The Dental Quality Alliance (DQA), comprising multiple stakeholders from across the oral health community, has released its first set of performance measures for oral health care, “Dental Caries in Children: Prevention and Disease Management.”

The set includes 10 tested and validated performance measures in oral health care: use of services; preventive services; treatment services; oral evaluation; topical fluoride intensity; sealant use in 6–9 years; sealant use in 10–14 years; care continuity; usual source of services; and per-member per-month cost.

The DQA was established by the American Dental Association to develop performance measures for oral health care. “Since its formation in 2008, the DQA has worked tirelessly at developing these consensus-based quality measures,” said Dr. David May, chairman of the ADA Council on Dental Benefit Programs.

The DQA collaborated with the University of Florida Institute for Child Health Policy to evaluate and test the feasibility, validity, reliability and usefulness of each measure before issuing final approval. The data used to craft the measures came from the Florida Agency for Health Care Administration, Florida Healthy Kids Corporation, Texas Health and Human Services Commission and DentaQuest.

The testing was, in part, funded through a grant from the American Dental Association Foundation. “The ADA Foundation is very proud to be part of this significant effort to develop the first fully validated set of performance measures for dentistry,” said Dr. David Whiston, ADA Foundation president. “We believe it is consistent with our mission to help advance the quality of care for the good of patients.”

“As the only comprehensive multi-stakeholder collaborative,” May said, “the DQA is well-positioned to coordinate and lead in measure development in dentistry through its members’ experience, expertise and support.”

To learn more about the DQA, visit www.adao.org.

(Sources: American Dental Association and the ADA Foundation)
UCLA gets $5 million for saliva study

The UCLA School of Dentistry is receiving $5 million in funding from the National Institutes for Health for its study of biological markers in saliva to attempt to develop a tool for detecting stomach cancer.

According to the school, the study has the potential to create a new paradigm in the emerging field of salivary diagnostics, and it could supply conclusive evidence that saliva can be used in the detection of life-threatening diseases, including diabetes and cancers of the pancreas, breasts, ovaries and stomach.

Long term, researchers suggest, a likely location for routine collection of such salivary samples is the dentist’s office.

The funding comes from the NIH Common Fund, a program established to overcome obstacles in biomedical research that have hindered scientific discovery and its translation into improved human health. The money awarded to the school of dentistry comes from the fund’s extracellular RNA communication initiative, which has awarded leading research institutes around the world a total of $160 million to address the transformative potential of salivary diagnostics.

(Sources: UCLA School of Dentistry and the National Institutes for Health)
D. Walter Cohen: An iconic icon

By David L. Hoexter, DMD, FADC, FICD, Editor in Chief

The American Academy of Periodontology will dedicate its annual meeting this year to Dr. D. Walter Cohen at a ceremony in Philadelphia on Sept. 29. This honor is more than well deserved and prompted me to remember the column I wrote about Dr. Cohen in the March 2010 Dental Tribune. Dr. Cohen recently spent time again coordinating the dental schools in Jerusalem, with the apparent theme, “Education to Peace.” I hope you are able to attend the AAP meeting and the ceremony honoring this remarkable individual and friend.

Enjoy the column once again.

Each generation has a different concept of what is an icon in contemporary culture. D. Walter Cohen is such an icon of dentistry. He is a pinnacle of energy and accomplishment with a glitter of gold, a master family home in which he was raised, noting that his father was the first periodontist in Philadelphia.

D. Walter Cohen: An iconic icon, who and what is an icon in dentistry, I would swiftly reply, “D. Walter Cohen.”

The program guide for the 2013 American Academy of Periodontology annual meeting opens with the statement, “This year’s Annual Meeting is dedicated to Dr. D. Walter Cohen, world-renowned periodontist who has dedicated his life to the specialty.”

A full page is then used to list a few of the many highlights in Cohen’s storied career, including his role in establishing the University of Pennsylvania School of Dental Medicine’s department of periodontics and serving the school as a professor, associate dean and, ultimately, dean.

The tribute closes with references to some of Cohen’s more recent educational activities and concludes with this update:

Dr. Cohen currently serves as professor emeritus and dean emeritus of the University of Pennsylvania School of Dental Medicine. He continues to practice periodontics in Philadelphia, in the same practice his father, Abram, began 70 years ago.

The AAP Foundation Signature Recognition Event and Awards Ceremony, in honor of Dr. D. Walter Cohen, is Sept. 29 at the Philadelphia Museum of Art. The ticketed event helps support the AAP Foundation’s education and research activities.

AAP meeting honors Dr. D. Walter Cohen

The American Academy of Periodontology annual meeting honors Dr. D. Walter Cohen at a function for one of the many charities Cohen supports. Photo/Provided by Dr. David L. Hoexter

D. Walter Cohen: An iconic icon, Dr. David L. Hoexter, left, and Dr. D. Walter Cohen at a function for one of the many charities Cohen supports. Photo/Provided by Dr. David L. Hoexter

D. Walter Cohen: An iconic icon, proud of learning for citizens across the world. It also allows for the exchange of dental students at Hebrew University with the students at the Al-Quds School of Dentistry in Jerusalem. This exchange illustrates true sharing between Israelis and Palestinians in Jerusalem by stressing knowledge, human compassion and understanding.

