Aribex®, a worldwide leader in handheld X-ray technologies, will be celebrating the production of 10,000 NOMAD® Handheld X-ray devices at the American Dental Association Annual Session in San Francisco, booth No. 845.

In marking this milestone, Aribex will provide customers who purchase a NOMAD during the meeting 10,000 cents in the form of a fresh $100 bill. In addition, purchasers will be entered into a daily drawing for a no-charge Total Care Plan, a $495 value.

Unlike the conventional wall-mount and portable X-ray systems, NOMAD handheld devices from Aribex are light weight, rechargeable (battery-powered) and can go anywhere. Dental professionals around the world have rapidly chosen the NOMAD as their preferred X-ray device, both in and out of the office.

“We’re proud that because the NOMAD has been so widely accepted in the market, we’ve been able to reach this 10,000-unit milestone,” said Ken Kaufman, president and CFO of Aribex. “We’ve worked hard to get to this point, and we can’t thank our customers enough for their continued patronage and support.”

In August, Aribex donated its actual 10,000th NOMAD unit to the Christian Medical & Dental Associations (CMDA). Headquartered in Bristol, Tenn., CMDA centers much of its work on humanitarian outreach — the common denominator of both organizations.

“The NOMAD Handheld X-ray was created in response to humanitarian needs,” said Kaufman. “We thought it appropriate to donate this historic unit to CMDA, an organization that does wonderful work among those who need the help so desperately.”

CMDA will utilize the NOMAD as a diagnostic tool by dentists and dental students as part of its Global Health Outreach program. CMDA schedules 45 trips to 25 countries each year. In addition, CMDA helps train dentists in emerging nations, lectures at international dental schools and is developing a ministry for disaster relief.

“We’re grateful for the capability the Aribex donation will provide CMDA,” said Dr. Peter E. Dawson, founder of The Dawson Academy, a renowned training center that has provided continuing dental education courses for more than 30 years. “CMDA will put this X-ray device to good use in dozens of humanitarian dental missions.”

Aribex will share the humanitarian outreach journey made by the 10,000th NOMAD on its website, www.aribex.com, where visitors can follow the travels of the NOMAD and CMDA in the organization’s efforts to bring greater access to care to those who truly need it.

(Source: Aribex)
Visit Philips booth #726 and see how healthy whitening can be.

Visitors to the Philips booth at ADA have a lot to look forward to.

Not only will they receive up to 30% off select Philips products, but they’ll get to see how healthy and white their patients’ smiles can be. Come meet innovations like DiamondClean, Zoom WhiteSpeed and Zoom DayWhite and NiteWhite, which just got a healthy new makeover with our improved HealthyWhite formula.

The opportunities are bright...don’t miss out.

To learn more call (800) 278-8282.
Clinical benefits of Inclusive Tooth Replacement Solution

Glidewell Laboratories streamlines workflow, ensures predictability

By Darrin W. Wiederhold, DMD, MS, and Bradley C. Bockhorst, DMD

With the new Inclusive® Tooth Replacement Solution from Glidewell Laboratories, the clinician receives all the components necessary to place, provisionalize and restore an implant. Custom-designed temporary components allow for immediate provisionalization specific to each patient, and a matching custom impression coping communicates the final gingival architecture to the laboratory. The Inclusive Tooth Replacement Solution supports a streamlined workflow that ensures predictability and long-term success.

With this solution, experienced and novice clinicians alike can place and restore dental implants with greater confidence than ever before. Once you’ve selected a diameter and length of implant, forward the diagnostic materials (impressions, models, bite registration, shade, implant size) to Glidewell for fabrication of the custom components.

The laboratory will pour and articulate the models and assemble the components, delivered to you in an all-inclusive box, including a prosthetic guide, custom temporary abutment, BioTemps® provisional crown (Glidewell), custom healing abutment, custom impression coping, surgical drills and Inclusive Tapered Implant (Glidewell).

On the day of surgery, place the box contents alongside your usual surgical armamentarium. Confirm the fit of the prosthetic guide prior to beginning the procedure (Fig. 1).

After placing the implant and verifying its position (Fig. 2), decide based on the level of primary stability whether to place the custom healing abutment (Fig. 3) or custom temporary abutment and accompanying BioTemps crown. Either option will begin sculpting the soft tissue architecture around the implant to develop the future emergence profile.

Upon successful osseointegration, the Restorative Phase begins. Contours of the custom impression coping match those of the custom abutment, so it’s simple to remove, seat the impression coping and take an accurate full-arch final impression.

At final delivery, remove the temporary abutment. Try in the final Inclusive Custom Abutment (Glidewell) and BroxZir® (Glidewell) (Fig. 4) or IPS e.max® (Ivoclar Vivadent; Amherst, N.Y.) crown. Check the contours, contacts and occlusion, and adjust as needed.

In response to the dental implant market embracing the importance of soft tissue contouring, Glidewell Laboratories’ Implant department has now expanded the Inclusive Tooth Replacement Solution to accommodate all implant systems compatible with the Inclusive Custom Implant Abutment product line. This creates the opportunity for more clinicians to offer their patients the advantages of the tissue contouring system contained within the Inclusive Tooth Replacement Solution. Whatever implant system you use, you and your patients can now benefit from the tremendous effects of training tissue from the time of implant placement.

