**Crest Oral-B supports hurricane relief**

**Enter to win tickets to a taping of the Dr. Oz show**

**By Robert Selleck, today Staff**

In addition to using the Greater New York Dental Meeting to introduce new products and services, Crest Oral-B is using its presence here to help families affected by Hurricane Sandy. For every case of manual toothbrushes ordered at the booth (No. 4225) during the meeting, the company is donating 12 of the same model toothbrushes for personal health-care kits being distributed to people displaced by the storm.

The kits are being assembled at Proctor & Gamble headquarters in Cincinnati and distributed by Matthew 25 Ministries across the multi-state area hardest hit by the storm. Other Proctor & Gamble personal-care products are also being included in the kits.

“We really have heartfelt concern for all of the victims of Hurricane Sandy,” said Dr. Veronica Sanchez, global scientific communications ER manager at Proctor & Gamble. “And we wanted to give everybody here the opportunity to help Crest Oral-B in our efforts to help the victims of Hurricane Sandy.”

Also at the booth, Crest Oral-B is inviting dental hygienists to sign up for weekly prize drawings through its Crest Oral-B Facebook page for professionals, Facebook.com/professionals.crestoralb. Sanchez said prizes, which include a variety of products from Crest Oral-B and other Proctor & Gamble brands, will be given away weekly— all in honor of 2013 being the 100th anniversary of the dental hygiene profession. Sanchez said the activity is an extension of the company’s “Pros in the Profession” program, in which dental hygienists nominate their peers for Crest Oral-B recognition.

“It’s a great opportunity for us to celebrate the profession and this important anniversary,” Sanchez said. The prize drawings run through Jan. 31, 2014.

Another activity at the Crest Oral-B booth unique to the Greater New York Dental Meeting is the opportunity to win tickets to the taping of an episode of the Dr. Oz television show.

“This is the perfect place for this promotion because so many of the attendees are from the New York City area,” Sanchez said.

Winners of the Dr. Oz tickets will be able to pick the show they want to attend (travel costs are not part of the prize). You can enter the raffle for tickets by buying $100 or more of Oral-B products at the Crest Oral-B booth.

The drawing for the tickets is an extension of a partnership between Oral-B and the Dr. Oz show to promote dental health. An episode planned for Dec. 6 will prominently feature an Oral-B power toothbrush. Dr. Jonathan Levine, the show’s “dentist of choice” for dental-health matters, will show viewers how to use the power toothbrush. Kirken Wilson, RDH, one of the 2012 Pros in the Profession winners, will also appear on the program.

**Dentatus introduces the new Elypse Platform**

At this year’s GNYDM, Dentatus is introducing an expansion of its ANEW Narrow Body Implant System, providing doctors and their patients more treatment options. The uniquely designed Elypse Platform greatly enhances the Dentatus product line by blending the best features of the Atlas technique with the ANEW Implant.

The ANEW Implant with the new Elypse Platform allows doctors to immediately retrofit a patient’s lower dentures with a future option of later converting that restoration into a fixed restoration—all the while maintaining a soft silicone interface between a patient’s ridge and denture for enhanced comfort and retention. The ANEW Narrow Body Implant System is an extraordinary complement to other implant systems, enabling practitioners to offer more restorative solutions for patients with insufficient bone, limited interdental spaces or con-verging roots. For many periodontists, it is the implant of choice for complex cases where provisionalization allows for measured, expert treatment planning often required.

First used in 2000 and FDA approved in 2004 for long-term use, the narrow-diameter 1.6, 2.2 and 2.4 single-piece ANEW Implants have met with the most precise implantology standards and have undergone rigorous testing, research and clinical use by the profession.

ANEW Implants are made of Grade V titanium alloy, surface treated on the threaded portion, and delivered sterile. The tapered end mimics anatomical design and increases primary implant stability. This in turn allows the implant to be immediately loaded with a minimally invasive procedure and eliminates most postoperative challenges. With ANEW Implants, total time in treatment is dramatically reduced so that many more patients can experience a quality of life that implantology offers.

With these newly introduced options, ANEW Implants offer unparalleled versatility with screw retained prosthetics. They are an ideal addition in the armamentarium of any doctor who routinely places implants and who on occasion must find sound and tested alternative solutions to traditional implant protocols.
Emerging from the storm:  
Helping health care get back to business

Henry Schein is eager to assist those affected by the devastation of Hurricane Sandy. We are dedicated to helping our customers and partnering with them to rebuild their practices.

Please stop by our Booth #3225 to speak to a Representative about any of the challenges you may be facing as a result of the storm or call the Henry Schein Disaster Relief Hotline at 1-800-999-9729.

Visit www.henryschein.com/RoadToRecovery, where you will find information and resources that may be useful, as well as information about the disaster relief work that we are doing to help the areas affected. Henry Schein, its supplier partners, and the Henry Schein Cares Foundation have committed more than $1 million in health care supplies and cash to relief organizations and communities affected by the hurricane.

We are committed to assisting our neighbors and our customers throughout the Northeastern United States during this time of great need.
By Robert Selleck, **today** Staff

This year’s Greater New York Dental Meeting marks a first anniversary for NSK Dental, which launched its expanded presence in the United States and Canada in November 2011 with a broadened distribution channel and the opening of a service and support center.

“Looking back, it’s been a great year for us,” said Mirco Stiehle, president of NSK Dental. “We saw very nice growth every month this year and did even better than we were expecting with our expanded distribution channels.”

