YDC: ‘It all starts here’

Yankee Dental Congress expecting 28,000

“‘It all starts here’ is the theme at the 2014 Yankee Dental Congress, where an estimated 28,000 dental professionals are expected to gather with a shared goal of improving and maintaining patients’ oral health — as well as overall health.

Attendees can expect to find a varied selection of continuing dental education courses and a bustling exhibit hall floor featuring some of the most innovative products in dentistry. It all takes place under one roof — at the Boston Convention and Exhibition Center from Jan. 29 to Feb. 2.

According to meeting organizers, YDC 2014 will feature more than 300 continuing education courses covering virtually every sector of dentistry, presented by some of the industry’s top speakers. Highlights include:

- Restorative dentistry, presented by John Sorensen, DMD, PhD, and Sam Simon, DDS.
- General health, presented by Bart Johnson, DDS.
- Practice management, presented by Kirk Behrendt, Jennifer Blackmon, Mark Hyman, DDS, Lisa Gualtieri, PhD, Rachel Mele and Chris Scapaperta.
- Prosthodontics, presented by William Wilson, DDS.
- Orthodontics, presented by Chris Baker, DMD, RN, and Wick Alexander, DDS.

The YDC also will offer quality continuing education programs, including:

- “The Ninth Annual Conference for Women in Dentistry.”
- “Diagnosis and Treatment of Oral and Facial Lesions — Fast Track.”
- “Master the Skills of Marketing Your Practice: One-Day Marketing Symposium.”
- “New Dentist Itinerary.”

Attendees will be able to connect with some of the brightest minds in dentistry.

See YDC, page A4

The 16-story Customs House, Boston’s first skyscraper — built in 1917 — is among the sights awaiting attendees of New England’s largest dental meeting, the Yankee Dental Congress. Photo/Provided by Greater Boston Convention & Visitors Bureau

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JANUARY 2014 — Vol. 9, No. 1

www.dental-tribune.com
Dental infections may play a role in brain aneurysms

While bacterial infections have been associated with a number of serious medical conditions, such as cardiovascular diseases, their role in cerebrovascular disorders has not been fully understood to date. Now, researchers from Finland have suggested that infections due to oral and pharyngeal bacteria could be a risk factor for ruptured intracranial aneurysms.

In the study, the researchers obtained 36 ruptured aneurysm specimens and compared the bacterial composition with clipping operations (39) and by autopsy (7), which were examined for the presence of bacterial DNA from various oral species. The researchers found bacterial DNA in 21 specimens. DNA from endodontic bacteria was detected in 30 specimens and from periodontal bacteria in 17 of the samples. Bacterial DNA of the streptococcus mitis group, which has also been linked to endocarditis, was found to be the most common. Aggregatibacter actinomycetemcomitans, Fusobacterium nucleatum and Treponema denticola were the three most common periodontal pathogens.

According to the researchers, the study is the first to provide evidence that dental infections could be associated with intracranial aneurysm disease and the rupture of brain aneurysms in particular.

The study, titled “The connection between ruptured cerebral aneurysms and odontogenic bacteria,” was published in the November 2013 issue of the Journal of Neurology, Neurosurgery and Psychiatry. It was conducted by researchers at the University of Tampere in collaboration with the University of Eastern Finland in Kuopio.

Sources: University of Tampere and the University of Eastern Finland in Kuopio

Protocol for forensic dental data now same as for DNA and fingerprinting

ANSI/NIST-ITL updates standards for transferring information

The Information Technology Laboratory (ITL) at the National Institute of Standards and Technology (NIST), whose broad mission is to promote U.S. innovation and industrial competitiveness by advancing measurement science, standards and technology, recently added a dental data supplement to its existing standard, “Data Format for the Interchange of Fingerprint, Facial & Other Biometric Information.”

The forensic dental data supplement standardizes the transmission methodology of familial dental data, dental history data, tooth data, mouth data, radiological data, visual images and other dental biometric information. Such data can be critical to the investigation of missing persons as well as disaster recovery identification efforts for transportation accidents, terrorist attacks and other incidents where dental records are used in the identification process.

