ADHA annual session features
Music City as lively backdrop

American Dental Hygienists’ Association
92nd annual session is from June 17–20

Dental hygienists around the nation are gathering at the Music City Center Convention Center in Nashville, Tenn., from June 17–20 for the American Dental Hygienists’ Association Center for Life-long Learning (CLL) at the 92nd Annual Session. According to meeting organizers, ADHA members, guests and exhibitors will come together as a community to reflect on the great strides dental hygiene has made in the past century and to celebrate the limitless possibilities of future advancements in the profession.

The annual sessions includes a variety of networking opportunities, a two-day exhibit hall (June 19–20), student programming, plenary sessions and more than 28 unique C.E. courses in six program tracks. The six C.E. tracks are: Clinical Practice, Public Health, Educator, Research, Professional Development and Student. It’s possible for an attendee to earn up to 20 C.E. hours at the meeting. Cost of the C.E. courses range from $30 to $60 depending on the course, enabling you to design your own program, limited to a total expense of your choosing.

ADHA’s Center for Lifelong Learning at the Annual Session is the nation’s largest meeting for the dental hygiene profession, typically attracting more than 2,000 attendees each year. For more information, you can visit the meeting website, www.adha.org/annual-session.

Exhibit hall
The two-day exhibition is on Friday, June 19, 2015.

Commentary

Earth Day perspective

By Patricia Walsh, RDH
Editor in Chief

Earth Day this year coincided with some of the best walking weather New York City has seen in a very long time. I was lucky enough to have been out of the office and up on an elevated park called The High Line. Once a stretch of railway designed to bring produce and other goods into the city, it is now a diverse landscape of natural beauty. Even on the hottest day, soft breezes flow up from the nearby Hudson River. It took about 10 years from conception to completion.

The dream of turning an abandoned railway into a public park, instead of tearing the structure down, was spearheaded by the Friends of the High Line (www.thehighline.org). Around 2000, a rail system sitting unused for decades had become a natural, messy, free-range sort of park. Never designed to ferry passengers, the rails were practically unreachable by humans. Birds dropped seeds, and the wind blew in the grasses. Those who wished to renovate wanted to keep what nature had started, but on a tamer, civilized scale. A bit of modern art and comfortable seating was thrown in for good measure.

You can’t help but be transfixed by the beauty of old brick warehouses juxtaposed against sleek shimmering modern buildings. Who knew rust could be so beautiful when it shares the sun with a field of yellow wildflowers? What was block upon block of decaying warehouses is now a vibrant revitalized area.

My favorite place to pick up a picnic lunch is the Chelsea Market. The site of the old Nabisco factory, it is a cornerstone of this park. The elevated railway was originally designed to keep people safe from the massive traffic jam of delivery trucks dodging a street level train. So many pedestrians were killed over the years that a street below is called Death Avenue for good reason. On this particular April morning, delicate narcissus flowers elighted elevated walkers and the varied scents of duty-free perfumes had replaced acrid locomotive fumes. Grassroots community effort has turned decay into beauty. Unless you know the history of the park, you might not see the overall big picture. We as dental professionals lose sight of the fact that we do the same thing on a small scale.

High above Manhattan’s busy streets, a stretch of New York City’s 1.45-mile-long High Line park inspires thoughts of transforming decay into beauty.

See PERSPECTIVE, page C2

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See PERSPECTIVE, page C2
The recently opened Music City Center, Nashville's newest events facility, hosts the American Dental Hygienists' Association annual meeting, June 17-20. Photo/Provided by Music City Center

ADHA's Foundation: Institute for Oral Health corporate matching day
ADHA's Foundation, the Institute for Oral Health, operates an informational and fundraising booth in the ADHA community center, staffed by volunteers, where ADHA members and student hygienists can make a tax-deductible donation.

The IOH corporate challenge grant sponsorship is a dollar-for-dollar donation match, with donations made by members matched by the participating company.

Plenary sessions
Plenary sessions are scheduled for Thursday and Saturday.

The Thursday, June 18, keynote presentation is at 8 a.m. and is open to all attendees and exhibitors. The speaker is Mike Rayburn, CSP, CPAE, an author, consultant, media and world-class guitarist with a reputation as an inspirational thought leader and one of the most in-demand and unconventional keynote artists in the world.

Drawing on his success as an entrepreneur and Carnegie Hall headliner, Rayburn promises to help you increase profitability and impact by inspiring your team to become "possibility thinkers" and virtuoso performers — all by asking the question, "What if...?" Rayburn uses his guitar skills and comedy to illustrate three tools designed to turn your team into an "army of innovators."

