Global impact

By Robert Selleck, today Staff

The Greater New York Dental Meeting has long enjoyed a strong reputation as an international event, but this year’s exhibit hall conveys an especially strong global presence with three major international pavilions – dominated by a German Pavilion that commands a sweeping high-tech presence on the exhibit floor.

Anchored by a scientific pavilion at booth No. 1313 and spanning across four aisles nearby, the German Pavilion encompasses more than 10,000 square feet and features more than 40 German dental companies (including

Break for education

By Sierra Rendon, today Staff

If you have spent all your time at the GNYDM so far checking out new products and technology in the exhibit hall, it’s not too late to fit in plenty of educational opportunities today and Wednesday.

Here is just a sampling of today’s sessions:

• Live Dentistry Arena: Today at 10 a.m., check out “The LAPIP Protocol: A Laser-Mediated Solution for the Ailing and Failing Implant” with Drs. Charles R. Braga and, at 2 p.m., “Cavity Preparation with No Anesthesia: Soft Tissue with No Bleeding: How An All-Tissue Laser is Revolutionizing Dentistry” with Drs. David M. Fantarella, Jeff E. Rohde and David Garber. Both of these sessions are free and offer three C.E. credits. The Live Dentistry Arena is located on the exhibit hall floor, booth No. 6230.

• Dental Hygienists Association Program: “Infection Control for Oral Healthcare Providers” with Dr. Gwen Cohen-Brown will take place from 2 to 5 p.m. today and will offer three C.E. credits.
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...some of the most recognized names in dentistry, such as Heraeus Kuefer, Bega, Hager and Meisinger, DMG Chemisch, Hoffmann Dental and Voco. Visitors can tour an interactive, futuristic science lab on innovation and research featuring state-of-the-art products from many of the companies. It’s the biggest single presence ever of the German dental industry at a U.S. event.

Also commanding a large chunk of real estate on the exhibit floor is the Korea Pavilion, spanning a stretch of the 5000 and 5100 aisles with more than a dozen companies represented. A number of educational sessions presented in Korean also were added to this year’s meeting agenda in addition to the sessions being presented in Portuguese, Spanish, Italian, Russian and French.

Yet a third international pavilion can be found in the 5200 and 5300 aisle, where a dozen different companies have booths in the Pakistan Pavilion, and the majority of the companies are at the Greater New York Dental Meeting for the first time.

In booth No. 5327, Naghman Iqbal, with Pak Surge, said the meeting had been successful for the 25-year old manufacturer. He said the company had exhibited at many meetings in Germany, Korea, Poland and elsewhere but never in the United States until now, despite having a long-standing base of U.S. clients. The company manufactures and sells a variety of dental instruments and specializes in forceps.

With years of planning required to coordinate and develop an international pavilion, it’s likely that the unusual surge in international pavilions at this year’s meeting has more to do with coincidence than a strong dollar or other factors. And it remains, true, too, that most companies based outside of the United States aren’t here as part of a coordinated pavilion effort.

Among the many examples of that...
Scenes from Monday

- Haye Hinrichs, left, and Yanela Garcia of Johnson-Promident (booth No. 4108).
- Katie Liu, left, and William Kim of Diadent Group International (booth No. 936).
- The team from ClearCorrect (booth No. 5034).
- Jill Malmgren of America’s ToothFairy: National Children’s Oral Health Foundation.
- UFC fighter Dennis Bermudez visits with schoolchildren in the Henry Schein Pavilion Monday afternoon as part of an educational outreach conducted by Henry Schein and Guard Lab, a supplier of customized mouthguards.
- Cherie Boles of Lares Research (booth No. 4101).
- Stanley M. Bergman, chairman of the board and CEO of Henry Schein Inc., speaks with Sohaib Soliman, president of the American Student Dental Association, during a #ScheinChats (Facebook Live discussion) conducted at the Henry Schein Pavilion, located at the Crystal Palace entrance.

Course participants take part in a hands-on endodontic workshop led by Dr. Garry L. Bey.

Photos by Fred Michmershuizen, today Staff
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Juliet Bates, left, and Joseph Donohue of Edge Endo (booth No. 1530).

The gang at MIS Implants Technologies (booth No. 4636).

Cynthia Graddy of National Dental Association (booth No. 2523).

From left: Jason Kiser, David Cox, Barbara Schreiner and Ritchie Cucolo of Kettenbach (booth No. 3537).

Denise Manekas, left, and Joachim Siegler of Dentatus (booth No. 1714).

The team at Bisco (booth No. 1200).

