Congress on 3-D dentistry again exceeds goals in education

**Authors:** Imaging Sciences International & Gendex Dental Systems, USA

The 4th International Congress on 3-D Dental Imaging, sponsored by Imaging Sciences International and Gendex Dental Systems, held this year in La Jolla, California, offered attendees and the dental media an ideal setting in which to learn about 3-D technology. Experienced dental clinicians and professionals shared their considerable knowledge of 3-D’s past, use today, and development in the future. Attendees were provided with a wealth of information from speakers and vendors to assist them in their practical application of the quickly expanding technology.

The two-day congress utilised lectures, panel discussions, breakout sessions, and live demonstrations to allow for full participation and interaction amongst those gathered at the event. “There was definitely a myriad of course topics here, including detailed clinical information,” commented attendee Dr Christopher Phelps of Charlotte, USA. “And for those of us who already have the technology, it was helpful to have courses that focus on non-clinical aspects, as well, such as marketing and both Medical and Dental Insurance reimbursement.”

A new speaker at this year’s congress, Dr John Graham focused on clinical findings not apparent using 2-D radiology and keeping pace when it comes to dentistry’s evolving standard of care involving CBCT. “The dentists that attended the congress were looking to learn more about a technology that can help them advance patient care. I believe that they came away with a greater understanding of this and more,” he remarked.

Returning speaker and moderator, Dr Scott D. Ganz presented on the new sense of confidence to diagnose, plan, communicate and execute dental implant reconstruction and related procedures, such as bone grafting, that cone-beam data offers to clinicians. As Dr Ganz states, “It’s not the scan, it’s the plan!”

Dr Sharnell Muir spoke on the use of CBCT in conjunction with CAD/CAM applications which, in part, covered the process of in-office milling of surgical guides and restorations. “Dr Muir’s presentation gets right to the heart of how dynamic 3-D technology is—the ability to plan restorations and implants and make use of CAD/CAM applications to place and restore them is how patient-driven dentistry is accomplished,” said Mark Hillebrandt, Director of Product Management for ISI and Gendex. “She very effectively illustrated the power of CBCT–CAD/CAM integration.”

Also in attendance, Henrik Roos, President of Imaging Sciences and Gendex, noted that the attendees were very eager to learn about the benefits of 3-D technology. “We are proud to sponsor this comprehensive educational event that offers dentists the information they seek—how to better treat their patients and how to expand services in their practices,” he stated. The companies also announced that the next 5th International Congress on 3-D Dental Imaging will be held in Dallas, USA, at the Gaylord Texan Resort and Convention Center from 4 to 5 November 2011.

Imaging Sciences International and Gendex’s dedication to education is exemplified in their collaboration in delivering quality courses on 3-D imaging. Events include webinars, interactive regional meetings and local training sessions provided by knowledgeable dental professionals. Visit www.i-CAT3D.com for a complete course listing and registration information.

**Editorial note:** Selected presentations were recorded and are offered online, as C.E. accredited webinars. For programme details and registration, please see www.dtsstudyclub.com.
CEREC 25th Anniversary Celebration — A milestone event in dentistry

Author: Sirona Dental Systems, Inc., USA

Sirona Dental Systems’ CEREC 25th Anniversary Celebration (CEREC 25), which was held from 26 to 28 August 2010, may be over, but it will not be soon forgotten, according to the majority of the more than 3,000 attendees and more than a dozen keynote speakers, who participated in the milestone event, celebrating the 25th anniversary of the CEREC CAD/CAM system.

Several lectures offered information on a number of Sirona advancements. Dr Jay Reznick, a progressive oral surgeon, whose lecture was entitled CEREC–GALILEOS integration: A surgeon’s perspective, explained why the integration of CEREC CAD/CAM information into GALILEOS Implant Planning Software enables dental implant planning and surgical techniques that are far superior to traditional 2-D imaging and “freehand” placement of dental implants. The result is a less-invasive surgical procedure, awareness of anatomical challenges ahead of time, increased precision of implant placement, reduced surgical time and enhanced patient recovery.

In his lecture CEREC Connect and digital impressioning, Dr Michael Skramstad illustrated using the CEREC AC and CEREC Connect software to advantage and combining CEREC chairside techniques with CEREC Connect to maximise the use of digital technology and communication with the laboratory, for the fabrication of everything from simple single units and implants to complex anterior cases.

Sirona’s Internet-based service that caters exclusively for Sirona inLab and inEos Blue users is now under the management of laboratory industry veteran Bob Vasile. The range of materials and indications was expanded to include full-contour restorations and veneers made from Ivoclar Vivadent’s IPS e.max CAD lithium disilicate and VITA’s new RealLife material.

