By Kristine Colker, Dental Tribune

It’s no secret that this year’s Yankee Dental Congress is chock-full of educational courses — hands-on workshops, a dentist as CEO series, a program geared for students and new dentists and more. However, the education doesn’t just take place in the classrooms. Wander into the exhibit hall and you will find an array of learning opportunities.

For instance, on Friday, you might have seen Dr. Charles Schlesinger perform a simple implant placement and restoration live in the Live Dentistry Theater. His session was sponsored by OCO Biomedical.

Today at 10 a.m., Dr. Samuel Lee will demonstrate the uses of lasers in implant surgery while at noon, Dr. Joshua Howard will perform minimally invasive guided implant surgery using CAD/CAM and 3-D imaging.

Feeling the urge to get healthier this year? Then don’t miss the Healthy Living Pavilion. Today’s C.E. sessions include “Women, Weight and Food” (9:30 a.m.), “Nutrients and Antioxidants: All Winter Long” (12:30 p.m.) and “Why an Apple a Day May NOT Keep the Doctor Away” (2 p.m.).

Finally, if you are considering implementing new dental equipment or technology into your practice, be sure to check out the Dental Office Pavilion. Presented by Henry Schein Dental, there is no extra charge to attend.

Head to the show floor for a little education

Exhibit hall, yeah baby!

With about 450 companies exhibiting products and services here at the 2013 Yankee Dental Congress, there is something for everyone. With so much to choose from, there is no doubt that just about any dental professional will easily find something that can be of great benefit back home.

By Fred Michmershuizen

Yeah, baby! That’s a genuine Austin Powers impersonator holding court with some groovy chicks around the PerioLase MVP-7 at the Millennium Dental Technologies booth (No. 2124) on Friday morning. Photos/Fred Michmershuizen, Dental Tribune
Here at Yankee: what to know

Exhibit Hall hours
9:30 a.m. – 4:30 p.m. today

C.E. Pavilion
The C.E. Pavilion is a free service for all attendees. You can print a certificate with general attendance credits and courses taken at the meeting in either one of two ways (please use only one method): Visit the C.E. Pavilion located in the North Lobby and satellite pavilions located in the exhibit hall or visit www.yankee dental.com through Nov. 1.

Exhibit hall snacks
Sample some award-winning chowder during the 13th annual chowder tasting. Participants include Levy Restaurants, Hilton Back Bay, Seaport Hotel, Hyatt Regency Boston, Renaissance Boston Waterfront and Starwood of Boston. The event takes place at noon in the food court.

Exhibit Hall Mystery Shopper
Shop the exhibit hall floor today and you may be rewarded by Mystery Shoppers looking to give you a free gift card.

Lost and found
If you find an item in the convention center, please turn it in at the Welcome Center in the center of the North Lobby.

Business services
FedEx Kinko’s is the exclusive business center for all show exhibitors and attendees. The FedEx Kinko’s Business Center is located on level one near the North Lobby. For services and more information, visit psg.kinkos.com/conventions/bcec.

Coat check
Coat check service is available in the North Lobby and at the East and West entrances on Level 1.

Lost and found
If you find an item in the convention center, please turn it in at the Welcome Center in the center of the North Lobby.

Business services
FedEx Kinko’s is the exclusive business center for all show exhibitors and attendees. The FedEx Kinko’s Business Center is located on level one near the North Lobby. For services and more information, visit psg.kinkos.com/conventions/bcec.

Coat check
Coat check service is available in the North Lobby and at the East and West entrances on Level 1.

Lost and found
If you find an item in the convention center, please turn it in at the Welcome Center in the center of the North Lobby.

Business services
FedEx Kinko’s is the exclusive business center for all show exhibitors and attendees. The FedEx Kinko’s Business Center is located on level one near the North Lobby. For services and more information, visit psg.kinkos.com/conventions/bcec.

Coat check
Coat check service is available in the North Lobby and at the East and West entrances on Level 1.

Lost and found
If you find an item in the convention center, please turn it in at the Welcome Center in the center of the North Lobby.

Business services
FedEx Kinko’s is the exclusive business center for all show exhibitors and attendees. The FedEx Kinko’s Business Center is located on level one near the North Lobby. For services and more information, visit psg.kinkos.com/conventions/bcec.

Coat check
Coat check service is available in the North Lobby and at the East and West entrances on Level 1.

Lost and found
If you find an item in the convention center, please turn it in at the Welcome Center in the center of the North Lobby.

Business services
FedEx Kinko’s is the exclusive business center for all show exhibitors and attendees. The FedEx Kinko’s Business Center is located on level one near the North Lobby. For services and more information, visit psg.kinkos.com/conventions/bcec.

Coat check
Coat check service is available in the North Lobby and at the East and West entrances on Level 1.

Lost and found
If you find an item in the convention center, please turn it in at the Welcome Center in the center of the North Lobby.

Business services
FedEx Kinko’s is the exclusive business center for all show exhibitors and attendees. The FedEx Kinko’s Business Center is located on level one near the North Lobby. For services and more information, visit psg.kinkos.com/conventions/bcec.

