By Robert Selleck, today Staff

Oral Health America, which is marking its 60th anniversary this year, used the Greater New York Dental Meeting as an opportunity to share its celebrating with some of the organization’s most prominent and longstanding backers — as well as some possible new supporters.

The group hosted a reception Sunday evening, mainly to enable some of its board members and other key people on its small administrative staff to thank the many dental companies, organizations and individual professionals who make its work — and successes — possible.

“We call this a friend-raiser,” said OHA board member George Rhodes, senior vice president of professional relations with Hambley Limited. “It’s just a way to say thanks to old friends and welcome some new friends. We’ve really made a big difference in oral health awareness. What we’ve been able to do is pretty amazing, especially considering our size,” Rhodes said, commenting on the organization’s accomplishments during its 60-year history.

That history is summed up succinctly in a seven-minute video the organization has on its website and YouTube channel. Sharing the video was the only formal presentation on the evening’s agenda.

The video traces the organization’s history from its founding as an effort to ensure an adequate number dental instructors would be able to keep pace with the growing demand for dentists predicted during the peak years of the Baby Boom in the mid-1950s.

It ends with highlights of some of the organization’s most popular and successful oral health initiatives, which include: Smiles Across America (oral disease prevention services in school-based settings); the Wisdom Tooth Project (improving oral health of older Americans); NSTEP, the National Spit Tobacco Education Project (education on the health risks of spit tobacco); and the Campaign for Oral Health Equity, which supports equalization of mouth health with other serious health-care issues.

Individual practices, as well as some of the biggest names in the dental industry actively support and participate these and many other OHA programs at multiple levels.
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Schein leads the way in digital dentistry

By Fred Michmershuizen, today Staff

The future of dentistry is digital, and Henry Schein is poised to lead the way with a comprehensive menu of offerings. For those who want to be at the forefront of the digital revolution, Schein hosted a breakfast Monday morning at the Javits Center to unveil ConnectDental—the company’s broad array of trusted digital solutions.

Gerard Meuchner, vice president, chief global communications officer for Henry Schein, kicked off the program with opening remarks. Stanley Bergman, chairman of the board and CEO of Henry Schein, spoke about the company’s ongoing journey into digital technology, followed by Jim Breslawski, president of Henry Schein and CEO of its Global Dental Group, who talked about the company’s ongoing commitment to digital solutions.

Dr. Robert Gottlander, vice president, global prosthetic solutions for Henry Schein, offered specifics on the many trusted digital solutions available under the ConnectDental umbrella, which encompass every- thing from digital intraoral scanners, to milling and printing devices and materials, to cone-beam 3-D imaging, practice management and digital laboratory solutions.

Also at the breakfast, Dr. Lyndon Cooper, chair of the American College of Prosthodontics Education foundation and associate dean for research at the University of Illinois at Chicago, talked about the vital role of education in dentistry’s digital revolution.

Following the conclusion of the program, attendees were invited to visit the Henry Schein ConnectDental Pavilion for further information and to speak one-on-one with key experts in digital dentistry. Located just steps away from the Crystal Palace entrance to the Javits Center on the main floor outside the Exhibit Hall, the pavilion is open to all throughout the meeting. Practitioners who are considering integrating digital technology solutions into their practice or laboratory are encouraged to stop by and learn about Schein’s suite of offerings, services and support.

Experts who have successfully incorporated digital dentistry and experienced increased efficiency and enhanced patient care are on hand at the pavilion to share their knowledge with meeting attendees.

Visitors can also see how Henry Schein’s “Practice Analysis Tool” can help identify tailored solutions that meet the unique needs of a practice. In addition to the pavilion, the full line of Henry Schein’s dental offering is showcased at several booths throughout the GNYDM Exhibit Hall, including Equipment/Technology (booth No. 4225), Pro Repair (No. 4431), Merchandise/Exclusives (No. 4636), Henry Schein Professional Practice Transitions (No. 4633), Henry Schein Practice Solutions (No. 4627), Zirlux (No. 4330), Glove Club (No. 2405) and Henry Schein Dental Surgical Solutions/Camlog (No. 4230).
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DentalEZ, in booth No. 3409 in the exhibit hall, is showing its new Ortho Cart for the first time at any dental meeting. Designed to make orthodontic procedures fast and easy, the Ortho Cart is the latest addition to the company’s growing line of DentalEZ Equipment Solutions. Interestingly, the cart also is capturing the attention of hygienists and generalists who have stopped by the booth to take a look.

