Florida dental meeting focuses on career and life balance

The Florida Dental Association will hold its annual meeting, the Florida Dental Convention (formerly the Florida National Dental Convention — FNDC), at the Gaylord Palms Resort & Convention Center in Orlando from June 11-13. (Unlike years past, for a change this year’s event does not fall on Father’s Day weekend.)

This year’s scientific program, “Dentistry Beyond the Tooth — Career & Life in Balance,” features a broad spectrum of topics, ranging from “Balancing the Occlusion” to “Creating a Balance in Life.” With more than 100 lectures, 35 workshops and three mini-residencies, there is likely to be a course for everyone on the dental team.

The convention program experience is designed to touch on each of the following elements: healthy practice, healthy mouth, healthy mind, healthy body and healthy life. Each day begins with a “High Energy — High Impact” motivational speaker, with a topic oriented toward the entire team. These dynamic, kick-off speakers were specifically selected for their demonstrated ability to move and inspire audiences. Dr. Uchi Odiatu will set the tone with his opening keynote session on Thursday, “Living Your Dreams.” As a general dentist, motivational speaker, lifestyle coach, TV personality, wellness author, certified trainer, lecturer, nutritionist and athlete, Odiatu is known for his inspiring and thought-provoking presentations.

On Friday, the meeting will welcome Dave Weber with “Conquering Your Goliaths.” Weber’s fun, high-energy and entertaining style has made him one of the nation’s most sought after speakers. He is a crowd pleaser. He’s known for his ability to motivate, challenge and inspire his audiences. Morris Morrison will be the finale keynote speaker, presenting “Lead-ur-ship Starts With You.” Morris has a unique motivational style that enables him to connect with his audience in a personal and inspirational way. He is sought after by Fortune 500 companies and major sports organizations, including the NBA.

The 2015 scientific program will feature nationally renowned speakers, including Gary Dewood, Lee Ann Brady, Charles Blair, Lois Banta, Sam Low, David Little and Harold Crosley. Clinical courses and workshops are designed to equip you and your team with the tools necessary to incorporate new and emerging technology and techniques to optimize clinical skills business growth and team building. Hot topics include: composites, one-step dentures, sleep dentistry, head and neck dissection, cone-beam anatomy, HPV and biofilm control and prevention.

Meeting organizers invite you to join your colleagues for the high-value C.E. sessions, many of which are available at no extra cost.

New this year will be special courses geared toward the new dentist. Also, as a tribute to the industry’s hard-working hygienists, the meeting will offer a “free” C.E. course on Saturday, designed specifically for the practice of dental hygiene. In addition, attendees can consider one of the one-hour, “hot topic” sessions.

Meeting organizers invite you to come for the C.E. and stay for the fun. The nightly parties are designed to be family friendly and include a "magical" night out at Disney’s Magic Kingdom on Saturday. Learn more at www.floridadentalconvention.com or call (800) 877-9922.

(See AGD, page A16)
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In Jamaica: Five days of implant training

The American Academy of Implant Prosthodontics (AAIP) will join with its affiliates, Atlantic Dental Implant Seminars (ADIS) and the Linkow Implant Institute, to present a five-day comprehensive implant training program in Kingston, Jamaica, at the University of Technology, School of Oral Health Sciences, from July 1-5.

The course will include a half day of lectures, surgical and prosthodontic demonstrations and a half day of hands-on participation on anatomic manikins and cadavers, diagnosis and treatment planning of implant cases for a minimum of six patients, the construction of surgical templates, diagnostic wax-ups, and the insertion of a minimum of 10 implants by each participant. Qualified participants will perform sinus lifts, immediate implant placement and ridge splitting under supervision of the course faculty.

Upon completion of the 40-hour comprehensive implant training program, participating clinicians will be able to accomplish the following tasks: identify cases suitable for dental implants, diagnose and treatment plan for preservation and restoration of edentulous and partially edentulous arches; demonstrate competency in the placement of single tooth implants, soft-tissue management and bone augmentation, obtain an ideal implant occlusion, work as part of an implant team with other professionals, and incorporate implant treatment into private practice with quality results, cost effectiveness and profitability.

Implant treatment will be performed on provided patients in the dental clinic of the University of Technology, School of Oral Health Sciences, Kingston, Jamaica, with personalized training in small-group settings. The course is a cooperative effort of the Jamaican Ministry of Health, the University of Technology, School of Dental Sciences, Kingston, Jamaica, and the American Academy of Implant Prosthodontics.