ANSI/NIST-ITL canvasses representing more than 60 organizations around the world approved the dental supplement as well as a new forensic voice analysis supplement.

“The dental supplement evolved out of the need to include forensic dental data in disaster victim identification,” said Bradford Wing, biometric standards coordinator of NIST-ITL. “Communi- cation protocols for dental data now match those for fingerprints and DNA.”

The ANSI/NIST-ITL Dental Working Group worked collaboratively with the American Dental Association (ADA) Standards Committee on Dental Informatics over a period of several years to produce a supplement that uses the ANSI/ADA Standard 1038 — Forensic Dental Data Set as the basis for interaction and interoperability among the various forensic dental repositories and systems deployed around the world. These include the FBI National Crime Information Center Dental Image Repository, the Department of Jus- tice National Missing and Unidentified Persons System (NamUs), INTERPOL FastID Disaster Victim Identification System, Plass Data software (used by many organizations around the world), WinID Dental Identification System (used in many U.S. disaster recovery operations) and the UVIS Dental Iden- tification Module (UDIM) developed by the New York City Medical Examiner’s Office and also used by some munici- palities.

Once implemented, the standard will enable these organizations to not only exchange data but also gather data di- rectly from dental offices, even though each system uses unique encodings that are not mutually compatible.

The dental supplement also covers other items that can be useful for forensic work, such as patterned injury imagery (for example, bite marks), cheiloscopy (lip prints), CT and cone-beam scans, and more.

NIST coordinated the development of these supplements and manages the updates to the standard. For more in- formation about the standard and the standards development process and for a copy of the standard itself, visit www.nist.gov/itl/iad/ansi_standard.cfm, or you can contact Bradford Wing at (301) 975 5663.

(Source: The Information Technology Laboratory at the National Institute of Standards and Technology)
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*Data is based on 123,787 BruxZir crowns manufactured digitally at Glidewell Laboratories through June 2013.
²Projected shipping return date for your case should be verified with a Glidewell Laboratories representative.

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dentistry on the exhibit hall floor and discover some of the latest trends, techniques, products and services available from a field of more than 450 exhibitors. Additionally, there will be a number of continuing dental education programs offered on the exhibit hall floor. Among the choices:

- "Catapult Continuum," a new series of courses covering a wide range of timely topics, is sponsored by the Catapult Group and offered at no additional charge to attendees.
- "CE on the Exhibit Hall Floor" comprises more than 25 hands-on courses and lectures, all available at no charge or at a significantly reduced rate.
- The "Dental Office Pavilion" presents opportunities for hands-on product analysis for those considering new equipment or technology. This program, too, is offered at no additional charge — presented by Henry Schein Dental.
- The "Healthy Living Pavilion" enables attendees to earn C.E. credits while learning from experts about various diets and how to be healthier.
- "High-Tech Playground" displays some of dentistry’s latest equipment and technologies in an informal setting on the exhibit hall floor without sales pressure (and at no charge).
- "Live Dentistry," also at no charge, features top clinicians performing live, leading-edge procedures. Supplies are being provided by Patterson Dental.
- "Social Media Hot Spot" — another new offering for 2014 will help you understand what’s ahead with social media marketing in dentistry.

On Thursday, Jan. 30, attendees can have lunch with Gillian Flynn, author of "Gone Girl." Or that evening, "Going for the Gold at Yankee" will be open to everyone — whether you want to be a participant or spectator.

On Friday afternoon, presenting "Dan Abrams — Man Down," Dr. Abrams tackles the toughest case of his career and turns conventional thinking upside down in the process.

There is still time to register for YDC 2014 at www.yankeedental.com to take advantage of what meeting organizers describe as, "four days that will inspire, inform and entertain."
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— Michael C. DiTolla, DDS, FAGD

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This image represents the typical PFM prep we receive with a conservative feather-edge margin. When a PFM is fabricated for this prep, there is a bulky 1 mm margin on the PFM that catches on the explorer. Even if the margin is sealed, the emergence profile is unacceptable.

BruxZir Crown

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PDC expecting more than 300 exhibitors

Pacific Dental Conference, March 6–8, includes two-day exhibit hall, Thursday and Friday, March 6–7

The 2014 Pacific Dental Conference, from March 6–8 (Thursday, Friday and Saturday) in Vancouver, British Columbia, will feature a varied selection of open C.E. sessions, hands-on courses and a live dentistry stage.

