Discover ‘a thousand smiles’ at AACD event

Enjoy the Experience Music Project at the American Academy of Cosmetic Dentistry Scientific Session welcome reception, April 24

Lyrics in the Jimi Hendrix song Little Wing carry extra meaning for AACD members descending on Seattle in April. The line, “She comes to me with hundreds of smiles,” aptly sums up the meeting’s focus and complements the event’s welcome reception, which will take place at the Experience Music Project.

The American Academy of Cosmetic Dentistry hosts AACD 2013 from April 24–27 at the Washington Convention Center. In addition to assembling a top lineup of dental educators, organizers are offering a number of social events, including the welcome reception at the EMP museum, a fact that was originally envisioned as a tribute to Seattle native Hendrix.

“One of the things that sets the AACD’s conferences apart from other meetings is our incredible social events,” said Ren Goodlin, AACD president. “Being social at AACD 2013 is almost as important as attending workshops and lectures. Connecting with like-minded professionals and being inspired by their work enhances your perspective on the field. Networking opportunities in Seattle are everywhere — and they’re a valuable part of your conference experience.”

The April 24 welcome reception at the EMP, which is located at the base of the Seattle Space Needle, is included in attendees’ tuition. At the EMP, attendees will be able to meet with new and old friends, enjoy refreshments, relax and learn about music’s impact throughout history. The EMP event will enable attendees to explore musical revolutions from jazz to blues, to the birth of rock and hip-hop.

And, appropriately enough, among the current lineup of special exhibits is “Hear My Train a Comin’ Hendrix Hits London,” featuring personal instruments, handwritten lyrics, original photographs, iconic outfits and rare concert footage. The other big social event is April 25, when the AACD Charitable Foundation hosts the Celebration of Smiles fundraiser that benefits the AACD Charitable Foundation’s Give Back a Smile program.

For a complete schedule of events at AACD 2013, visit www.aacdconference.com. Registration and course selection are open. For a $50 discount, register by April 5.

Right ‘touch’ helps patients envision new smile

AACD member adds new version to his tablet app

The Smile Guide Touch iPad application that helps dentists identify a patient’s cosmetic preferences is being re-branded as the Smile Guide Touch Pro. The change announced earlier this year was needed to differentiate the professional version of the app from a new basic version of the app released in February — Smile Guide Touch Basic.

The “Pro” version retains all of its previous functionality and will remain the app of choice for cosmetic dentists. The “Basic” version is designed to serve the general public.

The apps were created by American Academy of Cosmetic Dentistry member Dr. David L. Traub, under the trade name Digident. A general dentist who focuses on cosmetics and restoratives in his Florida practice, Traub created the app to help dentists get beyond printed smile-design books and design preview smiles for their patients by using a tablet computer.

Traub began working on products for dentists about 20 years ago and is the author of the tutorial, “The Digital Dentist.” For years he had been using printed smile-guide books when treating his patients, but he felt like he wasn’t receiving the level of feedback he wanted from patients regarding the smiles they liked. That led him to the realization that an interactive tablet app was a logical next step in helping patients see the outcome of planned dental work.

“With the app, patients can see the change happen right in front of them,” Traub said. The original Smile Guide Touch, which had 240 smile versions, enabled the dentist to show changes in both the length of the lateral incisors and shapes of the six anterior teeth with the simple press of a button, he said.

The app was designed as a tool that would improve communication between the dentist, patient and lab. Dentists and patients can work together to decide on the correct shape of the teeth — the “prescription for a smile,” Traub said. Once the smile has been designed, dentists can then print the smile or e-mail it to the lab and/or patient.

If a patient comments that he or she doesn’t like an aspect of a smile, the dentist can use the app to make the change right away, cutting down on treatment time. The “Pro” version of the app costs $99 and is available in the Apple Store.

Eventually, Traub hopes to add modules to the Smile Guide Touch. One on the drawing board will enable images of designed smiles to be integrated right into images of patients’ faces. He also hopes periodontists and orthodontists as well as cosmetic restorative dentists will see the value of his app and will begin using it to enhance their understanding of patients’ desires.

(Source: Digident and AACD)
Advanced tuition rates for AACD 2013, the annual meeting of the American Academy of Cosmetic Dentistry (AACD), will end April 5 at 5 p.m. CT. Many courses and all social events are still available.

Those who register before April 5 will receive $150 off of their tuition price. Other discounts are offered for first-time lab technicians and first-time attendees. Non-members who register for AACD 2013 will receive a one-year membership in AACD included with their tuition. For a full tuition schedule, visit the website www.aacdconference.com.

The AACD 2013 scientific session is April 24–27 in Seattle. “One of the things that makes AACD’s meeting unique is that we do not charge for individual workshops and lectures — everything is included,” said AACD President Ron Goodlin. “Additionally, if [attendees] register for our meeting next year — AACD 2014 in Orlando — while in Seattle, they will save $500.”

