A new textbook you’ll want to read

AACD luminaries contribute to a text that is useful to everyone, from recent graduates to seasoned clinicians.

page 3

Thursday’s meeting, in photos

Did you see the toothbrush that lets you brush from anywhere? Or attend the ‘Killing the Parrot’ session? We did.

pages 4 & 5

A new alliance to benefit you

ChaseHealthAdvance and AACD partner up with a plan to help your patients finance the treatments you recommend.

page 6

AACD announces APEX scholarship winners

David Oser and Sarah Post named as recipients

- The AACD is proud to announce the first two APEX scholarship award recipients, David Oser and Sarah Post.

Both winners received conference registration to the AACD Scientific Session, air travel, hotel accommodations and an annual membership in the AACD.

Oser is studying dental medicine at Columbia University in New York City and expects to receive his doctor of dental surgery degree in 2012. His work experience includes Epic Systems in Madison, Wis., a laboratory assistant for Dr. Richard Lindroth at the University of Wisconsin–Madison Chemistry and Entomology Laboratory and America Coming Together in

*see Scholarship, page 3

Enhance smiles, change lives

By Fred Michmershuizen, Dental Tribune

Cosmetic dentistry professionals who want to expand their knowledge and improve upon the standard of care they offer their patients are in the right place this weekend in Boston.

Attendees have plenty of educational opportunities to choose from. Topics of lectures and hands-on workshops range from the latest in bonding techniques to direct resins and composites and everything in between.

On Thursday morning, it was standing room only for “Avoiding and Managing Single and Multiple Tooth Aesthetic Implant Failures,” a lecture presented by Dr. Dennis Chu and Dr. Dennis Tarnow.

Dr. Martin Mendelson presented “Share Science and Common Shade Taking Errors: Pearls for Your Practice to Increase Predictability.”

Patti DiGangi, RDH, BS, and Shirley Gurfkowksi, RDH, led a two-day course for hygienists, titled “Killing the Parrot,” focusing on inter-operable electronic health records, clinical decision support systems, recent research and other key topics.

On the exhibit hall floor, companies are displaying a wide array of new products, technology and marketing tools.

Bisco Dental Products (booth No. 1814) is launching ACE ALL-BOND TE, a universal total-etch bonding agent that is designed to let you prime and bond in one application.

Tokuyama Dental America (booth No. 1724) is touting its Estelite Omega, a 100 percent spherically filled supra-nano composite that was developed in collaboration with Dr. Newton Fahl, Jr. It comes in 11 shades.

The Triotray Pro, a reusable, metal, dual-arch tray with the rigidity and accuracy of a full-arch tray, is one of many products available at Triodont Dental Corp. (booth No. 2209).

Dental Savings Club (booth No. 2519) is displaying a wide assortment of diamond and carbide burs, composite instruments and handpieces.

Protech Dental Studio (booth No. 2519) is displaying a wide assortment of diamond and carbide burs, composite instruments and handpieces.

If you are a golfer, you might want to stop by the Aurum Ceramic Dental Laboratories booth (No. 2406). There you can make a donation to the AACD’s Give Back A Smile program, which works to restore the damaged smiles of domestic abuse survivors, and also show off your best swing in a golf simulator. The best shot will win a tablet valued at $600.

These are just some of many opportunities available here in Boston. The meeting continues through Saturday, so don’t miss out!
A number of AACD members and leaders are involved in the latest update of the Elsevier Publishing text, Dental Clinics of North America (DCNA), volume 55, No. 2, entitled, “Esthetic and Cosmetic Dentistry for Modern Dental Practice: Update 2011.”

Guest editors include AACD members John Calamia, DMD, director of esthetics at the New York University College of Dentistry, and Mark S. Wolff, DDS, PhD, along with Richard D. Trushkowsky, DDS.

Other AACD luminaries contributing to this edition include AACD President Dr. Hugh Flax, Vice President Dr. Ron Goodlin, accredited fellow Dr. John Weston, Dr. Gary Radz and AACD members Dr. So Ran Kwon, Dr. Joe C. Ontiveros, Eric Haupt, CDT, and Dr. Anabella Oquendo.

“As the AACD evolves into a more evidence-based teaching organization, we’re bringing the academy closer to academia and making our brand of education more relevant to current dental students, the core of our future membership,” Calamia said.

The team of editors and contributors has developed a text that will provide students of esthetic dentistry (whether they be generalists, specialists, seasoned practitioners or recent graduates) with foundational knowledge in a clear and concise format to help them provide their patients with those elective procedures often requested in a modern-day practice.