From left: Suzeanne Harms, Josh Gall, Jimmy Ruiz and Monica Silva of Glidewell Laboratories (booth No. 4334).

Bill Wogh, left, and Mike Mack of Global Surgical Corp. (booth No. 2500).
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Janet Ell of Sherman Specialty (booth No. 3632).

From left: Samantha Payton, Calvin Kirkwood and Mackenzie Prinslow of ProSites (booth No. 1116).

Koichi Arakawa of Mani (booth No. 4534).

Johnny Mann, left, and Chad Barker of Sonendo (booth No. 4230).

Nick Papcun, left, and Danee Mallos of Demandforce (booth No. 837).

Tom Clark of Banyan (booth Nos. 1701 and 5605).

From left: Katie Hamilton, Saeed Yousef and Brittany Pena of Solitaire Smile Dental Studio (booth No. 1038).

Alex Kugler, left, and Scott Brennan of Bankers Healthcare Group (booth No. 4600).

Ray Corbett of Isolite Systems (booth No. 1614).
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Susan Ketchum, left, and Kevin Keller of Local Flavor Media (booth No. 4537).

Rose Walsch of Beyes Dental Canada (booth No. 4401).

From left: Jasmine Jackson, Alyssa Guzman and Jessica Reuling of Amazon Business (booth No. 5233).

You can learn more about Kovanaze — a new dental anesthetic nasal spray — at St. Renatus (booth No. 5040).

Eric Wlodarski, left, and James Farleo of Eclipse Loupes and Products (booth No. 1712 and 3531).

Diane Hammond, left, and Dale Johnson of Curaden USA (booth No. 3216).

Larry Vetter of OCO Biomedical (booth No. 4135).

From left: Damien Bonner, Tom Spangler and Sean O’Hara of Convergent Dental (booth No. 4606), with the company’s Solea laser.
Here at the Greater New York Dental Meeting, Henry Schein is holding a number of special events and is showcasing a wide range of products and services — all designed to make the delivery of oral care more efficient.

Meeting attendees can partake in many of these offering at the Henry Schein Pavilion, located at the Crystal Palace Entrance of the Javits Center, as well as at the Henry Schein booth (No. 4225) on the exhibit hall floor.

During an interview with today at the Henry Schein Pavilion on Monday morning, Tim Sullivan, president, North American dental group, of Henry Schein, said the company is aiming to leverage its vast resources to differentiate itself from everyone else on the market.

“We have what we call our ‘practice care wheel,’ and at the center of that wheel is our customer, surrounded by all of the services we provide,” Sullivan said.

He explained that a lot of dental professionals today face business challenges, and it’s Henry Schein’s goal to use expert consultants to help them run better practices.

“We want to help our customers focus on practice care, so they can focus on patient care,” he said.

Sullivan said he wants Henry Schein to be seen as not just a dental supply company but more as a “trusted advisor” within practices.

When asked if there is one thing he’d like dental professionals at the New York meeting to know about Henry Schein, Sullivan was direct and concise. “Rely on us,” he said.

#ScheinChats
Each day of the meeting, Henry Schein is conducting #ScheinChats, which can be viewed live on Facebook or in person at the Henry Schein Pavilion.

Highlights today include “Connecting Products and Software,” at 10 a.m., with John Cox, vice president, technology sales, Henry Schein Dental, and Kevin Reilly of 3M; and “Digital Technology Takes Shape,” at 1 p.m., with Rune Fisker of 3Shape.

Highlights tomorrow include “The Role of Dental Technology in Sports,” at 9:30 a.m., with Cox of Henry Schein Dental and Aidan Butler of Guard-Lab; and “The Art of Integration,” at 11:30 a.m., with Dr. Edmund Suh of Planmeca.
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If you’re feeling like the complete digitization of dental practices is as elusive as the paperless office, then it’s worth a visit to booth No. 5428, where you can see just how close things are to full digitalization. Planmeca essentially has a full dental practice on display, with all of the equipment as well as the office- and clinical-management systems linked across a common software platform: Planmeca Romexis.

“I like to call it ‘practice Planmeca,’” said Planmeca Director of Marketing Dmitry Edelchik. “What we’re doing with software is amazing... But we’re a hardware company as much as we are a software company.”

And with more than 200,000 worldwide users of Planmeca Romexis software, that’s saying a lot.

The unique business model enables the company to offer dental professionals a complete line of dentistry’s most essential and advanced tools and other hardware all linked via clinical-management software. The integration enables dental professionals to skip the frustration that comes with dealing with multiple systems throughout a practice or even within a single operatory.

