Handpiece manufacturer aims for global leadership

TOKYO, Japan: It is no secret that the years since the global financial crisis have not been very kind to companies in Japan. First, the recession slowed business investments significantly down, then the negative effects of last year’s tsunami and the massive destruction it wrought almost brought the world’s third largest economy to a halt.

For NSK, one of the country’s largest dental manufacturers, troubles in the home market are its least concern because the company conducts most of its business elsewhere.

According to president and CEO Eiichi Nakanishi, with whom Dental Tribune International recently had the opportunity to speak at the company’s headquarters in Tochigi, more than 80 percent of the company’s revenues are now generated by its operations outside of Japan.

In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, where it boosted its presence with the opening of its new headquarters near Chicago last year, despite unfavorable conditions such as high market saturation and the ongoing decline of the yen against the dollar.

Since 2009, Nakanishi has also seen his company regaining its former market shares in Asia through centralized distribution and after-sales support offered by its new subsidiary in Singapore.

Another significant contributor has been NSK’s European office in Germany, which accounted for almost one third of the 22.2 billion yen ($278 million) in sales the company reported in 2011.

“That is why economic conditions in our home market have little or no impact on our overall business. We really think globally,” Nakanishi explained.

According to the 48-year-old, who has run the company since 2000, one of the major reasons for NSK’s strong market position, even in established markets, is its dedication to innovation and quality, combined with the excellent after-sales service it is able to provide to customers in almost every country except North Korea. But this hasn’t always been the case.

Founded in the 1930s, the company had a rough start and operations were completely halted during World War II. Since the production of dental handpieces resumed in 1951, however, the company has grown extensively and now employs more than 700 people in its Japanese offices in Tochigi and Tokyo.

NSK also still produces most of the precision parts in-house, which, according to Nakanishi, is one of the reasons that dentists now identify the company with high-quality products.

“We employ many good engineers and marketing people who help us to constantly improve our brand and make it more attractive to dentists,” he said.

One of NSK’s recent innovations, launched at last year’s IDS in Cologne, for example, is the Ti-Max Z series, a durable premium handpiece that is claimed to have the smallest heads and necks in the industry, as well as an exceptionally low noise level and virtually no vibration. The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons. This device is distributed alongside implant systems by major implant manufacturers.

NSK asserts it pays close attention to the needs of its customers, a philosophy that has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children.

Moving into other markets is conceivable but unlikely to happen anytime soon, according to Nakanishi. Even though his company has begun to enter new areas in the last decade with the launch of instruments such as ultrasonic scalers and polishers, its core business will remain dental handpieces and other small motor equipment.

“When it comes to handpieces, we have produced more innovations than our competitors,” remarked Nakanishi. “Our goal is to become the No. 1 company worldwide in this segment.”

Here at the GNYDM

For more information on NSK Nakanishi and its products, stop by the booth, No. 2036.

Handpiece manufacturer aims for global leadership

Above left: Eiichi Nakanishi, right, in talks with DTI Publisher and CEO Torsten R. Oemus.

Above right: NSK still manufactures most of the precision parts in house.

At left: The company’s headquarters in Tochigi, Japan.

(Photos/Lutz Hiller, DTI)
Join the Growing Number of Dental Practices

Embracing the Best Injection Technology

Now, you can have peace of mind knowing that the WAND® “All Injection Technology” will:
- Reduce patient chair time
- Increase patient referrals
- Increase production

THE WAND® “ALL INJECTION SYSTEM”

MILESTONE SCIENTIFIC

WATCH US!!! IT ONLY TAKES 2 MINUTES!!!
STOP AT OUR BOOTH FOR A DEMO & RECEIVE A FREE BAG & STARBUCKS GIFT CARD.
The EZ Care™ Handpiece Maintenance Kit is the latest addition to the ProScore line of products. These maintenance kits are customized to your handpiece and include everything needed to keep it in optimal running condition: an XTend™ Ceramic turbine, Smart Cleaner, gaskets, coupler o-ring sets, handpiece cleaner/lubricant, detailed maintenance instructions and other products.

The EZ Care Handpiece Maintenance Kit complements ProScore’s in-office repair product line and the ProRepair/ProService Handpiece and small equipment maintenance courses presented at dental shows.

**XTend Ceramic kits and turbines for high-speed handpieces**

With the XTend Ceramic line of turbines and kits, ProScore offers dentists the best quality do-it-yourself products for high-speed handpieces in the market, according to the company. Not only are XTend Ceramic products backed with one of the best warranties in the business—one year for turbines and six months for rebuild kits—but XTend products have been known to outperform steel bearings, last longer and produce less noise and vibration.

The ceramic bearing technology incorporated in XTend Ceramic products provides many handpiece performance benefits:

- **Reduced wear:** Ceramic balls are twice as hard as steel balls.
- **Increased durability:** Ceramic balls are 40 percent lighter than steel, which reduces the internal forces and loads caused by high-speed rotation.
- **Longer life:** Ceramic bearings perform better than steel under marginal lubrication.
- **Quieter and smoother operation:** Noise and vibration are reduced as a result of lower loads.

**Other EZ Solutions**

ProScore’s other EZ Solutions offer dentists various do-it-yourself repair and maintenance options.

- **EZ Press III™ and EZ Rebuild™ Kits:** The EZ Press III Repair System is the answer to the high costs and downtime associated with sending high-speed handpieces out to be repaired. Allowing the dentist to easily change those parts that have worn out, the EZ Press III utilizes simple procedures, requires no guesswork and ensures precision placement of the bearings on the spindle.
- **EZ Install™ Turbines:** For an instant repair, dentists can replace cartridges chairside with EZ Install Turbines, which are manufactured with high-quality parts and quality assurance procedures, including dynamic balancing. The result is a high-performance, long-lasting turbine that often outlasts others in the market, according to ProScore.
- **Smart Cleaner:** The Smart Cleaner is a one-of-a-kind maintenance tool that not only helps prevent residue build-up in handpieces and coupler waterlines but also clears away obstructions if they occur. Simply connect the handpiece or coupler to the Smart Cleaner and activate the hand pump to clear obstructions and debris.
- **EZ Care Cleaner and EZ Care Lubricant:** EZ Care Cleaner was formulated to flush debris and remove build-up from the handpiece’s internal rotating parts, improving long-term handpiece performance and sterilization efficacy. EZ Care Lubricant has been designed to minimize bearing wear and to resist corrosion. When used together, EZ Care Cleaner and EZ Care Lubricant ensure handpieces and accessories will achieve maximum longevity and maintain optimum performance.

