By Jayme S. McNiff, Program Manager, Greater New York Dental Meeting

In the aftermath of Hurricane Sandy, the Greater New York Dental Meeting (GNYDM) will not only be open for business as usual, offering the most elaborate, advanced and largest exhibit floor and the highest quality of educational opportunities, but the organization is also committed to fulfilling its strong obligation to assist dentists who have been affected by the storm.

To this end, the meeting is planning a series of expert-led symposia examining all aspects of practice recovery to aid dentists throughout the Northeastern United States who were affected by the storms. The program may include:

- Licensing, insurance recovery, human resources, credit lines and other pressing issues

Moving right along
There’s something for everyone during the DTSC Symposium

As the official online education partner of the Greater New York Dental Meeting, Dental Tribune is once again teaming up with the meeting’s organizers to offer four days of symposia in various areas of dentistry. World-renowned speakers such as Dr. Howard Glazer, Dr. Mark Duncan, Dr. Mark McOmie, Dr. Louis Malcmacher, Dr. Franklin Shull, Dr. George Freedman, Dr. Fay Goldstep, Dr. Gary Henkel, Dr. Ron Kaminer, Dr. Mike Rothman, Dr. Robert Horowitz, Dr. Chris Glass, Dr. Ron Jackson, Dr. David Evans, Dr. David Hoezter and Dr. David Peck will speak on a variety of topics from flowable resins to minimally invasive dentistry to bone grafting to endodontics and digital dentistry.

Participants of any of the sessions will 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. For exact program details, check the schedule at www.DTStudyClub.com/gnydm.

We look forward to seeing you in New York!

Greater New York Dental Meeting Specialties

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- Preparation and submission of insurance claims (physical damage and business interruption)
- Loss accounting for insurance and tax-related considerations
- FEMA assistance and other government support mechanisms
- Addressing the cash-flow and capital funding challenge
- Small Business Administration efforts
- The legal aspects of disrupted patient care

In addition, the GNYDM, in its commitment to support its colleagues as they rebuild and rehabilitate their practices, has contacted the Dental Trade Alliance and other GNYDM exhibitors and encouraged them to offer special sales and expedited deliveries as well as extended credit terms on merchandise and small equipment purchases. Organizers also anticipate there to be opportunities to purchase demo equipment on the show floor at deep discounts.

Exhibit Floor
In 2011, the GNYDM registered 53,789 attendees from all 50 states and 127 countries. With its ever-expanding exhibit floor, the GNYDM boasts 1,500 exhibit booths, including more than 600 companies. The continuous partnership with the U.S. Department of Commerce International Buyer Program provides the opportunity to meet many worldwide senior level volume buyers as well as export counseling by government specialists to increase sales.

Educational highlights
- Friday, Nov. 23, kicks off the meeting with Dr. Bernard Touati and Jean-Marc Etienne presenting “Anterior Implant Esthetics” at the New York Marriott Marquis Hotel in the Westside Ballroom 9th Floor.
  - Build your own website for your everyday for the entire dental team. Invisalign programming is offered throughout the five boroughs on a class trip to the GNYDM at the Jacob K. Javits Convention Center.
  - Don’t miss the first ever “Smoking Cessation Seminar,” offering professionals an effective way for dentists to deliver tobacco dependence treatment. This will be presented on Monday, Nov. 26.
  - Botox, Dysport and dermal fillers: These unique hands-on workshops introduce procedures on actual patients to teach dentists skills on how to use Botox/Dysport and dermal fillers in their practices; courses are offered Saturday through Tuesday.
  - More than 100 hands-on workshops feature the latest technological advances and the newest dental materials.
  - Sleep & Appliance Expo: Four days of the latest research and awareness of dental sleep medicine. Learn how to establish dental sleep medicine protocols in your practice, identify patients at risk, integrate medical practice systems and treat patients successfully. Programs are offered everyday.
    - Be a part of the “Dentaverse Launch” with Dr. Larry Rosenberg all-day seminar on Sunday, Nov. 25 and his “Live” program all day Wednesday.
    - Learning and Luncheon: Three days of Learning and Lunch programs are offered Sunday, Monday and Tuesday.
    - Attendees receive free C.E. and a free lunch at the close of the program; space is limited.
    - Invisalign Expo: Four days of Invisalign programming is offered everyday for the entire dental team.

Learn how to incorporate Invisalign into your practice today.
- DentalXP: This series offers lead speakers Dr. Henry Salama (Saturday, Nov. 24), Dr. Ronald Goldstein (Sunday, Nov. 25) and Dr. David Garner (Monday, Nov. 26).

“Live” demonstration area
The “Live” dentistry arena, a 430-seat high-tech patient demonstration area, offers revolutionary concepts of treating patients with new materials and applications. It takes place right on the exhibit show floor every morning and afternoon, Sunday through Wednesday. There is no cost to attendees.

Greater New York Smiles
The GNYDM gives back to the communities of New York City each year, by bringing together 1,300 grade-school children for the most unique children’s dental health-care program in the country. For the past four years, with leading sponsorship from Colgate Palmolive Company, DentaQuest (Doral) and the United Federation of Teachers, the Greater New York Smiles program has supported oral hygiene education and dental screening for New York City’s third- and fourth-grade public school children.

This year’s Greater New York Smiles is set to take place from Monday, Nov. 26 to Wednesday, Nov. 28. The program will include 1,500 children brought by school buses from various New York City public schools throughout the five boroughs on a class trip to the GNYDM at the Jacob K. Javits Convention Center.