Where is the Greater New York Dental Meeting?
The Javits K. Jacobs Convention Center is located on 11th Avenue between 34th and 39th streets. The 42nd Street Crosstown Bus (M42) and the 34th Street Crosstown Bus (M34) run east-west with stops on every block and outside the center. Fare is $2.25 in exact coins or with a MetroCard. Complimentary shuttle buses departing from all official show hotels are available from Friday–Wednesday.

How do I get there from the airport?
Taxi fares to Manhattan are $45 plus tolls from JFK, a regular meter rate plus a $15 surcharge from Newark, and a meter rate plus tolls from LaGuardia.

Travelers arriving at JFK and LaGuardia airports can take the New York Airport Service, (718) 875-8200, between airport terminals and downtown New York City. The ride is approximately 60–75 minutes from JFK for $15 one-way (or $27 for round-trip) and 30–45 minutes from LaGuardia for $12 one-way (or $21 for round-trip).

The Super Shuttle services are $19 from JFK, $15 from LaGuardia and $19 from Newark.

Additional information regarding transportation to and from all three New York area airports can be found by contacting the Port Authority of New York and New Jersey’s Air Ride Information Service at (800) 247-7433.

When and where do I register?
Registration takes place in the Upper Level of the Javitz Convention Center. Registration hours are as follows:

- Friday, Nov. 26: noon–4 p.m.
- Saturday, Nov. 27: 8 a.m.–4:30 p.m.
- Sunday, Nov. 28–Tuesday, Nov. 30: 8 a.m.–5:30 p.m.
- Wednesday, Dec. 1: 8 a.m.–5 p.m.

What are the dates and times for the exhibit hall?

- Sunday, Nov. 28–Tuesday, Nov. 30: 9:30 a.m.–5:30 p.m.
- Wednesday, Dec. 1: 9:30 a.m.–5 p.m.

Can I still buy tickets to any of the paid functions?
Yes. Tickets for all still-available functions can be purchased at all general registration booths located in the registration area on the Upper Level of the convention center. You must pay by cash or credit card. No checks accepted.

What about food during the meeting?
Full-service and specialty cafes, food carts and restaurants are located throughout the convention center. Options include a variety of hot and cold sandwiches, salads, snacks and beverages.

What if I want to bring my kids?
Children are allowed to attend the meeting. However, baby strollers are not permitted on the exhibit hall floor at any time. A limited number of baby carriers are available in the Exhibits Office. On Sunday, an offering of children's programs will be available. Up on the Fourth Floor Gallery, there will be a magic show from 10:30–11:30 a.m., face painting from 11:45 a.m.–1:45 p.m. and a carnival from noon–2:30 p.m.

Also in the same place, from 11:30 a.m.–2:30 p.m., will be a child identification program. The Grand Lodge of Free and Accepted Masons of the State of New York sponsor this free, five-minute child identification program. They will also be offering the following:

- Digital photos, which can quickly be distributed to the media in case of an emergency
- Digital fingerprinting
- Personal information, including photos and fingerprints, burned on to a CD

What if I'm an international visitor?
The GNYDM has a hospitality center just for international visitors. Find it in the registration area in the Crystal Palace. The center is open whether you want to relax or join colleagues for a cup of coffee. The hours are as follows:

- Friday, Nov. 26: noon–4:30 p.m.
- Saturday, Nov. 27: 8 a.m.–4:30 p.m.
- Sunday, Nov. 28–Tuesday, Nov. 30: 8 a.m.–5:30 p.m.
- Wednesday, Dec. 1: 8 a.m.–5 p.m.

What if I have more questions?
Contact the Greater New York Dental Meeting Headquarters at (212) 398-6922 or online at www.gnydm.com.
Hand hygiene product line protects and soothes

- Hand hygiene has received a lot of public attention in recent years, fueled by the H1N1 pandemic and fear of “superbugs” such as MRSA. According to the Centers for Disease Control and Prevention, the No. 1 way to prevent the spread of infection is hand hygiene.

- The message to health-care workers is direct and unwavering: Wash your hands, a lot. But for dentists, hygienists and office staff, the price for frequent hand hygiene is often chronically dry and irritated hands.

- To combat this problem, Sultan Healthcare offers Moist SURE™—a complete line of hand hygiene products designed exclusively for dental practices. The line offers professional-level protection but without the irritating side effects of frequent hand washing. The product line consists of:
  - Moist SURE Liquid Sanitizer: A powerful, 63-percent isopropyl alcohol sanitizer that’s clinically proven to moisturize but is also a lotion. It is the only brand for dental practices that kills MRSA and VRE in five seconds.
  - Moist SURE Foaming Sanitizer: A 62-percent ethyl alcohol foaming sanitizer that’s as effective as 4 percent chlorhexidine-glucosamine surgical scrub, yet so gentle it keeps skin hydrated for up to two hours after application.
  - Moist SURE Lotion: A smooth and soft, antimicrobial, health-care personnel hand wash that contains 0.5 percent triclosan. It clinically mild formulation has a pleasant, light fragrance.
  - Moist SURE Foaming Soap: A clinically mild, foaming, health-care personnel hand wash with 0.75 percent triclosan. Its performance is comparable to a 4 percent chlorhexidine hand soap.
  - Moist SURE Lotion: A skin conditioner with a long-lasting moisturizing effect, even through several hand washes.
  - Moist SURE Automatic Dispenser: A touch-free, contained dispensing system that minimizes cross contamination. (For use with both Moist SURE Lotion Soap and Moist SURE Liquid Sanitizer.)

