Ann Benson Ross, winner of the Crest® Oral-B® Pros in the Profession® grant for “Advancing Oral Health in the Community,” is transforming the way elderly in her community of Mesa, Ariz., and surrounding areas, receive oral care.

A dental hygienist for more than 20 years, Ross used the $5,000 grant to upgrade the Mobile Dentistry of Arizona’s portable office, provide dental services to elderly dementia patients who have limited access to oral care and train staff so they can continue to help patients maintain their oral health routines.

Ross was awarded the Crest Oral-B Pros in the Profession grant to fulfill her goal of providing preventive care for residents of local memory care communities. X-rays, assessments, oral cancer screenings, cleanings and fluoride varnishes were provided to each eligible resident.

“The project was dually devoted to training caregivers by giving them basic information about hands-on oral health care so they could maintain their residents’ daily oral regimens. The hands-on training was held with patients and their caregivers at three different times — morning, evening and before bedtime — for all residents with mild, moderate or advanced dementia.

To help maintain a daily oral care regimen, each participating resident and caregiver received an Oral-B power toothbrush as well as Crest and Oral-B Pro-Health® products, including toothpaste, rinse and floss.

“This project was an enlightening experience on many different levels, from the interaction with the family members to the caregivers and patients themselves. It was a wonderful project for me and all who participated,” Ross said.

“We saw a mixture of oral health concerns from the residents, including poor oral hygiene, tooth decay, periodontal disease, gingivitis and ill-fitting dentures. Without the help of Crest Oral-B, we wouldn’t have been able to address these needs and help so many people.”

In addition to the patient services and caregiver training, Ross is producing a training video to be shared with health providers throughout the community. It will include photos and testimonials of patients who participated in the project. This video will be given to all memory care communities visited by Mobile Dentistry of Arizona and will be used to instruct caregivers on oral hygiene tips and best practices when working with dementia patients at every stage of the condition.

“Over the past few years, through the Pros in the Profession program, Crest Oral-B has rewarded deserving professionals — as nominated by their peers — who truly make an impact on the oral health of others by supporting the causes important to them and their communities. As a recipient of this award, Ann continues to transform patients’ lives, and we are so proud to support her in this way,” said Dr. Veronica Sanchez, global scientific communications director, Procter & Gamble.

“We are honored to celebrate the 100-year anniversary of the dental hygiene profession with such an inspiring professional.”

The Pros in the Profession grant furthers Crest Oral-B’s mission to support dental hygienists as part of its yearlong program celebrating 100 years of dental hygiene.
Introducing DEXIS go.
Patient communication with a personal touch.

DEXIS go is a sleek, engaging way for dental professionals to communicate with their patients using an iPad.¹

This companion app to the DEXIS Imaging Suite² software was designed to provide a great visual patient experience around image presentation in support of your clinical findings and treatment recommendations.

Get hands on with DEXIS go today! Visit Booth #1330.
Clinical performance report for BruxZir Solid Zirconia Crowns and Bridges during an 18-month period

Purpose
The purpose of this clinical study, conducted by The Dental Advisor, was to determine the clinical performance of BruxZir® Solid Zirconia Crowns and Bridges (Glidewell Dental Laboratories, Newport Beach, Calif.) during an 18-month period.

Clinical evaluation protocol
At recall time, more than 390 full-contour, monolithic BruxZir restorations (crowns and bridges) were placed. All restorations were fabricated at Glidewell Dental Laboratories. Most of the restorations were cemented with self-adhesive resin cement or adhesive resin cement. Esthetics, marginal accuracy, fit and interproximal contacts of more than 96 percent of the restorations were rated excellent at placement. Very few restorations (less than 2 percent) had to be remade because of improper fit. A few restorations had light interproximal contacts and had to be remade.

For the category of occlusion, 84 percent of the restorations received an excellent rating. In many cases, the occlusion was light, and in some cases, the restoration was out of occlusion. Based on customer feedback, Glidewell Dental Laboratories designs most of its crowns light in occlusion.

Results at 18 months
In December 2012, 367 BruxZir restorations were recalled and evaluated. Of the 367 BruxZir restorations observed at recall (Fig. 1), there were:
- 287 posterior single crowns
- 36 units: 12 three-unit bridges
- 24 units: Six four-unit bridges
- 10 units: Two five-unit bridges
- One three-unit inlay bridge
- Seven implant crowns
Of the 367 restorations, 121 (33 percent) had been in function for 18 months, while 246 (67 percent) had been in function for one year (Fig. 2).

