

APS Seeks Presenters for Chicago Meeting

Do you have a unique removable or fixed prosthetic technique? Would you like to share your knowledge in a scientific setting? Here is your opportunity to network on an educational level at a prestigious international dental meeting.

Dental laboratory technicians are invited to present a table clinic at the 80th Annual Scientific Meeting of The American Prosthodontic Society, Materials, Techniques, and Biology for Esthetic Outcomes of the Dental Restoration, Feb. 21-22 at the Westin Chicago River North Hotel.



The table clinic should be a concise presentation (fifteen minutes in length) of an idea, technique, research, etc., of prosthodontic interest and should not be a mini-lecture or commercial. Presentations must be self-sufficient, meaning no audio/visual equipment will be provided.

The deadline for the application is Dec. 1. Table clinics may involve more than one individual. One presenter, per table clinic, will have their meeting registration fee waived by the society. Additional presenters should register for the meeting and pay the registration fee. Monetary awards will be presented in various presenter categories.

Please direct any questions to Dr. John Ball at (214) 857-0798 and consult the APS Web site, www.prostho.org for updates.



Identalloy Expands to Ceramic Materials

Since 1985, the Identalloy Council has been raising health standards by providing documentation of the content of alloys used in dental restorations. Material developments in recent years have fueled an increasing number of alternatives to alloys for the fabrication of fixed and removable prosthetics especially in the area of Ceramics.

In response to the market trends the Identalloy Council has formed a new division IdentCeram. The IdentCeram division of the Identalloy Council will offer certificates documenting the use of Zirconia and Al Oxide based substructure materials along with certificates for Feldspathic Ceramics. All companies manufacturing and supplying these type products to the USA and Canadian markets are invited to participate by becoming licensees of the Identalloy Council.

The IdentCeram program will operate in the same manner as the current Identalloy program. Licensees joining IdentCeram will obtain two part certificates from IdentCeram and supply them to dental laboratories using the manufacturers product. Laboratories will retain one copy of the certificate with their case files and send the second part to the prescribing dentist for retention with the patient files. Being certain of the material in a prosthetic restoration is extremely valuable in future treatment planning/decisions as well as documenting insurance claims. There is no cost to laboratories or dentists to participate in the Identalloy programs.

The Identalloy Council Inc. is a nonprofit organization formed to raise healthcare standards through the documentation of alloys and ceramic materials used in dental restorations. For more information regarding Identalloy call (888) 577-2634 or visit www.Identalloy.org.

Senate Finance Committee Acts on SCHIP

The American Dental Association said it is disappointed that the U.S. Senate finance committee did not include a dental benefit guarantee in its version of legislation reauthorizing the State Children's Health Insurance Program (SCHIP). However, the association is pleased that the committee accepted language to provide \$200 million in grants to the states to address problems in children's access to dental care.

"This provision is a good step in the right direction," said ADA President Kathleen Roth, DDS. "But obviously, more needs to be done."

Sen. Olympia Snowe (R-Maine) and Sen. Jeff Bingaman (D-N.M.) will offer their amending language establishing a dental benefit guarantee in SCHIP when the full Senate takes up the legislation Their amendment would also guarantee a dental wrap-around benefit for children. The wrap-around corrects a flaw in current law that prevents otherwise eligible children from getting dental care under SCHIP due to the fact that they are covered by private medical insurance.

"Based solely on the positive discussion about the dental access amendment during the mark-up, we know that many senators, including Finance Committee Chairman Baucus and other committee members, are aware of the problem and understand that a dental benefit guarantee in SCHIP is important," Roth said.

More Than 2.5 Million People Worldwide Consider Dental Tourism in 2007

At least 2,544,000 people around the world will search the Internet for dental treatment abroad this year, according to Dublin-based Reva Health Network, a medical tourism search engine. In June alone, according to Reva, more than 212,000 consumers conducted 636,155 dental tourism-related searches globally on Google, Yahoo! and Microsoft's search engines.

The average value of overseas dental treatments inquired about specifically through Reva (excluding travel) is \$4,485, which compares to an average of \$12,150 for the equivalent dental treatment in the U.S. This represents a saving of \$7,665, or 63 percent.

