

# today



### Exhibit hall fun

Play some games, get free samples and check out the latest, greatest digital technology in the GNYDM exhibit hall.

»pages 4-12



### 'The comeback'

After a tragic fire, these dentists share how they were able to rebuild and why they will always #RelyOnHenrySchein.

»page 20



### 280 degrees of suction

Ivory ReLeaf by Kulzer offers time-saving uninterrupted suction throughout the entire oral cavity.

»page 24

• Greetings from the Greater New York Dental Meeting! An attendee stops for a souvenir photograph under the glass ceiling of the Jacob K. Javits Center on Sunday, opening day of the 2018 event. (Photo/Jahmel Charles, *today* Staff)



## Greater insight

By Robert Selleck, *today* Staff

■ In today's ever-expanding online world of endlessly scrolling "verified-user" reviews and near immediate delivery of virtually any product or service, many continue to predict the end of face-to-face conferences because of the inconveniences and time disruption.

But the predicted demise never seems to come for the world's top gatherings, and the Greater New York Den

»see *INSIGHT*, page 3



• Meeting attendees fill up all the seats for 'State of the Art Restorative Dentistry,' presented by Dr. Ron Kaminer and Dr. Lou Graham Sunday morning in the live dentistry arena. (Photo/Jahmel Charles, *today* Staff)

## So much to learn at GNYDM

By Fred Michmershuizen, *today* Staff

■ Here at the Greater New York Dental Meeting, attendees have plenty of opportunities to increase their knowledge. The meeting is an ADA CERP and AGD PACE recognized provider. With courses being offered in the lecture halls and right on the exhibit hall floor, the possibilities seem endless.

Some of the "live dentistry" highlights today, being offered in Exhibit Floor Room No. 433, include: "State of the Art Indirect Restorative Dentistry – A 'Live' Patient Demonstration," being presented by Ron Kaminer and Lou Graham from 9:45 a.m. to 12:15 p.m.; "Minimally Invasive Guided

Tooth Preparation with Immediate Prosthetic Delivery 2018 – A 'Live' Patient Demonstration," presented by David Garber from 1:30 to 2:45 p.m.; and "Excellence in Restorative and Aesthetic Dentistry for the Comprehensive Dental Practice," being presented by Chiann Gibson from 3:30 to 5:15 p.m.

In addition, plenty of seminars, hands-on workshops and scientific poster presentations are being offered, not to mention all of the in-booth education being presented by many companies right in their booths.

Check the meeting app or your printed show guide for a complete list of courses.

**today** About  
the Publisher

Tribune America, LLC  
116 W. 23rd St., Suite 500  
New York, N.Y. 10011  
Phone: (212) 244-7181  
Fax: (212) 244-7185  
E-mail: [info@dental-tribune.com](mailto:info@dental-tribune.com)  
[www.dental-tribune.com](http://www.dental-tribune.com)

Publisher & Chairman  
Torsten Oemus  
[t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

President/Chief Executive Officer  
Eric Seid  
[e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

Group Editor  
Kristine Colker  
[k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

Managing Editor  
Fred Michmershuizen  
[f.michmershuizen@dental-tribune.com](mailto:f.michmershuizen@dental-tribune.com)

Managing Editor  
Sierra Rendon  
[s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

Managing Editor  
Robert Selleck  
[r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

Product/Account Manager  
Humberto Estrada  
[h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

Product/Account Manager  
Maria Kaiser  
[m.kaiser@dental-tribune.com](mailto:m.kaiser@dental-tribune.com)

Product/Account Manager  
Jordan McCumbee  
[j.mccumbee@dental-tribune.com](mailto:j.mccumbee@dental-tribune.com)

Client Relations Coordinator  
Leerol Colquhoun  
[l.colquhoun@dental-tribune.com](mailto:l.colquhoun@dental-tribune.com)

Education Director  
Christiane Ferret  
[c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)

Accounting Department  
Nirmala Singh  
[n.singh@dental-tribune.com](mailto:n.singh@dental-tribune.com)



Published by Tribune America  
© 2018 Tribune America, LLC  
All rights reserved.

today Greater New York Dental Meeting Show Dailies Vol. 13 appear during the Greater New York Dental Meeting in New York City, Nov. 25 to Nov. 28, 2018.

Tribune America makes every effort to report clinical information and manufacturers' product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers.

Opinions expressed by authors are their own and may not reflect those of Tribune America or Dental Tribune International.



• In booth No. 2626, Sara Lelchuk, 3Shape territory manager in Florida, describes how 3Shape Academy Trainer Samantha Samayao is using the Trios 3 wireless digital scanner and Move display to scan patient-model Leidy Duque. (Photos/Robert Selleck, *today* Staff)

**INSIGHT** \*from page 1

tal Meeting powerfully illustrates two key reasons why: The virtual world has yet to reproduce the tactile experience of actually holding a dental instrument or standing in front of a full-mouth scanning system while picturing it in your practice; and even more important, no number of reviews, articles or comment threads can replace the insight that comes from spontaneous encounters with colleagues and thought leaders in classrooms, social gathering, hallways and, of course – in the exhibit hall.

