Find it in Atlanta: ‘Foundation for the Future’ of dentistry

Education, exhibits, entertainment at 103rd Hinman

The Thomas P. Hinman Dental Meeting — one of the nation’s leading dental meetings and a comprehensive source of continuing education in dentistry — will provide a “Foundation for the Future” in Atlanta from March 26–28. The 103rd Hinman will feature more speakers than ever before, with 85 leading dental authorities, plus more than 250 courses; a new GOLD (Graduates of the Last Decade) Program, “Career Connections” to match employers with candidates, all-day educational tracks for dentists, dental hygienists, assistants, laboratory technicians and office staff; and more than 430 companies demonstrating the latest products, services and clinical techniques in dentistry.

“Hinman offers the very best in continuing education and world-class exhibits that help build a foundation for the future for everyone in attendance,” said Dr. Dave Lee, general chairman of the 2015 Hinman Dental Meeting. “We have assembled truly the best in the profession, more speakers than ever before, as well as special programs and courses designed to elevate learning for our more than 22,000 dentists and dental professionals who attend our annual meeting.”

Continuing education program
Across three days, Hinman will offer more than 250 courses, including 72 participatory and interactive courses, giving dental professionals an opportunity to learn new procedures, as well as fine-tune their skills. The new GOLD Program, designed for dentists graduating in the last 10 years, provides critical clinical and business guidance to enable long-term success in independent practice ownership. The program is on Friday, March 27, from 8 a.m.–5:30 p.m. and features key experts in dentistry, including Imtiaz Manji, John Connolly, Charles Loretto, Dr. Mark Hyman, Dr. Mollee Winston, Dr. Lee Ann Brady, Dr. Steve Ratcliff and Kirk Behrendt. Special course topics range from live patient courses on TMJ occlusion and implants and disturbing trends in dentistry to a live court case and Botox and dermal fillers. This year, Hinman also offers unique course pairings that combine speakers who address both diagnosis and therapeutics for select topics. A “Hinman Study Club” program will be provided by Georgia Regents University speakers on

More than 430 companies demonstrating the latest in dentistry, will be in the exhibit hall at the 103rd annual Thomas P. Hinman meeting in Atlanta, March 26–28.

Photo Provided by www.dentaltribune.com

• See ATLANTA, page A4

NEWS
A2–A4
• Beavers’ teeth reveal way to toughen enamel
• Root Canal Awareness Week: Americans say, ‘I would rather have a root canal than the flu’

EVENTS
A8–A12
• In May: JDIQ, ‘Canada’s largest bilingual dental meeting’
• Earn C.E. on family vacation at Smiles in the Sun
• Pediatric dentists convening in Seattle from May 21–24
• Florida Dental Association meeting focuses on career and life balance
• AGD plans ‘Golden Opportunity’ in California
• In Jamaica: Five days of comprehensive implant training

INDUSTRY NEWS
A14–A16
• Rhein’83 threaded spherical interchangeable attachments have threaded titanium sleeve option
• PNC Bank: Planning for partial retirement takes extra planning for dentists
• Planet Success: Reputation management facts for today’s dentist
• LM Dental’s LM extraction instruments combine ergonomics, Scandinavian design
• Obsessive quality control starts at molecular level

More than 430 companies demonstrating the latest in dentistry, will be in the exhibit hall at the 103rd annual Thomas P. Hinman meeting in Atlanta, March 26–28.

Photo Provided by www.dentaltribune.com
Beavers reveal way to toughen enamel

Researcher find protection against caries in structure of beavers’ teeth

Beavers don’t brush their teeth, and they don’t drink fluoridated water, but a new Northwestern University study reports beavers do have protection against tooth decay built into the chemical structure of their teeth. This pigmented enamel, the researchers found, is both harder and more resistant to acid than “regular” enamel, including that treated with fluoride. This discovery is among others that could lead to a better understanding of human tooth decay, earlier detection of the disease and improving on current fluoride treatments.

