Restaurant Week returns with dishes from fresh faces

Chicago Restaurant Week, produced by the Chicago Convention & Tourism Bureau (CCTB), returns for its fifth annual culinary celebration, featuring value pricing at more than 230 restaurants throughout the Chicago area, including nearly 80 new participating restaurants and tasty special events.

Supported by the CCTB's restaurant members, the 10-day dining festival runs through Feb. 26 and features prix fixe menus starting at $22 for lunch and $33/$44 for dinner, excluding beverages, tax and gratuity.

The annual Restaurant Week is an opportunity to pay tribute to Chicago's masterful chefs and give diners an opportunity to experience the multitude of flavors in the city while bringing business to establishments during a typically slower time of year.

• See RESTAURANT, page 2
in North America and among the top four health-care tradeshows in the country, according to Expo magazine.

“The Midwinter Meeting is an opportunity for the dental community to experience the finest and most groundbreaking technologies available and receive hands-on courses and in-depth educational programs,” said 2012 CDS President John Gerding, DDS. “Ultimately, what you (learn at the meeting will lead to the highest quality care available to patients.”

Attendees will not only have a first look at what’s new in modern dentistry but will also have access to an agenda of educational programs that address all aspects of dentistry. With 210 speakers, 190 courses and 38 hands-on courses, there is sure to be a topic for everyone. Programs include:

- “The Value of Social Media in Dentistry.” Explore the various facets of the modern web as it applies to dentistry, including social media, and learn how to turn a website visitor into a patient.
- “Does Your Practice Pass the ‘Whitening Systems! Test?’” Attend a live, in-office demonstration where you will learn how to evaluate the best treatment for the patient using the right product. The CDS will live stream the demonstration on its Facebook page.
- “Will You Still Treat Me When I’m 64?” Review the changes associated with aging and how they affect oral health, plus learn the modifications of dental treatments for patients with special needs.

Returning this year is the Health Screening Program, which now includes the addition of auditory testing, and live televised patient procedures each day of the meeting.

New products and services can help you to provide the best in care for your patients, so how about earning some C.E. credit for taking the time to learn about them? You can gain one unit of C.E. credit toward the highest quality care available to patients.

Here in Chicago

Registration

On-site registration at the McCormick Center West, Level 5 Concours. Registration hours are 7:30 a.m. to 5 p.m. today through Saturday.

Hours

• Exhibits: Hall 9 a.m. to 5 p.m. today through Saturday. The exhibit hall is located on Level 3, Hall F.
• Courses will be conducted today through Saturday. Courses start at 8 a.m., 8:30 a.m., 9 a.m., 11 a.m., and 1 p.m.

Finally, don’t forget about the special events. Today’s Opening Session starts with a reception followed by the awards program and a Frank Sinatra tribute performance by singer Ryan Baker. On Friday is the annual Fashion Show and Luncheon at the Hilton & Towers in the Grand Ballroom and an evening of entertainment at the Park West featuring Stayin’ Alive, a Bee Gees tribute band. On Saturday, end the meeting by attending the President’s Dinner Dance at the Hilton & Towers in the Grand Ballroom, featuring the Don Cagen Orchestra.

McCormick Place West arrivals and departures

• Gate 40: taxi pick up/drop off
• Gates 43, 44: CDS hotel shuttles
• Gate 42: private charter and limo pick up/drop off

Shuttle bus service

Most hotel shuttles will run to and from the West Building of McCormick Place. Shuttle bus service is available between 7-11 a.m. and 3:30-6:30 p.m.

Online

www.cds.org/meet_2012/ for more information

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At NSK it’s all in-house: researching, developing, manufacturing, testing, improving

NSK uses more than 17,000 precision parts to create its in-house electro magnetic cut-ting instruments and accessories, which include handpieces and tips used by dental professionals for restorations, prosthesis, endodontics, oral hygiene, lab work and surgery.

Considering the market’s ongoing demand for ever-more precise, strong and compact instruments, that’s not really surprising.

The surprising part is this: Out of those 17,000-plus parts, NSK manufactures more than 85 percent in-house. The company even designs and builds the equipment it uses to manufacture and test those parts—so it can ensure micro-order accuracy.

It’s all part of an obsessive focus on quality control that dates back to the company’s founding in Japan in 1930.

Today, NSK products have proven their worth in more than 130 countries—including the United States, which in 1984 saw the company’s first overseas expansion with establishment of NSK America, now called NSK Dental LLC.

The philosophy of building the machines to build the parts to build the product has followed the company into every market it enters. The organization’s overall management structure puts control at regional levels to ensure prompt product delivery and responsive after-sales servicing. Just as important, it’s within the various regions that the company constantly solicits feedback from users of its products. The goal is to be able to swiftly respond to local needs.

This ability to quickly respond to local demand trends goes directly back to NSK’s in-house control over every step of the research, development and manufacturing process. As an example, because of growing interest in products that combine mechanics and electronics, NSK has formed a specialized group of engineers looking specifically at such applications.

Also supporting the company’s quick-to-respond product-development efforts are its in-house electro magnetic compatibility (EMC) standard test facilities. EMC standards for medical equipment are stricter than those for general consumer appliances. Ensuring EMC compliance at the earliest stages of research and development helps NSK shorten the overall product-development process.

It’s all about the hand

Control of all aspects of the development process helps NSK ensure timely regulatory compliance, improve reliability and speed up development time. But even more critical to NSK is the direct channel its processes create between end users and product developers. With its dental instruments in particular, much of the focus goes directly to the hand of the end user.

“Handpieces and the Human Hand—Powerful Partners” is the company’s core branding message. A guiding philosophy is that a medical apparatus must work in the dental professional’s hand first, or it’s not worth expending all of the quality control efforts that go into its creation.

NSK defines another of its trademarked messages, “Expect Perfection,” also from the perspective of the product’s users. The phrase is meant to reflect the company’s dedication to “close consultation with dental professionals” as central to any product-development effort.

NSK has precise measurement standards for achieving quality control with its ultra-fine parts processing techniques. But it takes more than numbers to measure performance of a complete apparatus and operating system. That’s where a user-oriented design philosophy becomes critical. The ultimate goal is an ergonomic design that becomes an extension of the dental professional’s hand, transmitting intentions of delicate hand movements promptly and precisely to the target.

Only after the need or concept expressed by the end user is in place does creation and manufacturing of the instrument (and its individual parts) begin. It’s at this phase that each part typically goes through six to eight processes prior to completion. Every worker involved with any part bears responsibility for quality in all processes. If any defect is spotted, the part must be brought into micro-order tolerance or removed from the process. State-of-the-art processing machinery further protects the company’s goal of guaranteeing 100 percent quality.

