A tradition of excellence

By Kristine Colker and Fred Michmershuizen, today staff

The 106th Thomas P. Hinman Dental Meeting is well underway here in Atlanta, and the Georgia World Congress Center is abuzz with dental practitioners who have gathered for a comprehensive educational program, an opportunity to connect with compatriots and plenty of opportunities for socializing.

A lot of the meeting’s excitement can be found in the exhibit hall, where dental practitioners are invited to partake in a wide range of offerings. Many companies are showcasing new technology designed to advance the quality of care dental practitioners can offer their patients.

One such company is Anutra Medical (booth No. 612), which offers inno-

So much to learn

By Kristine Colker and Fred Michmershuizen, today staff

A large part of the annual tradition at the Hinman meeting is a strong focus on education, and there are plenty of ways for meeting attendees to learn. Whether you are a dentist, a hygienist, an assistant, a lab technician or a member of a dental office staff, opportunities to expand your horizons abound here in Atlanta.

Offerings include lectures, workshops, table clinics, a learning lab and even a special booth in the exhibit hall (No. 1453) where you can schedule a 20-minute, one-on-one session with an expert in your field of interest.

Also in the exhibit hall, many companies are offering educational presentations right in their booths each day.
IT’S SO SIMPLE TO ACHIEVE CONSISTENT CLINICAL IMAGES

- 8 Dental shooting modes – Easier, faster and more reproducible images
- Auto-cropping, smart focus and zoom
- Auto flash adjustment for true color
- 3.5 inch LED/LCD touchscreen – Works with exam gloves
- Water/chemical resistant – Essential for infection control in the office
- Ultra-lightweight body: approximately 11b

EyeSpecial C-III
THE DENTAL CAMERA THAT MAKES IT EASY

Visit us at Booth 1519

www.shofu.com | 800.827.4638
excellence from page 1

Attendees wander the exhibit hall just minutes after the doors open Thursday morning.

Doug Price, left, and Adam Winik at Planmeca (booth No. 627), which is introducing a 3D ULD Certification Program to promote dialogue between patients and their dental practitioners on imaging radiation levels.

Attentive local anesthetic delivery with a focus on enhanced efficiency for the practitioner and an improved experience for the patient. To help spread the word on the “science of buffering,” Anutra has brought in a number of key opinion leaders. One of them is Dr. John Olmsted, who is offering a live product demonstration today from 9:15 to 9:30 a.m. Other speakers for Anutra include Lois Banta, Shannon Pace and Dr. Damon Adams.

In addition, Ryan Vet, vice president of marketing for Anutra, is speaking at 10 a.m. today at the New Product Showcase, located in Room A-402/403.

Planmeca USA (booth No. 627) is introducing a 3D ULD Certification Program to promote dialogue between patients and their dental practitioners on imaging radiation levels. "A Planmeca ProMax 3D system using ULD (Ultra Low Dose) can drastically reduce patient radiation by up to 77 percent, without a statistical reduction in image quality," said Brett Hines, president of Planmeca USA, in a company press release announcing the certification program.

Due to attention in the lay press about this issue, the company said it’s more likely that dental patients, too, may have questions and concerns. To help encourage these conversations about imaging safety, Planmeca is offering the complimentary certification program exclusively for its ProMax 3D ULD-capable systems.

The program includes office display materials, access downloadable digital materials for use on a practice’s website and social media outlets, a searchable database of certified dentists, and more.

Many other companies here in Atlanta are offering their popular, tried-and-true products and services. Case in point is Atlanta Dental Supply (booth No 1311), whose booth is one of the first you will see as you enter the exhibit hall.

Some exhibitors are featuring promotions tied in with the NCAA basketball tournament, while many other companies are offering exciting show specials or giveaways. One such company is Orascoptic (booth No. 1407), where you can have your badge scanned for a chance to win an Endeavor Headlight.

The exhibit hall is open today until 6 p.m. and again tomorrow from 9:30 a.m. to 3 p.m., so you still have time to get the most out of your experience at Hinman.