Don’t miss a minute!

- We’re already halfway through AACD 2018, but there’s so much going on, it’s hard to know where to look.

A good place to start this morning is with Mike Rayburn’s keynote presentation, “The What IF? Keynote Experience.” Rayburn, a two-time TED Talk presenter, an innovative entrepreneur and Hall of Fame speaker who uses world-class guitar and comedy to teach change and innovation to corporations worldwide, will teach you three simple tools for harnessing your unrealized potential and creating and leading change. The presentation starts at 8 a.m.

You’ll also want to make sure to stop by the silent auction to see everything that is up for bid. Final bids are due by 7 p.m. today, with pickup Saturday between 11 a.m. and 2 p.m.

- Attendees like what they see at the silent auction on Thursday. Make sure to get your bids in today before it closes.

( Photo/Jim Koepnick, provided by AACD)

Be a part of AACD’s new consumer awareness campaign

By AACD Staff

- The AACD is implementing a new consumer awareness campaign that will leverage the existing AACD consumer website, Your Smile Becomes You (www.yoursmilebecomesyou.com), the new and improved AACD Find-a-Dentist site (www.aacd.com/profiles) and a new AACD Instagram account (@yourdreamsmile).

The @yourdreamsmile account will focus on educating and engaging consumers about cosmetic dentistry, increasing AACD brand awareness among consumers and driving consumer traffic to AACD’s Find-a-Dentist website. The account will feature fun smile and cosmetic dentistry-related content, which is where you come in.

The AACD invites members to create content for @yourdreamsmile, including video tips, patient smile stories and patient portrait photos. We urge you to follow @yourdreamsmile, use #AACDdentist in your practice posts and have your patients use #myAACDsmile in their posts.

If your practice isn’t already on Instagram, here are some statistics for you to consider: Six in 10 online adults have Instagram accounts, more than 80 percent of accounts on Instagram follow a business, and engagement rates on Instagram are 15 times higher than Facebook and 20 times higher than Twitter.

For more information about the opportunities to get involved and to gain exposure for your practice through the @yourdreamsmile account, visit the AACD Social Media Hub, located outside of the exhibit hall near registration.
Scenes from Thursday

- Need to update your loupes and headwear? Stop by the Designs for Vision booth, No. 313, and get some help from Joanna Sterna and Phil Bullock.

- Anna Kataoka and Bob Garnica are here to give you the details of the many products, including the EyeSpecial C-III and Beautifil II LS, that can help your practice at the Shofu booth, No. 516.

- Get all your impression and resin material needs met at the Kettenbach booth, No. 526.

Photos by Nirmala Singh, today Staff

Improve patient acceptance and practice profitability with the EyeSpecial C-III

By Shofu Dental Staff

Clinical photography plays a pivotal role in a patient’s consult and in documenting dental treatments. Clinical images can improve a patient’s communication and education by providing evidence-based information about a treatment, its progress and challenges.

Dental photography can also enhance the experience and communication between clinicians and dental laboratory technicians by eliminating unclear or vague cues.

Therefore, incorporating the right camera into a dental practice can help increase the practice’s productivity and profitability.

Simple and easy to use, the EyeSpecial C-III camera captures images for case documentation, diagnosis and treatment planning, patient communication and education, insurance verification, legal documentation and dental laboratory collaboration, according to Shofu Dental, the company behind the product.

Packed with dental-specific, pre-programmed shooting modes, the EyeSpecial C-III enables clinicians and their team members to navigate through photography tasks without the need of photography knowledge or experience.

Furnished with a 12-mega-pixel sensor and a built-in system of ring and panel flashes, this smart camera demonstrates true-color reproduction with an exceptional depth-of-field range, according to the company. The EyeSpecial C-III also possesses anti-shake attributes and a large, panoramic LCD screen, which can be operated with gloved hands. The screen employs grids lines that facilitate a proper image alignment and help reduce the risk of photographing objects at an incorrect angle.

For every step of a clinical photo series, the EyeSpecial C-III automatically sets the appropriate f-stop, aperture and focal length to deliver consistent and predictable photographs without requiring retrofitted add-ons such as external filters or flashes.

Exclusive to the EyeSpecial C-III is an isolate shade mode, which grays out the gingival tissue to enhance visual acuity for optimal shade matching and improved dental laboratory collaboration.
Beautiful II LS (Low-Shrink) composite provides dentists with the means to reduce polymerization shrinkage and shrinkage stress while creating predictable and functional aesthetics.

- Low volumetric shrinkage (0.8%) and shrinkage stress (2.72 MPa)
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Visit Booth 516

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