- Sultan Healthcare’s new Moist SURE line of hand hygiene products is available through dental dealers. The products provide professional-level protection in formulas clinically proven to be mild to the skin. This will minimize the common complaint from dental workers that their hands are overly dry from frequent hand washing. (Photo/Provided by Sultan Healthcare)

- What makes Moist SURE unique, according to Lorencovitiz and the products’ substantial clinical data, is that it offers the efficacy dental workers need, but without the drying effects of many products available on the market. Moist SURE soaps and sanitizers meet FDA-proposed requirements for a health-care personnel hand wash.

- In addition, all products have been clinically tested for mildness to the skin—with Moist SURE Liquid Sanitizer having moisturization properties equal to that of Vaseline® Intensive Care Hand Lotion.

- “In essence, you have all the protection of an alcohol-based sanitizer, but in a formula that’s proven to moisturize as well as a hand lotion,” said Lorencovitiz. “The feedback we’re getting is extremely positive. People can feel a difference as soon as they put it on their hands.”

- For those who have to scrub and sanitize all day for their jobs, that’s welcome news.

- Free samples of Moist SURE are available at www.MoistSUREsample.com. The entire Moist SURE line is available exclusively through dental dealers.

- Moist SURE is just one of Sultan Healthcare’s complete cycle of infection prevention products, designed to help protect dental workers before, during and after patient treatment. To learn more, visit www.sultanhc.com.

DentalVibe to host gathering with key opinion leaders on Nov. 28

- On Sunday, Nov. 28, after the Greater New York Dental Meeting is done for the day, DentalVibe will sponsor a one-of-a-kind event, “Off the Podium,” a gathering of neighborhood dentists and key opinion leaders, at the Marriott Marquis from 5:30–7:30 p.m.

- The event will feature an open bar, appetizers and prizes. The event will be a unique opportunity for dentists to mingle and chat with the lecturers they typically only see on a podium.

- Dr. Louis Malcmacher, Dr. Joe Blaes, Dr. George Freeman, Dr. Ron Kaminer, Dr. Marty Jablow, DentalVibe founder Dr. Steven Goldberg and other surprise guests will be on hand.

At the GNYDM

- For more information on Sultan Healthcare’s new Moist SURE line of hand hygiene products, stop by the booth, No. 812, during the GNYDM.

- DentalVibe to host gathering with key opinion leaders on Nov. 28

- SureFill® SDR® Surefil Special Edition Flowable Bulk Fill Flowable Base, the unique posterior flowable composite that can be placed in bulk, saving up to 40 percent in placement time, is now available in three new shades: A1, A2 and A3.

- The stress decreasing resin (SDR) technology provides 60 percent less polymerization stress, allowing for 4 mm increment placements with a 20-second cure time.

- It also has a unique, self-leveling handling that allows it to adapt to the walls of the prep with minimum to no manipulation.

- For more information, visit www.surefillflow.com, call (800) 532-2855 or stop by the DENTSPLY Caulk booth, Nos. 2603/2803, during the GNYDM.
For the third year in a row, the DTSC hosts its annual CE Symposia at the GNYDM, offering four days of focused lectures in various areas of dentistry. Find us on the Exhibition Floor in Aisle 6000, Room # 3.

Each day will feature a variety of presentations on topics, which will be led by experts in that field. Participants will earn ADA CERP CE credits for each lecture they attend. DTSC is the official online education partner of GNYDM.

PLEASE SEE PROGRAM DETAILS UNDER WWW.DTSTUDYCLUB.COM/GNYDM

FREE FOR REGISTERED GNYDM ATTENDEES, BUT PRE-REGISTRATION IS RECOMMENDED.

For more information, please contact Julia E. Wehkamp, C.E. Director, Dental Tribune Study Club
Phone: (416) 907-9836, Fax: (212) 244-7185, E-mail: j.wehkamp@DTStudyClub.com

SUNDAY, NOVEMBER 28
10:00 - 11:00 Howard Glazer, DDS, FAGD
BEAUTIFUL: GO WITH THE FLOW - COURSE: 3020

11:20 - 12:20 John Flucke, DDS
LIGHT CURED ADHESIVE DENTISTRY - SCIENCE AND SUBSTANCE - COURSE: 3030

12:00 - 2:00 Martin Goldstein, DMD
A SIMPLIFIED APPROACH TO MULTI-LAYER DIRECT COMPOSITE BONDING - COURSE: 3040

2:40 - 3:40 Jay Reznick, DMD, MD
3D IMAGING AND CT-GUIDED DENTAL IMPLANT SURGERY - 3050

4:00 - 5:00 Louis Malzmeier, DDS, MACD
TOTAL FACIAL ESTHETICS FOR EVERY DENTAL PRACTICE - COURSE: 3060

MONDAY, NOVEMBER 29
10:00 - 11:00 Mrs. Noel Brandt-Kerkich
ECO-FRIENDLY INFECTION CONTROL UNDERSTANDING THE BALANCE - COURSE: 4120

11:20 - 12:20 Georgi Kurtzman, DDS
INTEGRATING NEW ADVANCES IN DENTAL MATERIALS AND TECHNIQUES INTO YOUR RESTORATIVE PRACTICE - COURSE: 4130