Halloween candy buyback targets cavities, helps troops

Dr. Fresh offers special price on FireFly toothbrushes to participating practices

Dentists across the country will collect excess Halloween candy from young patients on Nov. 1 as part of the ninth annual Halloween Candy Buy Back Program.

Through the program, children who bring unopened candy to designated locations the day after Halloween, are rewarded with prizes, such as the popular light-up FireFly® toothbrush and in some cases $1 cash per pound. The candy is sent through Operation Gratitude to troops serving overseas as part of holiday care packages. For a limited time, Dr. Fresh® is offering colorful FireFly toothbrushes at a promotional price of 81 cents per unit to participating dentists.

To order, call (866) 373-7371. For details, visit www.halloweencandybuyback.com.

For more on Operation Gratitude, visit www.opgratitude.com. Dr. Fresh (www.drfresh.com) has been making a host of innovative and affordably priced oral and personal care products for dental professionals since 1998.

(Source: Dr. Fresh)
Recommend formulas upgraded to effectively deep clean with low abrasion for maximum caries protection.

1,100 p.p.m. sodium fluoride. | Formulated to help balance and maintain neutral pH.

From the makers of ARM & HAMMER™, the Baking Soda experts and
Proud Sponsors of the 2012 ADA Distinguished Speaker Series.

Join us for the 2012 Distinguished Speaker Series featuring Robert Reich and George F. Will, and the Gold Medal Award for Excellence in Dental Research presentation to Dr. John Greenspan.

Opening General Session – October 18th
Doors open at 7:15 a.m. Introductory entertainment begins at 7:50 a.m.
Moscone West, Level 1 Badge required for entry.

oralcarepro.com

*Of the leading sensitive toothpaste brand, Church & Dwight Co., Inc. 2012. All rights reserved. ARM & HAMMER, Advance White, PeroxiCare, Dental Care, Liquid Calcium, Orajel and STAIN DEFENSE are trademarks of Church & Dwight Co., Inc.
Church & Dwight sponsors 2012 ADA Gold Medal Award and Distinguished Speakers

Manufacturers of ARM & HAMMER, ORAIEL and SPINBRUSH prominent at American Dental Association meeting

Church & Dwight Co., manufacturer of the ARM & HAMMER™, SPINBRUSH™ and ORAJEL™ brands of oral care products, will sponsor two of the highest-profile events at this year’s American Dental Association Annual Session: the Distinguished Speaker Series and the presentation of the Gold Medal Award for Excellence in Dental Research. The ADA Annual Session will take place in San Francisco, Oct. 18 – 21.

2012 Distinguished Speakers Series
This year’s Distinguished Speakers are Pulitzer Prize-winning political columnist George Will and economist and former Secretary of Labor Robert Reich. Both will sit for a Q&A session with ADA leadership after their introductory presentations. Reich is one of the world’s leading economic thinkers. A best-selling author and professor of public policy at the University of California at Berkeley, he previously served with three national administrations, most recently as Secretary of Labor under President Bill Clinton. He also served on President Barack Obama’s economic transition board. In 2008, Time magazine named him one of the 10 most successful cabinet secretaries of the past century, and The Wall Street Journal named him one of the nation’s top 10 thought leaders. Will is one of the country’s most widely followed political columnists and one of its foremost conservative voices. His twice-weekly column for The Washington Post syndicate reaches nearly 500 newspapers throughout the United States and Europe, and he has appeared regularly on ABC’s This Week, a topical news program, since its debut in 1981. In 1977 he won a Pulitzer Prize for commentary for his newspaper columns, and over the years has published eight collections of his essays along with two best-selling books on baseball.

The Distinguished Speakers Series will take place during the meeting’s opening general session, from 8–9:30 a.m. on Thursday, Oct. 18.

Gold Medal Award for Excellence in Dental Research
The 2012 ADA Gold Medal Award for Excellence in Dental Research is being presented to John S. Greenspan, BDS, PhD, in recognition of his ground-breaking research on the oral aspects of AIDS and the role of viruses in oral lesions. Church & Dwight has cosponsored the Gold Medal Award with the ADA since 2005. Church & Dwight Vice President, Oral Care, Timothy Seitter answered a series of questions about the company’s long-standing support of the award.

Why does Church & Dwight Co. support the Gold Medal Award?
Since 2005, Church & Dwight has been honored to cosponsor this renowned award with the ADA and present the gold medalion to Dr. Lorne M. Golub in 2006 and Dr. Harold C. Svirkin in 2009. As a leading manufacturer of oral care products, we value the work of the ADA, its membership and the research community.

We appreciate having the opportunity to learn about the latest advancements firsthand, and are proud to share and celebrate these leaders who continue to inspire future generations.

Can you comment on the 2012 Gold Medal Award recipient, Dr. John Greenspan?
We are excited to recognize the work of Dr. John S. Greenspan at this year’s Gold Medal Award ceremony. His long and distinguished career includes pioneering research in the oral aspects of the AIDS epidemic, Epstein Barr virus, dry mouth, Sjogrens syndrome and other crucial disease areas. In addition to his own award-winning research, Dr. Greenspan has served as president of both the American and International Associations for Dental Research. Dr. Greenspan’s lifetime of dedication to oral health research and education, along with his lasting impact on the global community, solidifies his inclusion in this esteemed circle of Gold Medal Award recipients.