For more information, visit ProScore at the Henry Schein booths, Nos. 225, 3140 and 3432, call (800) 726-7365 or visit www.scoredental.com. You can also follow the company on Facebook at facebook.com/ProScore.

*Here at the GNYDM*
Solving one of dentistry’s most challenging problems

By Mark Hochman, DDS

Of all the procedures performed on a routine basis, the one procedure that is universally perceived by patients as the most fearful and anxiety provoking is the dental injection. In spite of the significant advances made during the past 100 years, our profession has yet to conquer one of the greatest challenges of dentistry—or has it?

Milestone Scientific, after spending the past decade responsibly and methodically studying this problem, now believes that with the introduction of its new instrument, The Wand© STA Single Tooth Anesthesia System, this age-old problem has finally been conquered.

The Wand/STA Single Tooth Anesthesia System replaces the antiquated heavy handpiece, supra-periosteal infiltration, etc. All techniques are performed more efficiently, more effectively and virtually painlessly.

Milestone’s new technology incorporates visual and audible real-time feedback, giving clinicians an unprecedented level of control and information when performing a dental injection. The Wand/STA Single Tooth Anesthesia System replaces the antiquated heavy metal dental syringe with an ultra-lightweight disposable handpiece weighing less than 10 grams for superior ergonomics and tactile control. The experience for both patient and dentist is one that is significantly less stressful.

Milestone Scientific created and defined a new category of dental instruments called C-CLAD® (computer controlled local anesthetic delivery) systems. These are the only dental injection instruments that have the published scientific data that substantiate the claim of eliminating or reducing pain perception when performing a dental injection.

This technology has undergone the rigors of clinical testing that has been performed in numerous universities and research centers throughout the world for more than a decade. These studies are published in some of the most highly respected dental journals in our profession. No other instrument, technology or device developed specifically to reduce pain and anxiety while performing a dental injection can currently make that statement.

With the introduction of C-CLAD technology, several newly defined techniques were also introduced to dentistry. The Wand/STA Single Tooth Anesthesia System has been optimized to perform these new dental injections. The first of these techniques, the anterior superior alveolar (AMSA) nerve block, published in 1997 by Friedman and Hochman, is a contemporary technique to achieve maxillary pulpal anesthesia of multiple maxillary teeth from a single palatal injection without producing the undesired collateral anesthesia to the lip and face.

Subsequently, Friedman and Hochman introduced a second injection, named the palatal approach anterior superior alveolar (P-ASA) nerve block, in which pulpal and soft tissue anesthesia of the central and lateral incisors are achieved by a single palatal injection. The general reduction in pain perception for all injections has lead to innovative ways to produce more efficient and effective dental anesthesia.

In addition to the new dental injection techniques discussed above, The Wand/STA Single Tooth Anesthesia System improves the success rate of traditional injections such as the inferior alveolar nerve block. Holding The Wand handpiece with its unique pen-like grasp allows the clinician to easily rotate while simultaneously moving the needle forward, increasing accuracy by decreasing needle deflection. Advancing the ability to use the new multi-cartridge injection feature, The Wand/STA Single Tooth Anesthesia System provides numerous advantages when performing traditional injection techniques.

The introduction of The Wand/STA Single Tooth Anesthesia System represents a material improvement over previous versions of this exciting technology. Numerous innovative new features are available in the Wand/STA Single Tooth Anesthesia System, including automatic purging of anesthetic solution that primes the handpiece prior to use, automatic plunger retraction after completion of use, a multi-cartridge feature allowing multi-cartridge injections and reduction of anesthetic waste.

Milestone Scientific has developed a novel training feature in the Wand/STA Single Tooth Anesthesia System, providing clinicians with spoken instructional guidance on the use of the instrument and thereby substantially reducing the initial learning curve.

The Wand/STA Single Tooth Anesthesia System is today’s most advanced C-CLAD technology and represents the next generation of computer-controlled drug delivery instruments for dentistry.

References

MIS Implants Technologies has recently launched the new C1 implant system. This new C1 system brings a combination of proven and innovative design features to market, including a conical connection and abutments that utilize a platform-switching concept.

The 6-degree conical connection ensures a secure fit between the abutment and implant. By minimizing micro-movement at that junction, bone loss at the crestal level is reduced. There is a six-position cone index within the conical connection to help orient the implant during insertion and place the abutment into the proper position.

Implants, abutments and tools are color-coded according to platform size for easy identification. The standard platform refers to the 3.75 and 4.2 mm diameter implants, while the 5 mm diameter implant is the wide platform. Lengths for all of the diameters come in 8, 10, 11.5, 13 and 16 mm.

The C1 implant (as all of the MIS implants) is made from a titanium alloy that contains titanium, aluminum and vanadium known as Ti-6Al-4V-ELI (Grade 23). This alloy has high fatigue strength and is highly biocompatible. Similar to commercially pure titanium implants (Grades 1-4), the outer surface of these implants consists of a thin layer of pure titanium oxide (TiO2).

The unique geometry of the C1 implant encourages primary stability with mild bone compression at the upper 2/3 of the implant. The final drill, used during preparation of the osteotomy, is designed in such a way to allow less compression by the threads at the apical third of the implant, which will enable rapid bone growth in that area.

These two characteristics have been put in place to minimize the period of time between initial mechanical stability and long-term biologic stability.

Platform switching is a restorative concept that has been shown to minimize crestal bone loss. It has been theorized that moving the junction of the implant/abutment connection away from the outer edge of the implant platform reduces the bacterial component that could lead to loss of vertical height. For those clinicians who prefer to utilize platform switching in the restorative phase, the C1 abutments have been designed to allow this.

