Celebrating a milestone

By Fred Michmershuizen, today Staff

“A Midwinter Celebration” is the theme for the Chicago Dental Society’s sesquicentennial Midwinter Meeting, which opened Thursday morning here at McCormick Place to nearly 30,000 dental professionals.

“This is the CDS’ opportunity to celebrate the efforts of the countless leaders and volunteers who not only recognized what the growth and success of the meeting could mean to our members and for the profession, but who brought that vision to reality,” said 2015 CDS President Susan Becker Doroshov, in a press release announcing the opening of this year’s event.

In the exhibit hall, more than 700 companies are showcasing their products and services. Many are introduc-

Where education, exhibits intersect

By Robert Selleck, today Staff

The scientific program at the Chicago Dental Society’s 150th Midwinter Meeting is among the most comprehensive there is, with virtually every aspect of modern dentistry covered from numerous angles. But it’s not just in the classrooms where the latest tools and techniques are being explored.

The exhibit hall, too, abounds in educational opportunities, with more than 600 exhibitors eager to take advantage of face-to-face opportunities to educate dental professionals about their offerings.

Whether it’s one-on-one or with group presentations — as Keystone Industries is doing in its booth (No. 3611) — in-depth discussions about some of the most sophisticated offerings in health care are taking place in every aisle.

A bit off the beaten path, in aisle 200 against the east wall of the exhibit hall, you can even get an independent, one-on-one assessment of your ergonomic habits, whether you’re a specialist, general dentist, hygienist or assistant.

Pelton & Crane is sponsoring the clinic, staffed by local physical therapists who specialize in ergonomics in work environments such as dental practices. Dental chairs, seats and stool are all on hand so the pros can take a look at how you typically work and offer some input that just might prolong your career.

There’s no booth number. Just look for the banner with the white cross against the red background.

From left, Andrew De La Garza, DDS, of San Antonio, and Martha Guerra, a dental assistant in De La Garza’s practice, listen to ergonomics advice from Timothy Caruso, a physical therapist with Chicagoland Performance Consultants, in the ergonomics booth sponsored by Pelton & Crane in aisle 200 of the exhibit hall.

(Photo/Robert Selleck, today Staff)
Among the companies launching products this year is Essential Dental Systems (EDS, booth No. 2111), with its Tango-Endo, a new endodontic system. With Tango-Endo, EDS says, it only takes two instruments to treat a root canal. The files allow for faster engagement with less resistance, according to EDS.

To help increase excitement for the Tango-Endo launch, EDS has brought in tango dancers. Look for them on the exhibit hall floor.

Hu-Friedy Mfg. Co. (booth No. 3405) is introducing its IMS Infinity Series Cassettes for instrument management. According to the company, the cassettes are designed to support evolving instrument processing guidelines and to increase dental practice efficiency while protecting patients, staff and instrument investments.

“Hu-Friedy continues to lead the industry through innovation of dental instrument management systems that ensure better infection prevention while maximizing efficiency and ROI for the dental practice,” said Ken Serota, president of Hu-Friedy, in a press release.

Biolase (booth No. 601) is introducing a “Practice Growth Guarantee” with the launch of its new WaterLase iPlus 2.0 all-tissue laser. WaterLase iPlus 2.0 also features the all-new SureFire YSGG Delivery System, plus a new periodontal app known as REPaiR for treating moderate to severe periodontitis according to the company.

Carestream Dental (booth No. 3801) is releasing its Logicon Caries Detector 5.1, designed to further automate the detection process and produce improved displays of caries sites, making exams and diagnoses even more efficient than in the past.

According to the company, Logicon 5.1 is the only commercially available FDA approved computer-aided radiographic caries diagnosis software. It is a unique and clinically proven tool that helps practitioners detect and treat interproximal caries at an early stage, enabling minimally invasive treatments, the company says.

Of course, this is just a sampling of the many new products available here at the Midwinter Meeting. Look for more of them until the exhibit hall closes at 5:30 p.m. today.