(Sources: Church & Dwight, ADA)
Advances in teeth whitening

Philips Zoom WhiteSpeed has variable intensity settings to maximize sensitivity management

By William Simon, DMD

Dentistry’s primary concerns are establishing and maintaining optimal patient oral health. Our responsibilities include identification and control of disease, patient education, clinical and radiographic examination, health and family history evaluations, risk factors, bacterial identification and a constellation of treatment modalities. How does whitening fit into our professional responsibilities? The ADA refers to in-office whitening as “professionally applied whitening” where the higher concentration of gels are used for shorter periods of time, and preferred by patients who want results immediately.

Efficacy of in-office whitening

Patients who prefer same day in-office whitening are being treated with light-activated whitening gels of varying concentrations. A body of research has demonstrated the efficacy of a supplementary light source; some studies demonstrated enhanced whitening with light sources, but indicated the importance of shade guides to measure changes in tooth color. Other studies have demonstrated improvement in whitening outcomes of 35–48 percent measured by spectrophotometer and visual methods, compared with non-light-activated whitening gels. The safety of light-activated whitening gels is of primary importance. Philips Zoom gel has a pH of 8.0, which does not demineralize teeth. It provides faster diffusion through enamel and dentin, hastening the whitening reaction. Deleterious effects on enamel and dentin reported in some studies may have been due to the acidic pH level of the in-office gels in the study. There have also been concerns regarding the safety of light-activated in-office whitening treatments on dental materials. Studies have shown the use of high concentrations of hydrogen peroxide do not affect the surface finish or hardness of restorations.

Early whitening preparations created high incidences of sensitivity — in some cases severe enough to necessitate cessation of treatment. Considerable improvement has occurred since the earliest preparations were available. A 2012 study in Compendium of CE in Dentistry evaluated the effectiveness of 15 percent and 25 percent light-activated gels. The authors concluded that both concentrations produced significant tooth whitening immediately and seven days post-treatment, with no reports of gingival irritation or tooth sensitivity. Other studies have demonstrated a higher incidence of sensitivity with the use of light-activated whitening gels. Some in-office whitening systems have made modifications...
Is a blind spot costing your office thousands?

By Jay Geier

Odds are your practice is suffering because of a blind spot that I guarantee you’re not aware of. A blind spot that is costing you $5,000 to $54,000 a month (maybe even more). A blind spot that, if removed, could boost your new patients by 20-50 percent, maybe even as much as 100 percent.

Sandwich board gets attention, but doesn’t close appointments

It all started about 15 years ago. I was vice president of marketing for a large private practice in Georgia. My sole responsibility was generating new patients, and my livelihood depended on it. I employed every imaginable tactic to get new patients — screenings, health fairs, referral programs, contests, magazine ads, news clips, radio & TV, email lists, and more. I couldn’t have been more successful. They generated hundreds of calls every month, but the hardearned calls just weren’t translating into new patients.

As you can imagine, this was a beast that had to be tackled. So I rolled up my sleeves and started sinking my teeth into it to figure out how to close the huge gap that was negating every marketing dollar spent and costing the practice thousands of dollars a day.

I was able to use our practice as a learning lab. I worked day in and day out to discover the blind spot and figure out how to get rid of it.

I knew I had cracked the code when the calls started translating into booked appointments and our staff started a practice record, scheduling 601 new patients in one week.

Turn your largest expense into your greatest investment!

So I discovered the blind spot in your practice. It doesn’t require an additional investment. It doesn’t require a new source of new patients. It requires an open mind because it almost seems too simple to be true. The secret lies in your telephone and your team, specifically your frontdesk team. Both are investments you have already made, but they are not being leveraged to their peak performance potential.

No doubt your staff is courteous and helpful to everyone who calls your office — and while that’s a good thing, it’s simply not good enough. In fact, their courtesy is probably resulting in lost new patients. And lost new patients means lost money. For example, let’s say your average new patient is worth $1,500. Then one lost would cost you $1,500, five lost would cost you $7,500, and 15 would cost you $22,500. And that’s just one month.

Imagine the impact of that over an entire year or how the impact would increase drastically if your patient value is higher.

Being courteous and helpful are not praiseworthy qualities if your staff doesn’t produce a profitable result and, even worse, if it is costing you money. Actually, effective “closing” skills are the attributes your staff should strive to master. But you can’t just expect them to possess this and know how to effectively use it. No one is born with these skills. They must be taught, then practiced, then reviewed on an ongoing and consistent basis.

Not knowing this could cost you tens of thousands

If you are among the majority of dentists who are spending money to market your practice you are absolutely not an exception. In fact, the reason for recognizing this blind spot and taking action to eliminate it is even more compelling because you are investing thousands, maybe tens of thousands, to get your phone to ring. And if the phone rings and it’s a shopper and the shopper doesn’t translate into a new patient, you might as well look up every dollar, one by one, and flush them down the toilet.

Revenue-producing dream team

It takes a lot of skill — and an open mind — to scrutinize your practice to create positive change.

It takes even more talent, knowledge and a gift for teaching with work to your staff on the fine points of the changes needed to take your practice to the next level, and way beyond. But it’s worth it and it’s a win-win.

Your staff can be one of your best and most profitable marketing tools if they are trained and you leverage them correctly. But if not, they could cost you thousands.

Create a plan to get your staff trained. Talented employees want training. They want to perform better and contribute to your practice’s growth and success. If you have someone who doesn’t, they shouldn’t be on your team.

Here’s how your front-desk staff can help you stop the loss

I knew I had cracked the code when the calls started translating into booked appointments.

