on One Stage,” demonstrated in an insightful manner how technology could enhance a dental profession-
al’s ability to provide optimal patient care. Tips on how to make intelli-
gent purchasing decisions were also offered.

At the ADA’s World Marketplace Exhibition, consisting of more than 350 exhibitors occupying more than 200,000 square feet of floor space, meeting participants were able to learn about the latest in products and technology.

At the Smile Reminder booth, a new program called ZubuMail was launched. With ZubuMail, dentists have the ability to narrow their direct-mail campaigns to those peo-
ple with the most potential to become patients.

By incorporating data-driven ana-
lytics, including everything from a person’s age to where he or she shops for groceries, ZubuMail helps dentists identify the people most likely to need specific products and procedures, such as orthodontics, veneers or implants, and then allows the clinicians to tailor a direct-mail campaign especially for those people.

“It’s time for dentists to stop spend-
ing money trying to cover everyone when they could just be spending money specifying a few,” said Mark

Olson, vice president of marketing and business development for Smile Reminder.

Procter & Gamble showcased a trio of products — the Oral-B Professional Care SmartSeries 5000 with SmartGuide, Crest PRO-HEALTH Toothpaste and Crest PRO-HEALTH Rinse — that are designed to help patients stay virtually plaque-free. At the booth, participants were able to take in a presentation, use the convenient brushing station and par-
ticipate in a study to measure plaque on the teeth of dental professionals.

“Plaque and the oral health issues surrounding it are a constant battle for oral health care professionals,” said Dr. Robert Gerlach, research fellow with P&G Worldwide Clinical Investigations, who met with staff members of Dental Tribune during the ADA meeting. “P&G Oral Health understands these issues and has developed a regimen with proven results that contains brands oral health care professionals know and trust.”

Other offerings on display at the ADA meeting included the following:

• The DMG America booth was crowded with dental professionals interested in learning about the company’s new Icon drill-free treatment for incipient caries during the ADA meeting in Honolulu. Many companies were busy during the show’s exhibit hall hours.

• DENTSPLY Caulk had several new offerings, including Enhance flex NST finishing and polishing discs and the SureFil SDR posterior bulk fill flowable base. Both products utilize the latest technology to help dentists improve patient care.

• Reps at the Gendex booth were busy telling meeting attendees about cone-beam 3-D imaging, panoramic systems, intraoral X-rays and digital oral sensors.

• At the Colgate booth, meet-
ing attendees were lining up to learn about the new Sensitiv Pro-Relief. The new toothpaste, which is designed for patients with dentin hypersensitivity, utilizes Pro-Argin technology.

• Isolite Systems was displaying Isolite, a dryfield illuminator that converges light, suction and retraction in one streamlined tool.

• At the Pentron Clinical Technol-
ogies booth, attendees could learn about Mojo veneer cement.

• At the booth of American Tooth Industries, attendees could get a copy of the new DentureMart cata-
log.

Next year, the ADA will hold its annual session in Orlando.