First things first

By Robert Selleck, today Staff

It’s not just the convention center conference rooms that are bursting with education opportunities at ADA 2014 — America’s Dental Meeting. The exhibit hall floor also seems to have educational opportunities available around every corner. Options include the live-patient CAD/CAM stage, the international learning lounge, the specialty pavilion, a professional product review area, the laser pavilion, the tech expo and the new-and-emerging speaker series.

The new speaker series has consistently attracted healthy attendance, with a number of evocative topics addressed on Thursday and Friday. Among the choices Friday were “The Role of the Dental Expert in the Dento-Legal Complex,” “I’m Sorry: How and When Apologies Make Good Practice” and “CAD/CAM Dentistry: Is There Steak Behind the Sizzle?”

The new-speaker series continues today in booth No. 3831 with “Integrative Dental Care for Patients,” “Overcoming Dentistry’s Dismal Down-turn” and “Small-Diameter Implants: Improve Your Patient’s Prosthetic Performance.”

Education everywhere

By Robert Selleck, today Staff

Of the more than 550 exhibitors at this year’s ADA 2014 World Marketplace Exhibition, more than 65 are at the meeting for the first time. Here are a few examples:

- Convergent Dental (booth No. 2623) is here with Solea, the first CO2 laser cleared by the FDA for hard- and soft-tissue ablation. “It’s hard for many dentists to believe, but if they talk to those using it, they’ll understand why production goes up so significantly,” said Convergent Dental CEO Michael Cataldo. “It’s the benefit of working with a tool that’s anesthesia-free and blood-free 99 percent of the time.” To back that up, the company is offering a 90-day money-back guarantee if anything less than 90 percent of your procedures are anesthesia-free. Cataldo said dentists are typically completing eight additional procedures a day by not having to numb patients and being...
DENTSPLY Pharmaceutical delivers a comprehensive line of local anesthesia products for your practice. With such a wide variety, you’ll find what you need for any procedure. Discover our full line of local anesthesia at [www.dentsplypharma.com](http://www.dentsplypharma.com).

To learn more, call us at 1-800-225-2787.

© 2014 DENTSPLY International

PHAD1-0114-1.0 Rev 00

DENTSPLY
PHARMACEUTICAL

Your trusted partner in dental anesthetics
able to work in multiple quadrants in a single visit.

• There’s a good chance you saw the Propel Orthodontics signs on the railing above the River Walk as you entered the convention center. The Propel booth (No. 1429) amplifies that big presence with its towering display. The company is at ADA for the first time in recognition of the growing number of general dentists performing orthodontics. The company’s Excellerator delivers micro-osteoperforations to reduce the time needed to remodel bone and move teeth, shortening treatment time and increasing predictability.

• Springstone Patient Financing also has a big booth presence for a first-time ADA exhibitor, reflecting strong support of the company’s model that has no fees until the service is used. Stop by booth No. 3935 to register and receive a free tooth pillow. Complete the free-registration process, and you’ll get a $50 gift card. “Based on the traffic, we’ll be back at ADA again,” said staff member Matt Nicholatos.

• Implant Direct (booth No. 1462), in business since 2007, is at ADA for the first time in response to the growing number of general dentists expanding into implants. “We’re here to focus on our current customers and acquire new ones,” said the company’s Arul Fleury. “We’re a comprehensive provider of all things implant related for a dental office: motors, implants, biologics, lasers and education.”

• Another first-timer, the Federal Bureau of Prisons (booth No. 4732), has raised more than a few eyebrows. It’s here recruiting dentists specifically to work in the federal prison system or, more generally, to join the U.S. Public Health Service Commissioned Corps as a civilian or dental officer to serve the Health Resources and Services Administration, Indian Health Service, National Institutes of Health or U.S. Coast Guard.

• Another eyebrow raiser is the Motion Picture Licensing Corp. in booth No. 4714. Anybody ever watch movies in your operatory, waiting room or reception area? (This includes staff, too, not just patients.) If so, you might be violating copyright law. Stop by the booth to learn more and, if needed, you can get ADA special pricing on an annual license that keeps you legal and puts you in control of vast amounts of content — for less than you pay for cable.
There’s plenty to learn right on the exhibit hall floor here at ADA.

Photos by Fred Michmershuizen, today Staff

Scenes from Friday

Travis Heimbigner of Sesame Communications (booth No. 4349) wears Google Glass. (Photo/Robert Selleck, today Staff)

Stephen Weiss of Physio Control (booth No. 4336)

Lindsey Nicholson of Crest + Oral B (booth No. 1009)

From left: Dave Watkins, Tom Kearney, Joel Thomas, Wayne Ferguson and Caroline Roberts of LED Dental (booth No. 3914)

There’s plenty to learn right on the exhibit hall floor here at ADA.

Greg Sconce, left, and Faye Sconce of InfoStar (booth No. 3420)

Aaron Finch of ADI Mobile Health (booth No. 1643)

Julie Nice, RDH, of Wrigley/Orbit (booth No. 3627)

Are you ready for your close-up? Ryan Schlosser of Henry Schein Dental (booth No. 1038) has the tools to make you look like a movie star. Look for the Sheer White professional whitening table.
All Smiles. Every Step of the Way.

