One more day

There are products and services for every need — but time’s running out, so act now!

By Fred Michmershuizen
Dental Tribune

With 600 companies exhibiting their products and services here at the California Dental Association’s Anaheim meeting, there is something for everyone. But you have to act fast, because the exhibit hall closes at 4:30 p.m. If you haven’t already done so, you might want to consider the following:

Hands-on learning — and much more

By Fred Michmershuizen
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There’s plenty for you to learn here at CDA Presents — from hands-on workshops to lectures to presentations offered right on the exhibit hall floor. Among the many highlights on Friday, Dr. Lee Ann Brady offered a workshop titled “Fabricating Exquisite Anterior Provisionals,” and Dr. Robert C. Fazio presented a lecture titled “Medicine, Dentistry and Drugs.”

Today, some of the highlights include “Update in Contemporary Restorative Dental Materials,” to be presented by Dr. Terence E. Donovan, “Smile Design, Occlusal and Esthetic Techniques,” by Dr. Gerard J. Chiche, and “Creating the Ultimate Doctor-Patient Hygiene Exam,” by Karen Davis, RDH. Check the program guide for times and locations.

Dentists hone their endodontic technique Friday morning during a hands-on workshop led by Dr. Kenneth Koch and Dr. Dennis Brave. Photo/Fred Michmershuizen, Dental Tribune
Carestream Dental (booth No. 402) is introducing its new CS 6500 multi-use intraoral camera. According to the company, it’s got the widest focus range on the market (1 mm to infinity), is easy to use and features the same unique liquid-lens autofocus technology as Carestream Dental’s 5500 intraoral camera, as well as a sophisticated 18-LED illumination system and an optional polarizer filter to reduce glare.

Carestream is also unveiling a new Scheduler for its CS SoftDent practice management software. Designed to give practice administrators a better handle on the interruptive environment of the front desk, the new scheduler quickly provides easy access to an array of information. According to the company, it improves office efficiency, productivity and communication and streamlines tasks such as booking new appointments, looking up patient records and updating appointment cards.

Ultradent Products (booth No. 2360) is launching Edelweiss, a uniquely engineered composite veneer system, here at CDA Presents. It’s billed as a low-cost, esthetic alternative to custom lab veneers. According to the company, each composite veneer in the Edelweiss system is laser sintered, combining a high-gloss, uniform surface with a thermally tempered base. Ultradent intends Edelweiss as a solution for those seeking a lower-cost alternative to custom lab veneers, unlocking the opportunity for dentists to offer esthetic smiles to more patients.

For those who perform root-canal therapy, Roydent Dental Products (booth No. 1328) is offering its popular C-Files in new sizes — 12.5, 15 and assorted packs 06-10, 1328) is offering its popular C-Files in new lengths. The new sizes — 12.5, 15 and assorted packs 06-10, 1328) — are also an ideal and extremely effective way to instrumentation between sizes 10 and 15.

Nancy Connor, Roydent’s sales and marketing manager, says the C-Files provide an ideal and extremely effective way to instrument calcified canals. They are also ideal for locating canals and instrumenting narrow canals. Their non-cutting tip allows dentists to break through calcifications safely and efficiently.

DUX Dental (booth No. 1216) is offering BRONZE, an alternative to the common dental X-ray apron. The BRONZE apron is a reversible charcoal, lead-free X-ray apron that is designed to add a sophisticated look to the dental operatory. It’s also lightweight.

For those who would like to attract new patients, there’s DentalGenie, which uses mobile phone technology to let new patients connect with you. Patients can send queries, seek initial diagnosis and get access to specials with a simple click from their smart phones. It’s designed to help you get more patients. You can send coupons and promotions to potential patients who are nearby, and you can learn about their issues before appointments are scheduled.

The guys from DentalGenie can show you how to connect with more patients using tools for mobile phones. Pictured from left are Sachin Abhyankar, Vikram Boregowda and Ravikiran Mara.