Win a Dream Practice Sweepstakes from P&G

Procter & Gamble Oral Health announced during the Greater New York Dental Meeting that it is collaborating with Levin Group to offer dental practices a chance to win in the Dream Practice Sweepstakes.

The Dream Practice Sweepstakes from P&G is a six-month-long Dream Practice Sweepstakes to enter Crest/Oral B/P&G Oral Health’s six-month-long Dream Practice Sweepstakes.

Procter & Gamble Oral Health announced during the Greater New York Dental Meeting that it is collaborating with Levin Group to offer dental practices 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.

So 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 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.

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Is a new orthodontic approach that effectively speeds up orthodontic treatment by up to 40 percent.

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Dr. George Freedman kicked off this year’s DTSC Symposia with his lecture “One-Step Adhesion, One-Step Cementation.” 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 and the art of composites restorations and the finesse of finishing and polishing.

Dr. Dirk Gieselmann, Richard Meissen 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.”

The second day of the DTSC Symposia started off strong with Dr. Gary Severance and Dr. Lee Culp. In their lecture, “EAD Sky: Dentistry’s Destination,” 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. Fay 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 new orthodontic approach that effectively speeds up orthodontic treatment by up to 40 percent.

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the way from Germany, Dr. Marius Steigmann presented live online to an audience in New York on “My First Esthetic Implant Case — Why, How & When?” Dentists learned the correct perspective to apply all of the elements necessary for their first esthetic implant.

Winner of drawing

All participants who attended a full day of DTSC Symposia lectures were eligible to put their names in for a drawing for one year worth of free C.E. on www.DTStudyClub.com. Dr. Hoang-Anh Nguyen won a year of free, unlimited C.E. tuition on www.DTStudyClub.com.

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.

is an association between these microbes and systemic health\(^3\) and 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. Connetions 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.\(^1\)–\(^\text{xiv}\)

This information becomes even more significant with the finding of \(A.\) actinomycetemcomitans and \(P.\) gingivalis in the edentulous and implant patient.\(^5\)–\(^\text{xvi}\)

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.\(^1\)

A complete list of references is available from the publisher.

About the authors

Dr. Sachdeo received his doctorate in oral biology and certificate 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.

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

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

Dr. Howard Glazer was one of many speakers at the recent DTSC Symposia.

A student explores the art of brushing one’s teeth on a set of giant teeth during the Greater New York Smiles Children’s Program. Children from local schools spent the day learning the importance of oral health.

The ‘Posterior Resin Composite Experience’ offers attendees a hands-on learning opportunity the morning of Nov. 29.

Meeting attendees get revitalized at the oxygen bar set up by Singular Payments, booth No. 1617. The company offers credit card processing services with one flat rate.