Cohen is a passionate man who has given the world a real opportunity to enhance peace efforts and change humanity through education and understanding.

Cohen is also helping to make strides in lowering the number of preterm, low birth weight babies. It is guiding the treatment and cure of periodontal disease during pregnancy, especially among pregnant teenagers.

This may be a major step, in order to lower the number of preterm, low birth weight babies. A favorite phrase of his is that “we have to keep trying so we can break through the glass ceiling.”

Cohen helped establish the University of Pennsylvania’s first department of periodontics and served as its first chair.

Growing from professor to dean, Cohen advanced new concepts and raised educational standards.

During his career he has found the time to write and publish 22 books and hundreds of articles. Despite his busy schedule, he finds the time to serve as dean emeritus of the University of Pennsylvania’s School of Dental Medicine.

Among his many honors, he has received the Legion of Merit from France, was named president of the Medical College of Pennsylvania, chairman of the Pennsylvania Diabetes Academy, president of the National Museum of American Jewish History and chancellor emeritus of Drexel University College of Medicine.

These are just a few examples of Dr. Cohen’s greatest achievement, he unhesitatingly replied, “my family.” The response would likely be of no surprise to his daughters.

Proudly, he also described the wonderful family home in which he was raised, noting that his father was the first periodontist in Philadelphia.

It was clear from the way he spoke that the encouragement and love that his family gave to him made it easy for him to give so much back.

If the question were posed to me as to who and what is an icon in dentistry, I would swiftly reply, “D. Walter Cohen.”

David L. Hoexter, DMD, FADC, FICD, is director of the International Academy for Dental Facial Esthetics and a clinical professor in periodontics at Temple University, Philadelphia. He is a diplomate of implantology in the International Congress of Oral Implantologists as well as the American Society of Osteointegration, and a diplomate of the American Board of Aesthetic Dentistry. Hoexter lectures throughout the world and has published nationally and internationally. He has been awarded fellowships, including FADC, FICOI and Pierre Fauchard. He maintains a practice at 654 Madison Ave., New York City, limited to periodontics, implantology and esthetic surgery. He can be reached at (212) 355-0004 or davidhoexter@gmail.com.
National Dental Association celebrates centennial

100 years of advocating for oral health equity among people of color

The National Dental Association celebrated its 100th anniversary at its annual meeting, held July 26–30, at the Gaylord National Resort in National Harbor, Md. The event marked 100 years since NDA organized in 1913 to address the needs and issues of African American dentists, who because of segregated practices and racial discrimination were not allowed to join the white organizations of the era.

Among the many highlights at this year’s meeting was the presentation of the NDA’s Centennial Recognition Award to Henry Schein Chairman and CEO Stanley M. Bergman.

The mission of the NDA is to promote oral health equity among people of color by harnessing the collective power of its members, advocating for the needs of and mentoring dental students of color, and raising the profile of the profession in communities across the United States.

(Source: National Dental Association)

Attendees sign in at the National Dental Association centennial meeting in National Harbor, Md., in July. The meeting’s theme: ‘Preserving Our Legacy While Embracing the Future.’ Among the many highlights: a wide variety of educational sessions and workshops, many worth C.E. credit, and a two-day exhibit hall. Photos/Eric Seid, Dental Tribune
AAP meeting’s Town Square helps new, existing and non-members

American Academy of Periodontology 99th annual meeting is from Sept. 28 through Oct. 1

Any attendee at the upcoming annual meeting of the American Academy of Periodontology has an entire Town Hall available to find information about membership, member resources, the AAP Foundation, AAP Connect, local societies and more. (Previously the service was called “AAP Member Central.”)

This year, the AAP and AAP Foundation are teaming up to deliver a Town Hall that they describe as being “a wealth of resources” in one central location. Whether you’re picking up literature in the library, browsing the silent auction at the marketplace, listening to an informative presentation in the theater or relaxing in the city park, the Town Square promises something for everyone. Centrally located across from registration in the grand hall, the Town Square is designed to serve as a one-stop destination for everything one might want to know about the AAP and AAP Foundation. In addition to the detailed information, attendees will be able to find photos, giveaways, silent-auction bidding, presentations and more.

The AAP annual meeting, the organization’s 99th, runs from Sept. 28 – Oct. 1 in Philadelphia.

Also held in conjunction with the meeting will be the Dental Hygiene Symposium, which is facilitated through the New Jersey Society of Periodontists and the Pennsylvania Association of Periodontists. Part of the focus of the half-day program includes topics covering instrumentation skills and the perio-systemic connection.

This year’s welcome reception takes place in the National Constitution Center, open for attendees personal touring — to the backdrop of music by The Return, a popular Beatles tribute band.

In addition to featuring the annual presidential address, the opening general session will feature former Pulitzer Prize-winning New York Times reporter and author Stuart Diamond, who will talk about how mastering certain negotiating skills can help in the pursuit and achievement of goals.

