Paths meet here

Come explore where oral health and overall health intersect

By Fred Michmershuizen, today staff

“It all starts here” is the theme of the 39th Yankee Dental Congress, focusing on the intersection of oral health and overall health.

On the exhibit hall floor here at the Boston Convention and Exhibition Center, more than 450 exhibitors are offering products and services dedicated to oral health and overall health, as well as to the health of your dental practice.

One of the many inventive product offerings on display here in Boston is the DentalVibe injection comfort system.

So much to learn about

By Fred Michmershuizen, today staff

More than 300 continuing education courses are being offered here at the 39th Yankee Dental Congress. According to meeting organizers, “It All Starts Here” — the theme of this year’s meeting — is all about the important relationship between good oral health and good overall health.

In the lecture halls, course offerings cover everything from tooth whitening to advanced periodontal instrumentation techniques, and everything in between.

There’s also plenty of learning to be had right on the exhibit hall floor, with classrooms and special pavilions set up focusing on topics including healthy living, social media and live dentistry.
SHOFU SPECIALS
Smart Products for a Healthy Smile®

Glaslonomer Cement CX-Plus
Enhanced Luting Cement
Buy 1 NEW CX-Plus Capsules
Get 1 Box of Beautiful II A2 Tips Free

New Products!
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Glaslonomer FX-II Capsule
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Buy 1 NEW Glaslonomer FX-II Capsule
Get 1 OneGloss PS Kit Free

Glaslonomer FX-II
Enhanced Direct Restorative

Buy 1 NEW Ceraresin Bond
Get 1 Bottle of ML Primer Free
Ceraresin Bond
Porcelain & Resin Repair System

Buy 4 Beautiful Flow Plus Syringes
Get 1 BeautiBond (Unit Dose or Bottle) Free

4 NEW SHADES!
B1, B2, C2, D2

Visit www.shofu.com or call 800.827.4638
Shofu Dental is touting new delivery systems for two of its most popular products. The GlasIonomer Luting Cement CX-Plus is now available in capsule form. Also available is a new direct restorative, the GlasIonomer FX-II Capsule. Hands-on demonstrations for these products and others are available at booth No. 1229.

The Spry Dental Defense System is a line of consumer products combining all-natural xylitol with natural flavors. Chewing gum, mints, toothpaste, oral rinse, floss and many more products are available. Stop by the Xlear booth, No. 2404, to learn more and to pick up some free samples.

MIS Implants Technologies is offering the MGUIDE Guided Implantology System, which is designed to streamline and simplify treatment planning for dental implants. The system also allows you to present a treatment plan to patients, thereby increasing their comfort level. You can learn more at booth No. 1516.

The folks at Sesame Communications are on hand at booth No. 1835 to show you how you can get an enhanced profile on Healthgrades.com, the No. 1 source for new patients searching for practitioners and scheduling appointments.

For processing of used crowns, bridges and other dental materials, there’s Morgan Mill Metals. Stop by booth No. 2038 to learn more from this locally owned and operated company.

The exhibit hall is open again today from 9:30 a.m. to 5:30 p.m. and Saturday from 9:30 a.m. to 4 p.m.
Scenes from Yankee

Luiza Barros passes out bags at Mydent International (booth No. 519).

Meeting attendees line up for the presentation (and the always popular giveaways!) at Crest Oral-B (booth No. 1006).

Amanda Duquette, RDH, cuddles up with one of the many furry creatures at E-Z Floss (booth No. 1138).

Monica Diaz, left, and Aaron Joseph of Glidewell Laboratories (booth No. 324).

You can register to win a two-year lease on this Mercedes Benz CLA 250 at the Massachusetts Dental Society Foundation. Just look for this display on the exhibit hall floor.

The NSK booth (booth No. 131).

Amanda Duquette, RDH, cuddles up with one of the many furry creatures at E-Z Floss (booth No. 1138).

The team at Mopro (booth No. 440). From left: Katie Dusenbury, Garrett McCargar and Katie Due.

Photos/Fred Michmershuizen, today staff
There’s plenty to explore at Henry Schein (booth No. 2336).

Renee Gold, left, and Lenny Sulkis of Shofu Dental Corp. (booth No. 1229).

Ramzy Abdallah, left, and David Matthews of Modern Dental Laboratory (booth No. 417).

Stephanie Dominguez of OCO Biomedical (booth No. 429).

Get your popcorn from Lisonja, left, and Chrisandra Morse of ProSites (booth No. 2219).

