INSIGHT

The Greater New York Dental Meeting powerfully illustrates two key reasons why: The virtual world has yet to reproduce the tactile experience of actually holding a dental instrument or standing in front of a full-mouth scanning system while picturing it in your practice; and even more important, no number of reviews, articles or comment threads can replace the insight that comes from spontaneous encounters with colleagues and thought leaders in classrooms, social gathering, hallways and, of course — in the exhibit hall.

The opportunities feel endless.

In the Henry Schein booths alone, including Nos. 4125, 4225 and 4627, new product demonstrations feature 3Shape TRIOS MOVE, DEXIS Titanium, Planmeca PlanMill 30 S; TechCentral OmniCore and Dentrix G7 featuring Smart Image from Henry Schein One. Henry Schein representatives also are available to discuss the expanded portfolio of practice solutions from Henry Schein Business Solutions and Henry Schein Financial Solutions, including Henry Schein Dental Business Institute, the Henry Schein Practice Analysis tool, and the latest integration of CareCredit with practice management solutions, Dentrix and Easy Dental from Henry Schein One, which offers practitioners more financing options for patients. The company is also hosting live events as part of its Classroom series, featuring tips and tools for a productive practice, esthetic solutions for pediatric dentistry, handpiece equipment repair and many more topics to help enhance practice success.

At the other end of the spectrum, Sunday afternoon, through its Henry Schein Cares foundation, Henry Schein is involved in a dental student competition hosted by the Dr. Edward B. Shils Entrepreneurial Fund and the Hispanic Dental Association with Dentsply Sirona, Colgate and the AEGIS Dental Network. Students from NYU, Columbia, University of Pennsylvania, Tufts and the University of Texas at Houston are competing for start-up project funding. They quick pitch their ideas to a demanding dental industry judging panel that includes Bruce Lieberthal, Henry Schein chief innovation officer; Olivier Schiller, Septodont CEO; Dr. Terri Dolan, Dentsply Sirona chief clinical officer; Dr. Matilde Hernandez, Colgate Oral Pharmaceuticals scientific affairs manager and Angel Figueroa, I-LEAD Charter School chief executive officer.

Back in the exhibit hall, in the Convergent Dental booth (No. 4606), you can work hands-on with the Solea all-tissue laser. In the Global Surgical booth (No. 2500B), you can test out a feel for microdentistry in the Global Surgical Corp. booth, No. 2500B.

In booth No. 2626, Sara Lelchuk, 3Shape territory manager in Florida, describes how 3Shape Academy Trainer Samantha Samayoa is using the Trios 3 wireless digital scanner and Move display to scan patient model Leidy Duque. (Photos/Robert Selleck, today Staff)