Greater New York Dental Meeting ready to wow

A number of new events are on the schedule for the 2014 Greater New York Dental Meeting. Some highlights:

- The World Implant Expo, four days of innovations in implantology.
- An expanded exhibit floor with more than 1,700 exhibit booths filled by more than 700 companies.
- An expanded Collaboration Dental Laboratory Meeting, bringing together dentists and technicians in a highly interactive environment.

Presented with Aegis Publishing, Collaboration is expected to surpass its inaugural 2013 numbers: 1,183 technicians and technician students, 50 exhibitor booths and two classrooms for seminars and workshops. The new World Implant Expo will be held simultaneously with the main Greater New York Dental Meeting, from Nov. 28 through Dec. 3. The 2014 GNYDM exhibit hall dates will be from Nov. 30 through Dec. 3.

› See GNYDM, page A2
Peter S. Weber named AAE executive director

The American Association of Endodontists’ Board of Directors has selected Peter S. Weber, MS, CAE, as its new executive director. Weber brings nearly 28 years of experience in professional association management to the table.

“After an extensive nationwide search, the AAE board is pleased to announce Peter as our new executive director,” said AAE President Dr. Robert S. Roda. “Peter brings a wealth of experience in association management and has demonstrated success in terms of growth and satisfaction, support for professional development and public policy advocacy. With him, we look forward to growing the AAE in innovative ways to benefit members and patients.”

Weber comes to the AAE from the Illinois State Veterinary Medical Association, where he served as executive director since 2005. Under his leadership, the association experienced 250 percent membership growth and 500 percent financial growth. He helped develop the Illinois Veterinary Medical Foundation and the country’s largest and most comprehensive veterinary heritage museum, demonstrated vision and skill in outreach efforts to veterinary students and young professionals, and improved the ISVMA’s continuing education and communications programs. Legislatively, Weber ensured that the veterinary profession has the most prominent voice in the Illinois state Capitol on animal health and welfare issues. He developed the ISVMA Legislative Action Center, created a successful grassroots advocacy program, implemented a Lobby Day, and wrote and assisted with the passage of significant laws that affect veterinary medicine.

“I came here because I believe AAE has a very talented and hard-working staff and volunteer leaders committed to the organization’s mission,” Weber said. “My goal is to empower and motivate every person at AAE to do magnificent things with our united vision and combined work ethic. Our efforts will ultimately improve the endodontic profession. I am inspired by what you have already accomplished and strongly believe that, together, we will continue to make a tremendous difference.”

Weber received his bachelor’s degree in political science from Knox College and earned a master’s in educational administration from the University of Illinois at Urbana-Champaign. A certified association executive, Weber is an active volunteer in the American Society of Association Executives and the Illinois Society of Association Executives, and frequently lectures and writes about association management issues. He also serves on or has recently served on the boards of directors of the AAE, American Society of Veterinary Medical Association Executives, Illinois Ornithological Society and the Ovarian Cancer Symptom Awareness Organization. His interests include ornithology, wildlife photography, mountain hiking and sports.

(Source: AAE)

IADFE to award fellows

By David L. Hoexter, DMD, FACDO, FICO
Editor in Chief

The International Academy for Dental Facial Esthetics will meet in New York City on Dec. 2 during the Greater New York Dental Meeting. Celebrating its 18th year, the IADFE will award fellowships, in a cap-and-gown ceremony to physicians, dentists, laboratory artists and other qualified professionals who enhance the esthetics of the face.

This past year in May, the academy held a well-attended meeting in Paris featuring a number of high-value pre-meetings and functions of the face. Weber held a well-attended meeting in Paris while taking advantage of unique networking opportunities. He also attended the American Association of Veterinary Medical Association Executives, Illinois Ornithological Society and the Ovarian Cancer Symptom Awareness Organization. His interests include ornithology, wildlife photography, mountain hiking and sports.

(Source: AAE)

Like this group earning IADFE fellowships in 2013, a new group will wear gowns and toss caps in December in New York City. Photo/Provided by Dr. David L. Hoexter

For additional information about the meeting, the society and its work, you can contact Dr. David L. Hoexter at drhoolydh@gmail.com.

Three major airports — Newark Liberty (EWR), Kennedy (JFK) and La Guardia (LGA) — and hotel discounts make it easy for professionals to attend the meeting and enjoy all that New York City has to offer during the holiday season. Learn more at www.gnydm.com.

(Source: Greater New York Dental Meeting)

Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by sending an email to feedback@dental-tribune.com. We look forward to hearing from you!

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NYGDM stand out include:
- It's the only event with four-day exhibit hall
- There will be more than 300 educational programs
- You can earn one C.E. unit simply by exploring the exhibit floor
- There are eight “Live Patient Demonstrations” and programs in Spanish, Russian, Portuguese, French and Italian.