‘It was never a question of whether or not my efforts were successful. They generated hundreds of calls every month, but the hard-earned calls just weren’t translating into new patients. As you can imagine, this was a beast that had to be tackled. So I rolled up my sleeves and started sinking my teeth into it to figure out how to close the huge gap that was negating every marketing dollar spent and costing the practice thousands of dollars a day.’

It is a story about a blind spot that one practice had, and it is a story about how to fix it. It is a story about how to turn your practice into a revenue-producing dream team.

I have dedicated my life to helping dental practices improve. I have written numerous books, articles and videos to help dentists. I have been on many television and radio programs. I have been a keynote speaker at numerous dental conferences. I have helped more than 900 practices improve.

And I want to help you. I want to help you turn your practice into a revenue-producing dream team.

‘It’s all about being successful. They generated hundreds of calls every month, but the hard-earned calls just weren’t translating into new patients. As you can imagine, this was a beast that had to be tackled. So I rolled up my sleeves and started sinking my teeth into it to figure out how to close the huge gap that was negating every marketing dollar spent and costing the practice thousands of dollars a day.’

I know how to make it happen. I know how to turn your practice into a revenue-producing dream team. I know how to make your practice successful. I know how to turn your practice into a million-dollar practice. I know how to turn your practice into a billion-dollar practice.

And I want to help you. I want to help you turn your practice into a revenue-producing dream team.

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While caring for their patients, dental and health care professionals are constantly exposed to bodily fluids that may carry viruses and other infectious agents. It is therefore critical that the gloves they use provide the best possible barrier protection.

Many types of gloves are available today, but it is important to know that not all gloves have the same barrier capability, depending on the type of material used. For example, natural rubber latex gloves have long been acknowledged for their very effective barrier properties, while non-latex gloves, such as vinyl (PVC), have inferior barrier capability as shown by numerous studies.

Other synthetic gloves, such as nitrile and polyisoprene, perform much better than vinyl, but are more costly, especially polyisoprene gloves. Using gloves with inferior barrier capability could expose both the patients and users to undesirable/harmful infections.

Malaysia is the world’s largest medical gloves exporter (latex and nitrile). Both quality and user’s safety are of top priority to the nation’s glove industry. To this end, a quality certification program (the Standard Malaysian Gloves or the SMG) has currently been formulated for latex examination gloves.

All SMG-certified gloves must comply with stringent technical specifications to ensure the gloves are high in barrier effectiveness and low in protein/low allergy risks, in addition to providing excellent comfort, fit and durability — qualities that manufacturers of many synthetic gloves are attempting to replicate. Furthermore, latex gloves are green products, derived from a natural and sustainable resource, and are environmentally friendly (You can find more information online at www.smg-gloves.com and www.latexglove.info).

The use of low-protein, powder-free gloves has been demonstrated by many independent hospital studies to vastly reduce the incidence of latex sensitization and allergic reactions in workplaces.

More important, latex allergic individuals donning non-latex gloves can now work alongside their co-workers wearing the improved low-protein gloves without any heightened allergy concern. However, for latex-allergic individuals, it is important that they use appropriate non-latex gloves that provide them with effective barrier protection, such as quality nitrile and polyisoprene gloves.

Selecting the right gloves should be an educated consideration to enhance safety of both patients and users. For decades, gloves made in Malaysia have been synonymous with quality and excellence, and widely available in an extensive array of brands, features and prices. They can be sourced either factory-direct (www.mrepc.com/trade and click “medical devices”) or from established dental product distributors in the United States.

(Source: Malaysian Rubber Export Promotion Council)
Solved: One of dentistry’s most vexing problems

Wand/STA reduces or eliminates pain perception of injections

Of all the procedures performed on a routine basis, the one procedure that is universally perceived by patients as the most fear and anxiety provoking is the dental injection. In spite of the significant advances made over the past 100 years, our profession has yet to conquer one of the greatest challenges of dentistry — or has it? Milestone Scientific, after spending the past decade responsibly and methodically studying this problem, now believes that with the introduction of its new product, The Wand/STA System instrument, it has finally conquered this age-old problem. The Wand/STA System instrument represents the world’s first and only technology that uses the patented dynamic pressure sensing (DPS) technology that accurately and safely performs a pressure-regulated intra-ligamental dental injection. The new Wand/STA System can also perform all traditional dental injection techniques, i.e., inferior alveolar block, supra-periosteal infiltration, etc. All techniques are performed more efficiently, more effectively and virtually painless. Milestone’s new technology incorporates visual and audible real-time feedback, giving clinicians unprecedented level of control and information when performing a dental injection. The Wand/STA replaces the antiquated, heavy, metal dental syringe with an ultra-light-weight disposable handpiece weighing less than 10 grams for superior ergonomics and tactile control. The experience for both patient and dentist is one that is significantly less stressful.

Milestone Scientific created and defined a new category of dental instruments called C-CLAD (computer-controlled local anesthetic delivery) systems. These are the only dental injection instruments that have the published scientific data that substantiate the claim of eliminating or reducing pain perception when performing a dental injection. This technology has undergone the rigors of clinical testing that has been performed in numerous universities and research centers throughout the world for more than a decade. These studies are published in some of the dental profession’s most highly respected dental journals. No other instrument, technology or device developed specifically to reduce pain and anxiety while performing a dental injection can currently make that statement.

