60 U.S. firms represented at Dubai dental meeting

The recently concluded 2012 UAE International Dental Conference and Arab Dental Exhibition (AEEDC Dubai) achieved its vision to be the largest dental event in the Middle East. This 16th annual session surpassed all previous records. The event featured 17 national exhibiting pavilions with 900 exhibiting companies from 80 countries. Overall, there were more than 28,000 attendees from 152 countries, a 15 percent increase over 2011.

In addition to the three-day exhibition, there was a three-day scientific session featuring 110 leading international and regional educators imparting the newest ideas, innovations, technological advances and state-of-the-art materials furthering worldwide dental health care.

The opening ribbon-cutting session was performed by His Highness Sheikh Hamdan bin Rashid Al Maktoum, deputy ruler of Dubai, minister of finance and president of the Dubai Health Authority. Also in attendance was His Excellency Qadri bin Mohammed bin Rashid Al Maktoum, director general of the Dubai Health Authority.

Dubai enjoys a strategic location and serves as the biggest re-exporting center of regional and national conferences, conventions and exhibitions. Logistics and operational costs, an international outlook and liberal government policies attract visitors and investors. Dubai offers a kaleidoscope of attractions: desert tranquility, towering buildings, modern landscapes, sandy beaches, lush green parks, neighborhood shops and ultra-modern malls. Dubai is home to world-class companies and financial institutions — as well as the world’s tallest building (Burj Khalifa) indoor skiing, the world’s largest golf course and a world-renowned championship horse racing arena.

There is a highly developed infrastructure, a major business center and dynamic tourist attractions.

The joint GNYDM/USDOC exhibit booths were centrally located in front of the U.S. pavilion. This joint effort ensures that American-made products are in the forefront when competing with dental products made by international competitors. Dr. Richard L. Rausch, general chairman of the Greater New York Dental Meeting, said, “This partnership provides better exposure of the U.S. dental industry on a global scale and maximizes exhibit–attender interaction and networking experiences to produce greater sales opportunities.” He said that as strategic partners in this endeavor, both the GNYDM and the USDOC are committed to helping U.S. manufacturers succeed in the global marketplace.

The 900 exhibiting companies were contained on one floor in one of the world’s modern convention centers. Dr. Abdul Salam Al Madani, executive chairman of AEEDC Dubai and chairman of Index Holdings, a conglomerate consisting of exhibition services, media productions, financial investment services and health care institutions, personally welcomed all of the visitors to AEEDC Dubai. He said, “AEEDC Dubai has remained prominent on an international level as one of the largest and most popular dental events imparting knowledge and fostering new ideas, innovations and global networking.”

Dr. John R. Halikias, advisory chairman of the Greater New York Dental Meeting, said, “With over 70,000 dentists in the Middle East and over 90,000 dentists in China, the Greater New York Dental Meeting will continue to contribute a tremendous amount of time and financial resources each year for this Dubai trade fair and also for the one they sponsor in Beijing.”

Dr. Robert R. Edwb, executive director of the Greater New York Dental Meeting, was awarded the “2012 Personality of the Year” award by His Highness Sheikh Majid bin Mohammed bin Rashid Al Maktoum, chairman of Dubai Culture and Arts Authority. Dr. Edwb said, “Dental meetings and conventions are partnerships between the show organizer and dental trade. ... The Greater New York Dental Meeting has a responsibility to its exhibitors to work 365 days a year, not just the five days of its event, to promote their products and increase their sales opportunities.” He said exhibitors must have the opportunity to maximize their investments when participating in dental events. The Greater New York Dental Meeting continues to be the largest Dental event in the United States, with the 2011 event attracting more than 53,000 attendees, including more than 18,000 dentists, from all 50 states and 127 countries.