The keynote presentation on Saturday, June 20, follows the ADHA awards presentations, which begin at 8 a.m., and is open to all attendees and exhibitors. The speaker is Diana Nyad, who at the age of 64, in her fifth attempt, fulfilled her lifelong dream of completing the 106-mile swim from Cuba to Florida. She completed the grueling 53-hour journey on Sept. 2, 2013. In 2010, at the age of 60, she had started her “Xtreme Dream” quest of completing the 53-mile swim from Cuba to Florida. She completed the grueling 53-hour journey on Sept. 2, 2013. In 2010, at the age of 60, she had started her “Xtreme Dream” quest of completing the 53-mile swim from Cuba to Florida. She completed the grueling 53-hour journey on Sept. 2, 2013. In 2010, at the age of 60, she had started her “Xtreme Dream” quest of completing the 53-mile swim from Cuba to Florida. She completed the grueling 53-hour journey on Sept. 2, 2013.

When asked her motivation, Nyad said, "Because I’d like to prove to the other 60-year-olds that it is never too late to start your dreams." Nyad was unsuccessful in her quest in 2010 and tried two more times in 2011 and 2012 before completing the historic swim. Nyad has earned a reputation as a uniquely entertaining speaker.

(Source: American Dental Hygienists' Association)
What's lurking in your dental unit waterline?

Banish uninvited guests with DentaPure®
DentaPure iodinated resin bead cartridges, for municipal or bottled waterline systems, kill bacteria to provide safe water for an entire year.

One simple install. 365 days of pure water.

- No tablets, shocking, or distilled water required. Eliminates human error.
- FDA cleared and EPA registered antimicrobial product.
- Utilizes the same proven technology developed for NASA to ensure pure water in space.
- Meets and exceeds microbiological standards including 
  Q5AP, ADA & CDC = Less than 500 CFU/mL
- No hazardous silver. No special trash disposal requirements.

Call me pneumonia or legionella.

They skipped the tablets today.

Someone forgot to shock.

Actual photo of handpiece biofilm.
Dental unit waterlines can exceed bacterial allowance standards by as much as 20,000% due to biofilm buildup.

200,000 CFUs today! A new record!

Booth #707
Be sure to attend the DentaPure product presentation at Music City Center Nashville, Friday June 19. Times are approximate. Presentations begin at 10am, Crosstex is scheduled at 10:30am. Presentations are 10 minutes long.

DentaPure is a simple point-of-source iodinated resin bead cartridge that retrofits your unit's existing water bottle pickup tube (DP365B) or municipal waterline (DP365M).
Sikka Software leads retail health care into the cloud

Sikka Software, backed by Sierra Ventures and AEA Ventures, is revolutionizing the retail health care industry via its platform cloud, analytical tools, apps and big data leadership. Sikka delivers a command-and-control approach to driving performance that translates to success on your business.

Sikka Software offers software tools to help optimize busy practices in the dental market in the United States and Canada. With 32-plus Ecosystem Apps and more than 14,500 installations, the company is experiencing strong growth and market presence in the retail health care big-data space.

The Sikka Ecosystem continues to expand as its international network grows with respect to consultants, patients, manufacturers, medical device products, financial service providers and other cloud-based SaaS solutions.

"In all my years in dentistry, after all the products I’ve tested, software, equipment, etc. — I’ve never been more impressed with the capabilities of your product and the ‘can-do’ of your team. Honestly, I like to manage by numbers, but gathering those numbers takes so long. Now I’ll have them — effortlessly — and knowledge will be my power. I actually already told two dentists last night. Fantastic!”

– Dr Peter D. Boulden

One of the Ecosystem Apps is Patients Home Page®, described by Sikka as a revolutionary patient-portal solution with full communication services, campaigns, reminders, payments, insurance and appointment capabilities between you and your patients. Patient Home Page gives patients secure access to check appointment schedules, request an appointment, examine statements and complete new patient forms. Patient Home Page built-in messaging system enables you to communicate better with your patients. Send your patients appointment reminders, electronic statements and even text or email birthday greetings. Patient Home Page gives your patients 24/7 access to your front desk, increasing your visibility and communication.

For more information, you can visit www.sikkasoftware.com or contact Geoff Martin at Sikka Software Corporation at (408) 876-4040 or at Geoff.Martin@sikkasoftware.com.

(Source: Sikka Software)

Keystone holds inaugural Latin America seminar

Keystone Industries has been expanding its dental-industry boundaries wider than ever before over the past couple years and the impact was felt among members of the Latin American dental community this May.

The Sheraton Miami hosted Keystone Industries inaugural LATAM Dental Seminar, which was dedicated to customers from countries in Central and South America. The seminar, which was held May 20-21, provided attendees all the necessary training and knowledge to take their dental businesses to the next innovative level by using the Keystone product lines. Guest speakers and presenters touched on all the big sellers, as well as some lesser-known technologies, looking to hit the ground running in the Latin American market.

* See KEYSTONE, page C5

Attendees express their enthusiasm for Keystone Industries’ inaugural LATAM Dental Seminar, which is dedicated to supporting business growth of Keystone customers in countries across Central and South America.

Photo/Provided by Keystone Industries
Do you know what’s lurking in your dental-unit water lines?

By OASAP, CDC and ADA standards, to be considered safe, drinking water cannot exceed 500 colony-forming units (CFU/mL). Unfortunately, in many dental offices, non-compliant water can contain more than 100,000 CFU/mL due to the accumulation of biofilm in water lines. Excessive biofilm accumulation in dental water lines compromises hygiene and may present an infection-control risk.

