The Greater New York Dental Meeting has expanded to over 1,500 exhibit booths which include over 600 companies establishing it as the largest dental Exhibit Floor in the United States. It promotes sales opportunities domestically and is in partnership with the U.S. Department of Commerce International Buyer Program. Exhibitors meet many worldwide senior level volume buyers as well as interact with specialist export counselors from the U.S. government at this program.

See all that the GNYDM has to offer in educational programming: seminars, hands-on workshops, essays and the “Live” Dentistry Arena. Walk the exhibit floor to receive FREE CE any of the 4 days of the Meeting.

- New Programs
- Educational Highlights
- 8 “Live” Patient Demonstration Sessions
- Monday Celebrity Luncheon
- Greater New York Smiles

Let this simple guide help you discover the wonders waiting for you at the 2014 Greater New York Dental Meeting!
Introducing the Most Powerful Tool in Dentistry:

INDIVIDUALLY CUSTOMIZED EMPLOYEE HANDBOOK & PHONE SUPPORT (ALL 50 STATES)

✓ saves you TIME
✓ saves you MONEY
✓ makes MANAGING EASIER

Rock-solid protection for every practice.

How does it...

Save TIME? No more time spent researching laws, struggling to write or update policies, or trying to keep up with changes in employment law.

Save MONEY? It helps you get bad apple employees out faster and avoid issues that lead to lawsuits.

Make MANAGING EASIER? It standardizes processes, answers common employee questions, and creates an environment where great employees can excel.

CONFERENCE SPECIAL

FREE EVALUATION!

Is your current employee handbook like a rotten tooth, just waiting to let you down? Have it evaluated for missing or illegal policies by CEDR’s team of attorneys and HR experts for FREE*.

Stop by our booth or visit www.cedrsolutions.com/gnydm.

*$299 fee waived until June 30, 2015

Visit us at booth #2922

www.cedrsolutions.com • 866-414-6056 • info@cedrsolutions.com
Open For Business (cont.)

See all that the GNYDM has to offer in educational programming: seminars, hands-on workshops, essays and the “Live” Dentistry Arena. Walk the Exhibit Floor to receive FREE CE any of the 4 days of the Meeting.

New! Educational Programs

• ColLABoration brings dentists and technicians together by providing a designated laboratory exhibit area on the GNYDM Exhibit Floor; specialized education; demonstrations; digital dentistry and technology to engage technicians and dentists side-by-side in an integrated and hands-on programs

• Technology Pavilion right on the Exhibit Floor includes Lasers, Digital Scanning, CAD/CAM and Cone Beam

• New Dentist’s Program focuses on startup strategies and pathways to practice ownership for the new dentist

• Women’s Program: Challenges Facing the Female Dentist including personal stories and professional advice on women’s lifestyles in Dentistry

• Dental Assistant & Hygienist Pavilion on the Exhibit Floor each day of the Meeting

• Social Media Pavilion with Seminars and Workshops on the Exhibit Floor

Educational Highlights:

• 6 Days of Seminars, Hands-on Workshops and Essays

• Botox, Dysport and Dermal Filler Seminars and Demonstrations: These unique hands-on demonstration workshops introduce procedures on actual patients to teach Dentists’ skills on how to use Botox/Dysport and Dermal Fillers in their practices; offered Sunday, Monday, Tuesday and Wednesday

• Over 100 hands-on workshops featuring the latest technological advances and the newest dental materials; use it before you buy it!

• Dental Sleep Medicine: 5 Days of the latest research and awareness in Dental Sleep Medicine; Learn how to establish Dental Sleep Medicine protocols in your practice, identify patients at risk, integrate medical practice systems and treat patients successfully

• Learn and Lunch Panel Discussion is offered on Sunday. Attendees receive a free lunch ticket at the close of the program; space is limited

• Invisalign Expo: 4 Days of Invisalign programming is offered for the entire dental team; learn how to incorporate Invisalign into your practice today. Runs from Sunday - Tuesday and expands the current Invisalign armamentarium

• Attend the Scientific Poster Session on Sunday and receive Free CE

• Learn about Hospital Residency Programs throughout the Northeast by attending the Residency Fair on Sunday

8 “Live” Patient Demonstration Sessions

The “Live” Dentistry Arena, a 450-seat high-tech patient demonstration area, offers revolutionary concepts of treating patients with new materials and applications takes place right on the exhibit show floor every morning and afternoon Sunday through Wednesday. There is NO tuition to attendees and CE is awarded.

Monday Celebrity Luncheon

Features Soledad O’Brien, the award winning journalist, documentarian, news anchor and producer. Tickets are still available, stop by registration to purchase your ticket for tomorrow.

Greater New York Smiles

The Greater New York Smiles program brings together over 1,500 New York City public grade school children in efforts to not only give back to the communities of New York City, but teach children about proper oral healthcare. Hundreds of certified dentists and hygiene students along with leading sponsors, Colgate Bright Smiles, Bright Futures Dental Van, United Federation of Teachers and DentaQuest screen 500 students a day. The Program runs from Monday – Wednesday right on the exhibit floor.

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General Information  

General Registration  

Jacob K. Javits Convention Center  Upper Level - Crystal Palace  

Friday, November 28  
12:00 Noon to 4:30 P.M.  

Saturday, November 29  
8:00 A.M. to 4:30 P.M.  

Sunday, November 30 through Tuesday, December 2  
8:00 A.M. to 5:30 P.M.  

Wednesday, December 3  
8:00 A.M. to 5:00 P.M.  

NO CARRIAGES OR STROLLERS ARE PERMITTED ON THE EXHIBIT FLOOR. If you did not receive your tickets or anticipate purchasing tickets on-site, please arrive one hour before the program begins.

Exhibitor Registration  

Jacob K. Javits Convention Center  Upper Level - Crystal Palace  

Friday, November 28  
8:00 A.M. to 4:30 P.M.  

Saturday, November 29  
8:00 A.M. to 4:30 P.M.  

Sunday, November 30 through Tuesday, December 2  
8:00 A.M. to 5:30 P.M.  

Wednesday, December 3  
8:00 A.M. to 5:00 P.M.  

Badges  

All those attending the Meeting must register and wear their badge throughout the Jacob K. Javits Convention Center at all times. Entrance to the Exhibit Floor and classrooms are strictly limited to attendees wearing a current badge.

Coat Check  

Coat Check areas are located on the First and Second Levels.

Disability-Related Accommodations  

If you need a disability-related accommodation or wheelchair access, please go to the concierge desk next to the Executive Headquarters Office.

Educational Audio Recordings  

Recordings of selected programs indicated by this symbol may be purchased at the Strategic Events Plus booth outside Classroom 1E18 on the lower level.

Executive Headquarters  

Registration Area - Crystal Palace - Upper Level.

Exhibits Office  

Registration Area - Crystal Palace - Upper Level.

Exhibits - Technical and Scientific  

Sunday, November 30  
9:30 A.M. to 5:30 P.M.  

Monday, December 1  
9:30 A.M. to 5:30 P.M.  

Tuesday, December 2  
9:30 A.M. to 5:30 P.M.  

Wednesday, December 3  
9:30 A.M. to 5:00 P.M.  

First Aid  

A First Aid Station is located in the northwest corner of the Convention Center behind the Special Events Hall on the Lower First Level. Healthcare professionals are available during the Meeting: (212) 216-2449.

Food Service  

Full-service and specialty cafes, food carts and restaurants are located throughout the Jacob K. Javits Convention Center. A variety of hot and cold salads, sandwiches, snacks and beverages are available. Ample seating is provided.

International Hospitality Center  

A Hospitality Center for International Attendees is located at the International Registration Area - on the Upper Level in the Crystal Palace.