(Source: Greater New York Dental Meeting)

One spot worth checking out in the exhibit hall is exactly that. The spot features a “Cool Product” display, Net Cafe and charging station, a C.E. Pavilion, and an educational theater that is the venue for the Smart Dentist Series of free, one-hour lectures. Lecture topics include Nutrition, Establishing an Office Policy Handbook, Handling Refund Requests from Insurance Plans, Managing Patient Conflicts, Staff Building and Making the Best Decisions for Your Practice. That’s even a Wine Seminar. Some of the Smart Dentist lectures are worth C.E. credit.

Kid friendly

Another benefit available in the exhibit hall and for the overall meeting is the family-friendly services. Exhibit hall family hours (the only time children aged 10 and under may visit) are 9:30 a.m. to noon on all three days. An exhibit hall Kid Zone (ages 4–12 for up to three hours) has hours paralleling the exhibit hall. For the overall conference, childcare is available for children age six months to 12 years at the Hilton Anaheim Hotel from 7 a.m. to 6 p.m. on Thursday and Friday and 7 a.m. to 4 p.m. on Saturday.

Significantly discounted Saturday discount tickets are available to attendees during CDA Presents, but are available online only and must be purchased prior to 9 p.m. PT, Thursday. May 3, which is when the online ticket store closes. These tickets are created just for CDA Presents attendees and not all are available at the front gates of the theme parks. You print them out via your own computer. They are available at www.cdapresents.com or through www.disneyconventionear.com/ZACE12A, valid May 4 through May 6. The discount price is $105. This offer ends May 6, 11:59 p.m. PT, Saturday. May 5.

New planning app

A new mobile app is available to help attendees plan out their entire meeting schedule. BlackBerry and Windows Mobile users can download the app from www.cdapresents.com. Those with iPhones and Androids can search for “CDA Presents” in their respective app stores.

Saturday exhibits-only pass

Nonmember dentists who want to explore the exhibit hall can register onsite for a one-day pass on Saturday, May 5. The cost is $175, and the pass is valid for Saturday exhibit hall hours only. It is not valid for continuing education courses. To register, visit the membership counter during onsite registration hours on Saturday, May 5.

Night at Disney

You can get a taste of Disney magic at CDA’s Night at Disney on Friday, May 4. For $65 you get a Twilight Park Hopper Ticket for Disneyland and Disney California Adventure Park plus a $25 meal voucher. Buy tickets in advance online at www.cdapresents.com. The event is very popular.

There are plenty of spots left for dental professionals in D.C., but you will need to register onsite; online registration for this year’s event ended April 15.

The AACD will kick off the session with “A Night at the Museum,” a welcome reception for all attendees, at the Smithsonian Museum of Natural History on Wednesday, May 2. AACD members will see history come to life as they mingle with colleagues and peruse the museum’s exhibits, all of which will be open for members that evening. The reception will take place from 7:30 to 10:30 p.m., giving members plenty of time to explore exhibits featuring dinosaurs, ancient Egypt and the Hope Diamond, while enjoying complimentary beer and wine.

Other history-making events at the conference include an opening “Power Session” featuring Drs. David Galler, Christian Coachman and Eric Van Dooren. The session is Wednesday, May 2, 2:30 to 5:30 p.m., and will focus on smile design approaches. The AACD will award C.E. credits to any dental professional who attends.

The Annual Scientific Session offers attendees unique, hands-on workshops, lectures, social events and the opportunity to see the latest dental innovations in the exhibit hall. The session is geared toward all members of the dental team — dentists, laboratory technicians, hygienists and other cosmetic dental professionals.

The AACD will honor the accreditation class of 2012, during the Celebration of Excellence Gala on May 5. This year, the AACD is welcoming 12 individuals to the ranks of accredited members and two to the rarified air of accredited-fellow status, accomplishments that promise to be pivotal in these individuals’ professional and personal history.

“The D.C. conference will elevate your passion for what’s most important — the smile,” said Dr. John K. Sullivan, AACD president. “We can give you the tools you need to take your dental skills to the next level. We educate, we inspire, and we connect you with the best. Join us in D.C. — and help us make history.”

For more information about this year’s event, visit the AACD website at www.aacdconference.com.

