Win a Dream Practice Sweepstakes from P&G

By Robin Goodman, Group Editor

Procter & Gamble Oral Health announced during the Greater New York Dental Meeting that it is collaborating with Levin Group to offer dentists a chance to win in the Dream Practice Sweepstakes. During the six-months of the promotion, 12 winners will receive a yearlong Levin Group Total Practice Success Management Consulting Program. Two dental practices will be randomly selected every month from all entries.

When asked where the impetus came from to offer such a sweepstakes, Associate Marketing Director of P&G Oral Health Ann Hochman replied: “We really want to see professionals thrive, particularly in this economy. We are committed to seeing patients and practices succeed. Healthy offices are tightly linked to healthy patients.”

And, of course, healthy offices are what Levin Group is all about. Dr. Roger Levin explained that winners will receive the entire consulting program as if they had approached Levin Group directly.

It’s not a diluted or condensed version, but rather the complete consulting program that gives them the best chance of increasing production and reaching total success. “We are delighted to be working on behalf of Procter & Gamble,” Levin said.

The Levin Group Total Practice Success Management is designed to help a practice identify objectives in 12 specific areas and to attain each one of them.

The 12 areas include: case acceptance, case presentation, change management, communication, executive coaching, financial planning, goals and Life Map, hygiene productivity, patient finance, scheduling, team building and vision.

If you are interested in entering the contest, it’s just a few clicks away: visit www.virtuallyplaquefree.com where you can enter every day of the month.

Each month, a winner will be chosen and the slate of submitted entries will be wiped clean to start all over again the next month.

Procter & Gamble Oral Health is highly focused on total patient solutions, and Hochman said the company felt it had to do more for the professional community.

“This really feels right, to do more for the professional community. Our focus is total office health as well as patient health. We are thrilled to partner with Levin Group for the Dream Practice Sweepstakes,” Hochman said.

From its side of this partnership, P&G brings its well-established Pro-Health System — a three-step hygiene regime — to the aid of dental professionals seeking to bring all-day and all-night protection to their patients.

The second Dental Tribune Study Club Symposia, held Nov. 29 to Dec. 2 during the Greater New York Dental Meeting, featured lectures on various topics led by experts in their fields. Participants not only earned C.E. credits, but also gained an invaluable opportunity to learn about various aspects of dentistry and how to integrate a variety of treatment options into their practice.

Many of the DTSC Symposia sessions were standing room only. Here is a summary of the offerings.

Day 1

Dr. George Freedman kicked off this year’s DTSC Symposia with his lecture “One-Step Adhesion, One-Step Cements.” Dentists filled the room to learn about new impression materials and one-step resin cements.

The crowd stuck around to listen to Dr. Dan McEwen’s lecture, “High resolution Cone Beam With PreXion 3D,” which taught them the differences between currently available CBCT scanning systems.

After lunch, Dr. Steven Weinberg presented “Simplified Esthetic Dentistry.” Although the seats were filled, a number of dentists didn’t mind standing to learn about the constant state of evolution in esthetic materials and restorative techniques.

Next, Dr. Howard Glazer lectured about “The Beauty of Bonding,” encompassing the science of adhesive therapy and the art of composite restoration and the finesse of finishing and polishing.

Dr. Dirk Gieselmann, Richard Meissens and Maria Ryan wrapped up the first day of the DTSC Symposia with a round table discussion on “The Risk of Coronary Heart Disease in Association with Periodontitis and Perimplantitis.”

Day 2

The second day of the DTSC Symposia started off strong with Dr. Gary Severance and Dr. Lee Culp. In their lecture, “E4D Sky: Dentistry’s Destinization,” the duo demonstrated everything that dental professionals need for the design and fabrication of single unit glass ceramic restorations.

During the next lecture, “Know Your Products & Tools for Today’s Healing Dentistry,” Dr. Ray Goldstein focused on dental therapy, which makes removal of tooth and periodontal structures and less intervention in the healing process possible.