When your dental chair, intraoral scanner, milling unit and X-ray system speak the same language, powerful efficiencies are achieved—not just in the operatory but across the entire scope of the business.

“It’s one of a kind,” said Tetsuya Shimabuku, Planmeca core equipment product manager. “It’s really what ties all of these high-technology products together. Looking at your equipment becomes a very different experience.”

Shimabuku demonstrated the point in the exhibit hall on Sunday with the Planmeca Romexis clinical-management module. He pulled up the floor-plan view on the monitor in the booth’s operatory.

The floor plan can be customized based on what equipment a practice has and where it’s located. That means that with a click on the picture representing a particular machine or tool, you’re able to see how much it’s being used, if and where it’s being used and when scheduled cleanings or other maintenance is due.

“Better yet, if you’re not checking on things yourself, email prompts triggered by the system’s own monitoring will automatically notify you when maintenance is due based on hours of use or other parameters.”

Shimabuku said of the software’s direct integration with virtually all of a practice’s hardware components—and practices’ resulting ability to base critical business decisions on reliable, timely and easy to understand data.
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By Robert Selleck, today Staff

Scientific American Custom Media and Colgate-Palmolive Company hosted an offsite gathering Monday morning during the 2016 GNYDM to discuss their recent collaboration on a Scientific American Custom Media publication that focuses on global oral health-care issues.

More than 50 dental professionals, industry leaders and media representatives attended a panel session featuring key contributors to the publication, “The Future of Oral Health,” which looks at the impact of oral disease on whole-body health and the changes to the practice of dentistry worldwide. Jeremy Abbate, vice president and publisher of Scientific American and the publishing director of “The Future of Oral Health,” moderated the panel. The panelists were Michael C. Alfano, DMD, PhD (president, Santa Fe Group and professor, dean and executive vice president emeritus, New York University), Sharon Guynup (Scientific American Custom Media editorial director of “The Future of Oral Health”) and Marko Vujicic, PhD (chief economist and vice president, Health Policy Institute, American Dental Association).

The publication explores science, policy and new delivery models to better understand the current and future state of the multifaceted oral health field. Within the publication are updates on:

• The oral health of a growing elderly population; global health issue of caries and periodontal diseases and the latest industry developments helping to improve access and cost-of-care in these areas.
• The state of the science linking oral health and other areas of medicine and changes in the relationships between the dental and medical communities as they slowly de-silo and integrate to deliver better care and greater access for patients.
• New tools being employed in diagnostics, biotechnology, and digital health that are advancing care, along with a special look at how dentistry and oral health will be managed in the future.
• Philosophies and technologies that have fueled industry changes and ways in which global demographics are mandating more accommodating, on-demand approaches to dentistry that reduce cost and bring care to hard-to-reach populations.

In a news release issued prior to the meeting, project leader Abbate said, “We are thrilled to be working with Colgate to bring these important issues to an international audience,” “Examining oral health through the lens of global health, access to care, and future technology is a relevant conversation, not just for dentistry, but for the larger allied health space.”

Pat Verduin, Colgate’s Chief Technology Officer, said, “Solutions in oral health must address evolving patient needs, changing global demographics, and the ever-advancing innovation landscape that will affect delivery methods and models of care. We are very proud to be a part of this multifaceted conversation.”

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Ensuring proper patient positioning during X-rays

By Midmark Staff

In dental panoramic radiography, proper patient positioning is vital to receiving the high-quality, accurate diagnostic images needed to provide optimal dental care to patients.

The focal trough of the X-ray is relatively narrow, and if the patient is not properly positioned, the structures outside the focal trough might not be projected in focus. For instance, if the chin is tipped too high or the patient's tongue is not positioned against the palate, the image could be deemed unacceptable. In certain cases, the poor quality of the image could even result in patient complaints or legal action against the practice.

A 2012 study showed just how relatively common positioning errors actually occur.1 The study looked at 1,782 panoramic radiographs and found that 89 percent contained some form of positioning error. While 64 percent of the images met the criteria for being “diagnostically acceptable,” nearly a quarter (24.9 percent) were categorized “unacceptable.”

The most common errors observed were failure to position tongue against palate (55.7 percent), slumped position (35 percent), patient positioned backward (30 percent) and patient positioned forward (18.3 percent). The study concluded that the quality of panoramic radiographs could be improved by careful attention to patient positioning.

Most panoramic X-ray manufacturers incorporate various tools and alignment devices that help dental staff properly position their patient. These can include everything from simple patient-support devices like chin rests and forehead supports to technologies such as laser guides and optical cameras that help position the patient along the major axes.