NYGDM, page 1

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

Four days of exhibits

Other distinctions that help make the GNYDM stand out include:
- It’s the only event with four-day exhibit hall
- There will be more than 300 educational programs
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How to Increase your Practice Income
while you work less and feel more fulfilled

By Dr. Ken Whelan

Dr. Ken Whelan generated $9.2 million within 5 and-a-half years in one scratch practice in Southern California on a 3-day weekly schedule.

He’s launched multiple million-dollar practices and helped many other dentists do the same.

Here are a few of the elements Dr. Whelan uses as part of his Winning Practice Strategy to build multi-million dollar practices. They may be useful to you as well.

Become the go-to dentist in your area

How do you position yourself so new patients flock to you for ideal care because you are viewed as the best, not because you are “in-network” or have the lowest fees? You must position yourself as the go-to community dental leader.

If you look at dental gurus, your local specialists, and leading dentists who have million dollar practices and continue to “crush it” in this economy, they do it by attracting masses of patients because they are perceived as community dental leaders.

After learning from and modeling after some of these legendary dentists, I was able to rapidly go from a struggling dentist to $1.1 million within the first 10 months in my start-up. I earned $9 million just 5 years later, working part-time with a small team in that one non-insurance driven practice.

How? Simply, by educating my community on the newest dental advancements. I’ve helped other doctors do the same and we’ve helped improve the lives of countless patients which has been extremely fulfilling both professionally and personally.

Take your first steps

But when I share this exciting opportunity with colleagues, most doubt their skills and cannot imagine themselves being a local leader. Maybe you experience the same doubts?

What you have to realize is that you are an expert. You have a ton of value to offer to your community and you can quickly establish yourself as a leader. In fact, it is easier to do this now than ever before because of all the great training that’s readily available.

To make it happen you have to believe in yourself and just take your first step. I’ve boiled down the 5 things you need to know to accelerate your path.

1. Do high-profit, in-demand services

If you want to be a highly-paid, leading dentist you have to enhance your skills to provide one-stop-care for all the high-

production services new patients are actively searching for online every day. Did you know baby boomers make up 25% of the population and are expected to increase annual spending on wellness procedures from $200 million to $1 trillion over the next 10 years?

What services should you do first to attract these new patients? Start with one service you love to do. If needed, get more training to master it. Some services to consider are implants and sedation.

I chose to become a local leader in sedation. This is how I went from producing $1,000 insurance-only dentistry days, to producing $20,000 ideal dentistry days: all while working just 12 days each month. At the Winning Practice Strategy (W.P.S.) our clients learn what the best services are to do and how to balance scheduling for peak profitability while maximizing time off to recharge and enjoy life.

2. Attract new patients pre-committed to getting the best care

How do you attract pre-committed new patients who will pay you for the high-profit services you love to do? One way is with your website. Research tells us that 33% of adults online watch health videos and prefer to have a doctor be the one to talk about procedures. How do you do this? By placing valuable informative videos on your website that feature you educating potential patients about how the latest dental services can improve their lives.

This allows ideal patients who want to invest in high-profit services to connect and bond with you and reinforce your community leader status. This is how I consistently attracted patients who paid me $10,000 and more to do optimal dentistry. W.P.S. clients learn how to do this and other advanced internet strategies.

3. Bundle care for high-profit relationships

Many doctors won’t diagnose optimal care because they are afraid they’ll scare or upset patients or sound “salesy”. This leads to an untold number of missed opportunities for patients to choose the best care and for doctors to do high-profit services.

World-renowned dental guru Dr. Frank Spear nailed it when he said “The only way patients can choose more is if they are informed of what’s possible.” How do you do this easily and efficiently?

At W.P.S. we teach a simplified 3-step approach that allows doctors to be both highly profitable and nonjudgmental:

1. Universally offer comprehensive care to all patients. 2. Bundle all associated common procedures. 3. Do it automatically at the click of a button.

For example, how can a patient get the best choice for treatment of an extraction on #20? You should comprehensively diagnose and bundle an extraction, implant and crown all at the click of a pre-programmed button in your software.

This is how I consistently collected $40,000-plus per week all with zero sales pressure. I simply tell patients everything I see that can help them and then let them choose the best care for their situation.

4. Power boost your collections

How do you quickly eliminate no-shows, cancellations, accounts receivables, and non-productive schedule holes to skyrocket your collections? Commit patients to care by collecting payments at the time of scheduling. A common myth is patients won’t do this. But it’s actually rather easy when patients are coming in pre-committed for the best care due to your leader status.

This is how my start-up rapidly collected $50,000 in my first month and $9 million within five years. One client who followed all these methods launched a brand new office at the height of the recession, collected over $1 million in his first 12 months and also took a month-long dream vacation. You’ll learn how to do all this at W.P.S.

5. Change your mindset

Of course, the number one reason more dentists are not achieving this level of success is because they don’t believe their skills are worthy enough to promote. But I’m here to tell you that they are. Your disbelief is the only thing standing between you and a thriving practice.

This is what I share with my coaching clients and hope to bring to everyone with the Winning Practice Strategy.

An Invitation

The details about how to make Winning Practice Strategy work for you—which can only be hinted at in the space available here—are revealed in our FREE 3-part video training series:

“The Million Dollar Practice Plan.”