12:00 - 2:20 Damien Mullany, DDS
OPTIMIZING YOUR PRACTICE WITH 3D CONE BEAM TECHNOLOGY - COURSE: 4140

2:40 - 3:40 Edward Katz, DDS
IMPROVING PATIENT CARE WITH 3D CONE BEAM COMPUTORIZED TOMOGRAPHY - COURSE: 4150

4:00 - 5:00 George Freedman, Fay Goldstep and Edward Lynch
SOFT TISSUE LASERS AND CARIES DIAGNOSIS - COURSE: 4160

TUESDAY, NOVEMBER 30
10:00 - 11:00 George Freedman, Fay Goldstep and Edward Lynch
SOFT TISSUE LASERS AND CARIES DIAGNOSIS - COURSE: 5110

11:20 - 12:20 Greg Diamond, DDS
LASERS IN PERIODONTAL THERAPY - COURSE: 5120

12:00 - 2:00 Don Almos, DMD
INTRODUCTION TO CONE BEAM CT (CBCT), ESPECIALLY AS IT PERTAINS TO PREVENTION OF FAILURES IN ORAL IMPLANTOLOGY - COURSE: 5130

2:30 - 3:30 Maria Ryan, DDS, PhD
DETECTING CORONARY HEART THROUGH PERIODONTITIS AND PERIPLANTITIS - COURSE: 5140

4:00 - 5:00 Dwayne Karateew, DDS
CONTEMPORARY CONCEPTS IN TOOTH RELACEMENT: PARADIGM SHIFT - COURSE: 5150

WEDNESDAY, DECEMBER 1
10:00 - 11:00 Mr. Al Aube
BEST MANAGEMENT PRACTICE, WASTE MANAGEMENT FOR THE DENTAL OFFICE, AND OSHA COMPLIANCE - COURSE: 6060

11:20 - 12:20 Karen van As, DDS
HARD AND SOFT TISSUE LASERS - COURSE: 6070

12:45 - 4:45 Dr. Benedict Bachstein, Dr. David Hoeler, Jeffery Hoos, Dr. Dwayne Karateew, Dr. Enrique Merino, Dr. Ethan Parsick
THE FIRST ANNUAL OSED UNIVERSITY SUMMIT: IMPLANT DRIVEN DENTISTRY - COURSE: 6080

THIS PROGRAM IS SUBJECT TO CHANGE
Invisalign G3 expands on original product to deliver better results

Upgrades also streamline overall planning process

In the decade since the commercial launch of the Invisalign system, Align Technology has continuously worked to innovate and improve Invisalign products to deliver the outcomes patients want and doctors expect.

This fall, Align introduced Invisalign G3, the most significant collection of new features and innovations in the company’s history.

Invisalign G3 is engineered to deliver even better clinical results, with new aligner and software features that make it easier to use Invisalign, including SmartForce features designed for increased predictability of certain tooth movements, simpler, more intuitive software to streamline treatment planning and review, and new aligner and software features that make it easier to use Invisalign with Class II and Class III patients.

Invisalign G3 builds on a new and improved feature set introduced in the Invisalign product line in 2009. “The innovations in Invisalign G3 really get at the heart of what doctors have been asking for from Invisalign treatment,” said Sheila Tan, Align vice president, marketing and chief marketing officer.

“With technology and tools that are designed to expand the clinical scope of Invisalign, deliver greater predictability across most clinical situations and make treatment planning more efficient, Invisalign G3 represents a significant leap forward in Invisalign innovation and demonstrated how we leverage our technology to deliver the clinical outcomes doctors expect.”

SmartForce features designed for greater predictability of tooth movement

SmartForce features are attachments and aligner features engineered to deliver the forces needed to achieve predictable tooth movements.

Based on biomechanical principles, SmartForce features are customized to each tooth using advanced virtual modeling and are positioned precisely to deliver the proper forces.

New SmartForce features include an optimized rotation attachment for bicuspids (previously available only for cusps), a new Power Ridge feature for lower anterior (previously available for the upper arch) and a Lingual Power Ridge feature for upper anterior.

A new variation of the optimized rotation attachment is also being introduced to address clinical situations where placement of the attachment may have previously been difficult.

ClinCheck 3.0 and the Invisalign Doctor Site

Invisalign G3 also streamlines the overall treatment planning process with a significant evolution of the ClinCheck software, making it easier and more intuitive for dentists to access Invisalign patient records, review and approve ClinCheck treatment plans, view patient account status, order treatment supplies and more.

Features that make it easier to use Invisalign to treat Class II and Class III patients

The treatment of Class II/III malocclusion often require the use of interarch elastics to provide anchorage control.

The new precision cuts make it easier to use Invisalign to treat Class II and Class III patients as these clinician-prescribed pre-cuts in the aligners accommodate the use of elastics on cuspids, bicuspids and molars.

The improvements and innovation in Invisalign G3 also include new clinical preferences, improved staging for interproximal reduction (IPR) and the addition of compliance indicators to Invisalign Assist.

These features are available now at no additional cost to Invisalign-trained dentists in North America, with international availability in 2011.

The Invisalign treatment options are designed to help dental professionals achieve the clinical results they expect, utilizing leading-edge technology. Today, with more than 1.3 million patients treated, the Invisalign system enjoys broad acceptance as an effective, in-demand treatment option.

Treatment is flexible and can be used to treat a wide range of clinical situations. It’s an ideal solution for the majority of adults and teenagers—and patient love it. In fact, according to Align Technology, nine out of 10 patients would recommend Invisalign to their friends and family.

ELEVANCE DENTAL CHAIR

Midmark announces the availability of its newest chair for the dental office, the Elevance Dental Chair.

