. I am a general dentist who has chosen a journey of knowledge, passion and enthusiasm in my practice, and I have chosen to share that information with others.

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

## About the speaker



David I. Peck, DMD, graduated with honors from Northeastern University in Boston with a bachelor's degree in pharmacy in 1979. He continued on to graduate in 1983 from the University of Medicine and Dentistry of New Jersey. He completed his general practice residency at Danbury Hospital in Danbury, Conn., and regularly upgrades his expertise as a dentist by taking advanced dental courses at the Las Vegas Institute. Peck was certified at the University of California at San Francisco in laser treatment for cosmetic soft tissue re-contouring and periodontal therapy. He specializes in a wide array of cosmetic dentistry procedures, including dental implants, crowns, dental veneers, bridgework, teeth whitening and composite bonding.

I started using a Biolase product, the iPlus, about one year ago. Because I had used lasers in my practice for the last 12 years, the company was interested in my opinion.

I had resisted hard-tissue lasers for years and had in my practice diode, medical grade CO<sup>2</sup> and NdYAG lasers. I felt the addition of one laser uncomplicated my life and made practicing easier.

I also found the present company to be ethical and true to its word.

**If there is one thing you hope attendees to your session come away with, what would it be?**

Dentistry is amazing and the success of a dental practice is all encompassing. We must master or bring in segments to our practice that include clinical and practice management.

It is not enough to become proficient with a piece of equipment, but then to know how to present to our patients.

But as I tell everyone, what one dentist can do, so can another.

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

Do not miss this lecture and take great notes.

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# Cariology for today's clinician

By Kristine Colker, Managing Editor

► **TODAY from 11:15 a.m. to 12:15 p.m. in aisle 5000, room 3, Dr. Ron Kaminer will present "Dentistry 101: Demystifying New Concepts in Cariology" as part of the DTSC Symposia.**

In his session, he will focus on the doctor and hygienist team, taking traditional concepts in cariology and making them current, modern and extremely relevant.

Upon completion of this program, if you follow some of the concepts revealed, expect to see more produc-

tivity and a higher level of care in your practice.

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

**Dr. Kaminer, you are presenting a DTSC Symposia session called "Dentistry 101: Demystifying New Concepts in Cariology." Would you give us a brief overview of your session?**

The entire dental caries model has changed over the years. We will discuss current concepts in cariology and how it relates to diagnosis and treatment. We will cover traditional

and newer modalities for caries detection including digital X-ray technology.

**You talk about taking the more traditional concepts of cariology and making them more modern, current and relevant to today's dentistry. What are some of these traditional concepts that many practitioners go by that could use such an update?**

The old drill-and-fill philosophy needs to be changed. Including new chemotherapeutics to combat disease is essential today. We cannot solely rely on our dental explorers for diag-

## About the speaker



Ron Kaminer, DDS, graduated from the State University of New York at Buffalo in 1990 and remained in New York to practice laser and comprehensive dentistry in Hewlett and Oceanside. He lectures around the globe on the subject of integrating lasers into dental practices and is a member of the Academy of Laser Dentistry, Academy of General Dentistry, American Dental Association and Academy of Operative Dentistry. He lives in Hewlett, N.Y., with his family.

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nosis because they are not accurate enough.

**In your session, you also get into digital technology a bit. How do you feel the move to digital technology has affected concepts of cariology?**

Digital technology can humble even the most astute practitioner. Finding tiny cavities at their earliest inception is made easy with new technology. Early diagnosis leads to early intervention, which makes for a better overall experience for our patients.

**If an attendee is interested in going to your session, is there anything he or she should be aware of ahead of time? Is your session aimed at specialists or is it more of a general topic?**

All the attendee needs to do is come with an open mind. I will challenge old concepts while at the same time making sure new concepts make sense. This program is especially great for hygienists and doctors.

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

Air Tech has been innovating dentistry for a long time. I love its products, love that it stays ahead of the curve, and I'm honored that the company asked me to represent it at the GNYDM.

**If there is one thing you hope attendees to your session come away with, what would it be?**

Change is critical to success. Do not be afraid to challenge yourself. With change comes progression, which is essential in every profession.



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# Renew your passion for dentistry

By LVI Staff

■ Welcome to the Greater New York Dental Meeting 2012, and congratulations on actively moving your understanding and professional success forward.