You are cordially invited to watch these videos and get started right now creating the life and practice you’ve always wanted at www.NewLocalLeader.com.

“The Million Dollar Practice Plan.”
YDC ready to go ‘Beyond Expectations’

“Beyond Expectations” is the theme of the 2015 Yankee Dental Congress, billed as “New England’s largest dental meeting.” The meeting will run from Jan. 28-Feb. 1, at the Boston Convention and Exhibition Center.

According to the organizers, YDC is the fifth largest dental meeting in the country. The annual event is sponsored by the Massachusetts Dental Society, working in cooperation with the dental associations of Connecticut, Maine, New Hampshire, Rhode Island and Vermont. Nearly 28,000 dental professionals from across the U.S. are expected to attend, attracted by the opportunities to choose from more than 300 dental continuing education courses and events taught by leading experts in dentistry.

On Thursday, Jan. 29, YDC is again offering free educational courses, this year focusing on immediate implant placement in the esthetic zone.

The series provides an opportunity for dentists planning to perform immediate implant placement, the esthetic zone and immediate implant placement in six, one-hour sessions by several different speakers.

New to Yankee is the “Interprofessional Symposium: Complete Health Dentistry,” which will be on Jan. 29. The symposium will enable attendees to share knowledge, discuss comprehensive dental cases and question an expert panel of physicians from some of New England’s leading hospitals about the management of patients with medical issues that dentists will likely encounter in daily practice.

Also on Jan. 29 is “The Dental Team Playbook. The 360 Experience,” a unique C.E. experience for all team members, including dentists, assistants, hygienists and office personnel. Each team member will join his or her respective “team” for a session intended to improve production, case acceptance and office communication. This program can be a workload management session.

Spear Education Lectures will be offered on Friday and Saturday during the conference. On Friday, Gary DeWood, DDS, will lead a session on “Occlusal Clues for Implant Placement,” and “Occlusal Design and Creation,” while Steve Ratcliff, DDS, will teach “Making Complex Cases Simple” and “Unless You Hear ‘No,’ You Will Never Hear ‘Yes.’” Join DeWood and Ratcliff will discuss “Treatment Planning and Equilibration,” offered in the morning and afternoon on Saturday.

‘Robust’ exhibit hall

According to organizers, the YDC also is known for its robust exhibit hall floor, offering the latest in dental products and technologies from more than 450 exhibitors, along with a variety of continuing education programs, including “Catapult Continuum,” “Healthy Living Pavilion,” (brought to Yankee for the first time by Brigham and Women’s Hospital), “Live Dentistry” and “Dental Office Pavilion,” all returning following popular reception at previous meetings.

Speakers who will address attendees on Friday and Saturday during the conference will include:• Howard S. Glazer, DDS, covering “What’s Hot and What’s Getting Hotter: New Materials and Techniques.” Glazer is a past president of the AGD and founding member of the Canadian Academy for Esthetic Dentistry (CAED). He has been named a “Leading Clinician in Continuing Education” by Dentistry Today.
• George Freedman, DDS, covering “How’s Hot and What’s Getting Hotter: New Materials and Techniques.” Freedman is a founder and past president of the American Academy of Cosmetic Dentistry and a founder of the CAED. His most recent textbook is “Contemporary Esthetic Dentistry” (Elsevier). He is an editorial board member with Oral Health (Dental Materials and Technology), is a REALITY team member and lectures internationally on dental esthetics and technology. He has a private practice limited to esthetic dentistry in Toronto.

His presentation will cover new technologies and materials that improve patient acceptance, clinical efficiency and practice productivity. The meeting will be the live reveal of Glazer’s new book: The 360 Experience,” a unique C.E. experience for all team members, including dentists, assistants, hygienists and office personnel. Each team member will join his or her respective “team” for a session intended to improve production, case acceptance and office communication. This program can be a workload management session.

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More than 130 presenters, 150 open sessions and hands-on courses, March 5-7, in Vancouver

More than 130 presenters, 150 open sessions and hands-on courses, March 5-7, in Vancouver

You can experience the true flavor of the West Coast — and earn C.E. credits at the same time — at the Pacific Dental Conference, March 5-7, in Vancouver, British Columbia. The PDC has an expert lineup of local, North American and international speakers. With more than 130 presenters, 150 open sessions and hands-on courses covering a variety of topics, the meeting should be able to offer something for every member of your dental team.

According to meeting organizers, you will be able to explore the largest two-day trade show in Canada and have the year’s first opportunity to see the newest equipment.

The exhibit hall features innovative new technologies demonstrated on the live dentistry stage, and attendees will be able to examine products and services from more than 300 exhibiting companies with representatives who are ready to answer questions in discussions on creating practice solutions.

At the conclusion of the conference, you can take a day to relax and revitalize by exploring some of Vancouver’s tourist attractions. The ocean is just steps from the Vancouver Convention Centre, and nearby pristine snow-capped mountains offer up choice late-season skiing.