One registration fee gives access to all 144 open sessions, which means no pre-selection of courses is necessary.

More than 135 speakers, with topics of interest to the entire dental team

The variety of topics covered by more than 135 speakers means the entire dental team can access the latest information on dental technology, techniques and materials.

Speakers in the 2014 lineup include John Kois, John Cranham, Sergio Kuttler, Greg Psaltis, Ross Nash, Derek Mahony, Rob Roda, Louis Malcmacher, Bart John- son, Jesse Miller, Rhonda Savage and Nancy Andrews.

With the University of British Columbia Faculty of Dentistry celebrating its 50th anniversary, the PDC will present the “UBC Speakers Series,” with UBC alumni addressing a variety of topics.

The Live Dentistry Stage is back in the exhibit hall, with demonstrations on Thursday and Friday.

On Saturday, the “So You Think You Can Speak?” program features 50-minute presentations by speakers who responded to a call for presentations and were accepted by the meeting’s scientific committee. A number of timely dentistry topics will be covered.

The exhibit hall promises to be busy with more than 300 companies projected to fill approximately 600 booths. Exhibition hours are 8:30 a.m. to 6 p.m. on Thursday and 8:30 a.m. to 5:30 p.m. on Friday.

Special hotel rates are available to attendees, with early booking recommended to ensure availability.

Reservations can be made directly with conference hotels via the links on www.pdconf.com.

(Source: Pacific Dental Conference)

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An attendee at the 2012 JDIQ meeting works on a pig jaw in a hands-on program with Dr. Pietro Di Batista and Dr. Michael Dib. Photo/Provided by Ordre des dentistes du Québec

JDIQ’s exhibit hall is among Canada’s biggest 225-plus dental companies to be in Montreal, May 23–27

The 44th edition of the Journées dentistes internationales du Québec will take place from May 23–27 at the Palais des congrès de Montréal.

Hosting the Association of Prosthodontists of Canada
One of the biggest changes with the 2014 edition of the meeting is that the JDIQ will host the Association of Prosthodontists of Canada. Among the benefits from this joint venture, which also involves the Association of Prosthodontists of Quebec, will be a larger number of top speakers in implant and restorative dentistry – and a presence at the meeting of a larger number of prosthodontists from across Canada.

The annual meeting of the Ordre des dentistes du Québec continues to be one of the highest-attended dental meetings in North America. In 2014, meeting organizers expect to host more than 12,000 delegates from around the world.

More than 100 lectures and workshops in English and French
The meeting will feature a scientific program with more than 100 lectures and workshops presented in English and French. The JDIQ meeting is described by organizers as being Canada’s most highly attended bilingual convention.

More than 225 exhibitors will occupy approximately 500 booths in the exhibit hall, making it one of the largest in Canada. The exhibition will be open Monday and Tuesday, May 26 and 27, and it will feature a continental breakfast on both days for the early risers as well as a wine and cheese reception to close out both afternoons.

Featured 2014 speakers already in the lineup include Drs. Dale Miles, Robert Langlis, Steven Olmos, Stephen Niemczyk, Manor Hass, Jonathan Bregman, Michael Di Tolla, Gerry Kugel, Karl Kern, Joe Blass, Jason Smithson, Brian Novy, Ken Hargreaves, Thomas Dudley, Robert Gutnick, Tieraona Low Dog and James Mah, to name just a few.

For more information about the meeting, you can call (800) 361-4887, visit www.odq.qc.ca — or you can send an email to congres@odq.qc.ca.

(Source: Ordre des dentistes du Québec)
Greater New York Dental Meeting hits big numbers

Tally for 2013: 54,629 attendees from every state and 131 nations

The recently concluded 89th Greater New York Dental Meeting registered 54,629 attendees, including 19,724 dentists from all 50 states and 131 countries. In addition there were 4,098 hygienists and 3,123 dental assistants. The meeting’s exhibit hall featured more than 800 exhibitors in more than 1,600 booths.