NSK products continue to be designed and built in Japan, with virtually every phase of the process taking place in house— from product concept through each step of the manufacturing process.

With the opening of the service and support center just outside of Chicago, all product support activities for North American sales are now handled domestically. The North American service center was key in supporting NSK’s shift from an exclusive distributor relationship to working with all of the major dental-product distributors in North America.

The market has been receptive to NSK’s larger presence. That wasn’t surprising given the company’s global expansion record of accomplishment.

Yet there have been at least a couple surprises that market analysis didn’t reveal ahead of time.

“One big surprise for us has been the popularity of our electric handpieces,” Stiehle said. “The U.S. is traditionally a high-speed, air-driven market, but we have been extremely successful with the electric too. There seems to be a real customer need for it.”

Stiehle said the NSK reputation for high quality, combined with the lighter weights, friendly ergonomics and an attractive price point have resonated with customers.

The company’s Ti-Max Z series of electric handpieces, for example, offers dentists the smallest head and slimmest neck in electric attachments. “We see this trend continuing,” Stiehle said of the surprising amount of interest in the electric-motor products. “It’s obviously hitting an untapped demand in the marketplace.”

On the air-drive side, the S-Max Pico has been another nice surprise for the company.

Originally designed to help dentists in Asian countries who were often working with patients with smaller mouths, the S-Max Pico has been widely embraced by dentists working with children.

It boasts the industry’s smallest head and neck size of any handpiece, and has been one of the company’s most popular products in North America.

Stiehle said dental professionals could expect more new products from NSK in 2013, with new ideas always in play based on feedback and requests the company receives from customers.

“That’s what NSK stands for. We believe in innovation—and new products,” Stiehle said.
Invest in KaVo now

By KaVo Staff

Award-winning KaVo’s electric handpiece collection offers the widest range of attachments to address all restorative, orthodontic, pedodontic and endodontic needs, according to the company. Earlier this year, KaVo introduced the fourth generation of KaVo electric handpiece technology—the ELECTROtorque systems with KL 703 short motor featuring MULTI LED and SAFEdrive.

The new system embraces reduced weight and sound, unprecedented cutting performance and power, powerful lighting and efficient “Plug-n-Prep” technology with the KL 703 short motor.

It is time to add KaVo electric handpieces to your practice. The KL 703 short motor’s unique design weighs approximately 30 percent less and is 25 percent shorter than market-leading electric options. The short motor operates at only 55 dB, making it one of the quietest motors on the market today. Dental professionals and patients alike will benefit from the lighter, quieter KL 703.

Demand consistency and power

The KL 703 short motor and KaVo’s upgraded ELECTROtorque TLC and ELECTROtorque plus system with KL 703 short motor feature an innovative “Plug-n-Prep” auto-calibration technology for easy setup, requiring zero adjustment to other equipment.

Doctors, assistants, hygienists and patients will all appreciate the quick, efficient work made possible by innovative “Plug-n-Prep” technology. Adding KaVo electric handpieces to your practice means you are aiming for big results in your practice. In addition, KaVo is excited to announce that the KL 703 motor or ELECTROtorque TLC system is now available as an integrated option with the Pelton & Crane Spirit 3000 series of delivery units. Seamless assimilation is now at your fingertips, and the future of your practice is in your hands.

Here at the GNYDM

To learn more about KaVo products, stop by the company’s booth, No. 3809. In addition, KaVo is offering exclusive Greater New York Dental Meeting “Buy 1, get 1” electric promotions. When you take advantage of one of these offers by Tuesday, you will also get an extra $100 off.

(Phot/Provided by KaVo)
BEAUTIFIL Flow Plus, BeautiBond join forces in kit

Two of Shofu’s most acclaimed products are now available in two new kits offering discounted pricing.

The new kits will contain six syringes of the flowable restorative BEAUTIFIL Flow Plus in either zero-flow or low-flow viscosities and a box of 50 0.1 ml unit dose bottles of BeautiBond™, the seventh-generation bonding agent.

The kits are expected to synergize sales of both products, while providing significant cost savings to customers already using both products.

BEAUTIFIL Flow Plus
BEAUTIFIL Flow Plus represents the next generation of restorative materials, with a syringe-delivery that provides void-free adaptation and strength and durability of leading packable composites.

High radiopacity that is 15 percent greater than enamel ensures the base and liner will never again be mistaken for secondary caries.

Viscosity and handling characteristics have been optimized for greater control while delivering smooth and virtually self-polishing results.

Shofu’s proprietary S-PRG (surface pre-reacted glass) filler technology provides the only composite resin with sustained fluoride release and rechargeability.

BeautiBond
BeautiBond is a seventh-generation self-etch, prime and bond all-in-one product. Unique dual-functioning monomers (phosphonic acid and carboxylic acid) work independently, achieving equal bond strength to dentin and enamel comparable to sixth-generation adhesives.

BeautiBond has a film thickness of only 5 µm, providing indistinguishable margins. Bonding requires only one thin application, no shaking or agitation required and a 30-second application time.

For more information on the new kits, call Shofu at (800) 827-4638, visit www.shofu.com or stop by the Shofu booth, No. 3207.
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Henry Schein launches Mac-based practice management solution

- Henry Schein, one of the world’s largest provider of healthcare products and services to office-based dental, medical and animal health practitioners, recently announced the launch of “Viive,” a new dental practice management software for the Apple Mac computer.