(Source: Yankee Dental Conference)
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- Dr. Gary Sacher, DDS | Edmonton AB

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Fixed hybrid dentures have been used to successfully restore fully edentulous patients for decades. Their durability, however, leaves room for improvement. There are three issues that can complicate the long-term success of the traditional fixed hybrid denture: The acrylic teeth tend to wear; the teeth can fracture or dislodge from the acrylic base; and the acrylic base itself can fracture. The BruxZir® Full-Arch Implant Prosthesis (Glidewell Laboratories, Newport Beach, Calif.) eliminates these issues, providing a restoration that is more durable in the long term, while sacrificing nothing when it comes to esthetics.

Milled from a single block of BruxZir Solid Zirconia — an exceptionally fracture-resistant material that exhibits flexural strength up to 1485 MPa — this fixed prosthesis utilizes advanced staining and glazing techniques, coloring the prosthetic teeth to closely mimic natural dentition and the gingival areas to match the shade of the patient’s soft tissue.

Case report
The patient is a 58-year-old male with no contraindications for implant treatment. The patient had a total of 11 BioHorizons® Internal Hex implants (BioHorizons; Birmingham, Ala.) placed, including six in the maxilla and five in the mandible (Figs. 1a, b). The implants integrated for more than six months, and the patient presented for restoration of his edentulous arches.

First, preliminary impressions of the implants were made. After removing the healing abutments, closed-tray impression copings were seated. The impressions were made in stock plastic trays, and the impression copings were placed back into the impressions before the case was sent off to the laboratory. The laboratory poured casts from the initial impressions and fabricated bite blocks and occlusal rims for the centric jaw relationship (CJR) records. Each bite block contains two screw-retained temporary cylinders that allow the wax rims to be screwed down, producing a very accurate CJR. The contoured rims were returned to the laboratory with the initial casts.

Upon receiving the wax rims and jaw relation records, the laboratory and dentist decided that the patient required four multi-unit abutments in the anterior maxilla to ensure that the screw access openings were within the confines of the planned prosthesis, so at the next appointment, the patient’s healing abutments were removed, and the multi-unit abutments were transferred to the patient’s mouth and torqued into place. Later, wax setups were tried in and evaluated for proper esthetics, phonetics, contours, occlusion and tooth arrangement.

The implant verification jig (IVJ), which precisely captures the depth and angulation of the implants in the final impression, was seated and tightened into place. After bonding the individual sections of the IVJ together, a final impression was made using an open-tray technique.

Figs. 1a, b: The patient presented with six maxillary and five mandibular implants that were fully integrated and ready for restoration. Photos/Provided by Glidewell Laboratories

By Michael McCracken, DDS, PhD, and Jonathan P. Ouellette, DMD
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impression technique and the custom
tray provided by the lab.
The lab produced a fixed provisional appliance using precise CAD/CAM tech-
nology and effectively preserved the
doctor-approved setup. The provisional
implant prosthesis afforded the patient
a trial period to evaluate the proposed
restoration for esthetics and function
over an interval of a few weeks (Fig. 2).

The final restoration was fabricated us-
ing the CAD design that was confirmed
during the provisional trial period.
The patient was exceptionally pleased
with the function offered by this fixed
restoration, which he should be able to
enjoy for a great number of years given
the extraordinary durability of BruxZir
Solid Zirconia.

How to be a
community
dental leader

Dentist says its easy to
duplicate his million-
dollar practice system

Dr. Ken Whelan graduated from dental
school broke with $500,000 in student-
loan debt. But within 10 months, the fee-
for-service practice he started from scratch
had generated more than $1 million. And
during the next five years he surpassed $9
million — all on a part-time schedule.
According to Whelan, any dentist can
achieve the same by establishing a reputa-
tion as the go-to dental expert in his or her
service area. Whelan says two fundamen-
tals of the era make that a realistic goal:
• The power of the Internet.
• Advancements in modern dentistry.

Whelan took full advantage of both fun-
damentals to answer this question: "How
do you maintain your integrity and have
a thriving practice where patients flock to
you for ideal comprehensive care — not
based on if you have the lowest price or take
their insurance but because you’re per-
ceived as the most respected dental leader
in your community?"

Whelan tapped Internet-based resourc-
es to educate his community about oral
health and advancements in dental care.
Then he started helping other dentists ac-
complish the same, partnering with them
to build many more thriving practices.

Whelan realized he had created a system
any dentist could master. He labeled it the
"Winning Practice Strategy," and he pack-
aged its eight core components into a video
series. Then, of course, he built a website:

"It’s a way to jumpstart and grow your
practice by following a fresh, new direc-
tion," Whelan said, encouraging dentists to
visit regardless of their career stage. "I share
everything I’ve learned about the big con-
cepts that help you create a thriving ‘go-to’
practice as a local dental leader.”

(Source: Winning Practice Strategy)
Section 179 benefits may be decreasing, but Henry Schein is counteracting this by bringing you more savings than ever, up to $55,000* on Bundled Digital Solutions!

