GREATER NEW YORK DENTAL MEETING

95th ANNUAL SESSION

NOVEMBER 29 - DECEMBER 4, 2019

Differentiate Yourself:
Stand Out from The Crowd

Joshua Austin
Welcome to the Greater New York Dental Meeting

Greater New York Dental Meeting™
Executive Headquarters
200 West 41st Street, Ste. 1101, New York, NY 10036
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E-mail: victoria@gnydm.com
www.gnydm.com
Sponsored by New York County & Second District Dental Societies

COURSE REGISTRATION
Pre-registration is required for all continuing education courses with the exception of the “Live” Dentistry and Affiliated Groups. Your seat will be held for 15 minutes after the start of the course; after that, those without tickets will be seated according to space availability. When the room is filled, no additional people will be admitted due to fire department regulations. If you have not pre-registered, please be prepared to select an alternate session to attend.

Tickets
Tickets are required for all courses excluding Live Dentistry. Tickets for all functions can be purchased at all general registration booths located in the Registration Area on the Upper Level in the Crystal Palace and online.

6 Days of Education Seminars, Hands-on Workshops & Essays
Friday - Wednesday
4 Days of Exhibits
Sunday - Wednesday

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FREE “Live” Dentistry
Hi-Tech 450 Seat Arena

SUNDAY
9:45 - 11:45
VOCO America, Inc.
Drs. Ron Kaminer & Marc Geissberger
Restorative

9:45 - 11:45
Shofu
Dr. Ron Kaminer
Restorative

MONDAY
9:45 - 12:00
Millennium
Dr. Sunil D. Thanik
Laser

1:30 - 2:45
First Fit
Drs. Frederick E. Solomon
Cyrus Tahmasebi
Digital

3:30 - 5:15
Align I Invisalign I Itero
Drs. Karla Soto & Christian Coachman
Restorative

TUESDAY
9:45 - 12:00
Apa / CareCredit
Drs. Michael Apa
Aesthetic

2:00 - 4:15
GlideWell
Dr. Justin Chi
Digital

WEDNESDAY
9:45 - 12:00
Apa / CareCredit
Drs. Michael Apa
Aesthetic

2:00 - 4:15
Benco / Vatech
Dr. Aeklavya Panjali
Implant

John Quiñones
Monday, December 2nd
12:00 - 2:00 - Ticket 4010
$125.00

Celebrity Luncheon Speaker

WORLD IMPLANT EXPO
5th Annual Global Orthodontic Conference

3rd Annual Pediatric Dentistry Summit

12th Annual INVISALIGN® - GNYDM EXPO
4 Days of Programming:
Sunday - Wednesday

Botox and Facial Fillers Seminar & Workshop

Over 1,700 Exhibit Booths
Differentiate Yourself!
Stand Out From The Crowd

December 2nd, 2019

Joshua Austin DDS MAGD
A differentiator is something that enables a difference or a distinction to be made.

What differentiates your practice from those around you? What do you do different? What can you do different? Finding your different means finding your stream of new patients.

Who is the closest competition to your practice? How far away are they?

____________________________________________________________

My practice differentiators are:
1. Offering and demonstrate life changing dentistry
2. Patient centric communications methods
3. Always value a patient’s time
4. Work to reduce post-operative issues
5. Online reviews

What are your practice differentiators? Try and think of 2-3. Write them down. If you can’t think of any, use the space to brainstorm!

1. ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

2. ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

3. ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

The four enemies of dentistry
1. Convenience
2. Time
3. Money
4. Pain

**Differentiator 1 - Offer and demonstrate life changing dentistry**
- Addresses enemies 1, 2, 3
- DSD

**Differentiator 2 - Patient centric communication methods**
- Addresses enemies 1 & 2
- Weave

**Differentiator 3 - Always value a patient’s time**
- Addresses enemies 1 & 2
- Develop systems in your office to be quick and efficient
- Bulk fill posterior composite is a great way to increase your efficiency!

Characteristics of composite
- Pain in the \& to place!
- Most post op issues
- Fails faster than any other restorative material
- More expensive than alternatives
- Bacteria adheres to it strongly
- Tooth colored
- Allows for more conservative prep

Real Indications for Bulk Fill Composite
- Posterior direct restorations
- Direct restorations in primary teeth

Strategies for making composite bulk fill-able
1- New, novel monomers that reduce shrinkage to sub 2%
2- More aggressive photo initiators
3- More translucent to allow deeper penetration of light

Your curing light is the most important piece of equipment in your office. Make sure you test them weekly with a photometer and keep a log of results.

In today’s adhesive and bulk fill dentistry you need a curing light that has a high output of power (over 1000mW/CM²) and a broad spectrum (380-520 nm)

Josh’s Curing Light Best Bets
- 3M ESPE Elipar DeepCure-S ($1641.50)
- Ivoclar Vivident Bluephase Syle (1281.95)
- Ultradent Valo Grand (1749.99)

Josh’s Bulk Fill Composite Best Bets
- Tokuyama Estelite Bulk Fill Flow ($20.98/gm)
- Ivoclar Vivident Tetric Evo Ceram Bulk Fill ($21.32/gm)
- 3M ESPE Filtek One ($21.21/gm)

Segmental matrices

Segmental matrices are a must if using resin composite in the posterior.
Josh’s Matrix System Best Bets
• Garrison Composi-Tight 3DXR Fusion
• Ultradent Triodent V3/Dentsply Palodent Plus

ContacEZ Strips (text CONTACEZ to 24587 for samples. Code Austin20 at contacez.com for 20% off!)
- Adjusting contacts
- IPR
- Removing overhangs
- Removing excess cement

- **Universal adhesives**

  - Direct & indirect restoration usage
  - Low film thickness
  - Bonds to resin, ceramic and metal
  - Can dry in wet, moist, or dry environment

Advantages to Universal Adhesives
- Allow for selective etching (enamel only)
- Prevent MMP activation
- Promotes longer term dentin bond
- Etching enamel ensures good enamel bond

Total etch vs Selective etch vs Self etch

**Total Etch**
- Phosphoric acid etch on dentin and enamel
- Good bond to enamel
- Weakens bond to dentin over time due to MMP activation
- Promotes more sensitivity

**Selective Etch**
- Phosphoric acid etch on enamel only
- Good bond to enamel
- Good bond to dentin because no MMP activation and no aggressive etching
- Less sensitivity

**Differentiator 4 - Reduce post-operative issues**
-Addresses enemies 1,2,3,4
-Reduce remakes
-Reverse Crown Prep Technique

-Insert restorations with appropriate cement
Cementation Options
1. Zinc phosphate
2. Resin modified glass ionomer
3. Self adhesive resin
4. Self etch resin
5. Adhesive resin
When choosing a cement, look at crown material, shortest axial wall height, taper.

Josh’s Cement Best Bets
• Doxa Ceramir
• Ivoclar Vivadent Multilink Automix
• 3M ESPE Rely-X Ultimate
• Ivoclar Vivadent Variolink Esthetic
• Panavia V5

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