A dental degree is required for all participants. The course is tax deductible and 40 hours of dental continuing education credits is awarded on course completion. No malpractice insurance is required for course participants.

Dr. Mike Shulman is course coordinator, Dr. Leonard I. Linkow is course director, and Dr. Sheldon Winkler is course advisor. Course faculty, in addition to Shulman, Linkow, Winkler, include Drs. Robert Braun, Ira L. Eisenstein, E. Richard Hughes, Charles S. Mandell, Virgilio Mongalo, Harold F. Morris and Robert Russo.

The number of instructors participating in each course is dependent upon the registration.

Implants and components for AAIP/ADIS implant seminars are provided by Optimum Solutions Group. Dental laboratory support is provided by DCA Laboratory Inc., Citrus Heights, Calif., and Dani Dental Studio, Tempe, Ariz.

About the organization
Founded by Dr. Maurice J. Fagan Jr. in 1982 at the School of Dentistry, Medical College of Georgia, the objective of the Academy of Implant Prosthodontics is to support and foster the practice of implant prosthodontics as an integral component of dentistry.

The academy supports component and affiliate implant associations around the world, including organizations in Egypt, France, Italy, Israel, Jamaica, Jordan, Kazakhstan, Paraguay, Peru and Thailand.


American Academy of Implant Prosthodontics is designated as an approved PACE program provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for fellowship, mastership and membership maintenance credit. The current term of approval runs from Jan. 1, 2014, to Dec. 31, 2015.

Complete information on the AAIP/ADIS Jamaica implant continuing education programs, including tuition, faculty lectures, transportation and hotel accommodations, can be obtained from the course website, www.adiseminars.com, or by calling (551) 655-1909.

AAIP membership information can be obtained from the AAIP headquarters at 8572 East Eagle Claw Drive, Scottsdale, AZ, 85255-2058, telephone (480) 588-8062, fax (480) 588-8285, or from the AAIP website at www.aaipusa.com.

(Source: AAIP)
THE OFFICIAL MEETING OF THE FLORIDA DENTAL ASSOCIATION
DENTISTRY BEYOND THE TOOTH

CAREER & LIFE IN BALANCE

JUNE 11-13, 2015

COME FOR THE CE: STAY FOR THE FUN!

THURSDAY
Sweet Success • 7-10 PM • Featuring live karaoke

FRIDAY
Junkanoo! A close encounter with island culture
7-10 PM • Live music, food and drinks
The After Party • 10 PM-1 AM • Drinks and dancing

SATURDAY
Night Out at Disney’s Magic Kingdom • After 4 PM

EXCITING KEYNOTE SPEAKERS!

THURSDAY, JUNE 11
UCHE ODIATU, DMD
Living Your Dreams

FRIDAY, JUNE 12
DAVE WEBER
Overcoming Life’s Goliaths

SATURDAY, JUNE 13
MORRIS MORRISON
Lead-ur-ship Starts With You!

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As the digital evolution in dentistry continues, with the new CAD/CAM techniques, Rhein’83 research laboratories, under the direction of vice president of technology Gianni Storni, have developed a new line of threaded interchangeable attachments.

The various product lines include the Spherical OT cap line, in micro (1.8 mm diameter) and normo (2.5 mm diameter), together with the new Equator Profile, which is the smallest dimensional attachment in the market.

These threaded attachments are screwed directly inside the milled bar, mounting on the special 2.2 mm thread. Or, in cases where the CAD/CAM software produces an overdenture bar without threaded holes, Rhein’83 offers a threaded titanium sleeve that can be cemented into the hole of the bar. The threaded sleeve is glued into the hole that will receive the attachment, which is threaded into place.

To learn about the threaded interchangeable attachments and other Rhein’83 products in more detail and for more-comprehensive presentations on technical applications, email Rhein’83 at marketing@rhein83.it, or visit online at www.rhein83usa.com, or contact the distributor, American Recovery, by phone at (877) 778-8383 or by email at info@rhein83usa.com.

About Rhein’83
Rhein’83 was founded in 1983 in Bologna by Ezio Nardi, who was keen on research, specializing in overdentures. Spherical attachments had been on the market for some time, but were made mostly in metal. Rhein developed a series of castable attachments with elastic retention, introducing the first “silicon materials” on mobile prosthesis retention. Within a few years, silicon materials would completely replace metal attachments.