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*Price may vary based on model purchased, savings based on manufacturers MSRP.
Designs for Vision has called New York home since its founding in 1961 and is excited to be presenting several new products at the Greater New York Dental Meeting. According to company president Richard Feinbloom, “The Greater New York Dental Meeting is a home game for Designs; we have our roots in New York City and have attended the GNYDM for more than 30 years. Designs for Vision was started by my father, Dr. William Feinbloom, in New York City as an optical company, and during the 1970s our magnification and illumination products found applications in operating rooms and in operatories.”

“The Greater New York Dental Meeting has always provided that comfortable space where industry and professional can interact and exchange ideas. “Designs is always excited to bring our newest products to the Greater New York Dental Meeting. This year we are introducing our ULTRA Mini 2.5x Telescopes, Nike® Retro and DVI Sport frames, and the NanoCamHD™ loup mounted video camera.

“This is a unique opportunity to reach an important target market to introduce a major optical innovation,” Feinbloom said. A pair of ULTRA Mini Telescopes weigh as little as 54 grams (1.2 ounces) and are 40 percent smaller than regular telescopes, thus allowing for easier peripheral vision. “The ULTRA Mini Telescopes,” Feinbloom said, “like our world renowned Dental Telescopes, provide 2.5x magnification that is fully customized to the individual user, providing ergonomic advantages to our customers. Designs for Vision matches the focal length of each telescope to the ideal working distance of our customers. This way the depth of focus surrounds their ideal working distance, instead of adapting to a pre-set focal length. “We have been working with dentists and hygienists who required true 2.5x magnification, but desired a lighter, smaller device for all-day use. Designs for Vision wanted to design and engineer a full feature system that offered all of the features our customers expect of a Designs for Vision product. The lens system uses the same precision-coated optics as our traditional magnification systems. We can also accommodate eyeglass prescriptions into the ULTRA Mini Telescopes.”

The Nike Retro frames are exclusive to Designs for Vision. Available in tortoise shell, black and translucent gray, the Nike Retro has a classic look. The DVI Sport frames can be used for all magnifications and can incorporate eyeglass prescriptions — providing the protective wrap without any distortion.

Designs for Vision’s new NanoCamHD records digitally at 1080p high-definition resolution. The NanoCamHD records magnified HD images from the user’s perspective. The complete system includes 2.5x, 3.5x and 4.5x lens systems to match the typical magnifications, providing a true user’s point of view. As an added feature, still photographs can be taken from live video feed or during playback mode. The video or still images can be uploaded into a patient file, included in a presentation or course, or shared with a colleague or laboratory for collaborative consultations.

The system also includes a foot pedal to enable hands-free operation of the NanoCamHD. Record/pause, mute/unmute and still photography are controlled by the operator hands-free via the pedal.

For best results, combine the NanoCamHD with Designs for Vision’s dental telescopes. Matching true magnification levels of 2.5x, 3.5x or 4.5x can produce realistic simulation from the user’s perspective. The NanoCam can also be attached to the new Nike Retro frames or the new DVI Sport frames. Visit Designs for Vision at the Greater New York Dental Meeting at booths Nos. 2012 or 5026 to see the ‘Visible Difference®’ yourself.

(Source: Designs for Vision)
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By Mydent International Staff

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Mydent International has developed a new marketplace for dental professionals to conveniently place DEFEND orders through their preferred dealer.

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By DENTSPLY Pharmaceutical Staff

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‘First Fridays’ start at Dentatus Implant Center in the heart of New York City

By Dentatus Staff

Dentatus, one of the first to introduce to dentistry narrow-body implants, welcomes you to join us at the Dentatus Implant Center, where participants will learn the distinctive technologies of the Anew, Atlas and Elypse implants. The modern facility is equipped with all necessary instrumentation, models, implants and components used in the workshop. Participants will learn how to select and place narrow-body implants and construct a chairside interim crown. They will learn the benefits of having the means to treat the widest range of patients’ needs, especially patients with inadequate bone and narrow spaces. Due to this special narrow-body technology that requires less time, procedures are attractive to many patients who would otherwise not be able to afford or benefit from this major development.

At the conclusion of the workshop, you will leave with your own constructed temporary crown on a model for staff training and patient education.

The Dentatus Implant Center offers unique opportunities to improve your expertise of emerging technologies with hands-on experience under guidance of experts in the field. Advanced registration is required in order to reserve space and instrumentation. Friday workshops are conducted 8 a.m. to noon.

Come to New York City for First Fridays at Dentatus’ Implant Center and stay for the art, fashion and entertainment. Register at www.dentatusUSA.com, or by calling (800) 323-3136 or by emailing dmanekas@dentatus.com.

Many dental products are used only once, including mixing tips used to prepare cements, impression materials and temporary crown-and-bridge (C&B) material. Following application, the mixer and any material left inside is discarded. To help dentists work more efficiently and sustainably, Switzerland’s Sulzer Mixpac has enhanced its tried-and-tested mixers: The new T-MIXER™ is significantly shorter, so material can be mixed even more quickly.

