New products rain down

If you think your educational options here at the 2012 Yankee Dental Congress are limited to the classroom, think again. There are also many free courses available on the exhibit hall floor.

One of those options is the live dentistry session, “Laser Periodontitis Treatment,” taking place from 1–3 p.m. in the Live Dentistry Theater. Charles Braga, DMD, will perform a Lanap surgery and explain why this protocol should be considered.

Another free course is Richard Harper’s “Internet Marketing Strategies and Google Workshop for Dentists,” from 1–3 p.m. in Exhibit Hall Classroom F. Learn new ways to use the web to your advantage.

Education on the floor

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For a full listing of courses being offered today, check out the official Yankee Dental Congress program.

FRIDAY IN PICTURES
Stuffed animals, sports stars and a whole lot of candy find their way to the exhibit hall.

IT’S AN ENDO WORLD
Endodontists, take the plunge: The world of CBCT and implant surgery can be yours.

BEYOND THE NORM
Six ways you can take the oral health of your patients to an entirely different level.

There’s one more day to stock up on deals

By Robin Goodman, Dental Tribune

Friday’s constant rain gave Yankee attendees ample reason to get lost among the educational lectures or the aisles of the exhibit floor, but one hardly needs an excuse when such a variety is offered in one place.

If sitting in a lecture hall sounds a bit stuffy, one could head over to the Live Dentistry Arena and get wrapped up in Dr. Michael Boschetti and Dr. Lawrence Miller’s presentation of “Live Guided Surgery.”

However, it is certainly worth braving a windowless room when Dr. L. Stephen Buchanan is lecturing all day. His Friday morning lecture covered “The Art of Endodontics: Anesthesia and Negotiation,” while in the afternoon, he touched upon “The Art of Endodontics: Shaping, Cleaning and Obturation.”

For those who want to lose themselves immediately after Dr. Michael Boschetti (not shown) and Dr. Lawrence Miller’s (not shown) “Live Guided Surgery” lecture on Friday, the patient underwent the finishing touches of her treatment as attendees trickled up to the stage to ask questions. Photos/Robin Goodman, Dental Tribune

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on the exhibit hall floor, there is no shortage of good deals and worthwhile information to be found. For example, DrQuickLook allows your patients to see exactly what you’re seeing in their mouths, which can help them understand and more readily accept the treatment you prescribe. The intraoral dental viewer is the result of Dr. Robert F. Clark’s 15-year search for such a device until he finally decided to create it himself. With no cords linking you to a computer, the viewer will likely help build patients’ trust in your work as it goes beyond full disclosure by allowing clinicians to provide patients with an image during every stage of the work needed. Stop by booth No. 1246 for more information.

There are plenty of freebies to be found on the exhibit hall floor. How about getting one that has a practical application? Accurate Manufacturing’s gel packs come in a variety of sizes and can be personalized with your office’s information. New at Yankee is Patches the Penguin, who is one among five “Happy Healers” gel packs to be produced (the rest will debut in February)! Visit booth No. 1255 for more detailed information and to get your gel pack sample.

Over at the Dentegra booth (No. 1434), Colleen Moore can explain all about the company’s dental insurance, which is being designed for dentists by dentists. Right now, you can get in on the ground floor as a charter member to help the company create the dental plan with the treating dentist in mind. The company connects dentists with stable, local patient populations under desirable fee-for-service coverage.

Finally, don’t forget those outside edges of the exhibit hall because that is where nice surprises are waiting for you. At the New York Times booth (No. 232), the offer is 50 percent off home delivery of the Sunday paper, plus all digital access for free. If you sign up during the show, you can take your pick from among a variety of gifts, such as a $25 AMEX gift card, a travel mug, tote bags, a throw blanket or an umbrella. The exhibit hall is open from 9:30 a.m. to 4:30 p.m. today so there is still time to fit it all in if you run out of time.

If you want a freebie that will certainly come in handy, stop by the Accurate Manufacturing booth (No. 1255) to snap up one of the gel packs. The packs can be personalized with your office information.

- PRODUCTS, Page 1

Dr. Robert F. Clark, president of DrQuickLook (booth No. 1246), is also the inventor of the intraoral dental viewer he kept looking to buy for the last 15 years but could never find. Get a free box of 50 sheaths ($79 value) if you purchase a DrQuickLook device during the show.

At the Dentegra Insurance Company booth (No. 1434), Colleen Moore shows off the voluminous nylon bag you can score just for stopping by to get information about the company’s national PPO program.

Christopher McGurl has a deal for you at the New York Times booth (No. 232). For signing up to get the paper, you can take your pick of a $25 AMEX gift card, a travel mug, tote bags, a throw blanket or an umbrella.

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) please send us an e-mail at database@dental-tribune.com and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to six weeks to process.