The opportunities feel endless.

In the Henry Schein booths alone, including Nos. 4125, 4225 and 4627, new product demonstrations feature 3Shape TRIOS MOVE, DEXIS Titanium, Planmeca PlanMill 30 S; Tech-Central OmniCore and Dentrax G7 featuring Smart Image from Henry Schein One. Henry Schein representatives also are available to discuss the expanded portfolio of practice solutions from Henry Schein Business Solutions and Henry Schein Financial Solutions, including Henry Schein Dental Business Institute, the Henry Schein Practice Analysis tool, and the latest integration of CareCredit with practice manage-



• Dara Saeed, PhD, from Erbil, Iraq, which is in the Kurdistan region, gets a feel for microdentistry in the Global Surgical Corp. booth, No. 2500B.

ment solutions, Dentrax and Easy Dental from Henry Schein One, which offers practitioners more financing options for patients. The company is also hosting live events as part of its Classroom series, featuring tips and tools for a productive practice, esthetic solutions for pediatric dentistry, handpiece equipment repair and many more topics to help enhance practice success.

At the other end of the spectrum, Sunday afternoon, through its Henry Schein Cares foundation, Henry Schein is involved in a dental student competition hosted by the Dr. Edward B. Shils Entrepreneurial Fund and

the Hispanic Dental Association with Dentsply Sirona, Colgate and the AEGIS Dental Network. Students from NYU, Columbia, University of Pennsylvania, Tufts and the University of Texas at Houston are competing for start-up project funding. They quick pitch their ideas to a demanding dental industry judging panel that includes Bruce Lieberthal, Henry Schein chief innovation officer; Olivier Schiller, Septodont CEO; Dr. Terri Dolan, Dentsply Sirona chief clinical officer; Dr. Matilde Hernandez, Colgate Oral Pharmaceuticals scientific affairs manager and Angel Figueroa, I-LEAD Charter School chief executive officer.

Back in the exhibit hall, in the Convergent Dental booth (No. 4606), you can work hands-on with the Solea all-tissue laser. In the Global Surgical booth (No. 2500B), you can test out what microdentistry feels like with one of the two microscopes on display – and learn how a growing number of practitioners are linking microdentistry with laser dentistry.

And of course, for those two booths alone, there are any number of alternative companies to hunt down with similar equipment for your practice. They're more than ready to guide you through a hands-on demonstration and offer insights that only in-person questioning seems able to generate.



• Sean Etherson, Rod Bahjat and Mike Polley in the Biodent booth (No. 722). Biodent, here with its Ultratooth, a fully functional immediate tooth replacement system, is a first-time exhibitor.



• James Espinosa in the Dentatus booth (No. 1714) displays the Atlas narrow-body implant system. Be sure to ask about the show-special 20-percent off on both the Atlas and Anew systems.



• In the Elevate Oral Care booth (No. 927) Melinda Crawley helps a clinician interested in the company's line of varnishes, which represents just one segment of the company's selection of preventive-care products, including the popular Just Right 5000, a metered-dosed, prescription-strength fluoride toothpaste.



• Sunday's Scientific Poster Session attracted steady crowds during the live presentation period.



• From left, James Harding, Henry Schein; Kevin Bunker, Henry Schein One; Bete Johnson, CareCredit; Shirley Misiak, CareCredit; and Rhett Burnham, Henry Schein One, gather in the Dentrrix area of the Henry Schein booth (No. 4627) following an announcement by Henry Schein that CareCredit, a Synchrony financial services company and leading provider of patient financing, is integrating into the Dentrrix and Easy Dental practice-management software solutions. The integration offers dental and veterinary practices more financing options for patients and pet owners. 'It's two great companies working together ... to benefit all of our customers,' said Johnson, CareCredit senior vice president dental. Burnham, Henry Schein vice president product management, said, 'This is just the beginning. We see lots of possibilities in the revenue management space.' Burhnam said the integration would result in big efficiency gains for Dentrrix practices.



• Henry Schein Vice President, Global Professionals Relations Steven Kess, who also is president of the Dr. Edward B. Shils Entrepreneurial Fund, welcomes attendees to Sunday's Dental Student Competition and Social Entrepreneur Experience.



• If you have young patients, it's worth a visit with Lauren Smith in the Ortho-Tain/HealthyStart booth (No. 2412), to learn how you can straighten your young patients' teeth with no braces and address the root cause of their sleep-disordered breathing.



• In the Glidewell Laboratories booth (No. 4413) Justin Chi, DDS, CDT, director of clinical technologies, holds a zirconia crown milled in the fastmill.io™ In-Office Unit, which enables you to mill sintered zirconia and other materials in minutes right in your practice.

Photos by Robert Selleck, today Staff