Designed exclusively for orthodontic professionals, the Ortho Cart is equipped with numerous features and benefits geared toward enabling optimum orthodontic practice. The cart is ergonomically crafted to make procedures comfortable and efficient for orthodontic practitioners and patients.

At the heart of the Ortho Cart is a durably designed cabinet. Available in either a mobile or fixed version, the cart is equipped with four caster wheels for smooth, glide-like positioning. UL safety approved, the Ortho Cart has a laminate flattop design with rounded corners for safe positioning in a busy operatory environment. An optional solid-surface top is available on request.

The Ortho Cart is equipped with a spacious Metrobox drawer system comprising two deep drawers and three shallow drawers. An expandable pullout work surface provides an extra working area when needed. The strategically placed delivery unit of the Ortho Cart accommodates both doctor and assistant instrumentation. Ergonomically designed for optimum access, the handpiece base is positioned at an easily accessible 45-degree angle, while accompanying handpiece holders are located at a convenient universal height suitable for all operator positions. The delivery unit comes standard with two handpiece tubings, one syringe, one HVE and one SE. In addition, the delivery unit is equipped with a clean water system housed in an easy-access side door, a solids collector and an oil collector.

Additional optional features include an air vent for CPU exhaust, a monitor mount, a duplex outlet, an optional third handpiece and fiber optics.

For more information about the new DentalEZ Ortho Carts, visit DentalEZ in booth No. 3409, or visit www.dentalez.com.

**About DentalEZ**
DentalEZ encompassing five distinct product categories: StarDental, DentalEZ, RAMVAC, NevinLab and Columbia Dentoform. The company manufactures everything in the operatory, from handpieces to chairs to vacuum systems to dental simulation models, creating a complete line of products to elevate the health, comfort and efficiency of the dental operatory.
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Come learn about TAUB Products Liquid Magic at the GNYDM booth 2708!

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Excess cement showing radiopacity before clean up.
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Easily retrievable
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TAUBDENTAL.COM
Sulzer Mixpac AG is the manufacturer of trademarked MIXPAC mixing tips that are used in two-component dental applications, such as impressions and cements. MIXPAC tips—which are recognizable by their distinctive dome shape and various colors—are designed to minimize waste while providing consistent results. Importantly, the company is known for adhering to strict quality-control measures and rigid cleanliness and performance standards at its factory in Switzerland.

Speaking during an interview on the exhibit hall floor during the New York meeting, Sulzer Mixpac representatives warned that unscrupulous suppliers have been infiltrating the market with unauthorized, inferior product. These counterfeit mixing tips, which often come from China or Korea, might look the same, but they don’t have the same quality and performance, said Michael T. Murphy, a U.S. attorney who represents Sulzer Mixpac in various patent and trademark enforcement actions. To date, Sulzer has been successful in enforcing its trademark rights, securing court actions and effecting seizures of goods at the border by U.S. Customs officials.

The folks at Sulzer Mixpac AG (booth No. 5025) want you to know that they are a trusted source for mixing tips. Don’t be fooled by imitators. (Photo/Fred Michmershuizen, today Staff)

The company wants dentists to steer clear of these knockoffs and only buy genuine Sulzer product from reputable dealers. "We believe that a well-informed dentist, once they understand the differences between Sulzer’s genuine product and the counterfeit product, will not risk their reputation by buying the counterfeit," Murphy said.

"After all, 50 cents to risk the dentist’s reputation and the patient’s health and perhaps have a procedure that is not fully effective is something that a well-informed dentist will never do," Murphy said.

