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-

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 Concours 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 step by for an oral health evaluation,” she said. “Those few minutes could save your life.”

AGD on social media

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

The Cobo Center, as seen from Atwater Street. (Photo/Provided by Cobo Center)
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EVOLUTION (from page 1)

or 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 procedures. For more information, visit getweave.com or dtstudyclub.com.
Welcome to the AGD 2014 Annual Session & Exhibits, 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, 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!”

For more information on the Las Vegas Institute for Advanced Dental Studies, visit www.lviglobal.com.
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Controlling tissue contours with a prosthetically driven approach to implant dentistry

By Timothy F. Kosinski, DDS, MAGD

With continual improvements in the design and production of implant systems and restorative components, the consistent results, predictability and long-term prognosis offered by implant therapy is making the treatment an increasingly popular technique for replacing missing teeth.

The esthetics, durability and precisely customized offered by modern prosthetic components enable clinicians to provide ideal final restorations their patients can depend on.

For the best results and maximum efficiency, implant therapy should be approached comprehensively, with the final result visualized from the outset. Technology has advanced to the point where smile design, emergence profile and margins can be established prior to any surgical intervention, giving clinicians a clear picture of the optimal prosthetic outcome that can be carried through each phase of treatment.

The Inclusive® Tooth Replacement System (Glidewell Laboratories, Newport Beach, Calif.) simplifies this approach by providing everything needed for an implant case in a single package, building toward the final restoration with patient-specific components that begin shaping the patient’s soft-tissue contours immediately following surgery.

Experienced dental technicians use the latest in CAD/CAM technology to design custom abutments that sculpt the gingival contours during the healing phase, setting up a smooth, predictable transition to the final custom abutment and crown. Until recently, surgical placement of the implant was the primary concern. Improvements in dental implant design have led to better initial stability and less crestal bone loss over time. While positioning and angulation are crucial, achieving the most esthetic final result possible is also of paramount importance if seeking to meet or exceed patient expectations.

The Inclusive Tooth Replacement System takes significant strides in facilitating the creation of superior, more predictable esthetics. With the optimal emergence profile driving the design process, clinicians now have the necessary tools to manage soft-tissue contours with custom components that approximate the root design and structural anatomy of a natural tooth.

The case that follows illustrates how an all-inclusive, prosthetically driven treatment protocol assists the clinician in achieving an excellent clinical outcome while streamlining the surgical and restorative phases of treatment.

Because the case involves the replacement of a central incisor in the anterior, where creating an ideal emergence profile is especially important, the esthetic benefits of this approach are particularly evident.

Case report

A 55-year-old female presented with a fractured maxillary left central incisor (Fig. 1).

After careful intraoral and radiographic examination, it was determined that an implant could be predictably placed in the bone without complication. The primary goal was for the ultimate emergence profile of the final restoration to match that of the natural tooth being replaced and that of the adjacent central incisor.

A flapless surgical protocol was selected to retain as much gingival tissue as possible. The laboratory produced a surgical stent to assist with the initial orientation of the pilot drill. A radiograph was taken to ensure proper mesial-distal positioning and equal spacing between the adjacent natural teeth. Once proper angulation was verified, typical implant techniques were used.

Treatment began with the atraumatic extraction of the root. Maintaining the facial plate of bone was critical to facilitating optimal tissue healing and allowed for flapless placement of the dental implant.

Digital radiographs were used before, during and after surgery to ensure ideal implant angulation and depth. A pilot drill established the desired depth, and the apex of the implant was safely and effectively positioned in line with the roots of the adjacent teeth.

Following implant placement, the choice was made to not immediately load the implant with a transitional crown because sufficient primary stability was not achieved.

The custom healing abutment was placed (Fig. 2), and because the tooth being replaced was in the esthetic zone, a removable partial denture was used as a transitional appliance.

For more information on the Inclusive Tooth Replacement System, stop by the Glidewell Laboratories booth, No. 203.

Conclusion

As demonstrated by the natural margins, soft-tissue contours and emergence profile achieved in this case, a prosthetically driven approach to implant dentistry provides excellent clinical outcomes. Visualizing the final restoration from diagnosis and treatment planning through delivery of the final abutment and crown helps to ensure a predictable result.

The Inclusive Tooth Replacement System simplifies this approach by harnessing patient-specific tissue contouring and an all-inclusive clinical protocol to guide cases toward a functional and esthetic conclusion, with each step of the restorative process setting up the next for success.
Shofu Dental Corp. announces the latest addition to its extensive product line: the EyeSpecial C-II Digital Dental Camera.

The EyeSpecial C-II digital dental camera is designed exclusively for dentistry and features 12 megapixels and eight shooting modes that are easier, faster and more reproducible to ensure the best quality of images are achieved.

The EyeSpecial C-II offers a high-performance, 49 mm close-up lens, intuitive one-touch operations, an ultra-lightweight sleek body design and a large LCD touchscreen, which allows the user to view and scroll through images effortlessly, even with a gloved hand.

Designed to produce superb image quality, EyeSpecial C-II has exceptional depth of field range, fast autofocus and anti-shake capabilities, as well as infrared, UV and anti-reflection filters to help achieve those high-quality images.

Although lightweight, the camera is very durable and will withstand the occasional mishandling. It is scratch- and scuff-resistant, as well as water and chemical proof, which is essential for infection control in the office.

Created for dental and orthodontic photography, case presentations and at the bench in a laboratory, EyeSpecial C-II is user friendly and can be held comfortably with one hand, freeing the other to use a cheek retract or mirror.

Included with the EyeSpecial C-II is a 4 GB SD XC card, but the camera is also compatible with an Eye-Fi Pro X2 card, allowing images to be automatically transferred and uploaded onto a computer, tablet or smartphone.

With a retail price of $2,795, EyeSpecial C-II comes with a 4 GB SD XC card, four AA batteries, a Kenko 49 mm macro lens for close-up shots, a computer connection cord and hand strap and a flash calibration card.

In addition, SureFile photo management software is available for free download. This software will allow the user to automatically sort and file images by patient name or ID number, saving time and improving HIPA standards.

Shofu’s EyeSpecial C-II is designed exclusively for dentistry and adds consistent efficiency to all your dental photography needs.

The camera is available at www.shofu.com or contact Shofu Dental Corp. at (800) 827-4638.

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—Dr. Charles Nies, Sudbury, ON

“I wish I would have attended LVI earlier in my career, I still have time to make a difference but this info is too valuable to not be used throughout an entire dental career.”

—Dr. Tim Simonian, Algonquin, IL

“Not only did I learn what I didn’t know about dentistry, I learned how to help my own long history of pain in the head and neck. Thanks for the missing link.”

—Dr. Paul Bell, Denver, CO

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