As with other MIS products, the surface treatment consists of both large particle blasting and acid etching. This not only creates micro- and nano-surface morphology but also ensures a high-quality, contaminant-free surface that has been shown to achieve superb osseointegration results, according to the company.

The apex of the C1 implants is dome-shaped to help prevent damage to the mandibular nerve as well as to avoid perforation of the sinus membrane.

Packaged with each C1 implant is a sterile, single-use final drill, a cover screw and a temporary PEEK abutment. Each implant (including these additional components) is sold for $249.
WHAT IF
You Could Do ALL Your Routine Diagnostic Imaging Extraorally?

(TRUE Bitewing Program)
- Ideal for all patients - no sensor positioning necessary
- Consistently opens interproximal contacts
- Possible only with ProMax SCARA technology
- More diagnostic than intraoral modalities
- More clinical data: Lateral to Third Molar
- Enhanced clinical efficiency – takes less time and effort than a conventional intraoral bitewing
- Enhanced patient experience and comfort
- Eliminates gagging
- Upgrade to 3D at any time

ProMax® ADULT BITEWING

For a free in-office consultation please call 1-855-245-2908 or visit us on the web at www.planmecausa.com

2D digital perfection
Invented by a Swedish dentist, Directa’s Luxator instruments are specially designed periodontal ligament knives with a fine tapering blade that compresses the alveolar, cuts the membrane and gently eases the tooth from the socket. Here is Swedish dentist Dr. Lars Rundquist’s opinion about Luxator.

The requirement for an atraumatic treatment during tooth extraction has recently been emphasized much in the field of dentistry. Prior to treatment for implants, it is essential that there is as little bone loss as possible during extraction to obtain an optimal prognosis.

The increased number of patients under medication with anticoagulants, who often are not allowed to interrupt their medication when a tooth is to be extracted, requires extreme care to avoid postoperative bleeding. It is also necessary to endeavour to strive for as little damage to the tissues as possible to receive the optimal possibility for local haemostasis.

Patients treated with irradiation or cytostatics must be treated with minimal trauma to diminish the risk of postoperative infections.

The possibility of avoiding unnecessary trauma when extracting teeth is considerably increased if the operation is initiated or accomplished by employing a Directa Luxator to widen the alveolus and loosen the periodontal ligaments. The delicate tip of Luxator Periotome can be inserted to quite a deep level on the root, thus allowing the final loosening and removal of the tooth to be performed with a minimal amount of force.

During my many years as an oral surgeon, I have found Luxator instruments are indispensable to meet the demands for an atraumatic method of tooth extraction.

Dr. Lars Rundquist is a former member of the Department of Oral Surgery and Oral Medicine, Faculty of Odontology, University of Lund, Malmö and the Department of Maxillofacial Surgery, Institute of Odontology, Karolinska Institutet, Huddinge, Sweden.
Save $$$ at the GNYDM with ProRepair and ProScore

**ProRepair**

$49* Ceramic Rebuilds or 20% all other repairs

**ProScore**

**EZ Press III™**

**Ceramic Package**

**Just $879.99**

EZ Press III w/DVD • Smart Cleaner
6 XTend Rebuild Kits • Cap Wrench
Everything you need to begin and more.

**Visit Us at Booth 3631**

1-800-367-3674
www.prorepair.com
www.scoredental.com
prorepair@henryschein.com

*High-speed rebuilds are only available if existing chuck is in good working condition and meets 50 specifications for bur retention force. If not, a new turbine will be required.
Offers available during GNYDM only Nov. 25 - 26, 2012 and cannot be combined with any other offer. Repairs sent to manufacturer are not included in this offer. Must include original ad to be valid. Promo Code: GNYDM12
No-flow flowables for ‘Beautifil’ restorations

By Howard S. Glazer, DDS, FAGD, FASDA

That’s not a spelling error in the title. I have intentionally spelled it to mimic the name of the non-runny, non-flowable resin material I will discuss.

Resin dentistry has come a long way since the early days of silicates. Both patients and dental profession- als have demanded restorative materials that are functional, durable, versatile and esthetic. Imagine, if you will, a material that is as a base, liner and restorative all in one tube.

Shofu has developed just such a product. Beautifil Flow Plus. This new flowable resin is a sculptable, non-flowing resin available in two formulations: F00 and F03. Those designations mean that it flowed zero millimeters when an amount was placed on a pad and held vertically for one minute. Similarly, the F03 flowed only 3 mm during one minute. Both formulations contain the proprietary giomer chemistry and S-PRG fillers, which release and recharge fluoride like a glass ionomer.

The giomer chemistry is important. Giomers have an anti-plaque effect by providing a smoother surface when photo-cured. Moreover, they aid in the reinforcement of tooth structure by forming an acid-resist- ant layer as well as helping to remineralize dentin. Recently, the ADA published the results of an eight-year giomer study done at the University of Gainesville in Florida, that showed no secondary caries, no restorative failures, no post-op sensitivity and a 95 percent retention of luster on the restoration.

Beautifil Flow Plus stays where it is placed and does not require a more traditional composite resin to be placed on top to complete the restoration as some bulk fills do. It is approved for all cavity preparation classification.

There are nine shades for F00, including an opaque, incisal and bleach white. For F03, there are 12 shades, including a unique A0.5, “milky” and cervical shade. Once photo-cured, the materials are about 95 percent finished and polished, and a very high gloss can be achieved. Furthermore, they aid in the reinforcement of tooth structure by forming an acid-resist- ant layer as well as helping to remineralize dentin. Recently, the ADA published the results of an eight-year giomer study done at the University of Gainesville in Florida, that showed no secondary caries, no restorative failures, no post-op sensitivity and a 95 percent retention of luster on the restoration.

Beautifil Flow Plus stays where it is placed and does not require a more traditional composite resin to be placed on top to complete the restoration as some bulk fills do. It is approved for all cavity preparation classification.

There are nine shades for F00, including an opaque, incisal and bleach white. For F03, there are 12 shades, including a unique A0.5, “milky” and cervical shade. Once photo-cured, the materials are about 95 percent finished and polished, and a very high gloss can be achieved using the One Gloss and Super Snap Singles polishing systems (Shofu).

