Stone-age dental filling identified

6,500-year-old human mandible shows evidence of beeswax used to seal a cracked, upper canine

By Robert Selleck, Managing Editor

A team of Italian and Australian researchers appears to have found physical proof that restorative dentistry dates to the Stone Age.

The researchers identified traces of a dental filling made of beeswax in a Neolithic human tooth discovered in Slovenia — and they are saying it may be the “earliest known direct evidence of [a] therapeutic-palliative dental filling.”

The research findings were published Sept. 19 in PLOS ONE, the peer-reviewed, open-access journal, accessible at www.plosone.org.

The team acknowledged in its paper that it cannot be absolutely certain that the beeswax filling was placed in the tooth in an effort to address a dental problem the individual was experiencing while alive. But the paper identifies that as being the most likely scenario that would have had exposed dentin.

“The tooth probably became very sensitive, limiting the functionality of the jaw during occlusion. The occlusal surface could have been filled with beeswax in an attempt to reduce the pain [by] sealing exposed dentin tubules and the fracture from changes in osmotic pressure (as occurs on contact with sugar) and temperature (hot or cold relative to the oral cavity),” the team wrote.

The piece of jawbone with five teeth still attached was discovered long before the team’s research was conducted. It was excavated from a cave wall near the village of Loče, Istria, in Slovenia and was initially dated based on associated fauna remains, which traced the individual to the Upper Pleistocene era.

The team reported that the specimen was considered to be “one of the most ancient anthropological remains from the northern-Adriatic area.” But the finding had never been subjected to detailed analysis until the researchers secured permission to study the mandible using state-of-the-art scanning technology and radiocarbon dating techniques.

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The American Dental Association’s 153rd Annual Session and World Marketplace Exhibition is Oct. 18–21 at San Francisco’s Moscone Center. The meeting brings together leaders in dental practice, research, academia and industry and includes more than 280 continuing education courses and more than 600 suppliers of dental products and services. Photo/Provided by California Travel & Tourism Commission/Christian Herb

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IC01 CELEBRATES 40TH ANNIVERSARY
Implantologists get together for World Congress in Florida

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Permission was granted by Italy’s Natural History Museum of Trieste, to whom the original finders had donated the specimen. The mandible, determined to be from a male who died in his 20s, was described by the team as, “the left portion of an isolated adult mandible bearing a canine, two premolars, and the first two molars.”

The 12-person team of researchers from university and governmental facilities in Italy and Australia used Dental Tribune U.S. Edition | October 2012

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A) Distal-mesial section of lower left canine. B1) Micro-CT detail of crown showing thickness of beeswax (in yellow). Beeswax exactly fills shallow cavity in exposed dentin and upper part of crack. B2) 3-D reconstruction and B3) microphotograph of crown in occlusal view with indication of surface covered by beeswax (within yellow dotted line). C) Micro-CT based cross-sections showing enamel cracks along labial and lingual aspects. Positions of the cross-sections are shown in B2. Beeswax is shown yellow. Scale bars, 2 mm.

• See FILLING, page A3
A dilemma. We now have so many dental groups that we have almost run out of letters of the alphabet. As group after group attaches its name, we are at a loss to tell one from another without a sourcebook. Either we need a new alphabetical language or more exotic sounding dental organizations with as yet, unused letters.

Proposed: colorful communications

By David L Hoexter, DMD, FACD, FICD, Editor in Chief

At least the GNYDM, representing the largest dental meeting in the U.S., has unique letters in its title and will not be confused with any other dental group. The ADA also would be required to use that color in its initial. When publicizing an AO meeting, we would recognize that an AO meeting was for the Academy of Osteointegration, an implant group, as compared to an AO meeting which would be for Alph Omega, a dental fraternity group. Also, we would know that AAP represents the American Academy of Periodontics, which would not be confused with the AAP, or the American Association of Prosthodontics. Unfortunately, unless we have a color chart, we will be just as confused, but it will be much more colorful.

This is only a suggestion and any thoughts or other solutions would be received and considered for publication as well. There is an obvious problem. Let us communicate and help correct it.

To conclude, Rodney Dangerfield, the famous comedian, once described his son eating alphabet soup that his wife, a horrible cook, had made. The boy separated letters to spell “HELP.”