Admission  

Admission to the Meeting is by badge only, which can be obtained by presenting photo identification and a 2014 membership card in one of the organizations or affiliations related to Dentistry. All Dentists, American and International, their family members, staff and guests are admitted FREE as long as they preregister before November 28th. There is a $30.00 per person on-site and on-line administration fee starting Friday, November 28, 2014 for those who do not pre-register. Payment must be in cash, MasterCard, Visa or American Express.

CHECKS ARE NOT ACCEPTED ON-SITE.  

Dental hygienists, assistants and students will be admitted FREE by presenting photo identification and a written affiliation to dentistry. Laboratory owners and technicians must present photo identification and a business card or evidence of their certification or membership in the National Association of Dental Laboratories or an affiliation to Dentistry.

Postgraduate students and those participating in a Residency Program will be admitted FREE by presenting school or hospital affiliation and photo identification. Dental students must present photo and school identification.

Video and Photography Disclaimer  

Please be advised that the Greater New York Dental Meeting (GNYDM) will videotape and photograph attendees during the entire 2014 event. By attending the Meeting you consent to the GNYDM’s use and/or reproduction of, and the development of derivative works from, your name, voice, and/or likeness in any and all formats, presently conceivable or not presently conceivable, singularly or in conjunction with other media, or as part of a compilation advertisement, including but not limited to audio, video, paper, digital, and/or electronic media, in any manner, anticipated or unanticipated, for advertising, commercial, publicity, or any other business purposes of the GNYDM. The GNYDM will not be liable for any claims against you arising out of or otherwise associated with said use, reproduction or derivation of your name, voice and/or likeness. Moreover, you understand and agree that you will not be entitled to any financial or other remuneration for said use, reproduction or derivation by the GNYDM.

All programs are held at the Jacob K. Javits Convention Center 11th avenue between 34th & 35th street, I: (212) 216-2000 unless otherwise indicated in the Program & Exhibit guide.

Press Desk  

Assistance for visiting media representatives is available in the Executive Headquarters on the Upper Level in the Crystal Palace. Current credentials and prior dental related publication samples are required for admission.

Regulation  

Audio, video taping, the use of photography and the placing of coats on empty seats are prohibited in all Scientific Sessions. Smoking is prohibited throughout the Jacob K. Javits Convention Center. BABY STROLLERS ARE NOT PERMITTED ON THE EXHIBIT FLOOR AT ANY TIME. A limited number of baby carriers are available in the Executive Headquarters Office.

Nursing Mothers  

A private area is available for nursing mothers. Please come to the Executive Headquarters Office for information.

Ticket Sales  

Tickets required for all functions except for Live Dentistry and Affiliated/Alumni group programs.

Tickets for all functions can be obtained at all general registration booths located in the Registration Area on the Upper Level in the Crystal Palace of the Javits Center. NO CHECKS ACCEPTED ON-SITE - ONLY CASH AND CREDIT CARDS ACCEPTED.

Live Dentistry Arena Aisle 6200  

Sunday, November 30  
10:00 - 12:30  
VOCO America, Inc. & Adin Implants  
(Drs. Ron Kaminer & Markus L. Weitz)  
2:30 - 5:00  
Philips Sonicare  
(Drs. Joyce Bassett & Marilyn T. Ward)  

Monday, December 1  
10:00 - 12:30  
VOCO America, Inc, Adin Implants  
(Ron Kaminer & Markus L. Weitz)  
2:30 - 5:00  
OCO BioMedical  
(Dr. Charles D. Schlesinger)  

Supporting Companies:

VOCO America, Inc. & Adin Implants  
(Drs. Ron Kaminer & Markus L. Weitz)

Pharmaceuticals  

Shofu Dental Corporation  
(Dr. Frank J. Milnar)
Complimentary Shuttle Bus Schedule

**ROUTE 1**
New York Marriott Marquis 45th Street, off Broadway
*Servicing:* Crowne Plaza, Hilton Garden Inn Times Square, Holiday Inn Express Fifth Avenue, Ink48, Millennium Broadway, Novotel, Paramount Hotel, Royalton, The Lexington Hotel, The Muse, The Roosevelt, W Times Square

**ROUTE 2**
A - Hilton New York 53rd Street, off 6th Avenue (Side of Hilton)
*Servicing:* DoubleTree Metropolitan, Omni Berkshire, W New York

B - SHERATON NY
7th Avenue, between 52nd & 53rd Streets (Across from hotel)
*Servicing:* Hudson Hotel, Hampton Inn Times Square North, Le Parker Meridien, Novotel, Park Central, The Manhattan at Times Square Hotel

C - THE WESTIN AND MILORD PLAZA
Corner 43rd Street and 8th Avenue
*Servicing:* Element by Westin, Four Points by Sheraton, Hilton Manhattan East, Hilton Times Square, Yotel New York

**ROUTE 3**
Penn Station 8th Avenue, between 30th & 31st Streets
*Servicing:* Affinia Mantan, DoubleTree Times Square South, Eventi, Hampton Inn Empire State Building, Hilton Garden Inn West 35th Street, Morgans Hotel, New Yorker Hotel, Tryp, Wyndham Garden Hotel - Chelsea

**DATE** | **HOURS OF SERVICE** | **APPROXIMATE FREQUENCY**
---|---|---
Fri., Nov. 28 | 9:30 AM - 5:00 PM | On the half hour from Hotels
Sat., Nov. 29 | 9:30 AM - 5:00 PM | On the half hour from Hotels
| 8:15 AM - 4:00 PM | On the half hour from Javits
| 4:00 PM - 5:45 PM | On the half hour from Javits
Exhibitors Only | 5:30 PM - 9:00 PM | On the half hour from Hotels
Sun., Nov. 30 | 8:00 AM - 10:30 AM | Continuous
Wed., Dec. 3 | 8:00 AM - 10:30 AM | Continuous
| 10:30 AM - 4:00 PM | Continuous
| 4:00 PM - 6:30 PM | Continuous
Exhibitors Only | 6:30 PM - 9:00 PM | On the hour from Javits

**PUBLIC BUSES** - The 34th Street Crosstown Bus (M34) will stop on the side of the Javits Center (34th Street and 11th Avenue). The 42nd Street Crosstown Bus (M42) will stop on 42nd Street and 11th Avenue. These buses run east to west with stops on every block and are accessible from most north-south bus routes via a free transfer. Fare is $2.50 in coins (exact change) or MetroCard.
When it comes to restoration accuracy, nothing impresses like the new iTero intraoral scanner. From the simplicity of our click-to-capture software and the comfort of our digital imaging procedure, to the time, space, and financial savings to be realized from a digitized workflow, iTero elevates your practice above the competition. Whether you’re inspired or intrigued by the latest technology, iTero is the intelligent choice. To schedule a demonstration go to www.iTero.com.
The Greater New York Dental Meeting is proud to welcome dental professionals to the first World Implant EXPO. Our goal is to provide the highest level of implant education for dentists, hygienists, assistants, laboratory technicians and administrative staff. We believe the success of this EXPO will be achieved by assembling leading worldwide clinicians who will offer 4 days of Implant seminars and hands-on workshops. Together with the American Academy of Implant Dentistry (AAID) and the International Congress of Oral Implantologists (ICOI) the Greater New York Dental Meeting has developed this exceptional program.

To stimulate research in the field of implant dentistry, this collaborative event offers attendees the ability to view scientific posters presented by worldwide clinicians. The poster selected for the best research or clinical dental implant innovation at the Sunday competition will be awarded the CARL E. MISCH AWARD FOR EXCELLENCE.

It is fitting that we honor Dr. Misch’s devotion to the field of dental implants. We celebrate his efforts and continued contributions while recognizing top researchers and clinicians who are future leaders in the advancement of implant dentistry.