There are additional risks with counterfeit, said Hans-Peter Brack, a senior patent attorney representing Sulzer in Switzerland. "We are very careful with the plastics that we source at Sulzer Mixpac," Brack said. "The problem with some of these counterfeits is, who knows where they are getting these plastics from and what types of additives might be in these plastics—potentially toxic additives that can leach out as the components are going through the mixer and be transported potentially into a patient’s mouth. So that’s an additional health risk, besides the lack of clean room and so forth."

Daniel I. Hwang, a U.S. patent attorney representing Sulzer, said that the company has heard of dentists purchasing counterfeit product online. "We even heard of one guy buying these off a truck and then reselling to dentists on eBay," Hwang said. "But there are proper channels to get these products, and that is definitely the safest way."

"Use established distributors," Hwang said. "Don’t just jump on eBay and put your patients at risk."

The good news, according to the company, is that there are a number of steps dentists can take to be sure they are buying genuine MIXPAC mixers. First, look for the Mixpac quality seal and trademarked logo, which identifies the tip as being Swiss-made. Be sure to buy from a reputable source, and avoid bargain hunting online.

Murphy summarized: "We are winning the battle on the legal front, but we are also reaching out to the dentists, because we know that if we can reduce the demand from the dentist for these copycat products, that’s when we will ultimately make sure that only original and safe products are available for the customer."
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Ways to increase practice productivity

Part 3 of 4

By Denise Ciardello
Easy Dental Trainer and Co-Founder,
Global Team Solutions consulting firm

When I go into practices to triage their business emergencies, I often find the answers are simpler than many thought possible. I have written an eBook with five things you can start doing today to have the most productive and efficient practice. In Part 1, in Sunday’s issue of today, we discussed making a personal connection. In Part 2, we learned about the three Rs.

See your financial big picture
Your practice’s financial health all begins with your financial policy. It’s deceptively simple but consider what you gain when these expectations are set up front:

- When patients will pay their portion.
- Methods of payment your office accepts.
- Explanation of any in-house payment plan.
- Details of third-party patient financing, such as CITI Health Card, CareCredit, etc.

Many of your financial headaches come from trying to resolve issues stemming from your expectations that, for whatever reason, may not have been clear to patients when they received treatment.

Going over your financial policy with patients before doing any work will greatly ease these administrative headaches.

Take a minute to help patients understand
By giving the patients a general idea of what procedures will be covered by their insurance and at what percentage, they’ll know better how to use their benefits intelligently. Then they will understand how and when they are expected to provide payment to you themselves.

Have the financial discussions first
Before you even schedule any appointments for planned treatment where payment will need to come from both the patient and insurance, you need to discuss with patients how much and when they are going to pay.

This is true even in case of emergency treatments. Discuss payment before emergency patients are numbed up, so they can make an informed decision about what they are able to pay for and then offer them only those services.

If the doctor is in the middle of treatment and the treatment plan changes, it can be hard to stop and consider the financial aspects, but if possible, find a place to pause and let the financial coordinator come in and give the patient a quick update. I recommend the assistant be in charge of reminding the doctor, with a cue such as, “Doctor, do we need to have Betty come in and give Mrs. Gonzalez an update on how the insurance may change at this point?”

The bottom line is that having these financial conversations before treatment will prevent awkwardness, unwanted surprises and any hard feelings afterward, so your patients will leave satisfied and happy to come back.

Find these tips and more when you download my free eBook at www.easydental.com/ada.

Denise Ciardello
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Shofu offers Giomer solutions

Minimally invasive, patient-specific dentistry

By Shofu Staff

Shofu aims to have a reputation for excellence in abrasive and restorative branches of dentistry. The company’s “Brownies” and “Greenies” have set industry standards for finishing and polishing procedures. Furthermore, Shofu’s proprietary Giomer technology has made a noteworthy contribution to advancements in minimally invasive, patient-specific dentistry.

At the Greater New York Dental Meeting, Shofu will present a variety of its award-winning products, including a line of highly successful restorative Giomers: Beautifil II, Beautifil Flow Plus, Beautifil Bulk Flowable and Beautifil Bulk Restorative.

