Take two: Greater N.Y. Dental Meeting to offer SomnoMed & Invisalign Expositions

By Jayme S. McNiff, Program Manager

Prepare yourself for the largest, most comprehensive dental meeting in the United States. In just six powerful days, you’ll access all the latest technologies, resources and education you need to keep your dental practice current, competitive and rock-solid. Now more than ever before, it’s critical to be a part of your industry’s main event. The education program at the Greater N.Y. Dental Meeting’s (GNYDM) is unlike any other dental meeting. For the first time ever, SomnoMed is collaborating with the GNYDM to offer the first SomnoMed Academy Sleep and Appliance Exposition.

With an expert team of clinicians and staff from SomnoMed, attendees will have the chance to explore popular topics, including obstructive sleep apnea fundamentals, advanced oral appliances and therapy as well as how to implement dental sleep therapies into your practice over a four-day period.

In addition, the GNYDM will again partner with Align Technology to present its four-day Invisalign Expo-sition. This diverse array of educational courses is taught by a seasoned team of Invisalign specialists. Dental professionals learn the logistics of tooth alignment, including treatment for crowding cases and other orthodontic abnormalities.

With no pre-registration fee for admission, the GNYDM continues to be the largest health care and dental event in the United States, attracting some 58,155 attendees from all 50 states and 132 countries, which included 19,451 dentists in 2010.

The exhibit floor and continuing education programs continue to be the centerpiece of this annual expan-sive meeting. Organizers coordinate more than 500 full- and half-day seminars, essays and hands-on workshops. The enormous exhibit floor includes more than 1,500 booths representing more than 500 exhibiting companies showcasing the newest products and technology available in dentistry.

As the largest global dental event in the United States, the GNYDM offers free multi-language courses in Portuguese, French and Spanish on a broad range of topics. New programs are always an addition and never a replacement as plans to expand the course offering are already in the works, such as with a free Italian and Russian program.

When the workday is done, attendees always have a world of excite-ment at their fingertips. During the holiday season, New York is indeed a magical place to be with the city dressed up in all its holiday finery, the festive spirit is evident citywide. Meeting attendees enjoy world-class museums, Broadway theaters, restaurants, historical sites and stores lavishly decorated for the season.

‘Introduction to dental office management’ course added to AADOM annual conference

The American Association of Dental Office Managers (AADOM) will introduce a new course created specifically for first-time attendees or dental office managers with less than five years experience. AADOM President Heath-er Colicchio noticed demand for such a course from not only office managers but from dentists asking how they can best prepare their employees for leadership of the team.

Colicchio, who is excited about the course, said, “this will help to lay a strong foundation for our new managers. We are proud to offer this as a resource to both new members and new dental office managers.”

The course will focus on management essentials such as structuring a team, essential office systems and leadership as a dental office manager. Emphasis will be placed on financial systems such as accounts receivable and insurance management. The team-taught course will also discuss the common situations that new managers face. Colicchio also emphasized that “management by trial and error is not the ideal way to run a practice. We’re here to shorten the learning curve.”

The four-day course will feature material taught under the instruction of Teresa Duncan, MS, FAADOM. Duncan said, “Our goal is to help dental office managers be prepared for most situations that a team leader will run into. I’m excited to be a part of AADOM’s new initiative.”

AADOM’s 7th Annual Conference will be held Sept. 8-10 in Nashville, Tenn. The “Introduction to Dental Office Management” course will be held on the first day of the conference. Registration information and course specifics can be found online at www.dentalmanagers.com/conference-2011.

About AADOM

The American Association of Dental Office Managers (AADOM) is an organization of professional office managers, practice administrators, patient coordinators, insurance and financial coordinators and treatment coordinators of general and specialized dental practices.

The largest association of its kind, its mission is to provide our members with networking opportunities, resources and education to help them achieve the highest level of professional development.

For more information, please call (752) 842-9977 or write info@ dentalmanagers.com.
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IACA San Diego meeting: ‘The best dental meeting in the best city’

By Dan Jenkins DDS, LVIF, FACD, CDE-ADE

The International Association of Comprehensive Aesthetics, (IACA), will hold its seventh annual meeting at the Grand Hyatt on the Bay Hotel from July 28-30. The presentations will be like no other meeting. The energy will be like no other meeting.

The enthusiasm for learning is evidenced by the fact that each year during the lectures, the hallways and the exhibits are empty! (Do you know of any other convention that can say that?) San Diego has a reputation for being the “best city” and it is fitting that the IACA returns to where it held its inaugural meeting.