Dr. Misch is Clinical Professor in the Department of Periodontology and Oral Implantology and Co-Director of Oral Implantology (hon) at the School of Dentistry, Temple University. He is Adjunct Professor at the University of Michigan, School of Dentistry in the Department of Periodontics / Geriatrics and Adjunct Professor at the School of Engineering in the Department of Biomechanics, at the University of Alabama at Birmingham. He was the Director of the Oral Implantology Residency Program at the University of Pittsburgh’s School of Dental Medicine from 1989 to 1996. Dr. Misch maintained a private practice restricted to implant surgery and related prosthetics for more than 30 years. Dr. Misch graduated Magna Cum Laude in 1973 from the University of Detroit Dental School, then went on to receive his Prosthodontic Certificate, Implantology Certificate and Master’s Degree in Dental Science from the University of Pittsburgh.

Dr. Misch holds Diplomate status at the American Board of Oral Implantology / Implant Dentistry and served as Board President and member of the examining committee. He has also served as President of several implant organizations including the International Congress of Oral Implantologists, American Academy of Implant Dentistry, Academy of Implants and Transplants and the American College of Oral Implantologists. He was recently presented with the ADA Distinguished Service Award 2014 at the ICOI meeting this past August in Chicago. He has published over 250 articles and a textbook on implant dentistry and has lectured throughout the U.S. as well as in 47 countries around the world. The Greater New York Dental Meeting and the International Congress of Oral Implantologists are honored to present this prestigious award in Dr. Misch’s name.

The award will be presented Sunday evening, November 30th at 5:30PM, at a reception for all World Implant EXPO attendees, sponsors and vendors in Room 1E01/02/03 lower level.

On behalf of the Greater New York Dental Meeting, we would like to welcome you all to our first World Implant EXPO. Our goal is to offer the highest level in implant education, including treatment planning, state-of-the-art in digital diagnostic technology, socket grafting, hard and soft tissue grafting, ridge augmentation, immediate loading, single tooth to full arch rehabilitations, complications, controversies and future concepts, and so much more. We believe we have achieved a formidable program that will be well attended and received.

This year we have partnered with the American Academy of Implant Dentistry and the International Congress of Oral Implantologists to develop this program that includes nationally and internationally-renowned speakers. We wish to personally thank both organizations for their support and participation.

Thank you for attending the World Implant EXPO and we look forward to greeting you at the show!

James H. Dououdoulakis, D.M.D., M.S.
Organizing Chairman, World Implant EXPO, GNYDM

Ian M. Lerner, D.D.S.
General Chairman, GNYDM

President: Dr. Gerard Scortecchi, D.D.S., Ph.D.
President: John Minichetti, D.M.D.

Join us for the Ribbon Cutting of the Commencement of our Inaugural World Implant EXPO Sunday, November 30th at 1:30 PM on the Exhibit Floor Classroom 1, Aisle 2000
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<td>3090</td>
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<td>Viable CAD/CAM Materials for Clinical Success</td>
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<td>10:15am - 11:30am</td>
<td>Beginning the LEAP-Process in the Digital Setting</td>
<td>Pickert, C.</td>
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<tr>
<td>3110</td>
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<td>Lowth-Jones, W. Looner, M.</td>
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<td>3120</td>
<td>3:15pm - 4:30pm</td>
<td>Implant Overdenture Attachment Systems</td>
<td>Bannayan, G. S.</td>
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<td>3130</td>
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<td>Weng, F. Pikes, M.</td>
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<td>3140</td>
<td>9:00am - 12:00pm</td>
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<tr>
<td>3240</td>
<td>9:00am - 12:00pm</td>
<td>Learning and Lunch - Saliva Testing for Early Diagnosis of Oral Cancer</td>
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<tr>
<td>3250</td>
<td>9:00am - 12:00pm</td>
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<td>Viola, T.</td>
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<tr>
<td>3260</td>
<td>9:45am - 4:30pm</td>
<td>Systemic Disease in Oral Health</td>
<td>Wilder, R.</td>
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<tr>
<td>3270</td>
<td>9:00am - 12:00pm &amp; 2:00pm - 5:00pm</td>
<td>Essentials of Dental Sleep Medicine</td>
<td>Addy, R. Templeton, R. Chaine, L. Addy, N.</td>
</tr>
<tr>
<td>3280</td>
<td>9:00am - 12:00pm &amp; 2:00pm - 5:00pm</td>
<td>Preparing for Practice Ownership</td>
<td>Various Speakers</td>
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<tr>
<td>3290</td>
<td>9:00am - 12:00pm &amp; 2:00pm - 5:00pm</td>
<td>Functional Esthetics - A Day with the Dawson Academy</td>
<td>Cobb, A.</td>
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<tr>
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<td>Benjamin, S.</td>
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<td>3310</td>
<td>9:00am - 12:00pm &amp; 2:00pm - 5:00pm</td>
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<td>Benjamin, S.</td>
</tr>
<tr>
<td>3320</td>
<td>10:00am - 11:30am</td>
<td>Understanding the Benefits Lasers Bring to Everyday Dentistry</td>
<td>Benjamin, S.</td>
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<tr>
<td>3330</td>
<td>11:30am - 12:30pm</td>
<td>Digital Impressions in the Restorative Practice</td>
<td>Wilder, R.</td>
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<tr>
<td>3340</td>
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<td>Digital Impressions in the Restorative Practice</td>
<td>Wilder, R.</td>
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<tr>
<td>3350</td>
<td>9:45am - 12:45pm</td>
<td>Instrument Processing and Dental Water Quality</td>
<td>Wilson, J.</td>
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<tr>
<td>3360</td>
<td>2:00pm - 5:00pm</td>
<td>Think Outside the Mouth for NonSurgical/Periodontal Treatment</td>
<td>Davis, K.</td>
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<td>3370</td>
<td>9:00am - 12:00pm</td>
<td>New Ends Twist in Rotary/Reactivation and Stimulation</td>
<td>Osmo, J. S.</td>
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<tr>
<td>3380</td>
<td>9:00am - 12:00pm</td>
<td>International Volunteer Projects - The How To</td>
<td>Gerro, F.</td>
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<tr>
<td>3390</td>
<td>9:00am - 12:00pm</td>
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<td>Marsaglia, R.</td>
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<td>3400</td>
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<td>Shamard, S.</td>
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<tr>
<td>3410</td>
<td>1:00am - 1:30am</td>
<td>Current Concepts in Periodontal-Systemic Interactions</td>
<td>Gerro, F.</td>
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<tr>
<td>3420</td>
<td>9:00am - 12:00pm</td>
<td>Dental Care for the Older Patient</td>
<td>Gerro, F.</td>
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<tr>
<td>3430</td>
<td>9:00am - 12:00pm</td>
<td>The Total Solution Technology - Take Your Practice to the Cutting Edge</td>
<td>Solan, H.</td>
</tr>
<tr>
<td>3440</td>
<td>9:30am - 12:30pm</td>
<td>Preserving the Future: The New Approach to Endodontic Therapy</td>
<td>Bruder, G.</td>
</tr>
<tr>
<td>3450</td>
<td>2:00pm - 5:00pm</td>
<td>Four Implants to Full Mouth Reconstruction</td>
<td>Mazzone, R.</td>
</tr>
<tr>
<td>3460</td>
<td>9:00am - 12:00pm</td>
<td>Material Selection in the 21st Century Esthetic Dental Practice</td>
<td>Seemann, M. S.</td>
</tr>
<tr>
<td>3470</td>
<td>9:00am - 12:00pm</td>
<td>New Concepts in Periodontal Disease, Peri-Implantitis, Microbiology &amp; Risk</td>
<td>Gerro, F.</td>
</tr>
<tr>
<td>3480</td>
<td>12:30pm - 2:30pm</td>
<td>Aesthetic Technology - Take Your Practice to the Cutting Edge</td>
<td>Rossi, M. Firkensleben, A. Basker, S.</td>
</tr>
<tr>
<td>3490</td>
<td>12:30pm - 2:30pm</td>
<td>The Total Solution Technology - Take Your Practice to the Cutting Edge</td>
<td>Solan, H.</td>
</tr>
<tr>
<td>3500</td>
<td>1:00pm - 4:30pm</td>
<td>Learning in the Round</td>
<td>Blake, J.</td>
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<tr>
<td>3510</td>
<td>9:45am - 12:45pm &amp; 2:00pm - 5:00pm</td>
<td>CPR Certification and Re-Certification Course</td>
<td>Reilly, M.</td>
</tr>
</tbody>
</table>
The Greater New York Dental Meeting is once again a proud participant in the International Buyer Program, which is a joint government-industry effort that brings thousands of international buyers to the United States for business-to-business matchmaking with U.S. firms exhibiting at major industry trade shows. Each year, the International Buyer Program of the U.S. Department of Commerce results in approximately a billion dollars in new business for U.S. companies, and increased international attendance for participating U.S. trade show organizers. As a U.S. exhibitor, your chances of finding the right international business partner greatly increases when you exhibit at a trade show that's part of the International Buyer Program.