Today Rhein’83 works with many Italian and foreign universities to test the innovations produced by Rhein research and development. Awards include the MIUR certificate and the “Laboratory of Quality and Excellence” from the Ministry of Research and Development of Health.

Research has led to design and production of components for systems such as Sphero Block (normo and micro) and Sphero Flex allowing to correct divergent implant cases up to 46 degrees. Recently the new low-profile OT Equator attachment was developed with a complete system defined four in one, offering titanium abutments for all implant brands, castable solution for natural teeth, a passive bar connection and a complete line of attachments for CAD/CAM applications (available already in the most common dental software world wide).

All products are manufactured in titanium with an additional tin coating bearing the hardness of the surface to more than 1,600 Vikers. The company is also known and recognized for its dentists’ and dental technicians’ reports and its conferences and courses worldwide. Rhein is considered a world-leading producer and distributor of dental attachments, with an active presence and distribution in more than 90 countries.

The company operates in accordance with European product certification (Directive 93/42 CE) in addition to UNI EN ISO 9001:08 - UNI CEI EN ISO 13485:12. It also has product certifications in many foreign countries, including the United States, Canada, Russia, Israel, Korea, Brazil and others.

(Source: Rhein’83)
Planning for partial retirement can be tricky

By Nicholas Spanakis, Group Practice Manager, PNC Bank

If you want to keep working, only on a less demanding schedule, you’re not alone. Many people these days are considering a “partial retirement.” According to a University of Michigan study, 20 percent of those ages 65 to 67 consider themselves partially retired, while in 1960 this group was nonexistent.

The reasons for this trend vary. Some partial retirees need to prolong income to support their lifestyle, but others simply enjoy their work and don’t want to stop. Can you participate in this trend? Possibly — but it takes planning. To help you clarify your goals and how to reach them, consider drafting a partial retirement plan.

Having a “planned duration” helps

The process of retiring, especially partially, is complicated for dental professionals, largely because of their practices. If you’re the owner of a private practice, a partial retirement must be planned well in advance, and generally is more successful if there is a planned duration. But whether you’re negotiating with partners to scale back, looking for possible buyers to take over your practice or considering moving into an entirely different part-time job, planning is crucial.

Consider the following questions and discuss them with your business and life partners. Then share the answers with your accountant and/or financial professional.

• Do you want to change jobs, or stay at the same job and reduce hours?
• Have you made a financial plan that takes into account the reduced compensation resulting from fewer hours?
• Have you spoken with your financial advisor to prepare for partial retirement?
• Have you communicated your plans to your life partner and your business partners?

Once you’ve discussed these questions with all the players, the next step is to sit down with your accountant or financial advisor and draft an actual plan for your proposed retirement. This plan should cover financial matters, including how much you expect to earn and how that will cover your living expenses, work responsibilities including scheduling, such as on-call hours, regular hours worked and patients taken on, the expected duration of this arrangement, how a change in work habits will affect the ownership of the practice, and a clearly stated plan for the eventual transition to complete retirement.

All of the above goes double if you’re in a solo practice and plan to eventually sell or hand down your practice to the next generation. Preparing a business for sale takes years if you want to get the best price, and both you and your patients will benefit from long-term planning.

Nicholas Spanakis, group practice manager with PNC Bank, can be reached by phone at (866) 0136-6085 or by email at nicholas.spanakis@pnc.com

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Reputation management facts for today’s dentist

Reputation marketing is now the most trusted and effective form of online marketing for any dental practice. Moreover, sites such as Yelp and Google My Business display the buying decisions of millions of patients on a daily basis. Here are quotes from three highly respected business journals:

“These days, a Google review can shape your business far more than a Google Ad.” — Forbes

“65 percent of customers read online reviews before making a purchase decision, according to recent surveys. After all, reviews provide a first stop for any potential customer to understand a product from a consumer point of view, delivering honest and impartial insight from peers.” — Entrepreneur

“Every marketer is aware of the rise of online reviews and other sources of peer-to-peer information, but many neglect this trend and market products much as they did a decade ago. We believe that many companies need to dramatically shift their marketing strategies to account for the rising power exerted on future customers by the opinions of existing customers.” — Harvard Business Review

Without question, every practice owner and office manager will tell you that referrals are the backbone of their success. In fact, word-of-mouth marketing can be the difference between prosperity and continual struggle.