Let’s help our profession abbreviate with colorful understanding. OK.
The American Dental Association’s 153rd Annual Session and World Marketplace Exhibition is Oct. 18-21 at San Francisco’s Moscone Center.

The annual session brings together leaders in dental practice, research, academia and industry presenting more than 280 continuing education courses over four days. More than half of the lecture courses are offered free with registration. The World Marketplace Exhibition will feature more than 600 leading suppliers of dental products and services.

Political pundits Robert Reich and George F. Will will be featured as the 2012 Distinguished Speakers as part of the opening general session on Thursday morning, Oct. 18, just three weeks before the general election. Reich and Will will sit with ADA leadership for a candid Q&A session following their introductory presentations.

The ADA offers housing discounts at a variety of official ADA hotels in San Francisco. Discounts are available for air travel, car rental services and ground transportation. More information can be found at www.ADA.org/session.

As of Sept. 21, the registration fee for ADA-member dentists is $150. Non-member dentists or graduate students who would like to check out the ADA Annual Session for the first time can attend the session for a one-time discounted rate of $200, instead of the regular $1,550 rate for non-member dentists. These prices reflect rates after early registration ended Sept. 21. For details, visit the registration and housing section of www.ADA.org/session.

ADA365 extends the session
ADA365 is a new way to experience the ADA Annual Session. Also called a “hybrid meeting,” ADA365 offers a way to attend some annual session events online if you cannot make it to the meeting in person. Dentists can log on to ADA365 through www.ADA.org/ADA365 using their ADA member number and the password “ADA365” (all caps).

There are more than 22 hours of recorded video content from the 2011 annual session already available on the site. During the annual session (Oct. 18-21), members can log on to ADA365 to view events streaming live from San Francisco. These will include the six live-patient Education in the Round courses, the Open-
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Get hands-on with microscopic dentistry

Every dental sector represented: Register at www.microscopedentistry.com for Academy of Microscope Enhanced Dentistry meeting, Nov. 16–17

Whether you’re a microscope user or not, the Academy of Microscope Enhanced Dentistry 11th Annual Meeting and Scientific Session promises to open your eyes to new possibilities.

Registration for the Nov. 16-17 event is available through the academy’s website, www.microscopedentistry.com.

You don’t need to be experienced in microscope-enhanced dentistry to attend and benefit from the session’s programs. Non-members and those who have never worked with a microscope are encouraged to attend to learn why microscopic dentistry is gaining so many advocates.

“Micro Vision: On the Cusp of Science & Precision,” is on a Friday and Saturday at the Hotel Del Coronado in San Diego. This year’s meeting represents a return to a live, onsite format, following the academy’s virtual-only meeting last year. However, the virtual option continues, too, with live online streaming video available as an alternative strategy to access the meeting. Some of the sessions will air live online from California. And sessions will be recorded for archived availability online. This gives onsite attendees the opportunity to view a session they may have missed or review sessions they were able to attend. Access to the recorded sessions is included as part of your registration. Copyright law restricts some of the sessions from being available online.

The scientific session features general sessions, vignettes, panel discussions/Q&As and hands-on courses with top clinicians and leaders sharing the latest science and techniques.

All major sectors of dentistry are represented: restorative, endodontics, periodontics and implants.

The hands-on courses give attendees the opportunity to test-drive different microscopes while learning new procedures covering every dental specialty sector. Among the offerings:

**Endodontic Course**
- Foundational Protocols & Secrets for True Endodontic Success: A Hands-On Experience, with Paul Anstey, BChD.

**Restorative courses**
- Micro-Aesthetics I: The Art of Composites, with Jose Moura, DDS.
- Micro-Aesthetics II: The Art of Microlaminates: How to Master Ideal Preparation, with Claudia Cia Worschech, DDS, PhD.

**Periodontic Courses**
- Microsurgery I: The Principles of Suturing, with David Cross, DDS.
- Microsurgery II: Connective Tissue Grafting, with Scott Kissel, DMD.

**Implant Courses**
- Implant Microsurgery I: From Planning to Extraction to Placement, with Adriana McGregor, DDS.
- Implant Microsurgery II: Sinus Elevation, with Adriana McGregor, DDS.