Calamia’s previous edition of DCNA, from April 2007, volume 51, No. 2, “Successful Esthetic and Cosmetic Dentistry for the Modern Dental Practice,” which includes articles by AACD Past President Nicholas Davis, AACD Fellowship Chairman Brian LeSage and past and present AACD educators Dr. Dennis P. Tarnow, Dr. Frank Spear, Dr. Vince Kokich, Dr. Galip Gurel, Dr. Stephen Chu and Dr. Raymond L. Bertolotti, is sold out. However, it may be viewed through ScienceDirect (www.sciencedirect.com), an information source for scientific, technical and medical research. Subscription is required for some sections.

Of particular interest in the original text is research funded by the AACD asking the question, “Can a new smile make you look more intelligent and successful?” by Anne E. Beall.

Scholarship from page 1

Columbus, Ohio.

Post, of McMinnville, Ore., is in her third year of study at Oregon Health Sciences University (OHSU) School of Dentistry and anticipates receiving her doctor of dental medicine degree next year.

Some of Post’s accomplishments include dental service trips to Antigua, Guatemala; the Philippines; Quito, Ecuador; and Tijuana, Mexico. She also works in the continuing education department of OHSU Dental School.

Scholarship recipients were selected based on their academic record and a personal essay written about cosmetic dentistry.

The APEX scholarships are sponsored by Ivoclar Vivadent.
Scenes from Thursday

- Hygienists attend part one of 'Killing the Parrot,' a two-day educational program led by Patti DiGangi, RDH, BS, and Shirley Gutkowski, RDH.

- From left, Peter Jordan, Vincent Paradiso and Peter Lueddeke of Clinician’s Choice Dental Products (booth No. 1820).

- Attendees enter the exhibit hall on Thursday morning.

- Cindy Angel, from left, Robert Ash and Bridget Matthes of Snap Imaging Systems (booth No. 2515).

- Reps at the Cosmedent booth (No. 1506) share information with an attendee.

- Austin Gray of Osteogenics Biomedical (booth No. 1925).

- Robbie Odom of Kettenbach (booth No. 2126).

- Joanna Rivera of Tokuyama Dental America (booth No. 1724), manufacturer of Estelite Omega.

- Kerrie Russell of High Q Dental (booth No. 2005).
Thanks to the Toob toothbrush, you can now brush just about anywhere. Just ask Erin Brehm of Protech Dental (booth No. 1913) how.

Amy Kopp of Protech Dental Studio (booth No. 1913).

Cory Spencer, left, and Steve Kotecki are on hand at the Henry Schein Dental booth (No. 2205) to share information about D4D technology.

Dr. Warren Roberts and Amanda Halasz of Pacific Training Institute (booth No. 1728).

The exhibit hall floor on Thursday afternoon.

Photos by Fred Michmershuizen, Dental Tribune
American Academy of Cosmetic Dentistry (AACD) members will be interested to know that Chase HealthAdvance, part of Chase Card Services, a division of JPMorgan Chase & Co., and AACD, two organizations that are dedicated to patients and providers, have formed an alliance that will deliver payment plans to patients wanting to have recommended treatments.

“ChaseHealthAdvance is committed to making available innovative business and marketing tools regarding financing to dental providers,” said Barry Trexler, senior vice president, ChaseHealthAdvance.

“This alliance will allow providers treating patients to offer convenient, no-interest payment plans for 12, 18 and 24 months.”

ChaseHealthAdvance is offering AACD members competitive service fees and financial choices to help patients pay for recommended dental procedures.

In addition, ChaseHealthAdvance offers financing flexibility, online tools and marketing support to AACD member dentists.

“The majority of cosmetic dental procedures are not covered by dental insurance, which can pose a challenge to many patients,” said Michael DiFrisco, AACD director of membership and marketing. “With ChaseHealthAdvance, AACD members can offer their patients a variety of financing options, which will help them get the care they need. It also will improve members’ case acceptance and grow their practices.”

About JPMorgan Chase & Co.
JPMorgan Chase & Co. is a leading global financial services firm with assets of $2.2 trillion and operations in more than 60 countries. The firm is a leader in investment banking, financial services for consumers, small-business and commercial banking, financial transaction processing, asset management and private equity. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. serves millions of consumers in the United States and many of the world’s most prominent corporate, institutional and government clients under its J.P. Morgan and Chase brands.

For more information about financing options from ChaseHealthAdvance, visit www.chasehealthadvance.com or stop by the booth, No. 1512.
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