It is only through excellent education that we can individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care.

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

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys of dentists, 99.7 percent love being a dentist, and of those surveyed, 92



• The Core I program (Photo/Provided by LVI)

percent enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

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

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

We will discuss why some cases dentists are asked by their patients to perform are actually dangerous cases to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the

help of auxiliary health-care professionals to get the patient feeling better.

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

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

Dentistry can be a challenging and thankless business, but it doesn’t have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us when we change their lives. The Core I program at LVI is the first step on that journey. That’s why when you call, we answer the phone: “LVI, where lives are changing daily!”

AD

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# The pursuit of BruxZir anterior esthetics: part 2

By Michael C. DiTolla, DDS, FAGD

■ In an effort to increase the indications for BruxZir® Solid Zirconia crowns, the research and development department at Glidewell Laboratories is working to increase the translucency of this monolithic zirconia material.

While the dental laboratory is not yet to the point of being able to do veneers, anterior BruxZir crowns are starting to come into their own.

In Part II of this photo essay, the reverse preparation technique is used to prep tooth #8 (a natural, endodontically treated tooth) and #9 (a failing PFM) for BruxZir crowns.

## Fig. 1

I use the 801-021 round diamond bur from the Reverse Preparation Set (Axis Dental) to cut a half-circle into the gingival third of the tooth. This half-circle is the formation for the perfect margin.

## Fig. 2

I make my next depth cut to ensure adequate incisal reduction. I use the MADC-020 bur (Axis Dental) to place 2 mm depth cuts in the incisal edge of #8 to give the technician a good opportunity to build an esthetic, strong incisal edge.

To complete the preparation sequence using the MADC-015 (Axis Dental), 856-025 (Axis Dental) and Alpen 379-023 burs (Coltène/Whaledent).

## Fig. 3

The next step of the reverse preparation technique is to place the #2E Ultrapak top cord (Ultradent). Packing this second cord can be difficult; you can't floss it into place interproximally like you can with the first cord because doing so would disrupt the bottom cord, which we want to stay firmly planted at the base of the sulcus.

## Fig. 4

Once the top cord is in place, you get one last look at your margin. I am not entirely happy with what I see because the shape of my margin does not match the contour of the gingiva. I prepped the margin with a super coarse 856-025 bur, which left little chips, so I use my fine grit 856-025 bur to get rid of that choppiness. After placing two ROEKO Comprecap Anatomic compression caps (Coltène/Whaledent) for eight to 10 minutes, we can remove the top cord and take the impressions.



• Fig. 1 (Photos/Provided by Glidewell Laboratories)



• Fig. 2



• Fig. 3



• Fig. 4



• Fig. 5



• Fig. 6

## Here at the GNYDM

For more information on BruxZir Solid Zirconia crowns and bridges, stop by the Glidewell Laboratories booth, No. 4400. To view a live video of this case, visit the video gallery at [www.glidewelldental.com](http://www.glidewelldental.com).

## Fig. 5

The patient returns after five days for temp removal and final BruxZir crown try-in. The BruxZir crowns fit well, so it is time to start the cementation procedure.

Zirconia crowns are susceptible to salivary contamination when they are tried in the mouth. Fortunately, Ivoclean™ (Ivoclar Vivadent) was released earlier this year, specifically for the purpose of cleaning out restorations prior to bonding or cementation.

I place a couple drops in both of the crowns. The drops will stay in place for 20 seconds before being rinsed away.

Ceramir® (Doxa Dental), which contains the same phosphate groups that bond to zirconia, can now be used to cement the BruxZir crowns.

## Fig. 6

Here are the cemented final BruxZir crowns on #8 and #9. I'm not suggesting you switch to this material for all of your anterior crowns. Unless you see the patient has broken other restorations or shows higher-than-average wear, you may be better off sticking with IPS e.max® (Ivoclar Vivadent) for this type of situation.

We are getting closer, however, to BruxZir Solid Zirconia becoming a go-to anterior crown and bridge material.

## About the author



Michael DiTolla, DDS, FAGD, graduated from the University of the Pacific School of Dentistry and was awarded his fellowship in the Academy of General Dentistry in 1995. In 2001, he became director of clinical research and education at Glidewell Laboratory. DiTolla is editor in chief for *Chairside Magazine*, has a monthly column on restorative dentistry in *Dental Economics* and has been lecturing on restorative dentistry topics since 1995. As a self-proclaimed "average dentist," he has created techniques that give him great restorative results with a very average set of hands. His mission is to share these techniques with dentists to help them improve their preps, impressions and restorations.