Coat check
Coat check service is available in the North Lobby and at the East and West entrances on Level 1.

Lost and found
If you find an item in the convention center, please turn it in at the Welcome Center in the center of the North Lobby.

Business services
FedEx Kinko’s is the exclusive business center for all show exhibitors and attendees. The FedEx Kinko’s Business Center is located on level one near the North Lobby. For services and more information, visit psg.kinkos.com/conventions/bcec.

Coat check
Coat check service is available in the North Lobby and at the East and West entrances on Level 1.

Lost and found
If you find an item in the convention center, please turn it in at the Welcome Center in the center of the North Lobby.
By Bill Dickerson
Founder and CEO of LVI

It's well known that we in dentistry can change people’s lives through cosmetic or neuromuscular dentistry, building their self-esteem or eliminating a lifetime of CMD pain.

I've always said we are blessed to be in a profession that is so important, where we can change people’s lives for the better. There are not many occupations out there than can say that.

But what is less known is dentistry's ability to save people’s lives. What could be more powerful than that? Of course, I'm talking about treating obstructive sleep apnea (OSA), which takes the lives of so many people every year.

Most patients who suffer from OSA are unaware of this condition. To make matters worse, their physicians focus on the co-morbidities they present with, such as high blood pressure, GERD, etc. The physician then prescribes cures for such co-morbidities without looking for a root cause.

Also, statistics show that nearly 85 percent of physicians who are not sleep specialists do not even “screen” for OSA.

I would like to share a very personal experience with this aspect of dentistry. My brother was OSA positive. He had gone to a sleep physician who sent him for a PSG and found he had an AHI of 36.4, which became 53.3 during REM sleep.

For those of you unfamiliar with these terms, that indicated my brother had severe obstructive sleep apnea. His lowest O2 saturation was 71 percent. Obviously, he was in the risk category for an early death.

He was prescribed a CPAP, which he hated and wasn’t wearing regularly, but it got his AHI down to 10. However, it was pretty much worthless if he wouldn’t use it during sleep.

I made my brother an LVI Somnomed (lingualless), which he loved. But I had him do both CPAP and the appliance for a while. This was all done last February (a year ago), and he reported he felt great. Recently, he informed me he was no longer using the CPAP, just the appliance I made him, and we scheduled him to be retested.

His AHI was 4.8! That’s right — normal! His average O2 saturation was 95.3 percent with the lowest being 87 percent. Making it even better is that he only slept on his back 6.7 percent of the time, but that amounted to an AHI of 18 percent during these times compared to his 3.9 percent for non-supine positions (most of the time he slept on his left side).

If he can prevent himself from sleeping on his back, he would be even better off.

It should be noted that we took the bite in his LVI neuromuscular position, and he only titrated the appliance 0.8 mm forward from that position.

For those of you who treat OSA, you will realize that is amazing. He has no trouble getting his teeth together after using the appliance and is totally comfortable while using it with no adverse symptoms.

I would encourage every dentist out there to get involved in this area of treatment for your patients and would encourage all of you to take the “Physiologic Approach to Dental Sleep Medicine” at LVI to learn how to do this properly. All sleep programs are not the same.

Many of you know that our tagline at LVI is “Changing lives daily.” We should add, “Saving lives daily!”

More information
For more information on LVI and its “Physiologic Approach to Dental Sleep Medicine,” go online to www.lviglobal.com.

Photo/Provided by LVI

For more information on LVI and its “Physiologic Approach to Dental Sleep Medicine,” go online to www.lviglobal.com.
Scenes from Friday

Meeting attendees sit down with the experts at BIOLASE (booth No. 2413) for some at-show education.

Janice Miekoski, left, and Anthony Bostic of SS White (booth No. 2014).

They have plenty of supplies for medical emergency preparedness at HealthFirst (booth No. 1200). From left: Lewie Soraich, Dawn A. Yuhasz and Jason Burke.

Mark Mayer, left, and Shane Hohnstein of Aseptico (booth No. 2100).

Bill Rimmer, left, and Joseph Hsu of Flight Dental Systems (booth No. 1736).

The representatives of Army Dental Recruiting (booth No. 1535) want you! Yeah, you! From left: Su Kang, Lan Tran and Alwin Johns.

Kerry Bastow of RDH Temps Dental Placement (booth No. 914).

The High Tech Playground, located on the exhibit hall floor, is a good place to learn about technological advances.

Boston Celtics hall of famer Robert Parish signs autographs at the Health Resource Services booth (No. 610).
Meeting attendees stroll the exhibit hall on Friday morning.

Photographs by Fred Michmershuizen, Dental Tribune

The folks at Summit Dental Partners (booth No. 847) want to help your practice. From left: Sue Parker, Kristine Abbondanzio, Nancy Kagan and Mary McAlear.

Jenny Blackcloud, left, and Vanessa Balderas of Plak Smacker (booth No. 429).

Yegor Ivanov, left, and Jessica Batchelder of U.S. Navy Recruiting Command (booth No. 1645).

Sam Turner, left, and Rob Olenchak of Coltene (booth No. 1609).