Dental and dental laboratory professionals networked with dental industry icons who conducted illuminating continuing education (CE) programmes that included clinical techniques, hands-on workshops, and dynamic lectures on practice management, marketing and hygiene. One of the many session highlights included Prof Werner Mörmann’s lecture The Evolution of the CEREC System. Who better to give such a presentation but the original developer of the CEREC system? Prof Mörmann explained CEREC’s humble beginnings as a small, mobile CAD/CAM unit integrating a computer with a monitor and keyboard, trackball, foot pedal, and an optoelectronic 3-D mouth-scanning camera, and its evolution into the CEREC AC unit with Bluecam and CEREC Connect, which now represents the industry’s most advanced CAD/CAM technology for the dentist and dental technician.

The Introduction of the Sirona Speakers’ Academy was another noteworthy highlight. This speaker-training programme provides both new and experienced speakers with coaching and strategies for delivering more distinctive and compelling presentations. Graduates of the Speakers’ Academy become preferred speakers within the Sirona community and gain access to the latest information regarding trends, market data, and product introductions within the category of digital restorative dentistry and imaging, thereby ensuring their presentation content is as accurate and current as possible. “The CEREC 25th Anniversary Celebration was the launch for many new programmes and services because we wanted our attendees to be on the inside track throughout this exciting and important event,” explained Michael Augins, President of Sirona USA.

CEREC 25 also featured three days of non-stop activities, in which participants could earn up to 18 CE credits while enjoying CAD/CAM-focused workshops, premium entertainment, and plenty of memorable celebrations at the luxurious accommodation provided by Caesar’s Palace. Sirona and guests closed CEREC 25 in true Vegas style at the sophisticated WHITE PARTY, which took place at the popular PURE Nightclub. Most attendees agreed that the WHITE PARTY was the hottest dental event of the decade.

“This may have been the most memorable and exciting three days of my career,” exclaimed Michael Augins. “The high level of continuing education programmes, networking opportunities and entertainment activity was a worthy tribute to the technology that changed the face of dentistry. This milestone event not only celebrated the first 25 years of CEREC CAD/CAM, it kicked off the next 25 years of Sirona innovation.”

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CEREC 25th Anniversary Celebration — A milestone event in dentistry

Sirona Dental Systems, Inc., USA
Touchdown for digital dentistry: CADapalooza ’10 scores!

Author: D4D Technologies LLC, USA

CADapalooza ’10 certainly lived up to its reputation and delivered an exceptional programme this summer in Dallas, Texas! Hundreds of dental professionals attended the three-day event held at the Gaylord Texan Resort and Convention Center, Cowboys Stadium and D4D Technologies’ world headquarters to see the future of dentistry firsthand.

The event began with a Millin’ Around welcome reception in the scenic Main Atrium at the Gaylord Texan Resort, where registered attendees, manufacturers and sponsors gathered for an evening of camaraderie and celebration. On Friday, attendees were shuttled to the new, US$1.4 bn Cowboys Stadium for a full-day lecture programme, covering such topics as current state-of-the-art systems and materials, and the incredible capabilities of leading edge integrated dental technologies that are under development. Special video messages from profession leaders Dr Gordon Christensen and Dr Pete Dawson were played for the crowd on the HD screens at the Main Club Level, where attendees were also treated to a live patient demonstration by CAD/CAMbassador Sherri White, featuring E4D’s DentaLogic software’s newest features.

Other notable presenters included Dr Paul Child, Jr., CEO of CR Foundation, sharing his perspective on CAD/CAM systems currently on the market; Dr Colin Norman of 3M ESPE; Dr Santine Anderson of THE DENTAL ADVISOR; Dr Don Deems, The Dentist’s Coach; Lee Culp; Dr Curtis Jansen and D4D Software Engineer Rakesh I.A. introducing the revolutionary E4D Compass software; Dr George Tyosovsky of Ivoclar Vivadent; as well as Dr David Reznik and Rick Willeford, providing a fresh perspective of the business side of dentistry.

Midway through the day, lunch was served and attendees were invited to step in front of an HD camera to have their video image projected onto the massive 55-meter JumboTron. Photos were captured as souvenirs to commemorate their experience on the world’s largest HD screen. After the break, the D4D Marketing team prepared a series of amusing viral videos that the crowd could watch on either the JumboTron or back at the Club Level. Following the laughter, lectures continued as the E4D DentaLogic and E4D Compass software demonstrations remained on the JumboTron.