**Auxiliary Course**
- Maximizing the use of Magnification for All: Assistants and Hygienists, with Arvie Malik, RDH, and Karen Nester, DA.

Contact the Academy of Microscope Enhanced Dentistry at (260) 249-1028 (ET) or admin@microscopedentistry.com. Learn more at www.microscopedentistry.com.

(Source: AMED)
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Greater New York Dental Meeting

'Tis the season for largest health care meeting in the United States, Nov. 23–28

When decorations appear in New York City next month, it's a sign that the GNYDM is just around the corner. Registration is open for the 2012 Greater New York Dental Meeting (GNYDM), the largest dental congress and health-care meeting in the United States, with 53,789 attendees from all 50 states and 127 countries in 2011. A significantly expanded international program accommodated 6,656 international visitors in 2011, with sessions in French, Spanish, Portuguese, Italian and Russian.

The 2012 meeting runs Friday through Wednesday, Nov. 23–28. The high-energy event, which never has a pre-registration fee, draws top dental professionals with an expansive exhibit hall and more than 300 educational courses, including full-day and half-day seminars, essays, hands-on workshops and a live, 430-seat, high-tech patient demonstration area.

New York City is full of cultural enclaves that give attendees the opportunity to experience foods, festivals, arts and more from all over the globe. Few cities offer a wider variety of iconic attractions, historic buildings and cultural sites. Three major international airports, Newark Liberty (EWR), Kennedy (JFK) and La Guardia (LGA) and discounted hotel rates for registrants, make it easy for any dental professional to visit New York City and attend the meeting. The GNYDM staff encourages you to see all New York City has to offer during one of its most beautiful times of year.

(Source: Greater New York Dental Meeting)

Yankee Dental Congress theme: ‘Building Bridges’

January 2013 meeting looks to innovation, technology, wellness, inspiration

On Jan. 30 through Feb. 3, Yankee Dental Congress will help you and your dental teammates ‘Build Bridges’ to new opportunities in the dental profession. Connect with some of the brightest minds in dentistry and discover the latest trends, techniques, products and services available through a field of 450-plus exhibitors at the Boston Convention and Exhibition Center this winter.

YDC 2013 offers valuable courses with a variety of topics given by crowd-favorite speakers, including:

• Gordon Christensen, DDS, PhD — Get the most current updates through courses such as "The Christensen Bottom Line for 2013: Controversies" and "New Aspects of Dentistry — 2013."

• Loretta Lalloco — Sit down for lunch and earn C.E. credits at the Conference for Women in Dentistry, or take "Life Is Short, Wear Your Party Pants: 10 Simple Truths that Lead to an Amazing Life."

• Laney Kay, JD — Her lecture "Blood, Spit and Fears: A Painless OSHA and Infection Control Update," is being offered on Thursday, Friday and Saturday.

• The Madow Brothers — Back by popular demand, they will speak on topics that promise to greatly increase your love for dentistry.

• Roger Levin, DDS — Learn how to significantly improve your practice’s performance with the help of an expert.


• Jacinthe Paquette, DDS, and Cherilyn Sheets, DDS — Join this duo to expand your knowledge of esthetic dentistry.

• Terriana Low Dog, MD — Offering four different courses, Dr. Low Dog will explore nutrition and wellness in the context of women, dieting, supplements, and illnesses.

• Kelli Vrha, CSP — Perfect for dental office personnel, join the expert in leadership in "Change Management: Calm Amidst the Chaos!" "Handling Difficult and Demanding Personalities" and "Prevent Accountability Deficit Disorder (ADD) and Promote Job Ownership!

• Kenneth Hargreaves, DDS — Endodontic professionals won’t want to miss out on the Endodontic Specialty Symposium and two other courses offered by this renowned specialist.

Kick back with your favorite beverage, light fare and upbeat music on the Yankee Boardwalk, open to everyone on Thursday, Jan. 31. Share some giggles with colleagues, friends, and family when Kathleen Madigan takes the stage for Friday Night Laughs on Friday, Feb. 1. Register at www.yankeedental.com for Yankee Dental Congress and join nearly 38,000 dental professionals for four days that will inspire, inform and entertain you like nothing else.

