Miles of aisles

By Robert Selleck, today Staff

The Greater New York Dental Meeting has long been a favorite venue for companies to highlight new and improved products and services, and this year is no exception. The exhibit hall’s miles of aisles beckon with fliers and signs announcing advancements in virtually every sector of dentistry—and new deals on the proven state-of-the-art products. Following are a few highlights a hike revealed Tuesday.

• Jerry Herman, DDS, is in booth No. 4537 to introduce for the first time at the GNYDM the MouthWatch, an intraoral camera system for patients to use at home. It lets patients send high-resolution images of their mouth directly to their dentists via a HIPPA-protected system.

By Chadette Maragh & Sierra Rendon, today Staff

Living in a digital era, it’s no surprise the dental field has made many technological advancements in the past couple decades—one of the most beneficial being CAD/CAM.

• Dr. Robert R. Edwab offers hands-on instruction to participants during his half-day workshop, ‘Treating Medical Emergencies: Oral Surgery Workshop’ for the General Practitioner.’ The session was an AGD MasterTrack Program.

(see DETAILS, page 9)

Digging into details

Tuesday’s education sessions explore CAD/CAM and more
Coming in 2014: World Implant Expo

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 Soltis, sponsorship and advertising manager, is available onsite here at this year’s meeting to answer questions.

For additional information on the Implant Expo, contact dana@gnydm.com or Implant Expo Chairman Dr. James Doundoulakis at implants@gnydm.com.
compliant online platform. The idea is to tighten the connection between patient and practice, boost recall rates for cleanings and improve overall patient compliance — in part by enabling them to examine their own mouths in privacy and see just how bad their teeth and gums might be looking.

Herman’s goal was a system for the same price as a powered toothbrush, which, at $130, he hit. Consumers can buy the scanner and then find a MouthWatch dentist through an online referral site — or ask their dentist to use the system. Or dentists can provide the wand to their patients.

For more complex treatments, a dentist might even give the device to a patient at no charge. For dental professionals, per-unit prices drop for larger quantities.

- Biolase (booth Nos. 600/5037/5327) used the GNYDM to introduce its GALAXY BioMill, which the company developed and designed in conjunction with the German company imes-icore.
  - It’s an open-architecture CAD/CAM system for scanning, designing, milling and finishing crowns, inlays and veneers in the dental office in a single appointment.
  - It uses the 3Shape Trios intraoral scanner to capture high-resolution 3-D digital images of the teeth and crown-preparation site, all of which are then processed through a CAD/CAM software program to design the restoration.
  - The design is then transferred to the GALAXY BioMill to mill the crown using the latest in esthetically pleasing, biologically compatible and durable tooth-colored materials.
- In booth No. 1212, Isolate is demonstrating its new Isovac™ Dental Isolation Adapter, the latest addition to its dental isolation product line. The Isovac uses dual vacuum controls so you can focus continuous hands-free suction in either the upper or lower quadrants and improve control of moisture and oral humidity.
- In the DEXIS booth (No. 815), you can test out the DEXIS photo® app, which the company unveiled here at the GNYDM. The app enables practitioners to wirelessly send photos directly into the DEXIS Imaging Suite via newer-model iPhones or iPod touches.
  - DEXIS also announced expansion of its imaging products to natively support Apple hardware and the OS X operating system — coming in the second quarter of 2014.
- In the IQ Dental Services booth (No. 2007), Ted Osterer, left, and Curt Marsh, are ready to tell you about the Soredex Cranex 3D dental imaging system with panoramic, optional cephalometric and cone-beam 3D imaging programs.
- New customers who visit CareCredit in both No. 4014 and sign up for the patient-payment-plan credit service — or request a practice evaluation — get to leave with a highly coveted Penguin Pillow Pal.

Visit Tracey Mager, left, the Penguin Pillow Pal and Roman Feldman in the CareCredit booth (No. 4014) and take one of them home when you sign up for the patient-payment service — or request a practice evaluation. (Photos/Robert Selleck, today Staff)