Material surrounding the nanowires

Layers of well-ordered hydroxyapatite “nanowires” are the core structure of enamel, but Derk Joester and his team discovered it is the material surrounding the nanowires, rich in iron and magnesium, that controls enamel’s acid resistance and mechanical properties.

Enamel is a complex structure, which makes studying it challenging. Joester’s team is the first to show unambiguously that this “amorphous” (or unstructured) phase exists in enamel, and they are the first to show its exact composition and structure.

“We have made a really big step forward in understanding the composition and structure of enamel — the tooth’s protective outer layer — at the smallest length scales,” said Joester, lead author of the study and an associate professor of materials science and engineering in the McCormick School of Engineering and Applied Science.

“The unstructured material, which makes up only a small fraction of enamel, likely plays a role in tooth decay,” Joester said. “We found it is the minority ions — the ones that provide diversity — that really make the difference in protection. In regular enamel, it’s magnesium, and in the pigmented enamel of beaver and other rodents, it’s iron.”

The unprecedented imaging study of tooth enamel at the nanoscale was published Feb. 13 by the journal Science.

Dental caries is the breakdown of teeth due to bacteria (“Caries” is Latin for “rottenness”) and is one of the most common chronic diseases and a major public health problem, despite strides made with fluoride treatments.

According to the American Dental Association, $111 billion a year is spent on dental services in the United States, a significant part of that on cavities and other tooth decay issues. A staggering 60 to 90 percent of children and nearly 100 percent of adults worldwide have or have had cavities, according to the World Health Organization.

Experiments on rabbit, mouse, rat and beaver enamel

In a series of experiments with rabbit, mouse, rat and beaver enamel, Joester and his colleagues imaged the never-seen-before amorphous structure that surrounds the nanowires. They used powerful atom-probe tomography and other techniques to map enamel’s structure atom by atom. (Rodent enamel is similar to human enamel.)

The researchers subjected the teeth to acid and took images before and after acid exposure. They found the periphery of the nanowires dissolved (the amorphous material), not the nanowires themselves.

The researchers next identified amorphous biominerals in the structure, such as iron and magnesium, and learned how they contribute to both the mechanical hardness and resistance of enamel to acid dissolution.

Of particular interest to Joester and his colleagues was the pigmented enamel of the beaver’s incisors. Their studies showed it to be an improvement over fluoride-treated enamel in resisting acid. (The presence of iron gives the teeth a reddish-brown color.)

“A beaver’s teeth are chemically different from our teeth, not structurally different,” Joester said. “Biology has shown us a way to improve on our enamel. The strategy of what we call ‘grain boundary engineering’ — focusing on the area surrounding the nanowires — lights the way in which we could improve our current treatment with fluoride.”

The full title of the paper is “Amorphous Intergranular Phases Control the Properties of Rodent Tooth Enamel.”
EXPERIENCE ATLANTIS RESORT & CASINO
THE BAHAMAS
JULY 30 - AUGUST 1, 2015

MEET OUR DISTINGUISHED FACULTY AND GUEST SPEAKERS

Dr. Stace Lind  Dr. Rick Ferguson  Dr. Avi Scheritt  Dr. Michael Pikos  Dr. Michael Tischler

SAIL WITH US TO SUMMERS IN PARADISE
as we launch Paradise Dental Institute,
at our 1st annual working conference, exploring the theme:

NAVIGATING THE PAST,
SAILING TO THE FUTURE!

OFFICIAL LAUNCH PARTY
All white attire on the beach!

TUITION $1500

PRE-CONFERENCE PROGRAM
JULY 26 - 28, 2015
Single implant live surgery course:
Guided and Non-guided.

Limited Seating. Book now at www.summersinparadise.com or call (844) 229-7192.
Americans say, ‘I would rather have a root canal than the flu’

According to a recent survey by the American Association of Endodontists (AAE), 78 percent of respondents said they would rather avoid getting the flu than having root canal treatment. The same number also say they would rather avoid losing a permanent tooth, which is something root canal treatment can help keep from happening.