Nikko Solemsaas of HealthFirst (booth No. 1039).

Gene Olink, left, and Joyce Grace of Morgan Mill Metals (booth No. 2038).

The team at Sesame Communications (booth No. 1835). From left: Sasha Thompson, Almie Borromeo and Kevin Gustafson.

At left: the team at DentalVibe (booth No. 2033). From left: Sam Kenton, Cliff Dodson, Vito Verruza and Daniel Savage.

John Peterson, left, and John Peldyak of Xlear/Spry (booth No. 2404).
Renew your passion

By LVI Staff

Welcome to the Yankee Dental Congress, and congratulations on actively moving your understanding and professional success forward! It is only through excellent education that we individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care.

As a patient, I expect the best care I can find. As a dentist, I want to deliver the best care possible. That takes us to the power of continuing education and, as dentists, we are faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys of dentists, 99.7 percent love being a dentist, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or “Advanced Functional Dentistry: The Power of Physiologic Based Occlusion.” It is a three-day course that is designed for clinicians and their teams to learn together about the power of getting their patients’ physiology on their side.

In this program, clinicians can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning a practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every dentist can start the process of creating comprehensive care experiences for their patients.

We will discuss why some cases that dentists are asked to do by their patients are actually dangerous cases to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary health-care professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored, and we will look at how the support of soft tissue is the most important diagnostic tool you have — not simply the gingiva but the entire soft-tissue support of the structures and not just in the mouth but also in the rest of the body.

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balance by the patients’ needs and desires.

Dentistry can be a challenging and thankless business, but it doesn’t have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us when we change their lives.

The Core I program at LVI is the first step on that journey. That’s why when you call, we answer the phone: “LVI, where lives are changing daily!”
Get extra benefits by sending us your digital impressions

1. Documented improvement in clinical accuracy compared to conventional elastomeric impressions*
   - 80% reduction in crown returns to lab for margin errors
   - 60% reduction in crown returns to lab for occlusion issues
   - 55% reduction in crown returns to lab for fit issues
   - 30% reduction in overall crown remakes

2. No inbound impression shipping cost and quicker case turnaround
   Your cases are transmitted electronically via the Internet, so you save on the cost of overnight inbound shipping ($7). Plus, your monolithic BruxZir® Solid Zirconia, IPS e.max®, Obsidian™ lithium silicate ceramic, Inclusive® Custom Abutment or implant case can be fabricated and shipped back to your office in as little as two days!¹

3. Save $20 per unit off the list price
   When you transmit a digital impression and request a model-less restoration, we deduct the cost of the model and die work, saving you $20 off the list price. BruxZir, IPS e.max or Obsidian restorations made via digital impressions and without a model will cost you $79 per unit instead of $99. You'll also save $40 per unit off the $299 per unit list price of Inclusive Custom Abutments or screw-retained implant crowns.

Send us your next digital impressions and put these benefits to work for your practice!

*Data is based on 123,767 BruxZir crowns manufactured digitally at Glidewell Laboratories through June 2013.
¹Projected shipping return date for your case should be verified with a Glidewell Laboratories representative.

BruxZir is a registered trademark of Glidewell Laboratories. Obsidian is a trademark of Glidewell Laboratories. Inclusive is a registered trademark of Prismak Dentalcraft, Inc. IPS e.max is a registered trademark of Ivoclar Vivadent.
Encouraging patients to become social media evangelists for your practice

By Steven G. Goldberg, DDS, DentalVibe Founder

Let’s face it. Almost every dentist is looking to grow his or her practice, and we’re all looking to bring in as many new patients as we can.

With the many platforms in dental marketing at our disposal, word-of-mouth and direct referrals still remain the most powerful motivators driving new patients to our practice.

A positive dental experience for one patient can lead new patients to our doors, and quite often, the way to provide that positive experience is to provide a pain-free dental experience.

**The patient’s perspective**

Patients sit in our chairs because they fully trust our knowledge, experience and clinical capabilities to care for their oral health. However, what they think most is, “Please don’t hurt me!”

Consider this: You spend a half hour with a patient, treating tooth #14 with an MOD composite bonded filling. You carefully excavate the decay, skillfully prepare the tooth with perfect cavosurface margins, etch, prime, place adhesive and composite, and cure. You create a beautifully artistic representation of occlusal anatomy and even place secondary grooves in the marginal ridges. You’re proud of your artistic creation, and you’ve provided a tremendous service for your patient.

