CDA meeting offers something for everyone

By Robin Godman, Group Editor & Fred Michmershuizen, Online Editor

The California Dental Association held CDA Presents the Art and Science of Dentistry Sept. 10–13 at Moscone West in San Francisco. The meeting featured four days of educational offerings. One of the highlights was a session featuring Joe Massad and Jack Turbyfill. Friendly jibes between the speakers and amusing simulated “patient” videos were a hearty warm-up for attendees of their joint lecture.

These two “giants” in removable prosthetics have a long-standing and entertaining repartee, the goal of which is imparting their knowledge to all those within earshot.

During their dueling dentures match — complete with a simulated boxing poster of the two speakers in gloves and trunks — Massad and Turbyfill took turns answering six questions that helped illustrate their different approaches to treating edentulous patients.

For example, the first question was: How do you arrange anterior maxillary teeth? In turn, each speaker presented a case that helped to illustrate his answer to the question. Dr. Massad, who stayed for the entire two and half hours of this lecture walked away with pearls of information about how to make not only a comfortable, esthetically pleasing and functional denture, but also how to make the entire experience a pleasant one for the patient.

In another educational highlight of the meeting, a quartet of lecturers presented “Forensic Dentistry: ‘CSI: San Francisco’ — Who was this?” The speakers for the forensic dentistry session were Anthony “Rick” Cardoza, DDS; Duane E. Spencer, DDS; James D. Wood, DDS; and Jeanne Willie.

Moving at a fast pace and using actual casework to illustrate the leading principles of forensic dentistry, the four presenters taught attendees how to acquire an understanding of the varied roles of forensic dentists as well as the forensic value of dental records. Attendees also learned how to cooperate with the legal system.

The lecturers’ second session focused on the analysis of bitem marks and how they are used within the legal system.

Detailed case presentations illustrated human and animal bitem marks and covered the spectrum from good to bad, and even ugly, aspects of such cases. Understanding the limitations of bitemark analysis was a prime focus of the course.

Meeting attendees also crowded the exhibit hall floor for three days of commerce and hands-on learning along the highlights.

Those who stopped by the Trident booth expressed interest in the company’s new Griptab tool for holding and placing indirect restorations. Sort of like a handle to a cup, the Griptab is designed to make handling restorations easy. Also new at Trident was the Trioray for posterior impressions and the company’s previously released V5 Ring for Class II composites.

At the WOW Oral Care booth, tooth whitening inventor Michael Arnold was showing attendees his new WOW Powder Oral Rinse, a plaque absorbent featuring xylitol and baking soda that is designed to leave users with a clean taste and fresh breath. Designed for people who cannot brush, the product cleans and disinfects while making teeth whiter.

At the 3M ESPE booth, attendees could check out the new Lava chairside oral scanner. Designed to help dentists increase productivity by reducing seating times and remakes, the Lava allows the practitioner to capture and simultaneously view continuous 3-D video images on a touch-screen monitor.

For those who want to be able to keep track of patients via iPhones or BlackBerrys, PracticeWorks introduced a new application. The PEARL enables clinicians to view and act upon real-time information related to patient and treatment details, scheduling, financials, call-backs, prescriptions and more.

Because the application was designed specifically for the iPhone and BlackBerrys, it takes full advantage of the systems’ specific capabilities. For instance, with the iPhone, practitioners are able to not only view digital X-rays but to zoom in on them for a more detailed look.

MyRay was offering a wireless digital X-ray system called the X-pod. This pocket-sized device is capable of instant diagnostic-quality radiographic images in the palm of your hand. Just like with an iPhone, you can zoom in and out by the touch of your fingers.

Discus Dental introduced Insight ultrasonic inserts, featuring LED technology that offers enhanced visibility in the maxillary buccal, maxillary lingual, mandibular lingual, incisal lingual, mandibular incisal, maxillary incisal lingual, and mandibular incisal lingual. Also new from Discus was the Riskontrol disposable air/water syringe tip, featuring separate air and water lines.

DentalEZ Group introduced a new everLight LED operator light, an alternative to halogen-based operator lights. It provides color-corrected lighting and a precise light pattern.

According to DentalEZ, it lasts 50,000-plus hours, or 10 times longer than halogen, reducing the need for regular replacement of light bulbs. It also uses less than 55 watts of energy, which is 70 percent less than halogen-based systems.

Even Under Armour was at the CDA fall meeting. The company that revolutionized the sports apparel industry has designed a mouthpiece for athletes in non-contact sports.

Crafted for optimal fit and comfort, the Under Armour Performance Mouthwear is designed to help athletes train harder and compete at a higher level than before. It was one of many offerings at the booth of Patterson Dental, exclusive distributor of the mouthpiece.

Many companies, including DEXIS and others, offered educational presentations right on the exhibit floor.