Dr. Carl Boscketti presents a lecture on implant placement using CAT scan and CAD/CAM technology on Friday morning.

Allison Letzring, left, and Jay Klotz of NEXT! Ad Agency (booth No. 2303).

Above: Mark Eisen, left, and Jon Rosenthal of DMG America (booth No. 1029). Photo/Anna Kataiska-Wlodarczyk, Dental Tribune

Left: Michael Maccauano, left, and Nancy Jain of 3Shape (booth No. 2227).
Crest Oral-B is committed to hygienists

By Fred Michmershuizen
Dental Tribune

Ask anyone from Crest Oral-B what is important, and they will likely tell you it’s partnering with hygienists to help them recommend the right dental care products, such as power toothbrushes, to their patients. For hygienists who might be having trouble converting some patients from manual to power brushing, Crest Oral-B has something new and exciting: The new Deep Sweep brush head, which is making its retail debut during the Yankee Dental Congress.

“The great thing about the Deep Sweep brush head is that it offers a familiar brushing experience,” said Wendy Bebey, RDH, the dental hygienist relations manager for P&G Professional Oral Health, who spoke with Dental Tribune on Friday morning. “When people think Oral-B power toothbrushes, they typically think of the round brush head style. A lot of dental professionals really like that round, small, site-specific brush head, but a lot of consumers like the more familiar brushing experience.”

Now that the Deep Sweep brush head is available, it is going to make that transition from a manual toothbrush to a power toothbrush much easier, Bebey said. “We have been getting a lot of really great feedback from the dental professional community that they love this new brush head because it really meets the need of that specific patient who has been reluctant to change from manual to power,” she said.

Celebrating hygienists

This year, Crest Oral-B is following up on its popular Pros in the Profession campaign, which recognized a number of outstanding hygienists, with a celebration of all hygienists from across the nation.

“Because 2013 is the 100-year anniversary of the profession, we are having a yearlong celebration for all hygienists,” Bebey said. The festivities include a sweepstakes, a 100-year anniversary logo, promotions for hygienists on Facebook, resources on the dentalcare.com website, consumer and trade advertising, and continued booth presence at all major dental events.

“We really like to think of the brand history of Crest and Oral-B as helping hygienists throughout their careers, and offering great product solutions to meet the needs of everybody,” Bebey said.
But you have to act fast, because the exhibit hall closes today at 4:30 p.m. If you haven’t already done so, you might want to consider the following:

- You can see the PerioLase MVP-7 at the Millennium Dental Technologies booth (No. 2124). It’s described as the first laser in the dental industry to incorporate an Android-based digital display and control system. The PerioLase MVP-7 for the LANAP protocol combines its advanced laser components with the latest LCD display technology for the optimum operating experience.

  To check out the PerioLase for yourself, just look for Austin Powers, who has been spotted hanging around the booth.

- The folks at VOCO America (booth No. 1231) are describing the company’s recently launched GrandioSO Inlay System as the first chairside inlay system of its kind. The all-in-one solution kit offers all the matching components to fabricate 15 indirect composite inlays. The chairside fabrication of indirect composite inlays is quick and easy and saves the cost of expensive CAD/CAM equipment or lab bills.

  For those who might be lacking in social networking skills, there’s Likeable Dentists (booth No. 1647), a company that knows the ins and outs of Facebook and Twitter. “With our proven tools, methods and experience, we can help you grow your practice and become a local leader in oral health care,” says the company.

  The company specializes in social media management, Facebook advertising and office marketing. It also offers webinars on social media best practices.

  The folks at Shofu Dental Corp. (booth No. 1229) are reporting strong interest in BeautiSealant, a tooth-colored, fluoride recharging, pit and fissure sealant with a self-etching primer that speeds treatment time by eliminating the need for phosphoric acid etching. According to the company, the product helps preserve healthy enamel that is easily demineralized with harsh acid-etchants, while still maintaining superior bond strength.

  For those who wish to expand into dental headache care, there’s TruDenta (booth No. 2041), a company that offers resources and referral tools. “Existing patients immediately benefit from the technology and training provided by TruDenta,” the company says.
BE AMAZED BY WATERLASE®

SEE FIRST-DAY OWNERS & THEIR PATIENTS EXPERIENCE THE NEW WATERLASE IPLUS

The new WaterLase is simply amazing – but don’t take our word for it. Visit AMAZEDBYWATERLASE.COM to see new owners and their first WaterLase patients experience the technology on day one, or see for yourself by scheduling a demo in your practice today.

• Generate word-of-mouth referrals with WaterLase procedures that amaze your patients
• Be part of the social media buzz driving new patients to WaterLase dentists
• Work more efficiently – less local anesthetic, no packing cord, reduce chairtime
• More than 50 hours of live, hands-on training available with your system
• Total versatility compared to other laser systems

CALL TODAY TO DEMO WATERLASE IN YOUR PRACTICE

OR VISIT AMAZEDBYWATERLASE.COM TO VIEW INSTANT REACTIONS FROM DOCTORS AND PATIENTS!