A ‘mosaic’ of products

KaVo Kerr Group uses innovative venue, methods to launch 20 new products

By today Staff

On the cutting edge

Attendees at the 149th Midwinter Meeting have the opportunity to expand horizons with the latest advancements

By Fred Michmershuizen, today Staff

On the exhibit hall floor, there's plenty to take in.

KaVo Kerr Group – a global portfolio of dental brands – is featuring 20 new products here in Chicago.

Among them are the new Elements-Free cordless obturation unit and TF Adaptive NiTi file system, available from Axis | SybronEndo (booth No. 1111); new Custom Direct Abutments and InterActive implant systems, available from Implant Direct (booth No. 1111); the new Op300 Maxio digital panoramic imaging system, featuring a new medium field-of-view,
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Shofu Dental Corporation • San Marcos, CA
available from Instrumentarium (booth No. 1005); and the new 3000 dental chair, featuring the Narrow Back Advantage and new enhanced industrial design, available from Pelton & Crane (booth No. 1213).

“Our commitment to enhancing the standard of care that our clinicians provide through efficient workflows and simplification of dentistry is on full display in Chicago,” said Matt Garrett, vice president of marketing for KaVo Kerr Group. “We are thrilled to be delivering a broad array of innovations represented by brands our clinicians use and trust every day.”

At Ivoclar Vivadent, there’s lots of excitement about e.max ceramic, which is ideal for correcting cracked or chipped teeth, discoloration or unsightly metal restorations. You can stop by the company’s booth (Nos. 1417, 1617) to get your picture taken and be interviewed for social media about this and many other products.

Tapmaster (booth No. 1402) offers a distinctive patented technology that uses the existing water pressure in your water lines to activate your faucet. The result is a reliable, convenient, hands-free method of turning water on and off that is easy to install and ecologically friendly.

3Shape (booth No. 1647) is demonstrating its recently released Dental System 2014, the coming innovations in Dental System 2015 and showcasing an array of exciting new developments to its TRIOS digital-impression solution.

The exhibit hall is open until 5:30 p.m. today.
Scenes from Chicago

- Visit the barista at the Sesame Communications booth, No. 4239, for some coffee and stay to learn about some of the company’s Internet and social media solutions.

- Shannon Tate hands out new Krazy Cone face masks at the DEFEND booth, No. 2115.

- Visit the Planmeca booth, No. 3414, to ask about the company’s newest technology.

- Kimberlee Winterton of Aribex, booth No. 1009, works with an attendee Friday morning.

- Dr. Richard Goldman works with an attendee at the Parkell booth, No. 4200.

- Hate to miss the Olympics? Stop by the Biolase booth (No. 4445) and catch some events on the big screen. Stay to learn more about some of the company’s bestsellers, like the WaterLase.

- Kylie Beacco and Suzanne Wilson of Opalescence by Ultradent hand out teeth whitening samples to attendees at the company’s booth, No. 4418.

Photos by Fred Michmershuizen and Sierra Rendon, today staff
The folks from web-based dental software provider Curve Dental held a breakfast Friday morning for its VIP customers, admirers and members of the press.

Fittingly, the event was held up on the 29th floor — so attendees could literally look down on the Chicago skyline from up in the cloud.

Those in attendance said they like Curve’s cloud-based practice management software because of the freedom and versatility it offers, a point underscored by the always affable Andy Jensen, chief marketing officer of Curve, who mentioned the recent weather emergency that crippled Atlanta.

“That’s an unexpected reduction in production, and the only way you can get that production back is get on the phone as quickly as possible and reschedule all those patients who couldn’t come to the practice,” Jensen said. “If your practice is on the cloud, you can start making those phone calls from home, or even your office manager can pick it up and start making calls from home, and have all those appointments rescheduled before the day is even over with.”

It’s just one of the many advantages to being on the cloud, Jensen said.

To learn more, visit www.curvedental.com — or simply look for the folks in the orange shirts at booth No. 4801 here at the Midwinter Meeting.
Company, housed in a former power plant/warehouse that dates to the early 1900s — just blocks away from McCormick Place and the Chicago Midwinter Meeting.

It was a suiting venue for the evening’s theme: the critical role that innovative products play in dentistry — and patient care.