NSK production workers are constantly improving their skills, with more experienced workers providing colleagues comprehensive training.

Quality focus includes environment

Looking at its mission from a broader perspective, NSK also demonstrates a commitment to minimizing environmental impacts of its manufacturing, distribution, sales and support systems. The company has achieved the ISO 14001 environmental management standard, with the certification earned from what is considered one of the strictest certificate authorities, TUV CERT in Germany. Achieving the ISO 14001 standard required the design of a comprehensive environmental management system and an environmental plan encompassing the company’s future vision.

Other certifications NSK has earned include: EN 46001 (stricter guarantee of quality for medical apparatus in Europe); ISO 13485 (another international standard); MDD (93/42/EEC) (European accreditation); and ISO 9001 (the international standard of a guarantee of quality).

(Source: NSK Dental LLC)

U.S. headquarters in Hoffman Estates, Ill. Photo/Provided by NSK Dental LLC.
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Crest Oral-B names Kareen Wilson a ‘pro in the profession’

Crest Oral-B congratulates Kareen Wilson, RDH, of Bloomfield, Conn., as the third winner of the brands’ second Pros in the Profession award program, which honors registered dental hygienists who go above and beyond the call of duty every day.

After careful consideration of a pool of qualified candidates, a panel of judges selected Wilson for the award based on her commitment to the oral health of not only her patients but also those in countries who do not have access to proper oral health care.

Wilson has been practicing dental hygiene for more than 15 years, holding a bachelor of science degree from Loma Linda University. She is part owner of the family practice where her husband practices dentistry.

Starting in 2004, Wilson realized her true calling when she joined mission trips to the Dominican Republic and Peru along with several other medical professionals and witnessed the drastic need for better oral health care in these countries and other parts of the world.

Driven by that experience, she helped start the Bethesda Medical Mission (BMM), a nonprofit organization dedicated to offering free health services to enrich the lives of global citizens who are less fortunate.

Serving an active role on the board of directors of BMM, Wilson joins a band of pediatricians, psychologists and general practitioners who facilitate mission trips to territories covering the Caribbean, Africa, Central America and South America.

This year, she will join BMM on its second mission trip to Haiti.

Wilson’s passion for improving oral health is carried with her each day in her profession as well. She is committed to educating her patients about whole-body wellness and the correlation between their oral health and overall health.

With the help of some of her favorite dental products, Wilson strives to keep her patients bacteria-free and is always thrilled to see the results of her work in patients, both inside her dental practice and in other parts of the world.

Throughout the year, three other professionals will join Wilson, Donna Caminiti of Springfield, Ill., and Julie Wells Kroeker of McAllen, Texas, as this year’s Crest Oral-B Pros in the Profession. Winners will receive a $1,000 prize, recognition at a special award cocktail reception at RDH’s Under One Roof 2012 in Las Vegas, a recognition plaque, tribute in dental trade media news announcements and on Dentalcare.com and a trip to P&G headquarters.

If you know any worthy pros, give them the recognition they deserve by nominating them today. Nominations will be accepted through April, either online or at the Crest Oral-B booth here in Chicago and at other upcoming dental conventions.

Nominations should be submitted by dentists, fellow hygienists, dental assistants, professional colleagues and collegiate colleagues, conveying why the nominees are true pros.
The best investment you'll ever make in your business. For only $100, you can dramatically increase your revenues.

Jason J. Kim Dental Aesthetics will be introducing, for the first time at the Chicago Dental Society 2012 Midwinter Meeting, PreNew PreView®, a unique marketing tool for dentists that will allow their patients to see exactly what their new smiles will look like... before the actual restoration work is done.

PreNew PreView® — a groundbreaking new technology that allows your patients to “test drive” their new smiles.

Think about it... some patients have been unwilling to authorize certain restoration work right away because they were unsure about the outcome. Now, because of PreNew PreView®, they can see and show off their new smiles before proceeding with the work. And, unlike those bulky appliances, this technology presents the most realistic depiction of a beautiful smile. PreNew PreView® can have a profound impact on increasing your business.

For more information:

Please visit our website, www.jjkda.com and click on the PreNew PreView® button to learn more. And for more details or to register to attend one of Jason Kim’s workshops, please contact Lynn Absatz at 631.312.2572 or at labsatz@jjkda.com.

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A revolution in oral care
SockIt! Gel helps to manage and heal oral wounds

By SockIt! Gel

Dentistry has seen dramatic developments in materials and techniques, especially in the last 20 years. Dentists provide care to patients as a matter of course that was unthinkable just a few years ago. However, dentistry finds itself still woefully lacking in one area—that of oral wound care.

Various procedures that result in injured tissues are performed every day. Patients may request a prescription for pain medication, sometimes coupled with instructions to use a rinse to help reduce oral microbial counts, and that is about all.

However, we still do not provide patients with the one thing that is considered the standard of care in treatment of almost any other exposed part of the body—a wound dressing. This is not surprising because current wound dressings are not practical in dentistry.

Wound dressings are hallmarks of proper wound care. Wound dressings perform functions that are requisites for optimal healing. They protect wounds from irritation (and pain) and help reduce microbial contamination. But because of the impracticality of standard oral wound dressings, dental patients have been denied ideal care.

We prescribe narcotics, but these drugs come with their own set of issues. In addition to their toxicities and potential for abuse, they don’t always provide sufficient pain relief or delay doesn’t last until patients can safely take another dose. These concerns apply even to the counter drugs such as acetaminophen. A plethora of bacterial, fungal, protozoal and viral species reside in the human mouth. Many of these are potential pathogens that can delay healing in an attempt to address this issue, many dentists resort to various antimicrobial rinses to help prevent infection. However, almost all of these are toxic to some extent and should not be swallowed.

In addition, many of these products contain ingredients such as chlorhexidine, povidone-iodine, etc., that, while effective against bacteria, are toxic to the cells of wound healing. Wouldn’t it be nice to be able to provide patients with a safe and effective means to achieve constant pain relief, to protect oral wounds from contamination and to promote optimal healing? SockIt! Oral Hydrogel Wound Dressing is the answer to this pressing need.

SockIt! is a hydrogel wound dressing approved by the FDA for management of any and all oral wounds. SockIt! is ideal for tooth extractions, with periodontal, implant, graft and other procedures, as well as mucosal ulcers, lesions and all injuries to the mouth.

SockIt! signals a revolution in oral wound care because of the benefits it provides and the safety it possesses.

SockIt! is unique in composition. It is drug-free. But more than that, SockIt! is composed entirely of all-natural food ingredients.