Viive features a patient-centric workflow on a simple and clean platform to manage dental practices. The new workflow takes advantage of the Mac operating system to provide access to all available management tools directly from one patient screen, streamlining task management to a single click.

Charts, ledgers and other tasks are completed faster and more simply by eliminating the need to switch between modules. “Viive has a very esthetic, clean, beautiful look. Its patient-centric approach makes it easy to gain access to information, charts and management tools,” said Dr. Derek Fine, a Viive user practicing in Denville, N.J.

Another reason for Viive’s speed is its powerful PostgreSQL database, which loads charts and dental images almost instantly, synchronizes records in real time and allows updates to the same patient record from the front and back office simultaneously.

“One of the largest benefits of Viive is its backing by Henry Schein, which guarantees continued development of advanced features that integrate the office technology,” said Kevin Bunker, president and general manager of Henry Schein Practice Solutions. “It also ensures that users will receive the highest level of customer service.”

“With more dentists choosing the Mac platform, Viive will become an important foundation for the integrated digital Mac office,” Bunker said.

Viive was built directly on the Mac OS X platform, providing the user with the same robust, simple features already built into the Mac operating system.

“I love Mac computers because of their elegance, combined with simplicity and ease of use. Henry Schein successfully captured that balance in the Viive practice management system,” said Liz Alexander, an office manager based in Doylestown, Pa.

The Viive Practice Management system will be launched with a number of equipment partnerships that ensure a comprehensive imaging solution and integration of core technologies. These include Planmeca, digital X-ray and imaging; Digital Doc intraoral cameras; and Acteon dental imaging equipment.

About Henry Schein

Henry Schein is the world’s largest provider of health-care products and services to office-based dental, medical and animal health practitioners. The company also serves dental laboratories, government and institutional health care clinics and other alternate care sites.

Henry Schein employs more than 15,000 Team Schein members and serves approximately 775,000 customers. The company offers a comprehensive selection of products and services, including value-added solutions for operating efficient practices and delivering high-quality care.

Henry Schein operates through a centralized and automated distribution network with a selection of more than 90,000 national and Henry Schein private-brand products in stock, as well as more than 100,000 additional products available as special-order items.

A new way to assess, treat and manage pain

- The TruDenta® System is a complete system for assessing, treating and managing dynamic force imbalances in the mouth that contribute to pain. It incorporates patented and FDA-cleared assessment and treatment technology and software supplemented by clinical training and ongoing implementation assistance.

The system evaluates the amount and balance of forces during closure, at closure and while chewing using digital force measurement (T-Scan) technology. The cervical range of motion is measured with the computerized TruDentaROM (range of motion) tool. A cervical ROM disability correlates with a mandibular ROM disability and/or an imbalanced dental foundation (Fig. 1).

Patients undergo therapies using a proprietary combination of low-level laser, therapeutic ultrasound, transcusaneous electrical stimulation and intraoral orthotics. These modalities were originally developed by MDs to speed the healing of joints and force related traumas. TruDenta combines these with advanced dentistry, as needed, to achieve long-lasting outcomes.

Dentists can use TruDenta to realize predictable approaches for assessing and treating muscle and force dysfunction. They can, therefore, provide patients with opportunities to address painful symptoms through a pathway to long-term dental stability.

Here at the GNYDM

For more information about Viive, visit www.viive.com; call Henry Schein Dental at (855) MAC-VIIVE or visit its booths, Nos. 3225, 3140 and 3432.

For more information about the TruDenta System, visit www.dentalresource systems.com or stop by the booth, No. 3302.

- Fig. 1: Illustration of the ROM assessment data provided by the TruDenta system. (Photo/Provided by TruDenta)
From the Front Office to the Treatment Room and every touch-point in between, Henry Schein has the solutions you need to connect your practice technologies. The size of your practice, your budget, and your patients’ needs are all important to the solutions required to increase workflow and enhance efficiency.

With your success in mind, let us help you determine which products and technologies will advance patient care and your practice.

Contact your Henry Schein Sales Consultant for details.
Patterson Dental and RevenueWell get serious about practice marketing

Patterson Dental comes to this year’s show with a new product and renewed focus on helping its customers succeed in the Internet age. Its new partner, Chicago-based RevenueWell Systems, developed an online service that helps dental offices cut costs, attract new patients and engage existing patients with very little effort from the clinician and staff.

RevenueWell is an online system that uses information from the office’s existing practice management software (e.g., Eaglesoft, Dentrix) to automatically communicate with patients, let them access their accounts online and help practices send out highly targeted marketing campaigns to the patient base.

One of RevenueWell’s main value propositions is its ability to completely automate more than 20 types of common patient communications. RevenueWell does this by analyzing each patient’s appointment, procedure and account data and sending him or her timely emails, postcards, letters, text messages and automated voice calls based on the practice’s settings. Some of these communications, such as appointment confirmations, birthday cards, welcome packets and post-op instructions, are focused on improving the practice’s operations and delivering better patient care. Others are geared at bringing patients back into the office for recommended treatment and maintenance. This includes:

- Recall and reactivation communications that use a combination of email, text and direct mail messages to ensure that patients stay current with their hygiene appointments
- Expiring insurance benefits reminders that remind patients to use their insurance benefits before the end of the year
- Video treatment plan follow-ups, an industry-first feature that automatically follows up with patients who have had a treatment plan created for them but didn’t yet make an appointment to start treatment

RevenueWell takes a similarly comprehensive and automated approach to solving its customers’ other marketing and patient management challenges. From automatically collecting online patient reviews to asking patients for referrals to establishing and maintaining a practice’s profile across 150-plus online destinations, the system makes the best out of today’s online technologies to make practice marketing easy.