About the AACD

The American Academy of Cosmetic Dentistry is the world’s largest nonprofit member organization dedicated to advancing excellence in comprehensive oral care that combines art and science to optimally improve dental health, esthetics and function.

Composed of more than 6,500 cosmetic dental professionals in 70 countries, the AACD fulfills its mission by offering educational opportunities, promoting and supporting an accreditation credential, serving as a forum for the creative exchange of knowledge and ideas, and providing information to the public and the profession.

(Source: American Academy of Cosmetic Dentistry)
Pediatric dentists in news as annual meeting nears

American Academy of Pediatric Dentistry speaker Richard Chaet, DDS, discusses caries and a new product, ICON

By Robert Selleck, Managing Editor

Pediatric dentistry recently received a slew of attention across the U.S. and Canada with a New York Times article reporting there has been a dramatic increase in children undergoing general anesthesia for surgery to treat severe cases of caries. News providers across North America picked up the story, drawing attention to the issue on the eve of the 65th Annual Session of the American Academy of Pediatric Dentistry (AAPD), which is May 24-27 in San Diego. AAPD members were quoted in the Times and other media reporting the story. Among the many prominent speakers at the AAPD meeting will be Richard Chaet, DDS, of Scottsdale, Ariz., a practicing pediatric dentist for more than 30 years. Chaet spoke with Dental Tribune about the New York Times story and his AAPD presentation.

**Does what you’re seeing in your practice confirm what was reported by the Times?**

Yes, we definitely are seeing an increase in young children with severe cavities that require treatment under general anesthesia. It really is a shame because most of these severe problems can be prevented by early dental visits. The American Academy of Pediatric Dentistry and the American Dental Association recommend infant oral health exams at one year of age. While this may sound young, the entire focus of this evaluation is education to the primary care giver on dental disease and prevention. If every parent received this information the amount of dental disease in young children would be virtually non-existent.

**What is your theory on what’s happening?**

Most parents are simply not aware of the importance of early oral health visits. We are seeing many more families with both parents working and the children placed in day care or supervised by other family members. Many times children are given any foods they like but which may not be as healthful as they should be for a balanced diet. Also, going to the dentist is the last thing on many parents’ “list” of things to do. Finally parents seem to be reluctant to brush their young child’s teeth if he/she starts fussing or crying. Their parenting skills are lacking; they don’t want to “force” anything on the child.

The reality is that brushing teeth in infants and young children is a very important responsibility, and the child will stop fussing after a few days of gentle brushing. The goal is to modify the child’s behavior and not let the child modify the parents!

**Does your AAPD presentation tie into this?**

This product, ICON (DMG America), is used only in permanent teeth at this time. What it does address is the problem teens have with getting cavities between teeth and after orthodontic treatment. Frequent eating and drinking of snacks with high sugar content and acidity is causing an increase in cavities in this age group.

**How long have you been using ICON and what type of success have you seen?**

We were one of the first practices in the country to use this product, three years now this May. We recently submitted all of our patient data to Baylor University for evaluation. I just received its independent findings that ICON resin infiltration is 100 percent successful in small cavities that are halfway through the enamel and 98 percent successful if the beginning cavity is all the way through the enamel to the dentin. I think this is wonderful because these are teeth that probably would have needed fillings sometime in the future.

We also have had great success using this product on teeth that had white spots (early cavities) on the lip/cheek side of the teeth because of poor oral hygiene while wearing braces. We have been able to remove the white spots (cavities) and then fill the surfaces with the resin infiltration without drilling. This is a huge benefit to the patient because there is no filling “margin” to get recurrent decay in the future.

**How receptive are parents and their children to ICON compared with simply monitoring early signs of decay?**

Most parents are receptive, especially those with frequent dental issues who want to pare their children from going through the same experiences. We explain the benefits but also explain the alternative of careful monitoring of the cavity. The major obstacle is usually financial. Currently there is no dental insurance code for billing so parents must pay out-of-pocket.