As you will see in the cases that follow, Beautifil Flow Plus is a very useful product that allows us to emphasize our artistic ability in the art and science of dentistry.

Case I

The patient is a 33-year-old male who has neglected his dental hygiene for several years and has a history of chewing gum and parking it in his cheek when on the telephone or focusing on his work.

He now presents with several areas of severe cervical erosion. These were successfully restored using a #35 inverted cone carbide and SmartBur II #4 round (both SS White) and then BeautiBond and Beautifil Flow Plus F03 A03 opaque shade and then F00 shade A3.

Fig. 1: Pre-op photos of the lower left first and second premolars and first and second molars showing cervical decay. (Photos/Provided by Dr. Howard S. Glazer)

Fig. 2: Post-op photo of the lower left first and second premolars and the lower left first molar.

Case II

The patient is a 63-year-old male with a history of sucking on lemons. The upper right cuspid enamel has been eroded, and the patient had mild sensitivity. The canine was restored using a #34 inverted cone bur (SS White), and the restoration was performed with BeautiBond and Beautifil Flow Plus F00 shade A30 Opaque and A3.

Fig. 3: Pre-op photo of the upper right cuspid. Note the large area of enamel erosion.

Fig. 4: Post-op photo of the upper right cuspid. Erosion restored with “invisible” margins.

Case III

The patient is a 42-year-old male who fractured the upper right central incisor opening a package. The tooth was restored using a Fissurotomy bur (SS White) to create the enamel bevels and BeautiBond and Beautifil Flow Plus F00 A2.

Fig. 5: Pre-op photo of the upper left central incisor fracture.

Fig. 6: Post-op photo of upper left central incisor.

About the author

Howard S. Glazer, DDS, FAGD, FACD, FICD, FASDA, FAAFS, is a past president of the AGD and former assistant clinical professor in dentistry at the Albert Einstein College of Medicine in Bronx, N.Y. He is the deputy chief forensic dental consultant to the OCME- NYC. Named as one of the “Leading Clinicians in Continuing Education” by Dentistry Today, he lectures and publishes internationally on the subjects of cosmetic dentistry and forensic dentistry.
AWAKEN YOUR INNER Artist

Picasso laser technology provides a greater experience and better results for patients compared to traditional modalities of soft tissue surgery. Perform a wider variety of procedures and give your patients the standard of care they deserve. Choose Picasso as your brush to create masterpiece smiles.

Call today to learn more about getting your FREE Picasso starter kit with your purchase.

866.999.2635 | AMDLASERS.COM

Visit Booth #4627 to learn how you can save up to $400 on Picasso laser technology!
Eaglesoft 16 will make life easier

Eaglesoft 16 Clinical and Practice Management Software is Patterson Dental’s premier dental software. The latest version, Eaglesoft 16, offers a new look, better functionality and enhanced adaptability while integrating the digital products for the office, clinical and imaging procedures all in one software.

Working to simplify the daily routine of dental offices, Eaglesoft 16 offers complete information access, condensing daily office management practices and providing specific tools that give each member of the dental team power to do more in less time.

In addition to increasing efficiency, Eaglesoft 16 can help reduce stress and increase profitability by streamlining everyday tasks and allowing offices to personalize the software to meet specific needs. New features include:

- Line item accounting enables users to apply a payment directly to a specific item.
- Customizable windows/dockable panels allows users to choose how much information to display on the “Account,” “Appointment” and “OnSchedule” windows as well as where to place the information within those windows.
- OnSchedule has a variety of features, including being able to change the time without affecting existing appointments. OnSchedule has provider views so the front office can check providers’ schedules to identify double bookings and availability.
- The Patient Bar provides quick access to patient-specific information so users can customize which icons they use the most in each area.
- Family Walkout Eaglesoft 16 no longer requires separate appointments to be processed one at a time when the entire family is in on the same day. Now the front office staff can process a walkout for all family members at once and issue one receipt for the family.
- Smart Claim/Smart Invoice allows office managers to create insurance claims and patient walkout statements more easily and check today’s items at the simple click of a button.
- Date-based reporting is a new option for select financial reports, letting users run financial reports for any range of dates; it is no longer necessary to choose a range of end-of-day reports.
- Automatic account aging helps office managers save time on end-of-day processing and statement processing and also keeps account balances up to date.

The help menu has also been updated and now offers easier access to the FAQ knowledge base.

Additional features include “Money Finder,” “Fast Check-In,” “The Treatment Plan,” “eReferral,” “Prescription Writer,” “Patient Notes” and “Messenger.” By understanding the many tools provided by Eaglesoft 16, dental offices can equip themselves with the software needed to make the office run more efficiently and increase revenue.

In addition to software, Patterson Dental offers support and customer service. Patterson Dental’s in-depth understanding of the market and commitment to development and customer satisfaction has driven the development of Eaglesoft 16 Practice Management Software, making it a vital tool for every dental office.
C1
PLATFORM SWITCHING CONICAL CONNECTION

GREATER NEW YORK DENTAL MEETING 2012
NOVEMBER 25 - 28, 2012

GNYDM C1 Special!

Visit Booth #1623 to learn about our C1 Special!
Each C1 implant is packaged with a single use final drill, cover screw, and PEEK abutment. To learn more about MIS, visit our website: www.misimplants.com or call:
866-797-1333 (toll-free)
By Michael C. DiTolla, DDS, FAGD

Glidewell Laboratories continues to test what the dental laboratory can do with BruxZir® Solid Zirconia crowns and bridges as it works to improve the esthetic nature of this zirconia material. As BruxZir crowns now account for 15 percent of the anterior crowns fabricated at the lab, the lab’s research and development department is committed to working to increase the material’s ability to be predictably prescribed in anterior situations.

This photo essay illustrates a recent case where a patient’s tooth #8 and #9 were prepped for BruxZir crowns.

Fig. 1
The patient presented with a PFM crown on #9 that he wanted replaced, and #8 had a fractured incisal edge with a failing composite and recurrent decay. We decided to place BruxZir crowns on #8 and #9, taking advantage of this high-strength, cementable, all-ceramic material while avoiding possible metal margins.

