No stopping Yankee

Meeting aims to go ‘Beyond Expectations’

It would take more than a supersize snowstorm to stop the 2015 Yankee Dental Congress (YDC). Despite the not-exactly-perfect weather conditions, the doors to the Boston Convention and Exhibition Center were scheduled to open as planned, inviting in nearly 28,000 dental professionals from around the United States, most of whom hope to spend the next three days going “Beyond Expectations.”

This year’s meeting is set to offer all the educational courses and product viewing one could hope for.

Today, YDC is once again offering the Fast Track series, this time focused on “Immediate Implant Placement in the Esthetic Zone.” This is an opportunity for dental professionals to learn about implant planning, the esthetic zone and immediate implant placement in six one-hour sessions presented by several different speakers.

Once the 2015 Yankee Dental Congress is over, there is no better time to get out and explore the city of Boston. (Just be sure to dress warm!). And you’ll want to take your badge along with you — showing it will save you lots of money.

• Improv Asylum: Voted Boston’s best comedy club, the Improv Asylum features improvisation and sketch comedy. Performances are Wednesday through Sunday evenings. Get $5 off the full price ticket using promo code Yankee 15 at the box office or online.improvasylum.com


• Institute of Contemporary Art: Located on the South Boston Waterfront, the ICA is Boston’s first new art museum in more than 100 years. It features contemporary paintings, sculptures and photographs, in addition to live, cutting-edge dance and musical performances. Get $2 off regular admission. www.icaboston.org

Flash your badge and save some cash
New to Yankee this year is the “Interprofessional Symposium: Complete Health Dentistry,” also being offered today. This symposium is designed for attendees to share knowledge, discuss comprehensive dental cases and ask questions to the expert panel of physicians from some of New England’s leading hospitals about the management of patients with medical issues that a dentist may encounter in daily practice.

Another not-to-be-missed event today is “The Dental Team Playbook: The 360 Experience,” a unique C.E. experience for each dental practice team member, including dentists, assistants, hygienists and office personnel. Each team member will join his or her respective “team” for a session intended to improve production, case acceptance and office communication. This program includes a working lunch.

Exhibit hall features
When you’re not in courses, the exhibit hall is the place to be. Teeming with dental products and technologies from 450-plus exhibitors, there is also a variety of continuing education programs, including Catapult Continuum, Healthy Living Pavilion (brought to Yankee for the first time by Brigham and Women’s Hospital), Live Dentistry and Dental Office Pavilion, all back by popular demand.

Team Smile, the nation’s premier advocacy group that partners oral-health professionals with professional athletic organizations to provide life-changing dental care to hundreds of underserved children, will be at YDC today and Friday. Dental professionals may volunteer their time to help improve a child’s smile.

Social opportunities
Entertainment is also provided at YDC. On Friday, join Jeff Bauman, survivor of the 2013 Boston Marathon attacks, and Dave McGillivray, Boston Marathon race director, for the Boston Stronger forum to hear their inspirational true stories and life lessons.
You know how those days go — all morning long, it felt like you were struggling to keep on track with the schedule. Your team is frustrated because they haven’t had their full hour lunch more than one day a week in as long as they can remember.

You walked by the sterilization room 15 minutes ago, and it sure sounded like they were complaining to each other because you said to work in that emergency, and they were struggling to figure out how to get to their kid at daycare on time. Again.

You want them to enjoy working here, but you have to be able to pay the bills. And your best assistant asked you again if she can have that raise you have been promising her. Don’t they understand?

Today will be another day of three chairs and patient after patient asking you questions about treatment, all eager to get started with getting their mouth fixed, but yet you still won’t see any of them show up on the schedule. They said they wanted to do the work, but for some reason, they never seem to come back and do it.

They say insurance doesn’t cover it, or they ask for a pre-determination. Too bad they don’t know the pre-determination doesn’t mean much. Today, you have 27 patients on your schedule and will work your butt off and still not have a chance to pee. It looks like you should be able to be done by 5, but today will finish worse than yesterday.

It feels like half of your patients are crankier than you are, and your team isn’t really talking to you today, and you know when you get home, all you will want to do is go to sleep and wake up on Saturday — except it’s still Tuesday!

It doesn’t make sense — you have taken C.E. courses every time they come to town. The new insurance plan was supposed to make things easier. You bought a bunch of new equipment to save money on taxes — of course now you have to pay for it every month — but why does it seem like the harder you work, the further behind you get? There has to be a simple reason.

