Crest Oral-B to release ‘smart’ toothbrush

By Robert Selleck, today Staff

About 500 ADA 2014 attendees accepted an open invitation from Crest Oral-B to attend Friday evening’s “The Technology Changing Dentistry Reception.”

After enjoying drinks and appetizers in the Lila Cockrell Theatre at the Henry B. Gonzalez Convention Center, attendees listened to presentations from experts connected to two products from Crest Oral-B, one just recently made available and another that will launch in January.

Sarita Arteaga, DMD, MAGD, associate clinical professor at the University of Connecticut School of Dental Medicine and former president of the Hispanic Dental Association Foundation, shared information about two-way Bluetooth wireless toothbrush technology Crest Oral-B is launching in January. Noting the growing prevalence of smartphone apps for fitness and general health, she said the toothbrush essentially links a toothbrush to a smartphone with an oral-health app. It will be possible for users to also share resulting oral-health information with their dental provider, enabling professional monitoring of such areas as brushing time, pressure and other details to help people improve their oral health.

Paul Sagel, Procter & Gamble research fellow and inventor of Crest Whitestrips, spoke about the sensitivity treatment product the company released three weeks ago, Crest Sensi-Stop Strips. The sensitivity relief strips are designed to provide immediate relief to people suffering sensitivity to cold, heat, acids or sweets — providing relief for up to a month.

“We have some very exciting innovations that are just now coming on the market or coming to market in the near future,” said Dave Shull, Procter & Gamble associate director. “And we thought this would be a great forum to be able to share new technology with members of ADA.”
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In 2012, I led a team of three dentists and two hygienists on a dental mission to Haiti, where we volunteered our time to provide free dental care in a country where there is just a single dentist for every 100,000 people. It was an eye-opening experience, and one that was more rewarding than I ever thought possible. Living in one of the wealthiest countries in the world, it would be easy to think that access to dental care isn’t a problem here at home.

But sadly, that’s not the case. While health-care debate rages on here in the United States, dental care has been conspicuously absent from the discussion. The statistics are sobering. Last year, 100 million Americans didn’t visit a dentist. More than 47 million people live in places where it is difficult to access dental care. And the U.S. Department of Health and Human Services estimates that there are nearly 4,600 dental health professional shortage areas in the nation.

It’s sad but not surprising that when times get tough — as they did for so many during the great recession — people put off visits to the dentist. For far too many Americans, dentistry is a luxury and not a priority. Patients who are struggling financially have put off regular dental care and are living with infection and pain. And it’s impacting their health and quality of life.

What happens when people don’t have a regular dentist? They turn to our nation’s hospitals when an emergency strikes. In April, a new analysis from Rutgers University found the use of emergency departments for dental care — especially by young adults in low-income communities — poses a huge challenge for our nation.

For me, that eye-opening trip to Haiti is what spurred me to take on a leadership role in Aspen Dental’s Healthy Mouth Movement, a community-giving initiative designed to deliver free dental care to thousands of people in need in communities across the United States and oral health education to millions more.

Through the Healthy Mouth Movement, dentists and team members from Aspen Dental practices across 27 states devoted time to providing much-needed dental care to those who need it most — free of charge, no questions asked. And MouthMobile, a fully equipped dental office on wheels, went directly into communities to not only provide free service but also raise awareness.

Along this journey, the need I’ve seen and patients I’ve met continue to reinforce for me the need for cooperation from both the public and private sectors. Dentistry is a generous profession. There are myriad ways to give back, whether through individual volunteer efforts or through great organizations such as Missions of Mercy and the American Dental Association’s Give Kids a Smile program. By working together, we can make a difference.
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In a move that is certain to have far-reaching implications for the way dentistry is practiced well into the future, Sirona Dental Systems and the Boston University Henry M. Goldman School of Dental Medicine have entered into an agreement allowing the dental school to become the country’s first to go all-digital.

Michael Augins, president of Sirona Dental Systems, and Dr. Jeffrey W. Hutter, dean and Spencer N. Frankl professor in dental medicine at the Boston University Henry M. Goldman School of Dental Medicine, made a joint announcement during a press conference Friday morning at the ADA 2014 here in San Antonio.

“Students will have all the tools they need to do fully integrated digital dentistry,” Augins said. "This collaboration provides Boston University students the opportunity to learn about the current digital dentistry landscape in fully equipped, all-digital operatories," Augins said. "Students will have all the tools they need to do fully integrated digital dentistry."

Hutter said that not only is digital dentistry an enormously beneficial change in the world of dental medicine and patient care, it is going to "absolutely transform" dental education.

"As a leader in dental education, our school has always been at the forefront of innovative educational, clinical, research and community-based programs," Hutter said. "We are absolutely committed to providing state-of-the-art technology to our students, faculty and staff, and fostering its use by practitioners in the community."

Boston University’s dental school sought to make the conversion to digital as user-friendly and seamless as possible. A task force was established to transform curriculum to a completely digital learning environment. Now, the more than 700 dental students at Boston will work in patient treatment centers furnished with equipment from Sirona’s CEREC, Schick, GALILEOS and inLab product lines.

"Once fully implemented, all patient data will feed into a comprehensive digital record," Hutter said. "Intraoral dental images, intraoral exams and digital scans of hard and soft tissues will then be accessible through a comprehensive record."

Hutter said the dental school’s collaboration with Sirona will allow the creation of the “virtual patient” and will thus allow comprehensive treatment planning for endodontics, implants, orthodontics, orthognathic surgery, periodontics, restorative dentistry, pediatric dentistry, and TMJ and airway disorders.
It's time to zoom in and take a closer look at EyeZoom® - the first and only loupes to offer multiple magnification powers. Co-engineered by Orascoptic® and Konica Minolta®, this revolutionary optical design boasts a 3-step variable magnification technology and edge-to-edge high-definition resolution.

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MEET EYEZOOM AT BOOTH 434
Sesame Communications and DHPI establish U.S. distribution partnership

Sesame Communications, a leading provider of cloud-based solutions to help dentists and orthodontists accelerate new patient acquisition and build patient loyalty, this week announced a distribution partnership with Dental Health Products Inc. (DHPI), one of the top dental distributors in the United States.

The partnership enables DHPI to sell the award-winning Dental Sesame patient engagement software combined with Healthgrades Enhanced Profiles to its customers. “The partnership with DHPI will allow Sesame to rapidly expand its distribution within the dental industry and showcase an award-winning solution that continues to drive tremendous value to dental practices,” said Diana P. Friedman, president and CEO for Sesame Communications.

“We chose to work with DHPI based on its stellar reputation and outstanding customer service quality,” said Steve Desautel, vice president of sales and marketing for DHPI. “Dental Sesame combined with Healthgrades Enhanced Profiles is a fantastic addition to our portfolio of products and services and will help the practices we support leverage the Internet to get more new patients and maintain a loyal and profitable patient base.”

Here at the ADA

To learn more about Sesame Communications and its partnership with DHPI, stop by booth No. 4349.

Enhancing digital dentistry

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The NanoCamHD complete system includes a color-corrected ULTRA Mini LED DayLite® headlight. The combination headlight/NanoCamHD weighs 1.1 ounces and can be attached to your loupes or worn on a lightweight headband.

The system also includes a foot pedal to allow for hands-free operation of the record/pause, mute/unmute and still photography features.

For best results, combine the NanoCamHD with Designs for Vision’s dental telescopes. Matching true magnification levels of 2.5x, 3.5x or 4.5x will produce the most realistic simulation from the user’s perspective. The NanoCam can also be attached to the new Nike® Retro frames or the new DVI Sport frames.