Fig. 2
Before I do anything else, I take the shade to keep the teeth from dehydrating and appearing higher in value than they actually are. I use the VITA Easyshade® Compact (Vident) to determine the shades of the adjacent teeth. I try to position the tip of the device in the middle third of the tooth, avoiding the increased chroma in the gingival third and the increased translucency in the incisal third.

Fig. 3
Then I place the PFG gel (Steven’s Pharmacy), an important first step in giving a pain-free injection. Placing the gel with an Ultradent syringe makes it easier to “sneak” some of the anesthetic into the sulcus, so that the patient does not feel the insertion of the needle through the attachment. After 60 seconds, we wash the PFG gel off #8 and #9 and begin the injection.

Fig. 4
The STA Single Tooth Anesthesia System® device (Milestone Scientific) allows me to predictably get pulpal anesthesia with a pain-free PDL injection. I slide the 30-gauge extra-short needle into the sulcus without going through the attachment. I step on the STA foot pedal and give a few drops of Septocaine while the needle tip is advanced through the attachment until it reaches the crest of the bone.

Fig. 5
After removing the existing PFM crown using the Razor® Carbide bur (Axis Dental) and a Christensen Crown Remover (Hu-Friedy), I start prepping #8. Because this tooth has not yet been prepared, I am able to take advantage of the reverse preparation technique. The mesial contact is already broken from when I removed the adjacent crown, so I now break the distal contact with a #55 bur. The reason we break the contacts first is because this technique requires the first retraction cord to be placed immediately.

Fig. 6
The first cord I use is an Ultrapak cord #00 (Ultradent). This is a plain cord that has not been soaked in any medicaments, and I floss it into place on the mesial and distal. With the two interproximal portions of the cord locked into place, I pack the facial segment subgingivally. This bottom cord provides about 0.5 mm of vertical retraction of the tissue. This allows me to prep the gingival margin right at the free margin of the gingiva.
PhotoMed gives you options

Configure your Canon camera with the flash that is right for you

The macro flash that you use for dental photography has a huge impact on the quality of your images. Not all macro flashes are up to the task and many that are being offered are not compatible with the cameras they are being sold with.

When it comes to outfitting a Canon digital camera with a macro flash, the best choices come from Canon, Metz and Sigma. Real flashes from real flash manufacturers - not “frankenflashes” that look like they were assembled in someone’s garage.

When you call the experts at PhotoMed, they can help guide you to the right flash for your system. Need a complete camera that includes unlimited support? We can help with that too.

Call us and find out why we’re known for the best camera equipment and the best support available.

PhotoMed  www.photomed.net • 800.998.7765

Come see us at a dental meeting near you. Complete list of upcoming meetings at: www.photomed.net
Take photos, pick our brains and get the best dental camera advice available.
There are many kinds of devices available to help dentists place implants near the sinus in the absence of adequate vertical bone height, but none of them seemed to function adequately for me until I came across Hiossen’s CAS-KIT. Since I was introduced to it 18 months ago, I have done about 100 augmentations into which I have placed more than 127 implants.

I have been using it regularly in patients whose maxillary posterior bony ridge has enough bucco-lingual width but where the sub-antral height is insufficient for placement of conventional implants. I use this kit when the bone remaining between the maxillary sinus and the crest of the alveolar ridge is approximately 5 mm. When it’s less than that, I defer to a different Hiossen device – the Lateral Approach Sinus Kit or LAS-KIT.

In my practice, results of using the CAS-KIT have been very positive. After instructions from the company on when and how to use it, I was soon working with it on a regular basis to facilitate the successful placement of even more implants. What I like most is its predictability – how I can use the “stopper” system to drill up to and then through the bony wall of the sinus without perforation of the membrane. Rounded drills create a “button of bone” that gently elevates a portion of the membrane. I have found that drill speed (rpm) is critical. After this elevation, water pressure is applied, allowing the membrane to “balloon out” and create just the right amount of space needed for the addition of a bone graft and then implant placement.

A specific amount of bone-graft material (no guesswork) is placed into the space that was developed under the sinus, and then the bone is dispersed laterally and evenly in a way that will completely surround the subsequently placed implant.

I have used several other systems in the past, but from my experience, this one seems to be the most precise and complete to safely accomplish the desired outcome. Other devices have some of CAS-KIT’s features, but I have not found any that combine such a set of specific instruments, along with detailed protocol, to take the stress and worry out of what would otherwise be a troublesome procedure. I have been very pleased with what we have been able to do with it in my office and would certainly recommend it to others.
FREE BURS FOR A YEAR!

LIMIT 1 ENTRY PER DAY

STOP BY BOOTH NUMBER #2000

*No purchase necessary. Promotion open only to registered attendees at the Greater New York Dental Show who are dentists, or dental students enrolled in a dental school program at time of entry. Limit one entry per person/office per day. All federal, state and local laws and regulations apply. Void where prohibited by law. Winner will be selected in a random drawing at the close of trade show on November 26th, 2012 from the eligible entries received. Winner need not be present to win. One winner will receive free burs for a year, up to $2,000 retail value. Items will be shipped by SS White® to the location designated by the winner. Odds of winning depend upon the number of eligible entries received. This offer may not be combined with any other SS White® offer.
Dentatus announces the introduction of Elypse® — the newest platform available for the ANEW® Narrow Body Implant System — at this year’s Greater New York Dental Meeting. ANEW implants provide gold-standard treatment options for many patients. In areas of limited bone width, mesial-distal space or converging roots, ANEW is often an ideal solution because of its narrow diameters of 1.8 mm, 2.2 mm, 2.4 mm and 2.8 mm and varying thread lengths.

With the introduction of the Elypse platform, ANEW can now be used for removable prostheses with the Denture Comfort™ technology — originally utilized with Dentatus’ ATLAS Narrow Body Implant System. The new Elypse platform allows clinicians to immediately retrofit a patient’s lower dentures with a future option of conversion to a fixed restoration, all the while maintaining a soft-silicone interface between a patient’s ridge and denture for enhanced comfort and retention. ANEW Narrow Body Implant system is a complement to other implant systems, enabling practitioners to offer more restorative options with one narrow body implant system.