“RevenueWell is the first company that we saw in the marketplace that not only gets the technology aspects of online marketing but was willing to invest into applying these concepts uniquely to the dental field,” said Tim Rogan, vice president, marketing.

Patterson Dental is the only nationwide distributor of the RevenueWell Suite and offers professional installation and support for the product through its Patterson Technology Center.

Here at the GNYDM

For more information on Patterson Dental or RevenueWell, stop by the Patterson Dental booth, No. 2600.
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Scannable abutments: digital impressions for dental implants

By Carlos A. Boudet, DDS, DICOI

Technological advances are making it easy to practice dentistry in almost every dental procedure. This article aims to increase awareness of a new modality for the restoration of implants by general practitioners and prosthodontists utilizing chairside digital impression systems.

Taking an implant impression for crowns and bridges requires a stock or custom impression tray loaded with a polyvinyl siloxane or polyether material that is placed in the mouth to record the position of a properly seated impression coping. This impression is then used to pour a stone model from which the laboratory fabricates the final restoration.

Digital intraoral impressions were first introduced in 1987 by Siemens with the CEREC 1. There are now several systems that offer intraoral scanning and digital impression capabilities for the construction of crowns and bridges without the need for impression trays or materials.

For the dentist who needed an implant impression, however, this technology was yet available. In 2004, Biomet 3i introduced a coded implant healing abutment that provided all of the necessary implant information without the need for impression copings.

In 2010, Straumann introduced a scannable abutment called a “scan body,” which allowed for the taking of a digital implant impression. We needed this option to be available for the most commonly used implant systems, but Straumann only works with iTero.

Axis Dental Design Center has taken the concept further by developing scannable abutments that are compatible with implant systems from most of the major implant companies, allowing dentists to submit digital impressions for CAD/CAM design and milling of implant abutments and fixed restorations. However, at the time of this writing, they, too, can use only the iTero scanner.

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In February, Glidewell Laboratories introduced intra-oral scanning abutments under its Inclusive® line of implant products for implant systems from Astra Tech, Straumann, Neoss and Zimmer, as well as Certaini, Prima-Connex and Bränemark System. NobelActive and NobelReplace. These Inclusive Scanning Abutments are also available for the lab’s line of Inclusive Tapered Implants, and they can be used to create digital implant impressions with available, compatible intraoral scanners, such as iTero, Lava®C.O.S.®, CEREC®, FastScan® and the soon-to-be-compatible Edent® Den-

Here at the GNYDM

For more information on Glidewell Laboratories’ intra-oral scanning abutments, stop by the booth, No. 4400.

Fig. 1 (Photos/Provided by Glidewell Laboratories)

About the author

Carlos A. Boudet, DDS, DICOI, graduated from Medical College of Virginia in 1980 with a DDS. He established his dental practice in West Palm Beach, Fla., in 1983 and has been there for 26 years. He is a diplomate of the ICOI, a member of the Central Palm Beach County Dental Society and sits on the board of directors of the Atlantic Coast Dental Research Clinic. Contact him at www.boudetdds.com or (561) 998-6022.

Fig. 2

References are available upon request from the publisher.

Fig. 3

Fig. 4
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Does your implant training hold up?

By Ken Hebel, BSc, DDS, MS, certified prosthodontist, and Reena Gajjar, DDS, certified prosthodontist

Until recently, implant dentistry was considered to be a therapy that was primarily provided by dentists who were not formally trained in implant dentistry. As such, training regulations were not an issue because most specialties incorporate implant therapy into their residency programs.

With implant dentistry becoming more mainstream and being incorporated into general practices, educators and licensing bodies are starting to set training guidelines and parameters for practice.

Background

Several years ago, the Institute for Dental Implant Awareness (IDIA) released a document, “Recommended C.E. Training Protocols to Meet the Legal Standard of Care for Implant Placement.” Although not legally enforceable, this document provided some guidelines for continuing education programs to meet the standard of care for implant therapy.

These guidelines were based on existing guidelines in the United Kingdom and reviewed by many dentists, both general dentists and specialists.

The release of such a document indicates the awareness of the profession for guidelines to be established, both for the protection of patients and the profession.

Many undergraduate dental schools do not offer a full curriculum in implant dentistry. As such, many dentists are required to obtain their implant education through post-graduate continuing education programs. With the proliferation of implant courses, it is critical to be aware of the training that is considered adequate by the profession in order to embark on implant therapy in your practice. It has been established that short-duration programs (one to three days in length) cannot fulfill the minimum standards that the profession considers appropriate for training in implant dentistry.

Standard of care

Did you know that although a licensed dentist can perform any dental procedure, if a general dentist chooses to perform treatments that are not routinely performed by general dentists, the law holds all practitioners to the same standard of care that would be provided by specialists providing similar treatments?

As such, it is imperative that dentists who are not formally trained in implant therapy pursue educational programs that meet and exceed the minimum guidelines that are proposed by not only the profession but by their licensing bodies.