The specific combination of ingredients is extremely effective in providing the desired benefits, is completely non-toxic and is safe when swallowed. SockIt! has no medical, pharmacological or age restrictions associated with its use. SockIt! provides three important benefits to the patient.

- Fast pain relief without a numb sensation. The patient may apply SockIt! as often as needed for pain relief (true patient-controlled analgesia)
- Protection of wounds from contamination.
- Optimal wound healing.

SockIt! is easy to use. Apply SockIt! in the office. Dressing wounds as soon as possible to protect them from contamination is a major tenant in wound care.

Send the syringes with the remainder of the gel home with the patient. Patients should apply SockIt! to the affected area(s) at least four times each day until the syringe is empty. They may apply it more often if needed for pain relief. There are no restrictions to its use.

Dentistry provides a multitude of opportunities to care for oral wounds. According to the ADA, the following numbers of procedures are performed each year in the United States (and for which SockIt! is ideal):

- 40 million teeth extracted
- 509,000 gingivectomy or gingivoplasty procedures
- 843,000 osseous surgeries
- 500,000 bone-replacement grafts
- Hundreds of thousands of other periodontal procedures
- 2 million surgical implants placed
- 13 million scaling and root planning procedures
- 5 million complete dentures delivered, many of which are immediate dentures.

That’s a lot of discomfort that should be managed, and healing that must occur. SockIt! safely and effectively addresses both needs. Patients report immediate pain relief with reduced (or no) need for prescription narcotics. Dental professionals report a significant reduction in postoperative complications and faster healing.

Join the revolution in oral care with SockIt! Oral Hydrogel Wound Dressing. Your patients will love you for it!

Use SockIt! with various procedures, including extractions, immediate dentures, laser procedures, implants, hygiene procedures, grafts and more. Photo Provided by SockIt! Gel

Here in Chicago

For more information about SockIt! Gel or to see it for yourself, stop by booth No. 4808.

Wouldn’t it be nice to be able to provide patients with a safe and effective means to achieve constant pain relief, to protect oral wounds from contamination and to promote optimal healing?

References

3. Mart JR et al. Opioid-paracetamol pre-
Go to Henry Schein Dental booth #2411 to find out how to be registered for a chance to win an iPad2®!

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The Experience Gendex Bus: You just can’t miss it

There’s a special treat for Chicago Midwinter Meeting attendees this year: the Experience Gendex Bus! After several days of setup, this one-of-a-kind, 46-foot motor coach is now parked in the registration area. You literally can’t miss it. Greeting attendees and beckoning all to “jump on board,” the bus offers tours that promise to be fun and educational.

The Experience Gendex team is standing by, eager to show guests all the bus and Gendex has to offer.

To make the visit even more special, every 100th visitor on the bus will receive a die-cast Experience Gendex mini bus. This is a quality replica of the actual bus.

The 46-foot motor coach, nicknamed “Rolling Blue Thunder,” displays two of the newest products for Gendex, the Genx GXDP-700™ pan-ceph-3D and GXDP-300™ panoramic X-ray system. The design of the bus gives dentists a chance to have a hands-on experience with Gendex products in a “dental ambiance.” On-board are products such as the award-winning GXS-700™ sensors, GXC-300™ cameras, an expert DC intraoral X-ray and the new GXPS-500™ PSp. Guests can also check out the modern P&I” (Pelton & Crane) dental chair with KaVo® handpieces and the flat-screen TVs that stream educational and product content.

Take a closer look at Captek Nano

The re-engineered and refined Captek Nano technology for crowns and bridges offers patients esthetic and plaque-resistant restorations that are cementable and strong, all at affordable, flat-rate pricing.

The Argen Corp., based in San Diego, Calif., is one of the largest dental alloy manufacturers worldwide. It acquired manufacturing for all Captek Nano products worldwide in 2011.

Nick Azzara, director of Captek Division of Argen, said of the benefits this acquisition has offered, “Captek has long been known for the wonderful esthetic solutions it provides. It was and still is the only restorative option that is clinically proven to offer protection from harmful bacteria in the sulcus.

“We have expanded the Argent product line behind Captek, we have been able to minimize costs, stabilize material cost to the lab and dentist and dispose of the updated Captek Nano materials and techniques.”

Win free Captek for the month of March

Visit booth No. 3011 to learn more about the features and benefits of Captek Nano Crowns and Bridges and for a chance to win two prizes.

The first prize is free Captek Nano restorations ($1,000 value) during the month of March. The second prize is an authentic Captek Patient Education Crown ($150). In addition, the first 100 visitors will receive a $50 coupon. This coupon is redeemable for Captek from one of the many quality Captek Certified Laboratories showing here in Chicago. Captek Certified Labs can be identified by obtaining a list at booth No. 3011 or by looking for the 10 labs displaying Captek Certified Lab signs.

More esthetic and stronger

The original Captek material was referred to as an “internally reinforced gold.” Copings were designed by taking high purity gold and placing an internal structure of hard, thermally stable particles of platinum and palladium within the gold. Captek Nano is also an “internally reinforced gold,” yet with the advancements in nano particle technology, there is a more than a 100 percent increase in the density of the hard particles within the Captek Nano vs. the original materials.

This advancement creates stronger copings in even thinner dimensions. The result is more strength, lower costs and even better esthetics, making Captek Nano the ideal restoration for endodontically treated teeth — over implants and dark preps — and patients with high caries or periodontal risk.

Captek materials have a warm gold color that imparts a natural blend in effect in the gingival third.

“Tогда the natural warmth my lab gets from Captek restorations,” said Dr. George Kirtley of Indianapolis. “I utilize lithium disilicate and zirconia, yet often they are either too translucent or too white and opaque. I also feel that digitally designed materials quite often are produced with mechanical and unrealistically realistic.”

“Captek has been a great solution for me for many years. I get the esthetics I demand and extra protection from caries or harmful bacteria that can cause periodontal disease.”

Dr. Ross Nash of Charlotte, N.C., says, “Captek is a standard restorative option that performs really well esthetically, even with conservative margin preparation, and is highly protective of my patient’s soft-tissue health.

“For more than 18 years, Captek has been the standard restorative option I turn to. Now with the nano materials, I believe a really good product just became even better.”

Common-sense restorative answers for high gold prices

Captek Nano materials are some of the most cost-effective and price-stable, high-gold based restorations available. Argen welcomes dentists to use the $50 coupon, available to the first 100 dentists who stop by the Argen booth, No. 3011, to experience these materials first hand.