This meeting has grown each year and continues to excite those in attendance. The subject matter of the courses involve dental sleep medicine, reconstructive restorative dentistry, TMJ disorder treatment, cosmetic dentistry, and treatment of dental materials, implants, endodontics, laser dentistry, orthodontics and many programs for the dental team on practice management, dental hygiene and laboratory technician techniques.

Are you having difficulties with insurance companies? Then come hear Dr. Amy Norman speak on how she handled it in her presentation, “Dammit, Jim, I’m a Dentist, Not A…”

Dr. Omer Reed’s presentation, “It’s Not Doin’ it … it’s Gettin’ it To Do!” will help you get the cases you want to do.

Dr. Kit Weathers will present on the “magic of endo.”

As if that isn’t enough, Dr. Ron Jackson will present the latest information on bonding techniques and materials. Jackson’s lectures are always overflowing into the hallway so get to his room early!

Combining the medical component with dentistry to address snoring and sleep apnea, the IACA will feature a panel of medical specialists, including Dr. Brian Allman, a diplomat in dental sleep medicine; Dr. Ronald Mathiasen, an otolaryngologist; Dr. Samir Damani, a cardiologist; and Dr. Michael Lucia, a pulmonary specialist.

This panel will present a unique model for working with various medical specialists in the treatment of sleep disorders as demonstrated in their own community. This program will demonstrate how their method increases referrals from the medical specialists to the dentists working with dental sleep medicine.

Throughout the country, dentists are becoming more involved in their patients’ overall health, including providing sleep appliances to address snoring and alternative devices for sleep apnea.

In California specifically, the California Dental Association is currently developing a policy statement regarding dentists being involved with sleep apnea or snoring treatments. Many of these aspects will be discussed during the panel discussion at the IACA San Diego meeting, as well as individual lectures.

This is a great opportunity to learn what will be required as a dentist to provide this care. After you attend this presentation you will know treating sleep disorders in dentistry is more than just sending models to a lab! (Or maybe you prefer to raise your liability insurance coverage?)

If you are also attending the AGD meeting, held at the same time in San Diego, AGD attendees can take advantage of a special offer on Saturday to make it more attractive for this important subject of dental sleep medicine. AGD members can show their badges and attend any of the daytime presentations at the IACA, held at the Grand Hyatt on the Bay, on Saturday, July 30, for $195.

You may access the full IACA schedule at www.theiaca.com to see what other courses are offered that day, including another presentation by Dr. Brian Allman about complex sleep cases that involve both TMD and sleep apnea.

In the high-tech arena, Dr. Peter Pang will give you “Lasers from A to Z.” Pang is the scientific chair of the Academy of Dental Lasers. A workshop will be held on the I-Tero equipment that will give you a hands-on experience in utilizing this fantastic new technology.

Check the IACA schedule online to see the other workshops being offered over these three jam-packed days for the best C.E. you can find for the money. In addition, several past attendees said they got enough in tips just standing in line talking to other attendees to save enough money to pay for all the other meeting expenses.

If you are interested in orthodontics, you may wish to schedule time for Dr. Jay Gerber’s presentation on ortho and TMD occlusion issues. There is also the presentation by Dr. John White on “Getting the Most Out of Invisalign—Hint: It’s Not ‘Fire and Forget,’ that you will not want to miss either (don’t worry, they’re not booked at the same time).

There will be presentations for the entire dental team. Sherry Blair, Jill Taylor, Ginny Hegarty, Mike Milne and Jurgen Seger are some of the names your hygienists, assistants, office managers and lab techs will want to hear. (Yes, invite your lab tech if you want his or her work to improve!) Dr. Mark Duncan will provide an update on the latest equipment and materials that are now available. This will give you the information to make your own decision as to whether a product is ready for you or not. How many new products have you purchased over the years that you brought home and never used?

A real treat this year will be to have a Saturday evening celebration on the aircraft carrier, the USS Midway (included in the registration fee for the meeting). Each day will start out with a stimulating presentation to inspire you in your aspiration to accomplish all you wish for your dental practice. You may need this type of personal experience because reading a book or just listening to some recordings is not the same; and a magazine article is not enough.

Buffet meals are provided each day of the meeting and are included in the registration fee (just don’t invite the guy from the off-ramp!). Each year the meals have been outstanding and not what you might expect as “meeting meals.”

Please visit www.theiaca.com and check it the information found therein then register. Finally, you’ll come to San Diego July 28-30, and hopefully, have the best experience you have ever had at a dental meeting.