Well, it turns out there actually is — and it’s something that you learned when you were about 5! Do unto others. More specifically, build systems in your office so that you can treat your patients the way you would want to be treated — comprehensively and with exceptional information to make good decisions — and produce a consistent experience time after time.

While doing that, add exceptional care — esthetic adhesive excellence like you see in the journals. But how? Well, the answer happens to be the foundation that LVI was built upon — building the excellence in a patient-centered practice. And the programs at LVI have been teaching clinical excellence and communication and business systems for almost 20 years to help doctors do a better job of not only seeing the patient but, more importantly, connecting with them.

Two decades of not only communication but comprehensive diagnosis and clinical excellence. As a result, the doctors at LVI have a statistically higher professional satisfaction and income.

Isn’t it time you go find out what they are doing differently? Yes. Yes, it is — and congratulations on the journey you are about to start.
Since 2008, few dental practices have been immune to the downturn in the economy throughout North America. This is evidence that dentistry is no longer recession-proof.

At the same time, dentistry has seen technological advances that were unimaginable 20 years ago. Staying “current” means higher capital and operating costs for practice owners. In a declining economy, spending on upgrades for equipment and infrastructure may be one way to survive and thrive. But acquiring capital to acquire a practice or build, renovate or expand an existing clinic facility may be challenging for some dentists, particularly first-timers.

Adding a line of credit is advisable for temporary cash flow coverage and is recommended for added peace of mind. But before deciding to build, expand or upgrade the physical plant or invest in any other practice enhancement, it is vital to consider how it will impact all aspects of your business, so you can make informed choices. In other words, this is the time to develop your practice business plan.

A business plan, sometimes called a marketing plan, is a valuable tool for any practitioner. Beyond it being a requirement for borrowing through a traditional lending institution, it is a foundation for policies, protocols and processes that will give the practice operational structure. It will serve as a guide for the principal, professional advisers, employees and others who will be involved in the practice.

The process for creating a practice business plan, which is a modified business plan, varies slightly depending on whether it is for a start-up or an existing practice, but the principles are the same. The five Ps — product, promotion, place, price and people — are the basic elements that should be given equitable weight, recognizing the interdependent relationships that exist between them and further understanding that each will have multiple impacts that contribute to measurable outcomes.

Budgeting is part of the “price” element within the practice plan and should be done as the final step, after considering all of the other four components. There are two parts to preparing the budget — revenue and expenses. Think conservatively — under forecasting revenue and overestimating operating costs can provide peace of mind to any investor.

Estimating revenue is dependent upon the operator’s skills, anticipated demand, composition and quality of the dental team, fees, billing and collection, etc. An experienced clinician will have reasonable expectations of his production capabilities.

Other considerations need to include the operating schedule and types of services that will be delivered. For example: Number of hygienists and their operating schedule will influence the demand for dentistry, and, of course, referrals to specialists will impact production. Daily practice production can range from $2,500 to $10,000.

For many dentists, the expenses may be more challenging to predict. Capital costs and operating expenses are generally separated for planning purposes. Operating costs should recognize fixed (those which are not production-related, such as rent and utilities) and variable (those which are directly influenced by production, such as dental supplies and lab fees). Today, total (capital and operating) expenses have escalated during the past decade and now average 60 to 80 percent for many family practices.

In today’s dental marketplace, investing in a practice takes more than money. Time, effort, skills and collaboration turn dreams to realities, starting with developing a custom practice plan. Even for a mature dentist, this may require expertise from a team of experienced professionals who can help turn challenges into opportunities.

The experienced team of professionals at Dental Equities LLC provides education and support to dentists in private practice at all stages of career and business cycle. Visit www.dentalequities.com for more information.
Model-free crowns made from digital impressions have higher clinical success rates compared to model-based crowns made from conventional impressions

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It’s live: ‘The Advantage of Osseous Fixation’

By OCO Biomedical Staff

If a live lecture and surgery is on your agenda, be sure to check out "The Advantage of Osseous Fixation," presented by Dr. Charles Schlesinger, OCO Biomedical chief operating officer and director of education and clinical affairs, today on the exhibit hall floor in Classroom K.

Schlesinger’s first live dentistry lecture and surgery is scheduled for 10:30 a.m. to 12:30 p.m., followed by a second lecture and surgery from 2 to 4 p.m.

