By Fred Michmershuizen, today Staff

There are plenty of educational opportunities here at ADA 2014 – America’s Dental Meeting. From lectures to hands-on workshops to special exhibitor presentations, the meeting in San Antonio has abundant offerings. “With a record number of hands-on workshops, live-patient demos and brand new programming, ADA 2014 offers cutting-edge education opportunities you won’t find anywhere else,” meeting organizers say.

In all, there are more than 300 lectures and interactive learning experiences available on site this week. From presentations for GPs to specialists to hygienists and team members, there is something for everybody.

Check your show guide or mobile app to find the course that is right for you.

*Meeting attendees sit down for an educational presentation on CAD/CAM technology Thursday morning on the exhibit hall floor. (Photo/Fred Michmershuizen, today Staff)
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DESSERTS  *From page 1*

EvoCeram Micro-Hybrid composite system.

• Craving the sensation of a York Peppermint Patty? Head to the far corner to booth No. 111 where American Express OPEN is handing them out. Better yet, open up an American Express business charge card and you’ll be entered into a drawing for a $500 American Express gift card to be given away at the ADA meeting.

• Too many sweets? Head to booth No. 4629, King Faisal Specialists Hospital & Research Centre, where you can try a date, brought fresh from date palms in Saudi Arabia, where the hospital is based. It’s at ADA for the first time, recruiting dentists, hygienists and dental assistants to come work at the oldest and largest hospital in the Middle East. Staff at the booth said they’ve been getting quite a bit of interest.

• Getting thirsty? At Sesame Communications (booth No. 4349), you can order a margarita-style smoothie. Then try on a pair of Sesame sunglasses, take a selfie, post it to www.sesamesmile.com, and you’ll be entered into a daily drawing at ADA for the hippest eyewear on the planet: Google Glass.

• But back to the sweets: It’s trick-or-treat time at Simple Pay Finance (booth No. 4723), which prominently displays a big bowl filled with all the classics: Reese’s Peanut Butter Cups, Three Musketeers, Milky Way, Twix, Hershey’s bars and more. But be sure to also ask about the money-back promotion on its patient financing service.
Scenes from Thursday

- At every dental meeting, the folks at Shofu Dental Corp. (booth No. 3917) have plenty to talk about. From left: Lenny Sulkis, Karlyn Rasmussen-Dodd, Tracy DePrimio and Glenn Pavicek.

- Dr. Edward Rossomando of the Center for Research and Education in Technology (CRET), at the Henry Schein Dental booth.

- Kara Stevens, RDH, left, and Michelle Gant of PureLife Dental (booth No. 635).

- Scott Kelley of Designs for Vision (booth No. 2910).

- Artee Hazari, left, and Skyla Garza of DENTSPLY International (booth No. 809).

- You can’t have Texas without cowboys. And cowgirls. The folks from Fotona are ready to rope you in with their cowboy hats, jeans and belt buckles at booth No. 662. From left: Chris Cox, Sarah Pickett, Jeff Jones and Keith Batemen.

- Leslie Herrera, left, and Debra Ruggles of EdgeEndo (booth No. 1713).

- A dentist checks out the features and benefits of dental isolation technology at Isolite (booth No. 1455).

- A meeting attendee visits with the folks at Aseptico (booth No. 843) to learn more about anesthesia delivery technology.
For years, BIOLASE has been spreading the word about the benefits of using its high-tech lasers, scanners and milling machines. But in recent months, the company has shifted its messaging to focus less on product and more on the people that those products serve: dental professionals and patients.

To help reinforce that shift, at this year’s ADA meeting, the company is holding a “Beaming with BIOLASE” photo contest, centered on a photo booth at its exhibit hall booth (No. 1256). It also has two offsite booths near the River Walk open to the public.

On the street, anybody can step into the photo booth with as many friends as are willing to fit, and take a series of photos. You then receive a free printout along with a code that lets you access the images online to immediately share via social media. In the exhibit hall, ADA attendees who step into the booth also can try to win daily prizes for the best and most creative photos.

