Planmeca USA introduces its ULD certification program

By Planmeca USA Staff

In March, during the Hinman Dental Meeting in Atlanta, Planmeca USA introduced a unique certification program designed to encourage dialogue between patients and their dental practitioners on imaging radiation levels.

The Helsinki, Finland-based dental technology company, with North American headquarters in Roselle, Ill., manufactures and sells imaging equipment, such as the Planmeca ProMax® 3D family of units.

This CBCT system has a unique ultra-low-dose (ULD) feature that delivers a lower dose of radiation while achieving imaging quality that allows orthodontists to provide an optimal diagnosis.

“A Planmeca ProMax 3D system using ULD can drastically reduce patient radiation by up to 77 percent — without a statistical reduction in image quality,” said Brett Hines, president of Planmeca USA.

Hines cited a study published by Dr. J.B. Ludlow and D. Koivisto that demonstrates radiation doses used in dental imaging can be reduced without loss of diagnostic quality. The company is not aware of any other dental imaging manufacturer, with an independent study, that can claim the same.

Because of attention in the lay press about this issue, it's more likely that dental patients, too, may have questions and concerns.

To help encourage these conversations about imaging safety, Planmeca USA developed a complimentary ULD certification program exclusively for Planmeca ProMax 3D ULD-capable systems.

ULD certification program features:
• Planmeca ULD certified office display materials to inform patients that you are using advanced safety/quality care X-ray equipment.
• Access to downloadable digital materials for use on your website and social media outlets to educate and market your practice as Planmeca ULD certified.
• Ability to become part of a searchable database of Planmeca ULD certified dentists, for prospective patients who seek low-radiation imaging practices in their area.
• A complimentary program available to all practices using Planmeca ProMax 3D Ultra Low Dose enabled systems.

The Planmeca ULD certification registration program is available at www.planmeca.com/na/uld/.

To see the study, go to https://goo.gl/UPW5vL.
Glidewell Dental to present its second educational symposium near Washington, D.C.

By Glidewell Dental Staff

Glidewell Dental has announced its second Glidewell Dental Symposium. Scheduled for Oct. 19 and 20, at the Gaylord National Resort & Convention Center in National Harbor, Md., near Washington, D.C., this event will include more than a dozen educators providing two days of intensive instruction, with a first day of fast-paced presentations and a second day of in-depth clinical and business training.

“Dentists have more options for treating patients today than ever before,” said Dr. Neil Park, scientific chair of the Glidewell Symposium and vice president of clinical affairs at Glidewell Dental. “This period of rapid innovation in dental technology presents many opportunities for clinicians to expand their knowledge and practice offerings and to explore more effective and efficient solutions for elevating the standard of care within our profession.”

The symposium brings together notable experts from many different backgrounds and specialties, including esthetic dentistry, digital dentistry, dental implants, tissue regeneration, sleep-related dentistry, practice management and more. The event kicks off Friday, Oct. 19, with a presentation on the current and future state of dentistry from Jim Glidewell, CDT, president and CEO of Glidewell Dental, followed by a lineup of informative presentations and a special keynote address delivered by Dr. Jack Hahn, a legendary pioneer in dental implantology.

On Saturday, Oct. 20, in-depth, hands-on workshops will be led by some of the most distinguished leaders in clinical dentistry, representing faculties such as the Misch International Implant Institute, the International Congress of Oral Implantologists and the American Academy of Implant Dentistry. The workshops will provide practical clinical information on the latest innovations, protocols, products and procedures in the field.

“Following the success of last year’s sold-out symposium, we received an abundance of feedback from attendees who expressed their desire for refining their clinical skills and adopting the latest technology to grow their practice,” said Park. “They inspired us to expand the event to two days, to cover even more clinical and business topics, with nearly a dozen hands-on Saturday workshops to choose from. And we’ve moved to a more spacious venue to accommodate a vast array of interactive exhibits and technology demonstrations.”

During both days of the event, the exhibition floor will be packed with displays of 3-D printing, intraoral scanning, in-office milling, the CAD/CAM workflow, dental implants and regenerative and restorative materials, as well as live demonstrations and a virtual reality tour of Glidewell Dental’s expansive R&D campus, technology center and laboratory.

The 2018 Glidewell Dental Symposium is designed for dentists, hygienists and chairside and front-office auxiliaries, and attendees enrolled for both days will earn up to 12 hours of C.E. credits. Tuition for day 1 is $195 and day 2 is $150, with special early bird pricing of $125 and $95, respectively, when registering by July 31.

For the complete symposium agenda and to register, visit glidewell symposium.com or call (866) 791-9539.