Years of research and development yielded a patient chair that is a genuine departure from any chair on the market today. With its unique Cantilever Forward design, advanced hydraulic system and the fully integrated heat and massage option, the Elevance chair delivers optimal patient access and comfort.

Unobstructed access to the patient’s oral cavity is crucial for a dentist to maximize performance and maintain an ergonomically correct working position. The Elevance chair has a unique backrest that is thin and narrow and cradles patients. Providing an unprecedented range of travel, the Cantilever Forward design brings the patient to the clinician. Starting at a low seat height of 15 inches and extending to a seat height of 34 inches, the chair accommodates a broader range of operators and offers greater flexibility whether seated or standing.

The Elevance chair has multiple features that were created to relax the patient and provide comfort during lengthy procedures. The sculpted headrest, advanced lower lumbar support and two layers of foam offer increased support. The patented, integrated armrests and cast aluminum backrest deliver a comfortable secure patient regardless of size. The advanced hydraulic system delivers smooth, responsive operation while supporting patients weighing up to 450 pounds.

The optional SerenEscape heat and massage system offers patients a massage, while lumbar heat warms muscles for further relaxation. The patient’s personal preferences are easily controlled with a remote hand control. Settings include high and low heat, three different massage patterns and adjustable speed and intensity.

Midmark has also expanded upholstery options to include limited seams Ultraleather upholstery as well as two-toned plush upholstery that allow customers to personalize their office. Expanded upholstery color selection now includes 20 standard Ultraleather colors and 12 Royal Hampton seamless vinyl colors.

For questions regarding this new product, please contact the Midmark Dental Customer Service department at (800) MIDMARK, visit midmark.com/elevance or stop by the booth, No. 217, during the GNYDM.

At the GNYDM

For more information on Invisalign G3 and any of its features, stop by the booth, No. 4420, during the GNYDM.

(Photos/Provided by Align Technology)

Above: The Invisalign G3. At left: The SmartForce attachments.
Making proximal cavity fillings require a rigorous clinical procedure that must be repeated easily.

The aim is to obtain a dental morphology that reconstructs a tight contact point and avoids future food impaction. Another very important goal is respecting the anatomy and physiology of the patients’ interdental papillae as well as guaranteeing the balance and integrity of the proximal space.

**Compression of the papillae**

It is much more difficult to obtain a good contact point with composite compared to amalgam because of the way composite material needs to be light cured.

If the proximal matrix does not have a good adaptation to the tooth, then too much compression on the composite filling material will result in cervical overhang.

This in turn compresses the interdental papillae and may cause periodontal damage to the patient’s tooth (Figs. 1, 2).

**The matrix**

It is easy to understand the importance of the role of the matrix both in forming the filling proximally and channeling the filling material to the correct position.

Directa’s FenderMate matrix perfectly fulfils the clinical needs of completing Class II cavities (Figs. 3, 4). The concept of a steel plate and plastic interdental wedge in one piece was initially introduced by Directa in the concept of FenderWedge – its excellent and innovative device for protecting the adjacent tooth during preparation – and replicated under the name FenderMate as a matrix system.

The aim is to facilitate the insertion of a wedge and an anatomically adapted matrix at the same time. The matrix can be removed in two stages. The interdental wedge can be taken out first, separating from the steel matrix, which can then be removed in a second stage.

The matrices are available in two sizes, narrow and regular, and for right and left application. They are color-coded, green or blue, for ease of identification. FenderMate may be applied either buccally or lingually.

**The contact point**

The interdental wedge with a flexible wing keeps the lower part of the matrix in contact with the cervical walls of the cavity. This causes a slight separation of the teeth so that when the filling is made, it is slightly larger than usual in the proximal direction.

Once the matrix is removed, the patient’s teeth will return in their natural position, assuring a tight contact between the approximal spaces with the adjacent tooth.

The matrix’s convex shape positions the interdental contact point in the highest third of the tooth and creates a papillary splay compatible with the physiology and the natural interdental space for cleaning. The curved shape of the combined matrix and interdental wedge forms the matrix around the buccal and lingual limits of the cavity box, and the pre-shaped contact former creates a natural contact point on the patient’s tooth (Fig. 3).

At the GNYDM

For more information on Directa AB, stop by the booth, No. 1511, during the GNYDM.

**About the author**

Dr. Sylvain Mareschi is a dentist and private practitioner, a DFCD Paris V Member and founder of the Dental Laser Academy in Paris.

*(Editor’s note: This clinical case was originally published in DENTOSCOPE on Nov. 20, 2009.)*
Cleaning and shaping with new technology

- Revo-S®, developed by MICRO-MEGA® with only three nickel titanium files, simplifies the initial endodontic treatment and optimizes the cleaning action.

  The asymmetrical cross-section of Revo-S facilitates penetration by a snake-like movement and offers a root canal shaping that is adapted to the biological and ergonomic imperatives.

  This system promotes a thorough root cleaning and also offers apical finishing, which is adapted to the anatomical and ecological criteria of the canal. This sequence functions according to a cutting, clearance and cleaning cycle, thus allowing an active upward dental chisel elimination.

  What are the advantages of the asymmetrical cross-section?
  • An asymmetrical cross-section enables a better root canal penetration because of a "snake-like" movement and thus equals better progression of the instrument toward the apical region of the root canal.
  • Thanks to the increased available volume, the elimination of debris upward to the coronal is facilitated.
  • The large helical groove cannot be obstructed and that avoids the risk of extrusion of debris beyond the instrument tip and apical foramen.
  • It reduces the stress on the instrument thanks to the ribbing movement of the file along the canal walls.
  • In addition, there is no screwing effect, more flexibility and a better ability to negotiate curves.

