San Francisco hosts CDA Presents

The iconic sights and sounds of San Francisco, including the world’s only manually operated cable car system still running in a metro area, await attendees of CDA Presents The Art and Science of Dentistry, scheduled for Aug. 15–17 at the Moscone South Convention Center.

California Dental Association summer meeting attracts attendees from throughout the world, Aug. 15–17

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CDA Presents The Art and Science of Dentistry in San Francisco is quickly approaching and there is limited space available for lectures, but those who have yet to register still have time.

The advance registration deadline to receive show materials in the mail has passed, but online registration remains open at www.cdapresents.com. Those who register now will be able to pick up their show materials at the kiosk Exchange booth on site at the Moscone South Convention Center.

CDA Presents features top industry speakers, an extensive trade show, numerous C.E. credit opportunities and social events. The Aug. 15–17 event will feature more than 110 lectures and workshops and an exhibit hall with 350 companies — at the Moscone South Convention Center.

Attendees can view a preliminary program and get additional information at www.cdapresents.com.

Technology show featured

To help dentists get a stronger grasp of the profession’s latest technology — and how to best utilize it — the conference includes a three-day technology series of lectures and workshops.

The Greatest Dental Technology Show will explore digital disease detection, digital impressions, CAD/CAM, new cone beam 3-D imaging and more. Martin Jablow, DMD, FAGD, a clinician, speaker and author, is one of the series’ three presenters. “The biggest fear dentists have when purchasing technology is they think they are gambling — they aren’t sure what they are buying and are concerned that they will spend a lot of money, and then the product won’t end up working the way they hoped it would,” Jablow said. “We will help take the gamble out of it.”

On the first day of the technology series (Thursday, Aug. 15), Jablow and fellow presenters Paul H. Feuerstein, DMD, and John C. Flicker, DDS, will get attendees involved by allowing them to spin a wheel that lists lecture topics (such as lasers, digital impressions, etc.). Individuals will be selected to spin the wheel and the lecture topic will be selected by the spin of the wheel. The participant will then get to play another game of chance to win a prize that will be donated by a dental company.

After the first day of the series, attendees will have increased their knowledge about the latest technologies, products and internet applications, high-tech diagnostic aids and digital impression/CAD systems, and 3-D radiography and associated implant and treatment planning. The second segment comprises two workshops (Friday, Aug. 16, and Saturday, Aug. 17), providing a detailed look into the shift from intraoral film to sensors and phosphor plates, current sensors, software, digital panoramic units, cameras, 3-D imaging and extraradicular illumination, magnification and digital color matching.

“Your don’t want to be the last dentist to adopt the latest technology because it would mean you are way behind the curve,” Jablow said. “You want to be somewhere in that top 30 percent of dentists who always have the most up-to-date technology. The other thing is — kids are coming out of dental school today and they are used to having this technology in school, and then when they come to your office and you don’t have it, it will be more difficult to sell it to an associate.”

For more details and to register for the technology lectures and workshops, visit www.cdapresents.com.

Mobile app available

A mobile app for CDA Presents is available from the Apple Store for iPhones or the Google Play Store for Android users.

The app offers attendees easy access to show schedules and speaker information, exhibitor and product listings, real-time alerts such as course availability, event photos and information on local hotels.

The app is compatible with any smartphone operating on the iPhone or Android platforms and is also compatible with tablets on those platforms, including the iPad. All phone numbers are click-to-call and websites are click-to-connect. The interactive exhibitor map has on-the-go wayfinding.

For more details and to download the app, visit www.cdapresents.com/mobile.

(Source: California Dental Association)