From a first dental visit to hygiene, orthodontics and implants, the CareCredit credit card can make it easier for families — mom, dad and the kids — to get care when they want and need it. And CareCredit gives them a financing resource they can use again and again as credit becomes available.

Help more families achieve healthy, happy smiles. For more ways to optimize CareCredit in your practice, contact your Practice Development Team by calling 800-859-9975, option 1, then 6. Not yet enrolled? Call 866-246-6401

*Subject to credit approval.
Emily Kemberling, left, and Alejandra Molina at the Keystone/Bosworth Co. booth (No. 1612).

Bethany Tuzzolino, left, and Jeffrey Winchell of Aspen Dental (booth No. 4136).

Wayne Rettig ‘saddles up’ to an ergonomically correct stool at the Brewer Co. booth (No. 334).

Keith Mulvihill of Televox (booth No. 4330).

Michelle Bennett of White Towel Services (booth No. 1464).

Just outside the ADA 2014 here in San Antonio, the weather’s great — perfect for a visit to the River Walk.

You can get wine and cheese at this station on the exhibit hall floor.


Ivan Bolivar Ortiz of Midwest Tropical Custom Water Features (booth No. 351).
Achieve the benefits of advanced laser dentistry with the waterlase iPlus

- **Practice differentiation** with patient friendly procedures.
- Add **new revenue streams** with high ROI procedures like Perio and Frenectomies.
- Simple, efficient, and effective **Root Canal Therapy** with superior canal disinfection.

**Biolase #1256** The World Leader in Dental Lasers

**WHAT’S NEW?**

- Professional Satisfaction
- Quality
- Innovation

Join us today at booth #1256 from 2:00 – 3:00 PM for a special reception to learn more.
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.”
SEE Designs for Vision’s selection of Custom Built Dental Telescopes and LED DayLite® Headlights at Booths 1034, 1562 and 2910

And take the 45 Day Challenge because all magnification is not created equal

SEE IT THE BEST WITH A COMBO – both Dental Telescopes and LED DayLite® NanoLite™ with discounted pricing

2013 2014
REALITY REALITY
40/120 5/5
1/3 the weight of competing systems - Telescopes, Light and Cable shown above weigh less than 60 grams.
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.
Isolite Systems has revolutionized Isolation Techniques

Now expanded to six patient friendly sizes

Modern Isolation Technique (IT) gives you control of the oral environment so you can do your best dentistry.
Our advanced mouthpiece manages the tongue, improves visibility and access, and controls moisture and oral humidity like nothing else. But what makes IT far superior than cotton and the rubber dam is how IT protects the safety of your patients.
With isolation this good, you’ll never want to work without IT.

www.isolitesystems.com | 800-560-6066
You might call them pioneers of the digital age.

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.

“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.
ZOOM IN
ZOOM OUT

It's time to zoom in and take a close look at EyeZoom™ - the first and only loupe 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.

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!

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

By Designs for Vision Staff

See the “Visible Difference” digitally with Designs for Vision’s new HD digital video camera.

The NanoCamHD™ records magnified, 1,080-pixel, high-definition 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.

As an added feature, still photographs can be taken from live video feed or during playback mode. The video or still images can be uploaded into a patient file, included in a presentation or course or shared with a colleague or laboratory for collaborative consultations.

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.

Here at the ADA
To ‘See the Visible Difference’ for yourself, visit booths Nos. 1034, 1562 or 2910 here at the show or contact Designs for Vision at info@DesignsForVision.com or at (800) 345-4009 to schedule an in-office demonstration.
Celebrating the ADA with October Savings

Implant Motor & Handpiece Package

$3,895

$4,790

AEG-6000-72V & AHP-8BMB-CX

Save $895

#1 Practice Builder!

Call For Our Best Price!

Our Most Popular Portable Dental System

$3,595

AEG-17A2

Save $875

866.244.2954
www.Aseptico.com

Promo: TRIBUNE-1014
Offers Expire: 10-31-14
The Industry’s #1 Digital Panoramic X-ray

Extraoral bitewings capture a greater number of surfaces for better caries detection versus intraoral modalities*

ProMax® S3

WHAT IF...

You Could Do ALL Your Routine Imaging Extraorally?

- Anatomically Accurate Extraoral Bitewing Program enhances diagnostic capabilities and eliminates gagging
- Patented SCARA technology consistently opens interproximal contacts
- Enhances clinical efficiency - takes less time and effort than a conventional intraoral bitewing
- Captures more clinical data from lateral to third molar
- Fully upgradeable to 3D and cephalometric capabilities
- Open design for simple, face-to-face patient positioning

*According to “Efficacy of ProMax Bitewings vs. Intraoral Bitewings”. For a copy of this study please contact Planmeca USA.

For a free in-office consultation, please call 1-855-245-2908 or visit us on the web at www.planmecausa.com