The tables below highlight the considerable savings people can make by being treated abroad. A dental implant in Costa Rica would save an American 60 percent and a veneer in Mexico 73 percent.

Reva receives 600 dental tourism inquiries per week, leading to an expected total of more than 31,200 inquiries this year alone, according to the company. The average age of those enquiring about treatment was 42, 51.3 percent were male, and they contacted their chosen clinics approximately 10 weeks before they intended to travel.

The specific treatments inquired about were:

- 27 percent - dental implants
- 20 percent - veneers
- 16 percent - crowns
- 11 percent - teeth whitening
- 9 percent - bridges
- 6 percent - braces
- 11 percent - other treatments

"There are many good reasons why people are deciding to travel abroad for dental treatment, including long waiting lists and the potential for massive cost savings," said Caelen King, CEO, Reva Health Network. "Some of our users have saved over \$16,500 on the cost of treatment at home. Our mission is to give everyone the information they need to decide if travelling is the right option for them. This information is available now through our downloadable Dental Tourism Information Pack."



Industry Roundup

Market Moves

Sirona Dental Systems recently announced that rising sales of its successful inLab® CAD/CAM system to numerous United States Air Force, Army and Navy bases have positioned the unit as the leading CAD/CAM solution for military bases throughout North America and abroad. To date, more than 75 Air Force bases, 11 Army bases, and six Naval bases in the U.S. and abroad are using Sirona's inLab/iEos technology.

The **Identalloy Council** announces that **Indenco Dental Products Inc.**, located in Corona, Calif., has joined the Identalloy Council. Indenco Orion alloy is now listed with the Identalloy Council and will be able to provide the Identalloy PB (Predominately Base) certificates with all cases fabricated with Orion alloy. The alloy exhibits very favorable cytotoxicity test results and is Nickel and Beryllium free. Indenco specializes in supplying unique products and materials for the dental laboratory market. The president and CEO of Indenco, Tony Siragusa, is a long time dental industry veteran who uses his knowledge and experience to develop products that help dental produce quality restorations profitably.

The **Southern Illinois University School of Dental Medicine** received a \$500,000 commitment from **BIOMET 3i**, a Palm Beach Gardens, Fla.-based producer of dental products, the *St. Louis Business Journal* reported. "BIOMET

committed \$250,000 over five years as well as in-kind donations valued at \$250,000," according to the *Journal*. "The five-year donation will allow the school to enhance its postdoctoral implant program and expand its teaching curriculum for its pre-doctoral students, according to a release. The firm's in-kind support includes instruments, equipment, as well as an offer to possibly collaborate on research projects in the field of implant dentistry. BIOMET 3i's products are used at dental practices and dental implant clinics, including the SIU Dental Implant Clinic, located in SIUE's University Park."

Atlantis Components, Inc., announced it has successfully completed its \$9.8 million Series D Convertible Preferred Stock financing. This financing included new investor Signet Healthcare Partners. Previous shareholders ABV Holding Company, CID Equity Capital, Heron Capital Venture Fund I, Ironwood Equity Fund, Massachusetts Technology Development Corporation, and VIMAC Early Stage Fund also participated in the Series D financing. Proceeds of the financing will be used to increase market penetration of Atlantis in the dental implant marketplace.

Recent infrastructure and process improvements at **Atlantis Components, Inc.**, facilitated a reduction in delivery time, which enables laboratories to complete implant cases and restore patients to full function 33

percent faster. In addition, every Atlantis product has been granted commercial clearance by the FDA.

Dental technology company **Align Technology Inc.** reported a second-quarter profit that beat analysts' estimates and forecast third-quarter and 2007 earnings and revenue above Wall Street's view, sending its shares to a life high, according to Reuters. Shares of the company touched its life high of \$29.71 in early morning trade before trading at \$27.96, up about 8 percent from its previous day's close.

Awards and Appointments

Zhermack Inc., recently named **Todd Lester** sales and marketing director for the United States and Canada responsible for building the Zhermack sales team, managing distribution channels and developing and executing the sales and marketing plan. Lester began his career in the dental industry in 1993 with DENTSPLY/Caulk upon graduating from the University of Oklahoma with a B.S. in advertising.

