SCENES FROM THE CDA
Take a trip to a brushing station, get your photo with an ostrich and win a custom-made chopper.
* pages 4–6

CELEBRATING SUCCESS
Head to Irvine this June and celebrate the women who have made dentistry what it is today.
* page 17

NEXT STOP: SEATTLE
The AACD is coming, and so is your chance to support domestic violence survivors with a night on the town.
* page 18

Spread your wings and fly

The sky’s the limit for dental professionals who embrace the latest products and technology available at CDA Presents

By Fred Michmershuizen
Dental Tribune

When it comes to new products and services in the dental industry, Anaheim is the place to be this weekend. Here at CDA Presents the Art and Science of Dentistry, hundreds of companies have set up shop in the exhibit hall to offer some of the newest, most innovative equipment, materials and technology available anywhere.

Dental Tribune has been combing the aisles to check for highlights.

Keystone Industries (booth No. 516) has three new products on display. The NiteBite is a custom-fit dental protector designed to help patients with nighttime bruxism. The triangular-shaped device offers information on alternative philosophy and treatment modalities, as well as cultural nuances in the delivery of dental care.

Watanabe offered his presentation on Thursday, and Minami will speak tomorrow from 9 to 11:30 a.m. and again from 1 to 3:30 p.m.

Another highlight is a panel discussion, “Critical Questions That Lead to Critical Decisions in Your Practice,” led by Dr. Frank T. Curry. The session is today from 1 to 4 p.m.

Check your meeting guide for locations and for additional educational options.

Anaheim is the place to be for learning

By Fred Michmershuizen
Dental Tribune

Here at CDA Presents the Art and Science of Dentistry, there are plenty of educational opportunities, ranging from lectures and hands-on workshops to impromptu demonstrations on the show floor.

Of particular note this year is an international symposia of dental learning featuring Dr. Takashi Watanabe and Dr. Kiyokaku Minami lecturing on how restorative dentistry is practiced in Japan.

A participant receives training during a hands-on workshop in the Laser Pavilion on Thursday morning.

Photos/Fred Michmershuizen, Dental Tribune

See WINGS, Page 2
As if the original NOMAD handheld X-ray device wasn’t cool enough, along comes the NOMAD Pro 2. Mike Heyn of Aribex (booth No. 2534)

which is customized for each patient in the dental office, takes advantage of a person’s natural jaw opening reflex to relax TMJ muscles during sleep.

Also available from Keystone is a new “centri-fuse” kit for the customization of mouthguards. The kit contains everything needed to make a personalized mouthguard, which can be accessorized with a name or a logo.

Air Techniques (booth No. 316/416) is launching its NOMAD Pro 2 handheld X-ray device. It’s just like the original NOMAD, only better. The updated machine has a more powerful battery plus infrared connection for faster results.

Ten thousand dental professionals gathered at the recent ADA show in Chicago to take a look at the newest products. A few of the highlights include:

Software updates are out in force. Dr. Robert H. Gregg, president and chairman of Millennium Dental Technologies, is a co-developer of the LANAP laser periodontitis treatment.

Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by e-mailing feedback@dental-tribune.com. We look forward to hearing from you! If you would like to make any change to your subscription (name, address or to opt out), send us an e-mail at database@dental-tribune.com

As the original NOMAD handheld X-ray device wasn’t cool enough, along comes the NOMAD Pro 2. Mike Heyn of Aribex (booth No. 2534) shows off the new version of the machine, which boasts improved battery power, more durability and more reliability.

which is customized for each patient in the dental office, takes advantage of a person’s natural jaw opening reflex to relax TMJ muscles during sleep.

Also available from Keystone is a new “centri-fuse” kit for the customization of mouthguards. The kit contains everything needed to make a personalized mouthguard, which can be accessorized with a name or a logo.

Air Techniques (booth No. 316/416) is launching its NOMAD Pro 2 handheld X-ray device. It’s just like the original NOMAD, only better. The updated machine has a more powerful battery plus infrared connection for faster results.