**Who should attend your session?**

All dentists who treat teens and are interested in alternatives to monitoring or filling every starting cavity. ICON resin infiltration is an excellent option.

**RICHARD CHAET, DDS, teaches his patients and their parents good habits for the development of healthy teeth and a lifetime of dental health. That sometimes involves advising parents to change their habits. An example Chaet frequently sees in his Scottsdale, Ariz., practice is “baby-bottle tooth decay,” which occurs when babies fall asleep with their bottles. The combination of the juice or formula in their mouths with the reduced saliva production during sleep can lead to the development of cavities. Getting parents to stop or at least change to water easily addresses the problem. Chaet has a DDS degree from the University of Illinois, and an MS in pediatric dentistry from the University of Iowa. He received board certification from the American Board of Pediatric Dentistry. His practice’s website is at [www.smilebyrich.com](http://www.smilebyrich.com).**

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starts at 4 p.m. and goes until the parks close (midnight for Disneyland and 10 p.m. for Disney California Adventure Park).

**Show your badge and save**

In addition to discounted Disney tickets, numerous other promotional offers and discounts are exclusively available to attendees of CDA Presents. Show your event badge to save at participating restaurants and attractions. Access the entire list through [cdapresents.com](http://cdapresents.com). Here are just a few:

- **Aquarium of the Pacific, 100 Aquarium Way, Long Beach, (561) 990-3100, $10 off admission at the aquarium’s ticket window. Valid weekdays before, during and after the CDA meeting.**
- **Bowers Museum, 2002 N. Main St., Santa Ana, (714) 567-3600, 10 percent off gift shop or Tangata restaurant.**
- **Flightdeck Air Combat Center, 1601 S. Sunnyst, Suite A, Anaheim, (714) 937-5511, $10 off $65 “Fox-1 Mission” — 45 minutes in authentic fighter jet flight simulator; reservations required.**
- **Capt. Dave’s Dolphin & Whale Safari, 24440 Dana Point Harbor Drive, Dana Point, (949) 488-2828, adults $55, children 12 and under $35, 20 percent off Monday through Friday, 10 percent off weekends; reservations required, must mention “Show your badge” at time of reservation.**
- **Knott’s Berry Farm, 8039 Beach Blvd., Buena Park, (714) 220-5130, adults get tickets for the discounted rate: regular (ages 12+) $46.99, juniors (ages 3-11) and seniors (ages 62+) $34.99.**
- **Pirate’s Dinner Adventure, 7600 Beach Blvd., Buena Park, (866) 439-2449, 50 percent off general admission, valid for up to nine people, discounted rate would be $29.50 including tax; mention code “AOCVCB” or “Show your badge and save” for discount, reservations required.**

**Photo/Provided by AOCVCB**

(Source: [California Dental Association and Anaheim/Orange County Visitor’s & Convention Bureau](http://www.acvb.org))

**Explore the fun side of Anaheim with promotional offers and discounts exclusively available to attendees of CDA Presents. Find activities at [cdapresents.com](http://cdapresents.com), then show your event badge to get your discount.**
Canada’s largest dental meeting

12,000-plus expected at Journées dentaires internationales du Québec (JDIQ), May 25–29

More than 12,000 delegates are expected in Montreal to attend the 42nd Journées dentaires internationales du Québec, the annual meeting of the Ordre des dentistes du Québec. The convention will take place May 25 through 29 and will be held at the Palais des congrès de Montréal in the heart of downtown.

Canada’s largest annual dental meeting attracts an impressive line-up of speakers from around the world. Highlighting the program are Drs. Gordon Christensen, John West, Harald Heymann and Jose-Luis Ruiz, to name just a few.

The Dental Tribune Study Club will host a lecture room theatre on the exhibit floor featuring short presentations on new products and technologies in dentistry. These one-hour sessions are ADA-CERP certified and are open at no charge to all attendees registered to the convention or the exhibition. The lecture area will be located directly on the south side of the exhibition floor, facing aisle 1000.