Here at the 2014 GNYDM, the International Buyer Program has recruited delegations of industry buyers from markets around the world, such as Brazil, Canada, China, Mexico, Saudi Arabia, and many more!

At the 2014 GNYDM, the International Buyer Program team is offering the following complimentary services to U.S. exhibitors*:

- **Business to Business Matchmaking**: The International Buyer Program is here at the GNYDM to assist U.S. exhibitors identify and meet with prospective international partners, agents, distributors, and customers. Take advantage of this excellent opportunity to reach new overseas partners for your business.

- **Showtime**: This service allows U.S. exhibitors to meet one-on-one with global U.S. Embassy-based Dental Equipment Industry Specialists at the GNYDM 2014. As experts in the dental equipment industry in their own home markets, Industry Specialists will provide immediate, first-hand feedback regarding opportunities or challenges for your product(s) in their markets.


Don't miss this excellent opportunity! To take advantage of these complimentary services, visit the International Buyer Program in the International Business Center, adjacent to the International Registration area.

* The IBP is a complimentary service provided by the U.S. Commercial Service, an agency of the U.S. Government, and is available only to companies registered in the United States, Puerto Rico or the Virgin Islands for the purpose of promoting exports of U.S. goods and services that contain at least 51% U.S. content.
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td><strong>SUNDAY, NOVEMBER 30</strong></td>
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<tr>
<td>9:45 – 12:45PM</td>
<td>Controversies, Innovations and Esthetics in Implant Dentistry</td>
<td>Exhibit Floor, Aisle 2000</td>
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<td></td>
<td>(Dr. Paul Wieg)</td>
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<tr>
<td>2:00 – 5:00PM</td>
<td>Maxillary Alveolar Ridge Regenerative Strategies: Extraction Site</td>
<td>Exhibit Floor, Aisle 2000</td>
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<td></td>
<td>Management to Full Arch Reconstruction (Dr. Michael A. Pikos)</td>
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<td><strong>MONDAY, DECEMBER 1</strong></td>
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<tr>
<td>9:45 – 12:45PM</td>
<td>Opportunities and Challenges of Digital Imaging and Treatment</td>
<td>Exhibit Floor, Aisle 2000</td>
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<td>Planning (Dr. Natalie Y. Wong)</td>
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<td>2:00 – 5:00PM</td>
<td>The Art of Virtual Custom Design: I Extracted The Tooth, Now What</td>
<td>Exhibit Floor, Aisle 2200</td>
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<td></td>
<td>Do I Do? (Dr. Jack T. Krauser &amp; Alessandro Cucchiaro)</td>
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<td>*Treatment Planning for Success (Dr. Jaime L. Lozada)</td>
<td>Exhibit Floor, Aisle 1200</td>
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<tr>
<td>9:45 – 12:45PM</td>
<td>The Periodontal and Prosthodontic Connection: Who Do We Ask and</td>
<td>Exhibit Floor, Aisle 2200</td>
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<td></td>
<td>What Do They Know? (Drs. Simon M. Bernstein &amp; James M. Stein)</td>
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<tr>
<td>2:00 – 5:00PM</td>
<td>Soft Tissue Complications Around Implants: Management and Prevention</td>
<td>Exhibit Floor, Aisle 2000</td>
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<td></td>
<td>(Dr. Nick Caplanis)</td>
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<td>*Ridge Split and Sinus Graft Methods Demonstrated (Dr. Jack T.</td>
<td>Exhibit Floor, Aisle 1200</td>
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<td>Krauser)</td>
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<td><strong>TUESDAY, DECEMBER 2</strong></td>
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<td>9:45 – 12:45PM</td>
<td>Immediate vs. Delayed Socket Placement: What We Know, What We</td>
<td>Exhibit Floor, Aisle 2000</td>
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<td>Think We Know and What We Don’t Know (Dr. Dennis Tarnow)</td>
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<td>2:00 – 5:00PM</td>
<td>Avoiding Complications with Dental Implants and the New Digital</td>
<td>Exhibit Floor, Aisle 2200</td>
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<td>Workflow (Drs. Scott D. Ganz &amp; Dwayne Karateew)</td>
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<td>*Introduction and Hands-on Placement of the OCO Biomedical Implant</td>
<td>Exhibit Floor, Aisle 1200</td>
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<td>System (Dr. Charles D. Schlesinger)</td>
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<td>2:00 – 5:00PM</td>
<td>Addressing Complications in the Esthetic Zone (Drs. Joseph A.</td>
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<td>Leonetti &amp; John C. Minichetti)</td>
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<td></td>
<td>*Autogenous Grafting Options for Dental Implants and Immediate</td>
<td>Exhibit Floor, Aisle 1200</td>
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<td></td>
<td>Tooth Replacement in the Esthetic Zone (Drs. Joseph Kan, Jaime L.</td>
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<td>Lozada &amp; Alan S. Herford)</td>
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<td></td>
<td>The Power of Digital Technology to Create Innovative Dental</td>
<td>Exhibit Floor, Aisle 2200</td>
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<td>Solutions: Imaging, Tissue Engineered Materials and</td>
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<td>Containment (Drs. Marcus Abboud &amp; Richard A. Kraut)</td>
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<td><strong>WEDNESDAY, DECEMBER 3</strong></td>
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<td>9:45 – 12:45PM</td>
<td>Controlled Ridge Splitting as an Alternative to Block Grafting</td>
<td>Exhibit Floor, Aisle 2000</td>
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<td>(Dr. Suheil Boutros)</td>
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<tr>
<td>2:00 – 5:00PM</td>
<td>Minimally Invasive Grafting and Immediate Implants: Surgical &amp;</td>
<td>Exhibit Floor, Aisle 2200</td>
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<td></td>
<td>Restorative Considerations (Dr. Daniel Cullum)</td>
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<td>*Veneer Cementation Workshop: Optimizing Predictability and</td>
<td>Exhibit Floor, Aisle 1200</td>
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<td>Efficiency (Dr. David S. Hornbrook)</td>
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<td>2:00 – 5:00PM</td>
<td>Solutions for Fixed Implant Prosthodontic Failures (Dr. Shankar</td>
<td>Exhibit Floor, Aisle 2000</td>
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<td>Crestal Sinus Elevation Techniques (Dr. Daniel Cullum)</td>
<td>Exhibit Floor, Aisle 2200</td>
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<td>*Hands-on Socket Preservation and Bone Grafting (Dr. John C.</td>
<td>Exhibit Floor, Aisle 1200</td>
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<td>Minichetti)</td>
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*This indicates the program is a hands-on workshop*
A Breakthrough in TMJ Pain Relief
Now you can offer your patients the latest technology in TMJ pain relief. The TMJ NextGeneration™ device is FDA-cleared, safe and effective in reducing TMJ pain.

A New Approach
The TMJ NextGeneration™ device consists of custom ear canal inserts that support the temporomandibular joint and reduce pain. It also provides a “cognitive awareness” to the patient that discourages grinding, clenching and other para-functional behavior.

