Greater New York Dental Meeting · November 25–28, 2012

Official Meeting News

TOO

Greater New York Dental Meeting (GNYDM) attendees arrived at the Jacob K. Javits Convention Center shaking off umbrellas and raincoats Tuesday morning before making their way to their various meeting destinations. For those heading straight to the exhibit hall, among the many event specials available yesterday (and again today) were opportunities for dental professionals affected by Hur-

Sees them today!
Dr. David Peck gives you advice on implementing lasers while Dr. Ron Kaminer, left, lets you in on current concepts in cariologoy.

pages 8 & 10

How to save a life
Invest in this curing light and use it as a tool to screen for oral cancer and help detect HPV virus-induced lesions in your patients.

page 21

Scenes from Tuesday
Hit the exhibit hall and grab yourself a furry tooth fairy bear and a free book, then join the line to attend a Crest Oral-B presentation.

pages 4 & 5

Timely help
Exhibitors assist practices in Sandy’s path

By Robert Selleck, today Staff

Greater New York Dental Meeting (GNYDM) attendees arrived at the Jacob K. Javits Convention Center shaking off umbrellas and raincoats Tuesday morning before making their way to their various meeting destinations. For those heading straight to the exhibit hall, among the many event specials available yesterday (and again today) were opportunities for dental professionals affected by Hur-

Umbrellas, raincoats and newspapers over-the-head are standard attire for Greater New York Dental Meeting attendees arriving at the Jacob K. Javits Convention Center on Tuesday morning. (Photos/Robert Selleck, today Staff)
Two great educational options side by side

By Robin Goodman, today Staff

Those willing to take a walk to the far north side of the exhibit hall will be richly rewarded by two great educational options side by side (if you land at Grant’s Tomb, you’ve gone too far!). The floorspace where 425 people are seated and 30 more are standing at the back of the crowd is nothing other than the Live Dentistry Arena.

On Tuesday, the Live Dentistry Arena’s morning session featured Dr. Ross W. Nash who presented COMPONEER™ by Coltene. He demonstrated a direct composite resin veneer technique that incorporates a prefabricated enamel layer.

The technique allows Nash to place direct composite resin veneers in about half the time he normally uses to place freeband composite veneers.

The afternoon session featured Dr. Raymond A. Yukna’s presentation on “The Laser-Assisted New Attachment Procedure (LANAP).” Attendees walked away with an understanding and placement.

Today from 12:30–1:30 p.m. in aisle 5000, Dr. Selma Camargo will present “Diode Laser Applications in Soft Tissues.” This lecture will help attendees understand the functional significance of diode lasers in soft-tissue procedures as well as learn how to perform these procedures. They’ll see just how easy it is to operate a laser and how to implement this technology into their dental practices after deciding if they actually need a soft-tissue laser. Laser fundamentals will be explained along with the effects of lasers on biological tissue.

Right next door to the Live Dentistry Arena is the Dental Tribune Study Club C.E. Symposia. Tuesday’s lineup featured six lectures ranging from topics such as predictable endodontics, creating an online presence, predictable implants, direct posterior composites and optimizing endodontic treatment.

Today there are three more options for C.E. credit by Drs. David Peck, Ron Kaminer and Selma Camargo. Peck will focus on implementing lasers into a general practice while Kaminer will demystify new concepts in cariology. Camargo will clarify the diode laser applications for soft tissues (See box above for more details).

Be sure to visit www.DTStudyClub.com for more C.E. information and credits as well as other educational options.

Attend today’s session
YOUR DATA. OUR SOFTWARE.

CHANGE MADE SIMPLE.

Now, when you take advantage of our free practice management software, GET A FREE DATA CONVERSION.

Transitioning to a new software system can be challenging. But Eaglesoft Practice Management Software is making it easier for you — when you switch, we'll give you your data conversion for free.*

We'll walk you through it every step of the way. But hurry, this offer expires December 31, 2012.

Contact your Patterson representative or call 800.294.8504 for more information.

*Image conversion subject to standard fees.
Scenes from Tuesday

Dan Dezak, left, and Dawn Petit of NSK (booth No. 2036).

Frank Cortes of Directa AB (booth No. 2332).

Tony Aguilar of PhotoMed International (booth No. 5001).

Dr. Joseph M. McManus Jr., left, and E. Scott Weinberger of Henry Schein Dental (booth No. 3532).

Paul Berezny, left, and Kevin Maidy of SS White (booth No. 2000).