  The REVO-S sequence has only three instruments. This technique is easy to use and adapted for most root canal anatomies.

  Advantages of SC1, SC2 and SU instruments include:
  • Inactive tip.
  • Extended helical machining up to the coronal region increases the instrument flexibility.
  • Less stress on the instrument.
  • Better debris elimination and more efficient cleaning because of the asymmetrical cross-section of the SC1.
  • SC2 is an instrument without asymmetrical cross-section whose taper of .04 enables an easier penetration. Its equilateral section (three identical sides) ensures a perfect guidance of the instrument to the apical zone, thanks to the balance of the forces.
  • The equilateral section of the SC2 ensures the path through the canal to the apical zone.
  • The SC2 has a better debris elimination and more efficient cleaning. There is no extrusion.
  • The progressive pitch of the SC2 avoids zipping effects.
  • SU smoothes the root canal walls.
  • Thanks to its asymmetrical cross-section, SU recapitulates the action of the first two instruments, SC1 and SC2, thus respecting the tapered shape of the canal.
  • The SU has an adequate canal preparation with an apical finishing of .06.

  The apical finishing
  For a successful canal preparation, apical finishing is essential. MICRO-MEGA offers an additional adapted solution with specific instruments AS30, AS35 and AS40.

  These instruments are complementary and not systematically used. They enable to efficiently enlarge the apical preparation, respecting the .06 taper already formed, without modifying the obtained preparation with the basis sequence (SC1, SC2 and SU).

  Tapering at .06 enables a debridement and a disinfection corresponding to biological constraints of the initial root canal treatment. This improves the flow of the irrigating solution in the canal and facilitates the obturation.

  The Revo-S
  The Revo-S sequence is available in InGeT® (to use with an InGeT micro-head contra-angle) and in classics (standard handle adaptable on any endodontic contra-angle).

  The InGeT system includes files and an InGeT contra-angle, which has the smallest head on the market. It is revolutionary in that its driving gear is part of the rotary file, which simplifies the mechanism of the head.

  InGeT ergonomics enable an easy access to posterior teeth and a better visibility of the operative field.
SUCCESS IS EASY
Press Here

UNDERSTAND HOW TO DEVELOP THE IDEAL RESTORATIVE PRACTICE

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CORE I is an exciting three-day, hands-on course that shows you how to evaluate which cases to treat and how to gain treatment acceptance from your patients using advanced restorative dentistry. This program will increase the level of comprehensive care and enhance the lives of your patients, excite your team and increase the fun and passion you have at work!

“LVI has given me a new driving force in my career. It has recharged my enthusiasm for dentistry and made me realize that my career was not a mistake.”
– Dr. Charles Shin

“On a scale of one to ten, LVI is a twenty. I feel like my head and my heart have finally found a home, this is something I can believe in.”
– Dr. Atty Smith

“Not only did I learn what I didn’t know about dentistry, I learned how to help my own history of pain in the head and neck. Thanks for the missing link!”
– Dr. Paul Bell

Call LVI at 888.584.3237 to Register Today and
Receive a $500 Tuition Reduction When You Mention Code GNYDM2010

Visit www.lviglobal.com For a Complete Course Description

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6/1/2007 to 5/31/2011
Participants in all of the sessions not only earn C.E. credits but also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice.

The speakers have been carefully selected and are nationally and internationally renowned for their influence in enhancing dental education through extensive clinical experiences and diverse backgrounds.

The program will take place on the exhibition floor in Aisle 6000, Room No. 3 and will feature the following agenda:

**Sunday, Nov. 28**
- 10–11 a.m.: “Beautiful: Go with the FLOW” with Dr. Howard Glazer
- 11:20 a.m.–12:20 p.m.: “Light Cured Adhesive Dentistry – Science and Substance” with Dr. John Flucke
- 12:50–1:10 p.m.: “Exciting New Tools for Superb Impressions” with Dr. Marc Gottlieb
- 1:20–2:20 p.m.: “A Simplified Approach to Multi-Layer Direct Composite Bonding” with Dr. Martin Goldstein
- 2:40–3:40 p.m.: “Digital Impressions: Are They For Me?” with Dr. Richard Rosenblatt
- 4–5 p.m.: “Total Facial Esthetics for Every Dental Practice” with Dr. Louis Malcmacher

**Monday, Nov. 29**
- 10–11 a.m.: “Eco-Friendly Infection Control – Understanding the Balance” with Noel Brandon-Kelsch
- 11:20 a.m.–12:20 p.m.: “Incorporating New Advances in Dental Materials and Techniques into Your Restorative Practice” with Dr. Gregori Kurtzman
- 12:50–1:10 p.m.: “A Game-Changing Approach to Difficult Class II Composites” with Dr. Marc Gottlieb
- 1:20–2:20 p.m.: “Optimizing Your Practice with 3-D Cone-Beam Technology” with Dr. Damien Mulvaney
- 2:40–3:40 p.m.: “High-Resolution Cone Beam with PreXion 3D” with Dr. Edward Katz
- 4–5 p.m.: “Soft-Tissue Lasers Adjunctive to Orthodontic Treatment” with Dr. Lou Chmura