The conference also provides members with numerous networking opportunities, including access to the AACD exhibit hall and its associated socials, breakfasts and lunches.

Other cost savings the AACD offers its members include free access to online educational providers DentalXP and HDIQ Dental, and discounts on many products and services. For access to DentalXP alone, dental professionals pay more than $450 per year. AACD-member dentists also receive free customizable patient education videos that they can share on their practice websites, through social media or in the office. AACD members also receive discounts on dental products and supplies. Through AACD buying power, members can save money on products and equipment they are already buying — which, according to the academy can amount to thousands of dollars per year.

“When you join AACD, you’re not only receiving the benefit of being a part of a professional dental community, you’re also benefiting financially,” Goodlin said. “AACD saves its members thousands of dollars per year — you just have to take full advantage of your benefits.”

For more information about the AACD, visit www.aacd.com.

(Source: AACD)
Well-trained staff, clear policies, right tools make success routine in emergency cosmetic cases

By Craig Callen, DDS

When opportunity knocks, is your practice ready to answer? As dentists we have opportunities every day to help our patients and contribute to improving our bottom line by being ready to provide emergency cosmetic dental treatment. Working such patients into our schedule generates treatment fees at a higher-than-normal profit margin, and helps generate longer-term business. Some dentists will reserve a half hour every day for such emergencies. Because our practice has six operators and a great staff, we are able to work these patients into our schedule.

Emergency case

For example, recently we received a frantic call from a new patient, age 32. She had fallen the day before and severely fractured her central incisor. She was crying and said she could not go to work looking the way she did. She also had pain from an exposed nerve.

Our systems kicked in right away. At our morning huddle we had already discussed where to schedule any emergencies for that day. The front desk scheduled the patient and gave her a fee range to expect for treatment. The patient arrived at the appointed time and filled out her forms. One of our assistants seated her in the treatment room and obtained a digital X-ray film, which I reviewed while treating a patient in another room. I made a preliminary diagnosis and informed the assistant. The assistant printed the necessary consent form. My EFDA-certified assistant (Expandable Functions Duties Auxiliary) set up our Cerec CAD/CAM scanning unit. I placed a fiber post and build-up using Unicem II. The tooth was prepped. It was noted that the patient’s other teeth had some older composite bonding. The preparation was scanned, and the crown was designed and milled using a B1 block of Empress porcelain from Ivoclar. The EFDA assistant fitted the crown to place. I verified the fit, and the crown was etched and silanated. I bonded the crown in, again using the Unicem II. The EFDA assistant adjusted the bite and obtained a final polish with our Brassler porcelain polishing kit.

Relieve pain, restore smile

When I had a short break, I stopped in and talked to the patient and informed her of the need for a root canal, post and crown. She was grateful that we could help her that same day, relieving her pain and restoring her smile.

While the patient watched a CAESY Education Systems video on the proposed treatment, our staff entered the treatment into the computer, used the Internet to verify her insurance benefits and make an application for her to CareCredit to help finance her portion of the fee. The front desk staff helped the patient complete our financial arrangement form.

After numbing the patient, the staff took digital pre-op photos, and I returned at my next break to treat the patient. First I completed the root canal using a Brassler Endosequence NiTi system with battery-powered handpiece, performing root-length determination with a Root ZX.

My EFDA-certified assistant (Expanded Functions Duties Auxiliary) set up our Cerec CAD/CAM scanning unit. I placed a fiber post and build-up using Unicem II. The tooth was prepped. It was noted that the patient’s other teeth had some older composite bonding. The preparation was scanned, and the crown was designed and milled using a B1 block of Empress porcelain from Ivoclar. The EFDA assistant fitted the crown to place. I verified the fit, and the crown was etched and silanated. I bonded the crown in, again using the Unicem II. The EFDA assistant adjusted the bite and obtained a final polish with our Brassler porcelain polishing kit.

Two hours later

In total, the patient was in our office for about two hours. I spent about half an hour chairside with her as I moved back and forth with previously scheduled patients.

The patient was extremely happy to have her smile back and said she next wants to replace her old composite bonding with porcelain. This will enable us to better balance out the width of the centrals. We were able to help the patient and add some nice bonus production to our day. A real win-win situation. By having the systems in place, technology available and a well-trained staff on hand, we were able to easily help a patient and our bottom line.

CRAIG C. CALLEN, DDS, is a full-time dentist in Mansfield, Ohio. He graduated from Case Western Reserve School of Dentistry at 23. He has written three books for dentists: The Cutting Edge I, II, and III. He is associate editor for The Profitable Dentist Newsletter and has written numerous articles for national dental publications. Callen is a member of the ADA, AGD and the AAKD and lectures internationally on clinical and management topics. Callen and his wife, Dee, have five children and raise horses, alpacas and llamas on their farmland. You can contact Callen at craigcallendds@gmail.com.