ColLABoration, the event’s new dental laboratory meeting, which was presented in partnership with Aegis Publishing, also posted strong numbers — described by meeting organizers as exceeding their expectations. There were more than 1,183 technicians and technician students, 50 exhibitor booths and two classrooms for seminars and workshops.

For the 2014 GNYDM, organizers are adding another new element to the event — the inaugural World Implant Expo, which will be held simultaneously with the Greater New York Dental Meeting, which is set to run from Nov. 28 through Dec. 3. The 2014 GNYDM exhibit hall dates will be Nov. 30 through Dec. 3.

Never a preregistration fee

Again for 2014, the GNYDM, which is sponsored by the New York County Dental Society and Second District Dental Societies, will remain free of any registration fee.

In other attendance numbers compiled from the 2013 meeting, there were: 1,956 dental students, 1,066 dental assistant students, 864 dental hygiene students, 984 dental hygiene students, 99 dental technician students, 4,954 exhibitors, 194 non-exhibiting dental trade, 30 from the U.S. Dept. of Commerce, 4,294 administrative staff, 56 press and 7,717 guests.

With three major international airports — Newark Liberty (EWR), Kennedy (JFK) and La Guardia (LGA) — and with discounted hotel rates, it’s no surprise so many professionals take advantage of the opportunity to keep pace with the profession and enjoy all that New York City offers during the holiday season.

Learn more at www.gnydm.com.

(Source: Greater New York Dental Meeting)
Biomechanical implants stimulate bone growth

OCO Biomedical is a worldwide leader in immediate-load dental implant technology. Its Dual Stabilization™ implants achieve a biomechanical lock at placement and are engineered to stimulate bone growth via patented implant features. The system can be used for a variety of implant needs. According to the company, the proven implant body design enables practitioners to Logically Progress™ from 2.2 mm to 6 mm implants for virtually any clinical indication — and “complete packaging” makes the system simple and economical.

(Source: OCO Biomedical)

R-dental’s METAL-BITE earns awards

The universal registration material METAL-BITE®, from German manufacturer R-dental Dentalerzeugnisse GmbH, has developed into a standard for occlusal registrations within the last decade, according to the company.

The dark gray A-silicone (VPS) earned a number of awards for excellence in 2012 and 2013, including an honor from www.realityesthetics.com. Additionally, in November 2013, The Dental Advisor (Dental Consultants Inc.) presented METAL-BITE with its “Preferred Product Award” for 2014 — the second year in succession the product has earned the award.

According to R-dental, the universal registration material is indicated for a broad variety of universal registrations, and among the many dental professionals recommending it is German opinion leader Prof. (HR) Dr. Alexander Gutowski.

Additionally, according to the company, METAL-BITE is predestined for bite-plate applications of the facebow registration system (www.sam-dental.de) and for manufacturing surgical guides for implantology (www.sicat.de). According to the company, it is used successfully, for the fit of para-occlusal tray adapters in CMD-therapy.

The physical characteristics of the product are described by the company as “convincing.” For example, the company describes the material as being extremely fast and hard, easy to trim — and “very suitable” for cutting and contouring. The company reports that the material has no taste, is radiopaque and offers an “excellent dimension stability.”

The product is available in standard 50 ml auto-mixing cartridges and is dispensed with a commercial mixing pistol (dispenser).

To learn more, you can contact manufacturer R-dental Dentalerzeugnisse, in Germany, by telephone at +49 (0)2 275/767 or by email at info@r-dental.com. You can learn more on the Web at www.r-dental.com or www.pattersondental.com.
Komet USA’s F360 root-canal system simplifies treatment

By Komet USA Staff

The Komet® brand is synonymous with precision-engineered rotary dental instruments. According to the company, the name has long been associated with attention to design and construction detail, high manufacturing standards and integrated instrument systems to meet the daily treatment requirements — and more complicated patient-care challenges — facing general and specialist practitioners. With a 90-plus-year history of melding tradition with innovation and superior products with responsive customer service and direct sales, the company is known not only for its comprehensive range of diamonds and burs but for its endodontic instruments and post-treatment restorative options. Komet has been in the endodontic-instrument business for years, producing, among other items, stainless-steel hand files, K-files and Hedstroem files, which continue their usefulness and popularity, as well as a selection of root-post systems to facilitate post-treatment restoration.