The recalled BruxZir restorations were evaluated in the following categories:
- Resistance to fracture or chipping
- Esthetics
- Resistance to marginal discoloration
- Wear on zirconia and opposing dentition
- Retention
Restorations were evaluated on a 1-5 rating scale: 1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent.

Here in Anaheim
To view the full report, visit www.bruxzir.com. For more information or to check out BruxZir Solid Zirconia Crowns and Bridges, stop by the Glidewell Laboratories booth, No. 1348.
The antibacterial action of stabilized stannous fluoride

Stannous fluoride has long been recognized as a fluoride source that exerts antibacterial actions against the bacteria that cause plaque and gingivitis; however, in order to deliver the full therapeutic potential of stannous fluoride, the ingredient has to be stabilized. The result is a stabilized stannous fluoride toothpaste that not only fights caries, plaque, and gingivitis, but also treats dentinal hypersensitivity. Data show Crest® PRO-HEALTH® inhibits the bacteria that cause plaque and gingivitis for 12 hours and reduces the bleeding associated with gingivitis by 57%.1

To deliver all of the benefits without the trade-offs, Crest PRO-HEALTH was developed. It is the first and only toothpaste to utilize a balance of ingredients, including stannous fluoride and sodium hexametaphosphate.

Effective stain removal that's safe on enamel

Stannous fluoride and sodium hexametaphosphate are highly reactive with typical dentifrice ingredients. The successful formulation of these 2 ingredients results in a dentifrice with a unique consistency and brushing experience. Your patients will notice that the formula contains sodium hexametaphosphate particles. The particles will begin dissolving immediately when they interact with saliva and are in no way harmful to enamel. The sodium hexametaphosphate disrupts the stain on the tooth's pellicle to remove existing stains and binds at the tooth surface to prevent new stains from forming.

Two effective ingredients, 7 clinical benefits

It’s important to understand that while the first formulations to include stannous fluoride were effective, they were not optimal. Early products either did not stabilize the stannous fluoride or had drawbacks of extrinsic staining and an astringent taste.

Give patients 7 benefits in one toothpaste

- **Stabilized stannous fluoride**
  - Reduces plaque
  - Reduces gingivitis
  - Protects against hypersensitivity
  - Fights caries and strengthens enamel
  - Reduces halitosis

- **Sodium hexametaphosphate**
  - Removes extrinsic stains and protects against future staining
  - Helps prevent calculus

For more information on stabilized stannous fluoride toothpaste and the 80+ clinical trials performed that validate its benefits, visit dentalcare.com.

A change is coming to root canal shaping

Axis|SybronEndo
introduces the TF Adaptive

Root canal preparation can present dental professionals with numerous challenges, ranging from ledge formation to perforations and persistent bacteria. That’s why Axis|SybronEndo, a leading manufacturer of endodontic equipment, instruments and dental supplies, is set to improve technology in the endodontic field with the release of its TF Adaptive instrumentation system.

The TF Adaptive works with Axis|SybronEndo’s Elements Motor by using adaptive motion technology and, according to the company, will revolutionize the way dentists shape root canals.

It boasts all the features of twisted files with 70 percent more flexibility and up to three times as much resistance to cyclic fatigue as compared with other NiTi files. The Adaptive Motion relies on a patented algorithm that changes the motion depending upon the load on the file. When the file is outside the canal, the motion is rotary. When the file is inside the canal (loaded), the motion adapts from rotary to reciprocation.

As the company says, SybronEndo’s Adaptive motion is, “Rotary when you want it; reciprocation when you need it.”

The TF Adaptive uses a minimum number of files to shape the root canal, offering a better value for the customer. In addition, according to the company, it’s easy to use and well-marked, distinguished by a color-coded setup similar to a traffic signal (green, yellow and red). It offers dentists control and reduces the risk of screw-in effect. The system also can be used in a majority of cases.

The TF Adaptive system can be beneficial to patients, too, according to the company. Its files produce less apical extrusion of debris than do competitive systems, granting patients a significant decrease in postoperative discomfort. It also reduces the probability of separation and canal transportation or straightening, preserving the natural anatomy of the canal and decreasing the effects of over-instrumentation.
Obsidian:
Lithium Silicate Ceramic

Obsidian veneers were placed on teeth #7-10 to close diastema and bring teeth into ideal arch form.

- Obsidian ceramic exceeds the strength requirements for cemented all-ceramic restorations and can also be bonded when desired.
- Obsidian ceramic is indicated for individual crowns, 3-unit anterior bridges, veneers, inlays and onlays.
- Obsidian ceramic resists chipping compared to a layered ceramic or PFM restoration.

Obsidian joins the class of high-strength monolithic ceramics that significantly improves durability.