In addition, ask about cost-effective, yellow, low-gold, full-cast crown options and why Henry Schein chose Argen as its exclusive refiner for dentists throughout the United States.
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with the Dental Profession

Thank you to all dentists, dental team members and volunteers for your dedication to the Give Kids A Smile® Day program and for helping half a million children smile each year.
Save time with BEAUTIFIL Flow Plus

An interview with Shofu Dental President and CEO Brian Melonakos and Director of Sales Randy Bailey

By Robin Goodman, Dental Tribune

What’s new for Shofu here at Chicago Midwinter?

Brian Melonakos: We are continuing to build upon the stellar success of BEAUTIFIL Flow Plus, which we feel is the most innovative product anybody’s had in the consumable category in quite some years.

As an injectable hybrid restorative, the material is easily flowed where needed, yet stays put until it is light cured. With physical properties that rival hybrid composites, dentists can use BEAUTIFIL Flow Plus in any indication Class I-V.

I recently had an opportunity to reflect on all the lectures that we’ve had over the last year. There have been dozens of lectures from opinion leaders across North America, which indicates the level of interest we have seen in this type of product from the dental community. We’re also hearing back from many dentists, who began using BEAUTIFIL Flow Plus only in conservative indications, who are now expanding their use to more of the Class I and Class II occlusal surfaces, posterior restoration applications. It’s very exciting to see their confidence in the material grow so rapidly. Accordingly, we project dynamic sales growth for this product in the foreseeable future.

Randy Bailey: The last Greater New York Dental Meeting marked our one-year anniversary since the launch of BEAUTIFIL Flow Plus. We continue to find that this product truly has the “it” factor. Although somewhat indefinable, when dentists visit our exhibit booth following key opinion leader lectures, every dentist who touches this product loves it. With great handling, ease of use, convenience, strength and all the other attributes that all work together, it just has “it.”

I think that BEAUTIFIL Flow Plus is exactly the type of product the dental community has been waiting for. It allows dentists to get a product into the mouth easily, finish the restoration quickly, and it’s built on our giomer technology, which has a clinical history that spans more than 13 years in the United States.

Are there any show specials being offered here in Chicago?

Bailey: We have an introductory kit that is priced at $99.95 and gives more than $160 worth of materials. One of our key opinion leaders has said that this kit contains enough restorative for more than $6,000 worth of billable dental services. It’s a great way to try a product, and it includes everything a dentist needs from abrasives to polishing to the flowable itself.

For even greater savings, we also have a new BEAUTIFIL Flow Plus/BeautiBond kit that includes our highly acclaimed seventh-generation bonding agent — a $336 value for just $269.

What have users of BEAUTIFIL Flow Plus been saying about the product?

Bailey: One of the advantages we’ve been hearing from users is how much time this product saves in polishing. When you look at the total time involved in doing a restoration from start to finish, the finishing and polishing is by far the longest period of time of any of the steps. With this material, we are hearing things such as “self polishing,” because it requires very little final polish after the restoration is cured.

Shofu Inc. President Noriyuki Negoro, left, and Shofu Dental President and CEO Brian Melonakos. Photo/Robin Goodman, Dental Tribune
Innovative Products from Suni, the Pioneer in Digital Dentistry

**Suniray Intraoral Sensor**
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- Safety Cable Release

**Dr. Suni Plus Intraoral Sensor**
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Visit us at the CDS in Chicago and test your basketball skills to win great prizes like an iPad or MacBook Laptop. Take a shot at the in-booth basketball hoop, located at Suni booth # 438 to qualify!

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Photo essay: BruxZir Solid Zirconia meets an anterior esthetic challenge

By Michael C. DiTolla, DDS, FAGD

This article illustrates advancements by Glidewell Laboratories to improve the esthetic properties of BruxZir® Solid Zirconia restorations. As the lab’s research and development department refines its processes, improving the material’s translucency, the esthetics continue to improve.

First appointment
Our goal is to replace the PFM crowns on teeth #8 and #9 (Fig. 1) with BruxZir Solid Zirconia crowns (Glidewell Laboratories, Newport Beach, Calif.).

First, we take the shade before the teeth become dehydrated. I use the VITA Easyshade® Compact (Vident, Brea, Calif.), which displays the shade in both VITA Classical and VITA 3D-Master® shades. After taking the shade, I hold the select-ed 3M 3D-Master shade tab to the tooth, along with the 3M 3D-Master shade tab for contrast. Next, we photograph the shade tabs in the mouth. This is probably the most important part of communicating the shade to the technician.

I use an Ultracyn syringe to place PFG gel (Steven’s Pharmacy; Costa Mesa, Calif.) to anesthetize teeth #8 and #9. The Razor Carbide bur (Axis Dental, Coppell, Texas) easily cuts through porcelain and metal substructures, and when used in combination with my KaVo ELECTROtorque handpiece (KaVo Dental, Charlotte, N.C.), it is simple to cut through the existing PFG material. I torque the crown with a Christensen Crown Remover (Hu-Friedy, Chicago). After using a periodontal probe to sound to bone to ensure I have enough biologic width to safely remove some tissue (Fig. 2), I use my NV MicroLaser™ (Discus Dental) to remove 1.5 mm of tissue. I place a second cord (Ultrapak cord #2E) before refining the preparation.

Using a thin, perforated diamond disc (Axis Dental), we open the gingival embrasures for excess cement. The temporaries are then replaced.

Second appointment
After two weeks, we remove the temps and clean the preps with a KaVo SONICflex scaler. After trimming the gingival margin with the diode laser, I place an Ultrapak® cord #200 (Ultradent) and KaVo 856-025 bur. Two moistened ROEKO Comprecaps (ROEKO, Cuyahoga Falls, Ohio) are placed on the preps, and the patient is asked to bite with medium pressure for eight to 10 minutes. The Comprecaps are then removed and the top cords pulled.

We syringe medium body impression material around the preparations for the impression and then take a bite registration. The temporaries are then replaced.

Third appointment
After two weeks, the temps are off, the BruxZir crowns are approved, and we place a layer of desensitizer on the teeth (G5™ All-Purpose Desensitizer [Clini-cian’s Choice, New Milford, Conn.]).

I use a Warm Air Tooth Dryer (A-dec, Newberg, Ore.) after applying both coats of the G5, while my assistant places Z-PRIME™ Plus (Bisco, Schaumburg, Ill.) inside the crowns. We then load the crowns with a resin-modified glass ionomer cement (RelyX™ Luting Plus Automix [3M/ ESPE]) and seat them, using a pinewood stick (Almore International, Portland, Ore.) to ensure they are fully seated and the same length.

In this “after” picture (Fig. 4), the amazing thing is there isn’t any porcelain on these BruxZir crowns, they are solid zirconia. This is why they are stronger than all other restorative materials, except cast gold.