For example, the new blue model saves about 0.4 ml of material per C&B application compared with its predecessor. If a dentist performs an average of four C&B sessions per day, this adds up to 350 ml of savings every year, which is equivalent to seven 50 ml C&B cartridges. Assuming average costs of $100 per temporary C&B material cartridge, the new T-MIXER helps cut annual material costs by approximately $700. And the mixing result is even better. A T-MIXER’s endorsement by The Dental Advisor1 affirms its clinical evaluation.

This product enables dentists to not only improve the health and well-being of their patients, but also make their business more efficient, according to the company.

Learn more about Sulzer’s T-MIXER product family from your specialty retailers and by viewing a short film at bit.ly/T-Mixer.

Double your benefits with better mixing

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(Source: Sulzer Mixpac)

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(Reference: Sulzer Mixpac)
Staying focused in a dental environment

By Dr. Bob Clark, Founder, DrQuickLook

Being productive in a dental office requires a combination of events that eventually becomes the heart of a healthy dental practice. No single event is predominant over another, and nothing can be left out. These “events” are areas of our practices that we, from time to time, try to bear down on to make our practice and our daily lives better. That point at which your practice starts to show signs of being non-productive is not the time to initiate the drive.

So take a look at one issue each month, and try to make things work as efficiently as possible. If you are looking for the list — it’s not here. Every practice has a different list based on the priorities of the dentist and his or her staff. For this article, the focus is on focus.

“Focus” in a practice is the ability on a day-to-day basis to get rid of distractions that seem to worm their way into the fabric of our practices. In my practice, for obvious reasons, I use DrQuickLook™ SD to allow me to focus on the practice of dentistry by creating a situation where the business of dentistry goes more smoothly. Practicing dentistry is what we all want to do. It would be great if we all had a personal assistant following us around and making sure that the business stuff gets done.

We want full schedules of patients who really are interested in getting quality work done. You know — the ones who actually show up on time for their visits. I noticed in my office after I began using the new DrQuickLook SD units that the business side of care seemed to have a life of its own, and I could focus more on the care side, which I like. I took a step back and objectively looked at what was going on. With all my staff using DrQuickLook SD, I was spending a lot less time reviewing the images emailed to them so they can explain to a spouse what is going on. Before, I had been fielding at least one or two calls a month from spouses who weren’t sure what the situation was. The fact that I had to review the proposed treatment, check out the HIPAA page and then follow up was not something I looked forward to. I did it — I just found that it seemed to take a chunk of time out of my day.

In summary, as I looked at the introduction of the new DrQuickLook SD models in my office, I found that the most important effect was to get rid of a lot of distractions so I could focus on the work at hand. When that happens, the dentist is happy, the staff is happy, and the office is more productive. Win. Win. Win.
# BruxZir and e.max CAD: Superior Clinical Performance at 3+ Years

**TRAC Conclusions:** BruxZir and e.max CAD full-contour crowns on molars have demonstrated clinical service superior to all other tooth-colored materials studied clinically by TRAC over 39 years.

**Visit www.bruxzir.com to see the full report**

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*The TRUTH about BruxZir®*

*Gordon J. Christensen, Ph.D.*

**BruxZir Solid Zirconia** has become the new high-strength, biocompatible option for fixed restorations, from single-unit crowns to full-arch implant-supported prostheses.

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Henry Schein Cares Foundation opens Ebola Relief Fund

Henry Schein Cares Inc. has opened the Henry Schein Ebola Relief Fund to support relief efforts related to the Ebola outbreak in West Africa.

The Henry Schein Ebola Relief Fund was established through the Henry Schein Cares Foundation, a 501(c)(3) organization, to provide a way for Team Schein Members and others who are interested in supporting relief efforts to contribute. Henry Schein will match all donations contributed to this fund by Team Schein Members, and the proceeds will be applied directly and completely to Ebola relief efforts by various relief organizations as well as through the CDC Foundation, which helps the U.S. Centers for Disease Control and Prevention do more work faster to fight threats to health and safety.

The contributions will augment donations of personal protective equipment that Henry Schein is making through Henry Schein Cares, the company’s global corporate responsibility program, to the CDC to help health care workers in West Africa as they combat the Ebola outbreak, which has claimed more than 3,000 lives.

In the past, Henry Schein Cares has responded to other disasters, including Hurricane Sandy and the Colorado wildfires in the United States in 2012; the earthquake and tsunami in Japan, earthquake in New Zealand, and flood in Australia in 2011; the earthquakes in Haiti, China and Chile in 2010; the flood in Pakistan in 2010; the cyclone in Myanmar and earthquake in China in 2008; Hurricanes Katrina and Rita on the U.S. Gulf Coast in 2005; the 2005 earthquake in Pakistan; the 2004 Asian tsunami; the conflict in the Middle East; and the 2011 attack.