Some systems also have an operator panel that displays a preview of the captured image so it can be assessed prior to the patient being released.

Regardless of the sophisticated technology and tools available, it is unfortunately not possible for clinicians to fully control patient movement. That’s why it’s important that patients understand and follow basic instructions, such as biting on a bite stick, placing the tongue against the palate and refraining from swallowing and movement during the exam.

Many of the issues that lead to improper patient positioning can be mitigated with in-house staff training on the correct use of the system’s positioning tools and proper patient instruction. However, given the pace of busy dental practices, it is often difficult to schedule this type of training for the whole team. Also, staff turnover or reorganization of duties may require additional training sessions.

As a result, all manufacturers provide user guides that detail the proper use of the panoramic X-ray system, as well as online instructional videos and self-training modules for dental staff. In-office training is also an option that is provided by many system manufacturers.

The Midmark Progeny Vantage® Digital Panoramic System takes training support to a new level. The system’s VantageTouch operator panel features an user interface that displays sample exam images and enables users to access and view embedded training videos for training at point of use.

Midmark’s VantageTrust ongoing remote support and training service goes beyond the one-time, in-office training session to offer dentists and staff feedback on patient positioning in order to deliver the highest quality image possible. With the service, all panoramic images acquired with Midmark’s Vantage Panoramic System are sent securely over the practice’s Internet connection to the VantageTrust server for review. No patient information is collected or shared.

Midmark employs a combination of software and experienced personnel to review the images and provide feedback in the form of a report that details any patient positioning issues or visible artifacts, as well as tips for improving the image capture. To access the images and reports, practices simply log into the VantageTrust website.

Dentists can also access additional training videos and trend data, such as the number of images the practice sends through the service and the average number of images per day. VantageTrust is available as a 60-day free trial with the purchase of a Vantage Digital Panoramic System. Existing customers who have not yet accessed their free trial are still eligible to register. After the trial period, the service can be extended for a nominal fee.

Contact your Midmark representative to learn how you can get the most out of your Vantage panoramic unit and start receiving the high-quality, accurate diagnostic images you need to provide the best care to your patients.

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Order new nasal spray anesthetic Kovanaze today

By St. Renatus Staff

St. Renatus, LLC, a privately held company based in Fort Collins, Colo., is now taking orders for its first product, a new dental anesthetic, Kovanaze™ (tetracaine HCl and oxymetazoline HCl) Nasal Spray. Visit Booth No. 5040 on today and Wednesday for hands-on Kovanaze training demonstrations, 15-minute information presentations and the opportunity to order your first box(es).

“Our team is excited and fully prepared to launch this innovative product into the dental market,” said Judy Persson, St. Renatus’ national sales director. “We encourage all dental professionals to come by our booth (No. 5040) to receive a hands-on demonstration of the nasal spray, obtain more information on why this product can be an alternative to needle injections and how it can be implemented into their practice.”

Kovanaze is the first FDA-approved product that allows for maxillary dental anesthesia of teeth Nos. 4-13 or A-J via nasal spray versus needle and is indicated for restorative procedures in patients 40kg or above.

Dental professionals can learn more about Kovanaze and place orders at the St. Renatus Booth (No. 5040), learn more at www.kovanaze.com or call the Kovanaze Support Line at (800) 770-9400.
Planmeca Romexis® software offers one of the most sophisticated tools to meet the needs of modern patient care. With tools such as Planmeca Ultra-Low Dose™ Protocol, Airway Visualization, Impression Scan, and Cephalometric Tracing, the most sophisticated tools are just a few mouse clicks away.

See Planmeca at:
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Booth # 5428
November 27th - 30th, 2016
Get an air-free oral cavity with new handpiece

By Medidenta Staff

The Air-Free™ 90S is the newest addition to the Air-Free handpiece series.

The Air-Free 90S is the only 90-degree surgical high-speed on the market, according to Medidenta, the company behind it. It provides a completely air-free oral cavity, making it great for surgical and periodontic procedures, such as flap/osteous surgery and erupted tooth extractions. These procedures are often used with a 45-degree angulated handpiece; however, this can create an awkward angle for the practitioner to work with.

The 90-degree angle of the Air-Free 90S provides a more comfortable angle and less strain to help clinicians reach the procedure site.

For maximum safety, there are no air vents out of the head of the handpiece. All air is vented through the dedicated pilot holes located on the back-end.

The Air-Free 90S handpiece also delivers 20-plus watts of power for smooth, constant and safe cutting, according to the company.

Here in New York

To take a look at the Air-Free 90S and the other handpieces in the Air-Free series, stop by the Medidenta booth, No. 916.