Also, the facial anatomy on the crowns makes them look like real teeth. Because that anatomy is built into the CAD/CAM database, Glidewell Laboratories can deliver it every time — provided the clinician gives the lab enough reduction.

While I’m not suggesting you suddenly switch all of your anterior restorations to BruxZir crowns, you may want to consider using it for patients with para-functional habits or old PFMs, where an esthetic improvement is essentially guaranteed.

Here in Chicago
For more information on BruxZir crowns or to see them for yourself, stop by the Glidewell Laboratories booth, No. 4a1.
3Shape focuses on customer care

Labs are seeking long-lasting solutions, and this requires long-lasting commitments from CAD/CAM system providers. 3Shape recently proclaimed its commitment to support, learning channels, customer care and delivering future-proof solutions. 3Shape defines these as inseparable components of its products.

3Shape’s annual support and upgrade package
3Shape believes a dynamic system is a natural trait of any CAD/CAM solution and, therefore, includes extensive system upgrading and support as an integral part of its product package and customer promise.

Every year, 3Shape releases a major system upgrade that represents the accumulation of extensive development projects. 3Shape customers automatically receive all these system upgrades and a wide range of new features at no extra cost as an integral part of their annual support and upgrade license.

Additionally, customers continually receive minor upgrades and improvements as soon as they are developed. Upgrades cover both design software and scanner software, so even seasoned scanners can be empowered with new features.

A system that grows stronger rather than growing older
In this way, the lab’s system is backed by continuous innovation to ensure that its services are always up-to-date with market demands and its business remains viable. A lab’s system stays alive and automatically grows stronger rather than growing old. Lab technicians can focus on what they do best rather than worrying about the current standard of their technology.

3Shape’s support network
3Shape recognizes the importance of maintaining a local support capacity to cope efficiently with factors such as customary opening hours, communicating in local language and, in tune with local business etiquette, enabling on-site support and more.

To attain these goals, 3Shape invests substantially to develop its extensive and optimally qualified first-line support network of experts through the company’s local distributors.

Backing up this first-line support network, 3Shape’s own support teams stand ready to assist distribution partners with any special hardware or software support issues. 3Shape’s support centers are placed strategically in the United States, Asia and several locations in Europe.

3Shape has recently expanded and revised its service centers worldwide and added to its local language support capabilities, which now include English, German, French, Spanish, Portuguese, Italian, Danish, Russian, Ukrainian and Chinese.

The 3Shape Academy
The 3Shape Academy provides both end-users and partners/supporters worldwide with ongoing and hands-on know-how in the use of 3Shape’s systems, particularly covering the latest features that come with every new release.

Trainees get the chance to experience complete digital workflows with 3-D scanning, CAD design and final restoration manufacturing on milling machines.
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Size doesn’t matter

Whether a big or small practice, CAD/CAM will make a difference

By Amy Reynolds, RDA, CDD, CIS

For 14 years, I assisted chairside in a small rural town in Texas (population 6,000 or so), in a single GP office with four operators. I went through the everyday motions of comforting my patients, taking radiographs, preparing my operatory, pouring up models, disinfecting and sterilizing.

Day in and day out, things stayed the same, until about two years ago when we came across the E4D Dentist™ System. On first impression (no pun intended), we had to ask each other many of the questions that I’m sure all dental professionals have when they first come across digital dentistry. Could this really work in our office? Would our existing patients be interested and receptive to this change? Could we attract new patients with the system? Could we handle the actual fabrication of the restorations? And could we get the same quality restorations we expected and our patients deserved?

The answer to all of these questions is and was: Yes!

We even made the decision to incorporate chairside CAD/CAM dentistry with the E4D before we invested in other technology such as digital radiography.

What we found was that the ROI and savings with the E4D allowed us to then invest in other technology opportunities in our office.

After having the system integrated into our office by a very knowledgeable and friendly member of the E4D training team, the system took off in our office like a rocket. My dentist trusted me to take the restoration from start to finish. This gave him the opportunity to do other procedures, after which he would come back to seat the restoration when it was completed.

I started out with three same-day restorations per day — scanning only introral, milling out the restoration, then characterizing for esthetics with a simplified stain and glaze technique.

The results were amazing, my dentist was more than pleased — top line and bottom line.

The nice part was there were no temporary, no impression material, but there was an immediate gratification for the office and the patient. Our patients were more than eager to have a same-day restoration.

Soon after the word spread that our office could provide a final restoration in one visit, we started getting calls and new patients who wanted more efficiency in their care, and we even had a unique group of patients who were about to be deployed to Iraq and could not serve our country until restorative care was finalized — all in one day.

My favorite was the very busy corporate sales patient who traveled quite a bit: he had broken a tooth at the most inopportune time. He came into our office and took not one but two conference calls while I was designing and finishing his restoration.

Some people are “afraid of the learning curve.” Well, after about two months, there was not a posterior case I was hesitant to tackle, including quadrants. From there, it was a quick step to the anterior cases and implant restorations. The sky was the limit with the E4D system.

So often, we as dental assistants sit chairside assisting the case, using creative efforts to make temporary restorations that are simply cut off in a couple weeks and thrown away. What a thrill it is now to know I’m creating final restorations, and my patients are using my creations every day for function and esthetics.

I’m now part of the restorative cycle — a big part and an even greater contribution to my practice.

Don’t hesitate to dream what “could be” in dentistry or in your practice. Chairside digital dentistry works — no matter how big or how small your practice is. The time is now — challenge your capabilities and engage what is best for your patients, team and office.

Take a close look at the E4D Dentist system and see how great the change can be.

Aribex® NOMAD debuts rectangular collimation

Adapter significantly reduces radiation dosage to patient and user

Aribex®, a worldwide leader in handheld X-ray technologies, launches its new Rectangular Collimator Adapter for the NOMAD® Pro handheld X-ray system here in Chicago. The device snaps on the front of the NOMAD Pro cone to reduce the X-ray exposure from a 6-cm circle down to a 3 x 4 cm rectangle, matching the size and shape of a No. 2 dental image receptor.

"Dozens of studies have proven the NOMAD Pro to be safe," said Ken Kaufman, president of Aribex.

"The NOMAD Pro patient dose area is already 27 percent smaller than that of traditional systems. Thanks to the feedback of our customers and the hard work of the Aribex team, this new Rectangular Collimator Adapter makes our NOMAD Pro even safer, because it reduces the dose area by an additional 58 percent."

The Rectangular Collimator Adapter is available for immediate shipment with a manufacturer’s suggested retail of $995, 75 percent less than similar adapters on the market today.