“It’s really all about drawing attention to BIOLASE, so attendees can see that we’ve made some fundamental changes,” said BIOLASE President and CEO Jeff Nugent. “We’re a completely different company than we were six months ago. We’re the world’s largest dental laser company. And we have the scope to make this happen.”

Prizes will be awarded at cocktail receptions in the booth, from 4:30–5:30 p.m. today and 2–3 p.m. Saturday.
From left: Yancey Butler, Katie Evenson and Nicole Jacobson of Orascoptic (booth No. 434).

An expert offers product education at Propel Orthodontics (booth No. 1429).

Jens Darré of Dr. Walser Dental (booth No. 1447), one of many exhibitors in the German pavilion.

From left: Barb Herzog, left, Shawn Foraker and Moné Barkley of Springstone Patient Financing (booth No. 3933).

A dentist visits Biolase (booth No. 1256) and test drives some of the company’s newest laser technology.

These dental students could not resist stopping for a photo with the dental themed van on display at Imagination Dental Solutions (booth No. 2717).

Stephanie Goss, left, and Josh Mattson of KaVo (booth No. 1253).

Patricia Rosales, left, and Laura Velishek of UniCare Dental (booth No. 4335).

He’s back! ‘Austin Powers’ flashes his signature peace sign with Dr. Dawn M. Gregg, left, and Dr. Robert H. Gregg of Millennium Dental Technologies (booth No. 644).

The new Spirit 3300 Dental Chair is on a rotating display at Pelton & Crane (booth No. 852).
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Visit booth #1200 to learn new ways to help patients access care.

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Welcome to ADA 2014, and congratulations on actively moving your understanding and professional success forward!

It is only through excellent education that we individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care.

As a patient, I expect the best care I can find. As a doctor, I want to deliver the best care possible. That takes us to the power of continuing education, and, as doctors, we are faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys, 99.7 percent said they love practicing dentistry, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or “Advanced Functional Dentistry — The Power of Physiologic Based Occlusion.” This program is a three-day course that is designed for doctors and their teams to learn together about the power of getting their patients’ physiology on their side.

In this program, doctors can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning a practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every doctor can start the process of creating comprehensive care experiences for his or her patients.

We will discuss why some cases doctors are asked to do are actually dangerous ones to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary healthcare professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored, and we will look at how the supporting soft tissue is the most important diagnostic tool you have — not simply the gingiva but the entire soft-tissue support of the structures, in the mouth and also in the rest of the body.

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patients’ needs and desires.

Dentistry can be a challenging and thankless business, but it doesn’t have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us when we change their lives. The Core I program at LVI is the first step on that journey. That’s why when you call, we answer the phone: “LVI, where lives are changing daily!”
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World’s first unit-integrated intraoral scanner makes debut at ADA meeting

By Robert Selleck, today Staff

Why shouldn’t a 3-D intraoral scanner be just like any other critical instrument integrated into today’s sophisticated dental chairs? Well, it should be — for a number of reasons — according to E4D Technologies, including: ergonomics, efficiencies, practice monitoring and patient comfort.

Released in Europe a year ago to an enthusiastic reception, the integrated chairs are making their U.S. debut at this year’s ADA meeting. Two different models are available for inspection in the exhibit hall, divided between the Planmeca booth (No. 1638) and the Planmeca CAD/CAM booth (No. 1235).

“The intraoral scanner, running on the Planmeca Romexis imaging platform, should be as common as any other instrument on the dental chair,” said Thomas Lokki, president of E4D Technologies, while demonstrating the technology in the exhibit hall on Thursday.

The Planmeca PlanScan intraoral scanner is holstered on an adjustable arm that raises and lowers and swings in and out from the chair’s base to provide maximum ergonomic comfort and flexibility for the operator. A display screen is integrated into the holder, but the images also can be displayed in real time on an integrated pad screen, a larger screen facing the patient or on an external display elsewhere in the operatory or practice. There’s even a spot for an iTouch®. The scanner itself can be detached and moved from chair to chair as needed, so a single scanner can still serve a number of operators.