Recently, the Royal College of Dental Surgeons of Ontario (Canada), the licensing body for dentists in Ontario, released a draft document proposing minimum standards of educational requirements for any dentist performing implant therapy.

Although this document applies only to dentists in Ontario, it suggests that the direction of the profession in establishing standards and indicative of what current practitioners of implant therapy consider the minimum educational requirements.

In addition, although these regulations are not legal requirements, when a licensing body takes these steps to provide recommendations regarding training, it can be assumed that they should be followed for a dentist providing implant therapy, the college and other involved parties will defer to these recommendations regarding the type and scope of training that dentist received.

Cross-training

One interesting aspect of these proposed guidelines is that regardless of what phase of implant therapy you choose to provide to your patients, you should be trained in all phases. Dentists providing only the surgical phase need to be trained in implant prosthetics, and those providing prosthetics need to be trained in surgical considerations.

This cross-training is indicative of the complex, integrated nature of implant therapy and the suggestion that one is not competent in one aspect of implant therapy without understanding all aspects.

Another interesting aspect is the requirement for continued education and training. Implant dentistry is such a new and exciting area within dentistry that techniques and products are still changing and advancing. The need for more frequent continuing education is more critical in this field than in other areas of dentistry.

So what does this mean for you?

If you are considering incorporating implant dentistry into your practice, or if you already provide one or both phases of implant dentistry, we recommend you follow these steps:

- Review the RCDSO proposed guidelines and review the IDIA training protocols. Both these articles can be found on our website, www.teach-train.com, under the “Downloads” tab.
- Research your licensing body and determine if it has set any minimum standards or guidelines.
- Make sure the training you are considering, or have already taken, fulfills those minimum standards (or refer to the existing guidelines if your licensing body has not yet set any guidelines).
- Make sure the training institution that you choose provides not only a comprehensive training program but also provides tools and resources that allow you to review, refresh and continue to learn.

It is critical to emphasize that even with continued education, a general dentist should only practice in accordance with his or her training and experience. Such as, patients who present with complex treatment situations — or a level of difficulty beyond the practitioner’s training and skill set — should be referred to a specialist.

In any profession, guidelines are set to not only protect the providers within that profession but to protect the interests of the public. Without proper guidelines, the standard of care is diminished, and in many situations, a low standard of care not only affects treatment outcomes but also establishes a damaging reputation for that particular therapy.

Guidelines within implant dentistry are long overdue, and the establishment of educational recommendations will serve to raise the standard of implant therapy provided and improve treatment outcomes to protect both the public and the profession.

3Shape opens new office near Los Angeles

Location strengthens services for 3Shape’s customer base throughout the West Coast area

- 3Shape continues to expand its presence around the globe with the opening of a new office in California. Located in Rancho Cucamonga, near Los Angeles, the office will offer training, technical support, product demonstrations and business support to 3Shape partners and end-users.

Local service, support, training — Pacific Time

3Shape’s latest expansion will meet the increasing demands for CAD/CAM solutions in the area and lay the groundwork for the increased activity surrounding the release of 3Shape iTRIOS®, a digital impression solution system for dentists.

The opening of the new office demonstrates 3Shape’s commitment to maintaining the market’s highest standards for service, according to the company. Customers and partners all over the West Coast will now have quick local access to 3Shape technical support and sales support during their normal business hours (Pacific Time).

Henrik Vestermark, the vice president of new offices in North America, said: “The opening of this office represents our commitment to offer the best support and training possible. We are witnessing a strong growing demand for our latest CAD/CAM solutions, and the new office allows us to continue building our market, while promoting the advantages of digital dentistry and ensuring our customers’ maximum uptime and competitiveness.”

The office will be managed by Vestermark, who has also been managing the East Coast office in New Jersey. The new office will host modern training facilities and equipment where users and partners can benefit from hands-on courses in 3Shape’s digital technologies for labs and clinics.

Rancho Cucamonga address

3Shape
9227 Haven Ave., Suite 360
Rancho Cucamonga, Calif., 91730

Here at the GNYDM

For more information on 3Shape, stop by the booth, No. 5520.
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GNYDM special salutes achievement

Aribex®, a worldwide leader in handheld X-ray technologies, is celebrating the production of 10,000 NOMAD® handheld X-ray devices here at the Greater New York Dental Meeting at booth No. 3538.

In marking this milestone, Aribex will provide customers who purchase a NOMAD during the meeting 10,000 cents in the form of a fresh $100 bill. In addition, purchasers will be entered into a daily drawing for a no-charge total care plan, a $495 value.

Unlike the conventional wall-mount and portable X-ray systems, NOMAD handheld devices from Aribex are lightweight, rechargeable (battery-powered), and can go anywhere. Dental professionals around the world have rapidly chosen the NOMAD as their preferred X-ray device, both in and out of the office.

“We’re proud that because the NOMAD has been so widely accepted in the market, we’ve been able to reach this 10,000-unit milestone,” said Ken Kaufman, president and CFO of Aribex. “We’ve worked hard to get to this point, and we can’t thank our customers enough for their continued patronage and support.”

Recently, Aribex donated its actual 10,000th NOMAD unit to the Christian Medical & Dental Associations (CMDA). Headquartered in Bristol, Tenn., CMDA centers much of its work on humanitarian outreach – the common denominator of both organizations.