Is this patient going to tell their friends and family how wonderful your secondary grooves are? Of course not. But patients will remember whether you solved their problem and if you did it without causing them pain.

Today’s world revolves around social media, and your patients have the wherewithal to spread the good word about their positive dental experience to a much wider audience than ever before.

**Providing a positive and pain-free dental experience**

I invented the DentalVibe to block the pain of intra-oral injections. It is a cordless, handheld device that delivers soothing, pulsed, percussive vibration to “shake up” the site where an injection is being administered, sending a message to the brain and effectively closing the neural “pain gate” and allowing for the comfortable administration of intra-oral injections.

This is a highly shareable story. Those secondary grooves might impress your colleagues, but patients talk about the extra touches that make their visit comfortable.

**Marketing through social media**

For clinicians using the DentalVibe, we have created an online patient sweepstakes that encourages positive patient testimonials. Participating practices give their patient an entry slip at the end of an appointment when the DentalVibe was used, providing them with a promo code to use when posting a brief testimonial about their experience, which is posted to the patient’s Facebook page or shared via email.

The process is easy, and patients are automatically entered into a monthly giveaway of an Apple iPad mini and a 2014 year-end grand prize of $50,000.
The 2014 OCO Biomedical Implant Symposium presents ten exciting lectures over two days by some of the industry’s top implant practitioners. This event, being held at the beautiful Sandia Resort & Casino in Albuquerque, NM promises not only to be informative, but fun.

Lecture topics to include:
- surgical & restorative topics
- sinus elevation & bone grafting
- all-on-4 protocol
- cone beam technology & its uses in diagnosing & treatment planning
- CAD/CAM technology in implantology
- Keynote Speaker: Howard Farran

Don’t miss this opportunity to advance your implant knowledge and join your colleagues from around the U.S. and Canada at this event. This is the educational symposium you do not want to miss.

Pre-register before April 1 - $750.00
After April 1 - $900.00  Staff - $450.00
16 CE Units

SIGN UP NOW!
Call one of our Sales Representatives at
(800) 228 0477 to pre-register or find out more about the 2014 OCO Implant Symposium!

OUR SPEAKERS:

Howard Farran
DentalTown Magazine

Rob Heller, DDS
Midwest Implant Institute

Erik Evans DDS, MD
University of Cincinnati

Tim Kosinsky, DDS
Bingham Farms, Michigan

Eric Smith, DDS
Las Lunas, NM

Dave D’Alise, DDS
OCO Biomedical

Drs. Morales, Li & Galvan
New You Smile Center

COME SEE US AT BOOTH 429

(800) 228-0477
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Saving time with new bulk flowable

BEAUTIFIL Bulk Flowable is an advanced giomer restorative

By Shofu Staff

- Bulk fill resin-based composites are continuing to evolve and improve in terms of quality and esthetics, but despite their growing recognition, many dentists continue to be wary of embracing these newly emerging products.

Recent research shows their performance has proven to be comparable to traditional multi-increment resin based composites. So why not switch?

Obvious advantages are available with bulk filling, including faster technique, fewer incremental steps that allow easier placement and potentially less voids because of mass placement.

However, on the opposite side of the spectrum, there could be more voids present because of lack of control when the material is placed at one time.

Adequate contact, shrinkage stress and polymerization in the deepest portions of the restoration are additional challenges that have made many dentists concerned. Such complications can result in serious consequences, including debonding of restorations, marginal gaps, discoloration, recurrent caries and patient discomfort because of post-operative sensitivity.

Thanks to advances in technology, dental professionals are now being offered a new alternative – BEAUTIFIL® Bulk Flowable, a bulk fill material with an innovative filler technology that addresses these legitimate concerns.

Preventative properties

Shofu’s new BEAUTIFIL Bulk Flowable incorporates giomer, surface pre-reacted glass filler particles (S-PRG), known to provide continual fluoride release and high recharge when fluoride concentrations are present in the mouth.

In addition to fluoride, S-PRG filler also releases five other ions: sodium, strontium, aluminum, silicate and borate, all with known bioactive properties.

When exposed to concentrations of lactic acid, these ions contribute to an acid neutralization effect, helping to reduce the occurrence of secondary caries and extend the life of the restoration.

Depth of cure

The giomer (S-PRG) filler particles in BEAUTIFIL Bulk Flowable provide an ideally balanced light diffusion and transmission effect that allows the material to be completely light cured up to 4 mm of depth without being too translucent, a known shortfall of other bulk fill composite material.