Developed by Shofu, Giomers are a unique class of materials that possess distinguished features of a stable surface pre-reacted glass (S-PRG) core. Coated with six beneficial ions: fluoride, sodium, strontium, aluminum, silicate and borate, this ion arrangement protects the glass core from moisture, acid and plaque buildup, giving Giomer materials long-lasting esthetics and high durability of composites, along with fluoride release and recharge similar to glass ionomer.

Giomers contain a nano-sized multifunctional glass core that undergoes an acid-base reaction during manufacturing and is subsequently protected by a surface modified layer. This trilaminar structure forms a type of stable glass ionomer, which enables ion release and recharge while protecting the glass core from damaging effects of moisture, greatly improving material’s durability. Giomers also have a unique capability to neutralize acids on contact, and release and recharge fluoride from dental hygiene products over the life of restoration.

Thanks to nanofillers, Giomer materials also possess excellent handling and optimum polishability, the company asserts. Additionally, the optical characteristics and surface hardness are similar to natural dentin.

Shade reproduction can be effectively achieved with no shade variation during polymerization, and there is a high level of radiopacity reported. Giomers have more than 13 years of clinical success, according to Shofu. In a major university recall study, patients with Giomer restorations demonstrated no secondary caries, failures or post-op sensitivity and maintained intact esthetics.

Shofu has incorporated Giomer technology into a versatile line of products, including restorative composites Beautifil II, Beautifil Flow, Beautifil Flow Plus, and Beautifil Bulk Flowable and Beautifil Bulk Restorative.

**Beautifil II**
Approved for all classes of restoration, Beautifil II is a universal nano-hybrid composite designed to deliver superb esthetics and long-lasting restorations. The S-PRG fillers present in Beautifil II are responsible for high levels of fluoride release and sustainable recharge making this composite an excellent choice for patients with a high-caries index. Other characteristics of Beautifil II are:

- Superb handling optimized for a non-sticky consistency.
- Fast and easy polishing and a long-lasting surface shine.
- Chameleon-like shade stability and reproduction.
- Exceptional level of radiopacity and natural fluorescence.

**Beautifil Flow Plus**

The F03 “Low Flow” viscosity handles more like a traditional base or a liner, allowing for just enough movement to comfortably manipulate the material. Both viscosities exhibit self-leveling attributes that successfully aid in achieving highly esthetic polishing and finishing with fewer intermediary steps, Shofu asserts.

The F03 “Low Flow” viscosity handles more like a traditional base or a liner, allowing for just enough movement to comfortably manipulate the material. Both viscosities exhibit self-leveling attributes that successfully aid in achieving highly esthetic polishing and finishing with fewer intermediary steps, Shofu asserts.

The product’s features and benefits also include:

- High retention rate validated in a 13-year recall examination.
- Exceptional self-leveling and bubble-free consistency.
- High radiopacity that permits viewing and maintenance of treated areas.
- Sustained fluoride release and recharge capabilities.
- Unique anti-plaque abilities and resistance to bacterial colonization.

**Beautifil Bulk Flowable and Beautifil Bulk Restorative**

Beautifil Bulk Flowable and Beautifil-Bulk Restorative are Shofu’s advance bulk materials. They incorporate the bioactive benefits of Giomer, including sustainable fluoride release and recharge to prevent secondary caries, with a fast and easy bulk-fill delivery system fully polymerized at 4 mm depth of cure.

Unique light-diffusion properties of Beautifil Bulk Flowable and Beautifil-Bulk Restorative create an optimum balance of light dispersion and transmission to match the opacity of surrounding tooth structure. Available in ergonomic syringes and tips, and in universal (translucent) and dentin (opaque) shades, Beautifil-Bulk Flowable and Beautifil-Bulk Restorative deliver excellent esthetic results in a convenient manner, Shofu asserts.

To learn more about Shofu’s smart Giomer solutions, stop by the booth No. 4408, visit www.shofu.com or call (800) 827-4638.
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BruxZir provides a solid zirconia partial-arch implant prosthesis solution

By Glidewell Laboratories Staff

The BruxZir® Solid Zirconia Partial-Arch Implant Prosthesis offers a fixed, all-zirconia implant solution for partially edentulous patients desiring a more durable and esthetic replacement for removable partial dentures. Constructed from 100 percent BruxZir Solid Zirconia and attaching to implants via titanium connections, this partial-arch restoration dramatically improves patient quality of life. BruxZir Solid Zirconia offers superior fracture toughness and exhibits flexural strengths of up to 1,465 MPa, making it an ideal material for enduring the functional stresses of the mouth.