The programme closed that afternoon and all participants were led up seven storeys for an evening reception at the Dr Pepper Star Bar overlooking the football field. Guests were greeted with hors d’oeuvres and cocktails as they arrived, and all had the opportunity to tour the 3,000,000 sq. ft. stadium, including a behind-the-scenes look at the Cowboys’ and Cheerleaders’ locker rooms, as well as a free-for-all run of the field itself. Many took photos in the Cowboys star at the centre of the field, while others took the opportunity to go all the way and run for a touchdown!

On the final day, all participants participated in the Build-a-Crown and Advanced Design workshops at D4D Technologies’ world headquarters in the Dallas suburb of Richardson, Texas. Bringing models of their own, they attended workshops at pre-arranged times to sit with CAD/CAMbassadors to see their own crown being scanned, designed and then milled right before their eyes in a matter of minutes! Ivoclar Vivadent, Premier Dental and 3M ESPE’s technical specialists were on hand to ensure each crown was left with proper aesthetic control—with stain and glaze, characterisation, crystallisation and polishing centres.

“The support of our partners is unparalleled, having Henry Schein Dental, Ivoclar Vivadent, Premier Dental, Imaging Sciences International and 3M ESPE all pulling in the same direction has made this a tremendous success and paved the way for the future of digital dentistry,” said Dr Gary Severance, Vice-President of Marketing and Clinical Affairs at D4D Technologies. Presenters were also on-hand at the Advanced Design workshops to highlight upcoming software releases and revealed the Top 10 Steps to Restoration Design, taking their restorations from ordinary to extraordinary, led by Lee Culp. Over 200 restorations were completed and given to the participants and every attendee was able to Experience the Experience of what E4D can do for them, their practice and especially their patients.

If you attended this year’s event, we sincerely thank you for your participation and we hope you found the experience as rewarding as we did. Be sure not to miss next year’s event, as it promises to exceed even the greatest expectations for the future of dentistry!
"Online learning is not the next big thing, it is the now big thing."

Donna J Abernathy
Training and Development Editor

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The new challenge in dentistry

Author: Dr Dobrina Mollova, Dubai

For the fourth time, Dubai hosted the CAD/CAM & Computerized Dentistry International Conference organized by the Emirates Dental Association and the Center for Advanced Professional Practices. The annual conference was a great success, achieving record attendance and further establishing its reputation as the industry's leading CAD/CAM scientific conference.

Dr. Amin Hussain Al Amiri, CEO for Medical Practice and Licence and Chairperson of the UAE Supreme National Blood Transfusion Committee, and Dr. Afaf Sayed Ja'a'far, Acting Director of the Continuing Medical Education (CME) Department, opened the conference and expressed their gratitude for the support of the development of new technologies in dentistry and their appreciation of the excellent opportunity this conference offered with regard to CME in the region.

With 480 participants from 17 different countries and with different specialties, the attendance was exceptional. The two-day conference was chaired by Dr. Munir Silwadi, scientific coordinator, and Dr. Dina Debaybo, Nicolas & Asp University College of Postgraduate Dentistry. The plenary presentations by internationally renowned speakers from Germany, France, Lebanon, the UK, Egypt, and the KSA presented the latest in the field. A wide range of topics was covered, for example tooth preparation for CAD/CAM technology, post, core and final restorations, proper cementation and objectives, as well as computerized implantology and orthodontics. Dentists and dental technicians from both governmental and private sectors enjoyed the high level of the scientific programme. Guest speaker Dr. Khaled Abouseada from Egypt commented: “Thank you not only for inviting me as a speaker to this conference but thank you for your great efforts, which were amazing and the first reason for the success of this conference.”

Guests from the Moscow State University and the University of Belgrade gave poster presentations on the use of CAD/CAM for different treatments.

This year, a new feature, a two-hour open discussion forum with the theme Zirconia—The Truth, was introduced to the conference programme. International experts used the opportunity to present their points of view on the topic and agreed that Zirconias are NOT all the same. The panel members—researchers, experienced clinicians, top industry players and academics from universities in Sharjah, Ajman, Boston, Moscow and Belgrade—offered a substantial amount of information and enabled attendees to discuss the topic and share their experiences and ideas.

Leading manufacturers, like Sirona, 3M ESPE, Ivoclar Vivadent, DeguDent, VITA, Amann Girrbach, Hint-ELs and GSK, generously sponsored the event to contribute to the development of these advanced technologies in the discipline. They exhibited their latest products and technologies, and reported an all-time high in terms of participant interest. Additionally, the Breakfast with the Sponsors event, which was held every morning, offered an excellent networking opportunity. This exclusive access also offered sponsors the opportunity to share experiences with colleagues, make new contacts and strengthen existing relationships. Many sponsors expressed their appreciation that this event had been arranged.