The first bicuspid had a large direct composite with recurrent gingival decay, and the second bicuspid had a stainless steel crown. Both were replaced with Obsidian crowns. Versatile Obsidian ceramic can already be used as a monolithic material, and soon it will also be available pressed to metal for a high-strength PFM.

For more information
888-786-2177
www.glidewelldental.com
Shofu Dental is holding product demonstrations at booth No. 1128, featuring its new injectable hybrid restorative, BEAUTIFIL Flow Plus. Now available in three new shades — B1, B2 and C2 in two viscosities — BEAUTIFIL Flow Plus gives dentists even more esthetic treatment options at their fingertips.

In addition, you can get a taste of BEAUTIFIL Flow Plus when you attend Dr. Howard Glazer’s lecture, “What’s Hot and What’s Getting Hotter!,” from 9:30 a.m. to noon today.

What’s Getting Hotter!,” from 9:30 a.m. to noon today.

BEAUTIFIL Flow Plus combines hybrid-like strength and functionality, unique handling and stackability and a flowable delivery. Additionally, it has 15 percent more radiopacity than enamel and offers the benefit of fluoride release and rechargability. Those interested in seeing the material firsthand are encouraged to come check it out at the Shofu booth.

According to Shofu, BEAUTIFIL Flow Plus represents the next step in the evolution of restorative materials, based on its convenient flowable delivery system and its physical properties and functionality that rival leading hybrid composites.

Brian Melonakos, president of Shofu Dental, said he has been very pleased with the success of the product. “We’ve always known that we have an amazing product on our hands … but none of us imagined how quickly it would catch on,” he said.

Unlike other flowables, BEAUTIFIL Flow Plus has stay-put handling and physical properties that allow use on the occlusal surface and marginal ridge, eliminating the need to pack a hybrid composite on top.

A flowable base, liner and final restorative material, BEAUTIFIL Flow Plus is approved for all indications (Class I–V). With a smooth, self-leveling consistency, the material leaves a tight marginal seal on the bottom and a smooth ready-to-polish surface on top. Moreover, Shofu’s proprietary S-PRG (surface pre-reacted glass) technology provides sustained fluoride release and recharge that can’t be found in any other composite material.

BEAUTIFIL Flow Plus is available in two distinct viscosities. F00 (zero flow) offers precision stacking, and F03 (low flow) is an ideal base/liner.

For a limited time only, BEAUTIFIL Flow Plus is available in two introductory kits. The standard kit (PN 2000S) offers two 2.2-gram syringes of both viscosities in shades A2 and A3, and the pedo kit (PN 2000P) offers two 2.2-gram syringes in both viscosities in shades A1 and bleach white. Both kits also contain samples of Shofu’s top-selling products, including the seventh-generation bonding agent BeautiBond, One Gloss, Super Snap and Shofu’s hybrid material, BEAUTIFIL II.

The kit retails for $102.25 (a $160 value).

Stop by the Shofu booth, No. 1128, to see BEAUTIFIL Flow Plus for yourself.
Losing sleep over your next endo case?

TF Adaptive. The antidote for endo-related insomnia.

You’re in control > TF Adaptive is designed to work with our Elements™ Adaptive Motion Technology, which allows the TF Adaptive file to self-adjust to intra-canal torsional forces. In other words — rotary when you want it and reciprocation when you need it.

Keep it simple > An intuitive, color-coded system designed for efficiency and ease of use.

Peace of mind > TF Adaptive is built on the success of the Classic TF design and includes the same advanced Twisted File technology.

Stop by booth #1206

tfadaptive.com/antidote
Marketing tips to move your practice in the right direction

By Bill Fukui, Chief Operating Officer, Page 1 Solutions

Marketing your dental practice online has evolved far beyond your first website. Websites have become more comprehensive, custom, interactive and important to your brand and image. Pay-per-click advertising is overcrowded, and the cost for every click is rising. Search engine optimization (SEO) is more complex with Google+ map listings, video, reviews/ratings and social media promotion.

Speaking of social media, this brings up a whole new online marketing opportunity for your practice to tackle. Facebook, Google+, Twitter, YouTube, LinkedIn and Pinterest are only the most obvious platforms you need to consider. All of this is enough to get your head spinning and confused about where to spend your time and marketing dollars. And because most dentists don’t have the time to become Internet marketing gurus, they waste a lot of money and/or staff time or continue to be frozen by indecision, afraid to make a mistake.