Scanned, designed and milled with state-of-the-art CAD/CAM technology, the BruxZir Partial-Arch Implant Prosthesis helps clinicians achieve a predictable restorative result. Partial-arch prostheses are milled from esthetic BruxZir Shaded milling blanks, which, when processed, create restorations that exhibit vital translucency and color similar to natural dentition.

The esthetics of the material are then enhanced with staining and glazing techniques, producing a high-quality finished restoration.

Strong, hygienic and affordably priced, the BruxZir Partial-Arch Implant Prosthesis offers exceptional resistance to the chips, fractures and stains that can compromise acrylic prostheses, the company asserts.

What’s more, the BruxZir Partial-Arch Implant Prosthesis is backed by a seven-year free replacement warranty. If material damage occurs on the device, a new prosthesis will be milled and finished from the stored digital data.

Available for partial-arch indications for the first time, BruxZir Solid Zirconia is hypoallergenic and has been shown in clinical studies to be wear-compatible with enamel.

The BruxZir Solid Zirconia Partial-Arch Implant Prosthesis is affordably priced at $1,795 and includes the final prosthesis, a provisional CAD/CAM implant prosthesis made out of polymethyl methacrylate (PMMA), all labor, model and die work, analogs, setups, bite blocks, try-ins and verification jigs. For more information visit www.bruxzir.com.

Stop by the Glidewell Laboratories booth, No. 5600, and ask the team about the BruxZir Solid Zirconia Partial-Arch Implant Prosthesis. (Photo/Fred Michmershuizen, today Staff)

Here at the GNYDM

For more information on BruxZir, visit the Glidewell Laboratories booth, No. 5600.
NEW! Visalys® Core –
Secure core build-up for high stability.

Visalys® Core is a fluoride-containing, dual-curing composite, developed for the fabrication of radiopaque core build-ups and core fillings and for cementing root posts. The product incorporates Active-Connect-Technology (ACT), which is unique in the market. This enables the material to bond actively with popularly used light-curing and dual-curing, single-step and multi-step adhesives, without an additional activator. The advantage for users is that it allows them to use the bonding agent they are used to – no matter whether it is a light-curing or dual-curing, a single- or multi-bottle system. Call 877-532-2123 direct to place an order.

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Booth #3537
Aiming to provide value, quality

By Mydent International Staff

Mydent International has grown into a global leader in the manufacturing of high-quality infection control products, disposables, preventatives, impression material systems, rotary instruments and restoratives. Mydent International manufactures more than 50 percent of consumable volume used in the dental operatory.

From award-winning sterilization products, impression materials, prophylaxis paste, disinfectant wipes and lab coats to disposables and more, Mydent International manufactures more than 300 items used by dental professionals.

‘DEFEND’ yourself against high prices

The dental economy remains challenging. As a result, low pricing has never been more important to dental practices. DEFEND manufactured products help practices save money with lower pricing than other comparable brands, the company asserts. Without sacrificing quality, DEFEND products are also typically below the largest distributor’s private label prices.

Visit DEFEND Marketplace for special offers

Mydent International’s marketplace enables dental professionals to conveniently order DEFEND products. The website, available 24/7, enables users to identify their authorized dealer for order fulfillment.

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To view this and other special product offers visit www.defend.com/marketplace.

4+1 quarterly DEFEND dentist specials

Each quarter, Mydent selects popular DEFEND buy-get promotions. These specials help dental offices maximize their savings. Current 4+1 dentist specials are available at www.defend.com/promotional-items.

DEFEND Rewards Program

To provide dental professionals with the highest level of value and service, Mydent International has implemented an enhanced DEFEND Rewards Program. This program gives free access to a wide selection of name brand merchandise awards. For a limited time, Mydent is offering double points on all products. New members get double points and 1,000 points. To sign up, visit www.defend.com/rewards-program.

