‘One of the best’

CDA Presents kicks off its annual meeting with new ways to help better your practice

If you’re looking for the best this week — whether it be in educational opportunities or new products and technology — you are in the right place. For the next three days, CDA Presents The Art and Science of Dentistry has you covered.

“We expect this show to be one of the best we have put on in San Francisco,” said Del Brunner, DDS, CDA Presents Board of Managers chair. “We strive to adapt and enhance our programs based on what members want and need to help them better their practices.”

Get to know the CDA Foundation here in San Francisco

The CDA Foundation will host several activities here at CDA Presents The Art and Science of Dentistry, offering multiple ways for you to learn a little more about the organization and to support its causes.

Through the generosity of volunteers and donors, the CDA Foundation has helped many Californians in need through its two flagship programs: CDA Cares and the Student Loan Repayment Program.

In addition, the CDA Foundation provides dental materials and also supplies grants to community-based organizations to help provide access to care for California’s most vulnerable citizens.

Learn more
For more information about the CDA Foundation, visit cdafoundation.org.

Here is a look at the foundation events taking place:
• Wine Wall. With a $20 donation, participants can pull any bottle of wine from the “wine wall” at the CDA Foundation booth (No. 802) on the exhibit hall floor. You may pick a bottle worth $100, and some lucky choosers will find a gift card paired with their bottle selection as well.
• The Spot. CDA Foundation Chairman Don Rollofson, DMD, will speak on Friday at The Spot about CDA’s role in helping California’s underserved patients. Learn how volunteering to help underserved patients can make lasting change. Rollofson will be speaking from 2 to 3 p.m.
• CDA Cares Chair Sponsorships. Become a CDA Cares Chair Sponsor and receive a CDA Cares scrub jacket. To date, CDA Cares has provided $7.5 million in dental care to 10,040 people who experience barriers to care. For every $100 contributed, $1,100 in care is provided.
• CDA Foundation Scrubs. Visit the CDA Store and purchase CDA Foundation scrubs. Your purchase goes to support the work of the CDA Foundation.

Donate $20 and get a chance to pull a bottle of wine from the ‘wine wall.’ (Photo/Provided by freeimages.com)
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C.E. highlights include “Detection and Diagnosis of Oral Lesions for the General Practitioner: A Hands-on Cadaver Course,” led by Homayon Asadi, DDS, and William M. Carpenter, DDS, MS; “Practice Assessment: How Healthy Is Your Business?” led by Michael W. Perry, DDS, and Robyn Thomason, CDA Practice Support director; and “Alternatives to Surgical-Prosthetic Implants in the Absence of a Central Incisor,” led by Miguel Angel Diez Gurtubay, MsC.

In addition, there will be three opportunities to attend TDIC’s new risk-management seminar, “Beyond the Science: Patient Emotions in Dentistry.” This course will present real case studies to dentists and staff members to help them recognize when and how to dismiss a patient without placing them at risk, establish trust in the doctor-patient relationship to encourage treatment compliance and create office protocols to instill confidence in the dentist and staff.

The seminar takes place from 9:30 a.m.–12:30 p.m. and 2–5 p.m. today and from 9:30 a.m.–12:30 p.m. Friday.

Exhibit hall
Over in the exhibit hall, more than 375 companies are offering up myriad product launches, allowing dentists the ability to stay current on the latest technology trends in the industry. One booth you won’t want to miss is Intuit Demandforce, which will pay for the annual CDA memberships for three dentists here at the show.

Demandforce, a marketing and communications system company that specializes in patient recall, will be giving away the memberships at its booths (Nos. 913 and 2138). All dentists need to do is stop by the booths, scan their CDA Presents badge and get a scratcher that will determine if they win instantly.

CDA app
To help plan your time here at the CDA Presents, download the CDA app, which offers easy access to schedules and speaker information, exhibitor and product listings, real-time alerts for such items as course availability, event photos and information on local hotels, restaurants and attractions.

The app is compatible with any smartphone operating on the iPhone or Android platform. There is also a mobile web version of the app available at cdapresents.com/mobileapp.

**BEST** from page 1

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