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As a non-profit organization, the Hinman Dental Meeting proceeds are gifted as scholarships to dental, hygiene, assisting and laboratory technician students. Our focus has always been about providing the very best education possible for the entire dental team. Support a meeting that supports the future of our profession and the changing face of dentistry. Join us this March to see for yourself and discover the Hinman experience.

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hyflexedm.coltene.com

RGP offers one-of-a-kind Straddle Stool

By RGP Staff

This year has been one for the record books for RGP. The company is celebrating its 20th year in business and also notes that it is on track to have its best year to date. In addition to that, RGP introduced a couple new products this year that have been a huge success, according to the company.

The RGP 400 Straddle Stool has been a hit in the dental community this year, according to RGP. Combining the traditional 400-Series design split backrest and unique hydraulic mechanism with its perfectly-sized saddle seat cushion, the 400 Straddle Stool has impressed thousands of dental professionals in just its first 11 months of existence, the company states.

This one-of-a-kind chair allows the user to sit high with legs angled downward while maintaining superior lower back support in any position desired. Having the legs in a more downward position allows for a much closer working distance thereby eliminating the need to lean too far forward and allowing the user to maintain proper posture during procedures.

The design is versatile in that it can also be used in the more traditional positioning with the legs at roughly 90 degrees thanks to the back support. With this stool, you truly get the best of both worlds, the company asserts.

RGP also recently introduced its new RGP Stable Armrest. Although the design is still very new, the company states it has seen a very positive response to it thus far.

The Stable Armrest allows the user to place more weight on the armrest pad as opposed to traditional floating and telescoping support arms, which are designed for very light support. This new arm is ideal for those who need something a bit more sturdy, the company asserts.

“We are very thankful for such a loyal following over the past two decades,” said Jason DeCosta, RGP sales manager. “The word-of-mouth referrals we see and the positive feedback that we receive at each trade show we attend is overwhelming and truly humbling. We wouldn’t be where we are today without the support and trust of our wonderful customers and for that we are very grateful.”
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► Booth #3537
Seven simple steps to implant success

By Paresh B. Patel, DDS

Implant therapy is an accessible mode of treatment that can be executed with a high degree of predictability by following some simple steps and techniques.

A common source of straightforward single-unit implant cases are patients who present with a tooth that has fractured or otherwise failed after receiving endodontic treatment.

The treatment protocol to place and restore an implant in these situations is quite approachable and can be broken down into seven simple steps.

**Step 1**
The tooth should be removed atraumatically, taking care to preserve as much of the buccal plate and surrounding bone as possible. After using a very fine diamond bur to trace around the root, periotomes can be situated between the root and the bone to aid atraumatic removal.

**Step 2**
To simplify the eventual placement of the implant, it’s important to preserve the bone by grafting the socket. Any granulation material should be carefully removed from the socket. The site should be irrigated and the walls scraped to initiate some bleeding. The socket is then filled up to the crest of bone with grafting material and sutured.

**Step 3**
The extraction socket is allowed to heal for approximately four months. During this time, the grafting material helps maintain the bone volume that is essential to a simple, predictable implant placement procedure and an esthetic, functional outcome.

**Step 4**
After the socket site has healed, the patient returns for placement of the implant. The site can be evaluated intraorally, radiographically and with a periodontal probe to verify sufficient bone volume for implantation and determine the diameter of the implant.

The flapless implant placement is an excellent, minimally invasive option for many of these cases. To begin the flapless surgical procedure, a tissue punch is used to create an opening for the osteotomy, noting the implant should be situated 1.5 mm from the adjacent teeth, with 1.5–2.0 mm of bone on the facial aspect.

The osteotomy is created following the manufacturer-recommended sequence of surgical drills for the diameter and length of implant being placed, with proper angulation and positioning confirmed radiographically during the procedure.

It is advantageous to place an implant with a pronounced thread design, such as the Hahn™ Tapered Implant System, which helps the clinician maintain directional control during insertion and establish high primary stability. A tapered implant design is also beneficial, as the tooth-root-like shape is easier to situate within the available bone.

The implant is first threaded into the osteotomy site using a handpiece driver and then with a torque wrench so the stability of the implant can be determined.

**Step 5**
After verifying adequate primary stability, a healing abutment, rather than a cover screw, can be delivered at the time of implant placement. Delivering a healing abutment is advantageous as it helps contour the soft tissue to form a healthy, esthetic transmucosal emergence as the implant integrates and avoids the need for a second surgical procedure to uncover the cover screw.