If this is all too familiar to you and your practice, take a breath. Since 1977, when dentists were first allowed to advertise, marketing has been a part of dentistry. And yes, the Internet has replaced much of the traditional marketing that dominated dentistry: Yellow Pages, direct mail and local sponsorships have been pushed aside by Google, database email marketing and social media marketing.

Sure, there are differences, but the fundamental elements of marketing dentistry remain constant. It’s just the means we use to communicate and share with prospective patients that has changed. In fact, the Internet has made it more immediate, more visual, more interactive and much more instant. You just need to be more creative leveraging it.

Here are some fundamental marketing suggestions to help you get your bearings and get moving in the right direction:

• Focus. Consider all your options and identify the one area that you are committed to dominate or improve.

• Don’t try to do everything at once. Your practice has limited resources (your team) and marketing dollars. Spreading your staff and budget over too many new activities is a recipe for them to all fail. Master one first, then take on others.

• Develop a written plan. Don’t rely on a conversation with your webmaster or a string of emails. Include strategy rationale, deliverables and timeframes, and identify responsibilities.

• Set realistic goals and expectations. The amount and timeframe for results (new patients), not to mention the necessary investment, varies based on the strategy. This will help you stick to your plan.

• Implement like crazy! The key to success is not always built on the perfect plan, the best design or the most creative promotion. Like good dentistry, your online marketing success will be based on the consistency of your delivery.

We all realize we must embrace the Internet. You just need to remember that you must be a master of how you use it and not become a slave to it.

About the author

BILL FUKUI is the chief operating officer for Page 1 Solutions, a dental and medical Internet marketing firm. He has been in dental marketing and advertising since 1995.
Conference celebrates women’s achievements in dentistry

Registration is now open for the upcoming Successful Women in Dentistry conference. Attendees will earn 5 continuing education credits for their conference participation.

This one-day conference will highlight the inspiring achievements women have made in dentistry — how women are positively influencing the dental industry today and creating opportunities for the future. Attendees will learn how to stay ahead of the curve with CEREC® CAD/CAM techniques and materials, how to implement best practices utilizing implants in their practices and how to incorporate approaches to create a balanced lifestyle in today’s world.

The conference will kick off with opening remarks by Dr. Lindsey Robinson, president of the California Dental Association.

The keynote presentation, “Outlook for Women in Dentistry,” will be given by Dr. Kathleen T. O’Loughlin, executive director of the American Dental Association. Master of ceremonies and the director of education and president of Lee Ann Brady, LLC., Dr. Lee Ann Brady, will be on hand to discuss “Posterior CEREC CAD/CAM Techniques and Materials.”

Presenting “Implant Diagnosis and Restorations” will be Dr. Cherilyn G. Sheets, a prosthodontist, international educator, author and researcher.

Attendees will also hear from Dr. Cari Callaway-Nelson, an owner dentist of three dental offices in Las Vegas and Reno, Nev. As a working clinician, wife and mother of two, Callaway-Nelson will share her personal experience on managing her career and personal life with the topic “Lifestyle Balance.”

Register early to take advantage of a $50 savings off admission, plus earn a chance to win an iPad® mini. Early Bird registration of $95 ends May 1; regular registration costs $145. Admission for dental students is complimentary (limited seats available).

To receive the early registration discount, enter the promotional code, SWIDCDA, when you register at www.pacificdentalservices.com/SWID.

All proceeds from registration fees will be donated to philanthropic partner National Children’s Oral Health Foundation: America’s ToothFairy. The National Children’s Oral Health Foundation is dedicated to eliminating children’s preventable suffering from pediatric dental disease by providing programs and comprehensive resources to deliver community-based critical preventive, educational and treatment services.

Conference sponsors include Ivoclar Vivadent, Nobel Biocare, Crest, Oral B, Sirona Dental and Henry Schein.

The Successful Women in Dentistry conference will take place from 9 a.m. – 4:30 p.m. on Saturday, June 22, at the Pacific Dental Services Institute, 17000 Red Hill Ave., Irvine, Calif. Breakfast will be provided from 8–9 a.m., and a cocktail reception will immediately follow the conference from 4:30–6 p.m.

Dentists, hygienists, dental students, dental operations managers and dental business and industry leaders are welcome. To register and for more information about travel and lodging, visit www.pacificdentalservices.com/SWID.

References
1. Approved PACE Program Provider FAGD/MAGD Credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. 10/1/2012 to 9/30/2015.
2. Only early registered guests are eligible for the drawing for the iPad mini, and participant must be present to win. All proceeds from registration fees will be donated to the National Children’s Oral Health Foundation. Our apologies as we will be unable to accommodate any refunds for registration fees. iPad is a registered trademark of Apple Inc.