Patient Outcomes
In a clinical trial, subjects experienced statistically significant pain reduction while using TMJ NextGeneration™ devices. Visual Analog Scale scores showed a 58 percent pain reduction after three months of use. At the end of the trial, 100 percent of subjects reported good to excellent results.*

WARNINGS AND PRECAUTIONS: Do not wear devices while showering, swimming or during contact sports. Fluctuations in body weight may require a refitting. You may experience some discomfort when first using the devices. If discomfort worsens, please remove devices and contact your health care provider. Safety and effectiveness has not been established for people with arthritis, and those who have had jaw injuries or jaw or ear surgery. Go to tmjnnextgen.com for a full list of risks and warnings.

VAS Pain Reduction Score*
Baseline to 3 months

<table>
<thead>
<tr>
<th>VAS Pain Scores</th>
<th>0-10 Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>7</td>
</tr>
<tr>
<td>1 Month</td>
<td>4 (48%)</td>
</tr>
<tr>
<td>2 Months</td>
<td>3 (51%)</td>
</tr>
<tr>
<td>3 Months</td>
<td>1 (58%)</td>
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</tbody>
</table>

Visual Analog Scale (VAS) scores range from 0 (no pain) to 10 (worst pain imaginable)

Informal Patient Case Study**
The TMJ NextGeneration™ device supports the jaw joint by preventing the ear canal diameter from collapsing while the jaw opens and closes. This Joint Vibration Analysis (JVA) illustrates the improvement in one patient immediately after insertion.

Toll-free number: 855-303-4601 | Visit us in Booth #5605

info@tmjnnextgen.com • www.TMJNextGen.com

**This was a single-patient study using JVA to measure the before and after effects with TMJ NextGeneration™ devices; individual results may vary.
THERE’S SOMETHING HUGE HAPPENING AT GNYDM

HANDS ON + DIGITAL + CE CREDITS
TECHNIQUES    DENTISTRY    LIVE

AT THE REAR OF AISLES 100-800

A CoLLABorative CE Experience for Dentists and Technicians.

IDT
Inside Dental Technology

Collaboration
GNYDM 2014

NOV. 30-DEC. 3
Jacob K. Javits Center | New York, NY

Visit your dental laboratory partners at these booths:

3Shape Dental Wings
Exocad
dentsi
Sirona
Straumann

Shefco Dental Corporation
Stromfeld Dental LLC
Taub Products
Vivadent/Itersa
Yasuda Group
Today's Restorative Options: Combining Function and Artistry with Prosthodontic Principles  
(Dental Technology that is esthetic to the patient is an important clinical objective. The knowledge within dental technology, dental science, and dental practice has dramatically expanded, leading to better quality, artistry, and more standards-based clinical applications. Ceramics are the most consistently predictable esthetic dental material. Today dentists can offer more treatment options for patient’s complex problems. Metal ceramics continue to be the “state of the art” and profoundly affect prosthetic care but the single-phase monolithic all-ceramic materials have become increasingly more popular and will dominate the market.)

Kenneth A. Malament, DDS, MSD  
Boston, MA

Thomas Sing, MD  
Boston, MA

CE Course 3100 Limited Attendance

Classroom A 2 CEUs

10:00-11:30

3:15-4:45

Esthetics, Implants, and Technology: Restorative Solutions for Today and Tomorrow  
(As we build the foundation for the esthetically driven interdisciplinary process, the future uses of implant placement, digital communication, and digital smile designs will be key factors in the successful outcome of our patient-care process. This presentation will discuss the importance of the communication necessary to achieve esthetic results while incorporating the use of the digital technologies and how these advancements affect our restorative options with implant placement in today and tomorrow’s esthetically driven market.)

David Hornbrook, DDS  
La Mesa, CA

Peter Pizzi, CDT, MD  
Staten Island, NY

CE Course 3040 Limited Attendance

Classroom A 2 CEUs

11:45-1:15

Speaking the Same Language with Sirona Connect  
(Peer Reviewed)

Daniel Vasquez, DDS  
Oceanside, CA

Frankie Acosta, AA  
Muiriera, CA

These team presenters will show how they now speak the same language and have ignited the potential of their respective office and laboratory.

CE Course 3020 Limited Attendance

Classroom A 2 CEUs

1:30-3:00

Building the Foundations  
(Peer Reviewed)

Steve Nash, MD, Pro  
Roseville, CA

Craig S. Wada, DDS  
Rocklin, CA

In this lecture, CAD/CAM will be compared to conventional design and fabrication techniques for producing quality provisional restorations.

CE Course 3030 Limited Attendance

Classroom A 2 CEUs

SUNDAY PROGRAMS

WORKSHOP

<table>
<thead>
<tr>
<th>Workshop: Exhibit Floor Rear of Aisle #600</th>
<th>Presiding: TBD</th>
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<tbody>
<tr>
<td>10:15-11:30 CE Course 3100</td>
<td></td>
</tr>
<tr>
<td>Beginning the LEAN Process in the Digital Setting</td>
<td></td>
</tr>
<tr>
<td>Craig Pickett, CDT</td>
<td>Limited Attendance</td>
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<tr>
<td>Support by Whip Mix</td>
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<table>
<thead>
<tr>
<th>Digital Implant Restorations: An In-Depth Tour of a Complete Digital Workflow</th>
<th>Presiding: TBD</th>
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</thead>
<tbody>
<tr>
<td>1:15-2:30 CE Course 3110</td>
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</tr>
<tr>
<td>Jeff Lowthorpe &amp; Logan Woomer</td>
<td>Limited Attendance</td>
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<tr>
<td>Support by Argen</td>
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<tr>
<th>Implant Overdenture Attachment Systems</th>
<th>Presiding: TBD</th>
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<tbody>
<tr>
<td>3:15-4:30 CE Course 3120</td>
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</tr>
<tr>
<td>George E. Bambara, MS, DMD, FACD, FICD</td>
<td>Limited Attendance</td>
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<td>Support by Sterngold</td>
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CLASSROOM

<table>
<thead>
<tr>
<th>Classroom B: Exhibit Floor Middle of Aisle #100</th>
<th>Presiding: TBD</th>
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<tbody>
<tr>
<td>10:00-10:50 CE Course 3050</td>
<td></td>
</tr>
<tr>
<td>The Evolution of Digital Dentistry... New Products, Better Workflow, Doing More Dentistry</td>
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<tr>
<td>Jeff Lowthorpe &amp; Logan Woomer</td>
<td>Limited Attendance</td>
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<td>Support by Argen</td>
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<tr>
<th>Pre-operative Provisionalization: The Possibility of Predictable Model-Free Digital Workflows</th>
<th>Presiding: TBD</th>
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<tbody>
<tr>
<td>11:30-12:20 CE Course 3060</td>
<td></td>
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<tr>
<td>Tony Bulley, CDT &amp; Ron Roche</td>
<td>Limited Attendance</td>
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<td>Support by Straumann</td>
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| One Porcelain for All Shades  
Anna Puzio, CDT, MDT  
LIMITED ATTENDANCE 1 CEU  
SUPPORTED BY SHOFU DENTAL CORPORATION |
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<tr>
<td>1:00-1:50 CE Course 3070</td>
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| CAD Creation of the Screw-Retained Bridge with Tissue  
Evan Kipper, CDT  
LIMITED ATTENDANCE 1 CEU  
SUPPORTED BY WHIP MIX |
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<tr>
<td>2:30-3:20 CE Course 3080</td>
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| Viable CAD/CAM Materials for Clinical Success  
Craig Pickett, CDT  
LIMITED ATTENDANCE 1 CEU  
SUPPORTED BY WHIP MIX |
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<tbody>
<tr>
<td>4:00-4:50 CE Course 3090</td>
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</table>
DeBbi Buddy/Compac Industries | Booth: 4239
2617 TaIey St., Decatur, GA 30030
T:(678) 736-4000 F:(678) 373-4855
Product Name: 360 Toothbrush
Description: The Innovative 360 toothbrush allows children to clean the whole mouth at once! Designed with the support of Osaka University Infant Dental Clinic, the 360 Toothbrush has 10,000 microfiber bristles - 10x more than the average toothbrush.