Free DEFEND product samples

Mydent believes that dental professionals should have the opportunity to test products before ordering through their dealer, if desired. For the past several years, we have expanded our product-sampling program. With this program, recipients may select up to six samples at a time (within a two-month period).

The samples are packaged in a DEFEND gift box along with a catalog and product literature. Request free samples today at www.defend.com/freesamples.

Here at the GNYDM

At GNYDM, Mydent will be distributing free DEFEND sample packs and product literature. There will also be 4+1 dentist specials on all orders placed at the booth, No. 3709. A free 10th anniversary MirroRite will be available to dentists who order more than $250 worth of DEFEND products. A $100 gift card will be raffled as well. To learn more about DEFEND products, stop by the booth, visit www.defend.com or call toll free (800) 275-002.
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Unleash the power of SUPER-FAST scanning in color with the touch of a button and a change of a tip. Process your 3D scans faster than ever before. Powerful optics, rapid data processing, portability and network capability optimize the restoration process with speed, ease and accuracy.

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Visit us at GNY - Booth #4034
The field of digital dentistry is rapidly evolving with new dental technologies emerging as part of a more efficient and comprehensive workflow. Pairing Planmeca CAD/CAM solutions with X-ray units in the Planmeca ProMax® 3-D family allows dental professionals to bring together a wide range of detailed information for treatment planning and diagnostic purposes.

This seamless combination of CAD/CAM and CBCT technology presents new possibilities for an improved standard of care for patients — offering several high-quality specialist features, all available through one software interface.

Planmeca Romexis® is the only dental software platform in the world to combine all imaging and the complete CAD/CAM workflow, the company asserts. This solution is at the heart of the Planmeca ecosystem, as it provides dental professionals with the ability to acquire more detailed data sets than ever before. Planmeca Romexis includes advanced tools for all specialties, such as implant planning and other restorative treatments. The software presents dental clinics with an excellent way to improve patient flow and enhance the level of care offered.

Seeing more than ever before
Bringing together CBCT data and CAD/CAM work provides a comprehensive level of clarity. Planmeca ProMax 3-D imaging units reveal intricate information on soft and hard tissues, including the mandibular nerve canal, while the Planmeca PlanScan® intraoral scanner captures precise data above the gum line. The combination of this data ensures a complete understanding of any case and makes 3-D prosthetic designing quick, accurate and easy. Clinics are able to operate more flexibly, as restorations can either be milled at a clinic with the Planmeca PlanMill® 40 milling unit or easily sent to a dental lab in an open STL data format.

The rise of same-day dentistry
A more active role in the manufacturing of restorations opens up avenues for dental clinics to increase patient volume and grow business, according to Planmeca. A streamlined digital workflow ensures the full utilization of resources, leading to more efficient treatment. Same-day dentistry is as beneficial for patients as it is for clinics; for instance, instead of two appointments, patients can be treated in one visit — with no temporary crowns or physical dental models required.

Open architecture for maximized efficiency
Standardized data is the driving force behind many of the latest developments in digital dentistry, as it guarantees the interoperability of images and dental data across various hardware platforms — reducing costs, increasing predictability and enhancing patient safety. Bringing Planmeca’s CBCT and CAD/CAM systems together through the Planmeca Romexis software platform makes effective chairside dentistry a reality, the company asserts, and offers clinicians a streamlined approach to substantially grow revenue.
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Save up to $450 per year in lubrication cost with our 430 Series Handpieces from StarDental® Instrument Solutions.

Improve Bonding Performance
- Even after running lubricated handpieces to expell excess lubricant, studies show lubricant is expelled for up to 40 minutes*.

* Internal calculation of lubrication and labor.

Visit DentalEZ at Booth 3409

CONVERT and SAVE!
Buy 4 handpieces, get 2 handpieces + 2 swivels or turbines FREE!
BIOLASE, a leader in dental lasers, has upgraded its WaterLase iPlus® 2.0 dental laser to provide dental practitioners a clinical protocol and application to assist in the effective management of peri-implantitis.

A growing problem in dentistry, peri-implantitis is a destructive inflammatory process affecting the soft and hard tissues surrounding dental implants.