(Source: Yankee Dental Congress)
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A winning combination

Is it a beautiful beach, world-class speakers for great continuing education, good fellowship? Or perhaps it’s fishing, a round of golf or a relaxing time at the spa? Or maybe it’s the opportunity to renew friendships and make new ones. Whatever your choice, Smiles in the Sun 2013 in Long Boat Key, Fla., has the perfect combination.

The Long Boat Key Resort and Club is a five-star property that will allow you to learn, play and relax in an idyllic location. Smiles in the Sun 2013 has put together a high-value program of internationally known speakers to bring you the most current information in several disciplines. Jack Hahn, DDS, is known throughout the world as the inventor of the NobleReplace implant and will share his experience in placing more than 30,000 implants. From diagnosis and case selection, to implant surgery, to restoration, Hahn will offer expertise and a wealth of valuable knowledge to better enable you to treat your patients.

Howard S. Glazer, DDS, FAGD, is an international author and clinician who will discuss the ever-changing world of materials and products to give you a better understanding of what is in the marketplace. His knowledge of the “latest and greatest” materials will guide you through the “jungle” of the big catalogs to better understand what is faster, easier and better for your patients and for you.

Additionally, there will be two mini seminar tracks designed for dentists, spouses and staff to gain an understanding and appreciation for what the electronic and social media can do to put you and your practice in the forefront as a leading dental office. Tennal Toole from Smile Reminder/Solution Reach, will share the secrets of building patient loyalty when patients are not in the office — by integrating user-friendly acquisition tools into your daily communications. She will give you an easy-to-follow recipe for success without having to remodel your team’s work habits. Darren Seigel and Svetlana Virovctseve will show you how to get your website to the top of the search engines. From the top of Google, to dominating social media, these two wonderful speakers from www.topdentists.com will show you how they have already helped more than 2,000 of the most successful dentists in the United States build and maintain an effective online marketing program.

All these presentations will make a positive difference in your daily practice and should not be missed. In addition to the education program there are many social functions planned, including a welcoming reception, fishing tournament and sunset beach-bash barbecue. Access by air is easy via the Sarasota, Tampa or Regional Southwest airports.

So whatever you pleasure, Smiles in the Sun 2013 has the answer: Learn in the morning and play all afternoon in a wonderful location at a beautiful time of year, enjoying the best that the west coast of Florida has to offer. See you there!

More information about the meeting is available at smilesinthesun@verizon.net, www.smilesinthesun.net or by calling (631) 433-5200.

(Source: Smiles in the Sun)
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Aribex celebrates, donates 10,000th NOMAD Handheld X-ray device

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 BruxZir® (Glidewell) 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 affordable 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

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Church & Dwight sponsors 2012 ADA Gold Medal Award and Distinguished Speakers

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

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 has appeared regularly on ABC’s Good Morning America and 20/20, and has appeared on PBS’s The Mackinac Conference and the MacNeil/Lehrer Report. He has also been a regular commentator on CNN and Fox News. His television series, This Week, a topical news program, since 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 on their 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 medallion to Dr. Lorne M. Golub in 2006 and Dr. Harold C. Slavkin in 2009. 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 the nominees’ innovative accomplishments with the broader dental community at the ADA Annual Session.

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, Sjogren’s 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 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)
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. Deliberate 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 to maximize sensitivity management.

William Simon, DMD

William Simon, DMD, is a general dentist with two practices in Chicago. He received his doctor of dental medicine degree from Southern Illinois University in 1983 and has lectured and consulted on various topics that relate to the private practice of dentistry.

Philips Zoom WhiteSpeed has variable intensity settings to maximize sensitivity management.
Is a blind spot costing your office thousands?

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

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 was 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, newspaper ads, walks-in, and waved to drivers passing by at one point. I think I even wore a sandwich board.

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 eroding 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 set a practice record, scheduling 601 new patients in one week.

Turn your largest expense into your greatest investment!

So I knew I had a 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 front-desk 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 $5,000. Then one lost would cost you $1,500. Five lost would cost you $7,500, and 15 would cost you $22,500.

That’s just one month’s worth. 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 take 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 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.

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

To take these findings into account, Philips Zoom WhiteSpeed (Fig. 1) is the only in-office whitening system with variable intensity settings for maximum sensitivity management.