Dentilight, Inc. | Booth: 4402
1825 Summit Ave. - Suite 210, Plano, TX 75074
T:(972) 736-6901 F:(972) 345-6505
Product Name: FUSION 4 Carving Light, DOE Oral Cancer Screening Kit
Description: Profit from the most innovative LED optics Solutions: Multi-purpose Light system for 5 second cure, cancer screening, caries detection, non-invasive, bleeding, most comfortable and economical headlight system, unique filter for laser protection, HD light weighs less and all that improves our profit!

Dr. Abdulaziz Al Ajaiz Dental Clinics | Booth: 941
PO Box 925, Riyadh, Saudi Arabia
Product Name: International Dental Recruitment

Dr.QuickLook, Inc. | Booth: 3841
755 Morgand Road - Suite 1, Liverpool, NY 13090
T:(315) 565-4050 F:(315) 565-5706
Product Name: Dr.QuickLook™
Description: Handheld, all-in-one intraoral camera and ultra-function touch device. No USB cards, No Software integration. Not dependent on computer to use the feature. The device saves captured images on a large 5” touch screen. Import images from the SD Card using any computer or practice management system. Or use the SD Card to print.

GDS Technologies | Booth: 1628
17 Ross St., Hastings on Hudson, NY 10706
T: 1-914-275-7699 F:914-591-1097
Product Name: Smart Micro Intraoral X-Imaging System
Description: The SMART MICRO imaging systems is a new low cost introral digital reader. This awesome device has no cable between patient and reader. High quality dental images appear in seconds. Designed for patient comfort this system utilizes the existing x-ray system. User friendly software guarantees easy storage and recall. Please stop by our booth #1628 to help your office benefit and find new low cost solution to image acquisition and storage.

Greg Mfg. | Booth: 1002
480 Anshe Drive, St. Joseph, MI 49085
T:(269) 966-0502 F:269-430-4700
Product Name: Multi-Axis Spiral Suctions (M.A.S.S.)

High Tech Innovations, LLC | Booth: 3117
1718 Route 10 - Suite 215, Parsippany, NJ 07054
T:(973) 889-0320 F:(973) 833-0301
Product Name: MyCloud
Description: MyCloud by HTI is the safest, most cost-effective way to build a technology cloud strategy in your dental practice. This new hybrid cloud solution embodies the best of both worlds, offering dental practices the accessibility and compliance of the cloud, while maintaining the security and privacy of a private, local database. MyCloud’s unique offering gives your patients the care and agility needed to remain competitive, all while protecting your most sensitive, customer data.

IPL Implant, Inc. | Booth: 1038
Yosung-ku, Toepol-dong 811, Daegu, Korea
www.iplistmplant.com
Product Name: MagicKit (OneTime drilling, bone expansion, sinus lifting tech)
Description: This Simple “Magic Kit” will allow for treatment for all types of case easily regardless of their mastery of difficult techniques including osteone drilling, bone expansion and sinus lifting.

Ilum i Sciences, Inc. | Booth: 5000
4150 Lavattee Drive - Suite #500 Chantilly, VA 20151
T:(703) 894-7756 F:703-476-5631
Product Name: Fiber Optics Dental Posts
Description: Ilum i Fiber Optics Dental Posts provide excellent mechanical strength and flexibility as well as low modulus of elasticity. High NA optical fiber with “Total Internal Reflection” provides excellent light transmission for one step light cure. All materials are biocompatible, non-carcinotic and provide optimal SX radiopacity for easy aftercare diagnostic follow-up.

Instralad USA, Inc. | Booth: 1011
60 Minuteman, Andover, MA 01840
T:(978) 412-0883 F:978-412-0884
Product Name: Arte
Description: COMING SOON! The new of Neodent Acips implants features a hydrophilic surface for Greater Predictability and bone implant contact.

iSonic (Ultrasonic cleaners) | Booth: 2031
135 Duryea Rd., Melville, NY 11747
T:(631) 501-4475
Product Name: Zirlux Digital Internal Positioning System
Description: New Long running Tef-Guard brand has now been advanced to provide a macro and micro textured system using 5% sodium fluoride (22.65000 ppm) provides 4 times greater fluoride uptake than 3M™ Varrish™ Varrish into lesional enamel. It also provides a smooth, even, quick application, and dries in a natural enamel color. To request samples, dental professionals can visit www.switchtospeed.com

Colgate | Booth: 2826
300 Park Ave., New York, NY 10022
T: 2-28 Colgate F:212-316-2371
Product Name: Colgate® Enamel Health™
Description: Colgate® Enamel Health™ transforms Enamel from Rough & Weakened to Strong & Strong!

Colgate-Pal® | Booth: 5210
236 24th Avenue Road - Suite 202 Cardiff, CA 92102
T: 858-424-8527 F:858-424-8527
Product Name: Pro Tech Auto Clearable Gum Chucks Handles
Description: Medical Grade Aluminum AutoClearable Gum Chucks Handles for Professional use. Work all easy, all flossing lpu.

Holly Schein Dental | Booth: 4230
135 Duryea St., Melville, NY 11747 T:(631) 479-4475
Product Name: Park Digital Materials
Description: The Zirulan® Universal All-Ceramic System enables medical clients to provide patients with exceptional restorations that are aesthetic, strong, metal-free, and provide a unique high-temperature resistance. Zirulan can be prescribed for translucent full contour monoclinic zirconia, traditional layered zirconia, or pressed to zirconia restorations. Zirulan restorations can be fabricated by any of the Zirulan Certified laboratories in the USA and Canada. Even the most challenging cases can be created using state of the art CAD/CAM technology through a certified lab partner.

Cytoflex Textured Teeth-Guard | Booth: 5204
120 W 12th Street, New York, NY 10011
T:(212) 305-4000 F:212-305-4000
Product Name: Cytoflex Textured Teeth-Guard
Description: Our Long running Tef-Guard brand has now been advanced to provide a macro and micro textured surface that the greater textured exterior allows for better soft tissue adhesion after closure, keeping infection out of your bone graft site.

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T:(212) 305-4000 F:212-305-4000
Product Name: BenCel Dental Dressing
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281 Orrong Rd., St. Kilda State Vic, Australia 3183
www.uveneer.com

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Description: U veneer, a clear template system, produces glossy, contoured direct composite veneers, with little need to rely on great dexterity or artistic ability, and its templates are autoclavable. Other uses for the system includes temporaries for porcelain.

Zahn Dental/Henry Schein
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T:(631) 501-4475

Product Name: Zirlux Digital Materials
Description: The Zirlux® Universal All-Ceramic System enables clinical to provide patients with exceptional restorations that are aesthetic, strong, metal-free, and available for multiple restorative options. Zirlux® can be prescribed for translucent full contour monolithic zirconia, traditional layered zirconia, or pressed to zirconia restorations. Zirlux zirconia restorations can be fabricated by any of the Zirlux Certified laboratories in the USA and Canada. Even the most challenging cases can be created using state of the art CAD/CAM technology through a certified lab partner.

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The Correction of Unilateral Posterior Crossbites

Restoring Form and Function

By: Elliott M. Moskowitz, D.D.S., M.Sd

Introduction

The unilateral posterior crossbite (UPXB) is a commonly encountered and distinctive malocclusion. It is frequently accompanied by an imposed mandibular translational asymmetry or shift upon initial occlusal contact and presents a greater sense of urgency with respect to orthodontic treatment than other types of malocclusions found in the mixed dentition.