“The NOMAD handheld X-ray was created in response to humanitarian needs,” Kaufman said.

We thought it appropriate to donate this historic unit to CMDA, an organization that does wonderful work among those who need the help so desperately.”

CMDA will utilize the NOMAD as a diagnostic tool by dentists and dental students as part of its Global Health Outreach program. CMDA schedules 40 trips to 25 countries each year. In addition, CMDA helps train dentists in emerging nations, lectures at international dental schools and is developing a ministry for disaster relief.

“We’re grateful for the capability the Aribex donation will provide CMDA,” said Dr. Peter E. Dawson, founder of The Dawson Academy, a renowned training center that has provided continuing dental education courses for more than 30 years. “CMDA will put this X-ray device to good use in dozens of humanitarian dental missions.”

Aribex will share the humanitarian outreach journey made by the 10,000th NOMAD on its website, www.aribex.com, where visitors can follow the travels of the NOMAD and CMDA in their focus to bring greater access to care to those who truly need it.

The latest from Osada: the Enac Model OE-F15

Long awaited bone-cutting specialist with extended boosting power

By Osada staff

In 1984, Osada developed and introduced Enac, a piezoelectric ultrasonic system and multi-purpose instrument designed and used in various applications in the dental field. Utilizing the wonderful nature of piezoelectric ultrasonic system, Enac has been used extensively in endodontic and periodontic treatments.

Because it is automatically tuned, Enac system is user-friendly. It provides a continually stable oscillation at any level of power with any of the chosen tips; its ease of operation enhances the users’ techniques in achieving excellent results.

The clinical application of the ultrasonic device in the oral surgery field has been seen in a variety of different contexts such as the ultrasonic scalps, apicoectomy, bone surgery in the maxillofacial area, to name a few. In particular, bone surgery, which uses the piezoelectric element (the dynamic energy in the ultrasonic wave), ensures minimal invasion to biological tissues including blood vessels and nerves, which in turn leads to faster healing after surgery. Upon introducing the Osada Enac OE-W10, featuring extended power setting #10 through #12 and sterile irrigation by the peristaltic pump, many extended applications in oral surgery became easily attainable: atrumatic tooth extractions, osteotomy, osteoplasty, sinus lift, split ridge, crown extension, implant preparation, corticotomy, etc.

With Osada’s latest model, Enac OE-F15, the focus is on the powerful but safe bone cutting power (#10 through #15). The surgical tips (also known as ultrasonic scalps) enable the surgeons to present the magical effect (Osada’s signature): fine, precise cutting results.

Combined with newly introduced stronger tips, the OE-F15 makes the minimally invasive surgical procedures easier to attain by cutting the bone faster but leaving the adjacent soft tissue, blood vessels, nerves, etc., with minimal injury. The ergonomically designed SE15 handpiece stays cool and its LED illuminates the surgical area. The built-in peristaltic pump with simultaneous irrigation minimizes temperature increases on the handpiece, tips and the surgical area.

Along with the Enac OE-F15, Osada still leads the industry with many other products including:

• OSADA ENDEX and ENDEX PLUS: The most accurate third generation apex locators. The original Endex is a compact sensor that guides you through root canal preparations with visual and audio feedback indicating the critical apical region. Capable of determining the root canal length under wet canal conditions, there is no patient discomfort due to low current.

• The Endex Plus functions as two apex locators built into one compact console. It can measure canals in the original Manual Reset Mode (Endex), and it can also measure canals with the added Auto Reset Mode. This allows the user to measure most canals in an easy one-step method while allowing the possibility of switching back to manual if auto reset is not attainable.

The Endex Plus magnifies the critical apical region of the canal. The user is able to visualize the distance from the apical foramen and signals with an increasing pulsating alarm from the constriction area to a continuous alarm as the file reaches the anatomical apex.

• OSADA XL-30 Oral Surgery and Implant Handpiece System: This high-torque/low-speed micromotor handpiece system with built-in peristaltic irrigation system has an air-free surgical drill system designed for oral surgeons. The XL-300 offers a variety of handpieces that are specifically designed for oral surgery, implant drilling and implant tapping.

• OSADA XL-30W Table Top Surgical Handpiece System: Low-speed/high-torque handpiece system with optional variable-speed foot pedal or on-off foot switch for orthodontics, general dentistry or dermabrasion/hair transplant.

• OSADA EXL-M40: For those who demand the best, we offer the finest Brushless Micromotor System for dental laboratory use. This extremely quiet, low-speed/high-torque handpiece system comes with the LHP12 handpiece, L12M brushless micromotor, MC12 motorcord and MVFP magnetic variable-speed foot pedal and is virtually maintenance free.

• OSADA XL-230: Chaise handpiece or laboratory handpiece, low-speed/high-torque electric handpiece system. For the laboratory, we offer the LHP6 handpiece, L5M micromotor and straight or coiled motorcord. It is comfortable to use, even for small hands. For chairside use, we offer a variety of handpieces, LYS micromotor and motorcord.
Inseparable: Zirconia and PermaCem 2.0

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Award-winning manufacturer makes more than 300 dental products

Mydent International’s record of reliable service dates back more than 25 years

- Launched in 1985, the DEFEND brand, by Mydent International, has grown into a global leader serving 43 countries in the manufacturing of high-quality infection control products, disposables, preventative and impression material systems. With more than 25 years of reliable service to the dental industry, Mydent International manufactures more than 35 percent of consumables used in the dental office.
- From its award-winning sterilization products, impression materials, prophy paste, wipes and lab coats, to disposables and more, Mydent International manufactures more than 300 items used by dental professionals.