**Step 6**
Approximately three months after implant placement, the patient returns for the final impression. After removing the healing abutment, the screw-retained crown is seated, the prosthetic screw is tightened, and the access hole is filled with Teflon tape and sealed using composite.

**Step 7**
BruxZir® screw-retained crowns are aesthetic, predictable, extremely durable, easily retrievable and avoid the task of cementing the restoration over an abutment. After removing the healing abutment, the screw-retained crown is seated, the prosthetic screw is tightened, and the access hole is filled with Teflon tape and sealed using composite.

**Conclusion**
With so many patients requiring single-unit extractions presenting for treatment, the properly trained general dentist has every reason to provide implant treatment to them directly. This expands the services and quality of care offered by the practice and gives the patient a better long-term solution to the problem of a missing tooth.
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As dental practice owners continue to explore opportunities to grow and stay competitive, a reliable, trusted advisor is critical. In response to the industry's demand for value-added services that help dentists operate successful practices so they can focus on delivering quality patient care, Henry Schein Business Solutions was created. The team provides business education, business services and business consulting, all tailored to meet individual practice needs.

**Business education: Become an expert in the areas of practice management you enjoy**

The Business Solutions team created the Henry Schein Dental Business Institute to teach dentists the fundamentals of business, leadership and entrepreneurship. A year-long educational program, the Dental Business Institute helps practitioners identify their ultimate business goal, design a business model that will achieve that outcome and successfully implement that model.

**Business services: Outsource the areas of practice management you don’t enjoy**

Practice marketing, coding and insurance management, human resources and even regulations compliance can have a significant impact on practice profitability, yet most dentists manage these tasks themselves or delegate to overloaded team members. Outsourcing critical business tasks to industry experts can pay dividends in the practice. Henry Schein's business services partners provide expertise in their specific areas of practice management to maximize productivity and manage overhead for a more profitable practice.

**Business consulting: Maximize areas of opportunity in your practice with professional coaching**

Employing a reputable, proven consultant can reduce stress and, ultimately, create a more enjoyable practice environment.

Whether dental practice owners are looking to retire or expand to multiple locations, Henry Schein's experienced, professional consulting partners can design and implement custom solutions to help guide practitioners at any stage of their career.

Don't face the challenges of today's dental marketplace alone. Rely on the experts at Henry Schein for business-building information to help you reach your goals.

To request a complimentary consultation for your business challenges, stop by booth No. 4225 here at the Greater New York Dental Meeting.
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Kerr RESTORATIVES
Together, we’re more.”
In spring 2015, the world of whitening toothpastes underwent a seismic shift with the introduction of Black Is White toothpaste from CURAPROX, a Curaden brand.

By utilizing the power of activated charcoal for tooth whitening, the toothpaste removes discoloration without abrasion or bleaching.

This revolutionary method has proved to be extraordinarily successful, the company asserts, as more than 1 million tubes of Black Is White toothpaste have been produced. Here at the Greater New York Dental Meeting, Curaden USA is proud to be presenting the Black Is White toothpaste to the North American market.

The idea of Black Is White is somewhat counter-intuitive: How can black toothpaste possibly whiten teeth? The novelty of the idea creates intrigue and the exceptional product experience justifies the purchase, according to Curaden.

The attention to detail CURAPROX is known for worldwide has ensured every aspect of the Black Is White toothpaste is par excellence, according to the company. It is presented in a sleek, dark tube, a visually powerful statement that is more reminiscent of a premium consumer lifestyle product than a standard toothpaste. The toothpaste itself is a vivid black, dotted throughout with a delicate blue sparkle.

Black Is White toothpaste is intended to be gentle and safe. It does not contain sodium lauryl sulfate, an aggressive foaming agent found in many toothpastes, nor any plastic particles. Instead, the toothpaste uses an enzymatic system that has been proven to be beneficial. These enzymes naturally occur in the saliva, providing strong protection against bacteria, fungi and even the development of dental caries.

Among the toothpaste’s active ingredients are sodium fluoride and hydroxyapatite that help in re-mineralizing the enamel and can prevent early lesions from progressing to active caries. In both form and function, Black Is White toothpaste stands out as an unparalleled experience in at-home oral care, Curaden asserts.

In the words of Curaden CEO Ueli Breitschmid: “This product really is the pinnacle.”

Describing her patients’ response to Black Is White, Theodora Little, a dental hygienist and therapist from the U.K., said: “My patients love this toothpaste — particularly my patients with adolescents, as their kids are now eager to brush their teeth! The feedback has been extremely positive, as the toothpaste is fun and patients know it is gentle and safe owing to the low RDA of 76 and no SLS.”