With the introduction of C-CLAD technology, several newly defined injections were also introduced to dentistry. The Wand/STA System has been optimized to perform these new dental injections. The first of these techniques, the anterior superior alveolar (P-ASA) nerve block, published in 1997 by Friedman and Hochman, is a contemporary technique to achieve maxillary pulpal anesthesia of multiple maxillary teeth from a single palatal injection without producing the undesired collateral anesthesia to the lip and face. Subsequently, Friedman and Hochman introduced a second injection named the palatal-approach anterior superior alveolar (P-ASA) nerve block, in which pulpal and soft tissue anesthesia of the central and lateral incisors are achieved by a single palatal injection. The general reduction in pain perception for all injections has lead to innovative ways to producing more efficient and effective dental anesthetics.

In addition to the new dental injection discussed above The Wand/STA System instrument improves the success rate of traditional injections such as the inferior alveolar nerve block. Holding the Wand handpiece, with the unique pen-like grasp, allows the clinician to easily rotate while simultaneously moving the needle forward — increasing accuracy by decreasing needle deflection. Added to the ability to use the new multicartridge injection feature, the Wand/STA system provides numerous advantages when performing traditional injection techniques.

The introduction of The Wand/STA System instrument represents a material improvement over previous versions of this exciting technology. Numerous innovative new features are available in the Wand/STA System, they include: automatic purging of anesthetic solution that primes the handpiece prior to use; automatic plunger retraction after completion of use; and a multicartridge feature enables multicartridge injections and reduction of anesthetic waste.

Milestone Scientific has developed a novel training feature in the Wand/STA System instrument, providing clinicians with spoken instructional guidance on the use of the instrument, thereby substantially reducing the initial learning curve. The Wand/STA System instrument is today’s most advanced C-CLAD technology and represents the next generation of a computer-controlled drug delivery instruments for dentistry.

(Source: Milestone Scientific)

Editorial Note: A complete list of references is available from the publisher.
Oral surgery 101

Jay B. Reznick, DMD, MD, through xpAPce, offers 3 C.E. modules

How many times have clinicians started an oral surgery procedure or faced a medical challenge only to reach the limit of their expertise and comfort level? How many times have clinicians started surgical procedures and needed to call an oral surgeon for help? Sound familiar?

While dental schools expose students to surgery, their goal is not to make them oral surgeons. Our surgical experiences are limited in school. Some are fortunate to continue their education in a general practice residency, the armed forces or in a specialty residency. Others learn by trial and error. But there is always more surgery we need to learn and appreciate.

Comprehensive three-part series on oral surgery

As part of its series of continuing education modules offered in partnership with the Dental Tribune Study Club, xpAPce is presenting a comprehensive three-part series on oral surgery that is clearly and concisely delivered by Jay Reznick, DMD, MD, who is both a dentist and physician.

Each module is three hours long. The program runs the gamut of surgical teaching, including: hot-to-handle emergencies; new instrumentation that make procedures easier; medical complications; bisphosphonates; flap and suture design; removing third molars; and much more.

Every practicing dentist can benefit from these modules. The first module, “Oral Surgery 101 (Basics of Oral Surgery),” which is accessible through both www.xpapce.com and www.dtstudyclub.com, has the following course objectives.

Course objectives

Upon completion of module one, the learner will:

• Have a greater understanding of how to “think like a surgeon.”
• Know in detail the basic instruments necessary to successfully perform office-based oral surgical procedures.
• Be more comfortable recognizing and managing the most common medical emergencies that occur in the dental office.
• Understand principles of surgical management of impacted third molar teeth.
• Be able to obtain “informed consent” for surgery after discussion of risks, benefits, and alternatives of treatment.
• Know how to approach removal of teeth using atraumatic surgical techniques.

Instructor: Jay B. Reznick, DMD, MD

Reznick, a Diplomate of the American Board of Oral and Maxillofacial Surgery, received his dental degree from Tufts University and MD degree from the University of Southern California. He trained in oral and maxillofacial surgery at Los Angeles County/USC Medical Center.

Reznick’s specialized clinical interests are in the areas of facial trauma, jaw and oral pathology, dental implantology, sleep disorders medicine, laser surgery and jaw deformities. He also has expertise in the integration of digital photography, 3D imaging and CT-guided implant surgery in clinical practice.

Reznick frequently lectures at continuing education meetings, and has published articles in the JADA, Journal of the California Dental Association, Oral Surgery-Oral Medicine-Oral Pathology, Compendium of Continuing Education in Dentistry, Dentalflynn magazine, CE Digest, and Gastroenterology and is on the editorial and advisory boards of a number of journals and organizations. He is the Director of the Southern California Center for Oral and Facial Surgery (www.sccofs.com) in Tarzana, Calif., and a consultant for many dental and surgical manufacturers. He can be reached at jreznick@sccofs.com.

XPquared: Online dental community

In addition to posting monthly courses on the Dental Tribune Study Club website, www.dtstudyclub.com, xpAPce uses a unique format to provide e-learning for the dental profession: a dental community where courses may be taken anytime it is convenient for the learner.

First-time users should register at www-2.virtualevents365.com/xpsquared; and be sure to visit the xpAPce eLearning booth in the site’s “Exhibition Hall.”