Maximizing patient satisfaction

Setting patient expectations involves a conversation regarding outcomes, non-uniform results, sensitivity issues, the procedure itself, food and beverage restrictions, time and cost. It is vital the patient understands the results as well as potential concerns associated with the procedure.

Failure to set patient expectations (including setting them too high) significantly increases the likelihood of a less than completely satisfied patient.

Whitening can be contraindicated, when discoloration is due to disease, conditions requiring endodontic therapy or dark coloration from restorations. Other disqualifiers include periodontitis, severe gag reflex and failing restorations.

Documentation of the discussion is critical and should include the issues discussed and the patient’s answered questions.

Pre-treatment photographs and existing tooth shades should be considered part of the documentation.

Indicating how whitening sensitivity will be addressed helps the patient feel more comfortable.

Options for managing sensitivity include: fluoride products (Philips Fluoride), non-steroidal anti-inflammatory drugs (NSAIDS) and amorphous calcium phosphate (Philips Relief ACP).

Reassure the patient that sensitivity is transient and manageable. Patients who have regular thermal sensitivity should be informed of the increased likelihood of sensitivity from whitening, prior to commencing.

Caution that whitening results will not last forever. Consumption of darkly colored berries, tea, coffee and red wine will discolor teeth over time as will normal aging.

A discussion of whitening maintenance including additional Zoom in-office and/or Zoom at-home treatments (Fig. 2) provide an opportunity to examine the patient for restorative and cosmetic needs, verify periodontal health and continue to establish trust and mutual respect.

Strengthen practice revenue

The benefits of offering whitening to patients are immeasurable. There are no metrics for increased confidence, satisfaction and happiness associated with a whiter, brighter smile. The benefits to the practice are significant. The average national fee for chairside whitening is $525 (January 2011 survey). The typical dental practice sees 400 patients per month.

Three percent patient participation yields $6,300/month, $75,600/year, 6 percent yields $12,600 or $151,200 annually.

Dental professionals can offer their patients safe, effective tooth-whitening options that provide consistent results while reducing the incidence of side effects.

Photo/Provided by Nikolay Misharev Bentson, www.dreamstime.com

JAY M. GIEIER is president and founder of The Scheduling Institute. He helps his clients reach new levels of success and create a lifestyle they dream of — using their practice as the vehicle. He has a unique ability for getting results in a practice by leveraging its current resources, with a primary focus on getting the staff to take more ownership and responsibility and teaching them how to produce results. To find out today how your staff is performing with new patient calls, see www.schedulinginstitute.com and click on “Take the 5 Star Challenge.” Call the office toll-free at (877) 317-6514 or send Geier an email at jay.geier@schedulinginstitute.com.

There’s a good chance your practice is failing to realize between $5,000 and $54,000 a month, or even more, because you have failed to identify and address an often-missed blind spot.

Photo/Provided by Nikolay Misharev Bentson, www.dreamstime.com

INDUSTRY NEWS

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Strengthen practice revenue

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Three percent patient participation yields $6,300/month, $75,600/year, 6 percent yields $12,600 or $151,200 annually.

Dental professionals can offer their patients safe, effective tooth-whitening options that provide consistent results while reducing the incidence of side effects. Philips Zoom WhiteSpeed provides these benefits.

Editorial Note: A complete list of references is available from the publisher.
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-ligamentary dental injection.1 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 painlessly.2 Milestone’s new technology incorporates visual and audible real-time feedback, giving clinicians an 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.3 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.4,5 This technology has undergone the rigorous of clinical testing that has been performed in numerous universities and search centers throughout the world for more than a decade. These studies are published in some of the dental profession’s most highly respected dental. 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.4,6 The Wand/STA System has been optimized to perform these new dental injections. The first of these techniques, the anterior middle superior alveolar (AMSA) nerve block, published in 1997 by Friedman and Hochman, is a contemporary technique to achieve maxillary pulpal anesthesia of multiple maxillary anterior and lateral incisors by a single palatal injection.7 The general reduction in pain perception for all injections has lead to innovative ways to producing more efficient and effective dental anesthesia.

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.8 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.8 Added to the ability to use the new multicartridge injection feature, the Wand/STA instrument 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 curriculum for 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)
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 is 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, DentalTown 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.