BIOLASE first introduced its REPAIR™ protocol for periodontitis in 2014 and has now leveraged that clinical accomplishment to develop the REPAIR Implant™ protocol to assist in the management of peri-implantitis. Both of these periodontal clinical protocols are now integrated into the WaterLase iPlus 2.0.

WaterLase utilizes proprietary and patented Radial Firing Perio Tips™, which emit a corona of laser energy to manage infection, necrosed tissue, anaerobes and other material compromising the implant surface and surrounding periodontal structures.

“Peri-implantitis is a growing problem in implant dentistry,” said President and CEO Harold C. Flynn Jr. “BIOLASE is committed to providing dental professionals with clinically advanced technology to address today’s dental health challenges. The REPAIR Implant protocol is an important new WaterLase capability, and we’re excited to bring it to practitioners and their patients.

“This clinically important new addition to WaterLase is part of our continued commitment to provide better care for patients and provide a foundation for practice growth,” Flynn added.

With an increase in the number of dental implants placed around the world, incidences of peri-implantitis are a growing health issue that is frequently encountered in the dental practice. Estimates for the incidence of peri-implantitis vary between 10 and 43 percent of all dental implants placed. WaterLase technology offers a minimally invasive alternative to traditional treatment of peri-implantitis.

With the addition of the new REPAIR Implant protocol, the WaterLase iPlus 2.0 now provides pre-programmed settings and step-by-step applications for more than 50 procedures and clinical indications.

Advantages of the WaterLase iPlus 2.0 REPAIR Implant protocol include:

• Minimally invasive protocol to assist in the management of peri-mucositis and peri-implantitis.
• Easy access and not harmful to implant surface.
• Closed flap protocol can be used for early peri-implantitis.
• Treat site-specific or whole-mouth cases.
• Laser photoacoustic properties debride the implant surface.
• Supported by more than 40 examples of clinical evidence.

To learn more about WaterLase iPlus 2.0 and the REPAIR Implant protocol, visit www.biolase.com.

About BIOLASE
BIOLASE is a medical device company that develops, manufactures, markets and sells laser systems in dentistry and medicine and also markets, sells and distributes dental imaging equipment, including digital X-rays and CAD/CAM scanners.

BIOLASE’s products are focused on technologies that advance the practice of dentistry to both the dentist and their patients.
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When making elective health-care decisions, consumers conduct extensive and simultaneous research into both the procedure and how they are going to pay for it, according to a study conducted on behalf of CareCredit, a leading health-care financing company.

The “Consumers’ Path to Health-care Purchases Study” sought to gain a deeper understanding of the unique way consumers research, consider and purchase health-care services in six medical specialties: dentistry, ophthalmology, optometric care, veterinary care, cosmetic procedures and hearing health. The findings can help health-care providers better serve the informational and financial needs of consumers seeking elective treatment for themselves, their family members and their pets.

The study, conducted in the third quarter of 2014, found that the path to across all health-care categories reviewed is comprehensive, with consumers taking an average of five steps and an average of 76 days to conduct research. The complexity of the research process that patients and clients undertake before committing to a significant elective health-care purchase is influenced by the level of need, cost, how insurance benefits impact out-of-pocket expenses and perceived risk.

Consumer research is conducted online and off, including a preliminary visit to the provider’s office and discussions with family and friends. Cost is not researched independently; rather it is considered at the same time as other factors, including whether to invest in the procedure or device itself and the selection of provider.

Seventy percent of respondents said they researched the procedure, while 73 percent said they researched costs, including the availability of financing.

“These findings underscore that cost and the availability of financing options are important factors in elective health-care purchases, leading consumers to research both the treatment and payment options extensively and at the same time,” said Dave Fasoli, CEO, CareCredit. “Understanding how consumers approach their health-care decisions and the critical role of financing in considering a provider and a purchase are valuable insights to help ensure they have relevant information to make informed decisions.”