During the Chicago Midwinter Meeting, the adapter is being featured in the Aribex NOMAD booth, No. 2036.

"Improved patient safety isn’t the only benefit," Kaufman said. "Studies have shown that when properly used, our device protects dental staff members as much or better than traditional wall-mounted systems."

Safe and approved for use

Aribex recently reaffirmed that each of its X-ray products meets FDA requirements, including FDA 510(k) clearance and labeling. This announcement came as a result of a recent FDA investigation into the illegal online sales of handheld dental and veterinary X-ray units by manufacturers outside the United States.

Kaufman stressed that the NOMAD, which is manufactured in the United States, is proven safe, FDA-cleared and approved for use in almost all states.

Aribex officials said the company continues to have a positive working relationship with the FDA, along with other state and local radiation safety officials.

The Aribex NOMAD fills the need for a truly portable, lightweight dental X-ray device. Thousands of NOMAD handheld devices are now in use in professional dental offices, as well as providing access to care for hundreds of thousands of underserved people around the world.

Unlike bulky wall-mount systems traditionally used, the Aribex NOMAD is rechargeable and can go anywhere.
Less leaves more to smile about.

When it comes to conservative dentistry, SS White’s™ Fissurotomy®, EndoGuide® and SmartBurs® II help preserve more healthy dentin and enamel with ultimate efficiency. Designing precision tools for your skilled hands, together we are on the cutting edge of dental procedures that set a new level of excellence. Because the less healthy dentin you cut can add years to your patients’ smiles.

“...In my opinion Endoguide” Burs conserve vital peri-cervical dentin, creating long-life restoration success.”
- Dr. Eric Herbranson

Healthy dentin conservation strengthens the foundation for subsequent tooth restoration EndoGuide®. Burs are designed to allow clinicians to preserve the inherent strength of the tooth to help support subsequent tooth restoration and improve final treatment outcomes for the patient.

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SuniMac imaging software: Coming soon to a Mac near you

SuniMac offers features for novice and advanced users

Many dental practitioners, as well as recent dental school graduates, are increasingly choosing to outfit their practices with Macintosh products. The sleek and simple design of the Mac OS makes the choice a simple one for dentists who want to view clear images on large monitors. However, as dentists begin to explore the Macintosh options available to them, they realize their choices are few and far between.

Recognizing the increasing demand for Mac software, Suni Medical Imaging, a pioneer in digital radiography development since 1985, teamed up with Haas Software to develop SuniMac, an imaging product developed specifically for dentists who want to use Mac products in their offices.

Sleek and powerful

SuniMac is easy to learn and utilizes a streamlined user interface design that is typical of today’s Mac-based products. It includes a full set of tools for image enhancement, note taking and importing and exporting digital X-rays and images. “Customers consistently tell us that they view Suni as an innovator in the dental marketplace. We are excited to introduce SuniMac as it continues to showcase Suni’s dedication to customer needs by providing a complete imaging solution for their Mac-based practices,” said Arya Azimi, Suni’s marketing manager.

SuniMac also offers a unique backup feature that saves data in case an accidentally delete patient information. “SuniMac provides access to a remote incremental backup server that uploads data as it is saved,” said Eric Smith, owner of Haas Software. “It’s a simple process to identify any missing data and restore it.”

In addition, Suni provides technical support for all users from its San Jose, Calif., manufacturing facility. To create and test SuniMac’s ability to meet a variety of needs in dentistry, Suni worked with Dr. Garret Guess, DDS, a 10-year solo practitioner and certified endodontist who uses only Mac systems in his office.

Endodontists have a unique way they use digital radiography compared to how general dentists use digital X-ray systems. We require every image to appear in a large format the moment it is exposed, so that we can analyze it quickly,” Guess said. “SuniMac was designed with my input to work in this specialized manner that specifically works with the treatment flow and needs when performing endodontics.”

He added, “Being able to function in the special way endodontists need, it gives SuniMac an edge.”

Complete integrated solution

SuniMac provides a complete solution of hardware and software for the dental office. “Suni sensors, paired with Suni Imaging Software, provide a complete and dynamic solution that meets all the needs of existing practices, as well as the increasing number of dental graduates who are interesting in using more flexible, Mac-based solutions for their offices,” Azimi said.

SuniMac is also offered as a standalone software package, and it easily integrates into any existing Mac-based practice management program. “The SuniMac program is definitely a friend of the novice imaging software user, and it includes powerful tools for the advanced user,” Smith said. “Users will find that very little training is required, and the result is a happier, more productive staff.”

Also included with SuniMac is a step-by-step manual with graphical instructions.
CAESY expands to the clouds

CAESY Cloud is Patterson Dental’s latest addition to the CAESY Patient Education Systems family of products. CAESY Cloud is online and guarantees dental professionals immediate access to more than 280 multimedia patient-education presentations, including the most up-to-date materials featuring 3-D animation, full-motion video, narration and colorful images. CAESY Cloud features include:

- Easy startup with no installation required and only a low monthly subscription fee so you can start using CAESY Cloud in your practice immediately.
- Compatibility/accessibility with both PC and Mac services, smartphones and the iPad, iPhone and iPod — no additional software purchases are necessary.
- No network connections are necessary between participating computers, allowing presentations to be accessed from multiple locations within the practice with no additional charge.
- Presentations are updated frequently, and with the ease of a standard Internet connection, users will immediately be able to use the latest videos in all patient appointments.

With the addition of CAESY Cloud, dental professionals now have more tools and more options to present their patient education materials. There are three chairside formats to choose from — CAESY Cloud, CAESY DVD or CAESY Enterprise — as well as front-office programming with the Smile Channel. According to Patterson, countless dental professionals have seen how CAESY optimizes staff time, eliminates the fatigue of repeating explanations and increases case acceptance rates in the practice.

Dr. Marty Jablow, a beta-tester and new user of CAESY Cloud, said: “I have found the convenience of a cloud-based system delivers many benefits in comparison to the alternatives. Using a cloud-based system eliminates the need for time-consuming and frustrating installations. It’s as simple as opening up a web browser and logging in to a website.

“With some other patient education systems, there is a need to update software or install the latest version. However, with CAESY Cloud, practices have instant access to all updates and all new presentations automatically. There is no hassle updating software. IT headaches and, more importantly, IT costs are eliminated by using the cloud.”

“I find that using CAESY Cloud along with other educational tools, such as CAESY Smile Channel from Patterson Dental in the reception area, is an effective way to educate patients and create new business,” Jablow said. “I would definitely recommend it for small and large practices alike that want to increase case acceptance rates and put their practice at the forefront of technology.”