Sterilization pouches
DEFEND+PLUS Pouches, awarded “Best Product 2010” by Hygiene Product Shopper magazine, have lead-free dual indicators to ensure the correct sterilization temperature, saving both time and treatment costs by eliminating the need for separate indicator strips.
- These durable pouches are constructed with triple-sealed seams and strong materials to help prevent inadvertent leakage and tear.
- DEFEND+PLUS Pouches, with added internal indicators, also received an “Editors’ Choice” award and 4.5 out of 5 rating from The Dental Advisor.

Impression-material line
Mydent International’s impression material line is an industry favorite. Recognized by Dental Product Shopper, DEFEND impression materials have been described by dentists as “the best material ever used.” Offering exceptional mix and flow characteristics, DEFEND VPS and VPS Plus provide outstanding detail and need minimal dispensing effort.

Prophy paste
DEFEND+PLUS Prophy Paste, a 2010 “Recommended” product, delivers superior polishing and stain removal in a splatter-free formula. The paste is gluten-free to ensure against allergic reactions and contains 1.23 percent active fluoride ion. The paste comes in mint, cherry, vanilla/orange, root beer, tangerine and bubble gum flavors.

Disinfectant wipes
DEFEND+PLUS Wipes disinfect, deodorize and clean hard, non-porous surfaces safely and effectively. The wipes, which contain a stable, low-pH formulated disinfectant and deodorant, feature a new, two-minute kill time for 11 organisms, including: methicillin-resistant Staphylococcus aureus; influenza A; Pseudomonas aeruginosa; hepatitis B and C; and they deliver a one-minute kill time for human immunodeficiency virus-1. This product has been recognized by Dental Product Shopper magazine as “Best Product 2011.”

Ultrasonic cleaning tablets
Mydent International’s Ultrasonic Enzymatic Tablets dissolve in a gallon of water in under a minute to create a powerful and effective ultrasonic cleaning solution. This solution will greatly assist in the removal of blood, bone, tissue, food particles and other soils that may be resistant to chemical detergents. This easy-to-use product may also be used as an instrument pre-wash or as an evacuation system cleaner.

Gloves and masks
We also manufacture a variety of gloves and masks, including Powder-Free Micro Textured Latex Exam Gloves, Powder-Free Nitrile Textured Exam Gloves, Powdered Pro-Lite Exam Gloves, “Diffuser” (Anti-Fog) Pleated Ear Loop & Tie-On Mask, DEFEND+PLUS Pleated Procedural Ear Loop Mask, Pleated Ear Loop Mask with Shield, and more. DEFEND Powder-Free Textured Nitrile Exam Gloves (LITE) are popular. These latex-free gloves, purple in color, are packed 200 per box to provide maximum value. They are also highly puncture resistant and provide great tactile strength and dexterity.

Jackets and lab coats
Mydent International offers DEFEND+PLUS Jackets and Lab Coats as well as DEFEND Ortho Boxes. Awarded a 4.5+ rating out of 5 from The Dental Advisor, DEFEND+PLUS jackets and lab coats provide the latest technology in protection, with 28 percent better bacterial filtration (Nelson Laboratories January 2011).

Here at the GNYDM
For more information on Mydent International and the DEFEND brand of products, call (900) 275-0020, visit www.defend.com or stop by the booth, No. 2215.

Here at the GNYDM
For more information, visit www.e4d.com or stop by the booth, No. 3824.

Schein’s DDX (Digital Dental Exchange) and connects E4D systems running version 4.5 software with a variety of outsourcing options for restoration design and fabrication:
- E4D Digital Services experts design, mill or complete restorations, as well as make models or bridges.
- E4D Certified Laboratories offer a variety of services.
- Any third-party provider can be sent an .stl open platform file.
- “E4D Sky takes the E4D system to the next level while supporting the launch of our E4D Solo scan only options. Operators will also be able to exploit the flexibility of the .stl open platform file to export access numerous other services with their scanned data,” said Glen Freeman of D4D Technologies. “We are pleased to announce that the expanded capabilities of E4D DentaLogic software version 4.5 with E4D Sky are now available to all new and current customers.”

About D4D Technologies
D4D Technologies is taking the dental profession to a higher level of productivity, patient comfort and convenience with its E4D restorative solutions. DentaLogic software in the E4D Design Center enables the operator to customize a virtual restoration before it is sent to the robust E4D Mill for fabrication. With the introduction of version 4.5 and E4D Sky, each of these system components is now also available for custom configurations and interfaces to meet the needs of any dental office or laboratory.

E4D Sky communicates with E4D Digital Services, certified E4D dental laboratories, and any third-party provider accepting open format files (.stl) for a full range of production and delivery options. E4D Compass integrates E4D restorative designs with cone-beam data to plan and communicate restoratively driven implant therapies. E4D Compare, the latest addition to the E4D suite of products, employs adaptive learning technology to dental education.

Henry Schein Dental is responsible for global sales and distribution for D4D Technologies, headquartered in Richardson, Texas, a suburb of Dallas; 3M ESPE and Ivoclar Vivadent provide restorative materials.

