Lots to explore

By Fred Michmershuizen, today Staff

Where can you see a 10,000-year-old mammoth tooth? Or rub elbows with Austin Powers? How about a complimentary serving of Brooklyn Lager? If you’re here at the 89th annual Greater New York Dental Meeting (GNYDM), you can find all of this and much more on the exhibit hall floor.

The experts at HealthFirst (booth No. 1801) are staffing “Compliance Help” information stands, where you can find out everything you need to...

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Head-to-toe education

By Chadette Maragh & Sierra Rendon, today Staff

Education sessions covered all the bases – and all the body parts – on Monday during the Greater New York Dental Meeting.

Orascoptic’s Vanessa Velasco and Tom Lindsey brought the best in human engineering to the Dental Tribune Media Lounge on Monday afternoon with a presentation on two of the company’s most recent additions: the groundbreaking XVI all-in-one dental loupe and headlight and...

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The Greater New York Dental Meeting (GNYDM) has announced it will introduce a World Implant Expo in 2014 to facilitate the education of dental professionals in all aspects of implantology. The GNYDM will subsequently expand its exhibit floor to include companies involved with implant products, technology, bone replacement materials and equipment.

The GNYDM will use its expertise in educational programming to include sponsored implant programs through an opening day symposium on Sunday morning, corporate forums on Sunday afternoon, a clinical innovations session on Wednesday, three additional days of seminars and hands-on workshops and a research poster competition as well as new products, live patient demonstrations and technology pavilions. All together, this will serve to increase the market for implant solutions through multimedia event programming.

The GNYDM is not only the largest dental event in the United States but it is also one of the largest health-care conferences throughout the country. The GNYDM is a chosen member of the U.S. Department of Commerce’s International Buyer Program. Both companies and dentists are encouraged to participate in this unique opportunity. Dana Solts, sponsorship and advertising manager, is available onsite here at this year’s meeting to answer questions. For additional information on the Implant Expo, contact danas@gnydm.com or Implant Expo Chairman Dr. James Doundoulakis at implants@gnydm.com.
Henry Schein event looks toward the future

At the Henry Schein Digital Dentistry Forum on Sunday evening, Henry Schein Chairman and CEO Stanley Bergman confirmed the company’s commitment to playing a central role in the complete – and inevitable – digitization of the dental practice.

The forum was held at the Rubin Museum of Art in Manhattan, in the museum’s theater and reception facilities. Five main speakers representing core sectors of the dental industry spoke about the benefits they were seeing through recent advancements in digital dentistry, reinforcing Bergman’s projections.

Bergman told the group that Henry Schein was on a path to be the leading provider of digital imagery solutions to dental practices in the United States and, ultimately, worldwide. He said the company had already proven itself in the practice management arena and was drawing closer to merging that with “the digital highway for prosthetics.”

Dr. Robert Gottlander, Henry Schein vice president, global prosthetic solutions, said the growth in digitalization with scanning and milling was already rapidly advancing. But in the end, he said, the materials being used for restorations – and what materials to use for specific needs – would be a central component.

Dr. Marcus Abboud, director of continuing education at the Stony Brook University School of Dental Medicine, spoke about advancements in the customization of materials and processes for the individual patient — all made possible through digital technology. He said today’s dental students demand digital technology in the classroom, which prompted the school to create one of the country’s first digital dentistry programs.

David Lampert, vice president of Town & Country Dental Studios in Freeport, N.Y., spoke about the dramatic changes the 52-year-old company has experienced in the past 10 years as it has kept pace with digital advancements. He said it was basic fact that digital information was more accurate than any analog impression and that monolithic impressions milled from digital scans were faster, less expensive and produced better margins for restorations.

Dr. William Busch, who has a multispecialty family practice in Kansas City, Mo., and is the chairman of the customer advisory panel for Dentrix, spoke in detail about his high-tech office, taking attendees on a two-minute tour of a typical patient arrival, procedure and follow-up, with digital technology seamlessly linking nearly every step.

Throughout all of the presentations, the speakers followed a common theme of putting the patient first. Bergman’s “It’s all about the patient,” was stressed by every speaker in various constructions, with digital dentistry heralded as a way to provide patients with better, quicker, longer-lasting and more comfortable care.

Following the presentations, attendees were invited to try out E4D NEVO scanners connected to NEVO Design Center laptops at a number of stations. The scanners also are available to test out at booth No. 4225.