Ten thousand dental professionals gathered at the recent ADA show in Chicago to take a look at the newest products. A few of the highlights include:

Software updates are out in force. Dr. Robert H. Gregg, president and chairman of Millennium Dental Technologies, is a co-developer of the LANAP laser periodontitis treatment.

Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by e-mailing feedback@dental-tribune.com. We look forward to hearing from you! If you would like to make any change to your subscription (name, address or to opt out), send us an e-mail at database@dental-tribune.com

As the original NOMAD handheld X-ray device wasn’t cool enough, along comes the NOMAD Pro 2. Mike Heyn of Aribex (booth No. 2534) shows off the new version of the machine, which boasts improved battery power, more durability and more reliability.
FINALLY, AN INJECTABLE HYBRID RESTORATIVE FOR ALL INDICATIONS

BEAUTIFIL Flow Plus

NEW SHADES!
Visit us
Booth #1128

- Indicated in classes I, II, III, IV & V
- Physical properties rival hybrids
- Stackable & sculptable; stays put
- Self-polishing "leveling-effect"
- High radiopacity, beyond enamel

BEAUTIFIL Flow Plus is the next step in the evolution of restorative materials, combining the delivery of a flowable and the strength, durability, and aesthetics equal to or better than leading hybrid composites.

Visit www.shofu.com or call 800.827.4638

Shofu Dental Corporation • San Marcos, CA
Scenes from Thursday

The Glidewell staff at booth No. 1348 stands ready to help.

Jill Rogers touts the benefits of Crest Oral-B products to attendees waiting in line to sample the products at a brushing station at booth No. 1166.

Hiossen’s Derrick Lee shows attendees the company’s CAS Kit at the company’s booth, No. 576.

Attendees try out the new Sensodyne Repair and Protect toothpaste at the booth’s brushing stations (No. 2120).

Stuart Kazen of Aseptico speaks with attendees Thursday about The Wand All Injection System, which Aseptico (booth No. 1120) distributes exclusively.

Trainer Dede Targowski leads attendees through a Thursday morning session at the DEXIS booth (No. 1330).

Photos by Sierra Rendon
Dental Tribune

BIOLASE’s Sarah Lessley assists as an attendee tests a laser at the booth, Nos. 2418/2519.
Benco President Chuck Cohen, right, and Mike McElaney, vice president of sales, show off a custom chopper built by Paul Jr. Designs. For more information on how you can win the chopper and help the Smiles for Success Foundation at the same time, stop by booth No. 564.

Technology4Medicine Executive Vice President Keith Bateman shows off the company’s technology to Alexia Eng at booth No. 2631.

Emiko Ota, left, and Yukari Aritake at the Osada booth (No. 1538).

Roger Guiditta of Paradise Dental Technologies at booth No. 2331.

NiteBite
FREEDOM FROM CLenchING & GRINDING

COME SEE US AT THE CDA ON APRIL 11-13th, BOOTH 516

616 Hollywood Avenue, Cherry Hill, NJ USA 1-800-333-3131
Become a fan of Keystone Industries visit us at www.keystoneind.com
Rich Frankenberg of LightScalpel helps Sachiko Kodama during the Thursday morning Laser Workshop.

Spencer Ellena of Orascoptic helps a CDA attendee find the best loupes for her at the company’s booth, No. 1206.

NSK’s Rob Gochoel speaks to attendees about the company’s high-speed rotary cutting technologies (booth No. 460).

Mark Schwer of Shofu introduces attendees to the company’s new BeautiCem, a fluoride releasing self-adhesive resin cement, at booth No. 1128.

Janelle Smith and Danen Radman of Social Ostrich have a variety of ways to help your company get a better social presence for your dental practice. Stop by booth No. 249 to learn more.

Joaslyn Sewell, RDH, speaks to the crowd at the Sunstar booth, No. 1134.

Stacey Manfull, from left, JoAnn Cunningham and Judy Hsu of Pacific Dental Services. Check out the company’s corporate forum today from 1-4 p.m. in room 204c, which can earn you 3 free C.E. credits.