A smartphone app is available to help attendees connect with exhibitors and colleagues. The app is available to Android, Blackberry and iPhone users, and it functions in areas of poor Internet connectivity. There’s also a Web-based version for all other smartphone platforms. Highlights include up-to-the-minute meeting notification on a dashboard, a schedule-at-a-glance, alerts, Twitter feed, exhibitor locator tool and local destination listings — with maps — for sightseeing, dining, entertainment, shopping discounts and other attractions.

The meeting’s various presentations are structured under broad headings such as: clinical technique showcases, continuing education programs, shorter, focused continuing education sessions, general sessions, hands-on workshops, and innovations in periodontics.

Education tracks include imaging and emerging technologies, implants, interdisciplinary therapy, periodontal systemic relationships, periodontal plastic/oral reconstructive surgery, practice development and management, regeneration/tissue engineering and treatment of inflammatory periodontal diseases.

Back for its 12th year is the Corporate Forum, on Saturday, Sept. 28, featuring speakers and topics selected by sponsoring companies.

The exhibit hall hours are from 10 a.m. to 6 p.m. on Sunday and Monday, Sept. 29 and 30, and from 10 a.m. to 3 p.m. on Tuesday, Oct. 1.

Advance registration ends Aug. 5. Late registration ends Sept. 26, followed by a cost jump for onsite registration that will be available from Sept. 27 through Oct. 1.

Details about the meeting are available at www.perio.org.

About the AAP

The American Academy of Periodontology is committed to supporting the dental specialty and its service to the public. Its vision is to ensure periodontists are recognized as an indispensable part of health care for optimal health and quality of life. The organization’s mission is to provide members the expertise and resources to enhance the evaluation and diagnosis of oral conditions, assessment of risk for future disease, and delivery of specialty periodontal non-surgical, surgical and medical care for patients. To accomplish this, it promotes advocacy, awareness, collaboration, education, leadership, outreach and science.

(Source: American Academy of Periodontology)

A sunset view of Philadelphia, host city of this year’s annual AAP meeting, highlights the contrast of new and old standing side by side. In the near-center of the photo is the bronze statue of the city’s founder, William Penn, on top of the 511-foot City Hall Tower with its lighted clock. The newest major addition to the skyline is the Comcast Center on the right, the city’s tallest building.

Photo/B. Krist for QTMIC
SimWars competition one of many highlights at next AAOMS meeting

American Association of Oral and Maxillofacial Surgeons meets from Oct. 7–12 in Orlando

It sounds like a theme park attraction, but SimWars at the upcoming American Association of Oral and Maxillofacial Surgeons meeting isn’t just fun and games — it’s a serious competition that advances operator emergency skills that save lives.

It’s too late to register a team for the 2013 competition, which takes place on the second day of the Anesthesia Update preconference program at the meeting. But there’s still plenty of time to make sure you’re in the SimWars audience, which can be almost as exciting as being a competitor.

SimWars is an unscripted, simulated competition in which anesthesiology teams work together to save the “patient” in an emergency situation. Following each simulation encounter, a panel reviews the scenario and debriefs the team. The simulation participants via an electronic response system. The overall experience is described by meeting organizers as “an exciting, interactive event” for the teams and audience alike.

The 3.5-hour SimWars program includes an airway station, demonstration of various advanced airway devices with hands-on experience and two simulation stations where the participants will execute management of simulated emergencies in real time. To make the best use of the available time, participants are provided with a list of the “mock” drugs and equipment that will be available.

To learn more about the 2013 SimWars, or to see if you can still sign up as a substitute, contact the AAOMS continuing education and professional development division at conteducate@aaoms.org or at (847) 233-4377. Visit www.aaoms.org/orlando for overall meeting registration information.

Product theater in exhibit hall

The overall meeting is from Oct. 7–12 in Orlando, Fla., at the Orange County Convention Center West and Peabody Orlando hotel. The agenda comprises a symposia, abstract and poster sessions, open forums, CIG programs and an exhibition.

The exhibit hall is open from 9 a.m. to 5 p.m. Thursday and Friday, Oct. 10 and 11, and from 9 a.m. to 1 p.m. on Saturday, Oct. 12. A member pavilion in the exhibit hall is open during those same hours. In the pavilion you can learn more about AAOMS resources and services, including its career line.

Also in the exhibit hall, there will be Corporate Forums, which provide an opportunity to see, learn and discuss how the latest technologies and services can benefit your oral and maxillofacial surgery practice. Corporate Forum presentations are open to all annual meeting registrants. There is no fee, but space is limited.

A product theater in the exhibit hall provides an opportunity for oral and maxillofacial surgeons and their staff to learn and discuss the features, value and benefit of various exhibitors’ products. It is scheduled specifically so as not to conflict with the timing of any continuing education sessions. Again, there is no fee, but attendance is limited.

Individual session tickets are required for all clinical and hands-on courses. Daily passes are required for admission to practice clinics and professional allied staff courses.

Tickets and passes are obtained by submitting a completed registration form online, by mail or via fax.

Clinical courses

Tickets are required for all clinical courses, and attendance for each clinical course is limited. Attendance is determined on a first-come, first-served registration basis. The overall experience is described by meeting organizers as “an exciting, interactive event” for the teams and audience alike.

