So much to see

Education goes quickly at ADA

Workshops, free courses and Education in the Round presentations all on tap

By Robin Goodman, Dental Tribune

There may not be such a thing as a free lunch, but here at the ADA Annual Meeting, there are free courses, and Thursday’s schedule boasted 39 of them. The day’s lineup also included 27 workshops, 30 fee courses and two Education in the Round lectures, so the only problem one might have had was deciding which courses to attend.

Some of the first workshops of the day were sold out, such as Dr. Lee Silverstein’s lecture on “Suturing for the Dental Practitioner and Staff.” Silverstein’s user-friendly demonstrations not only helped participants learn the fine art of suturing, but helped them understand the materials used and which techniques to employ for various clinical situations. Just down the hall, Dr. Jonathan Parker’s lecture on “Snoring and Sleep Apnea: A Successful Method for Choosing the Right Appliance and Managing the Patient’s Bite” was also sold out. Parker illuminated the features and characteristics of seven different oral appliances and shared a method for choosing the right appliance for every patient.

Today’s course offerings are no less varied, with many starting at 8 a.m., so make sure you arrive early to score a good seat.

By Fred Michmershuizen, Dental Tribune

There’s a lot of excitement this week in the city by the bay. The American Dental Association reports that more than 33,000 attendees from 83 different countries are here in San Francisco for the 153rd Annual Session and World Marketplace Exhibition.

The meeting, a gathering of leaders in dental practice, research, academia and industry presenting continuing education courses and product exhibits, was kicked off on Thursday morning with the ADA Distinguished Speakers Series, featuring renowned political commentators Robert Reich and George F. Will. On the exhibit hall floor, meeting attendees are able to explore, compare and purchase the latest dental products available from more than 600 suppliers and service providers.

Here is a sampling of just some of the many offerings available to meeting attendees:

Meetings attendees explore offerings on the exhibit hall floor on Thursday, opening day of the ADA’s 153rd Annual Session and World Marketplace Exhibition. Photos/Fred Michmershuizen, Dental Tribune

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The 10,000th NOMAD handheld X-ray system produced by Aribex (booth No. 845) is being showcased by Ken Kaufman, president and chief financial officer of the company. Kaufman says he’s proud the company has produced its 10,000th NOMAD handheld X-ray system.

The folks at 3Shape (booth No. 5520) are showcasing their TRIOS digital impression solution for implant abutment cases. From left are Carl Horrocks, Sal Barajas and Nancy Jain.

Lewis Soraich of HealthFirst (booth No. 118) says the company’s Tru Align device reduces the amount of X-ray exposure given to patients.

Here at the ADA
For more information on any part of the ADA Annual Session, download the mobile app by searching for “ADA Annual Session 2012” in the app store.

- OralCDx2, available from CDx Diagnostics (booth No. 5424), is an enhanced, second-generation version of its already powerful OralCDx BrushTest for the detection of oral pre-cancer and cancer. OralCDx2 includes biomarkers, cell cycle analysis and HPV testing, all of which is correlated with the presence of abnormal cellular morphology.

- HealthFirst (booth No. 118) is offering Tru Align, a device that focuses on dental X-ray radiation and reduces the amount of exposure given to each patient (even beyond the level that digital X-rays provide). The device uses rectangular columnization to reduce radiation exposure in the dental chair. According to the company, it’s the first device of its kind in the market that addresses the as low as reasonably achievable (ALARA) standard.

Ken Kaufman, president and chief financial officer of Aribex (booth No. 845), says he’s proud the company has produced its 10,000th NOMAD handheld X-ray system.