On the individual chairs themselves, a wired or wireless foot pedal can control everything. Because the system is built on the Planmeca Romexis platform, which integrates virtually all of a practice’s scanning devices (2-D, 3-D, cone-beam and CAD/CAM) into a shared database, the system is ideal for practices looking for ways to more closely monitor use and maintenance of equipment.

“The real drivers behind the popularity of this are large group practices and dental schools with hundreds of chairs,” Lokki said. “We can provide information on usage that nobody else can. The number of hours of service, when maintenance is needed and much more.”

Lokki said he expects the integrated chairs and monitoring service to become more popular with smaller practices, too, as the technology in general takes further hold. Meanwhile, schools with 600-plus chairs rely on the monitoring service to stay on top of exactly how the instruments are being used. Each chair has its own URL address, so a practice is able to monitor exactly why and how often instruments are being used and exactly when scheduled maintenance is needed. Plus, if there’s a problem with the system, a tech support staff is available 24 hours a day to access specific chairs online to troubleshoot software or hardware.

“It’s the future,” Lokki said. “We refer to it as the industrial Internet.”
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At any major dental meeting, Henry Schein Dental invariably has plenty to showcase. It’s just the nature of things for one of the biggest and most dynamic companies in the industry. This year’s ADA is no exception.

On Thursday, Henry Schein Practice Solutions launched Dentrix Mastery Tracks, a new training and skills assessment program to help dental team members improve practice management by maximizing their use of Dentrix practice management software.

“This meets a critical need for dental practices,” Matt Singerman of Henry Schein Practice Solutions told today during an interview Thursday morning. “This program will help dentists vet the people they are hiring. When someone says, ‘I know Dentrix,’ this is one way to find out how much someone really knows about Dentrix.”

The assessment tool consists of eight different tests. For those who do not pass, online and in-person training resources are available.

“This is going to help dentists fill a need,” Singerman said.

At this meeting, attendees can stop by at Henry Schein Practice Solutions and fill out a card to receive a free test for everyone in their office.

CRET celebrates 10 years

This year’s ADA meeting marks the 10th anniversary of the Center for Research and Education in Technology (CRET). The objective of CRET is to introduce new and innovative technologies into dental schools. CRET currently has two technology centers, one at Loma Linda University Dental School and the other at the University of Missouri at Kansas City, with facilities at more schools on the way.

Dr. Edward Rossomando, a professor at University of Connecticut Dental School and one of the founders of CRET, was on hand at the Henry Schein Dental booth Thursday morning for an interview with today.

“CRET has a full, extensive technology education program,” Rossomando said. He explained that students rotate through the centers and learn about CAD/CAM and laser and non-invasive cancer detection technology, while at the same time receiving hands-on practice management experience.

“This is an incredible triumph for the dental industry,” Rossomando said. “At no time has the industry had such a say in educational matters within the dental school. It’s a new model for the industry’s involvement in dental education.”

Digital technology symposium

At this year’s ADA, excitement is also building for the Henry Schein Dental-sponsored International Symposium on Digital Dentistry, coming up Oct. 23 to 25 at Renaissance Orlando at Sea World in Florida.

The event is a great opportunity for dentists to learn how they can enhance clinical outcomes, said Robert Gottlander of Henry Schein Global Prosthetic Solutions, who also spoke with today during an interview Thursday morning.

“The really important thing about CAD/CAM is what the technology can do for the profession and what it can do for the patients,” Gottlander said. “At this upcoming event, the lectures will talk not so much about what CAD/CAM is, but what it can do. We at Henry Schein are very excited to be a part of this.”

To meet Singerman, Rossomando and Gottlander, and to learn more about their initiatives and much more, visit Henry Schein Dental (booth No. 1038) on the exhibit hall floor.
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Dr. Howard Glazer

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Want to be better at managing your practice? Download “Factors for business success,” the first in our series of papers. It outlines six ways for you to ensure your business is as successful as possible: maintaining production, maintaining collections, controlling costs, generating a patient stream, improving case acceptance and promoting staff effectiveness.