Individual session tickets are required for all clinical and hands-on courses. Daily passes are required for admission to practice clinics and professional allied staff courses.
Greater New York Dental Meeting adds tech pavilions, redesigns exhibit floor

Yankee Dental Congress rounds up top speakers

Overall health starts with oral health, and it all starts at the Yankee Dental Congress 2014.

The event offers a diverse agenda of continuing education courses and includes an exhibit hall that will feature the latest in new products from more than 450 exhibitors.

Attendees will have the chance to learn from some of the most highly regarded dental professionals in their respective fields. Among the speakers this year:

- Kirk Behrendt — Looking to improve your practice management skills? This first-time YDC speaker will put you on the right track to boost practice excellence.
- James Dunn, DDS — A choice of four courses enables you to learn from an expert in dental photography and restorative dentistry.
- Paul Fletcher, DDS — Join this implant specialist and first-time YDC speaker on Thursday for two courses: “Restorative Esthetic Challenges Around Teeth and Implants” and “Peri-Implant Disease: Stop It in Its Tracks.”
- Theresa Gonzales, DMD — Explore women’s health topics in the Conference for Women in Dentistry, or learn more about clinical examinations of the head and neck and diagnosing oral cancer in her Saturday courses.
- Shannon Pace Brinker, CDA — Brinker, the coach for “Team Assistant” for the Dental Team Playbook program, will be offering three individual courses perfect for dental hygienists and assistants who want to improve auxiliary techniques.
- Elizabeth Somer, RD — Author of “Eat Your Way to Sexy,” this first-time YDC speaker is part of the Conference for Women in Dentistry, and also presents two other courses on nutrition.
- Clifford Ruddle, DDS — This expert in endodontics presents the full-day “Creating Endodontic Excellence” course on Friday.
- John Sorensen, DMD, PhD — Restorative dentists might find “Materials and Systems Selection for Posterior and Indirect Restorations” and “Clinical Mastery of Anterior Restorations: Treatment Planning” a good fit.
- Barbara Steinberg, DDS — Learn about general health topics in her Friday morning lecture, “Medical Update for the Dental Team,” or join her in the afternoon at the Conference for Women in Dentistry.
- Dennis Tarnow, DDS — On Friday, join Tarnow in two lectures on dental implants, including “Immediate Versus Delayed Socket Placement of Implants” and “When to Extract or Save a Tooth in the Esthetic Zone.”

Meeting organizers invite you to join 28,000 colleagues, friends and family from Jan. 29–Feb. 2 at the Boston Convention and Exhibition Center. Registration opens Sept. 18 at www.yankeedental.com.

(Source: Yankee Dental Congress)
130 speakers on agenda at Pacific Dental Conference

Topics include occlusion, nutrition, orthodontics, social media, oral pathology, pediatrics, management, more

The 2014 Pacific Dental Conference, from March 6–8 (Thursday, Friday and Saturday) in Vancouver, British Columbia, features a varied selection of open C.E. sessions, hands-on courses and a live dentistry stage.

The variety of topics covered by more than 130 speakers means the entire dental team can access the latest information on dental technology, techniques and materials. Some of the speakers in the 2014 lineup include: Damon Adams, ceramics; John Cranham, occlusion; John Kois, occlusion; Sergio Kuttler, endodontics, Tieraona Low Dog, health and nutrition, Derek Mahoney, orthodontics, Jesse Miller, social media, Samson Ng and Charles Shuler, oral pathology, Greg Psaltis, pediatrics, Rhonda Savage, practice management, and Chris Scappatura, practice management.

Digital Orca, by Douglas Coupland, is just one of the many notable works of public art at the Vancouver Convention Centre, host site of the annual Pacific Dental Conference. Photo/Robert Selleck, Dental Tribune

Highlights

With the University of British Columbia Faculty of Dentistry celebrating its 50th anniversary, the PDC will present the “UBC Speakers Series,” featuring UBC alumni addressing a variety of topics.

The Live Dentistry Stage is back on the exhibit hall floor, with demonstrations on Thursday and Friday. Saturday’s “So You Think You Can Speak?” will feature 50-minute presentations by speakers who respond to the call for presentations and are accepted by the meeting’s scientific committee.

The exhibit hall should be busy with more than 300 companies projected to fill approximately 600 booths. Exhibit hall hours are 8:30 a.m. to 5:30 p.m. on Thursday and Friday.

Registration and lodging

Special hotel rates are available to PDC attendees, with early booking recommended to ensure availability.

Reservations can be made directly with conference hotels through the links on www.pdconf.com. Registration opens Oct. 15 with early bird rates for all members of the dental team.

(Source: Pacific Dental Conference)
Next year’s JDIQ meeting includes Association of Prosthodontists of Canada

More sessions expected on implants, restorations

Following what meeting organizers describe as a highly successful convention this past spring, planning is now in full force for the 44th edition of the Journées dentaires internationales du Québec, which will take place from May 23–27 at the Palais des congrès de Montréal.

At the 2014 meeting, JDIQ will host the Association of Prosthodontists of Canada. Among the results expected from this joint venture, which also involves the Association of Prosthodontists of Quebec, will be a larger number of top speakers in implant and restorative dentistry — and a presence at the meeting of a larger number of prosthodontists from across Canada.