Anyone wishing to contribute to the Ebola Relief Fund can do so by credit card through the Henry Schein Cares Foundation website at www.hschneincaresfoundation.org (click the “donate button” to be directed to an online credit card processing page, and select “Ebola Relief Fund” for the gift designation). Those who wish to contribute by check should make the check payable to “Henry Schein Cares Relief Fund” noted on the memo line, and send it to Ashley Lenz at Henry Schein Inc., 155 Duryea Road, Melville, NY 11747. Donations to the Henry Schein Cares Foundation are tax deductible in the United States.

Henry Schein Cares, stands on four pillars: engaging Team Schein Members to reach their potential; ensuring accountability by extending ethical business practices to all levels within Henry Schein; promoting environmental sustainability; and expanding access to health care for underserved and at-risk communities around the world.

Health-care activities supported by Henry Schein Cares focus on three main areas: advancing wellness, building capacity in the delivery of health-care services and assisting in emergency preparedness and relief. The philosophy behind Henry Schein Cares is a vision of “doing well by doing good.” Through the work of Henry Schein Cares to enhance access to care for those who need it, the company believes that it is furthering its long-term success.

Established in 2008, Henry Schein Cares Foundation works to foster, support and promote dental, medical and animal health by helping to increase access to care for communities around the world. The foundation carries out its mission through financial and health-care product donations that support health-care professionals and community-based programs focused on prevention, wellness and treatment, disaster preparedness and relief, and capacity building of health institutions that provide training and care.

See more on Henry Schein Cares making a difference at www.helpinghealthhappen.org, a blog for health-care professionals to share their volunteer experiences delivering assistance to those in need globally. (Source: Henry Schein Cares Foundation)

Peer-to-peer financing helps millions afford oral health care

Recognizing that millions of Americans cannot access the care they need at affordable rates, Dental Equities has announced the launch of a peer-to-peer health-care financing platform, Patient Advance.

Because of post-2008/2009-recession regulations, banks have less capital to loan, which has increased the need for alternative lenders. By moving lending online, Dental Equities can generate cost advantages of more than 400 basis points compared with traditional banks.

Branch office operations consume up to 35 percent of their total operational expenditures. Moreover, their organizational practices are less efficient than today’s online marketplaces. This built-in cost advantage will enable Dental Equities to out-compete retail banks on price.

According to some experts’ estimates, banks, credit card companies and other lending institutions generate $870 billion-plus in annual fees and interest from more than $3.2 trillion in lending activity. It is estimated that more than $1 trillion in loans will be made between peers in this emerging marketplace.

Looking to promote a much-needed financing platform for affordable health care, Dental Equities is working to lead this global shift in lending practices and pass these savings, speed of service and access to tens of millions of Americans who need health-care services not covered by their insurance carriers or the Affordable Care Act.

Logical answer: Collaboration

When asked about the first-of-its-kind decentralized platform, Dental Equities founder Dr. Kianor Shah said, “As a result of globalization and peer-to-peer integration led by technology, collaboration is the logical answer to the unjust corporatization of medicine and health care.”

Dental Equities’ mission is to elevate the professionalism of health-care providers, enabling them to remain independent and able to provide services to their patients demand and require. In addition to Patient Advance, Dental Equities is also offering additional financial services and educational resources via its other sister brands, such as Doctors Club and Doctor Advance.

Dental Equities is a private equity limited liability company founded and led by Shah, its chairman. Dental Equities provides a decentralized peer-to-peer platform where dental professionals unite administratively, academically and financially for the benefit of patients as well as dental professionals.

For more information on Dental Equities, visit www.DentalEquities.com.
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Commentary

Controlling fear, not just infection

By Patricia Walsh, RDH,
Hygiene Tribune Editor in Chief

T
hey say “a miss is as good as a mile.” Last week, in my New Eng-
land dental practice, a miss was as good as 15. I no longer keep my
cell phone in my lab coat pocket. While rethinking every infection-
control step in the office, I had decided that my email ob-
session was germ laden. No more glancing at a screen in the hallway while the doctor
is using the Velscope light. I may not be
susceptible to a missed enterovirus, but
I am using the VelScope light. I may not be
susceptible to a missed enterovirus, but
susceptible to a missed enterovirus, but

What I experienced instead was what I
thought was scarier than a Stephen King
novel, mostly because it wasn’t fiction. It
was all fact. I speculated that my patients would be
glued to their television screens and not
come in for their dental appointments. What
I experienced instead was what I
now dub the “a/i/i effect.” Not only did
they come in for their appointments, but
they couldn’t wait to talk about the “big
event.” Every single patient in my sched-
ule, with the exception of a 6-year-old, sat
in the chair and started to say, “Did you
hear about that Yale student?” I could see
the fear in their eyes. One patient told me
she had just gotten off the phone with
her daughter, who was a panic-stricken
woman, the earth mother. My
nursing abilities kicked in. The soothing
voice usually reserved for toddlers became
the tone of the day.