Or are you looking to own a practice but not sure which business model is right for you? Download “Choosing the right business entity,” the second paper in the series. This paper discusses the various business arrangements available to dentists, provides detailed information about when to use a particular arrangement, weighs the pros and cons of each and helps you determine which one is right for you.

Future paper topics include planning a practice, practice ownership, generating patients for the practice and management principles.

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Super-Snap X-Treme disks proven superior

By Shofu Dental Staff

New Super-Snap X-Treme disks have many clinicians asking how these finishing and polishing disks differ from the original Super-Snap line. The answer is simple. Super-Snap X-Treme is the next generation to the original green fine and red super-fine Super-Snap polishing disks.

X-Treme disks are thicker, in order to provide greater durability, flexibility without warping and increased tactile feel while polishing. Superior gloss results are achieved because of the new 3-D grit technology, an advancement that originated from the semiconductor industry.

The 3-D semi-spherical shaped grit reduces clogging of the disk, prolonging use and preventing secondary scratches to the restoration. Beautiful, glossy restorations are produced quickly to speed valuable chairtime.

X-Treme disks share the same features as the original Super-Snap line – an elastic silicone shank mount for easy placement on the mandrel, no metal hub to risk gouging your restoration, double-sided, aluminum oxide grit and two sizes, standard or mini, for single-patient use.

The two systems, Super-Snap and Super-Snap X-Treme, are complimentary. For a complete, four-step disk system, the X-Treme disks may be used with the black (coarse) for contouring and violet (medium) for finishing.

A recent evaluation with THE DENTAL ADVISOR provided a Super-Snap X-Treme Editors’ Choice award. The product was evaluated by 16 consultants in 399 uses. The composite polishers earned a 98 percent clinical rating. Consultants’ comments included, “Produced a glass-like finish to composite restorations,” “Much more durable than original disks” and “Increased flexibility adapts to tooth contours.”

Key features, including quality of polish, durability and flexibility, were rated nearly excellent. When compared to the current polishing disk they use, 69 percent of consultants rated X-Treme better and 31 percent rated it as equivalent.

88 percent of consultants would switch to X-Treme and 94 percent would recommend it.

Clinical observations on key features were noted by the consultants in the evaluation. Increased durability was observed: “The thicker disks do not twist or crease and fewer disks are needed to complete a polishing procedure.”

Consultants commented on the quality of polish: “Super-Snap X-Treme produce a smooth, high-gloss finish to composite restorations. Polished surfaces have no detectable surface roughness or ‘swirling’ effect.”

In addition to an evaluation, THE DENTAL ADVISOR also completed two comparative research studies this year. The first study, “Gloss of a Composite Finished with Super-Snap X-Treme and Two Other Polishing Systems”, compares Super-Snap and Super-Snap X-Treme with Sof-Lex Spiral and Sof-Lex Spirals by 3M ESPE.

Composite material used for the research was Filtek Supreme Universal Restorative. Mean values of the maximum gloss for each of the four grits were determined for all three polishing systems. At the final polishing step, Super-Snap X-Treme produced 41 percent greater gloss units than that of Sof-Lex Discs and 29 percent greater than the Sof-Lex Spiral system, according to the study.

Polishing disks often stop working when they are overly clogged with composite material. The purpose of the second research study, “Comparative Durability of Super-Snap X-Treme and Sof-Lex Disk Systems”, was to compare the effect of multiple finishing and polishing cycles on the performance of both four-step systems.

A total of eight 15-second finishing cycles were completed for the test, and an average gloss unit value was recorded for each disk to determine if significant gloss was still produced even at the eighth cycle. Gloss value results produced by Sof-Lex disks were not equally distributed between each grit.

Measurements for Super-Snap and Sof-Lex Spirals are registered trade-marks of 3M ESPE.

References
2. THE DENTAL ADVISOR, Research Report #60 May 2014. www.dentaladvisor.com

Comparative durability of Super-Snap X-Treme and Sof-Lex Disk Systems. Gloss increased uniformly between Super-Snap and Super-Snap X-Treme disks. Results obtained concluded Super-Snap and Super X-Treme were long lasting and produced consistently greater gloss.