Participants will learn about osseous fixations and how implants can change the way they practice dentistry. The lecture will be followed by a live surgery demonstrating the advantages of this implant system.

Learning objectives of the presentation include:

- Review the dental implant system
- Understand immediate load and how it is possible
- Discover what osseous fixation means
- Learn how dental implants can change your practice and your patient’s life

During the Yankee Dental Congress, OCO Biomedical, a global leader in dental implant products, technology and training, will also exhibit new additions to the company’s product line, showcase the fully revised and updated "OCO: The Next Generation of Dental Implant Training" program and provide registration and detailed information about the upcoming OCO 2015 International Dental Implant Symposium.

OCO Biomedical representatives will be onsite at the OCO Biomedical booth, No. 833, to demonstrate new products and provide information for course and event registration. Special YDC attendee discounts will also be available.

Stated Dr. Charles Schlesinger:

“During the last year, OCO Biomedical has developed and expanded our product line, updated our technology and fully redesigned our educational and training program. As an annual participant at YDC, this year’s live dentistry event and exhibit will truly showcase the many innovative changes that we have made and offer attendees a preview of what we have in store for 2015.

“We’re particularly excited about our upcoming OCO 2015 International Dental Implant Symposium, to be held Friday, July 17, and Saturday, July 18, at the Sandia Casino and Resort, Albuquerque, N.M. Last year’s event went beyond our expectations — like the 2015 YDC theme — enabling us to go ‘international’ this year. We’ve put together a robust roster of industry-leading presenters and vendors as well as added special events for networking and connecting with colleagues.”

The company has stated that a new product announcement will also be made during the YDC Convention.

Seattle awaits pediatric dental professionals

- Pike Place Market, The Space Needle, the EMP Museum, Olive 8, the Fairmont Olympic, the Grand Hyatt Seattle, the Hyatt at Olive 8, the Sheraton Seattle (headquarter hotel), the Four Seasons, the Renaissance Seattle, the Chihuly Gardens.

The keynote, on May 22, features Frank Abagnale with “The True Story of Catch Me If You Can.” An authority on forgery, embezzlement and secure documents, Abagnale became an expert of sorts 40 years ago as a world-famous con man, as depicted in his best-selling book, “Catch Me If You Can.” Leonardo DiCaprio and Tom Hanks starred in a Steven Spielberg film based on the book.

Attendees must register for the meeting prior to making hotel reservations to get the meeting rate. Hotels in the AAPD official block are the Sheraton Seattle (headquarters hotel), the Grand Hyatt Seattle, the Hyatt at Olive 8, the Fairmont Olympic, the Crowne Plaza, the Hilton Seattle and the Renaissance Seattle.

Three-day exhibit hall

Products and services in the meeting’s exhibit hall will be geared toward pediatric dental practices. An AAPD booth will have a bookstore, which will have copies of the Coding Manual, the new pediatric dentistry handbook. Also in the exhibit hall will be the Healthy Smiles, Healthy Children Donor Lounge, where you can learn more about Access to Care Grants and donate to its supporting foundation.

The exhibit hall schedule provides attendees plenty of time to explore without conflicting with education courses. A hospitality area on the exhibit hall floor will offer a continental breakfast, and there will be complimentary beverages each morning and afternoon and lunch available for purchase.

You can register for the meeting online at www.aapd.org/annual.
ZOOM IN. ZOOM OUT

It's time to zoom in and take a closer look at EyeZoom™, the first and only loupe to offer multiple magnification powers. Co-engineered by Orascoptic™ and Konica Minolta™, this revolutionary optical design boasts a 3-step variable magnification technology and edge-to-edge high definition resolution.

HYGIENE INSPIRED
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Designed by an elite team of practicing hygienists and recognized infection control experts, the loupe was built to improve ergonomics, productivity and career longevity. Encapsulating an optimal field width and depth recommended for dental hygiene professionals, the optics deliver a crisp image with edge-to-edge clarity.

Meet EyeZoom™ & RDH Elite™ at BOOTH 2203
The Planmeca Sovereign is a combination of sophisticated engineering, innovative technology and award-winning design. It is the only dental unit on the market with both a motorized chair swivel and a motorized base for ease-of-use for any treatment need — such as CAD/CAM, implantology, laser treatment, prosthodontics or even anesthesia, all in the same room.