The annual meeting of the Ordre des dentistes du Québec continues to be one of the highest-attended dental meetings in North America. In 2014, meeting organizers expect to host well more than 12,000 delegates from around the world.

The meeting will feature a scientific program with more than 100 lectures and workshops presented in English and French. The JDIQ meeting is described by organizers as being Canada’s most highly attended bilingual convention.

More than 225 exhibitors will occupy approximately 500 booths in the exhibit hall, making it one of the largest in Canada. The exhibition will be open on Monday and Tuesday, May 26 and 27, and it will feature a continental breakfast on both days for the early risers as well as a wine and cheese reception to close out both afternoons.

Featured 2014 speakers already in the lineup include Drs. Dale Miles, Robert Langlais, Steven Olmos, Stephen Niemczyk, Manor Hass, Jonathan Bregman, Michael Di Tollia, Gerry Kugel, Karl Kerner, Joe Blaes, Jason Smithson, Brian Novy, Ken Hargreaves, Thomas Duddy, Robert Gutneck, Tieraona Low-Dog and James Mah, to name just a few.

For more information about the meeting, you can call (800) 361-4887, visit www.odq.qc.ca or send an email to congres@odq.qc.ca.

(Source: Ordre des dentistes du Québec)
Universal registration material earns awards

The universal registration material METAL-BITE® is indicated for a broad variety of indications, such as icp-registration, face bow registration, dynamic antagonist registration and for surgical guides.

The product is also optional scannable for CAD/CAM applications.

The product manufacturer, R-dental, describes the physical properties of METAL-BITE as being able to fulfill all requirements of dentists.

In late 2012 METAL-BITE was evaluated by the independent REALITY Publishing (Houston) and received its 2013 Four Star Award. Furthermore, among all evaluated materials, METAL-BITE was rated the No. 2 bite registration material for 2013 by REALITY. Additionally, in December 2012 the dark gray A-silicone received the 2013 Preferred Products Award from The Dental Advisor (Dental Consultants Inc., USA).

More than a decade after its introduction in 1999, METAL-BITE today is known to a large number of dentists worldwide. The product is available in commercial cartridges of 50 ml with 12 mixing cannulas.

For more information, you can contact manufacturer R-dental Dentalerzeugnisse, in Germany, by telephone at +49 (40) 275-7617 or by email at info@r-dental.com. You can also learn more online by visiting the website www.r-dental.com.

(Source: R-dental)

D4D Technologies now operating as E4D Technologies

Effective as of Aug. 8, D4D Technologies LLC, best known for its E4D brand of dental solutions, is now doing business as E4D Technologies LLC. While the company has been using the name D4D Technologies since it was established in 2003, from the start it has branded its products E4D, as in E4D Dentist, E4D Labworks, E4D Studio, E4D Compass, E4D Sky and E4D Compare.

“The timing to unify the company name with our global branding coincides with the launch of our next generation E4D NEVO scanner and design center and our 10-year anniversary as a company,” said CEO Mark Quadling. “NEVO represents the ‘natural evolution’ of digital dentistry, so this is the ideal time to also recognize the evolution of the company with its new name. The D4D that my brother Henley and I started 10 years ago with Basil Haymann has evolved into a global player with products changing dentistry around the world, through private and group practices, institutions and universities.”

“The E4D brand has become synonymous for many dental professionals with leadership and evolution in digital restorative dentistry,” said Gary Severance, DDS, CMO. “By focusing on ‘E4D’ in every aspect, we can reinforce and strengthen our relationship with our customers and the broader dental community. We are also introducing a new look and logo with the E4D NEVO that reflect the exciting performance and plug-and-play capabilities of this new technology.”

The name change and brand focus represent another step in the evolution of the company and its growing suite of digital solutions for dentistry. The launch of the E4D NEVO at the recent E4D Business of Dentistry Conference in Las Vegas, showcased leading clinicians and E4D operators who shared their early experience with NEVO as well as their extensive dental CAD/CAM expertise.

(Source: E4D Technologies)
3 ways to maximize SEO performance to increase your new-patient flow

By Diana P. Friedman

The Internet has fundamentally changed the way dental practices acquire new patients. Today, more than ever, where your site shows up in search engines will determine how much traffic and how many new patient calls are generated from your website. This makes sense given that recent research shows 97 percent of consumers (prospective patients) search for local businesses online.1 This bodes well for dentists, if they navigate their SEO strategy well.

Making SEO work for your practice

Search engine optimization (SEO) is the ‘process of improving the visibility of a website or a web page in a search engine’s natural or unpaid (organic) search results.’2 The right SEO strategies, supported with the right website, will help your practice attract and convert more prospective patients. Here are three ways to optimize your search engine efforts.

1) Make sure your website experience is optimized for any device

By 2014, mobile Internet use will surpass desktops.4 Today’s mobile devices come in all shapes and sizes. Your practice website must optimize viewing experiences for any type of device prospective patients might use.

Until recently, building two websites (one for desktops and one for mobile devices) was the only feasible solution to this changing Web traffic pattern. Today, a more optimized method (and one recommended by Google) exists. By adopting certain design principles, known as responsive design, you can create a website that looks and functions effectively across all devices and screen sizes. Responsive design makes it easier for search engines to index a site, improving the site’s ability to be found in search results.