Every practitioner placing implants should consider including ANEW in his or her armamentarium so all patients might take advantage of the benefits that implants afford.

ANEW Narrow Body Implant system is a complement to other implant systems, enabling practitioners to offer more restorative options with one narrow body implant system. Every practitioner placing implants should consider including ANEW in his or her armamentarium so all patients might take advantage of the benefits that implants afford.

ANEW Implants should also be considered when financial constraints might delay or prevent treatment. According to the company, for many periodontists, it is the implant of choice for complex cases where provisionalization allows for measured, expert treatment planning. ANEW Implants can be placed in interdental spaces as narrow as 3.5 mm without the need for bone augmentation or orthodontic interventions. With ANEW Implants, total time in treatment is reduced, so many more patients can experience the quality of life that implantology offers.

ANEW is the only narrow-body implant with a screw-retained prosthetic system and with more than 10 years of clinical research to support safe and reliable long-term use. ANEW’s prosthetic components provide patients with cosmetic chairside restorations at the time of placement so they never have to go without teeth.

Prosthetic platforms and screw-caps are used to create temporary restorations, providing patients with immediate function and esthetic results. A variety of platforms are available and standardized in size to reduce necessary inventory levels. The passive assembly and retrievability of the screwcap provides easy access to the soft tissue to train the papilla, eliminating the “black triangle.”

After the osseointegration process, a laboratory customized restoration can be constructed with the Castable platform. Now, with the newly introduced Elypse platform, ANEW Implants offer more versatility with screw-retained prosthetics. According to Dentatus, they are an ideal addition in the armamentarium of any clinician who routinely places implants and who, on occasion, must find sound and tested alternative solutions to traditional implant protocols.

The recommended surgical techniques allow for minimally invasive flapless placement and immediate loading. This eliminates most post-
Inseparable: Zirconeia and PermaCem 2.0

PermaCem 2.0 has the Strongest Adhesion to Zirconia than any Leading Self-Adhesive Permanent Cement*

PermaCem 2.0 is proven to provide one of the strongest bonds to Zirconium restorations compared to the other leading self-adhesive cements. Incorporating a recently developed adhesive monomer formula, the dual curing properties deliver an exceptional bond across all substrates. Formulated for easy clean-up, the optimized viscosity and no-drip formulation provide for the fastest and easiest removal of excess of all other self-adhesive cements, resulting in less stress and chair time. Plus as a single-step cement, it provides you with the added benefit of not requiring an etching step. Whether it’s PFM, PTM or Zirconium restorations, give your patients the best seat in the house while delivering the utmost in strength, stability and esthetics with PermaCem 2.0.

Dental Milestones Guaranteed

SPECIAL INTRODUCTORY OFFER: Buy One, Get One Free!**

For more information, or to order PermaCem 2.0, contact your authorized dental supplier, call 800-662-6383 or visit dmg-america.com.

*Based on 2011 SDM Data. Data on File.
**Free goods shipped directly from DMG America. To receive free goods, please fax your paid dealer invoice to DMG America at 201-894-0213. Order must be placed through Authorized Dealer and redeemed within 30 days of purchase. Limit (1) per dental office. Offer valid through 12/31/12. May be discontinued at any time.
Stay ahead of the curve

TruDenta offers a way to cure patients suffering with chronic headaches and other pain

By Robert L. Harrell, DDS

There is an overwhelming need to treat patients suffering with chronic headaches and other symptoms affecting the head and neck areas. According to the National Institutes of Health, between 15 and 45 million Americans exhibit some form of TMJ/D issues.2 Statististics from the National Headache Foundation indicate that more than 45 million Americans endure recurring headaches, and within this group, 28 million suffer from migraines.2,3 Research suggests up to 80 percent of headaches result from dental force-related problems.

A staggering number of people don’t know why they’re in pain or have been unable to find long-term relief. Many are unaware that dental force-related issues—either specifically related to the mouth or a result of traumas such as whiplash—can be the root cause of their pain. They usually don’t tell their dentist or physician about their chronic pain, and they’re unaware treatment exists.

I was fortunate to recognize the need for caring for these patients in a manner that provides long-term relief. After learning about the TruDenta system (www.drsdoctor.com, Ft. Lauderdale, Fla.), I incorporated this complete assessment and therapeutic technology into my practice (Fig. 1). The TruDenta system reflects an understanding and application of current research attributing dental force imbalances to muscle dysfunction in the head and neck area. Digital assessment technologies combine with treatment modalities proven in sports medicine and physical therapy as well as specialized education. Using TruDenta, dentists can restore patients to proper dental force balance, eliminate recurring pain and provide desperately needed care.

After integrating TruDenta into my practice and marketing this treatment, I found many patients with similar stories, all suffering from ongoing pain, beginning to believe they were unhelpable and having exhausted nearly every available resource to find a solution. They sought treatment for chronic pain, not necessarily a dentist or dental treatment. Once my team and I began treatment, we found that within a 10- to 12-week period, our patients experienced life-changing relief and the system proved successful.

We’ve experienced professional growth, and I’ve expanded my practice in previously unimaginable ways, all by assessing and treating dental force-related conditions and their symptoms, including headache/migraine pain. We’ve gained personal satisfaction by making a difference in people’s lives, and my practice has witnessed increased financial growth. I truly believe dental headache care, and a headache clinic within a practice, is a model for success that my dental colleagues may want to consider.

Treating patients with TruDenta is straightforward. Through the training and education process, which includes on-site hands-on instruction and four to six weeks of distance courses, my auxiliary team and I found ourselves fully prepared to offer TruDenta treatment to our patients.

A year ago, I decided to open a separate headache care clinic within my practice. A goal was building awareness, so we used the marketing resources provided by TruDenta to initiate a marketing campaign. We targeted individuals seeking a solution for their pain who remained in the dark about this option. Building upon this awareness, we applied sound marketing strategies, such as proactive and free public relations, which resulted in news coverage on Fox News and articles in local newspapers and magazines. Currently, we’re examining social media as another vital publicity outlet.