**Tuesday, Nov. 30**
- 10–11 a.m.: “Soft-Tissue Lasers and Caries Diagnosis” with Drs. Freedman, Goldstep and Lynch
- 11:20 a.m.–12:20 p.m.: “Soft-Tissue Lasers Adjunctive to Orthodontic Treatment” with Dr. Lou Chmura
- 12:50–1:10 p.m.: “The Newest Developments in the Art and Science of Air Abrasion” with Dr. Marc Gottlieb
- 1:20–2:20 p.m.: “Introduction to Cone-Beam CT (CBCT), Especially as It Pertains to Prevention of Failures in Oral Implantology” with Dr. Dov Almog
- 2:40–3:40 p.m.: “Cleaning and Shaping with New Technology” with Dr. Bettina Basrani
- 4–5 p.m.: “Contemporary Concepts in Tooth Replacement: Paradigm Shift” with Dr. Dwayne Karateew

**Wednesday, Dec. 1**
- 10–11 a.m.: “Best Management Practice. Waste Management for the Dental Office, and OSHA Compliance” with Al Dube
- 11:20 a.m.–12:20 p.m.: “Hard- and Soft-Tissue Lasers” with Dr. Glenn van As
- 1–4:30 p.m.: “The Osseo University Summit: A Collection from Masters of Implantology” with Dr. Benedict Bachstein, Dr. Ethan Pansick, Dr. Enrique Merino, Dr. Jeffery Hoos, Dr. David Hoexter and Dr. Dwayne Karateew

For exact program details, please check the schedule under www.DTStudyClub.com/gnydm.

**DTSC**  *from page 1*

The DTSC symposia are free for registered attendees, but pre-registration is recommended. Also, due to limited seating, register early to ensure preferred seating.

For registration, please visit www.gnydm.com.

For exact program details, please check the schedule under www.DTStudyClub.com/gnydm.
Now it doesn’t have to be with NEW Moist SURE™.

A complete line of hand hygiene products to care for professional hands and encourage compliance.

Clinically proven to moisturize your skin... important for dental professionals who are washing their hands all day.

For more effective than store-bought products. Moist SURE soaps and sanitizers meet FDA proposed requirements for a healthcare personnel handwash. The retail stuff doesn’t.

Try it FREE at moistSUREsample.com

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Infection prevention.

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NEW! Moist SURE
Soothing Hand Hygiene
will discuss topics including surgery, restoration and partially edentulous implants.

In addition, attendees will have a chance to visit the live patient demonstrations in implant dentistry, offered each day from Sunday to Wednesday.

Orthodontic programs
A diverse selection of orthodontic programs is offered from Sunday through Wednesday. At this exclusive series, attendees will learn from world-class clinicians about continuing and upcoming treatments and technologies in orthodontics.

The New York State Academy of General Dentistry Mastership workshop program in orthodontics is on Sunday. Drs. Elliott Moskowitz and Laurance Jerrold will host “Orthodontic Essentials for the General Practitioner: Learn It Today, Do It Tomorrow.” This hands-on, full-day workshop focuses on the practical utilization of various removable and fixed orthodontic appliances within a general or pediatric dental practice.

Various speakers from New York University’s College of Dentistry and Orthodontic Alumni Association on Tuesday and Wednesday will present a selection of innovative anchorage applications and auxiliaries for various malocclusions. At this event, attendees will become acquainted with a multitude of multi-tasking options including mini-screws and the application of pure skeletal anchorage for molar distalization.

A unique live demonstration of orthodontic temporary anchorage devices (TADs) will be among the broad range of orthodontic programs. On Wednesday, Drs. Bowman and Jonathan T. Perry will present a live demonstration of the placement and activation of TADs. This program will include the benefits of incorporating the use of TADs and implants into traditional orthodontic treatment modalities.

Pediatrics program
Martha Ann Keels will present a full-day seminar on Saturday. Attendees will learn the latest on caries risk assessment, current recommendations regarding all modalities of fluoride use and other preventive techniques reviewed with the use of photography. In the afternoon, the focus is on three areas: eruption problems, dental acid erosion and trauma management.

Recently, new ways of assessing and dealing with dental caries as an infectious disease have been proposed and new technological developments will do more to change the way clinicians practice than ever before. Joel Berg’s half-day seminar on caries management for children provides attendees with the most up-to-date information regarding emerging technologies in caries detection and risk assessment in children.

Nowadays, parents demand the restorations of their children’s teeth to be not only functional but esthetically advanced. Glass inonomers, resinomers, composites and various types of crowns are illustrated on children and adolescents at Dr. Fred Margolis’s workshop on Tuesday. Attendees will learn to integrate both function and esthetics to maximize a complete pediatric restoration.

Early childhood caries (ECC) is the most common chronic disease of early childhood. Multiple essays in pediatric dentistry will explore this major issue on Sunday from 9:45 a.m.–12:45 p.m.

Plan now and don’t miss out on the many pediatric courses offered at the GNYDM.
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Smiles By Design
Thursday, Nov. 25.

With an accessible location, the Greater New York Dental Meeting (GNYDM) kicks off its 86th annual event at the Jacob K. Javits Convention Center in New York City on Nov. 26. In addition to the meeting, which lasts until Dec. 1, attendees can also enjoy highly acclaimed museums, Broadway theaters, restaurants, historical sites and stores lavishly decorated for the holidays.

The exhibit floor and the diverse continuing education programs are the centerpiece of this annual expansive meeting. Organizers coordinate more than 300 full- and half-day seminars, essays and hands-on workshops.

Among the specialty programs are topics including orthodontics, endodontics, cosmetic dentistry, pediatric dentistry and implant dentistry.