XPAPce: 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.virtual-event-365.com/xpsquared; and be sure to visit the xPAPce eLearning booth in the site’s “Exhibition Hall.”

Sources: xPAPce, XPsquared and Dental Tribune Study Club

Jay B. Reznick, DMD, MD, through xPAPce, offers 3 C.E. modules
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 continuously 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 good, 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. Make 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 PowerPoint 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 marketing. I introduced the premise 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 was given. People didn’t know what was going on, how could they be distracted 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 fully 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 it is able to offer name-brand products with full manufacturer warranties for your peace of mind. Visit Excel Studios on the Web at www.wehnowsmiles.com or contact a representative directly at (800) 981-9008, 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 collecting hours worked and preparing payroll reports. Inaccurate payroll processing can result in unreported wages, penalties and fines, and even lawsuits. Online payroll services for orthodontic practices can help.

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

OrthoBanc Payroll Services (OrthoBanc LLC) serves more than 4,000 providers nationwide, including orthodontists, dentists, and their office staffs. DentalBanc’s new payroll services can help dental practices save time and money and ensure compliance. The DentalBanc payroll services account can eliminate the need to make costly payroll mistakes. Every year, more than 8 million penalties are assessed because of incorrect or delinquent remittance of federal payroll taxes.

HRAdvisor, a free suite of online HR and compliance resources already integrated with your OrthoBanc Payroll Services account, offers customized compliance posters, a complete library of pre-populated business forms, valuable best-practice guides and helpful alerts and reminders. OrthoBanc/DentalBanc currently serves more than 4,000 providers nationwide and manages more than $5 billion in patient payments annually.

About OrthoBanc

OrthoBanc (DBA OrthoBanc, DentalBanc, and PaymentBanc) is a payment management company that has been serving orthodontists, dentists, veterinarians, and other medical practices since 2001. OrthoBanc offers a suite of financial products including credit recommendations, payment plan management, collections, practice management analytics, and payroll services.

DentalBanc LLC is the parent company of DentalBanc, OrthoBanc LLC is the parent company of OrthoBanc and is 100% owned by the New Era Dental Society.

The NDA, contact Robert S. Johns, executive director, at the National Dental Association headquarters office at (202) 888-1697. Visit NDA online at www.ndaonline.org.

DentalBanc’s new payroll services can help.

Every year, more than 8 million penalties are assessed because of incorrect or delinquent remittance of federal payroll taxes.

The TDG local host.

The NDA has designated The New Era Dental Society, the NDA’s award-winning Philadelphia chapter, as its local host. The dental community benefits from the Crest-Pro-Health Dental Zone, designed under the leadership of NDA member dentists Joan Malcolm, Glenn Brown, Renee Dempsey, Arnetta Holland, 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 Chaplin, 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.”

Native 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 NDA, contact Robert S. Johns, executive director, at the National Dental Association headquarters office at (202) 888-1697. Visit NDA online at www.ndaonline.org.

There are more than 9,000 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.

The event will include 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 caregivers.

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 Wal-Mart/Belton Prime.

For additional information on the NDA, contact Robert S. Johns, executive director, at the National Dental Association headquarters office at (202) 888-1697. Visit NDA online at www.ndaonline.org.
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.

Benefits:
- Facilitates incorporating implant procedures into your practice, resulting in more comprehensive patient care and increased revenue opportunities.
- Closely mirrors the content that is currently provided in the classroom.
- 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)

*Free version of DentalEd includes access to 2 implant surgery videos; full paid version includes entire 11 day Mini-Residency program.

Visit us at Booth #5369 to see DentalEd demo
Hands On Training Institute Tel: 1-519-439-5999, Toll Free: 1-888-806-4442
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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)
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January 16 - 19, 2013 in Los Angeles
with Dr. Sascha Jovanovic and Dr. George Perri

Session II - 4 Days
Soft Tissue Management/Esthetics Around Implants & Advanced Implant Prosthodontics
April 10 - 13, 2013 in Los Angeles
with Dr. Sascha Jovanovic and Dr. Harel Simon

Session III - 4 Days
Advanced Implant Surgery & Esthetic Implant Prosthodontics
June 26 - 29, 2013 in Los Angeles
with Dr. Sascha Jovanovic and Dr. Joseph Kan

Session IV - 5 Days
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