The results have been well worth the effort. The clinic is flourishing, and within recent weeks, we’ve had just shy of 100 patients wait for TruDenta treatment scheduling. We don’t want to turn anyone away and are focusing efforts on hiring additional staff to accommodate the influx of patients in need of care. We also want to help potential patients burdened with financial constraints by examining every insurance and assistance program available to make treatment possible.

It is an extraordinarily satisfying experience to provide someone with a solution that takes away their pain.

implant

Operative challenges and dramatically reduces the total time in treatment. These implants can easily solve the problems of time, money and perceived pain for most patients who otherwise do not proceed with care.

Many clinical reports cite the advantages of the implant device and materials in the following ways: ANEW is composed of grade V titanium alloy, with the threaded portion of the implant mechanically roughened to maximize the bone-implant interface. The tapered design facilitates implant placement and promotes initial stability. In addition, the screw-retained prosthetic design allows for disassembly of restorations without tapping, ultimately protecting the implant.

ANEW narrow body implants were the first to meet the most precise implantology standards, having undergone rigorous testing, research and clinical use by the profession. First used in 2000 and granted FDA approval in 2004 for long-term use as determined by health-care providers, ANEW Implants are widely recognized by clinicians and universities worldwide. The first results were published in 2004 showing consistently favorable results.

In 2005, the Journal of Oral and Maxillofacial Implants published a histology study where Dr. Michael Rohrer reports the percentage of bone in contact with the body of Dentatus implants is in the same range and sometimes higher than what is usually seen with conventional implants.” In 2007, Dr. Stuart Froum, et al, from the New York University Depart- ment of Implant Dentistry published a study in the International Journal of Perio and Restorative Dentistry following 40 Anew implants in patients for one to five years post- loading. According to the study, “No failures were reported, yielding a 100 percent survival rating.”
OSADA Enac Model: OE-F15

Long awaited Bone Cutting Specialist with Extended Boosting Power

OSADA Enac
Model: OE-F15
Piezoelectric Ultrasonic System

SE15 Handpiece
With ST 106 Serrated Cutting Tip

Serrated cutting tips

Scrapers & Separators

Piezo powered ultrasonic scalpels

Diamond ball tips

Sword tips

OSADA
WWW.OSADAUSA.COM
(800) 426-7232
(310) 841-2220
Some things improve with age, and this year marks 120 years (almost) of innovation from Gendex. Whether an office is changing from film to digital or just upgrading sensors, these sensors are easy to use and portable and create images instantly with outstanding quality and clarity. To maximize comfort, these sensors come in two sizes, to accommodate children and adults, and are designed with rounded corners and smooth edges.

X-rays can be captured more quickly with the “Always Ready” feature that automatically recognizes the presence of radiation and starts image acquisition without initiating the capture through software or hardware interfaces. And, because of the USB connection, the sensor is easily transferred between operatories, and the team member does not have to keep track of docking stations or card readers.

For offices that use panoramic imaging, the GXDP-300™ offers diagnostic efficiency and office productivity. Accurate, clear views of the patient’s anatomy are gained through proprietary FOX™ technology. Images can be viewed in a variety of imaging software programs employing CXT-WAIN interface.

Taking pans is easy and quick with a simple three-step operation and a large LCD touchscreen – just choose the projection, select the patient size and take the pan. The EasyPosition™ system allows the team member to easily place and stabilize differentiated-sized patients, even those in wheelchairs, to reduce movement and optimize accuracy.

Taking radiography one step further, the Gendex GXDP-700™ Series has the ability to transform from 2-D panoramics to cephalometrics to 3-D. The system is modular, so besides the full complement of 2-D panoramic imaging, it can be upgraded to cephalometrics and 3-D SFOV (small field-of-view). That way, as the practice grows, so can the dentist’s imaging choices.

With images from this versatile unit, dentists can diagnose and treatment plan for caries, root investigation, orthodontics, implants and other surgical procedures, as well as perform patient education. The GXDP-700 offers 33 panoramic options – 11 projections for three patient sizes, two 3-D volume sizes plus a dose-saving scout view and the ability to add cephalometrics – 15 options and five projections for three patient sizes.

The 3-D scans from the GXDP-700 S 3-D can be sliced in any direction so the clinician can view anatomical variations and anomalies that can interfere with a procedure’s success. The 3-D software is compatible with specialized restoration, digital impression and CAD/CAM programs, and the implant software allows for a choice of multiple implant brands or can be set for the clinician’s favorite brand as well as for surgical guides and milled or standard restorations.

All of these digital imaging solutions give dentists the opportunity to educate patients so they better understand their clinical conditions, the need for treatment and compliance with “doctor’s orders.” With 2-D imaging, the practitioner has the ability to enlarge the image or zoom in on an area of interest and show small details of the dentition.

With 3-D, by being able to see dental issues such as supernumerary and impacted canines, dentists can not only explain the situation to their patients in a more visual way, but they can often avoid exploratory surgery and avoid additional trauma to the patient. The digital format also improves communication between referring dentists because all of the images can be easily and securely transmitted electronically.

With all of the imaging options that Gendex has to offer, every dentist can have the opportunity to choose the solution that is the right fit for his/her office. After more than a century of research, development and catering to loyal customers, Gendex continues to help dentists achieve more successful treatment outcomes for patients and help to grow the modern dental practice.

**Report: Diode laser users choose Picasso Lite**

- **Picasso Lite by AMD LASERS**, a global leader in dental lasers and dental laser education, was recently voted the most popular dental laser as surveyed by diode laser users in the most recent Clinicians Report, titled “Are Diode Lasers Worth the Investment?”

- Picasso laser technology was evaluated and compared against eight other diodes in the market. Clinicians Report (CR), an independent, non-profit, dental education and product-testing foundation, concluded that, “Picasso Lite has a good combination of features, ease of use, low cost and is a valuable adjunct for soft-tissue surgery and hemo- tasis” (CR, June, 2012). Picasso Lite was awarded an excellent-good rating overall with top ratings in several categories, including handpiece and cord, simple controls and has the most affordable disposable tips, among eight leading brands.

