Connect virtually

**ADA FDC Virtual Connect Conference to take place Oct. 15-17**

Nothing can stop the annual ADA session from happening. This year, because of the safety concerns over the coronavirus, the meeting is moving online for the first time.

The ADA FDC Virtual Connect Conference will be held Oct. 15-17. The event, according to organizers, is designed to enhance participants’ professional and personal lives. The conference will present exclusive continuing education and a virtual exhibit hall plus wellness activities and community-building events. Participants can join events and courses in real-time or view on demand later for the rest of 2020.

Evening panel sessions will center around key issues in dentistry today, and include:

- "COVID-19 and Beyond: Leading a Profession Through Uncharted Territory"
- "The Essentialism of Oral Health: How Dentistry Fits in to an Evolving Healthcare Landscape"
- "The Third-Party Payer Landscape: How the ADA is Working for Dentists and the Public"

Other conference highlights include:

- Dr. Frank Spear, world-renowned lecturer and founder of Spear Education, speaking on how to harness personal strength with “Only the Strong Survive.”
- "Simulated Malpractice Mock Trial: COVID-19 Lawsuit.”
- Interactive workshops with veteran clinical coaches.
- Wellness activities, including yoga, a mindfulness hour and a virtual 5K.

The exhibit hall at the ADA FDC Virtual Connect Conference will be different this year, because of the coronavirus, the meeting is moving online for the first time.

**Lady A to headline ADA FDC virtual meeting**

The American Dental Association (ADA) and Florida Dental Association (FDA) are pleased to announce the five-grammy award-winning trio Lady A will perform at the ADA FDC Virtual Connect Conference, to be held Oct. 15-17.

The multi-platinum group will give a virtual concert at 6:15 p.m. CT on Oct. 15 to celebrate the conference opening.

“We’re so excited to have a musical act of this caliber join us for an unprecedented meeting,” said Melanie Love, DDS, ADA FDC work group member. “We really think it will be a special performance for attendees, tying in with our theme of bringing the dental community together while we’re apart and uplifting them during a time of uncertainty.”

Over the course of their decade-plus career, Lady A has become one of the 21st century’s premier vocal groups, blending deeply felt emotions with classic country sounds. As a country-radio staple, the trio has amassed success ushering in 10 No. 1 hits with more than 18 million album units and 34 million tracks sold, with nearly 5 billion digital streams.

The trio earned the biggest first week streams of their career with their critically acclaimed No. 1 album “OCEAN” that has been touted as “the finest album of the band’s career” (Nashville Scene). Known for their nine-times platinum hit “Need You Now,” which is the highest-certified song by a country group, they have earned ACM and CMA “Vocal Group of the Year” trophies three years in a row and countless other honors, including five GRAMMY awards, Billboard Music Awards, People’s Choice Awards, Teen Choice Awards and a Tony Award nod.

(Source: American Dental Association)
Get up close to the 2020 Best of Class winners

By Kristine Colker, Dental Tribune Staff

For the past 11 years, Cellerant Consulting Group has been shining a light on the best new and innovative products in the dental industry with its annual awards, the Cellerant Best of Class Technology Awards.

During that time, dental professionals have gotten a close-up look at the winners every year during the ADA annual meeting. This year is no exception.

Even with the virtual platform of the meeting, many of the 2020 winners will be participating in this year’s ADA FDC Virtual Connect Conference.

The awards, created by Dr. Lou Shuman to recognize innovative products that set a standard of quality in their respective categories, have been acknowledged as something prestigious and coveted among dental manufacturers.

Those participating include: eight-time winner 3Shape, seven-time winner Bien Air, six-time winner Shofu, five-time winner MMG Fusion, two-time winners Apteryx, Carestream Dental, Simplify and Sleep ArchiTx, and emerging winners GreenMark Biomedical, Dental Smart Mirror, Nobio, DENTULU, YAPI, MouthWatch, Weave and Bravrr.

from years past, and not just because it’s virtual. With this new platform, attendees will be able to access the hall 24/7.

Dentists can interact with company representatives when the exhibit hall is staffed and can also schedule appointments with the exhibitors during off hours. Staffed hours are from 4:30 p.m. CDT Oct. 15 and from noon-2 p.m. and 4:30 p.m. CDT Oct. 16-17. For a list of exhibitors, visit ADA.org/meeting.

In addition to learning about dental products and equipment and having access to special show discounts, participants can also interact with American Dental Association and Florida Dental Association representatives by visiting association booths.

(Source: American Dental Association)

For more information
For a complete schedule or to register for the meeting, go online to visit ADA.org/meeting.