Prevalence and characteristic features of UPXB malocclusions

The reported prevalence of this type of malocclusion varies considerably ranging from 5% to 23% in different observed populations. Characteristic features of this type of malocclusion frequently include:

1. Unilateral expression of crossbite involving 3 or more teeth (canines back) in more than 95% of cases with maxillary lateral incisors included in the crossbite in about one third of the cases.
2. Lateral shifts of the mandible upon closure observed in over 80% of detected cases with lower midline disharmonies varying from 1-3 mm.
3. Sagittal dental arch asymmetry was consistently found with the crossbite side toward a Class II relationship and the noncrossbite side toward a Class I mesial step relationship.
4. Facial asymmetry with the chin deviated towards the crossbite side in centric occlusion.
5. A bilateral narrowed maxillary dental arch particularly in the maxillary canine area associated with the UPXB with mandibular shift type of malocclusion.

Treatment

The primary treatment objective in the treatment of UPXB malocclusions with functional shifts of the mandible is the widening of the maxillary dental arch. This may be accomplished by the use of removable or fixed expanding appliances. The author prefers to use fixed appliances (palatal expander) as less patient compliance is required and as well as the reality that removable appliances are more frequently lost by young patients.

Conclusions

The UPXB type of malocclusion accompanied by a functional shift of the mandible is a commonly encountered malocclusion that qualifies for earlier rather than later orthodontic treatment. Treatment is usually implemented in the mixed dentition in a Phase I type of treatment (when detected early) and involves the expansion of the maxillary dental arch with or without limited fixed appliances (in order to align misaligned maxillary incisors). Restoring form and function remain primary objectives of such early orthodontic treatment.

References

5. Moskowitz, E, Treatment of the Unilateral Posterior Functional Crossbite: An Opportunity to restore form and function, The NYSDJ, August/September, 2005

Elliott M. Moskowitz, D.D.S., M.Sd
Diplomate American Board of Orthodontics
When strolling the exhibit floor today, be sure to visit the P&G booth! Come explore the Crest Sensi-Stop Strips™. It uses a new delivery method of a tested and proven product (oxalate) that has provided immediate relief to many of our patients frustrated that our profession didn’t seem to have a better option... until now.

Crest Sensi-Stop Strips™ use a strip technology that delivers oxalate as the key ingredient and makes the delivery more effective and concentrated than desensitizing or occluding toothpastes or rinses. Other options we’ve tried in the office include fluoride varnishes, adhesives and/or composite restorations in areas of gingival recession. You may recall how those patients seemed disappointed at our recommendation to try sensitive toothpaste and then just roll their eyes when we follow with ‘and expect it to take about 2 weeks to take effect’?

Adding this product to the Crest/Oral B line of oral health products addresses an unmet need for patients and is garnering rave reviews. While this is an over the counter product, comprehensive practices will appreciate their patient’s response to an option that is totally in their control. Too often, offices jump at restoring areas of gingival recession. This is certainly a more conservative approach. To that end, these restored abfraction areas will fail unless a night guard is prescribed/accepted/worn to deal with the cause of the enamel fracturing.

So, why should you care about this? If it’s sold over the counter... what’s in it for you??

Practices that comprehensively ‘treatment plan’ all aspects of oral health at initial exam appointment can now consider this another practice builder. There are several ways to incorporate the product into procedures in the chair and begin to address sensitivity immediately. One way is to pretreat sensitive areas at initial exam and/or scaling appointments and then return to the site after 10 minutes. This way you protect adjacent vital teeth reacting to water temperature during preparation of lengthy crown prep appointments. Practices that can look beyond the lack of production in these instances and realize that helping the patient get relief will be appreciated down the road. The practice will likely be rewarded with long term, compliant patients who will certainly provide referrals. Many in our profession may not truly appreciate how much hypersensitive teeth can actually hurt.

Dentistry, like many areas of health care, is about more than treating the obvious, the teeth. It is also about building trusting relationships with our patients and providing a positive experience at each visit. This includes educating them on available options that will lead to compliance and therefore production in time. Some may take for granted just how life altering eliminating dentin hypersensitivity might be; if this includes you, come learn about Crest Sensi-Stop Strips™ at the booth, check out the website, www.dentalcare.com and tune in to the commercials for Crest Sensi-Stop Strips™!
Greater New York Smiles Teaches New York City Public School Children ‘HOW TO BRUSH’

By: Jayme McNiff Spicciatie

The Greater New York Dental Meeting (GNYDM) gives back to the communities of New York City each year, by bringing together 1,500 grade school children for the most unique children’s dental healthcare program in the country. Through the years, the Greater New York Dental Meeting has evolved into the largest dental Meeting in the United States with over 50,000 attendees and has grown internationally to welcome over 8,323 international attendees from 131 countries in 2013.

With leading sponsorship from Colgate Palmolive Company, DentalQuest (Doral) and the United Federation of Teachers, the Greater New York Smiles program continues to support oral hygiene education and dental screening for New York City’s third and fourth grade public school children.

This year’s Greater New York Smiles is from Monday, Dec. 1 – Wednesday, Dec. 3. The Program busses 1,500 children from various New York Public Schools throughout the five boroughs on a class trip, to the Greater New York Dental Meeting at the Jacob K. Javits Convention Center.

The children will first receive an oral healthcare educational tutorial including a world tour with “Dr. Rabbit.” Creativity is encouraged and the Greater New York Smiles’ volunteers are eager to involve the children in their own practiced creations of songs and dances; as well as, make believe acts where children pretend they are teeth and giant jump ropes are their floss.

The Greater New York Smiles Program is maintained by hundreds of hygiene volunteers from New York University, New York City College of Technology and Hostos Community College as well as the dental hygiene members from the Dental Hygienists’ Association of the City of New York and the New Jersey Dental Hygienists’ Association and hygienists from various dental offices in Staten Island.

A child-friendly nutrition center is packed with plastic fruits and vegetables to teach the children how to build a well-balanced plate with all the healthy food groups while famous puppets, ‘Alexander Alligator’ and ‘BIG Roo’ are utilized for practicing brushing techniques.

After these tutorials, the children are able to further practice their newly learned brushing techniques with the supervision of dental hygiene students at plumbed sinks with running water constructed right on the Convention Center floor.

Dr. Ian Lerner, General Chairman says that “this unique program offers our children free instructional oral care, oral healthcare education, a dental screening and referral service which they might not otherwise be receiving.”

Oral healthcare volunteers work with the children on all the steps of the program from the tutorial to the demonstration of brushing and flossing. In such a short span of time this program teaches 400-500 students a day within four hours.

The Colgate Bright Smiles, Bright Futures Dental Van staff includes licensed dentists performing dental screening examinations. The children are given a “dental report card” to bring home after the teeth screening as well as a “goody bag” containing a toothbrush and toothpaste, a dental floss keychain, a notebook, crayons and an oral healthcare coloring book, pencils, erasers, a pencil case and a timer. The children also leave with a Colgate knapsack to carry all of their oral healthcare items.

Each year Colgate exceeds their record since they started screening children at the Greater New York Smiles 6 years ago. Colgate’s unique involvement and valuable role has helped transform the Greater New York Smiles’ Program into the most successful program to date. At this year’s Meeting more dental chairs will be provided, so that more teeth screenings can be performed therefore allowing more children to have their teeth checked.

“The Greater New York Smiles program is a one of a kind program, because it gives back to the community without asking for anything in return,” says Dr. Robert Edwab, Executive Director of the GNYDM. “It’s a chance to offer a unique clinical aspect to urban dental and hygiene students while bringing an awareness of dental access issues in NYC to oral healthcare volunteers, teachers and chaperoning parents who travel with the children to the Javits Convention Center.”

With obesity on the rise among children who live in New York City and the chronic health issues associated with poor oral hygiene, the children of New York City are at their highest need and are most vulnerable. The Greater New York Smiles instills healthier nutritional choices focusing on the dangers of too much sugar, while supplying the tools for a healthier living and future.

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Dr. Sean Boynes, DMD, MS will discuss “Improving the Patient Anesthesia Experience” on Wednesday afternoon from 2:00 to 5:00pm.