CAESY Education Systems has been one of dentistry’s premier developers of leading-edge patient education technology and content since 1993. Patterson Dental Supply acquired CAESY in May 2004. The award-winning multimedia information on preventive, restorative and esthetic treatment options helps dental practices worldwide educate their patients and grow their practices.

The CAESY content is distributed via video and computer networks, DVD players and now through the cloud throughout the clinical and reception areas of a dental practice. The entire family of products includes CAESY Cloud, CAESY DVD, Smile Channel DVD and CAESY Enterprise, which includes CAESY, Smile Channel and ShowCase.

For more information, visit www.caesy.com, call (800) 294-8504 or stop by the Patterson Dental Supply booth, No. 1016.
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*Price does not include shipping or digital treatment plan. Inclusive Tooth Replacement Solution with digital treatment plan and surgical guide is available at an additional cost.
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Mouthguards aim for gold

Keystone teams up with the U.S. Olympic Water Polo Team

Keystone Industries has teamed up with the U.S. Water Polo Team as its official supplier of mouthguards. The team will wear the new Pro-form Patriot Mouthguards during its pursuit of gold in the 2012 Summer Olympics.

Pro-form manufactures the only pre-made laminated mouthguard material in the industry. This material has long been considered the leader in custom-made mouthguards.

By laminating two layers of soft EVA together, the laminate has excellent tensile strength. All of these features make the Pro-form mouthguard laminate the material of choice for custom-made mouthguards, according to Keystone Industries.

Pro-form Mouthguards are designed and form fitted to an athlete’s mouth, making communication in the pool, on the field or on the court easier for everyone.

Additionally, when generic, clunky mouthguards are worn, the athlete’s oxygen intake is restricted. The oxygen supply can be reduced by as much as 25 percent, resulting in reduced performance.

UW study documents value of the VELscope

The fact that oral cancer is one of the few types of cancer that has not experienced a significant reduction in mortality over the past several decades is attracting more attention and generating more public concern. Given that roughly two-thirds of oral cancers are discovered in late stages, when the five-year survival rate is 50 percent, the key to reducing the impact of this disease is earlier detection.

There is widespread agreement that the mortality rate of cervical cancer was reduced by 74 percent largely because of the impact of the Pap smear on early detection of this disease.

There is consensus that the VELscope® technology could improve clinicians’ ability to monitor and follow initially detected changes, and to better judge progression.

For each new product, practitioners are forced to operate in a world of imperfect information and answer the question, “Is there enough clinical evidence that this technology really works?”

Use of this technology could improve clinicians’ ability to monitor and follow initially detected changes and to better judge progression versus resolution and response to nonsurgical treatments.

Summary

VELscope technology has the potential to reveal oral cancer, precancerous dysplasia and other oral diseases earlier than traditional white light exams. The earlier those oral abnormalities are caught, the greater the chance of patient survival and the less severe the required treatment is likely to be.

When evaluating new technologies, it is virtually impossible to have 100 percent guaranteed proof of a product’s efficacy.

For each new product, practitioners are forced to operate in a world of imperfect information and answer the question, “Is there enough clinical evidence that this technology really works?”

In the case of the VELscope technology — and its latest generation model, the cordless VELscope Vx — it seems clear that a strong case can be made that it, in fact, not only works but it can help reduce the impact of oral cancer, dysplasia and other oral disease.

Here in Chicago

For more information, contact Keystone Industries at (800) 333-3131, visit www.keystoneind.com or stop by the booth, No. 4008.

The U.S. Olympic Water Polo Team will wear the new Patriot Mouthguards during its quest for gold this summer in London. You can check the mouthguards out at booth No. 4008.

Photo/Provided by Keystone Industries.

Here in Chicago

For more information, contact Keystone Industries at (800) 333-3131, visit www.keystoneind.com or stop by the booth, No. 4008.

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Photo/Provided by LED Dental

Using the VELscope can help detect oral cancer earlier than by white light exams alone. Photo/Provided by LED Dental

University of Washington study documents value of VELscope

The University of Washington study documents value of the VELscope technology.

The study involved patients who visited the University of Washington clinic for regular dental evaluation or for treatment of acute dental problems. The 620 patients who chose to participate were of wide variety. Their ages ranged from 18 to 85, 55 percent were women and 57 percent had a family history of cancer.

University of Washington dental students, while being supervised by faculty, gave patients routine head and neck physical examinations, followed by oral soft-tissue assessments and dental examinations under white light without any devices.

They recorded their findings and then immediately examined patients again with the VELscope.

All areas shown by the VELscope examination to exhibit a loss of fluorescence — indicating tissue change — were recorded and classified clinically as normal variation, inflammatory, traumatic, dysplastic or other. In addition, patients were categorized depending on their clinical findings: normal, need follow-up visit or immediate biopsy.

Conclusions

The authors concluded that the findings of the study support the use of the VELscope as a “simple adjunctive diagnostic device that, when used as one component of a standard diagnostic protocol, could help clinicians to detect inflammatory and dysplastic tissues.”

They also stated that, “Use of this technology could improve clinicians’ ability to monitor and follow initially detected changes and to better judge progression versus resolution and response to nonsurgical treatments.”

Summary

VELscope technology has the potential to reveal oral cancer, precancerous dysplasia and other oral diseases earlier than traditional white light exams. The earlier those oral abnormalities are caught, the greater the chance of patient survival and the less severe the required treatment is likely to be.

When evaluating new technologies, it is virtually impossible to have 100 percent guaranteed proof of a product’s efficacy.

For each new product, practitioners are forced to operate in a world of imperfect information and answer the question, “Is there enough clinical evidence that this technology really works?”

In the case of the VELscope technology — and its latest generation model, the cordless VELscope Vx — it seems clear that a strong case can be made that it, in fact, not only works but it can help reduce the impact of oral cancer, dysplasia and other oral disease.

Widely recognized for its significant role in clinical findings: normal, need follow-up visit or immediate biopsy. Risk factors related to oral dysplasia also were recorded. The addition of the VELscope examination added between one and two minutes to the examination process.

Results

Of the 620 examinations, an area with loss of fluorescence suggestive of possible pathology was detected in 69 subjects (11.1 percent). After a second immediate evaluation, 28 of the 69 subjects were scheduled for follow-up or biopsy.

Biopsies and follow-up appointments determined that two patients had lichen planus, two had inflammatory lesions, three had mild precancerous dysplasia and two had moderate precancerous dysplasia.

Importantly, none of the lesions discovered in these 28 subjects had been detected using standard “white light” examination.

The study of this investigation was to determine the value of adding the VELscope’s tissue fluorescence visualization examination to the standard oral soft-tissue examination used to detect mucosal change.