2) Feature video content

Prominently displayed videos on your site will engage visitors and increase the chance they’ll stay engaged. Forty-six percent of website visitors see video as a key reason for them to learn more about a product or service.6 Video content is also great for SEO. Video causes visitors to spend more time on your website, which will prompt search engines to increase your relevance ranking.

3) Use the right keywords

When searching online for services you provide, prospective patients are likely to use certain words and phrases. Including the right keywords in your website copy where appropriate will help your site show up higher in these searches.

Ask a few patients which search terms they used or would use when searching for a dentist. Then, weave these words and phrases into your website copy. Be sure that your website makes numerous mentions of the services you offer and your location.

Final thoughts

Many, if not all, of your prospective patients use online search as a starting point when seeking out the services you offer. SEO helps your website get found by more prospective patients, ultimately allowing you to optimize your site as a tool for acquiring new patients.

References


DIANA P. FRIEDMAN, MA., MBA, is president and chief executive officer of Sesame Communications. She has a 20-year success track record in leading dental innovation and marketing. She has served as a recognized practice management consultant, author and speaker. She holds an MA in sociology and an MBA from Arizona State University.
Camera has ‘frame-and-focus’ simplicity

The PhotoMed G15 digital dental camera is specifically designed to enable you to take all of the standard clinical views with ‘frame-and-focus’ simplicity. The built-in color monitor enables you to precisely frame your subject, focus and shoot. According to the company, proper exposure and balanced, even lighting are assured. By using the camera’s built-in flash, the amount of light necessary for a proper exposure is guaranteed, and PhotoMed’s custom close-up lighting attachment redirects the light from the flash to create balanced, even lighting across the field.

Close-up lighting attachment evens out the flash

The PhotoMed G15 digital dental camera is specifically designed to enable you to take all of the standard clinical views with ‘frame-and-focus’ simplicity. The built-in color monitor enables you to precisely frame your subject, focus and shoot. According to the company, proper exposure and balanced, even lighting are assured. By using the camera’s built-in flash, the amount of light necessary for a proper exposure is guaranteed, and PhotoMed’s custom close-up lighting attachment redirects the light from the flash to create balanced, even lighting across the field.

Dental photography DVD reveals tips and techniques

Vol. 5 of Dr. Douglas Terry’s supplementary DVD set illustrates the procedures, techniques and scientific concepts presented in the book “Esthetic and Restorative Dentistry: Material Selection and Technique (Second Edition).” The DVD begins with an introduction by Dr. Terry, followed by a demonstration showing the views most dental offices need to photograph as well as the techniques needed to take each one of them. For more information about the DVD, visit www.photomed.net, call (800) 998-7765 or stop by the PhotoMed booth (No. 1234) at the American Association of Oral and Maxillofacial Surgeons meeting, or booth No. 1001 at the American Academy of Periodontology meeting.

‘Back to School Program’ boosts kids’ confidence and motivation to succeed

Henry Schein staff, suppliers, local businesses help nearly 4,000 children with school clothes and supplies

For the 16th year, Henry Schein Inc. has helped children head back to school with brand new clothes and essential school supplies donated by the company’s Team Schein members, supplier partners and local businesses. Nearly 4,000 children in Henry Schein communities across North America were involved this year in “Back to School” events during August. The largest of the events was Aug. 29 at the company’s worldwide headquarters in Melville, N.Y., where more than 600 children, identified by local social service organizations, attended the “Back to School” event. Along with dinner, games, balloon animals, face painting and music, the children received new outfits personally selected and paid for by Team Schein members, and backpacks filled with school supplies, books and hygiene products, generously donated by the company, supplier partners, and local Long Island businesses, as well as a grant from www.firstbook.org and donation from Simon & Schuster Inc.

“Heading back to school should be an exciting time of year for all children,” said Gerry Benjamin, executive vice president and chief administrative officer for Henry Schein. “Equipping students with terrific clothes for the first day back in the classroom, and essential school supplies, helps to boost their confidence and motivation to start the school year ready for success. Thanks to the overwhelming support of our Team Schein members, supplier partners and local businesses, the Henry Schein ‘Back to School’ program continues to grow each year.” Henry Schein’s “Back to School” program initially supported 150 children from Long Island. Since its inception, the program has sponsored nearly 22,000 children in North America. “Back to School” is a flagship initiative of Henry Schein Cares, the company’s global social responsibility program, and is supported by the Henry Schein Cares Foundation, a 501(c)(3) organization that works to foster, support, and promote dental, medical and animal health by helping to increase access to care for communities around the world.

To help identify children to participate in the 2013 “Back to School” event at Henry Schein’s headquarters, the company partnered with Family and Children’s Association, MPowering Kids, The McCoy Center, Family Service League, Department of Social Services, Hispanic Counseling Center, Madonna Heights, Bethany House, Habitat for Humanity, YES Community Counseling Center and The Raymar Children’s Fund.

“Seeing the smiles on the faces of the children who eagerly rip open their boxes filled with new clothes for their first day of school and brand new backpacks filled to the brim with needed supplies is priceless,” said Karen Boomshtein, LCSW, president and CEO, Family Service League.