“Maybe it’s time to change the old, ‘I’d rather have a root canal...’ saying to ‘I’d rather have the flu...’ for something I really don’t want to do,” said AAE President Dr. Robert S. Roda, an endodontist in Scottsdale, Ariz. “The root canal procedures of your parents or grandparents are no more. Thanks to advancements in technologies and techniques, today’s root canal treatment is virtually painless.”

During its ninth annual Root Canal Awareness Week, March 22-28, the AAE wants to dispel myths surrounding root canal treatment and encourage general dentists to involve endodontists in case assessment and treatment planning to save patients’ natural teeth.

“Being part of a team of generalists and specialists is the best way to develop true multidisciplinary treatment planning and provide the greatest chance for good outcomes,” Roda said. “Together we provide patients with comfortable treatment and positive experiences resulting in high-quality care to help them save their natural teeth.”

A recent AAE study found that 94 percent of general practitioners have a positive or very positive perception of endodontists, and the same percentage agree that endodontists are partners in delivering quality dental care. By partnering with endodontists, general dentists can help patients feel less anxious. The AAE’s exhibit hall will be open to the public March 22–28, offering an opportunity to meet general practitioners to learn more about root canal treatment.

“The Root Canal Safety web page contains authoritative and reliable information about the safety of endodontic treatment, while debunking myths that root canals cause cancer or other health problems.”

Case examples with radiographs of successful endodontic treatment in difficult cases and encouraging general dentists to assess all possible endodontic treatment options to save the natural tooth.

The Case Difficulty Assessment and Referral Form offers guidance to help evaluate a patient’s condition and assess risk factors that may affect the outcome of treatment.

“Endodontic colleagues for excellence newsletter highlights clinical topics of interest to dentists who perform their own endodontic treatment and benefit from coverage of best practices and the latest advancements in the specialty.”

Endodontists: Partners in Patient Care is a video that explains what an endodontist is and how specialists work with general dentists to provide the highest levels of patient care. It is a great resource to show patients when a referral to a specialist is needed.

“By using these tools during Root Canal Awareness Week and throughout the year, general dentists ensure they are developing the best treatment plans to save natural teeth and keep patients satisfied.”

To help promote Root Canal Awareness Week, dental professionals can print the AAE poster to share in offices or clinics. For more information, visit www.aae.org now, follow the AAE on Facebook and Twitter or search #rootcanal.

(Source: AAE)

*A4* ATLANTA, page A1

Saturday, March 28, from 9 a.m. – 12:45 p.m., featuring topics such as anterior esthetics with crown lengthening, optimization of the implant site and 3D imaging with CBT.

There are a number of all-day and half-day educational tracks and courses for the entire dental team. Highlights include:

- *Botulinum Toxin for Best Therapeutic and Esthetic Outcomes OnDemand Training Module,* with Dr. Louis Malcmacher, on March 26 from 8 a.m. – 5 p.m.
- *Building a Better Business Office,* with Kirk Behrendt, Dr. Gary Dougan and Chuck Blakeman, on March 26 from 1-4 p.m.
- *Social Media Foundations,* with Tonya Lanthier, Laci Phillips and Denise Ciardellino, on March 26 from 1-4 p.m.
- *Hygiene from the Ground Up,* with Karen Davis, Dr. Samuel Low and Dr. David Wong, on March 27 from 9:30 a.m. – 12:30 p.m.
- *Laboratory Technicians Leading the Way to Excellence,* with Dr. Javier Vasquez, Skip Carpenter, Von Grow and Bill Marzian, on March 28 from 8:30 a.m. – 4 p.m.

**Meeting highlights**

In addition to a complete continuing education program, Hinman will feature more than 450 companies — located conveniently in one hall and on one level. Exhibitors will showcase new technology, equipment, products and services for the entire dental staff. The exhibit hall will be open to the public March 22–28.

**Tell us what you think!**

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by sending an email to feedback@ dental-tribune.com. We look forward to hearing from you!

