**Product News**

**Custom design delivers balanced, even lighting**

The Canon G12 digital “dental” camera from PhotoMed is designed to enable you to take all of the standard clinical views with “frame-and-focus” simplicity. The built-in color monitor lets you precisely frame your subject, focus and shoot. It’s that easy. Proper exposure and balanced, even lighting are assured. With the camera’s built-in flash, the amount of light necessary for a proper exposure is guaranteed, and PhotoMed’s custom close-up lighting attachment redirects the light from the camera’s flash to create a balanced, even lighting across the field. Find all details at (800) 998-7765, www.photomed.net or at the American Academy of Cosmetic Dentistry Scientific Session (booth No. 100) or California Dental Association Presents (booth No. 2034).

(Source: PhotoMed)

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**You**

You know how important photographs are to your practice, but you don’t know who to turn to for advice. PhotoMed understands your needs and can help you choose the right camera. We also include a support and loan equipment program for the life of the camera so you have someone to turn to if you have questions.

**PhotoMed**

Dental cameras feature the best digital camera equipment available. The Canon G12, Rebel T3 and T3i are great choices.

Choosing a quality dental system for your practice doesn’t have to be difficult. Call the experts at PhotoMed and we’ll help you with all of your camera questions.

PhotoMed  www.photomed.net • 800.998.7765

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An optional oral cancer course isn’t a big draw because it doesn’t make money. And dental practices are a business. So when dentists have to choose a course, they typically need to choose a course that will grow their business. But a course on oral cancer is a course that will provide their patients the best care possible and potentially save lives. The ulcer in my mouth was a classic presentation of oral cancer. I could have been diagnosed early if my dentists and oral surgeons knew what they were looking at. At the very least, they should have questioned the initial biopsy. If you are out of dental school 20 years, and haven’t taken any C.E. in detection of oral cancer, how can you expect to be up-to-date on lesion recognition?

Do you talk about malpractice in your presentations? Normally, I don’t have time to get into details, but if it is brought up in Q&A, I answer honestly. Yes, there was a malpractice suit. There was negligence no doubt; however, I sued for two main reasons.

First, I didn’t want it to happen to someone else, and if they didn’t take responsibility for their actions, change wouldn’t happen. Second, I was abandoned as their patient. I want to believe that my dentists and oral surgeons didn’t know what to say to me after hearing about my late-stage diagnosis. Therefore, they didn’t say anything at all. They never called. I wished they would have said, “I’m sorry this happened to you. Is there anything we can do?” There are many ways to say you’re sorry without admitting guilt.

Your speaking schedule and other efforts look demanding. What motivates you? I was given a second chance at life. I work hard every day to seek out engagements to share my story with dental professionals. It’s a tribute to those who have come before me and an obligation to those who will follow. And there will be many, the numbers are going up, especially among young people because of the HPV connection. Every time I speak, I save lives. What could be more motivating?
The Canon Rebel T3i is the first Rebel model to include the ability to work with wireless flashes. This feature was previously reserved for higher end, professional cameras and enables the T3i to work with modern wireless macro flashes. Doing away with the flash power pack and cord results in a lighter, more balanced camera. The Rebel T3i is an 18 megapixel digital camera with articulating LCD screen and 1080p HD video mode. PhotoMed offers two wireless flash options for the T3i as well as two traditional macro flashes and four macro lens options. Find all details at (800) 998-7765, www.photomed.net or at the American Academy of Cosmetic Dentistry Scientific Session (booth No. 100) and California Dental Association Presents (booth No. 2034).

(Source: PhotoMed)