Seeking to address the growing number of root-canal cases now treated in U.S. general-dental practices, Komet closely examined the challenges of speed, ease of use, economy and safety and tasked its R&D, design, engineering and manufacturing specialists with meeting these requirements. The need for endodontic services has expanded in line with demographic shifts, and within the dental community, general practices now provide almost all types and levels of treatment. General dentists are referring less to specialists, and general dentists who previously focused exclusively on cosmetic dentistry or family dentistry, for instance, have moved from being generalists with a specialty to being true generalists.

Komet’s objective with the development of the F360™ files was to address the needs of approximately 90 percent of the endodontic cases general practitioners encounter among their patients and to appeal to the practice style of U.S. dentists. Toward that end, the Komet team began with the idea of minimizing the number of files required for endodontic treatment, seeking to offer some distinct advantages over other root-canal preparation systems.

Now constituting the heart of the Komet endodontic instrument systems is one of Komet USA’s latest and most innovative product launches: the F360™ root-canal preparation system, a system Komet calls “undeniably simple,” a phrase that represents the advancement F360 files bring to endodontic treatment. Use of the files demands no change of technique, and these rotary-operated files require only one speed and one torque level for all the instruments. The F360 files are constructed of NiTi, which has proved its worth in den-

* See KOMET, page A12
Changing lives a smile at a time

A ‘Six Months Smiles’ case

By Dr. Angie Nauman

One of the aspects of dentistry that drew me to this field — an aspect I first became aware of when I was in fourth grade — was the incredible transformation that can be made with orthodontics.

This case study from my general practice illustrates that rewarding aspect of the profession.

I met Matt in Tulsa, Okla., when he was helping to redesign my website. He was 26 years old — and a friendly, kind young man — but I could tell he was hiding behind his closed-lip smile. Fortunately, Matt’s wife started coming to our office for her dentistry needs, and Matt soon followed.

Matt didn’t come to our office because he was concerned about his looks — he wanted his teeth straightened because he kept biting his lips. At the time, I had been treating Six Month Smiles cases for a year, and I knew I would be jumping into a big case, but I couldn’t help but imagine how his smile — and his life — could be changed.

On the day of impressions, my treatment plan for Matt was to extract one of his lower incisors to create space for alignment. He was in agreement with what I suggested. I spent time on the Six Month Smiles forum while his case was at the lab, and changed my mind and decided to proceed without any extractions. I knew this would require interproximal reduction, but I knew that because Matt is a smaller-framed man, his smile would still be proportional to his overall appearance if the teeth were slightly more slender.

Delivery of Six Month Smiles went well, and Matt was thrilled that he did not need to have a tooth extracted. He adjusted well during the first month and continued to have a great attitude throughout treatment. We started with 0.014 wires, and slight IPR throughout (“slight” because I like to take it easy with IPR at the braces-on appointment).

During the first two months of visits, I kept 0.014 wires and added on many wire ties to help the wires engage fully into the brackets. I reduced the bite guards at each visit as his bite would allow.

The next few months’ treatment included the 0.016 wires — and rubber bands in a box shape between upper canines and premolars to lower canines and premolars. Then we moved up to 0.018 wires and powerchains on the mandibular incisors to tighten contacts. I was surprised that at the seven-month mark, his lower teeth were beautifully straight and his occlusion was good, so we were able to remove the lower braces. Matt’s oral hygiene was sub-par, so I was glad we could remove the lower brackets so that he could focus on improving his gingival health.

Within two weeks, his upper teeth were aligned beautifully. We took his braces off and bonded #8 to complete his new look.

Total treatment time was seven months for lower and 11 months for upper. Matt was extremely happy with his new smile, and I was happy with the result.

Cosmetic orthodontics for adults can be very rewarding. When the patient does not want to go through comprehensive orthodontics, we now have a viable solution for those patients through Six Month Smiles.