If you would like to make any change to your subscription (name, address or to opt out) please send us an email at c.maragh@dental-tribune.com and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to six weeks to process.

**See ATLANTA, page A6**

*Photography/Provided by AAE*
Save Time and Money by the Bundle

BruxZir™ Implant Bundle
$395* includes

- Inclusive® Tapered Implant
- Inclusive® Titanium Healing Abutment and Impression Coping
- Choose from a BruxZir® Solid Zirconia Crown with Inclusive® Custom Implant Abutment or BruxZir Screw-Retained Implant Crown

BruxZir Solid Zirconia, the world’s most prescribed zirconia restoration, now comes as a complete tooth replacement solution. For about the same price as a crown and custom abutment, everything needed to replace a missing tooth is included. The bundle provides convenience and predictable treatment costs, and reduces the need to keep a supply of implants and prosthetic components on hand.

*Price does not include shipping or applicable taxes. Inclusive® is a registered trademark of Proorex DentalCraft, Inc.

For more information
888-786-2177
www.glidewelldental.com

GLIDEWELL DIRECT
CLINICAL AND LABORATORY PRODUCTS
This year’s Hinman Dental Meeting is offering unique course pairings that combine speakers who address both diagnosis and therapeutics for select topics. Photo/Provided by Hinman Dental Meeting

ATLANTA, page A4

open on Thursday, March 26, from 9 a.m. to 5 p.m.; Friday, March 27 from 9 a.m. to 6 p.m.; and Saturday, March 28 from 9 a.m. to 3 p.m.

There will be plenty of opportunity for dentists and dental professionals to shop the floor and get their product and equipment questions answered by exhibitors in an efficient setting.

This year’s meeting highlights also include:

• Thursday’s keynote session featuring Jenna Bush Hager, an author, journalist and daughter of former President George W. Bush.

• The “Dental Student Networking Event & Reception” held Friday afternoon at 4 p.m. to discuss topics not learned in school.

• A special prize program that features Hinman’s “Big Raffle,” raising money for scholarships and giving away multiple prizes. Tickets can be purchased during registration. Prizes include a grand prize (50 percent of the net proceeds earned from raffle ticket sales), a 2nd prize ($2,000 Ritz-Carlton gift card) and 3rd prize ($1,000 Home Depot gift card).

• Social activities, including a wine tasting event, AmericaMart shopping, a Hinman luncheon with Walter Reeves at the Atlanta Botanical Gardens, photo and video courses, an “Atlanta Brews” cruise of local craft breweries and brewpubs and golf outing at the prestigious Druid Hills Golf Club.

• Two Hinman signature parties — the always popular “Dentist Reception” with the Stephen Lee Band and a “Great Gatsby Auxiliary Reception” — both held on Friday night in the Omni Hotel.

Scholarship program

As a nonprofit organization dedicated to the advancement of the dental profession, the Hinman Dental Society will present scholarships and gifts totaling more than $250,000 to approximately 90 dental, dental-hygiene, laboratory-technician and dental-assisting students at colleges and universities throughout the southeastern United States, as well as dental education groups and clinics. As in years past, the scholarships will be presented at the “Scholars’ Luncheon” held on Saturday during the meeting.

In addition, Hinman will contribute 50 percent of the proceeds from the “Big Raffle” to fund dental scholarships. During the past 14 years, the Hinman Dental Society has contributed more than $6.5 million in scholarships and large gifts in support of dental education.

Registration process

Interested attendees can find detailed information about the 2015 meeting and register online at www.hinman.org.

The Hinman tradition

The Hinman Dental Meeting is designed with a commitment to quality and professionalism and a high regard for the value of continuing education. The Hinman program meets the continuing education requirements set by the Academy of General Dentistry and state boards of dentistry.

For additional information about the Thomas P. Hinman Dental Meeting, you can visit online at www.hinman.org or you can telephone Sylvia Ratchford, executive director, at (404) 231-1663.

(Source: Hinman Dental Meeting)