Striving for innovation

If you haven’t yet taken a good look at the education program for this week’s ACD 2015, you should probably think about flipping open that book or browsing the app.

This year’s meeting features so much more than just the traditional hands-on workshops and lectures you have come to expect. Let’s take a look at some of the highlights.

Live dentistry in the exhibit hall
Live dentistry was one of the most sought-after educational sessions at AACD 2014. This year’s sessions, featuring Dr. David Hornbrook, Dr. Jeff Brucia and Dr. Brian LeSage, promise to be a highlight again.

This live dentistry experience, “Education in the Round,” was created in partnership with the American Dental Association. The goal is to provide attendees with real-life demonstrations of procedures for which AACD dentists are highly recognized.

Easier than ever to find an ACD dentist

The ACD recently unveiled its new Member Directory, which will make finding an ACD member dentist easier than ever.

The new Member Directory boasts a stylish and simplified user interface, where prospective patients can easily navigate to find a dentist or lab technician by member level, location or name. Search results display links to individual member profiles, which can be customized in a number of ways.

A basic claimed profile page can be customized to include your photo, an embedded Google map, your contact information and limited patient reviews and scores.

If you are looking to add a little more pizzazz to your profile, you can enhance it to include your biography, additional details about your practice, links to your website and social media accounts, and before and after photos of your best work. The enhancements don’t have to end there. With a pro account, you can have unlimited patient reviews posted to multiple review sites instantly.

Of course, the most important improvement to the new Member Directory just might be what is going on behind the profile. Your profile, no matter how many bells and whistles, is SEO-friendly.

This means your profile will show up in Internet searches, making it even easier for prospective patients to find you online.

If you claim your page when you visit the ACD booth, No. 1517, in the exhibit hall during this week’s annual meeting, you will receive a free commemorative ACD T-shirt.

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The AACD's latest educational initiative is AACD Continuum, which is intended to help members strengthen their skills and prepare for accreditation.

This series of four hands-on workshops, taking place in June, July, September and October, will be taught by top academy educators on topics that have a direct influence on the AACD accreditation goal or that will enhance clinical performance so that you can offer your patients better and more predictable results.

According to Michael R. Sesemann, DDS, FAACD: "Patients present to the 21st-century dental practice with specific ideas and high expectations of how esthetic dental treatment can help them in their lives. These expectations must be met with expertise that takes esthetic dental diagnosis and treatment to its highest level."

The workshops cover topics including designing the smile, bonding with composite, performing anterior esthetics and replacing a missing tooth in the esthetic zone, and the workshops will rotate locations, giving attendees destination options. Members are welcome to register for individual courses or the whole series at www.aacd.com/continuum. Space in each course is limited.
Add a service that patients want

By Dr. Stephen Ball

There has been a major movement in dentistry to preserve as much tooth structure as possible, and tooth alignment has become the cosmetic treatment of choice. Short-term orthodontics (STO) for general dentists is a cosmetic solution for adult patients and is a great service we can add to our practices. It is easy, effective and patients want it.

As with any treatment, case selection is paramount in deciding who to treat. It is a useful alternative to traditional treatment options such as crowns and veneers, and it is not only less destructive but also more cost-effective, meaning more patients can access this treatment and achieve fantastic smiles in the space of only six months.

Case presentation

The patient came to us interested in veneers. After an initial consultation, it soon became apparent that placing veneers would have been a very destructive option, as a lot of preparation would have been needed to achieve an ideal cosmetic result.

After we explained the various pros and cons of veneers, the patient asked if there were any other options. Naturally, we then explained that one option is comprehensive orthodontics that would involve 18 to 24 months. We also then described a more cosmetically focused approach, in the form of Six Month Smiles, that would straighten her teeth in about six months.

Having discussed the various merits and drawbacks of each option, the patient opted for Six Month Smiles as the relatively short treatment time was appealing to her, and she only wanted a cosmetic fix, not a functional correction that comprehensive orthodontics would have provided.

This case is an excellent example of the “ideal case” for GP short-term orthodontics. The patient’s molar and canine relationships were Class 1 on both sides, with a normal tooth width ratio, upper-to-lower. We weren’t planning any anterior-posterior relationship changes, so this case was perfectly suited for a GP to complete.