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Presente y futuro de AMIC Dental México

Luis Fernando Bolívar, nuevo presidente de la agrupación empresarial, dará continuidad a una exitosa gestión

Por Juan Manuel Robles
Editor en Jefe

El nuevo presidente de la Agrupación Mexicana de la Industria y el Comercio Dental (AMIC Dental) emerge tras culminar su periodo como secretario general de AMIC Dental. Este 14 de agosto asume la presidencia de un organismo que con la destacada participación del señor Ayub Safar en la presidencia ha llegado a un privilegiado sitio dentro del mundo de la odontología: AMIC Dental. Quít tanto sabemos del actual dirigente gremial de la industria y el comercio dental.

¿Cuál sería el principal objetivo de AMIC Dental?


Sin embargo es importante resaltar la importancia que tiene AMIC al representar a todas las empresas odontológicas del país nacionales e internacionales establecidas en nuestro territorio para tener esta comunicación entre la industria y comercio dental ante las diferentes autoridades académicas y de gobierno.

¿Qué representó para AMIC ser sede el Congreso Mundial del FDI?

Esta es una muestra de la confianza y de la estructura robusta con la que hoy cuenta AMIC al ser elegido para ser sede de esta magna exposición.

FDI tiene 220 países asociados y más de un millón de socios en todo el mundo. La Federación Dental Internacional es la organización mundial de la odontología. El evento fue realizado en el Centro Banamex de la ciudad de México en donde AMIC Dental y ADM se unieron para realizar y garantizar un evento de alto nivel. Este mismo evento se realizó en 1972 y 1999 en nuestro país, lo cual nos llena de orgullo. No olvidemos que AMIC Dental existe desde 1982 y es miembro de la industria dental mundial. Tenemos reconocimiento por todas las instituciones odontológicas y de salud principalmente de nuestro continente y por supuesto de muchos países de Europa y del resto del mundo.

¿Cómo podría definir AMIC Dental?

AMIC Dental es una agrupación mexicana altamente reconocida la cual está en constante crecimiento, representando, sin lugar a dudas, la mejor plataforma para desarrollar negocios en el área dental contando con más de 110 socios, empresas nacionales e internacionales establecidas en nuestro país, que permiten al profesional dental contar con una actualización e innovación tecnológica y académica en todos los campos, ya sea estudiante, dentista, académico, técnico dental y hasta empresario para contar con grandes oportunidades de negocios.

Bien, ahora, como presidente de AMIC, ¿cómo te podrías definir?

Soy un profesional cuya formación académica proviene del Tecnológico de Monterrey. Mi interés se concentró en la Mercadotecnia, especializándome en negocios internacionales y publicidad. No fue casualidad, mi pasión por los negocios siempre me mantuvo cerca de ellos. Desde niño tuve destreza para cerrar ven-
Edificio inteligente de AMIC Dental en la Ciudad de México

La Agrupación Mexicana de la Industria y el Comercio Dental este año abrió las puertas de su nueva sede, una moderna instalación digna de la categoría mundial que hoy día AMIC dental ostenta. El Edificio AMIC se desarrolló y construyó bajo la dirección del Sr. Ayub Safar Boueri, ex presidente de la agrupación, durante el periodo 2008-2014.

La nueva sede de AMIC, ubicada en el sur de la Ciudad de México, es un edificio inteligente que hasta en los más pequeños detalles, cuenta con la más alta tecnología. Consiste en un moderno complejo que incluye un auditorio diseñado para que socios agenden congresos y presentaciones en un espacio cómodo y equipado con alta tecnología, una sala lounge para disfrute de socios y sus invitados que cuenta con todos los servicios de alta cocina y cenas personalizadas para cada miembro de la agrupación, las oficinas directivas de AMIC, estacionamiento propio y servicio de valet parking, así como dos pisos de renta con la finalidad de hacer autosuflientes los gastos del lugar, sin representar una carga económica para los socios de la agrupación.

Este edificio es resultado de esfuerzo conjunto de más de 100 empresas asociadas durante 6 años depositaron su confianza en AMIC Dental México.

Finalmente, ¿hacia dónde será el rumbo con tu dirección?

Seguiremos el mismo rumbo trazado por la administración anterior y que están convencido de que es lo correcto, es decir, continuar con los apoyos a la Secretaría de Salud, tanto federal como estatal, hacia la UNAM, hacia ADM y diferentes instancias académicas reguladas oficialmente, buscando siempre sólo un fin: aumentar el beneficio de la salud bucodental de nuestra gente más desprotegida y vulnerable de este país, y logrando que la academia, a través de la actualización en los congresos y seminarios, lleguen prácticamente a 0 pelos a los cirujanos dentistas de este país, por los apoyos económicos que nuestra agrupación AMIC da por medio de becas e incentivos a la UNAM, entre otros. Daremos continuidad a todas estas acciones y buscaremos generar nuevas alianzas que le permitan a nuestro sector, mantener el compromiso con México.
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The future of patient communication is here.

A.T. Still University's Arizona School of Dentistry & Oral Health (ATSU-ASDOH) is innovating the use of mobile technology with the education tool Text2Floss. This free, two-way text-messaging program in the U.S. provides oral health messages, tips and reminders to help patients manage their oral health. Preventive oral health practices are reinforced including the importance of daily flossing.

This HIPAA-compliant app for mobile phones with iOS and Android is as convenient as it is accessible. Approximately 90 percent of Americans use mobile phones, including 72 percent who send/receive text messages (SMS). This initiative has the potential to reach people around the world with access to cell phones to improve oral health. There are over 75 countries where cell phone penetration exceeds the population.

Text2Floss is building the public’s awareness of dental health’s role as the gateway to overall, whole body health and wellness – especially in underserved communities.

“We’re looking for solutions to serve underserved populations,” says Tony Hashemian, DDS, Associate Dean for Global Oral Health at A.T. Still University’s School of Dentistry & Oral Health. “The response to Text2Floss has been great and we are looking forward to expanding the program further.” Dr. Hashemian serves as the program’s founder and director – the leading force in its development and growth.

How Text2Floss Works
Participants sign up by texting “Text2Floss” to 89633.

The app reminds users daily to brush twice a day, floss and rinse daily. Additionally, a dental hygiene timer, medical history recorder and dental clinic locator are included. Because many people don’t realize the correlation of heart and mental health to oral health is part of overall health and wellness, the app also provides important resource information to enhance awareness.

Text messages are sent to four distinct groups:
• Teens 13-18
• Adults 19-65
• Adults over 65
• Mothers with children

Messages are sent at 7:30 p.m. daily for seven days asking “Did you floss yesterday?” Three options include: yes, no, or no response. Yes and no responses will return an ADA approved oral health message.

Impact
The comprehensive Text2Floss oral health initiative has wide ranging impact for dentists, hygienists, the individual consumer and the entire industry advocating dental public health including oral pH. Intervention can raise a participant’s dental IQ and compel them to better comply with the oral health provider’s advice, seek preventive services and practice good oral home care.

The implications are far reaching, from pediatrics to geriatrics and from mental health to overall wellness.

ATSU-ASDOH has teamed with CellTrust Corporation, provider of the patented SecureSMS® Platform, to make this technology available. Partners also include founding sponsor Johnson & Johnson, joined by the Center for Oral Health, Dentrix Connected, DentalQuest Foundation, American Dental Hygienists’ Association, Henry Schein and Riester.

A.T. Still University’s Arizona School of Dentistry & Oral Health is a leader in healthcare education, transforming dental education to advance the distribution of oral health services that integrate a whole person health approach.

For more information, visit www.Text2Floss.com. Stop by and visit our exhibit booth #5722

Please join Text2Floss at the Greater New York Broadcasting Center today from 10:00-12:00 & 2:00-4:00 located on the Exhibit Floor, Aisle 6200
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Daryl Hatchett, DDS
Denver, North Carolina

Dentists, Hygienists, Surgeons and Ergonomists all Recommend SurgiTel