Providing clean and safe water is the standard for Crosstex® DentaPure® dental unit water-line cartridges—an easy-to-use and cost-effective advanced clinical water treatment unit.

Using the same technology licensed to NASA for drinking safe water in space, DentaPure ensures that water consumed is treated to ensure microbial water quality below 200 CFU/mL. The cartridge contains iodinated resin beads, and 2 to 4 ppm of iodine is released as water passes through the resin matrix. The isotopic iodine is protein-free, so there is no risk of allergic reactions.

DentaPure is available in two versions. The B series installs directly into the unit’s independent water supply bottle, and the M Series installs directly onto the chair’s municipal system. The unit’s independent water supply bottle, the chair’s municipal system. The unit eliminates the need for complicated procedures and is easily installed in just minutes with no maintenance required. It provides pure water an entire year.

To install the bottle cartridge (DP365B), users simply:
1. Remove the dental unit’s water bottle from the manifold to reveal the bottle pickup tube.
2. Align bottle alongside the pickup tube to ensure the DentaPure cartridge can attach to it with enough space to fit inside the bottle—leaving ½ to ⅛ inch of space from the bottom of the bottle.
3. Once measured, cut the pickup tube and securely insert the included fitting.
4. Take off the white protective end caps and attach the cartridge to the fitting with a simple twist. Fill the bottle with water and return to manifold.
That’s it. There’s nothing else for users to do until next year when end-users receive a reminder to replace their DentaPure cartridge.

On the subject of monitoring and Crosstex iodine test strips (TEST): Both cartridges (DP365B and DP365M) last for one year and no test strips are required during this period, but if a clinician wants to test to ensure iodine content is above 0.5 ppm, Crosstex iodine test strips can be purchased. It is important to note that both DSC666 cartridges treat two lines of water, so if users run more water through the cartridges, they should use the iodine test strips to ensure that the iodine content exceeds 0.5 ppm. It is recommended to test every 20 liters after the 240.

To summarize, the many advantages of DentaPure cartridges include: no shocking, no tablets, no required distilled water, no paperwork for safe disposal, no special disposal requirements, no hazardous silver and no risk of caustic chemicals in your water lines.

And because DentaPure eliminates the need for tablets or the mixing of chemicals and requires no daily, weekly or monthly microbiologic testing protocols—the cartridges eliminate human error and cumbersome compliance protocols, saving hassle and labor costs.

According to the company, DentaPure is so effective that many universit systems and dental schools rely on it for compliance in their clinics. An FDA-cleared and EPA-registered antimicrobial product, DentaPure meets and exceeds microbiological water standards, including OASAP, CDC and ADA guidelines (EPA #912145-5 and FDA 510k #K929268, K929185).

What’s lurking in your customer’s dental unit water lines? Safety and compliance has never been easier with Crosstex DentaPure Waterline Cartridges. You can learn more in the Crosstex booth, No. 707, at the American Dental Hygienists’ Association annual meeting, June 17–20. Also, be sure to attend the DentaPure product presentation at the Music City Center in Nashville on Friday June 19. Presentations begin at 10 a.m., with Crosstex scheduled at 10:30 a.m. (times are approximate). Presentations are 10 minutes long. Learn more about the technology behind the company’s value statement—“DentaPure: Clean Water, Clear Choice.”

(Source: Crosstex)

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**KEYSTONE, page c4**

Dennis Urban, CDT, a key opinion leader in the dental and denture field, who has given lectures around the world, gave his presentation on removable technology followed by a live demonstration of denture processing with Diamon D Acrylic and the Tecnolask. Keystone’s new microwavable denture flask.

On top of this big hit, Mike Prozzillo, vice president of sales, and Derek Keene, vice president of marketing, spoke to the attendees about mouthguards and thermoplastics Keystone offers, as well as how important Pro-Form mouthguard protection is to athletes in the United States. “The movement for oral protection is spreading into Central and South America through sports like soccer (futbol), MMA fighting and boxing. With our biggest and best customers from these countries south of the United States attending this seminar, it was very beneficial for their market,” said Prozzillo.

Other speakers at the seminar included Sales Manager Wayne Allen, who shared knowledge and expertise of the acquired Iossworth product line and the benefits it provides to dental practices, and Meg Shank of Apavia, a company that recently became exclusive international partners with Keystone for water filtration technology, who spoke about the impact and importance of water filtration in dentist offices and how it will be growing over time.

Throughout the two-day seminar, attendees were highly informed and trained on cutting-edge dental products, and they have given rave reviews of the overall event.

Keystone Industries, a privately held company, founded in 1908, has maintained a strong reputation for producing innovative, high-tech dental products in both the operatori and laboratory realms.

According to the company, its dedication is driven by the need to provide customers with the finest quality materials while developing products that meet and surpass customer expectations. These expectations have continued to excel as the company has moved forward with expansions around the globe.

(Source: Keystone Industries)
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