(Sources: xpAPce, XPquared and Dental Tribune Study Club)
All-pink FlashTips support work by National Breast Cancer Foundation

Sultan Healthcare donates portion of sales to support early detection efforts

Sultan Healthcare continues to take strides to ensure that it makes an impact not only in the dental industry but also in society as a whole. A portion of its sales of pink FlashTips® is being donated to the National Breast Cancer Foundation, whose mission is to save lives through early detection and provide mammograms for those in need. Its mission includes increasing awareness through education, providing diagnostic breast care services for those in need and providing nurturing support services.

You can support a great cause by purchasing your pink FlashTips today, through this limited-time offer.

FlashTips support healthy practices

Sultan wants to ensure healthy practices for its customers on a daily basis. Every day, dental practices go to great lengths to prevent the spread of infection among their staff and patients. One of the most common tools used by dentists and hygienists every day is a potential breeding ground for cross-contamination: metal air water syringe tips.

It is estimated that nearly 75 percent of dental practices in the United States use metal tips. The problem with metal tips is that they need to be reprocessed after every patient use. Metal tips are exposed — even submerged — in blood, saliva and a variety of dental materials. It can be difficult to clean and sterilize them because of the tips’ small lumens.

CDC recommends single-use devices where possible

How can you guarantee that the metal tips you’re using are properly cleaned and sterilized? The Centers for Disease Control (CDC) recommends the use of single-use devices where possible, rather than reprocessing devices to prevent cross-contamination.

FlashTips Disposable Air Water Syringe Tips from Sultan Healthcare provide the performance you expect from an air water syringe tip, while reducing the risk of cross-contamination that can occur with metal tips.

FlashTips was awarded the 2012 Top Infection Control Product by the Dental Advisor. This exemplifies Sultan’s dedication to providing high-quality products that help protect against cross-contamination in the dental industry.

Visit www.flashtips.net/award.html for the complete Dental Advisor study on the risks of using metal tips versus disposable air water syringes.

Limited-time offer on all-pink FlashTips

With FlashTips, you can feel assured that you are protecting your patients. Purchase regular FlashTips in five sleek colors to stylize your syringe. Choose from blue, green, pink, orange and purple; or you can show your support for the National Breast Cancer Foundation by purchasing all pink FlashTips for a limited time from your Schein, Patterson and Benco dealers.

(Source: Sultan Healthcare)
Lessons learned
Hands On Training Institute finds learning’s ‘sweet spot’

By Ken Hebel, BSc, DDS, MS, Certified Prosthodontist

If asked “What’s your key lesson learned after teaching and practicing implant and restorative dentistry these past 25 years?” my answer is “Find the sweet spot in course content and delivery that gives dentists the confidence to go back to their offices and immediately implement what they learned.” All the training in the world does dentists no good if they can’t go back to their practice and immediately apply what they’ve learned to improve patient care and grow their practice. The obstacles to effective application are usually:

• A lack of confidence in their ability to apply what they were taught, caused by too much confusion about what they learned.

• The inability to recall what they were taught because of how the information was delivered to them.

• Or, the information was more theoretical than clinical.

At Hands On Training Institute, we knew we hit the sweet spot when more than 95 percent of our graduates were implementing implant dentistry into their practice almost as soon as they got their suitcases unpacked. Some faster than that. How did we build this kind of confidence and ability? Simply put, we evolved our training from old-school techniques to embrace what we’ve distilled as five key observations based on teaching fundamentals.

Five key observations

1) Hands-on training. Dentists wanting to learn implant training are clinicians. Teach them from a clinician’s viewpoint, using high, quality information that’s relevant to their everyday practice. Implement hands-on modules to build practical skills and confidence.

2) Content structure. Course content must be structured in a well-organized format that is easy to understand. Making it easy is the hard part.

3) Content delivery. The way the information is delivered is critical to how the participant learns.

4) Take-home resources. Long-term content retention in a course is relatively low. Provide comprehensive materials that the dentist can take back to his/her practice as a valuable reference and a continued learning experience.

5) One Instructor. Having one instructor, rather than multiple instructors, allows for consistency in instruction and philosophy and provides a solid foundation that dentists can later build on.

To clarify, courses, even if taught by multiple instructors, must carry the same concept and ideas throughout in order to be clearly understood. Each lesson must build upon the prior lesson for dentists to understand the message and see a clear path to the goal. If a student receives a disjointed sequence of lessons or modules, confusion results.

Using our key observations, we evolved past Power-Point decks to high-quality graphics. We wanted to put the best graphics out there because people learn better with relevant images. We produced high-quality, live surgical videos with narration and animations. We used advanced software and created custom animations, thus using a combination of methods to deliver the information in a more understandable way.

The power of video

At a major meeting in Liverpool, England, I was invited to lecture about patient education. The information I shared is that if a patient isn’t educated about a procedure and doesn’t know what’s going on, how can a dentist expect that patient to buy into a procedure? To showcase my point, I covered the video portion of my presentation so that only the narration could be heard. Later, I unmasked the video animation. The difference between the low-value learning (narration only) and the high-value learning (adding video) had tremendous impact on the audience. Dentists sitting in a classroom substrate to little visual stimulation have the same low-value learning experience, which is why we keep stepping up our content delivery. And we noticed something.

Scribble less, learn more

What we noticed, after increasing multimedia content delivery to include a four-volume manual set with color images and captions to give the complete flow of information for the course, was that almost all the students were scribbling less and paying attention more! We received feedback that students could actually listen and not take notes. Taking notes had distracted them from the content, and now they were confident they could reference the manuals later if needed. And so we observed and evolved once more.