Dentists returned after lunch to learn about “OraVerse — In practice,” as taught by Dr. Steven Glassman. He explained that OraVerse is a local anesthesia reversal agent that accelerates the return to normal sensation after routine dental procedures.

Finally, Dr. Derek Fine ended day two with his lecture, “Awareness in Three Dimensions,” in which he explored the basics of cone-beam imaging and why it is an important adjunct to the modern dental practice.

Day 3

Dr. Renato Leonardo kicked off day three with an introduction to diagnostic and biologic as well.

Next, the crowd learned from Dr. David Hoexter about “Esthetics Using Cosmetic Periodontal Surgery.” Lecturing on his experience, he demonstrated how changing the background of the desired image will enhance it to appear brighter, cleaner and healthier, yet physiological as well.

The day ended strong with Lynn Mortilla’s lecture, “You’ve Taken Implant Training ... What Do You Do Next?” in which she discussed integrating implants into the practice.

Day 4

The fourth and final day welcomed Dr. George Freedman up on the stage for the third time, to present his lecture “ICON — Innovative Cariostatic Treatment without Drilling.” Among other important matters, Freedman discussed preserving healthy tooth structure and interproximal and smooth surface treatment options.

The second lecture of the day boasted Dr. Barry Levin, who was lecturing at the DTSC Symposia for a second year in a row. In his lecture “Immediate Tooth Replacement in the Esthetic Zone,” Levin discussed immediate temporary preparation and the immediate sense of security and esthetics it gives the patient.

After lunch, attendees returned to experience Dr. Ron Schede as he discussed how dental professionals are now incorporating blood screening, evidence-based supplementation, laser therapy, DNA testing and physician referrals into their office protocol to improve dental treatment outcomes and improve the overall health of dental patients.

The DTSC Symposia 2009 came to an end with a live broadcast all...
Dr. Howard Glazer was one of many speakers at the recent DTSC Symposia.

A runner-up, Dr. Adam Vaghari, will receive one free registration for the Webinar of his choice. “Thank you to all participants who submitted their names in the draw and attended the DTSC C.E. Symposia at the GNYDM this year,” said Julia E. Wehkamp, C.E. director for Dental Tribune.

Lectures available online
For those who were not able to attend these lectures at the Greater New York Dental Meeting, they will be offered online as C.E. accredited Webinars at www.DTStudyClub.com within the next month.

In addition, the 2010 online calendar is available for these and other C.E. programs.

Volunteers work with public school students Dec. 1 at the Greater New York Smiles Children’s Program.

Dr. Sachdeo received his doctorate in oral biology and certification in prosthodontics from Harvard University. He is currently an assistant professor at Tufts University School of Dental Medicine in the department of prosthodontics and maintains a private practice in Boston. Sachdeo’s area of research is studying the composition and development of oral biofilms. His work has been published in the Journal of Prosthetic Dentistry, Journal of Prosthodontics, Journal of Dental Research and various other peer-reviewed journals. Sachdeo has also been the recipient of numerous awards and grants.

Ronald Tankersley, president of the American Dental Association, and Torsten Oenius, president of Dental Tribune International, discuss dental education issues at DTI’s media lounge at the Greater New York Dental Meeting.

Dr. Sachdeo is the first in history invented by a dental student while still in school.

is an association between these microbes and systemic health," then the edentulous population is at equal risk, if not higher, than their dentate counterparts.

Systemic health
Several researchers have looked at the strong association between oral health and systemic disease. Connections with pre-term birth, low birth weight, diabetes, chronic kidney disease and risk factors associated with cardiovascular disease, atherosclerosis and stroke, have been established with periodontal disease.

This information becomes even more significant with the finding of A. actinomycetemcomitans and P. gingivalis in the edentulous and implant patient. It is therefore extremely critical that we develop ways to reduce or perhaps even eliminate the development of periodontal pathogens in the oral cavity to help minimize any risk associated with these microorganisms on the systemic health of an individual.

Long-term investigations are most certainly warranted to look at different biomaterials and prophylactic techniques that would help achieve better plaque control in the oral cavity.

A complete list of references is available from the publisher.