The evening’s host, Dr. Lou Shuman, president of The Pride Institute, said: “Sure, we fix cavities and straighten teeth. Sure, we give people better-looking smiles. ... But we’re really in the business of providing great care and improving the quality of life of the people we serve. And everyone here is part of this fabric — this mosaic of dentistry.”

With that, the event took on the aura of an upscale fashion show, with top executives and brand managers coming out one at a time as if on a runway — with music and lights completing the mood.

And just like a fashion show, each of the 20 products they represented was briefly described.

Next, attendees were presented with another surprise, when the venue seemed to transform again, this time turning into a private exhibit hall, with each of the products represented. Attendees were invited to participate in hands-on demonstrations and meet directly with the leadership teams behind each of the products.

The variety of products and brands on display clearly demonstrated the breadth of KaVo Kerr Group’s portfolio of dental brands and operating companies. Those brands include KaVo, Kerr, Kerr Total Care, Pentron, Axis | SybronEndo, Orascoptic, Pelton & Crane, Marus, DCT Equipment, Gendex, DEXIS, Instrumentarium, SOREDEX, i-CAT, NOMAD, Implant Direct and Ormco.

Among the 20 products introduced:
- MASTERtorque M8900L handpieces from KaVo;
- the Demi Ultra Curing Light and an enhanced SonicFill from Kerr;
- the CariVu caries detection device from DEXIS;
- the i-CAT FLX MV CBCT from i-CAT;
- the ElementsFree cord-free obturation unit from Axis | SybronEndo;
- the Op300 Maxio digital panoramic imaging system from Instrumentarium;
- the Pro II handheld intraoral X-ray unit from NOMAD;
- Nano HD loupes from Orascoptic;
- the 3000 dental chair with “Narrow Back Advantage” from Pelton & Crane;
- and the NuStar SII dental chair from Marus.
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Colgate touts findings of independent review

Cochrane Review confirms clinical benefits of triclosan/copolymer formula in Colgate Total

By Sierra Rendon, today staff

A trio of Colgate executives gathered here in Chicago Friday morning to announce the positive findings of an independent review on the triclosan/copolymer formula in Colgate Total® toothpaste.

“I am pleased to confirm that one of our most noteworthy contributions to helping to combat periodontitis is our introduction of the triclosan/copolymer system to fluoride toothpaste, which is found in our line of Colgate Total® toothpastes,” said Dr. Fotinos S. Panagakos, global director, scientific affairs and research relations for the Colgate-Palmolive Company.

Panagakos, along with Gavin du Toit, marketing director for Colgate Oral Pharmaceuticals, and Robert A. Faella, DMD, immediate past president of the American Dental Association, were on hand to answer questions about the Colgate Total formula and the independent review.

The review was conducted by the Cochrane Oral Health Group, which carries out systematic reviews of primary research in human health care and health policy that are internationally recognized as the highest standard in evidence-based health care.

Entitled “Triclosan/copolymer-containing toothpastes for oral health,” the Cochrane Review evaluated the effects of triclosan/copolymer-containing fluoride toothpastes, as compared with traditional fluoride toothpastes, for the long-term control of caries, plaque and gingivitis in both children and adults.

The Cochrane Review evaluated 30 studies dating from 1990 to 2012 in which 14,835 participants were randomized to receive either a triclosan/copolymer-containing fluoride toothpaste or a traditional fluoride toothpaste that did not contain triclosan/copolymer.

The toothpaste used in the studies containing the triclosan/copolymer system and fluoride was Colgate Total.

The resulting data highlighted the many clinical benefits of using a triclosan/copolymer-containing fluoride toothpaste and concluded there was no evidence of harmful effects associated with the use of triclosan/copolymer toothpastes.

Some key findings of the Cochrane Review include:

• After six or more months of use, fluoride toothpaste containing triclosan/copolymer provided a 22 percent reduction in plaque as compared with traditional fluoride toothpaste. It also provided a 41 percent reduction in plaque severity as compared with traditional fluoride toothpaste.

• After six or more months of use, fluoride toothpaste containing triclosan/copolymer provided a 22 percent reduction in gingivitis compared with traditional fluoride toothpaste. It provided a 48 percent reduction in gum bleeding compared with traditional fluoride toothpaste.