Our newest innovation, MyDentalPad, which we introduced at the Midwinter Meeting in Chicago earlier this year, was also featured in our exhibit hall booth for the Ontario Dental Association Annual Spring Meeting.

MyDentalPad is a loaded digital tablet that enables dentists and their staff to easily carry 11 days of implant training material, to have available when they need it. Containing all the images, text, and fully narrated animations and live video, this tablet is a paradigm shift from traditional delivery methods of educational content.

At the end of the day, it’s our passion to deliver high-quality, ethical training that hits the sweet spot — dentists returning home to grow their practice with confidence. We’re looking at MyDentalPad as the newest technology that will push the confidence level of implant dentists through the roof or, even better, reach for what one of our California graduates referred to our program as... “one of the best ways to implant dentistry heaven.” As a (slightly) younger dentist might say, “Sweet.”

High-tech laboratory uses latest CAD/CAM

Excel Studios is a full-service dental laboratory specializing in full mouth and implant reconstructions. The state-of-the-art facility is equipped with the latest in CAD/CAM technology. Through its unique partnerships with leading implant manufacturers, Excel Studios is able to offer name-brand products with full manufacturer warranties for your peace of mind. Visit Excel Studios on the Web at www.webnowsmiles.com or contact a representative directly at (800) 987-9008, and let Excel Studios help you reach your ceramic goals.

(Source: Excel Studios)
Low-price, online payroll services

DentalBanc buying power means low-cost payroll services for dental, orthodontic practices

Processing payroll and payroll taxes is a tedious and time-consuming task that requires a thorough understanding of federal, state and local payroll tax laws. However, most small-business owners have a limited understanding of these laws, and they often rely on inefficient methods — in-house, manual, or accounting software — to process payroll and payroll taxes.

Dental practice owners who manage payroll in-house are tasked with responsibilities such as totaling hours, performing gross-to-net calculations for each employee, calculating and depositing payroll taxes and preparing and filing tax returns accurately and on time. Given the complexities of each step and the fast-changing regulatory environment, outsourcing payroll can provide you with an opportunity to save time and money and ensure compliance.

Run payroll on your schedule with DentalBanc’s new payroll services

OrthoBanc Payroll Services (OrthoBanc, LLC) provide a simple, affordable online alternative to expensive, traditional payroll services. You just enter, review and approve payroll online anywhere, anytime. They take care of everything else.

Clock in, clock out, process payroll with time-clock integration

You can also simply import payroll information from your time and attendance system into your payroll services account. This saves time and vastly reduces the potential for data entry errors. Time-clock integration works in conjunction with many existing time-clock software programs or systems to incorporate employees’ time and attendance information. It allows simple, per-pay-period reports that take seconds to complete; and the integration supports both hourly and salaried employees’ payroll hours.

Eliminate risk of costly fines with free compliance and HR tools

This simple online tool can eliminate your risk of incurring hefty labor law non-compliance fines while cutting your time spent searching and creating HR forms and procedures back to just a few minutes.

Payroll services priced lower than traditional payroll management

Because DentalBanc’s payroll is managed online, it can offer the same payroll management features as traditional providers but for as much as 50 percent of the cost.

Even with such cost savings, though, online payroll management doesn’t mean watered-down service. This payroll service team has award-winning customer service, including phone, email and online help.

Whether you are processing payroll yourself, or using a third-party payroll service, DentalBanc’s new payroll services can help.

About OrthoBanc

OrthoBanc (DBA Or-thoBanc, DentalBanc, and PaymentBanc) is a payment management company that has been serving orthodontists, dentists, veterinarians, and other medical practices since 2001. OrthoBanc/DentalBanc offers a suite of financial products including credit recommendations, payment plan management, collections, practice management analytics, and payroll services. OrthoBanc/DentalBanc currently serves more than 4,000 providers nationwide and manages more than $50 billion in patient payments annually.

The company has been on the Inc 5000 List of Fastest Growing American Companies for the last four years. This growth can be attributed to excellent customer service and solutions that are cost effective yet extremely valuable to practices offering office payment plans.

National Dental Association and Tom Joyner join forces to promote oral health

Philadelphia expo, Oct. 19-20, promotes wellness in African-American community

The National Dental Association (NDA) is partnering with award-winning radio personality and community activist Tom Joyner for a signature health event Oct. 19-20, for the yearlong Take A Loved One to the Doctor (TALOTTD) campaign.

The TALOTTD Health Festival will be in Philadelphia at the Liacouras Center and will feature an expo and live broadcast of Joyner’s nationally syndicated cast of Joyner’s nationally syndicated "The Tom Joyner Morning Show" on 100.3 WRNB. The health-focused festival offers attendees access to free oral exams and education on oral health.

The NDA, based in Washington, D.C., represents the priorities of more than 10,000 African American and minority dentists, as well as dental students, dental hygienists, dental assistants and auxiliaries across the country. The NDA mission speaks directly to providing access to dental care for underserved communities, and education and advocacy for its members. The “Take A Loved One to the Doctor” message will be carried on more than 105 radio stations, reaching 8 million listeners, when Joyner launches the event Oct. 19 with a 6 a.m. to 10 a.m. ET live broadcast from the festival.