Buy two Beautiful! II tips (50 each) here at the ADA and get one Super-Snap X Treme Mini and two T&F Hybrid Points for free. Stop by booth. No. 3917 for more details.

(Photos/Provided by Shofu Dental)

Here at the ADA

Stop by Shofu’s booth, No. 3917, to take advantage of conventions specials on Super-Snap X-Treme. The new polishing disks are available in standard (12 mm) or mini (8 mm) sizes within a 100-piece kit, including both red and green disks, or as a 50-count individual refill. Suggested retail price per kit is $49.30, and disk refills are $25.90. Stop by Shofu’s booth, No. 3917, to take advantage of conventions specials on Super-Snap X-Treme.

Sof-Lex Contouring and Polishing Disks and Sof-Lex Spirals are registered trade-marks of 3M ESPE.

Super-Snap X-Treme displayed a uniform change in gloss that was significantly greater than Sof-Lex. The overall conclusion of the study was that clinicians who use Super-Snap X-Treme, either as a two-step polishing system or a four-step combined with the original black and violet Super-Snap disks, can quickly and consistently meet the esthetic goals of even their most demanding patients.

The new Super-Snap X-Treme polishing disks are available in standard (12 mm) or mini (8 mm) sizes within a 100-piece kit, including both red and green disks, or as a 50 count individual refill. Suggested retail price per kit is $49.30, and disk refills are $25.90. Stop by Shofu’s booth, No. 3917, to take advantage of conventions specials on Super-Snap X-Treme.

New 3-D semi-spherical grit prolongs use by reducing clogging and secondary scratches and greatly increases gloss results.
**NEW UltraMini 2.5x**
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*Booths 1032, 1562 and 2910*
Fusion 4: Good for so much more than curing

By DentLight Staff

- FUSION 4, manufactured by DentLight, upgrades its award-winning curing light to a new level of ergonomics, functionality and performance. The Plano, Texas-based supplier is showcasing the new release here in San Antonio at booth No. 114.

As Dr. Richard Liu, president of DentLight, explained, in addition to its ultrafast and reliable curing functions, the FUSION 4 can also be used for caries, canals and early cancer detection for added profit streams.

As a curing light, the FUSION 4 is easy to use and one of highest performing lights around, thanks to its patented optics and modular design that delivers a focused, low-dispersion beam of 2700 mW/cm² high power for bulk or five-second cure.

The new user interface features an impressive, intuitive and multi-color backlit LCD, displaying digital timers, battery icon, power level and thermal status. The streamlined metal keypad has two raised buttons, including a large on/off button for easy activation.

“This just blows everything else on the market away,” Liu said. “There isn’t anything else like it.”

Liu said the light adds to profitability for the dentist, offers increased marketability potential for new patients—and it saves lives.

Dr. Howard Glazer said, “I would recommend the FUSION without reservation to my colleagues who are in the market for a high-power, versatile curing light that is economical and so useful in everyday practice.”

Dr. John Comisi is also a fan.

“The Fusion Light is one great all-around light for the dental office,” Comisi said. “You get the benefits of three lights in one—curing, transillumination and oral-cancer screening. The curing power is remarkable, the power of the white light attachment for caries and cracked tooth detection is great, and the ability to use the DOE (dental oral exam) attachment for an enhanced oral tissue/cancer screening and evaluation makes this light the complete package.”

Several other LED optics solutions are also available from DentLight.

- The new Nano 2S loupe light is comfortable and affordable. Its wires/connectors are some of the most reliable and some of the thinnest on the market. The loupe can help dentists see anything they need to look at, and it can also help to improve posture.

Nano 2S uses a custom Teflon wire four times as small as a regular wire but with 10 times the strength. Together with a patent-pending connector design, Nano 2S solves your headaches of wire management and broken connectors in headlights.

Designed with high-duty everyday use in mind, Nano 2S embodies a high-capacity lithium battery in a small aluminum pack with a running capacity of up to 24 hours. The digital battery pack can be activated hands-free and has a battery icon and audible indicator that gives a two-minute warning prior to battery shut down.

