hurricane Sandy, which hit the Northeast with such fury in late October.

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); Oralgenics (No. 2540); Paradise Dental Technologies (No. 417); Pro-filitec (No. 508); Sabra Dental Products (No. 1513); Sleep Group Solutions (No. 3440); Straumann (No. 4207); Strauss Diamond Instruments (No. 3907); 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.

In the Air Techniques booth, No. 2609, Rob Rodriguez, from left, and Aaron Renner of Professional Sales Associates, have special pricing on air compressors and vacuums for practices that suffered losses because of Hurricane Sandy.
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.
Integrate lasers into your daily practice life

By Kristine Colker, Managing Editor

TODAY from 10 to 11 a.m. in aisle 5000, room 3, Dr. David Peck will present “Implementing Dental Lasers in the General Practice: A Real-World Report.” Would you give us a brief overview of your session?

The lecture encompasses the total general dental practice and the implementation of a dental laser on a daily basis. It is not used for one procedure or one type of patient but is integrated into the daily use in the dental office. It is an integral part of delivering world-class dentistry in a painless, comforting environment.

How did you first begin using lasers in your own dental practice, and what is it about them that you like? Was there something in specific that made you want to try them?

I first got certified in 2000 with the use of an NdYag laser at the University of California at San Francisco and have never looked back. I have always liked being on the cutting edge and delivering the best quality of care for my patients.

You talk a lot in your session about the advantages of using lasers — both clinical and financial. Could you give us a little insight into what some of those advantages would be?

Clinical advantages are quick healing and treating a condition in the moment, which provides benefits to dentist and patient. No longer is referral to a specialist necessary to provide the basic dental care in a general dental practice.

The financial advantage is huge. As a general dentist, we must have many streams of income to provide for a financially profitable practice. By keeping procedures in-house, we achieve this and more. Patients love to remain with the general dentist and not go elsewhere.

But remember, education and hands-on education is a must, and no short cuts qualify. The practice should see at least a 5:1 return on its investment.

If someone is interested in starting to use lasers in his or her own practice, do you have any tips or advice for him or her?

Just do it. No justifying or deliberating. Look at the equipment as an investment in their dental practice financially and emotionally. And, as always, ask if the addition provides a higher level of care to our patients.

If an attendee is interested in going to your session, is there anything he or she should be aware of ahead of time? Is your session aimed at specialists or is it more of a general topic?

Be open minded and come to learn and leave with a new sense of encouragement that there is so much dentistry sitting in their charts that they will have to do.

The session is aimed at all dentists but specifically at general dentists. I am a general dentist who has chosen a journey of knowledge, passion and enthusiasm in my practice, and I have chosen to share that information with others.

Your session is sponsored by Biolase. How did you begin working with the company and what is it that you like about its products and services?

I started using a Biolase product, the iPlus, about one year ago. Because I had used lasers in my practice for the last 12 years, the company was interested in my opinion.

I had resisted hard-tissue lasers for years and had in my practice diode, medical grade CO2 and NdYag lasers. I felt the addition of one laser uncomplicated my life and made practicing easier.

I also found the present company to be ethical and true to its word.

If there is one thing you hope attendees to your session come away with, what would it be?

Dentistry is amazing and the success of a dental practice is all encompassing. We must master or bring in segments to our practice that include clinical and practice management.

It is not enough to become proficient with a piece of equipment, but then to know how to present to our patients.

But as I tell everyone, what one dentist can do, so can another.

Is there anything else you would like to add?

Do not miss this lecture and take great notes.
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Cariology for today’s clinician

By Kristine Colker, Managing Editor

TODAY from 11:15 a.m. to 12:15 p.m. in aisle 5000, room 3, Dr. Ron Kaminer will present “Dentistry 101: Demystifying New Concepts in Cariology” as part of the DTSC Symposia.

In his session, he will focus on the doctor and hygienist team, taking traditional concepts in cariology and making them current, modern and extremely relevant. Upon completion of this program, if you follow some of the concepts revealed, expect to see more productivity and a higher level of care in your practice.

Kaminer talked to today about what to expect from his symposium.

Dr. Kaminer, you are presenting a DTSC Symposia session called “Dentistry 101: Demystifying New Concepts in Cariology.” Would you give us a brief overview of your session?

The entire dental caries model has changed over the years. We will discuss current concepts in cariology and how it relates to diagnosis and treatment. We will cover traditional and newer modalities for caries detection including digital X-ray technology.

You talk about taking the more traditional concepts of cariology and making them more modern, current and relevant to today’s dentistry. What are some of these traditional concepts that many practitioners go by that could use such an update?

The old drill-and-fill philosophy needs to be changed. Including new chemotherapeutics to combat disease is essential today. We cannot solely rely on our dental explorers for diagnosis because they are not accurate enough.

In your session, you also get into digital technology a bit. How do you feel the move to digital technology has affected concepts of cariology?

Digital technology can humble even the most astute practitioner. Finding tiny cavities at their earliest inception is made easy with new technology. Early diagnosis leads to early intervention, which makes for a better overall experience for our patients.

If an attendee is interested in going to your session, is there anything he or she should be aware of ahead of time? Is your session aimed at specialists or is it more of a general topic?

All the attendee needs to do is come with an open mind. I will challenge old concepts while at the same time making sure new concepts make sense. This program is especially great for hygienists and doctors.

Your session is sponsored by Air Techniques. How did you begin working with the company and what is it that you like about its products and services?

Air Tech has been innovating dentistry for a long time. I love its products, love that it stays ahead of the curve, and I’m honored that the company asked me to represent it at the GNYDM.

If there is one thing you hope attendees to your session come away with, what would it be?

Change is critical to success. Do not be afraid to challenge your team. With change comes progression, which is essential in every profession.