Dental students from Charter College in Long Beach admire the free dental buttons at the Henry Schein booth, No. 2424.
Unbeatable quality, service and value

Visit us at booth #1348

BruxZir®
Solid Zirconia Crown
Over Custom Abutment

$114* complete
All model work, labor and parts included

$94** complete
Model-free restoration from digital file

INCLUSIVE®
Custom Abutments are compatible with:

- Astra Tech® OsseoSpeed®
- Biomet 3i® Certain® and External Hex (4.1mm)
- Nobel Biocare® Bränemark System®, NobelActive® and NobelReplace®
- Keystone™ PrimaConnex®
- Neoss™
- Straumann® Bone Level®
- Zimmer® Screw-Vent®

INCLUSIVE®
Custom Implant Abutment
Titanium or Zirconia

$299* complete
All model work, labor and parts included

$259** complete
Model-free restoration from digital file

Inclusive All-Zirconia Custom Abutments are only compatible with Biomet 3i Certain, Nobel Biocare NobelReplace and Zimmer Screw-Vent.

For more information
888-786-2177
www.glidewelldental.com

*Price is per unit and does not include $14 round-trip overnight shipping or applicable taxes. **Price is per unit and does not include $7 one-way overnight shipping or applicable taxes. Inclusive Scanning Abutments are needed and can be purchased from Glidewell Direct.†Glidewell Laboratories works in partnership with Neoss and Keystone. Prices may vary. #Not a trademark of Glidewell Laboratories.
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.

“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.

“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 further 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.

1 DEXIS go works with iPad 2 or later, with any spread-eagle, or retina and non-retina displays. Requires iOS 4 or greater.
2 DEXIS software is a feature for use in implementation plans of DEXIS Imaging Suite software provided per U.S. or higher, and be used with previous software.
3 DEXIS, DEXIS Imaging Suite, and DEXIS go are trademarks or registered trademarks of DEXIS, LLC. iPad is a trademark of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

1-888-883-3947 | www.dexis.com
1-800-645-6594 | www.henryscheindental.com

©2013 DEXIS, LLC
1MK-966A4 (REV)
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.

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.
Uncover the true potential of stabilized stannous fluoride toothpaste.

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%.

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

<table>
<thead>
<tr>
<th>Stabilized stannous fluoride</th>
<th>Sodium hexametaphosphate</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reduces plaque</td>
<td>• Removes extrinsic stains and protects against future staining</td>
</tr>
<tr>
<td>• Reduces gingivitis</td>
<td>• Helps prevent calculus</td>
</tr>
<tr>
<td>• Protects against hypersensitivity</td>
<td></td>
</tr>
<tr>
<td>• Fights caries and strengthens enamel</td>
<td></td>
</tr>
<tr>
<td>• Reduces halitosis</td>
<td></td>
</tr>
</tbody>
</table>

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, 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 in 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.
Natural vitality with toughness far surpassing conventional ceramics

Visit us at booth #1348

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

ISO specification for cementable all-ceramic crowns

Flexural strength tests conform with ISO 6872

- Ceramco® X
- IPS Empress®
- CEREC Press®
- IPS e.max® Press

<table>
<thead>
<tr>
<th>Flexural Strength (MPa)</th>
<th>Ceramco® X</th>
<th>IPS Empress®</th>
<th>CEREC Press®</th>
<th>IPS e.max® Press</th>
</tr>
</thead>
<tbody>
<tr>
<td>135 MPa</td>
<td>135 MPa</td>
<td>135 MPa</td>
<td>135 MPa</td>
<td>135 MPa</td>
</tr>
<tr>
<td>120 MPa</td>
<td>120 MPa</td>
<td>120 MPa</td>
<td>120 MPa</td>
<td>120 MPa</td>
</tr>
<tr>
<td>92.7 MPa</td>
<td>92.7 MPa</td>
<td>92.7 MPa</td>
<td>92.7 MPa</td>
<td>92.7 MPa</td>
</tr>
<tr>
<td>375 MPa</td>
<td>375 MPa</td>
<td>375 MPa</td>
<td>375 MPa</td>
<td>373 MPa</td>
</tr>
</tbody>
</table>

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

GLIDEWELL LABORATORIES
Premium Products - Outstanding Value
Seeing is believing

Check out a product demonstration of BEAUTIFIL Flow Plus here at CDA Presents

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.