Nano 2S is a comfortable fit on any eyewear and is a heavy-duty headlight that dental professionals can count on.

“Nano 2S marks the fourth-generation headlight from DentLight,” Liu said. “The amount of technology and innovation integrated with the new light is remarkable, from the delivery of pure white optical beam to the size of the lamp, the advancement of the wire and connector, and the battery structures.”

He said the light adds to efficiency and profitability for dentists, as well as helping to make the workplace pain-free. As Dr. Doug Lamber said, “Nano is so light, so bright ... the perfect addition to any magnification system.”

Jose R. Alvarado, DMD, says he is sold, too.

“I was planning to buy a microscope for doing my root canals, but I don’t think it’s necessary with my new DentLight,” Alvarado said. “It’s easier to locate the canals on molars and also for crown and bridge preparations and for fractured root removals. It’s a whole new world with DentLight!”

In addition to the Nano 2S, DentLight is also showcasing the new Izoom HD through-the-lens loupes and SafeLoupe Laser Filter to improve vision, ergonomics, oral care and your eyes for life.

“Nano is the ideal combination of size and power in clinical illumination,” Dr. George Freedman said. “SafeLoupe Filters enable hassle-free and totally comfortable laser procedures and are manufactured to fit on all major loupe brands.”

EDS ULTRASONIC TIPS

- Essential Dental Systems Inc. (EDS) has added a product to its line of dental devices: EDS Ultrasonic Tips.

According to EDS, the tips advance two key factors in endodontic success: access cavity refinement and canal entrance location. Developed by leading endodontists, EDS Ultrasonic Tips make ultrasonic procedures more cost effective, predictable and quicker, according to the company.

“Superior strength, cutting efficiency and unbeatable clinical results make EDS Tips the dentist’s No. 1 choice in endodontic access refinement, post removal and passive ultrasonic irrigation (PUI),” the company said in a press release.

An EDS Tip Introductory Kit is available in both E and M thread. The kit comes with a tip taxi, wrench and one of each of the six EDS tips.

For more information on EDS tips, including special pricing, visit www.edotidental.com or stop by the booth, No. 1541, here at the ADA 2014.
Designs for Vision is introducing several new products here at the ADA.

The first are the new ClearView Laser Telescopes, which produce a clear image though the telescopes that protect your eyes while enhancing your vision. The ClearView Laser Telescopes utilize Designs for Vision’s patented double-lens protection that reduces the wavelengths before and after the image has been magnified and has been certified by Din Certo, the international laser safety testing lab.

The ClearView Laser Telescopes are approved for magnifications 2.5x, 3.5x, 4.5x and 6x.

The ADA is the first national meeting at which the next product, the new Nike® Retro frames, are being shown. Available in tortoise shell, black and translucent gray, the Nike Retro frames are lightweight and can incorporate any eyeglass prescription. The new ULTRA Mini Telescopes weigh as little as 1.2 ounces (34 grams) and are 40 percent smaller in size, allowing for easy peripheral vision.

The ULTRA Mini Telescopes provide 2.5x magnification and are customized to each person. They are ideal for those who require true 2.5x magnification but desire a smaller and lighter weight system.

Designs for Vision’s new NanoCamHD™ records digitally at 1,080 pixels high-definition resolution, magnifying HD images from the operator’s perspective. The complete system includes 2.5x, 3.5x and 4.5x lens systems to match the magnification you are using, providing a true user’s point of view.

Still photos can be taken while recording or in playback mode. The NanoCamHD allows for hands-free operation and includes a color balanced ULTRA Mini Headlight.

Stop by booth Nos. 1034, 1562 or 2910 to check out the latest products.
By DENTSPLY Pharmaceutical Staff

- Ensuring quality of DENTSPLY pharmaceuticals begins when collecting active molecules and continues through double sterilization of cartridges, laser inspection for defects, safety focused packaging and breakage avoidance shipping. (Photo/Provided by DENTSPLY International)

For more than 100 years DENTSPLY International has been supporting dentists worldwide in their profession.