- According to CR, 7 percent of clinicians surveyed would recommend a laser and 80 percent felt it was a good investment. To view the full report, please visit www.amdlasers.com.

- Picasso laser technology continues to be the game changer it was in 2009 when it was launched, to a repre- sentative from AMD LASERS. In three years, its popularity has increased, and it has been, according to the CR report, more than twice as popular as a competitive product that has been around for 25 years.

- “We gave clinicians what they asked for: an affordable dental laser for soft tissue that was easy to use and had world-class training support,” said Alan Miller, president and founder of AMD LASERS. “Picasso Lite delivered what no other laser could and continues to be the top pick against new lasers that are on the market.”

- “CR is the most highly respected global testing facility for dental products and is the ‘go to’ report used by the majority of clinicians looking to make educated product purchases.”

CR was founded in 1976 by clinicians to help other clinicians make educated product purchases. CR was organized as a unique volunteer effort where clinicians worldwide would unite their expertise for the sole purpose of testing all types of dental products and disseminating results to colleagues throughout the world.

To learn more about Clinicians Report, visit www.cliniciansreport.org.

AMD LASERS is a global leader at providing affordable laser technology for dental professionals preparing to take their practices to the next level. The integration of the Picasso line of soft-tissue dental lasers enables dental practices to provide treatment for soft-tissue surgery, periodontal treatment and laser whitening.
ALL OF THIS MARKETING MONEY FOR A TINY LITTLE SCREW

Stop by BOOTH 2224, mention this ad & receive one of the following offers:

COMPLIMENTARY 2013 OCO EDUCATIONAL COURSE*

or

25% OFF OF 2012 GNYDM SHOW SPECIALS*

*Offers limited to 2012 GNYDM, 11/25/12 to 11/28/12

[ THE NEXT GENERATION OF DENTAL IMPLANT TECHNOLOGY** ]

(800) 228-0477
www.ocobiomedical.com

© 2012 OCO Biomedical Inc.
Internet marketing is like the stock market: To avoid risk, diversify

Your website is the toast of town. With a beautiful design, before-and-after galleries and good search engine rankings, it may even be the object of your competitors’ envy. But is it being seen by enough potential patients? And is it maximizing the conversion of the ones who do?

Without directory listings and other sources of online visibility, the answer, most likely, is no. And without visibility, your website will not produce the return you’d hoped for.

Choosing a directory: five simple steps

Just like investing in stocks, the key to investing in Internet marketing is diversification. Data from eMarketer shows that consumers are two-thirds more likely to convert if they see a product or service more than one place online. In practical terms, this means if a potential patient sees your website and then sees you somewhere else, your chances of converting to a consultation increase significantly.

Directory listings offered by patient-referral networks (Consumer Guide to Dentistry) are still among the best “somewhere elses” to invest in, potentially providing you with multiple opportunities to be found on the first page of Google’s search results. But how do you choose a good directory? Here are five simple steps.

1) Search like a patient
Start by searching for information about your specialty the same way a potential patient would. Look for information on procedures. “Cost” and “before-and-after pictures” are the highest converting search terms; when a potential patient wants to know the cost of a procedure and how it will look (i.e., before-and-after), he or she is closer to making a buying decision. So, if a directory does not appear on the first page of Google’s search results for search terms such as “dental implants cost” or “veneers before-and-after,” it’s probably not worth the investment.

2) Read the content
Is the content credible and informative? Will it tell your patients something? If not, it will not help you convert potential patients. After all, that’s why they clicked on the website to begin with. An educational website ensures that prospective patients have the information they need to understand the dental procedures they’re interested in. In turn, it also ensures the dentist associated with it is viewed as an expert. As an additional benefit, people who are well-informed when they call your office are more likely to schedule an appointment and then a procedure.

3) Analyze the directory
Is the contact information of the dentists listed easy to find? Is it compelling? If so, prospective patients are more likely to convert. A good directory should offer each practice a customized profile page that includes information on the practice, including the dentist(s) bio, information on the practice and staff, images and testimonials. Each profile should also contain direct links to the dentists’ website and prominently displayed contact information, making it easy for patients to contact the practice. Directories that require prospective patients to fill out forms or click on multiple pages just to visit your website or obtain the practice phone number are an impediment that can reduce your ROI.

The last piece of the puzzle is to determine if it is a good fit for your practice. The old adage “birds of a feather” certainly applies to directories, so pay close attention to the types of dentists who are allowed to be listed. The goal of a good directory is to connect potential patients directly to your practice.

4) Avoid long-term contracts
It shouldn’t take more than four to six months to determine if a directory is working for you, so there is no need to sign up for a long-term contract. Beware of directories that require them. You should see a 1:1 return, at a minimum. If a directory isn’t making the grade, discontinue!

5) Track performance
Make sure the patient referral network you invest in will provide you with tracking data. While many directories measure the number of clicks, phone call leads, directories that fail to provide this tracking data are not worth your time and money, so look into this before you sign up.

Dentists listed on quality educational portals receive several benefits, including expanded branding opportunities for the practice, the prestige of being associated with quality information and other elite dentists and, most importantly, being found for 80 percent of the searches that you would otherwise miss.

There are many useful Internet marketing tools at your disposal, but leveraging them for maximum benefit is another story. One thing is certain: if you’re relying solely on your website to attract potential patients, you’re taking a big risk. The key, as ever, is diversification.

Directory assistance

AQUASIL ULTRA SUPER FAST SET

DENTSPLY Caulk announces the Aquasil Ultra Smart Wetting® Impression Material portfolio has expanded to include Aquasil Ultra Super Fast Set.

Aquasil Ultra Super Fast Set material is available in all viscosities and packaged in a convenient two-cartridge 50 ml or DECA™ 380 ml refill.

Aquasil Ultra Super Fast Set formula is optimized to offer an intraoral work time of 35 seconds and super fast mouth removal time of two minutes and 30 seconds.

Aquasil Ultra Smart Wetting Material is indicated for all dental impression techniques.

For more information, contact DENTSPLY Caulk at (800) LD-CAULK, visit www.aquasilultra.com or stop by the DENTSPLY Caulk booth, Nos. 1400/1600, here at the Greater New York Dental Meeting.