“I commend the Cochrane Oral Health Group for taking the time to conduct a rigorous review of the clinical studies performed on the fluoride toothpaste containing triclosan/copolymer,” Panagakos said. “I have no doubt that this noteworthy review will draw further attention to the topic of gum disease, which is a prevalent oral health issue…”

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- Light green color makes the material easy to detect.
- Fraction of the cost of other retraction materials.

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**Dryz™** is terrific to use alone or in conjunction with retraction cord or compression caps. Dryz stops bleeding and seepage from gingival crevicular fluid that may interfere with impression taking. It’s fast-acting and just a fraction of the cost of all other retraction materials on the market!

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Using Dryz is a breeze! Prior to taking your impression, rinse and dry the prep. Isolate the area and simply apply Dryz into the sulcus directly from the self-dispensing syringe without the need for a separate dispensing gun. Dryz will create a nice space between the gingival tissue and tooth surfaces while controlling any bleeding with its aluminum chloride.

If you prefer, you may also use compression caps for a little more "push" into the sulcus. Then, just let the material sit for a few minutes (depending on the amount of hemostasis that’s necessary), rinse thoroughly, dry and make your impression!

Dryz is also great for tissue management when you’re seating restorations, placing rubber dam clamps, bleaching teeth and restoring subgingival cavities. It controls seepage that may contaminate a sensitive, restorative material, allowing you to do optimal restorative dentistry.

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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 precision customization 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 now 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.

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 allowing 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.

The custom contours of the healing abutment effectively managed the patient’s soft tissue. For added esthetics, the maxillary right central incisor crown was replaced following preparation.

Upon completion of the healing phase, ideal gingival contours were evident (Fig. 3), which made delivery of the final restoration a smooth endeavor that was comfortable for the patient and required no chairside adjustments (Fig. 4).

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.
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<table>
<thead>
<tr>
<th>Factors</th>
<th>Time Savings</th>
<th>Savings/Profit</th>
<th>Profit % rate in treatment time</th>
<th>Total in $</th>
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<tr>
<td>Set-up/Break-down of the procedure room</td>
<td>6 min. x 24 Pat. x 200 days = 28,800 min./yr.</td>
<td>28,800 min. x $5/min = $144,000</td>
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<td>Lost time during the procedure</td>
<td>15 min. x 4 Practitioner x 200 days = 8,000 min./yr.</td>
<td>12,000 min. x $5/min = $60,000</td>
<td>40</td>
<td>$24,000</td>
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<tr>
<td>Sterilization and storage</td>
<td>5 min. x 24 Pat. x 200 days = 24,000 min./yr. = 400 hr.</td>
<td>400 hr x $10/hr = $4,000</td>
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<td>$4,000</td>
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<tr>
<td>Material Inventory</td>
<td>60 min. x 200 days = 12,000 min./yr. = 200 hr (Dental Assistant)</td>
<td>200 hr x $15/hr = $3,000</td>
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<td>$3,000</td>
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<tr>
<td>Material savings 10%</td>
<td>5667 x 12 Months = $5,000</td>
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<td>100</td>
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<td>Additional human resource</td>
<td>$1,700 x 12 Months = $20,400</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
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<td></td>
<td><strong>$117,000</strong></td>
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</table>

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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 antishake 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.

Ideal for intraoral photography, dental/orthodontic case presentations and at the bench in a laboratory, EyeSpecial C-II is extremely user friendly and can be held comfortably with one hand, freeing the other to use a cheek retractor 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 high-performance Kenko 49 mm macro lens for close-up shots, a computer connection cord and hand strap and flash calibration card. In addition, SureFile photo management software is available for free download. This proprietary software will allow the user to automatically sort and file images by patient name or ID number, saving time and improving HIPAA standards.

Shofu’s stylish and smart EyeSpecial C-II is designed exclusively for dentistry and adds consistent efficiency to all your dental photography needs. It is available online at www.shofu.com, or for more information, contact Shofu Dental Corp. at (800) 827-4638.
Save money and stress

Zirc helps you think outside the tub

By Zirc Staff

The other day, a dental assistant named Mandy sat down with a patient in operatory No. 2 for a simple crown prep procedure. Going through the procedure effortlessly, as she had many times before, Mandy and Dr. Pearson were wrapping up with only the placement of the temporary crown left to execute.