The company’s trusted and comprehensive range of anesthetics enables dentists and hygienists to start every procedure right. DENTSPLY Pharmaceutical ensures quality at each step of the product’s journey — from collection of active molecules all the way through to when the packages arrive at your office.

Each cartridge is twice sterilized with a sterilizing filter followed by autoclave method. Cartridges are then visually inspected with electronic laser for defects and impurities, including but not limited to: cracks, foreign particles, color and density, et al. Each cartridge is mylar-pack labeled to restrain the individual pieces in case of a break — thus avoiding any injuries. Each set of 10 cartridges is then blister packed to avoid breakage. Finally, each cartridge is color coded as per industry standard ADA system.

Ensuring quality of DENTSPLY pharmaceuticals begins when collecting active molecules and continues through double sterilization of cartridges, laser inspection for defects, safety focused packaging and breakage avoidance shipping. (Photo/Provided by DENTSPLY International)

Here at the ADA

For more information on DENTSPLY International, stop by the booth, No. 809.

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Orascoptic and Surgical Acuity unified under one brand

Orascoptic, a leader in vision solutions for dental professionals, will consolidate its medical-centric brand — Surgical Acuity — under the same Orascoptic moniker. The Surgical Acuity brand will be phased out by the end of the year, at which time the single Orascoptic brand will be aligned with both dental and medical markets.

“The merging of Surgical Acuity under the Orascoptic brand gives us the opportunity to better serve our customers through unified communications, improved process controls and enhanced product access,” said James Onderak, Orascoptic director of marketing.

With a distinct focus on the word “optic,” the new logo emphasizes the company’s longstanding commitment to delivering superior visual aid tech-

For more information on DENTSPLY International, stop by the booth, No. 809.
Isolite Systems has revolutionized Isolation Techniques

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Recognizing that millions of Americans cannot access the care they need at affordable rates, Dental Equities has announced the launch of its premiere peer-to-peer health-care financing platform, Patient Advance.

Because of post 2008–2009 recession regulations, banks have less capital to loan, which has increased the need for alternative lenders. By moving lending online, Dental Equities can generate cost advantages of more than 400 basis points compared to traditional banks.

Branch office operations consume up to 35 percent of their total operational expenditures. Moreover, their organizational practices are less efficient than today’s online marketplaces. This built-in cost advantage will enable Dental Equities to out-compete retail banks on price. According to some experts’ estimates, banks, credit cards and other lending institutions generate $870 billion-plus each year in fees and interest from more than $3.2 trillion in lending activity. It is estimated that more than $1 trillion in loans will be made between peers in this emerging marketplace.

Looking to promote a much-needed financing platform for affordable health care, Dental Equities is working to lead this global shift in lending practices and pass these savings, speed of service and access to tens of millions of Americans who need health-care services not covered by their existing insurance carriers or the Affordable Care Act.

When asked about the first-of-its-kind, decentralized platform, Dental Equities founder Dr. Kianor Shah stated: “As a result of globalization and peer-to-peer integration led by technology, collaboration is the logical answer to the unjust corporatization of medicine and health care.”

Dental Equities’ mission is to elevate the professionalism of health-care providers, enabling them to remain independent and able to provide services their patients demand and require. In addition to Patient Advance, Dental Equities is also offering additional financial services and educational resources via its other sister brands, such as Doctors Club and Doctor Advance.

Dental Equities is a private equity limited liability company founded and led by Shah, its chairman. Dental Equities provides a decentralized peer-to-peer platform where dental professionals unite administratively, academically and financially for the benefit of patients as well as dental professionals.
ZOOM IN
ZOOM OUT

It's time to zoom in and take a closer look at EyeZoom® - the first and only loupe to offer multiple magnification powers. Co-engineered by Orascoptic® and Konica Minolta®, this revolutionary optical design boosts a 3-step variable magnification technology and edge-to-edge high definition resolution.

You now have the power to customize your magnification for specific techniques, or zoom in and out to change your perspective during a procedure. It's like having three loupes in one!

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