The Komet F360 root-canal preparation system offers in sizes 025 and 035 to meet additional clinical situations, such as wide roots, and all F360 files are available in three lengths (L25, L55 and L90) to address varying coronal and root canal morphologies. Only two files in sizes 025 and 035 are required for most root-canal preparations. Their 0.04 taper promotes optimal debridement of the canal, maintains file flexibility and thus reduces preparation errors and permits ideal shaping of the root canal for subsequent obturation with any method.

The F360 files are employed in a torque-limited motor and used in a picking motion up to a predetermined working length. The same torque (1.8 Ncm) and speed settings (250-350 rpm) are used for all files; dentists need not adjust speed or torque upon changing files during the preparation sequence.

In addition to sizes 025 and 035, the F360 files in size 035, 025, 020 and 016 are offered in sizes 045 and 055 to meet additional clinical situations, such as wide roots, and all F360 files are available in three lengths (L25, L55 and L90) to address varying coronal and root canal morphologies. Only two files in sizes 025 and 035 are required for most root-canal preparations. Their 0.04 taper promotes optimal debridement of the canal, maintains file flexibility and thus reduces preparation errors and permits ideal shaping of the root canal for subsequent obturation with any method.

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March 27-29 - Toronto
June 18-20 - LVI (Las Vegas)
October 1-3 - LVI (Las Vegas)
December 10-12 - LVI (Las Vegas)

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ADHA supports FTC’s input on dental therapy education

FTC recommends standards that do not unnecessarily constrain states’ ability to set scope of dental therapy

The American Dental Hygienists’ Association (ADHA) has issued a statement of support of the recent Federal Trade Commission (FTC) action that provided written comments to the Commission on Dental Accreditation (CODA) on proposed standards for dental therapy education programs.

ADHA Executive Director Ann Battrell said, “ADHA advocacy efforts to increase access for oral health care across the country, coupled with our efforts to expand the workforce with dental-hygiene-based mid-level oral health care providers, provided the impetus for our ongoing communications with the FTC. (FTC chairman Edith) Ramirez is to be commended for her commitment to promote competition in the oral health care industry for the benefit of consumers.” Battrell’s comments came after she and ADHA Director of Government Affairs Ann Lynch, ADHA Director of Education and Research Pamela Steinbach and ADHA Washington Counsel Karen Sealsander (of McDermott, Will & Emery) met with Ramirez.

With recognition that Minnesota has developed mid-level oral health providers and noting that a number of state legislators have legislation pending or planned to create similar programs, the FTC provided 15 pages of written comments to CODA. The comments noted that the proposed dental therapy standards’ effectiveness may be limited by unnecessary statements on supervision, evaluation and treatment planning. The FTC comments included the recommendation that CODA develop standards that do not unnecessarily constrain the discretion of states to determine dental therapy scope of practice and authority.

The FTC comments raised concern that the draft standards do not fully address the accreditation needs in Minnesota and, as proposed, could hinder competition.

CODA is scheduled to meet on Jan. 30 at the ADA offices in Chicago, at which time it is expected to further deliberate on the proposed standards for dental therapy education programs.

About the American Dental Hygienists’ Association

The American Dental Hygienists’ Association is the largest national organization representing the professional interests of more than 150,000 dental hygienists across the country. Dental hygienists are preventive oral health professionals, licensed in dental hygiene, who provide educational, clinical and therapeutic services that support total health through the promotion of optimal oral health. For more information about ADHA, dental hygiene and the link between oral health and general health, visit www.adha.org.

(Source: ADHA, Oral Health America)

Still time to earn Pros in the Profession honor

Final year three standout dental hygienist to be honored by Crest Oral-B for devotion to oral health care

Crest® Oral-B® continues to recognize registered dental hygienists who go above and beyond the call of duty — with the third year of the Pros in the Profession awards program. These awards acknowledge the pivotal role hygienists play in their patients’ lives in addition to their unwavering personal commitment to promoting good oral health.

“We have seen extraordinary entries over the past several years, which is why we must continue to honor those hygienists whose passion shines through in their everyday work,” said John Sarchilli, global scientific communications manager for Procter & Gamble Oral Care. “These individuals dedicate countless hours to furthering the oral health cause, so we are pleased to be able to applaud them publicly.”