In today’s world, word of mouth is now represented by online reviews and social sharing. Some experts have referred to the blending of the two as “word of mouse.” But did you know that even with all this overwhelming information, and with online reviews generating hundreds of thousands of dollars in extra annual revenue — some practices are slow to take advantage of these undeniable facts? In fact, Fox Business stated: “90 percent of consumers are influenced by positive online reviews — but only half of small business owners believe these reviews are important. Nearly 55 percent say online reviews are unimportant.”

The solution for any practice is to become proactive in controlling its online reputation. It’s the difference between getting new patients or not.

The team at Planet Success created Reputation Express specifically to meet this challenge and put the control in the prac- tice’s hands. Its purpose is simple: Drive in more patients by making your practice the obvious choice.

Planet Success wants you to be found, to be chosen and to be recommended more than you are now. The system was developed from a combined history of more than 50 years in marketing and consulting, working with practices from all over the United States.

For more information on how to make your practice the obvious choice you can visit Reputation Express online at www.reputationexpresspro.com.

(Source: Planet Success)
Extraction instruments combine ergonomics, Scandinavian design

**LM Dental’s LM models feature nonslip ErgoTouch handles**

By LM Dental Staff

LM Dental’s LM extraction instruments uniquely combine ergonomics, Scandinavian design and functionality for atraumatic tooth extraction. They feature comfortable, nonslip ErgoTouch handles and are well-balanced and lightweight.

LM-LiftOut instruments are designed to perform typical extractions atraumatically, an important consideration that enables rapid healing and future implant placement.

The tip of the instrument is introduced into the periodontal space and slowly advances toward the apex of the root while moving gently back and forth.

LM-TwistOut instruments are indicated for tooth extraction in situations where strong force or torque must be applied, and LM-SlimLift instruments are created for the most atraumatic extractions. Because of their slim tips, the instruments fit in extremely narrow spaces and are ideal for implant preparations.

LM extraction instruments are supplied in a convenient cassette that protects both the instrument and the handle during the maintenance cycle. The cassette keeps instruments from puncturing the sterilization pouch, and the cassette can be color-coded. The blades, hand-finished and made from LM-DuralGradeMAX supersteel, stay sharp and are long-lasting when properly used and maintained.

Because of their slim tips, the LM extraction instruments fit in extremely narrow spaces and are ideal for implant preparations. Photo/Provided by LM Dental

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**DENTSPLY Pharmaceutical controls quality at every step, all the way to your office door**

By DENTSPLY Pharmaceutical Staff

Each cartridge is twice sterilized with a sterilizing filter followed by an autoclave method.

Cartridges are then visually inspected with an electronic laser for defects and impurities, including but not limited to cracks, foreign particles, color and density. Each cartridge is mylar-pack labeled to restrain the individual pieces in case of a break — thus avoiding any injuries. Each set of 10 cartridges is then blister packed to avoid breakage.

Finally, each cartridge is color coded as per industry standard ADA system.

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**Innovative goals**

- AGD, page A10

Research e-poster presentations. Via captivating digital display, today’s dental students and residents will present their ideas for shaping the dental landscape of tomorrow.

**Education highlights**

AGD 2015’s celebration of change is most readily apparent in this year’s new continuing education tracks. The courses will help attendees focus on particular subject areas, such as endodontics, implants, and special-patient care. New this year, the AGD is presenting a 90-minute live-patient dental implant course hosted by Engel Institute founder Todd B. Engel, DDS, as well as Fundamental and intermediate Invisalign® courses for dentists and their teams. Also new is an education track for the entire dental team.

**Fun and philanthropy**

Meeting attendees are encouraged to bring their friends and family to the “President’s Celebration to Honor Fellows and Masters,” to enjoy fine dining and live music while networking with colleagues. Friends and family are also invited to support oral cancer awareness and research at the “5K Fun Run/Walk” presented by the AGD Foundation. Other foundation events at AGD 2015 include the silent auction and on-site oral cancer screenings designed to emphasize the importance of detecting this disease in its earliest stages.

**Registration and housing**

Registration for AGD 2015 is now open and can be done at www.agd2015.org.

The official hotel of AGD 2015 is the San Francisco Marriott Marquis, postal address: 780 Mission St., San Francisco, CA 94103.

To guarantee rooms for your family and staff, make your reservations early by visiting resweb.passkey.com/go/AGD2015 or by calling (877) 622-3056. International guests may can dial +1 (415) 896-1600. Don’t just embrace change; celebrate it at AGD 2015.

(Source: AGD)