Dr. Peter Vanstrom, a practicing dentist in Atlanta and well-known lecturer in the United States, has been recommending the Black Is White toothpaste to his patients: “In my cosmetic practice, Black is White plays a big role in my overall teeth whitening program. We bleach our patient’s teeth in office and they maintain that white, bright smile between dental visits with daily use of Black Is White.”
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SEE WHAT’S NEW AT THE GREATER NY DENTAL MEETING BOOTH 1813 AND 2012

NY DENTAL MEETING 2016
Save time when glazing restorations

By Keystone Industries Staff

Dental laboratories and dentists are always looking for ways to cut the time factor in glazing restorations. With Enamelite, an innovative and effective spray glaze system from Keystone Industries, both laboratories and dental practices can achieve the highest quality glazing results in just minutes, according to the company. Enamelite can produce excellent results in just one firing, the company asserts. Even with conventional staining techniques, Enamelite can be sprayed over the restoration and fired, and the final result is a restoration that yields to superior esthetics.

Advantages for the patient are ultimate esthetics and plaque resistance, according to the company. Enamelite also produces a surface luster comparable to natural tooth surfaces.

The purpose of glazing is to seal the surface structure of porcelain restorations. Inefficient glazing can lead to the wear of opposing dentition and the increase of plaque. This increases with porcelain against porcelain restorations that are not glazed efficiently and correctly with the right glaze. Because of the even spraying capabilities of Enamelite, the same result can be produced again and again.

Here are a few types of applications where Enamelite would be of use:

- All-ceramic restorations
- Multiple units to glaze in one firing
- Stain and glaze in one application
- Zirconia restorations
- All on 4 bridges

Features of Enamelite

- Easy aerosol delivery system.
- Used for all types of restorations.
- Consistency.
- Speedy application.
- Learning curve is minimal.
- Faster drying.
- Multiple units can be glazed in one firing.

Benefits of Enamelite

- Consistent results.
- Elimination of glaze liquids.
- Smooth surface results.
- Better translucency.
- Can be sprayed over porcelain stains.
- No risk of cross contamination.

To learn more

For more information about the Enamelite spray glaze or to place an order, visit www.keystoneind.com.

(Provided by Keystone Industries)
Patients love Solea dentists.

Patients' and dentists' love of Solea® keeps on growing. As the #1-selling, all-tissue laser, Solea delivers reliably anesthesia-free, blood-free, suture-free, and pain-free procedures. It helps eliminate three major fears patients have when going to the dentist - noise, needle, and numbness. Patients love the experience and so will you because Solea is changing what it means to go to the dentist.

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SUGI BUTTERFLY

• Introducing Sugi Butterfly, a non-sterile unique cotton fiber and cellulose barrier, which comes in two sizes, small and large.

The Sugi Butterfly is ideal in absorbing oral fluids up to 20 times its weight, while providing tissue isolation with patient comfort. As a lint-free and shred-resistant barrier, it will not inadvertently contaminate restorative procedures. Easily placed and easily removed, the area is maintained comfortably for the patient while providing for an optimum operating area.

For more information on the Sugi Butterfly, stop by the Kettenbach booth, No. 3537, or the German Pavilion, Hall 3E, booth No. 1519, here at Greater New York Dental Meeting.

(Photo/Provided by Kettenbach)

ADMIRA FUSION X-TRA

• VOCO introduces Admira Fusion x-tra, an all ceramic-based direct bulk-fill restorative material. After almost two decades of intensive research and development, VOCO says it has created the first ever nano-ORMOCER® through the fusion of VOCO’s proven nano-hybrid and ORMOCER (ORganically MODified CERamic) technologies. As a nano-ORMOCER, Admira Fusion x-tra’s chemistry base is formed by silicon oxide, making up both the glass fillers as well as the ceramic resin matrix. This unique “pure silicate technology” offers several advantages, according to the company, including up to 50 percent lower polymerization shrinkage (1.25 percent by volume) than today’s conventional composites as well as up to 50 percent lower shrinkage stress.

Admira Fusion x-tra has a 4 mm depth of cure for fast and long-lasting posterior restorations and is available in one universal shade. Admira Fusion’s nano-particulate amplifies its chameleon effect, enhancing its ability to adapt and blend to surrounding tooth structure compared to conventional composites.

For more information, stop by the VOCO America booth, No. 3201, here at Greater New York Dental Meeting.