Chairside restorative solutions more open than ever

With the release of E4D DentaLogic software version 4.5 featuring E4D Sky, D4D Technologies announces the creation of a truly open network of chairside restorative solutions for patient treatment. The E4D Sky communication network enables E4D system operators to exchange case data via the Internet with internal and external service providers, greatly extending the range of treatments they can provide their patients.

“With E4D version 4.5 and E4D Sky, a dental office has total flexibility and a full range of options for assistance with more complex cases, for some extra help at busy times or for additional material options to those that are typically billed in office, like zirconia,” said Gary Severance, DDS, of D4D Technologies.

E4D Sky is supported by Henry Richardson, Texas, a suburb of Dallas; 3M ESPE and Ivoclar Vivadent provide restorative materials.
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Why patient recall?

By Ron Barsotti, President, Recall System Pro

As practice management consultants, we have spent the past 20 years supporting dental practices in maximizing productivity while maintaining high standards of patient treatment, service and care – no easy task. Systemization is critical to realizing these goals, and we came to understand early the role patient recall and recall system management play in the overall productivity and success of dental practices.

In addition to the beneficial impact patient recall has on the dental health of patients, patient recall is also the single most important system to the overall survival and success of dental practices. More than 70 percent of practice revenues stem from patient recall, yet recall continues to represent one of the most underperforming systems in many of today’s practices.

As a result, significant numbers of dental practices struggle to keep up because of underperforming recall systems, and an equal number do not do as well as they could for the very same reasons – this includes high-functioning practices. Underperforming recall systems are costing dental practices hundreds of thousands in lost revenue annually.

From our viewpoint, a major contributing factor to this problem is that the importance of patient recall, in terms of the difference that patient recall can make to the financial, scheduling and service success of a dental practice, is not sufficiently understood by dentists or the profession as a whole. This lack of understanding results in dentists not committing the necessary time, energy or resources to the enhancement of patient recall, which could highly leverage the performance and productivity of their practices. From our perspective, this does not occur out of choice, this occurs out of a lack of knowledge and information.

Another major factor that contributes to dentists not being able to realize the full benefit of patient recall is a lack of comprehensive software solutions to assist dental practices in adequately tackling patient recall. Patient recall is a challenging system with no easy solutions, and the lack of systemization contributes to the ongoing frustration and lost revenues experienced by practices.

Education is an important part of what we do at Recall System Pro. We are committed to educating dentists and the dental profession as a whole regarding the importance of patient recall, which includes defining the specific difference patient recall can make to practice productivity and success. We are actively involved in providing educational webinars and study group presentations. Our commitment to practice optimization through patient recall has also resulted in the development of Recall System Pro, a software solution that enables dental practices to maximize the benefits of recall. Recall System Pro is the industry’s first comprehensive software solution that goes beyond automated messaging to provide lasting results.

Providing dentists with the information they need to make informed choices regarding how recall system optimization can impact the performance and productivity of their practices is a driving force behind our company’s vision. We are also equally committed to providing dental practices with the necessary systemization and tools to fully lever recall and recover thousands in lost revenues.

By Ron Barsotti, President, Recall System Pro

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Reflections on Directa products

Reflections on the Fender Wedge

Several studies from different countries show 60-100 percent injury to adjacent teeth at proximal preparation with a high risk of subsequent caries on the damaged surface. There is a clear ethical motive to avoid causing an injury to biological tissue while repairing something else. The repair of such injuries is very costly, and the benefits for the patient and society are great if the adjacent tooth is protected during preparation.

Dentists therefore have a strong desire to give patients safer care by reducing obvious risks of injury. They also are likely to appreciate the opportunity to work faster and safer.

Fender Wedge was developed by the Swedish company Directa in collaboration with an advisory group of dentists. It was introduced in 2006. Today, several dental education programs worldwide require students to use preparation protection at preclinical and clinical stages.

Reflections on the Fender Mate

The reason Directa and the advisory group developed a new sectional matrix was that they wanted to offer the first choice when looking for a composite matrix for Class II cases. It had to be easy and quick to put in place, should only consist of one part, should offer an optimal curvature and a good cervical connection. And the filling can be made by a single operator.

Fender Mate was introduced in 2009 and attracted great interest.

Advisory group reflections

Dr. Jan Johansson from KUSP, Directa’s Dental Care Advisory Group, said: “Dental company Directa has an excellent business idea. It collects product ideas and innovations from the Swedish dental care community. Directa receives aid from KUSP, an independent advisory group of some 20 dentists, dental hygienists and dental carers with broad connections in dental clinics and among faculty. This advisory group selects which ideas should be developed. The group then follows the work, tests the products and offers advice on continued product development. The company’s motto is ‘Design by Dentists’.”

The glue for Directa is that they benefit from strong communication between different stakeholders. The group’s advice to Directa is that direct communication with users should be fortified in every possible way. The website and Facebook should harvest any feedback, clinical cases and new product ideas. The company should ask how new ideas and products will be received, and it should offer free hands-on courses to test products, as well as an open telephone line with advice for users.”

Here at the GNYDM

To see a live demo of Recall System Pro and to learn about Patient Recall Study Group Webinar presentations in your area, stop by the Sikka Ecosystem Booth, No. 4431, or call (800) 651-8603. For more information on Directa products, visit www.directadental.com, follow Directa on Facebook.com/directaab or visit Directa at booth No. 2332. To contact Dr. Jan Johansson, email jan.johansson@directadental.com.