The study involved patients who visited the University of Washington clinic for regular dental evaluation or for treatment of acute dental problems. The 620 patients who chose to participate were of wide variety. Their ages ranged from 18 to 85, 55 percent were women and 57 percent had a family history of cancer.

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Integrity Multi-Cure is available in a 76-gram cartridge delivery system with five refill shades — A1, A2, A3.5, B1 and BW — and in an introductory kit including Integrity Multi-Cure material, Integrity TempGrip cement and cartridge dispenser.

For more information, visit www.integritymulticure.com, call (800) 532-2855 or visit the DENTSPLY Caulk booth, Nos. 1802/2002, here during the Chicago Midwinter.

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Key lessons learned in the training trenches

By Ken Hebel, BSc, DDS, MS

If asked, “What’s your key lesson learned after teaching and practicing implant and restorative dentistry these past 25 years?”, my answer is, “Find the sweet spot in course content and delivery that gives dentists the confidence to go back to their offices and immediately implement what they learned.”

All the training in the world does dentists no good if they can’t go back to their practice and immediately apply what they’ve learned to improve patient care and grow their practice. The obstacles to effective application are usually:

- a lack of confidence in their ability to apply what they were taught, caused by too much confusion about what they learned,
- the inability to recall what they were taught because of how the information was delivered to them, or
- the information was more theoretical than clinical.

At Hands On Training Institute, we knew we hit the sweet spot when more than 95 percent of our course graduates were implementing implant dentistry into their practices almost as soon as they got their suitcases unpacked. Some faster than that. How did we build this kind of confidence and ability? Simply put, Dr. Reena Gajjar and I continuously evolved our training from old-school techniques to embrace what we’ve distilled as five key observations based on teaching fundamentals.

1) Hands-on versus in-the-head. Dentists wanting to learn implant training are clinicians. Teach them from a clinician’s viewpoint using good, quality information that’s relevant to their everyday practice. Implement hands-on modules to build practical skills and confidence.

2) Content structure. Course content must be structured in a well-organized format that’s easy to understand. Making it easy is the hard part.

3) Content delivery. The way the information is delivered is critical to how the participant learns.

4) Take-home resources. Long-term content retention in a course is relatively low. Provide comprehensive materials that the dentist can take back to his/her practice as a valuable reference and a conduit of learning experiences.

5) One instructor. Having one instructor, rather than multiple instructors, allows for consistency in instruction and philosophy and provides a solid foundation that dentists can later build on.

To clarify, courses, even if taught by multiple instructors, must carry the same concept and ideas throughout in order to be clearly understood. Like a child stacking blocks, each lesson must build upon the prior lesson for dentists to understand the message and see a clear path toward the goal. If a student receives a disjointed, disconnected sequence of lessons or modules, confusion results.

Using our key observations, we evolved past PowerPoint decks toward using high-quality graphics. We wanted to put the best graphics out there because people learn better with relevant images. We began using black-and-white, then color, images. We produced high-quality, live surgical videos with narration and created custom animations, thus utilizing a combination of methods to deliver the information in a more understandable way.

At a major meeting in Liverpool, England, I was invited to lecture about patient education marketing. I introduced the premise that if a patient isn’t educated about a procedure and doesn’t know what’s going on, how can a dentist expect that patient to buy into a procedure? To showcase my point, I covered the video portion of my presentation so that only the narration could be heard. Later, I unmasked the video animation. The difference between the low-value learning (narration only) and the high-value learning (adding video) had tremendous impact on the audience.

Dentists sitting in a conference subjected to little visual stimulation have the same low-value learning experience, which is why we keep stepping up our content delivery. And we noticed something.

What we noticed, after increasing multimedia content delivery to include a four-volume manual set with colored images and captions to give the complete flow of information, was that almost all the students were scribbling less and paying attention more.

We received feedback that students could actually listen and not take notes. Taking notes had distracted them from the content, and now they were confident they could reference the manuals later if needed.

And so we observed and evolved once more to our newest innovation. MyDentalPad, which we’re introducing at this show (find it at booth No. 348). For dental professionals, it’s a fully loaded digital tablet that enables dentists and their staff to easily carry 11 days of implant training material. It’s there when they need it. Containing all the images, text and fully narrated animations and live video, this tablet is a paradigm shift from traditional delivery methods of educational content.

At the end of the day, it’s our passion to deliver high-quality, ethical training that hits the sweet spot — dentists returning home to grow their practice with confidence. We’re looking at MyDentalPad as the newest technology that will push the confidence level of implant dentists through the roof or, even better, reach for what one of our California graduates referred to our program as: “One of the best ways to implant dentistry heaven.” As a (slightly) younger dentist might say: “Sweet.”
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Make plans for Florida and IACA

By Bill Dickerson
Founder and CEO of LVI

The IACA has become the premier educational meeting in dentistry and, by far, the best meeting I personally have ever attended. And I hear that from almost every speaker who has presented at the IACA as well.

It’s not just the outstanding speakers, cutting-edge presentations or the diversity of concurrent lectures, which are critical in order for everyone (team, hygienists, dentists and technicians) to have something to see that they are interested in during every time slot. In reality, it’s “The Event” — the positive attitude of those in attendance and the enthusiasm of everyone involved.

It is infectious! People have commented they almost learn as much in the halls as they do in the lectures because of the quality of the attendees.

The IACA is one of the few places where you can see presentations from the giants of dentistry, as well as up-and-comers who will someday be the giants of dentistry for their generation of dentists. Many of the best presentations are given by people you won’t see anywhere else because they don’t fall into the “status quo” of accepted topics or information.

Many meetings actively prevent controversial advances in dentistry from being presented, denying you the chance to make your own decisions. I guess the easiest way to put it is that the IACA is 10 years ahead of current dentistry. Literally, what you will hear is the “future” of dentistry and those who jump on the train early will be light years ahead of other dentists in the field who only attend other meetings.

Lastly, the other thing I think is so wonderful about the meeting is the family atmosphere that is present. The organizers always seem to pick great locations for dentists to bring their families with them for a vacation.

This year’s location, Hollywood, Fla., is filled with so much for people of all ages to do — not to mention the perfect weather. This is a great way to not only write off your vacation but get the best of both worlds — a great vacation and a great education.

Don’t be one of those people who every year after missing the IACA meeting and finding out how incredible it was from those who did attend say: “I wish I would have gone!”

I’m looking forward to seeing you at the IACA!

To attend
For more information on this year’s IACA, taking place July 26–28 in Hollywood, Fla., visit www.theiaca.com.

A session during the 2011 IACA meeting. Photo/Provided by LVI

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