(Photo/Provided by VOCO)
LEARN & WIN

RECEIVE AN ISOVAC™ STARTER PACK

Stop by BOOTH #1614 and participate in the Isolite University experience. All graduates receive an Isovac Starter Pack (a $349 value) at no cost.

Isovac Starter Pack includes one Isovac Control Head, ten Assorted Mouthpieces, Hose Connectors, and Special Offers.

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Don’t want to wait in line? Come straight here for information, printed materials, or to make a purchase. Network with other members of the Isolite community and share success stories of how Isolite improves the dental experience.

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Gain hands-on experience installing your system, sizing & placing the Mouthpiece, integrating your system into your practice, and educating your patients & team.

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Walk away with an Isovac Starter Pack!

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ORIENTATION
Watch this brief video to familiarize yourself with what to expect at Isolite University.

ISOLITE UNIVERSITY
Prophy Magic aims to save you money

By Prophy Magic Staff

Prophy Magic is your direct source for high-quality products at factory-direct prices.

The company specializes in disposable prophy angles and offers free incentives with every purchase, such as the hygiene handpiece or disposable air/water syringe tips.

According to the company, Prophy Magic is committed to excellent customer service paired with exceptional offers that will save your practice money.

“We at Prophy Magic understand the challenges of today’s tough economic times and strive to keep the costs low, quality high and to build a lifetime relationship with you and your practice,” said a representative for the company.

To learn more, stop by the booth, No. 915.
Take advantage of the biggest imaging savings of the year going on now through December 31, 2016. Imaging solutions that are designed to improve the way you work—that’s Midmark.

**LIMITED TIME INCENTIVES:**
For each eligible product purchased during the promotion, you will receive the following:

- **$500 Rebate**
  Progeny Vantage® Digital Panoramic System

- **$750 Rebate**
  Progeny Vantage® Digital Panoramic with Cephalometric System

- **$250 Rebate**
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  Preva 2.0 Intraoral X-ray System
  Preva Plus – Integrated Intraoral X-ray and ClearVision® Digital Sensor

**SPECIAL YEAR-END PRICING**

- ClearVision® Digital Sensor System
  Ask your dealer or Midmark representative

- ClearVision® CR Digital Dental Radiography Reader
  Ask your dealer or Midmark representative

**ADDITIONAL INCENTIVE:**
For each Progeny Vantage® Digital Panoramic purchase, an additional 1 year of warranty will be added (for a total of 3 years).

**TIMING:**
Promotion order period: October 1 – December 31, 2016  | Last date for end-user to take shipment of products: February 15, 2017
End-user invoice must be dated: October 1, 2016 – February 15, 2017  | Last date to claim incentives: March 15, 2017

Visit us at GNYDM booth #4609
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By COLTENE Staff

HyFlex EDM is the newest innovation in rotary endodontics, featuring unmatched strength, flexibility and cutting efficiency for the preparation of even the most complex canals. HyFlex EDM files are produced using an innovative manufacturing process called Electrical Discharge Machining (EDM). This breakthrough manufacturing process uses spark erosion to harden the surface of the NiTi file. This results in a file that is extremely flexible and fracture-resistant, according to the company.

In a recent study, HyFlex EDM was shown to provide the clinician up to 700 percent greater fracture resistance compared to traditional NiTi files (Int Endod J. 2015 May 22. doi: 10.1111/iej.12470).

Thanks to controlled memory properties, HyFlex EDM files follow the anatomy of the canal, which can significantly reduce the risk of ledgeing, transportation and perforation during the root canal procedure. The built-in shape memory of the HyFlex EDM files prevents stress during canal preparation by changing the file’s spiral shape. A normal autoclaving process is enough to return the files to their original shape and fatigue resistance, often allowing the clinician to use the files for more than one procedure.

HyFlex EDM files are provided as a modular system of sterile endodontic instruments. The HyFlex EDM system includes shaping and finishing files. Depending on the clinical situation, use of HyFlex EDM OneFile reduces the number of files required to two or three instruments, particularly in straight and larger canals, according to COLTENE.

LIQUID MAGIC RESIN BARRIER

TAUB Products, a long-time manufacturer of dental consumable products, announced the release of new and improved 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 well with ZERO-G Bio-Implant Cement. When using ZERO-G, better seating of the crown, and all cleanup of excess cement is achieved. “The new Liquid Magic provides an improved depth of cure,” said Ed Matthews, vice president of sales for TAUB Products. “It can be used to fill and seal implant abutment access holes in place of cotton or Teflon tape.”

To check out Liquid Magic and other TAUB products, visit booth No. 2706 at the GNYDM, call (800) 628-2634 or visit www.taubdental.com.
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