Celebrity luncheon

Join the GNYDM at Monday’s celebrity luncheon with featured speaker, an American culture icon, Joan Rivers. As a comedian, TV host and CEO, Rivers is also a bestselling author, Emmy award-winning talk show host, Tony-nominated actress, Celebrity Apprentice winner, writer, director and savvy businesswoman.

The celebrity luncheon is also a way for the GNYDM to honor outstanding leaders of the dental profession. It is an opportunity to say “thank you” for the commitment they have made to further the welfare of the public. Attending the celebrity luncheon and seated honorably on the dais will be more than 70 presidents and dignitaries from around the world.

USDOC International Buyer Program

The GNYDM is once again part of the U.S. Department of Commerce (USDOC) Intern ational Buyer Program. All exhibitors are eligible to participate in this program, which has enhanced the scheduling of marketing and export business opportunities.

The program offers exhibitors the opportunity to meet many worldwide senior level volume buyers, a free list­ing in the Export Interest Directory, export counseling by government specialists and additional benefits.

On Monday from 11 a.m. to 12:30 p.m., the GNYDM and the U.S. Department of Commerce will present an export seminar to help worldwide sales opportunities.

Exhibit hall

As a global dental convention, the GNYDM designs its enormous exhibit from the perspective of its visitors and continues to invest in programs to benefit its exhibitors.

Throughout the year, the GNYDM has visited and/or had exhibit booth space in 15 domestic and 10 international dental meetings.

It is part of the GNYDM’s strategic plan to find opportunities for international exporting of products, not only at November’s meeting but throughout the year. It is also a way to collaborate new ideas for enhancing and expanding the exhibit floor.

This year, there will be more than 1,500 booths representing more than 500 exhibiting companies. Smart buyers are looking for a maximum return on investment when they shop for cutting-edge equipment and innovative products. There are extensive tax advantages for making your purchases in 2010.

Two live dentistry arenas

The GNYDM offers two modern and high-tech, free, live dentistry arenas daily from Sunday through Wednesday. The interactive live program features clinicians performing dental procedures on real patients from a stage before 300 attendees on either side of the exhibit floor.

Topics include orthodontics, esthetics, endodontics, pediatrics, implants, oral surgery, lasers and a hygiene program. Arrive early as seating is limited to 300 in each arena.

Educational programs

Value, high-end exemplary programs, world-class clinicians, upscale programs and top-of-the-line innovations place the GNYDM at the head of its class in education.

Seminars begin with Dr. Ross Nash on Friday at 9 a.m. in the Westside Ballroom at the Marriott Marquis Hotel. More than 300 seminars, workshops and essays are available from Friday through Wednesday. Educational courses are filling quickly, so register now for special discounted courses, offered only on Wednesday.

Botox/dysport and dermal fillers

Cosmetic dentistry is on the up-and-up, gaining publicity across the nation and the globe. Drs. Bruce G. Freund and Zey Schneidof, co-founders of the American Academy of Facial Cosmetics and will be presenting two full days of Botox/dysport on Monday and Wednesday with two full days of dermal fillers on Sunday and Tuesday.

Participants will learn to use Botox/dysport facial injectables for facial therapeutic and esthetic treatments as well as learn to improve the appearance of the skeletal profile and lips to match the smile and dental esthetics of the individual patient. Speakers will teach attendees about the most frequently used and highest rated types of facial fillers including Restylane, Perlane, Juvéderm and Radiesse.

Attendees are welcome to bring their own patients or they may treat volunteer patients at the GNYDM.

Greater New York Smiles

The Greater New York Smiles Children’s Program invites New York City public school students from all five boroughs to attend this oral health program from Monday–Wednesday. More than 1,500 third- and fourth-grade students will be taught how to effectively brush their teeth.

The program is sponsored in part by Colgate Palmolive Company, the United Federation of Teachers and DentAEqual.

Along with the help and dedication of the coordinators and volunteers from New York University, Hostos Community College and New York City College of Technology, the children learn about proper nutrition and eating habits that lead to a happy and healthy smile.

During this field trip, the students will have the opportunity to visit different “stations,” consisting of an educational film, an exhibit on nutrition, a “How to Brush” instructional demonstration and Colgate’s “Bright Smiles, Bright Futures Van” where those students who are granted parental permission will have their teeth screened by a dentist.

Other volunteer services are from the Dental Hygiene Association of the City of New York and the New Jersey Dental Hygienists’ Association.

25th anniversary General Practice Residency Fair

The General Practice Residency Fair provides dental students an opportunity to gather information regarding general practice residency and advanced education in general dentistry programs in an informal atmosphere. The 25th annual fair is on Sunday from 9:30 a.m.–noon. Admission is free.

Luncheon and Learning Program

Tuesday’s Luncheon and Learning is a free program that includes a complimentary luncheon.

The panel will discuss how dental technology can help to maintain a patient’s physical health and possibly help reduce the risk of cardiac disease. Sponsors of the program are ChaseHealthAdvance, Electro Medical Systems, Hiossen, Sirona and Captek. Pick up your free tickets at any of the booths on Sunday, Monday and Tuesday.

Invisalign

The Greater New York Dental Meeting is partnering for the third year with Align Technology to offer the Invisalign Expo. These educational courses extend for four full days, beginning on Sunday and lasting through Wednesday.

Taught by the most seasoned team of Invisalign specialists, dental professionals will learn the logistics of tooth alignment and other abnormalities. Invisalign Clear Essentials I is scheduled for Sunday and Tuesday. Attendees can also complete Clear Essentials II on Monday or Wednesday.