Festival attendees will get to see Joyner and guests such as Sylvia Wilkes, J. Anthony Brown, Jacque Reid and Roland Martin — as well as nationally known performers and interviews with today’s top health experts.

New Era Dental Society local host

The NDA has designated The New Era Dental Society, the NDA’s award-winning Philadelphia chapter, as its local host. The festival also features the Crest-Pro Health Dental Zone, designed under the leadership of NDA member dentists Joan Malcolm, Glenn Brown, Renee Dempsey, Arnelle Lloyd, and Charmen Douglas.

The NDA local chapter has enlisted the support of NDA member dentists in Pennsylvania, New Jersey, Maryland and Delaware. The NDA also has engaged other community partners, including the Links Incorporated, The University of Pennsylvania, Temple University, the University of Medicine and Dentistry of New Jersey, the Greater Philadelphia Health Centers, the Southern Jersey Medical Centers, and the Oral Health Academy.

The Dental Zone will include mobile dental units and portable dentist chairs for screenings; a Children’s Corner; various Ask-the-Experts kiosks with dentists, physicians, and pharmacists; free dental product donations; information for adults, oral cancer screenings; referrals to area providers; and special dental information for senior citizens and their care givers.

NDA President-elect Edward Chap-people, DDS, who will participate in Tom Joyner’s Town Hall meeting, said, “The program is a tribute to the commitment of Tom Joyner to total health and his awareness of the important link between oral health and overall health. The NDA is proud to be a part of this nationwide effort and to contribute to increasing dental health literacy in African American communities and vulnerable populations.”

National sponsors include the Alzheimer’s Association, Bayer, Crest, Denny’s, Legacy For Health, Novo Nordisk, NeighborWorks America, Susan G. Komen Circle of Promise, the Ohio State University Medical Center and Walmart/Belkin Prime.

For a full event schedule and more about the festival, visit the TALOTTD micro site on www.blackamericaweb.com: www.dentalblackamericaweb.com.

For additional information on the NDA, contact Robert S. Johns, executive director, at the National Dental Association headquarters office at (202) 588-1697. Visit NDA online at www.ndaonline.org.

(Source: VDCO, NDA)
Introducing: DentalEd
A Revolutionary Resource for Implant Dentists

Action-packed app with 400+ live surgical videos, 3200+ photos and custom animations. All the notes and instructions you'll need, meticulously documented by leading doctors.

*Free version of DentalEd includes access to 1 implant surgery video; full paid version includes entire 11 day Mini-Residency program.

Benefits:
- Provides a highly interactive user experience that is designed to ensure knowledge retention and skills development.
- Serves as an on-demand refresher course to access training 24/7.
- Simple enough even for the most technology-challenged participants to use.
- All of the course modules are included.
- Enables you to maintain the integrity of the original training experience.
- DentalEd Kit includes 4 full-course bound manuals plus 5 bonus training models. (iPad not included)

Visit us at Booth #5369 to see DentalEd demo
Hands On Training Institute Tel: 1-519-439-5999, Toll Free: 1-888-806-4462
Fax: 1-519-439-3336, Visit us at: handsontaining.com
Daily practice life easier with Eaglesoft 16

Eaglesoft 16 Clinical and Practice Management Software is Patterson Dental's premier dental software. As the latest version, Eaglesoft 16 offers a new look, better functionality and enhanced adaptability, while integrating the digital products for the office, clinical and imaging procedures all in one simple software.

Working to simplify the daily routine of dental offices, Eaglesoft 16 offers complete information access, condensing daily office management practices and providing specific tools that give each member of the dental team power to do more in less time.

In addition to increasing efficiency, Eaglesoft 16 can help reduce stress and increase profitability by streamlining everyday tasks and allowing offices to personalize the software to their needs. New features include:

- **Line item accounting** enables users to apply a payment directly to a specific item.
- **Customizable windows/dockable panels** allows users to choose how much information to display on the “Account,” “Appointment” and “OnSchedule” windows as well as where to place the information within those windows.
- **OnSchedule** has a variety of features, such as being able to change the time without affecting existing appointments. OnSchedule has provider views, so the front office can check providers' schedules to identify double bookings and availability.
- **The Patient Bar** provides quick access to patient-specific information, so users can customize which icons they use the most in each area.
- **Family Walkout** Eaglesoft 16 no longer requires separate appointments to be processed one at a time when the entire family is in on the same day. Now the front office staff can process a walkout for all family members at once and issue one receipt for the family.
- **Smart Claim/Smart Invoice** allows office managers to create insurance claims and patient walkout statements more easily and check today's items at the simple click of a button.
- **Date-based reporting** is a new option for select financial reports letting users run financial reports for any range of dates; it is no longer necessary to choose a range of end-of-day reports.
- **Automatic account aging** helps office managers save time on end-of-day processing and statement processing and also keeps account balances up to date.

The help menu has also been updated and now offers easier access to the FAQ knowledge base.

Additional features include “Money Finder,” “Fast Check-In,” “The Treatment Plan,” “eReferral,” “Prescription Writer,” “Patient Notes” and “Messenger.” By understanding the many tools provided by Eaglesoft 16, dental offices can equip themselves with the software needed to make their office run more efficiently and increase revenue.

In addition to software, Patterson Dental offers support and customer service. Patterson Dental's in depth understanding of the market and commitment to development and customer satisfaction has driven the development of Eaglesoft 16 Practice Management Software, making it a vital tool for every dental office.

(Source: Patterson Dental)