What really surprised me was my pa-
tients’ ready confidence in me. They felt as
if anyone in health care would somehow
be knowledgeable about every aspect of an
international infectious disease. The Ebola
experts will readily admit there is a great
deal they don’t even know. It’s a double-
headed sword and a huge responsibility.
On the one hand, we are expected to display
calmness and compassion above all else.
On the other hand, when we show our hu-
manship via frailty, misjudgment or mis-
information — the public is not so forgiv-
ing. They blame the nurse.

By 5 p.m. I was back in the staff room
looking at my phone. Twitter was report-
ing that the Yale student had tested nega-
tive. Germ carrier or not, I loved my phone
again. This tidbit of information was very
reassuring to my final patient of the day.
An older man with a heavy Vietnamese ac-
cent, he was no different than every other
concerned patient of the day. Did I hear
about Ebola at Yale? I sighed a sigh of relief
because I had factual information to put
his mind at ease. Twitter beat out the news
networks by hours. The patient talked to
me about the abject poverty in many Afri-
can nations and the terrible problems with
disease. We talked about situations in some
developing countries being prob-
lematic. He had never heard of this Ebola
before. Had it been around long — and
how did it get its name? As luck would have
it, I remembered the historical facts in
“The Hot Zone” and ended my day on a less
frightening note. I could tell him the dis-
case had been studied for about 30 years
and that there was an Ebola River in Zaire.
The unofficial state song of Connecti-
cut is “Boola Boola,” the Yale football fight
song. By the end of the week, we were all
breathing a bit easier and joking Boola
Boola yes, Ebola, no. And there was more
good news. The Associated Press had de-
cided that announcing every single hospi-
tal admission with “Ebola-like symptoms”
was perhaps not such a good idea after all.

Toothbrushing: There’s an app for that

Crest Oral-B’s ‘smart’ toothbrush links to smartphone

By Hygiene Tribune Staff

About 500 attendees at the 2014 ADA annual
meeting recently held in San Antonio accepted
an open invitation from Crest Oral-B to attend
“The Technology Changing Dentistry Reception”
that the company scheduled on an evening dur-
ing the meeting.

After enjoying drinks and appetizers in the Lila
Cockrell Theatre at the Henry B. Gonzalez Con-
vention Center, attendees listened to presenta-
tions from experts connected to two new prod-
ucts from Crest Oral-B, one just recently launched
and another that will make its debut in January.

First ever ‘smart toothbrush’

Sarita Arteaga, DMD, MAGD, associate clini-
cal professor at the University of Connecticut
School of Dental Medicine and former president
of the Hispanic Dental Association Foundation,
shared information about the two-way Bluetooth
wireless toothbrush technology Crest Oral-B is
launching in January.

Noting the growing prevalence of smart phone
apps for fitness and general health, Arteaga said
the new technology essentially links a tooth-
brush to a smart phone via an oral health app.

The resulting “smart toothbrush”
will make it possible for users to share
resulting oral-health information
with their dental provider, enabling
professional monitoring of such areas
as brushing time, pressure and other data
that will help users monitor and improve their
oral health.

In addition to the various data measurements
available at launch, it’s expected that a variety
of new data-tracking capabilities will be added as
consumer use of the smart toothbrush evolves.

Strips treat tooth sensitivity for a month

Paul Sagel, Procter & Gamble research fellow
and inventor of Crest Whitestrips, spoke about the
sensitivity treatment product the company re-
leased in September, Crest Sensi-Stop Strips.

The sensitivity relief strips are designed to pro-
vide immediate relief to people suffering sensi-
tivity to cold, heat, acids or sweets — providing
relief for up to a month.

“We have some very exciting innovations that
are just now coming on the market or coming
to market in the near future,” said Dave Shull,
Procter & Gamble associate director. “And we
thought this would be a great forum to be able
to share new technology with members of ADA.”

The World’s Dental Hygiene Newspaper · U.S. Edition

DECEMBER 2014 — Vol. 7, No. 7
www.dental-tribune.com
Mark Twain said, “Wrinkles only mark where smiles have been.” Oral Health America wants every smile to be healthy, which is why its programs support increased access to oral health care and education for the nation’s most vulnerable populations, including older adults.

Older adults in the United States are facing a crisis when it comes to oral health care, with 70 percent of Americans age 65 and older not having a dental benefit and Medicare not including dental coverage. With 10,000 Americans turning 65 every day, according to the Pew Research Center, this oral health crisis is only going to continue to grow.

That is why OHA focuses on bringing needed oral health care and education to older adults through the Wisdom Tooth Project. The program includes a first-of-its-kind website, www.toothwisdom.org, designed to connect older adults and caregivers to expert articles about oral health issues facing older adults and to resources where they live.

The website also contains a section for health professionals so that those who work with older adults can get the most up-to-date information about oral health to use with their patients.

You can help support the work OHA does for older adults and all vulnerable Americans and ensure OHA reaches more Americans next year.

From now until the end of 2014, every dollar donated to OHA will be matched by Ivoclar Vivadent, up to $50,000.

To make a gift and double your impact, telephone (312) 836-9900 or visit online at www.oralhealthamerica.org/donate.

(Source: Oral Health America)
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