“Working with Henry Schein on the ‘Back to School’ program is an opportunity for us to help lift the financial burden from children and their families who have so many economic challenges to juggle with limited resources. We’re proud to be part of this program that helps give peace of mind to families as they prepare for this important time of year.”

(Source: Henry Schein Inc.)
Thriving on all-ceramics, Ivoclar Vivadent prepares for the future

By Dental Tribune International

Walled off by the majestic elevations of the Rätikon mountain range and the Appenzell Alps, several industrial hydraulic mixers are continuously at work. Every now and then, a worker brings new barrels filled with raw materials that are turned into a new compound that forms the base for IPS e.max blocks from Ivoclar Vivadent.

Launched seven years ago, the game-changing dental restorative system has earned Ivoclar Vivadent, based in the small European principality of Liechtenstein, wide international acclaim as a provider of materials for highly esthetic all-ceramic dental restorations. According to some industry sources, the restorative system has also defined the new gold standard in the field.

Comprising lithium-disilicate glass ceramic, zirconium oxide materials and veneering ceramics for the press and CAD/CAM techniques, the system has an impressive clinical track record and has won the company a number of acknowledgments, including a Celebration of Excellence Award for Outstanding Innovation in Cosmetic Dentistry at the recent annual meeting of the American Academy of Cosmetic Dentistry in Seattle, Wash., in June.

Secret formula

With double-digit growth last year, the material, whose composition remains a well-kept secret, has also become one of the company’s most important drivers of economic success. Ivoclar Vivadent held an international expert symposium last year in Germany for the first time that was focused entirely on the system and the treatment results dentists are able to achieve with it in daily practice. According to chief sales officer Josef Richter, the system still has much potential.

“With IPS e.max, it is fair to say that we started a revolution in the field of fixed prosthodontics, as it provides a highly esthetic and durable solution not only for single-tooth restorations but also for far more complex indications, like three-unit bridges,” he recently told Dental Tribune International.

In addition to the strong market acceptance of its poster-child product, Richter said that his company performed above
the market average last year with its entire portfolio, including removable prosthetics and filling materials. Sales of clinical equipment and luting cements such as Multilink Automix and Variolink II increased by more than 10 percent, he said, despite unfavorable conditions that make it more difficult for the company to operate in regions affected by the economic crisis, such as Southern Europe.

“Market reports from most of our offices show that fewer patients are currently visiting a dentist than potentially should, which is a matter of concern. As a result, we expect 2013 to be a difficult business year for the industry. However, expansion is still possible, if the market is growing slightly or at all,” he said. “Driven by our core business and innovations, our goal is to come out higher than the market average next year.”

Among the recent developments Ivoclar Vivadent launched this year is Tetric EvoCeram Bulk Fill, a further development of its nano-hybrid composite line, which the company says was designed with a powerful initiator for use with the bulk-fill technique and for tooth restorations in the posterior regions that are difficult to reach. It also introduced BioUniversal KFG, a golden, high-expansion universal casting for milling and the telescopic crown technique suited to veneering low-melting special ceramics, for example. The IPS e.max CAD range has been expanded and now covers all possible indications, from light veneers to hybrid abutments and bridges with three or more units. To make it easier for customers to navigate their way through Ivoclar Vivadent’s extensive product offering, the entire portfolio was redesigned into three main categories: direct restoratives and fixed and removable prosthetics.

120 countries and growing

The company has invested heavily in its infrastructure recently, with €16 million reported to have been spent on a new building expanding its headquarters in Liechtenstein, which is intended to increase storage capacity and host high-end dental facilities where the latest developments will be regularly put to the test under clinical conditions. Moreover, the manufacturing plants in nearby Bürs in, Austria, where Ivoclar Vivadent produces dental equipment, such as its Bluephase curing light, and in Amherst, N.Y., near Buffalo, have been expanded too.

New sales offices and subsidiaries are planned in Russia and Ukraine, among other countries, a step that will expand the company’s already large reach in 120 countries.

“A few years back, we decided to specifically target emerging markets, which now helps us to compensate for moderate growth in established regions like Europe or North America,” Global Region Head Asia/Pacific Christian Brutzer explained. “In India, for example, we have grown from only 10 people in 2009 to more than 80.”

According to Brutzer, the emphasis on increased local presence has not only facilitated growth in most of these regions, but also dramatically changed the way the company is perceived there. Education according to its own standards is considered a key factor for long-term development, a concept that has found its way into customer relationships through the establishment of International Centers for Dental Education, which are intended to offer training to existing and future customers through lectures and practical courses. Currently, the company maintains 25 of these centers worldwide, with the largest one in Schaan itself, where training laboratories are occupied almost around the clock by dentists and technicians from all over the globe.