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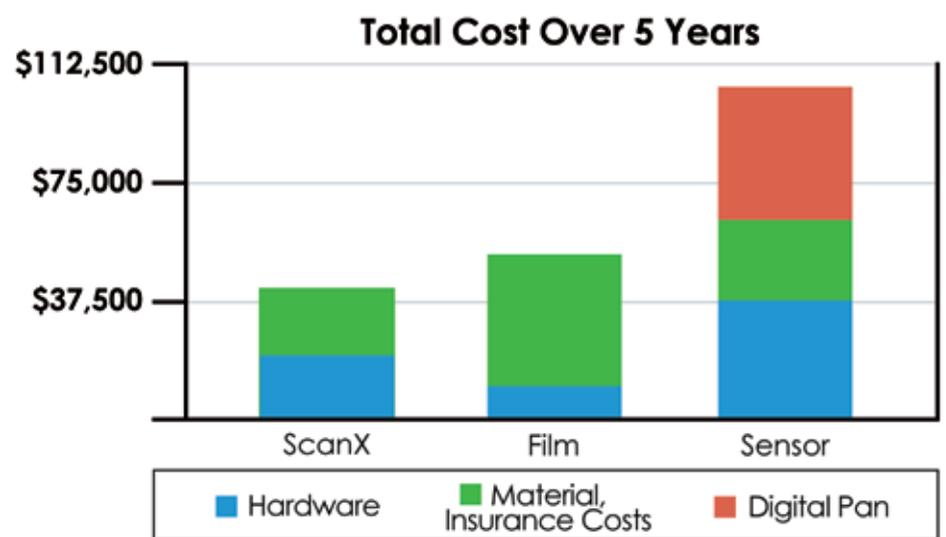
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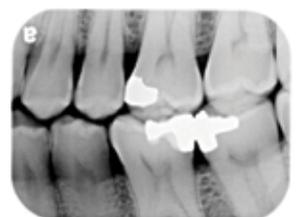


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# Easy as one, two, three

## Shofu's BeautiBond seventh-generation bonding agent is simple to use and provides results

By Fred Michmershuizen, *today* Staff

■ BeautiBond™ is a seventh-generation bonding agent developed by Shofu. This new product contains unique dual adhesive monomers that work independently to produce equal bond strengths for dentin and enamel. Available in convenient unit doses, BeautiBond offers easy, one-step, one-coat applications.

Just ask Howard S. Glazer, DDS, a general practitioner who has been using the new product for some time now at his practice in Fort Lee, N.J.

"I have been a seventh-generation user from the day it was introduced and have used every one on the market, and I am telling you — this one is hot, and it is getting hotter," Glazer told *today*.

BeautiBond's enhanced bond strength rivals that of leading sixth-generation adhesives, but with the convenience of a seventh-generation material.

"It will definitely get people who have been hesitating to switch. In fact, it makes 'the leap' so much easier, and 'the leap' is in quotes because there is no leap really," he said.

Glazer said he likes BeautiBond



• Lenny Sulkis, left, of Shofu and Dr. Howard S. Glazer talk about the BeautiBond seventh-generation adhesive. (Photo/Fred Michmershuizen, *today* file photo)

because it incorporates two separate chemistries that bond to both the dentin and the enamel.

He also likes that it works with a very low micrometer thickness, leaving no gap of potential porosity for his patients.

The light-cure, self-etching adhesive has a film thickness of less than 5 micrometers for better adaptation of restorative materials and is ideal for highly esthetic and minimally-invasive restorations.

Another huge plus, Glazer said,

is the ease of use the product offers. BeautiBond requires very few steps and the unit dose delivery is stable, for excellent chairside handling.

"There is no fumbling, no mixing, no shaking," Glazer said. "Just look at the steps card — it is as easy as one, two, three."

A single application of BeautiBond requires just 30 seconds for a durable, reliable bond. High-bond strengths are achieved because of BeautiBond's HEMA-free composition, resulting in virtually no gingival blanching,

### Here at the GNYDM

Visit Shofu at booth No. 3207 for more information.

which is normally caused by the combination of HEMA and the acid monomer.