The scientific program offers a wide variety of hands-on workshops for all members of the dental team over a three-day period. Presentations are in English and French. The general attendance courses and exhibition floor featuring more than 325 booths are open to all participants for one registration fee. All lectures are ADA-CERP certified for continuing education credits.

Many limited attendance courses are already sold out. So the event organizers encourage all those interested to register soon to avoid disappointment. The Ordre des dentistes du Québec encourages you to take this opportunity to visit Montreal during this especially scenic time of the year.

For more information on the convention, please visit www.odq.qc.ca.

(Source: Ordre des dentistes du Québec)

Above: Montréal skyline from the Parc Jean-Drapeau. Photo/Copyright Tourisme Montréal
Right: Palais des congrès de Montréal, venue for the 42nd Journées dentaires internationales du Québec. Photo/Copyright Marc Cramer, Tourisme Montréal

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Learn implant skills in Jamaica

The American Academy of Implant Prosthodontics and Linkow Implant Institute offer five-day course

Participants at the AAIP/ADIS implant seminar in Kingston, Jamaica, perform implant treatment under the supervision of Dr. Mike Shulman. Photos/Provided by AAIP

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 course in Kingston, Jamaica, July 3-7. The course will include lectures, hands-on participation, surgical and prosthodontic demonstrations, diagnosis and treatment planning of implant cases, the construction of surgical templates, diagnostic wax-ups, the insertion of two to six implants, and sinus lifts under supervision of the course faculty.

Upon completion of the one-week comprehensive implant training program, the clinician 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.

35 C.E. credits

A dental degree is required for participants. Patients will be provided, and malpractice insurance will not be necessary. The course is tax deductible, and 35 hours of dental continuing education credits will be awarded upon course completion. Patient treatment is provided in a Jamaican dental school 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, Jamaica, and the American Academy of Implant Prosthodontics.

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 Drs. Shulman, Linkow, and Winkler, include Drs. Robert Braun, Ira L. Eisenstein, E. Richard Hughes, Charles S. Mandell, Harold F. Morris, Peter A. Neff, Robert Russo, and Robert E. Weiner. Drs. Linkow, Winkler, and Shulman are scheduled to teach the July seminar.

Implants and components for AAIP/ADIS implant seminars are provided by HIOSSEN Dental Implants. Dental laboratory support is provided by DCA Laboratory, Inc., Citrus Heights, Calif., Dutton Dental Concepts, Inc., Bolivar, Ohio.

About the AAIP

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 and Thailand.

The academy has published two

Annual AAIP meeting Nov. 3

The academy holds an annual convention and international meetings in cooperation with its affiliate and component societies. It offers continuing education courses, and sponsors a network of study clubs in the United States.

The AAIP will hold its 30th annual meeting on Nov. 3, in Carefree, Ariz., at the Carefree Resort and Conference Center, in association with the Dental Implant Clinical Research Group and Midwestern University College of Dental Medicine.

‘Implant Update — 2012’

The theme of the meeting is ‘Implant Update — 2012’ and will feature highly regarded dental clinicians. Podium speakers will be Drs. Robert J. Braun, Edward M. Feinberg, Jack Hahn, Leonard I. Linkow, Paul M. Mullasseri, William D. Nordquist, Robert Weiner and Mr. Christopher Torregrossa. Dr. M. Joe Mehranfar is general chairperson of the meeting and Dr. Mahmoud F. Nasr will serve as moderator.

American Academy of Implant Prosthodontics is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs are accepted by AGD for fellowship, mastership and membership maintenance credit. The current term of approval extends from Jan. 1, 2010 to Dec. 31, 2013.

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

AAIP membership information can be obtained from the AAIP headquarters at 8672 East Eagle Claw Drive, Scottsdale, AZ 85266-1058; telephone (480) 585-0048; fax (480) 585-8296, e-mail swinkdent@cox.net. The AAIP website is www.aaipusa.com.

(Source: The American Academy of Implant Prosthodontics)