Two winners have been named thus far for the Pros in the Profession year three award. Michelle Vacha, from Colorado Springs, Colo., and Heather Steich, from San Francisco, “I am one hygienist who has been able to make a difference,” says Vacha. “I challenge all hygienists to be passionate and think outside of the box. I have been able to bring full dental services to people who haven’t had dental care in years — and make them happy, healthy members of society once again. The incredible, professional and fun team I have has brought back validity and confidence to the dental experience.”

In March, Crest Oral-B will identify one exceptional RDH who consistently displays dedication toward both his or her patients and the profession. The winner will receive:
• An all-expense paid trip to visit the Procter & Gamble German Innovation Center in Kronberg, Germany.
• A $1,000 monetary prize
• A recognition plaque

Nominees must be:
• RDHs with two years or more of clinical/professional experience after graduation from dental hygiene school
• RDHs who participate in community service
• RDHs with examples of work that goes above and beyond the call of duty.

“Your proudest professional accomplishment was when I stepped out of my comfort zone and traveled to Honduras for a dental volunteer trip,” said Pros in the Profession winner year three Steich. “Our group provided dental services for over 1,400 school-aged children, some of whom had never received previous dental care. It was a humbling and personally rewarding accomplishment. My favorite part of the profession is that I have the opportunity to make a positive impact on people every day.”

Nominations for dental hygienists who meet the above criteria can be submitted via a nomination tab on the Crest Oral-B for Dental Professionals Facebook page.

For the first time in the program, hygienists may nominate themselves for the honor. Nominations also can be submitted by fellow colleagues conveying why their nominee is a Pro in the Profession.

For more information about ADHA, dental hygiene and the link between oral health and general health, visit www.adha.org.

(Source: ADHA, Oral Health America)

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the award that Crest Oral-B has decided to continue rewarding those in our profession," said Ann Benson Ross, Pros in the Profession winner year one. "I’ve learned an immense amount from the experience and have been afforded so many new opportunities, so I encourage all to take part as I know so many of us out there deserve the honor."

To learn more about Pros in the Profession, including how to nominate your -

About Crest, Oral-B and P&G

Crest was the first oral care brand to secure the ADA Seal of Acceptance for a clinically proven fluoride toothpaste. Since introducing fluoride toothpaste 54 years ago, it is estimated that Crest has helped prevent more than half a billion cavities in the United States.

Headquartered in Cincinnati, Crest is owned and distributed by the Procter & Gamble Co.

Oral-B is a worldwide leader in the more than $5 billion brushing market. Part of Procter & Gamble, the brand includes manual and electric toothbrushes for children and adults, oral irrigators and interdental products, such as dental floss.

Oral-B manual toothbrushes are used by more dentists than any other brand in the United States.

The P&G community includes operations in approximately 70 countries. You can visit www.pg.com to learn more about Procter & Gamble and its brands.

(Source: Procter & Gamble Co.)
Crest + Oral-B®

wants to know...

Are you a Pro?

NOMINATE YOURSELF or a deserving colleague for the Crest® + Oral-B® Pros in the Profession® Award, honoring four hygienists that go above and beyond the call of duty to promote patients' oral health. Visit facebook.com/professionalcrestoralb to learn more and enter.*

Winners will receive:
- Exclusive all-expenses-paid trip to the P&G Innovation Center in Kronberg, Germany
- $1,000 prize
- And more!

For more information, visit dentalcare.com or the Crest + Oral-B booth at select dental conventions throughout the year.

*NO PURCHASE NECESSARY. Nominees/Nominees must be legal residents of 48 contiguous U.S. & DC, who, as of the last day of month prior to date of entry, are 18+; one (1) resident of AL and NE who must be 19+ and residents of HI who must be 21+. All nominations must be dental professionals who have had any interaction with the nominee; nominee must also be an employed dental hygienist who is licensed in the U.S. and has been in a clinical practice setting located in the 48 contiguous U.S. or DC for at least 2 years prior to date of nomination. Void where prohibited. The Pros in the Profession Awards Program starts 7/1/2013. Ends 11:59 pm ET 2/15/2014. Sponsor: The Procter & Gamble Company LLC. For Rules, visit https://www.facebook.com/crestone.terms.
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