BeautiBond is an all-in-one adhesive that enables etching, priming and bonding in one simple step for a wide range of applications. It can be used with any composite resin on the market, and is ideal for use with Shofu's Beautifil® II composite restorative material.

Beautifil II, designed for any application, is wear-resistant with low shrinkage and has a "chameleon-like quality that allows for a harmonious blend of shades with natural tooth color, yielding ideal fluorescence and optical characteristics that mimic natural teeth," according to a review by Glazer.

An inquisitive practitioner who is always looking for increased efficiency, Glazer typically tests half a dozen or so new products every month.

"I want things that are faster, easier and better, not only for me, the doctor, but also for the ultimate end user — the patient," he said. "After all, we're in the smile business, so we like to keep everybody smiling."

For a demonstration of BeautiBond, as well as Beautifil Flow Plus, Shofu's flowable composite indicated for all classes of restorations, stop by booth No. 3207.

## DrQuickLook: The age of handheld dental imaging

By DrQuickLook Staff

■ In the recent presidential election, just how many times was the word "change" mentioned by the candidates? The reason is that this word "change" has the ability to conjure up the good things that can happen when you let go of the present way of doing things and look to a new and exciting direction.

DrQuickLook™ represents a new frontier in dental imaging by allowing the patient to view teeth on a screen that is held in their own hands. The power of this is difficult to put into words. The advent of cellular phones has literally put the world at our fingertips. People of all social backgrounds can see images in their hands that they could only dream of before. DrQuickLook puts the patient in the position of holding the fate of their dental care in their own hands. Seeing is believing!

The ease with which DrQuickLook is used by dental staff, who need virtually no training, has led some



to observe, "It's just a viewer." This is 100 percent correct. It's just a viewer that allows patient to see exactly what you see.

It's just a viewer that allows the dentist to show the patient problems during treatment quickly and clearly. It's just a viewer that lets you walk to the reception area to talk with a parent or guardian. That's the beauty of

hand-held dental imaging.

Users say DrQuickLook can really sell dentistry. It doesn't.

DrQuickLook validates what dental professionals tell patients, allowing them to make the commitment to treatment and feel comfortable about it. This results in the patient not only making the next appointment but keeping that appointment.

**Patients can easily view their own dental care with a handheld device, DrQuickLook. (Photo/Provided by DrQuickLook)**

### Here at the GNYDM

For more information on DrQuickLook, stop by the booth, No. 3829.

DrQuickLook becomes the patient's second opinion. Immediate confirmation equals treatment success.

A successful dental practice is one that takes advantage of the strength of unique advances in science. Clearly, DrQuickLook represents an advantage that can outpace nearly all others on a value basis.

The ability to have every staff member learn to use DrQuickLook in a matter of minutes is critical to its success. So many dental dollars are spent on items that never provide any return on investment.

Placing a DrQuickLook in your patients' hand today will give you control over your practice. No more empty operatories — just satisfied patients who can see and appreciate the care you deliver. DrQuickLook can deliver this and so much more.

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# Eaglesoft 16 will make life easier

■ Eaglesoft 16 Clinical and Practice Management Software is Patterson Dental's premier dental software. 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.

## Here at the GNYDM

For more information on Eaglesoft 16 Practice Management Software, please 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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Bill Blatchford	Brian Novy	Geza Terezhalmi
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Jeff Coil	Cliff Ruddle	Michele Williams
Shannon Nanne	Toni Pieroni	Cheri Wu

Registration and program information at...

## www.pdconf.com

Visit our ADA booth #6480

# Advanced LED optics solutions for your practice

■ Here at the GNYDM, DentLight is offering a number of innovative LED optics solutions to help you build and increase revenue, including Fusion, rated by Clinicians Report as one of the best curing lights. In fact, it is so advanced and so much more than just a curing light it is offered as a “dental oral exam” (DOE) system.

The Fusion-DOE Kit is available at a special price during the GNYDM: \$1,797 (regularly \$2,500). As Dr. Richard Liu, president of the Plano, Texas-based manufacturer, explained, in addition to its curing functions, Fusion’s high-contrast fluorescence imaging can also be used for oral-cancer screening and its transillumination for caries and lesion detection.

Liu said the light has a patented focused beam that allows a composite to cure four times faster than other lights, and its double depth penetration means it is the best light for bulk curing.