In addition, the length of the motorized backrest can be adjusted to optimally position patients of all sizes. Available only on the Planmeca Sovereign, this innovative feature guarantees the best possible comfort for the patient and optimal working ergonomics for the dental team.

The Planmeca Sovereign Classic was designed around the key concepts of comfort and usability. A slim, compact cuspidor makes it the perfect choice for any treatment room, while the user-centered design offers ease of use for both doctor and assistant. Ultraleather™ upholstery and ergonomic design also ensure patient comfort during procedures.

The Planmeca Compact i supports an ergonomic and smooth workflow, with simple and intuitive details that make your everyday work easy, comfortable and efficient — without compromise. For versatility, its compact size fits almost any office design, plus it’s packed with features and functionalities to maximize your productivity.

With more than 40,000 satisfied users around the world, it is expertly designed to accommodate a wide variety of needs in dentistry.
“Isolite is one of the few products I couldn’t live without.”

Eric McMahon, DDS is a successful pediatric dentist in Clifton Park, New York. His young patients love the “squishy fishy” because using Isolite means he can work on two quadrants at once, reducing chair time.

Watch it now on your mobile device or visit isolitesystems.com/EricM and see for yourself how we make dental isolation easy!™

BRING THIS AD TO BOOTH #709 AT YANKEE DENTAL CONGRESS TO RECEIVE A SPECIAL OFFER

This offer is only valid for redemption during Yankee Dental Congress, Boston, 2015 at booth #709. This offer cannot be combined with any other discount.
By Shofu Dental Corp. Staff

Shofu Dental Corp. announces the latest addition to its extensive product line: the EyeSpecial C-II Digital Dental Camera.

The EyeSpecial C-II digital dental camera is designed exclusively for dentistry and features 12 megapixels and eight shooting modes that are easier, faster and more reproducible to ensure the best quality of images are achieved.

The EyeSpecial C-II offers a high-performance, 49 mm close-up lens, one-touch operations, an ultralightweight sleek body design and a large LCD touchscreen, which allows the user to view and scroll through images, even with a gloved hand.

Get the EyeSpecial C-II Digital Dental Camera for $2,795. (Photos/Provided by Shofu Dental Corp.)

Designed to produce superb image quality, EyeSpecial C-II has exceptional depth of field range, fast auto-focusing and anti-shake capabilities, as well as infrared, UV and anti-reflection filters to help achieve those high-quality images.

Although lightweight, the camera is very durable and will withstand the occasional mishandling. It is scratch- and scuff-resistant, as well as water and chemical proof, which is essential for infection control in the office.

Created for dental and orthodontic photography, case presentations and at the bench in a laboratory, EyeSpecial C-II is user friendly and can be held comfortably with one hand, freeing the other to use a cheek retractor or mirror.

Included with the EyeSpecial C-II is a 4 GB SD XC card, but the camera is also compatible with an Eye-Fi Pro X2 card, allowing images to be automatically transferred and uploaded onto a computer, tablet or smartphone.

With a retail price of $2,795, EyeSpecial C-II comes with a 4 GB SD XC card, four AA batteries, a Kenko 49 mm macro lens for close-up shots, a computer connection cord and hand strap and a flash calibration card.

In addition, SureFile photo management software is available for free download. This software will allow the user to automatically sort and file images by patient name or ID number, saving time and improving HIPA standards.

Shofu’s EyeSpecial C-II is designed exclusively for dentistry and adds consistent efficiency to all your dental photography needs.

It is available at www.shofu.com or by contacting Shofu Dental Corp. at (800) 827-4638.
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See Planmeca at the Yankee Dental Congress Booth #1631
Fixed hybrid dentures have been used to successfully restore fully edentulous patients for decades. Their durability, however, leaves room for improvement.

The BruxZir® Full-Arch Implant Prosthesis (Glidewell Laboratories; Newport Beach, Calif.) provides a restoration that is more durable in the long term, while sacrificing nothing when it comes to esthetics.

**Case report**

The patient is a 58-year-old male with no contraindications for implant treatment. The patient had a total of 11 BioHorizons® Internal Hex implants (BioHorizons; Birmingham, Ala.) placed, including six in the maxilla and five in the mandible (Figs. 1, 2). The implants integrated for more than six months, and the patient presented for restoration of his edentulous arches.