“All of our subsidiaries or sales offices currently provide some form of training. No other company in the market invests so much in education,” Richter said. “The increase in solutions available on the market has led to confusion among many customers of what is right for them,” he continued. “Therefore, we want our customers to understand the fundamental advantages that come with buying a product from us. In this respect, we see an opportunity to provide them with confidence and peace of mind.”
CALASEPT® Endo-line

CALASEPT® Irrigation needles
Double side vent

CALASEPT Irrigation Needles
* Double side vented
* With luer lock hub
* Bendable
* High quality stainless steel
* Sterile and disposable
* Easy for cleaning out the canals
* Container packed

CALASEPT® Plus
Calcium Hydroxide

CALASEPT PLUS
* More than 41% calcium hydroxide
* Optimal calcium release
* Strong bactericidal effect pH 12.4
* Flexi-needle for precise and deep application

Call Wykle Research for a Free sample of our Calasept products 800-859-6641

Distributed by:

Made by:
Nordiska Dental
Irrigation needles’ swirl effect optimizes cleansing

Calasept Irrigation Needles, available from Wykle Research, are double-side-vented, luer-lock irrigation needles that optimize cleansing of canals, creating a ‘swirl effect.’ They are available in 27 g or 31 g, in packs of 40. Features include:

• Bendability
• Luer-lock hub
• Sterile and disposable
• Ease in cleaning roots
• High-quality stainless steel

Also available are Calasept Irrigation Syringes, which are color-coded to eliminate risk when using multiple irrigation liquids. They are available in packs of 20. 10 white and 10 green. These products complement Wykle’s Calasept line, which includes Calasept and Calasept Plus calcium hydroxide paste for temporary filling of root canals.

The Calasept products are manufactured by Nordiska Dental of Sweden.

For more information, contact Wykle Research at (800) 899-6647 or visit www.wykleresearch.com.

(Source: Wykle Research)

C3 Jian Inc., a Los Angeles-based private biotechnology company focused on improving oral health care, has completed a phase-one clinical trial related to its peptide therapeutic product, referred to as C16G2, meant for dental caries prevention.

The clinical trial was a randomized, double blind, placebo-controlled study that included a dose escalation period.

The trial evaluated safety and pharmacokinetics, along with initial microbiology of C16G2 administered to healthy adults in a single oral dose of mouth rinse.

A total of 36 subjects were in the study.

No C16G2-related events, nor severe or serious adverse events, were reported.

The study was conducted at New York University’s Bluestone Center for Clinical Research. Mark Wolff, DDS, PhD, professor and chairman of the department of cariology and comprehensive care at NYU College of Dentistry, was principal investigator.

"With the current C16G2 safety information and initial microbiology, both provided support to move into our phase-two development program, which we are eager to commence at the end of this year," said Laura A. Navalta, C3 Jian vice president of clinical operations.

Dental caries is the most common chronic childhood disease, according to the U.S. Surgeon General. In the United States, more than $100 billion is spent annually on oral health expenditures, the majority directly related to caries.

About C3 Jian Inc.

C3 Jian is a clinical-stage biotechnology company developing and commercializing novel products to diagnose, treat and prevent diseases related to oral health. For more information about the company, you can visit www.c3-jian.com.

(Source: C3 Jian)
Early in 2012, Forward Science set out to create an efficient and affordable oral screening device based on feedback from clinicians. The result is OralID, which uses fluorescent technology — visible light that enhances a dentist’s ability to identify tissue abnormalities. When the blue light shines on healthy oral tissue, it fluoresces. In contrast, abnormal tissue appears dark because of a lack of fluorescence.

According to the company, OralID is the only FDA cleared device that requires no consumable, thus reducing costs. “Our primary goal as a company is to help save lives,” said Robert Whitman, co-founder of Forward Science and the biomedical engineer behind OralID’s design. “When we designed OralID, we went to the clinicians and asked what they wanted in a product. With that feedback, we designed a device around the user’s needs — portable, simple to use, no per-patient cost and under $1,000.”

Any office buying an OralID is provided a live team training webinar that can be repeated at any time. “We want practitioners to feel confident about interpreting what they might see when they use OralID, and education is an important part of that,” said company co-founder Brian M. Pikkula, who has a PhD in bio-optics. “It’s empowering to know that OralID highlights premalignant and malignant lesions that may not be visible when doing a routine oral exam with the naked eye using white light.”

Currently, according to the company, 63 percent of oral cancers are found at stage III and IV, which have a less than 50 percent survival rate. However, early discovery has an 80 to 90 percent survival rate.

According to the company, virtually every dental patient, regardless of age or lifestyle, should receive an oral exam that screens for abnormal tissue. “Those infected with HPV [human papillomavirus] represent the fastest growing oral cancer population,” Whitman said. Oral cancers from HPV have increased 225 percent in the past three decades.

OralID comes with two pairs of filtered eyewear, batteries and patient brochures. Also available are accessories for clinical documentation, including SmartFilterID for imaging with a smartphone.

To learn more or to attend a free OralID training session, visit www.oralid.com or call (855) 696-7254.
Advance implant LIVE Surgery and Prosthodontics in JAMAICA!

October 18-22, 2013
Kingston, Jamaica

This is an incredible hands-on learning opportunity to place 2-6 implants on provided live patients at a Jamaican Dental School Clinic. Our world-class clinicians and educators offer a comprehensive learning experience for General Dentists and Specialists.

Make one payment and pay in full for January 4-8, 2014 seminar. $7,000 includes complete course, meals, hotel and island transfers (full tuition $8,200).

For more information or to register, please visit www.ADIseminars.com