“This just blows everything else

## Here at the GNYDM

Stop by the DentLight booth, No. 4103, for more information and to take advantage of the show special.

on the market away,” Liu said. “There isn’t anything else like it currently available.”

He said the light adds to profitability for the dentist, offers increased marketability potential for new patients, and is particularly effective in detecting HPV virus-induced lesions on the back of the throat because of its high fluorescence image contrast and small size, which makes access easier.

Scott Mahnken, a dental industry consultant who works with DentLight, said the light means less clutter in the dental office, more efficiency and increased revenue.

“Fusion offers the fastest ROI of any product I have seen,” Mahnken said.

Dr. Howard Glazer of Fort Lee, N.J.,



• Dr. Richard Liu of DentLight shows off Fusion. (Photo/Robin Goodman, today File Photo)

said: “When it comes to curing lights, I have long been a fan of the Fusion from Dentlight for its power, ease of use and value for the nominal cost. The Fusion DOE Kit comes with a snap-on head for the Fusion light as well as snap-on filters for your loupes. I am a firm believer in and advocate for oral-cancer prevention through early diagnosis, and the DOE system is a very good way to conduct a fast and non-invasive examination of the oral cavity.”

As noted in the recent Clinicians Report, only 50 percent of dental hygienists are conducting potentially life-saving oral-cancer screenings.

Dr. Gordon Christensen said: “We can do better. We need to observe it

earlier! We have the responsibility to observe and question oral lesions. Fluorescence is a viable adjunct to mandatory visual and manual oral cancer screenings because it reveals abnormal cells before they may be noticed visually.”

Several other lighting solutions are available from DentLight. The Nano loupe light offers the smallest overall light with focused power and three digital brightness levels. It allows the dentist to see caries and helps improve posture and vision.

In addition, for proper eye protection, a laser filter converts a regular magnifying loupe into a laser loupe, which Glazer considers a “must-have” product when doing laser procedures.

# Edge matrices for celluloid restorations

By Dr. Laurence Berenholz-Bury

■ Co-form is an innovative composite product for restoration of complex incisal edges and dental fractures. It is applicable for all kinds of fillings.

The pre-formed matrices consist of celluloid, are easily adaptable to the tooth and therefore facilitate a natural-looking restoration.

In addition, the matrices are easy to position and easy to remove without drag. The matrices come in sets of mesial and distal edges for incisors and canines.

They are also available in four sizes and can be used in almost all clinical applications.

## An easy system for difficult restorations

Teeth in need of major restoration are difficult to repair. Moreover, both the patient and the dentist expect durability, a bio-compatible filling as well as a natural color, all achieved during a simple and rapid one-time-only visit to the dentist.

The pre-formed celluloid matrices are simple, speedy and uncomplicated compared with other restoration options.



• Choosing the right matrix (Photos/Provided by Directa)

## Here at the GNYDM

For more information on Directa products, stop by booth No. 2332, call Directa’s U.S. Sales Manager Frank Cortes at (203) 788-4224, or visit [www.directadental.com](http://www.directadental.com).

## Reduction of chairside time

The reduction of chairside time for each restoration amounts to five to 10 minutes by employing modern matrix technology combined with light-cured composites. The finishing and polishing phases are also less time-consuming. And finally, the pre-formed matrices are user-friendly.

Consequently, instrumentation needs for insertion of the composite



• Applying composite material

material are reduced, too.

## Advantages and use of celluloid matrices

As for conventional dentistry, the cavities are filled by layers. The only difference is that when the last is light-cured, the matrix is pressed against the soft composite, resulting in a natural and healthy surface look of the restored dentistry.

The composite is light-cured through the transparent matrix. To counter the loss of light through the pre-formed matrix, the composite is light-cured once again after removal of the matrix.

This technique has proven to be advantageous in many ways. The composite surface is hard and requires no final polishing, because the surface is



• Light curing

as smooth as that of the natural teeth. Any final adaptation is minimal or not needed at all.

## Improved results with transparent matrices

Scientific studies have proven that the hardest composite surfaces can be obtained through transparent matrices and reflecting edges. Other studies have shown in connection with the light-curing processes of metal matrices that obvious sealing problems occur. The composite matrix surfaces are 10 times as smooth as surfaces made by conventional matrix methods.