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 benefits of fluoride release and rechargeability. 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 also 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.

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.
Support Give Back a Smile through AACD fundraiser

Support survivors of domestic violence by attending the Celebration of Smiles fundraiser and participating in the silent auction during the AACD 2013, which takes place April 24–27 in Seattle at the Washington State Convention Center. Both events support Give Back a Smile (GBAS), the premier program of the AACD Charitable Foundation.

Join AACD friends and colleagues at the Celebration of Smiles fundraiser on April 15 from 8–11 p.m. at the Seattle Tap House Grill, which is just steps from the convention center. Each $40 ticket includes two drinks, appetizers, music, dancing and a chance to win some cash or a Glo Brilliant Whitening Device.

For those who love tasting microbrews, the Seattle Tap House Grill boasts more than 160 beers on tap. Attendees will have the chance to sample local flavors and learn more about Seattle’s microbrewing industry. The Tap House Grill has the largest beer selection in the Northwest.

In addition to the Celebration of Smiles event, attendees can support GBAS by bidding on items in the silent auction. Items for bid include a wide selection of dental products and services, a Hawaiian vacation, a luxury sailing charter, an iPad Mini, celebrity memorabilia, autographed guitars and more.

With the help of volunteer dental professionals, GBAS restores the smiles and lives of domestic violence survivors who have suffered dental injuries to the smile zone. According to national statistics, one in four individuals have been affected by domestic violence.

To register
AACD 2013 will take place April 24–27 in Seattle at the Washington State Convention Center. For a complete schedule of events, visit www.aacdconference.com. Registration and course selection are open. For more information about GBAS, visit www.givebackasmile.com. Individual donations to the foundation can also be made on the website.

A scene from last year’s Celebration of Smiles fundraiser. This year’s event will take place April 25 at the Seattle Tap House Grill.

Photo/Provided by the AACD
What’s Brewing?

At Biolase Booth #2518

Visit Booth #2518 for groundbreaking, exclusive NEW laser and 3D imaging technology and to get your FREE BIOLASE coffee mug! We’ll also be serving free, hot coffee all day and giving away a Starbucks Verismo™ system! Stop by for your chance to win!

*Everyone gets free coffee. One cup only for free mug & chance to win Verismo™ Brewer. Must visit booth.

New!

epic™

EPIC Total Diode Solution

New Available!

Biolase Exclusive

NewTom VG3

3-in-1 3D Imaging System

*Not for use in US - Pending FDA clearance

CDA Spring Special Pricing Available on Best-in-Class Technology

WaterLase iPlus

Diode-Wavelength All-Tissue Laser


3Shape TRIOS

Provide Accurate Digital Impressions, Intraoral 3D Scanning Made Fast, Easy and Accurate.

NewTom VGi

True Medical Grade Imaging Technology at a Fraction of the Cost, and Radiation Exposure.

Biolase is the Exclusive NewTom Dental Distributor for North America.

Follow us:
biolase.com | CDA booth #2518 or Call 888.424.6527
It takes guts to say it's the best, but since we make the guts ... we can.

What makes NSK handpieces the best?
We engineer and manufacture nearly every part in-house — we don’t just assemble parts made by someone else. And, since we control the quality going into all of our handpieces, we can trust them to deliver the reliability you need. Like the Ti-Max Z95L. It’s the most durable of the high-performance electric attachments on the market. Crafted from solid titanium, it’s extremely light in use. Plus, it’s amazingly silent with virtually no vibration — lending superior comfort to operator and patient.

Ti-Max Z
Smallest head & slimmest neck in electric attachments.*

*Global handpiece market as of 1/2011

NSK instruments are available from:

1800 Global Parkway, Hoffman Estates, IL 60192 USA • Tel. (888) 675-1675 • www.nskdental.us

Visit NSK Booth #460 and take advantage of a limited-time offer:
Buy 3, Get 1 FREE!