The evolution continues

By today Staff

Dentistry as a profession is always changing, adapting and thriving, and there is no better place to celebrate that nature than here in Detroit — a city that has met a few challenges of its own.

“Detroit is the perfect setting for our annual meeting,” said AGD President Linda J. Edgar, DDS, MEd, MAGD. “Just like this amazing city, dentistry is always evolving.”

And so, for the next few days, dentists, staff, dental students and more will come together here at the AGD 2014 Annual Meeting & Exhibits to discuss those challenges dentistry has faced — and will continue to face — and the ways those challenges can be overcome.

During the meeting, attendees have the opportunity to participate in more than 50 continuing education courses and networking events. In addition, more than 150 companies will showcase their products and services in the exhibit hall.

The opening session, taking place today, will feature keynote speakers Dave Bing, basketball Hall of Famer, entrepreneur and former Detroit mayor; and Ralph Gilles, sen-

AGD on social media

To keep up with the AGD during the show, follow #AGD2014 on Twitter and like www.facebook.com/general dentists on Facebook. To join in the conversation, make sure to tag your posts with #AGD2014.

Get screened for oral cancer on Friday and Saturday

Academy of General Dentistry (AGD) volunteer dentists will provide free oral cancer screenings Friday and Saturday here in Detroit as part of the AGD 2014 Annual Meeting & Exhibits. According to the Oral Cancer Foundation, more than 43,000 new cases of oral cancer will be diagnosed in 2014, resulting in more than 8,000 deaths — about one person every hour. To help bring attention to this deadly disease, the AGD Foundation, the philanthropic arm of the AGD, will host oral cancer screenings. The organization hopes to screen about 400 meeting attendees and members of the public.

“More than 50 dentists will be available to provide these quick and painless examinations,” said AGD President Linda J. Edgar, DDS, MEd, MAGD. “Doctors will feel for lumps or irregular tissue changes in the neck, throat, cheeks and mouth, and look for any sores or discoloration.”

The free screenings will take place from 2 to 5 p.m. Friday and from 10 a.m. to 2 p.m. Saturday on the Conference Level of the Cobo Center.

According to Edgar, the first step in fighting oral cancer is early detection. “We’re asking [you] to spare a few minutes of [your] day to stop by for an oral health evaluation,” she said. “Those few minutes could save your life.”
Super-Snap X-TREME
FINISHING & POLISHING

New 3D coating maintains a smoother polishing surface – reduces clogging and secondary scratches

NEW!
Visit us Booth #725

Evolve.
GIOMER TECHNOLOGY
taking dentistry to the next level

NOW IN TIPS!

Beautiful-Bulk
Flowable & Restorative

Smart Products for a Healthy Smile.
- Innovation
- Quality
- Satisfaction

Visit www.shofu.com or call 800.827.4638

Shofu Dental Corporation • San Marcos, CA
for vice president, product design and president/CEO, Motorsports, Chrysler Group LLC.

Bing joined the National Basketball Association in 1966 as the Detroit Pistons’ first-round draft pick and the second draft pick overall. A seven-time NBA All-Star, he played nine seasons with the Pistons and later played for the Washington Bullets and the Boston Celtics before retiring in 1978. Named one of the “50 Greatest Players in NBA History,” he was inducted into the Michigan Sports Hall of Fame in 1984 and the Naismith Memorial Basketball Hall of Fame in 1990.

After retiring from basketball, he founded The Bing Group, an automotive supply corporation, in 1980, and served as president and chairman until April 2009. In 2008, Bing successfully ran for mayor of Detroit. During his time in office, which ended in 2013, he instituted the toughest ethics ordinance in the city’s history.

Gilles has led Chrysler LLC’s product design office as senior vice president since June 2009. Additionally, he was appointed president and CEO, SRT Brand and Motorsports, in June 2011. Among his more recent accomplishments is leading the design team that created the 2014 SRT Viper.

Gilles has received many academic and industry awards, including the Michigan State University Eli Broad Graduate School of Management Young Alumni Achievement Award, Automotive Hall of Fame Young Leadership & Excellence Award and NV Magazine Innovation Award.

During the session, both men will discuss the personal and professional challenges they have each overcome to achieve success. Other highlights of the meeting include:

• A variety of lecture and participation courses from some of the foremost speakers in dentistry, including John C. Kois, DMD, MSD; Carl E. Misch, DDS, MDS, PhD (hc); and Ronald D. Jackson, DDS, FAGD.

• Oral cancer screenings for both attendees and the public from 2 to 5 p.m. Friday and from 10 a.m. to 2 p.m. Saturday.

• The President’s Celebration to honor fellows and masters, taking place at 7 p.m. Saturday at the Detroit Marriott at the Renaissance Center.

• A welcome reception from 5 to 6:30 p.m. today in Exhibit Hall C to celebrate the opening of the exhibit hall. This event, featuring cash bars and hors d’oeuvres, offers a first look at the newest technologies and products available to general dentists.

• A networking reception from 5 to 6 p.m. Friday in Exhibit Hall C, where you can enjoy a complimentary beverage while showing your support for the AGD exhibitors.

New webinar: ‘Your patient database is a cash cow. Trick your staff into milking it’

Any established dental practice has thousands or tens of thousands of patient records. These active and inactive patients are ready and waiting to be marketed to. They are already familiar with you and your services; if only you could contact them — and convince them to schedule an appointment — you’d be so much more productive.

Unfortunately, no one likes to call inactive patients, no one has the time to contact them, and it can be expensive to reach them through traditional marketing methods.

But what if you could trick your staff into marketing to your patient base with no added training and no additional time requirements?

In a webinar, “Your patient database is a cash cow. Trick your staff into milking it,” you’ll learn just how easy, natural and intuitive it is to get your staff to market to your existing patient base while performing their normal everyday responsibilities.

Your staff will begin scheduling more appointments without even trying.

Spend 60 minutes with Sonny Mortensen and learn tips to be more productive, without any additional programs, trainings or procedures. For more information, visit getweave.com or dtsstudyclub.com.