Hinman’s stars come out

By John Hoffman
News Editor

This year’s Thomas P. Hinman Dental Meeting is packed with lectures and seminars aimed at helping dentists upgrade their practices and keep abreast of advances that are revolutionizing dentistry.

The theme of the meeting is to put dentistry’s technological advances in a historical context, providing an understanding of dentistry’s past, insights into dentistry today and a vision for its future, explains Dr. Dan Dunwody, the meeting’s general chairman.

“New technologies in medicine and the biological sciences are converging, and this will lead to huge advances for dentistry within the next decade or so,” Dunwody says. “The meeting will show how dentistry is evolving and what advances are on the horizon. It will also be packed with presentations to enable clinicians to upgrade their skills and take evidence-based knowledge back to their practices.”

One of the meeting’s feature talks will be by Dr. Harold Slavkin, dean of the University of Southern California School of Dentistry. He will lecture on tissue nanobiotechnology, an example of what Dunwody cites as an emerging technology that could revolutionize dentistry in the next few years.

Health care, dental costs projected to grow

The American Dental Association (ADA) reports that the government expects dental spending to surpass $100 billion this year and climb to almost $170 billion by 2017.

Like health care expenditures, dental costs are projected to continue to outpace economic growth. Like health care expenditures, dental costs are projected to continue to outpace economic growth.

The ADA’s survey center, using data from the Bureau of Labor Statistics, reports that general prices rose by 2.8 percent in 2007 but costs for dental services climbed 5.1 percent.

As reported earlier by the ADA, data show dental spending rose by 5.7 percent during the previous year, from $86.6 billion in 2005 to $91.5 billion in 2006.

The government estimates the United States spent $96.9 billion on dental services in 2007 and will spend $102.4 billion this year. Per capita dental spending should rise from $254 in 2002 to $310 in 2017.

In a private study, the Millennium Research Group reports that dental implants and facial aesthetic procedures are both growing in the United States at compound annual growth rates (CAGR) of more than 15 percent. In contrast, non-cosmetic procedures are growing at CAGRs of only less than 5 percent.

From 2008 to 2011, dental implant procedures will expand at a CAGR of more than 18 percent. These procedures are projected to experience especially high growth because of patients’ desire for aesthetically pleasing and healthy teeth, technological improvements of current dental implant devices and greater awareness among general practitioners.
“Rhinemetics are playing an increasing role in dentistry,” Dunwody notes. “With the emergence of cellular technologies, dentistry is evolving from being merely able to imitate to being able to duplicate. Instead of replacing damaged teeth and tissues with artificial ones, dentists may soon replace them with real ones.”

The list of speakers is extensive. If attendees aren’t overwhelmed with information, they should be able to find expertise on whatever topics interest them.

Dunwody notes that among the superstar speakers, Dr. Peter Dawson is being honored on Saturday, and Dr. Gordon Christensen is speaking on new aspects of restorative dentistry.

Dr. Paul Feuerstein is addressing emerging technologies, Dr. Sashca A. Jovanovic is lecturing on implant dentistry, Dr. Walter F. Turyiff Jr., is looking back on 50 years of the practice of dentistry, and Dr. David M. Serwer is examining the aesthetics of facial aging.

“If you treat a teenager, what can you expect him to look like in 20 years,” asks Dunwody, himself a nationally renown orthodontist.

But while technology is a main focus of the meeting, seminars are also being devoted to aesthetics, communications and office management, especially ways to motivate and lead dental employees. Immiz Manji is speaking on becoming a dental CEO, Sally Mckenzie will address improving practice potential, and John McGill will discuss achieving financial independence in 10 years or less.

Charitable outreach efforts also have a home at Hinman. Drs. Van R. Haywood, Richard R. Garza, David A. Zelly, Marshall L. Wade and Bruce E. Carter are speaking jointly on dental missions.

“The local Atlanta-area chapter of Brighter Smiles for Brighter Futures, which Dr. Carter heads, raised $750,000 for breast cancer research by recruiting dentists to provide bleaching services to patients,” Dunwody notes.

COSTS

practitioners who can perform dental implant procedures.

“Facial aesthetic procedures will grow more than 15 percent over the next five years,” says Jaya Classen, senior analyst at the Millennium Research Group. “While non-cosmetic procedures face no such demographic limits, cosmetically-focused implant procedures are typically limited to those that are afflicted with disfigurement.”

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