*Editor’s note: This article was first published in Dental Tribune, French edition, July 2011.*

# AACD 2013 presenters, courses revealed

■ Educators and courses for AACD 2013 have now been revealed, including Drs. David Garber, Maurice Salama and many others among the lineup.

AACD 2013, the American Academy of Cosmetic Dentistry's (AACD) annual scientific session, is slated for April 24-27 in Seattle. Attendees who register before April 5 will receive \$150 off their tuition.



To register, visit [www.aacdconference.com](http://www.aacdconference.com).

What sets the AACD's meeting apart from other dental meetings is the live learning experience, AACD President Ron Goodlin said.

"Our courses are geared toward all members of the dental team – from dentists to lab techs, hygienists, team members, office staff and more," Goodlin said.

"AACD 2013 is a place where dentists and teams can evolve together. They'll return to their practices the following

Monday with a new set of skills, new techniques and new energy."

To see who's on this year's lineup, check out the AACD's digital version of the preliminary conference guide. The digital conference guide lists courses, speaker bios, exhibitor lists, schedules of events and information about social events, including receptions and fundraising activities for the AACD Charitable Foundation.

The conference kicks off at 2:30 p.m. April 24 with a "power session" featuring Drs. Garber and Salama. Fol-

lowing the power session is the AACD's welcome reception, which will be held at the Experimental Music Project, located at the base of Seattle's famous space needle.

Attendees are encouraged to register for the conference as soon as possible and to view the courses in the preliminary guide prior to course selection opening. Course selection begins Dec. 7 at 8 a.m. (CT), when registrants can begin planning their educational path.

For more information, visit [www.aacdconference.com](http://www.aacdconference.com).

# AAIP hosts its 30th annual meeting

■ The AAIP held its 30th annual meeting on Nov. 3 in Carefree, Ariz., at the Carefree Resort & Conference Center, in association with the Dental Implant Clinical Research Group and Midwestern University College of Dental Medicine. The theme of the meeting was "Implant Update: 2012" and featured outstanding dental clinicians.

Podium speakers at the meeting were Drs. Robert J. Braun, Edward M. Feinberg, Leonard I. Linkow, Harold F. Morris, Paul M. Mullasseril, William D. Nordquist, Mike Shulman, Muna Soltan and Christopher Torregrossa. Dr. M. Joe Mehranfar was general chairperson of the meeting, and Dr. Mahmoud F. Nasr served as moderator.

Major dental implant manufacturers and several outstanding dental laboratories exhibited at the meeting.

Dr. Leonard I. Linkow, considered by many of his colleagues as the "Father of Oral Implantology," discussed "Five Decades of Dental Implants." In 1992, New

York University College of Dentistry created the first and only endowed chair in implantology in perpetuity with Linkow as the recipient.

Dr. Robert J. Braun, professor of oral and maxillofacial pathology, medicine and surgery at Temple University School of Dentistry, Philadelphia, Pa., presented "Systemic Implications of Oral Disease and Its Relation to Oral Implantology."

Dr. Edward M. Feinberg, director of the Westchester Academy of Restorative Dentistry, reviewed "The Precision Attachment Case for Implants."

Dr. Harold F. Morris, co-director of the Dental Implant Clinical Research Group and clinical professor of restorative dentistry at Temple University School of Dentistry, Philadelphia, Pa., covered "Recent Advances in Implant Research."

More information can be obtained from the AAIP at 8672 East Eagle Claw Drive, Scottsdale, Ariz. 85266; call (480) 588-8062 or email [swinkdent@cox.net](mailto:swinkdent@cox.net). The AAIP website is [www.aaipusa.com](http://www.aaipusa.com).



• Chris Torregrossa of Price Kong speaks to Dr. Leonard I. Linkow. (Photos/Provided by the AAIP)



• Dentists gather by OCO Biomedical's exhibit for a demonstration.



• United Healthcare Lending reps Gil Morlock and Courtney Specht.



• BioHorizons representative Gracie Pearson and Dr. Vu M. Vo.

## KEYSTONE INDUSTRIES' GELATO PROPHY PASTE

Keystone Industries' newly reformulated Gelato Prophylaxis Paste has received rave reviews from the dental field. Recently the gelato paste was evaluated in more than

2,500 uses by 35 consultants. Overall, the paste received a 91 percent clinical rating. Forty percent of consultants found Gelato Prophylaxis Paste better than other prophy pastes they had used, and 43 percent found it to be equivalent. Sixty-three percent of consultants would switch to Gelato Prophylaxis Paste, and 80 percent would recommend it.