Meeting attendees line up for the presentation at Crest Oral B (booth No. 4220).

Josh Coe, left, and Jennifer Gibson of the American Association of Endodontists (booth No. 2439).

Christopher Utz, left, and Sam Turner of Coltene (booth No. 3424).
Dr. Andrew W. Krieger, left, visits with Jeff Jones of Technology4Medicine (booth No. 3818).

Jim Hooper of Planmeca USA (booth No. 2804).

Petty Officer Riza M. Villar of U.S. Navy Recruiting (booth No. 4616) says the benefits of practicing dentistry in the Navy are many. ‘The Navy allows you to concentrate on the things that drive you — helping others, expanding expertise and gaining uncommon experience,’ she said.

Brandon Edgerton of Digital Sign ID (booth No. 1705).

Dr. Gordon Christensen speaks during a Tuesday morning seminar at the GNTDM. (Photo/Carlo Messina, FX Video & Photography)

John Harris, from left and Mark Montgomery in TruDenta’s booth, No. 3302, have 100 free copies of ‘Understanding, Assessing and Treating Dentomandibular Sensorimotor Dysfunction’ to hand out every morning. Montgomery is co-author. (Photo/Robert Selleck, today Staff)

In the Mydent International booth, Lesa Rigenhagen, from left, learns about the Dreumex Omnicare hand-cleaning/sanitizing system from Andy Parker, Phil Armijo, Katharina Urban-Versluis and Meagan Wallace. (Photo/Robert Selleck, today Staff)

Ron Barsotti of Recall System Pro (booth No. 4431).

Aren’t they cute? Josh Cirillo, left, and Robert Biolo of Microbrush International (booth No. 510) with Microbear tooth fairy bears. The furry toys aren’t bad looking, either.
The GNYDM held a Hurricane Sandy relief symposium Tuesday morning to provide information to dental practices affected by the storm. Attendees received a list of exhibitors offering special programs, discounts and equipment.

Thirty companies responded to a GNYDM email asking for details on their relief help.

Also at the Tuesday meeting were legal, insurance and finance experts — as well as representatives from the Federal Emergency Management Agency, Small Business Administration and the American Dental Association Foundation.

Here are a few details from some of the exhibitors on the Hurricane Sandy relief list circulated by the GNYDM:

- Henry Schein (booth No. 3225) held its own storm-relief symposium earlier this month in New York City, providing details on a variety of opportunities available to its existing and new customers, covering merchandise, equipment and financing.
- Air Techniques, booth No. 2609, is offering up to 15 percent off on air compressors and vacuums. Rob Rodriguez, a representative with Sales Associates Professionals, said he had already assisted several dentists interested in the offer.
- High Tech Innovations, booth No. 3219, has a special on an applicable service: free installation of its Backup Disaster Recovery System, a $1,000 value. Jeffrey Weiss, president, said that about 70 percent of businesses that suffer a massive data loss ultimately close. The company’s service ensures that no more than a day’s worth of data is ever at jeopardy.
- Patterson Dental, booth No. 2600, has a program that enables existing customers to suspend credit payments while recovering from disasters such as Sandy. Stefanie Stark, equipment finance representative with Patterson, said specials also are available to new qualifying customers who are replacing equipment or replenishing lost supplies.
- Rose Micro Solutions, booth No. 4525, has a special price on a loupe available to any practices that suffered losses to the storm.

Other exhibitors on the GNYDM Hurricane Sandy recovery list include: 3M ESPE (No. 4609); Architectural Design Associates (No. 2105); Arpino Dental (No. 600); Brewer Design (No. 3620); DC Dental (No. 4000); DenMat (No. 3203); Doctor Bright’s Tooth Whitening (No. 4604); Everyday Health (No. 3622); Flight Dental System (No. 126); Garrison Dental Solutions (Nos. 2922, 4411); Handler (No. 3200); Keating Dental Arts (No. 4104); Magnified Video Dentistry (No. 104); Microdont (No. 4515); N.D. Surgical Industries (No. 4521); Oragenics (No. 2540); Paradise Dental Technologies (No. 417); ProSites (No. 508); Sabra Dental Products (No. 1513); Sleep Group Solutions (No. 3440); Straumann (No. 4207); Strauss Diamond Instruments (No. 508); Summit Dental Systems (No. 3000); SurfCT (No. 3102) and TPC (No. 2636).

You can donate to help hurricane-damaged dental practices in New York at booth Nos. 4505, 1506 and 4820.