Other findings from the study include:

- The vast majority (90 percent) of CareCredit cardholders said that financing is a tool that helps them be prepared for unplanned health expenses.
- Nearly half (47 percent) of CareCredit cardholders surveyed would not have made the purchase or would seek another provider if theirs did not have financing available.
- Nearly 80 percent of all respondents said financing makes it easier to budget for their health-care purchase.
- The majority (75 percent) of CareCredit cardholders are likely to use their card again.
- An average of 76 days is spent on research across the six health-care categories studied — dentistry, ophthalmology, optometric care, veterinary care, cosmetic procedures and hearing health — with cosmetic procedures taking the longest amount of time at nearly 145 days.

The study was conducted by Rothstein Tauber, Inc., on behalf of CareCredit and included an online survey of nearly 2,000 consumers who had made an elective health-care purchase in the past 12 months or were likely to make an elective health-care purchase in the next 12 months. The study offers insights and behavioral data previously not available to doctors who provide elective care and can be used to shape effective strategies and best practices that help more patients get treatment and care.

A summary of the study’s findings can be found at www.carecredit.com/newsroom.

*Respondent size of 1,954 included 496 CareCredit cardholders and 1,458 CareCredit non-cardholders who had made an elective health-care purchase in the past 12 months or are likely to make an elective health-care purchase in the next 12 months.
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Medidenta introduces Foresight 45 handpiece

By Medidenta Staff

Medidenta is proud to introduce the new Foresight 45 Self-Generating LED Surgical Handpiece for use in surgery, periodontal and endodontic procedures. The Foresight 45 SGL has an innovative design, incorporating an air-driven generator inside the handpiece to power a bright LED light directly into the surgical pocket. This technology illuminates the operative field without the need for fiber optic systems from a delivery unit, according to the company.

Traditionally, fiber optic systems provide the source of light through a bulb in the coupler or in a tube from the airline. This light travels through a fiber optic rod that leads to the head of the handpiece. The fiber optic rod has a tendency to yellow over multiple autoclaves, lowering the color temperature and dimming the transmitted light to the working site.

These fiber optic systems contain other components such as bulbs and electrical sources, which also need to be maintained.

The Foresight 45 eliminates the need for multiple components, providing you with a single-piece solution to your lighting needs with a standard four-hole back-end handpiece, Medidenta asserts.

Many dental offices rely on overhead lamps or loupes to light surgical procedures. The downside to this, however, is that it will create shadowing in the working site.

When using the Foresight 45 SGL, you can eliminate any shadowing that would have been created using those lighting setups. With a direct LED light inside of the surgical pocket, you will experience more visibility, a wider field of view and a brighter working site.

Unlike conventional surgical handpieces on the market where air escapes from the back of the headcap, the Foresight 45 SGL does not allow any air to escape into the oral cavity. All of the excess air is funneled to the back end of the handpiece, eliminating all possibilities of an air embolism, according to Medidenta. This ensures an air-free oral cavity, allowing for multiple surgeries in succession while still maintaining patient safety.

The 45-degree head offers maximum access and visibility when performing all surgical procedures, the company asserts. It is capable of extreme power, delivering more than 20 watts of constant torque for consistent cutting power even under the heavy load conditions that often occur while sectioning third molars.

The patented chuck design works to grip the bur tighter as the RPMs increase to ensure patient safety and minimize the risk of bur slippage. It also comes backed with a one-year warranty that covers both the shell and the turbine, which the company states is among the highest in the industry for a surgical highspeed handpiece.

LIQUID MAGIC RESIN BARRIER

TAUB Products, a long-time manufacturer of dental consumable products, announced the release of Liquid Magic Resin Barrier for implant and cosmetic dentistry. Liquid Magic is a light-cured resin used to protect threading, screws and internal components of implants and abutments.

Used prior to the placement of a crown, Liquid Magic works in conjunction with ZERO-G Bio-Implant Cement, resulting in better seating of the crown and easier cleanup.

“Liquid Magic protects abutment and implant components during cementation,” said Ed Matthews, vice president of sales for TAUB Products. “It is easily removed during recall to allow clean access to the screw head. New science helped us develop this product.”

To check out Liquid Magic and other TAUB products, stop by the booth, No. 2708, here at the Greater New York Dental Meeting or go to www.taubdental.com.