After five months, the treatment was completed, and the clear brackets were removed. We then finished the case with tooth whitening to further improve the appearance of the patient’s teeth. I have found that short-term orthodontics on adults can also lead to additional cosmetic work such as whitening or composite bonding to really finish the smile.

At the end of treatment, the patient was absolutely delighted with the results and has, in fact, become a great advocate for our practice! She’s even recommended a number of her friends to come and see us as a result of the treatment, and it’s extremely satisfying to see how much difference this simple yet effective short-term orthodontic system can have.
A dental isolation technique that is unlike anything else

By Isolite Systems Staff

Dental isolation is one of the most common and ongoing challenges in dentistry. The mouth is a difficult environment in which to work. It is wet and dark, the tongue is in the way, and there is the added humidity of breath, which all make dentistry much more difficult. Proper dental isolation and moisture control are two often overlooked factors that can affect the longevity of dental work — especially with today’s advanced techniques and materials.

Leading dental isolation methods have long been the rubber dam — or manual suction and retraction with the aid of cotton rolls and dry angles. Both of these methods are time and labor intensive, and not particularly pleasant for the patient.

Enter Isolite Systems: Its dental isolation systems deliver an isolated, humidity- and moisture-free working field as dry as the rubber dam but with significant advantages, including better visibility, greater access, improved patient safety and a leap forward in comfort. Plus, it allows dentists to work in two quadrants at a time.

The key to the technology is the “Isolation Mouthpiece.” Compatible with Isolite’s full line of products, the mouthpiece is the heart of the system. It is specifically designed and engineered around the anatomy and morphology of the mouth to accommodate every patient, from children to the elderly.

The single-use Isolation Mouthpieces are now available in six sizes and position in seconds to provide complete, comfortable tongue and cheek retraction while also shielding the airspace to prevent inadvertent foreign body aspiration.

Constructed out of a polymeric material that is softer than gingival tissue, the mouthpieces provide significant safety advantages, and their ease-of-use can boost your practice’s efficiency, results and patient satisfaction.

Isolite Systems provides three state-of-the-art product solutions for every practice, every operatory: Isolite, illuminated dental isolation system; Isodry, a non-illuminated dental isolation; and the new Isovac, dental isolation adapter.

Using the Isolation Mouthpieces, all three dental isolation products isolate upper and lower quadrants simultaneously while providing continuous hands-free suction. This allows a positive experience where the patient no longer has the sensation of drowning in saliva/water during a procedure and the practitioner can precisely control the amount of suction/humidity in the patient’s mouth.

Isolite Systems’ dental isolation is recommended for the majority of dental procedures where oral control and dental isolation in the working field is desired. It has been favorably reviewed by leading independent evaluators and is recommended for procedures where good isolation is critical to quality dental outcomes.

Visit the Isolite booth, No. 1325, at the AACD Scientific Session, or go to www.isolitesystem.com.

Here in San Francisco

For more information about these and other courses available at AACD 2015, pick up an on-site guide or download the app for your smartphone.

AACD power sessions

Learn about the latest in marketing, practice management and implants in these quick-bite power sessions, created to energize and inspire you. Featuring some of AACD’s most popular educators, these sessions — Internet marketing, implants and practice management — are a perfect addition to your already solid educational lineup.

Go online to www.aacd.com/power sessions for the complete list.

Member Pearls in the exhibit hall

Member Pearls offer attendees the chance to learn from select AACD members on new and innovative topics in a 30-minute format. These sessions — from esthetic orthodontics to tissue reconstructions around implants — are among some of the most popular at AACD meetings.

AACD understands the pivotal role of technicians play in achieving an ideal final result. New this year is a special lab focus program, offered in partnership with Spectrum Dialogue.

Team track

AACD 2015 offers education to bring dental teams together, with topics including whitening, smile design and photography, communication and more.

Practice management track

Being a dentist means you give your patients the smiles of their dreams, but it also means you’re running a business. Learn how to maximize your practice’s profitability and potential with courses designed just for practice owners.