First, preliminary impressions of the implants were made. After removing the healing abutments, closed-tray impression copings were seated. The impressions were made in stock plastic trays, and the impression copings were placed back into the impressions before the case was sent off to the laboratory.

The laboratory poured casts from the initial impressions and fabricated bite blocks and occlusal rims for the centric jaw relationship (CJR) records. Each bite block contained two screw-retained temporary cylinders that allowed the wax rims to be screwed down, producing a very accurate CJR. The contoured rims were returned to the laboratory with the initial casts.

Upon receiving the wax rims and jaw relation records, the laboratory and dentist decided the patient required four multi-unit abutments in the anterior maxilla to ensure the screw access openings were within the confines of the planned prosthesis.

At the next appointment, the patient’s healing abutments were removed, and the multi-unit abutments were transferred to the patient’s mouth and torqued into place. Later, wax setups were tried in and evaluated for proper esthetics, phonetics, contours, occlusion and tooth arrangement.

The implant verification jig (IVJ), which precisely captures the depth and angulation of the implants in the final impression, was seated and tightened into place. After bonding the individual sections of the IVJ together, a final impression was made.

The lab produced a fixed provisional appliance using precise CAD/CAM technology. The provisional implant prosthesis afforded the patient a trial period to evaluate the proposed restoration for esthetics and function (Fig. 3).

The final restoration was fabricated using the CAD design that was confirmed during the provisional trial period. The final prostheses were delivered without complication, exhibiting excellent fit, occlusion and esthetics (Fig. 4). The patient was exceptionally pleased with the function offered by this fixed restoration, which he should be able to enjoy for a great number of years given the extraordinary durability of BruxZir® Solid Zirconia.
The Next Generation of Dental Implant Technology:

LECTURE & LIVE SURGERY

The Advantage of Osseous Fixation

Thursday - January 29, 2015

10:30am - 12:30pm
BCEC, Exhibit Hall Floor, Classroom K
Course Code: 229TW  Credits: 2 CE Hours

2:00pm - 4:00pm
BCEC, Exhibit Hall Floor, Classroom K
Course Code: 256TW  Credits: 2 CE Hours

Dr. Charles Schlesinger, DDS
Chief Operating Officer
OCO Biomedical

Nationally renowned as one of the foremost experts on dental implants, Dr. Schlesinger has been an implant educator and speaker since 2007. He graduated from the Ohio State College of Dentistry in 1996 and maintained a private practice in San Diego before becoming OCO Biomedical’s Chief Operating Officer in 2012.

Contact Info:
Direct: 565-293-2419
chuck@ocobiomedical.com

Choose from either time shown above and see the advantages of OCO Immediate Load Technology in a lecture and live surgery demonstration of the OCO Biomedical Implant System.

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1-800-228-0477
Complete Implant Solutions
Orascoptic launches loupe that magnifies at different levels

Power ranges from 3x to 5x

By Orascoptic Staff

- Orascoptic™, a leader in vision solutions for dental and medical professionals, introduces EyeZoom, the first and only loupe to offer adjustable levels of magnification ranging from 3x–5x.

- Developed to assist health-care professionals in viewing an operating site from multiple perspectives, EyeZoom conforms to fit the custom preference of each individual. Whether you are an endodontist performing a procedure at 5x or a cosmetic dentist applying a veneer at 3x, the loupe maintains a consistent working distance at each magnification power level.

- Co-engineered by Orascoptic and Konica Minolta, the patent-pending EyeZoom technology provides edge-to-edge clarity and high-definition resolution. Designed for an ideal symmetry between style and performance, the lightweight magnesium bezel adds an esthetically pleasing style to this medical device.

- EyeZoom is available on the Legend™, Rave™, Rydon™ and Victory™ frames and can be configured as a through-the-lens (TTL) loupe.

- Orascoptic is a member of the KaVo Kerr Group.

About KaVo Kerr Group

KaVo Kerr Group is a global portfolio of leading dental brands that share common values of trust, experience, choices, quality and smart innovation. Brands include KaVo, Kerr, Kerr Total Care, Pentron, Axis | Sybron Endo, Orascoptic, Pelton & Crane, Marus, Gendex, DEXIS, Instrumentarium, SOREDEX, i-CAT, NOMAD, Implant Direct and Ormco. Visit www.kavokerrgroup.com for more information.

Here at Yankee

Check out the EyeZoom for yourself at the Orascoptic booth, No. 2203.
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