Reviewer comments included "easy to rinse" and patients "liked the flavor variety." One tester said it "does not feel gritty in the mouth."

Gelato Prophylaxis Paste provides smooth, pliable and splatter-free application. The 1.23 percent fluoride ion gelato paste is perfect for high-luster polishing and stain removal, but it remains gentle on the enamel with minimal enamel loss. Gelato paste comes in boxes of 200 individual disposable cups for convenient use. For more options, the paste comes in 12-ounce jars (exports only).

Keystone Industries continues to put forward a large assortment of flavors such as orange sherbet mint, bubble gum and raspberry.

For more information on Gelato Prophylaxis Paste, contact Keystone Industries toll-free at (800) 333-3131 or fax (856) 663-0381.



## PHOTOMED'S POLAR\_EYES

polar\_eyes is a cross-polarization filter that makes it easy to eliminate unwanted reflections on teeth that are caused by a flash.

These specular highlights can obscure details in the teeth and cause problems when communicating with the lab. The sample photos show the typical reflections from a flash (without polar\_eyes) and the reflection-free result when using polar\_eyes. The filter attaches to your macro flash by small magnets.

This allows the filter to be quickly attached or removed for patient photos. The polar\_eyes filter is available to fit the following macro flashes: Canon MR-14EX, Metz MS-1 and Sigma EM-140DG. A filter for the Nikon R1 macro system will be available shortly.

For more information, contact PhotoMed at (800) 998-7765, visit [www.photomed.net](http://www.photomed.net) or stop by the booth, No. 5001, here at the GNYDM.



Before polar\_eyes.

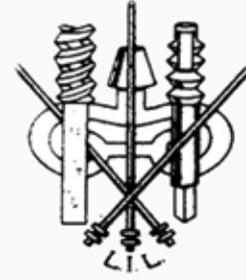


After polar\_eyes. (Photos/Provided by PhotoMed)

# American Academy of Implant Prosthodontics Linkow Implant Institute



**Atlantic Dental**  
Implant Seminars



## AIC Basic Dental Implant Training

### COURSE OBJECTIVES

Upon completion of this 5-day comprehensive implant education program, the clinician will be able to accomplish the following:

1. Identify cases suitable for dental implants.
2. Diagnose and establish a treatment plan for preservation and restoration of edentulous and partially edentulous arches.
3. Demonstrate competency in placement of single tooth implants, soft tissue management and bone augmentation.
4. Obtain an ideal implant occlusion.
5. Work as a part of an implant team with other professionals.
6. Incorporate implant treatments into private practice with quality results, cost effectiveness and profitability.

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**Tel. 201-944-2788**



**A hands-on learning opportunity to place 2-6 implants  
on actual patients, in a dental school setting**

### COURSE DESCRIPTION

During this 5-day course, clinicians will learn how to perform preservation-oriented implant procedures with confidence and competency. Participants will also learn how to make extensive treatments more cost effective, while adhering to currently accepted concepts of implant therapy. The course includes one and one-half days of lectures, one-half day of hands-on workshops on anatomic models and three days of implant placements on provided patients. One-on-one instruction by course faculty is provided with procedures and techniques that can be immediately implemented into office situations.

Westbury, New York, November 29, December 5, 6, 12, 13, 2012.

Doctors will participate in at least 2 live surgeries. Tuition: \$4,000. Credits: 35 C.E.

Fort Lee, New Jersey, December 14, 15, 2012, January 4, 5, 12, 2013.

Doctors will participate in at least 2 live surgeries. Tuition: \$4,000. Credits: 35 C.E.

Kingston, Jamaica, January 13-17, September 26-30, 2013.

An incredible hands-on learning opportunity to place 2-6 implants on actual patients in a dental school setting!

Every participant will insert 2-6 implants under supervision. 35 C.E. credits.

Tuition of \$8,700 includes 5-day course, hotel (7 nights), breakfasts, lunches and island transfers.

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\*2-Year Results: A clinical evaluation of Veracia/MF-H, University of Dusseldorf-Hospital, Department of Prosthodontics; 2009, 01