Endodontics

The endodontic program begins on Saturday with essays discussing research and ideas on pain control and irradiation as well as the most important developments in the field of endodontics today.

Seminars, workshops and live demonstrations include topics on rotary instrumentation, resin-bonded obturation, endodontic techniques and new biomeric technology.

The New York State Association of Endodontists program, on Wednesday, welcomes all professional attendees to this specialty program.

Implant dentistry

Educational courses in implant dentistry are offered all day from Saturday through Wednesday. Speakers in workshops, seminars and essays
2010 Greater NY Dental Meeting Special

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DVI presents the first Osseo University Summit

On Wednesday, Dec. 1, join Dental Tribune and the Dental Tribune Study Club to learn about implant-driven dentistry from a true collection of masters, carefully selected from across the globe.

Dr. Kenneth Serota, the founder of www.OsseoUniversity.com, helped design the Osseo University Summit for dentists who are interested in better preparing themselves to determine which treatment option is most appropriate for each individual implant patient.

The summit promises to benefit dentists seeking C.E. by offering great relevance to their daily work while letting them learn from a world-class, experienced faculty.

The program, which is moderated by Dr. Benedict Bachstein, offers you a collection of the hottest topics in implantology today.

Course No. 1: 12:45 – 1:30 p.m. "Utilizing Patient Specific Abutments to Achieve Exceptional Results" with Dr. Ethan Pansick, United States

This course will describe the indications and contra-indications of the different types of implant abutments available for use today.

Course No. 2: 1:35–2:20 p.m. "Microscopic Management of Alveolar Bone Defects in Fresh Socket Implants" with Dr. Enrique Merino, Spain

For both inexperienced and advanced clinicians, all possible treatment options in fresh socket implants under the microscope are presented in detail.

Course No. 3: 2:25 – 3:05 p.m. "Implants and Bisphosphonates, Osteonecrosis, Osteoporosis, Esthetics" with Dr. David Hoester, United States

This lecture presents bone grafts, sinus lifts and implants in patients taking oral bisphosphonates, leading to restoring vertical dimension as well as the creation of a bright youthful esthetic smile.

Course No. 4: 3:10–3:55 p.m. "Contemporary Concepts in Tooth Replacement: Paradigm Shift" with Dr. Dwayne Karateew, Canada

This multimedia presentation, which incorporates video, animations, computerized graphics and clinical images, will help broaden the understanding in the philosophy and science behind the new and exciting horizons currently being investigated.

Course No. 5: 4–4:45 p.m. "Balancing the Art, Science and Business of Dentistry" with Dr. Jeffery Hoos, United States

The challenge for the dentist is to provide for the patient a functional, comfortable prosthesis. This lecture will explain how we can take this challenge and make it a positive and productive experience.

Help celebrate DVI clinic’s 30th anniversary at Nov. 28 gala

The American Friends of Dental Volunteers for Israel (DVI) will host an international gala dinner and celebration Nov. 28 at the Museum of Jewish Heritage in New York City.

The event, which begins at 6 p.m., will celebrate the 30th anniversary of the DVI Trudi Berger Dental Clinic.

Stan Bergman, CEO of Henry Schein Inc.; Dr. Amit Ismail, dean of the Mau- ricio H. Kurcheg School of Dentistry at Temple University; Sen. Joseph Lieberman (I-Conn.); Dr. Gordon Chris- tensen; and Dr. D. Walter Cohen are serving as honorary chairmen.

They will be on hand as the American Friends of DVI honors Dr. Alan Helfer, American Friends of DVI president; Steve Kess, vice president, global professional relations for Henry Schein; and Ran Tuttnerauer, CEO of Tuttnerauer and DVI board member; for their dedication and support to the mission of bringing free dental care to indigent children in Jerusalem of every race, religion and ethnicity.

For more information on the event or to register, visit the organization’s website at www.americanfriendsdvi.org. Complimentary bus transportation will be provided from the Jacob K. Javitz Convention Center.

About DVI

Dental Volunteers for Israel was founded by Trudi Birger in 1980. A survivor of the Holocaust, Birger devoted her life to preventing the suffering of children. Through her efforts over the past three decades, thousands of underprivileged children have received needed dental treatment. In September 2003, the clinic was renamed the Trudi Berger Dental Clinic in her memory.

DVI operates the only free dental clinic of its kind in the Middle East. It looks after the needs of Jerusalem’s poor children, regardless of their religious and cultural backgrounds. It is staffed by dedicated volunteer doctors from around the world in addition to the general director, Dr. Roy Petel, who is a full time pedodontist. In 2009, President Shimon Peres awarded DVI the President’s Award for Volunteerism.
Dental Tribune Study Club
Symposia returns for third year

From ortho to endo, there’s something for everyone each day of the show

- For the third year, Dental Tribune is partnering with the organizers of the Greater New York Dental Meeting to offer four days of symposia in various areas of dentistry.
  - Each day will feature five individual one-hour lectures led by experts in the field. The final day will feature the Osseo University Summit, a program dedicated to implantologists.

Get ready

The 2010 Greater New York Dental Meeting is about to open for business

- Prepare yourself for the largest and most comprehensive dental meeting in the United States. In just a few powerful days, you will have access to all the latest technologies, resources and education you will need to keep your dental practice current, competitive and rock solid.

Now more than ever, it is critical to be a part of one of dentistry’s most prestigious events. Avoid paying a $30 fee by pre-registering for free by...