These unique optical characteristics are derived from the tri-laminar structure of the S-PRG filler.

Incoming light goes through the glass core but scatters on the surface, allowing an outstanding depth of cure and an opacity that matches the surrounding tooth structure. Finally, there is a material that can have both complete depth of cure and an aesthetic, natural look when placed in the patient’s mouth.

Polymerization shrinkage and shrinkage stress

The varied particle sizes of giomer filler allows a dense distribution within the resin matrix, thus a higher filler load with low viscosity can be achieved with BEAUTIFIL Bulk Flowable (72.5 width percent and 51.0 volume percent), which helps to reduce polymerization shrinkage and shrinkage stress.

Test results reveal that BEAUTIFIL Bulk Flowable has the lowest shrinkage stress among its dental professionals’ concerns and secondary caries.

The choice is yours

BEAUTIFIL Bulk Flowable addresses dental professionals’ concerns and overcomes the challenges associated with the bulk fill materials that were first introduced.

Combining bioactive benefits of giomer, low shrinkage stress, high depth of cure and an easy placement technique, BEAUTIFIL Bulk Flowable is the new giomer bulk fill restorative you can trust.

BEAUTIFIL Bulk Flowable is valued at a suggested retail price of $37.44.

Here in Boston

Stop by the Shofu booth, No. 1229, for a live demonstration of BEAUTIFIL Bulk Flowable.

Scan here to view a live demonstration of giomer filler neutralizing lactic acid on contact.
New products from NSK

Engineers start with patient safety and handpiece efficacy, then keep improving versatility, accessibility, visibility, maneuverability and practitioner comfort

By Robert Selleck, today Staff

More than 17,000 individual parts go into the production of NSK handpieces, and close to 90 percent of those parts are built and tested in-house by NSK.

This total-control approach in the manufacturing of its products is how the company backs up its slogan, “Expect perfection.”

According to Rob Gochoel, NSK Dental director of sales and marketing, the company adheres to that same “expect perfection” philosophy in its commitment to product development. Key to that commitment is the communications chain NSK continues to build in North America — linking dental professionals to NSK product engineers.

Because NSK handles every step of product development in-house — research, design, manufacturing and testing — feedback from customers is quickly funneled directly to the people who can take action.

“We’re constantly seeking out and receiving feedback in our product development efforts,” Gochoel said. “It’s all about making dentists more productive. Coming up with improvements that make dentists’ lives easier — and make their patients more comfortable — is key.”

In 2013, NSK launched three major products, and it just launched one more this month. Here’s a summary from Gochoel of recently launched and soon-to-launch major products:

- **March 2013:** iProphy Air — a handpiece designed for dental hygiene work.
- **May 2013:** Ti-Max Z45L — the world’s first 45-degree electrical handpiece.
- **October 2013:** Ti-Max X450 series — air-driven, 45-degree surgical handpieces with an industry-leading two-year warranty.
- **January:** Ti-Max Z series — a premium air-driven series.
- **March/April:** a new handpiece maintenance unit.

**Ti-Max Z45L**

Launched last May, the Ti-Max Z45L boasts two industry firsts: It’s the world’s first 45-degree contra-angle electric handpiece, and it has the first two-way water spray function (mist or jet, on demand). According to NSK, the overall resulting design provides “effortless access to back molars that a standard contra-angle can’t match.”

The solid titanium body is 30 percent lighter than stainless steel, while also being more durable and corrosion resistant.

A unique head-cap design creates an “anti-heat system” that helps limit heat generation during treatment — for increased patient comfort and safety.

**Here in Boston**

Hold and test for yourself the new handpieces released by NSK at the booth, No. 131.
The best electric.

Now with a better view.

NSK Ti-Max Z

Smallest hand & amplified neck in electric attachments.

You've wondered if a 45° electric would ever be possible... NSK made it happen!

- Introducing the Ti-Max Z 45L... the world's first 45° electric. Now you can have the speed, power and torque to quickly and effectively perform procedures.
- The world's first 2-way syringe function - for a wide range of applications.
- Lightweight, durable solid titanium body provides long-term durability and reliability.
- NSK's patented Clean Head Technology for easy cleaning and maintenance.

NSK Instruments are available from:

See our handpieces at Booth #131
Jan. 30-Feb. 1

Special Offer:
Buy any 3
Get 1 FREE!