Mandy reached over to her operatory drawer to grab the temporary bond that is in the same place in all of the operatories. To her surprise, she realized there was no bonding agent stocked in its usual place.

No big deal. She swiftly shuffled over to operatory No. 1 to that same drawer. Once again, she was surprised to see no bonding agent available and, in its place, were a couple of impression trays and a few cotton rolls.

Mandy was now getting a little frustrated, knowing that the new assistant they recently hired was just in that operatory doing a crown prep a couple hours ago. The assistant must have used the last of the bonding agent and did not restock the operatory. She also made a mess of the other procedural materials inside the drawer.

By this time, Mandy was upset because her patient had been waiting for about five minutes as she gracefully danced around other staff and patients to find a small bottle of bonding agent to complete her hour-long procedure.

Mandy’s last resort was to go through sterilization to the back closet in hopes of finding this bonding agent in stock, and luckily, 10 were left. Five had expired, but the other five were good for the next couple of weeks.

A total of seven minutes had gone by, and instead of being done with the procedure, Mandy and Dr. Pearson were placing the temporary crown five minutes later than the estimated procedure time and still had another crown prep patient sitting out in the waiting room.

Would Mandy remember to restock that bonding agent in the operatories?

The portable drawer

A tub is a dental practice’s best friend. It keeps operatory drawers clutter-free for commonly used items, stores only procedure-specific materials and can be placed in sterilization, ready for the next procedure, with no same-day prep needed.

This eliminates the situation of depleted materials that are forgotten about prior to a procedure — a situation that caused Mandy so many issues.

The money maker

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In essence, become a mouth doctor with ability to do things you never were taught in dental school. You have patients in your practice RIGHT NOW that can benefit from these concepts and you have the opportunity to change their lives starting the day you return to your office.

Dr. Bill Dickerson, Dr. Heidi Dickerson and Dr. Mark Duncan will present this information in a practical, easy to understand manner where you will feel comfortable presenting these exciting and practice building new options to your patients on Monday. Don’t miss this golden opportunity to find out about this incredible world of dentistry that awaits you.

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Getting rid of stress

More than just throwing away money, Mandy’s situation with her new assistant also caused her undue stress. The truth is, we are faced with stress everyday in our lives. It’s a matter of how you can avoid it, handle it or move on from it that determines whether you can stay clear of the negative side-effects that can prevail.

According to the American Psychological Association at the American Institute of Stress in New York, our jobs are the No. 1 thing that stresses us out, and 48 percent surveyed say it has an effect on their personal and professional life.

No surprise really; we spend a good portion of our week at work and then play catch-up in our spare time to satisfy our personal needs, leaving very little room for ourselves to unwind and bring our mind or body back to center.

Is Zirc the answer?

Can Zirc solve all of your stress-related concerns? Of course not, but when its research and design team gets together to bring effective dental products and techniques to the industry, there are three values considered:

- Innovation
- Quality
- Efficiency

Not only will these values help a dental practice profit more as a business, it will also enhance the unity and flow of what goes on in front of a patient and behind the sterilization walls.

Decreasing your material inventories and increasing your procedure efficiencies will help you gain more time in your work day, adding more value to your practice and coworkers, all the while putting a smile on your face.

The small step

Don’t try to fix all of your stressors at once. Change one thing you do during a procedure or sterilization process that you think may help relieve stress or make you feel more positive while doing your job.

Try it for a short period of time, and if it does not work, you can always revert back.
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The DocPort I.o. intraoral camera features a focus-free design for ease of use and crystal clear imaging. Image acquisition is hassle-free via the easy-touch capture button located on the camera wand, or with optional USB footswitch. Direct computer connection using a standard inexpensive USB cable eliminates costly cable repairs and the camera is supplied with a remote automatic on/off handpiece holder. Easy integration with any dental software platform in both PC and Macintosh environments makes DocPort I.o. the natural choice for quality dental imaging.

James Rosenwald, DDS, FAGD
“I recently bought two DocPort cameras (to replace my older units) and found them so easy to use and so valuable to my practice that I have purchased three more units. I highly recommend this camera.”

Gerald Ross DDS—Tottenham, ON
“I’ve had cameras costing more than double, but my staff prefers the DocPort over any other because the pictures show incredible detail and it’s so easy to use. We’ve tried a lot of them, but this camera is amazing.”

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