The **American Academy of Cosmetic Dentistry** elected **Laura Kelly** as the organization's president. Kelly is the first dental laboratory technician and first female president of the organization.

James E. Mulvihill, DMD, was elected to the board of directors of **National**



BEGO USA



Kreyer and Ivoclar Vivadent

Wingrod Passes Away

NADL Past President Meyer Wingrod, 85, of Havertown, Pa., died July 31 at Delaware County Memorial Hospital.

He owned and operated Wood & Wingrod Dental Laboratory in Philadelphia until retiring in 1992. In addition to his service with NADL, he was past president of the Pennsylvania Association of Dental Laboratories. During World War II, he was a dental technician in the Army in North Africa, according to the *Philadelphia Inquirer*.

He is survived by his wife, Pamela Preftakes, daughters Sandy Brenner and Marcy Rosenthal; a sister; and two grandchildren. His first wife, Sylvia, died in 1984, and his second wife, Diane, died in 1986.

Industry Loses Rivard

NADL Past President Robert "Red" Rivard, CDT, died July 3 in the Rhode Island Veteran's Home.



A dental technician and a World War II veteran, he was active in the dental laboratory industry. He was the past president of the Rhode Island Association of Dental Laboratories in addition to his 1967 tenure as NADL president. He is survived by his three sons Wayne Rivard of Newport, R.I., Kenneth Rivard of Scituate, R.I., and Russell Rivard of Warren, R.I., seven grandchildren and two great-grandchildren. He is preceded in death by his wife, Virginia, and his brother Lloyd Rivard.

In lieu of flowers contributions may be made to Down Syndrome Society of Rhode Island, 99 Bald Hill Road, Cranston, RI 02920 in his memory.

Dentex Corp. at their annual shareholders meeting. "Dr. Mulvihill has had a distinguished career at the forefront of not only the dental industry, but also the broader healthcare arena," said Dave Brown, president and CEO of National Dentex Corporation. "We couldn't be more pleased and honored to welcome Dr. Mulvihill to our board of directors. We'll all benefit from his clinical and administrative perspective."

OrthoAccel Technologies, Inc., announced recently that **Joe Breeland** has been named vice president of sales and marketing. Breeland brings more than 20 years in the sales and marketing industry and 12 in the orthodontics industry to his role.

Noteworthy

The first annual **CDM Dental Lab** meeting promises to deliver an exciting weekend of education, entertainment and camaraderie for you and your entire staff. Join them Oct. 4-6 at the exciting Stratosphere Hotel in Las Vegas to learn the latest updates in advanced dental removable materials and design. Meet with like-minded colleagues, while listening to stimulating continuing education lectures and taking part in hands-on workshops. Contact the fun and friendly CDM Dental team at (888) 401-1126 for more information.

The **American Prosthodontic Society** is hosting its annual scientific meeting,

Materials, Techniques and Biology for Esthetic Outcomes of the Dental Restoration, Feb. 21-22 in Chicago. For additional information, contact Carol Bensky at aps@prosthodont.org.

Robert Kreyer, CDT, and the **Ivoclar Vivadent** faculty members hosted a two-day advanced removable prosthetic course from June 25-26. The course was designed for the experienced removable prosthetic technician who wants to increase their personal proficiency, productivity, and clinical communication skills. The intensive hands-on participation course highlighted esthetics, occlusal options, gingival wax contouring, implant processing techniques and extending their laboratories existing prosthetic product line to include implant retained overdentures.

The **Ivoclar Vivadent** education team hosted a comprehensive training course in CAD/CAM Technology, featuring IPS e.max CAD and IPS Empress CAD, on June 28-30. The course, held at IOAD, focuses on the design and milling of substructures from IPS e.max CAD and IPS Empress CAD.

On May 2-3, **BEGO USA** held a crown and bridge course for Bethesda Naval Hospital at their training facility in Lincoln, R.I. Participants included **Craig Neitzke, Jennifer Sabol, Dr. John VanDerCreek, Ann Behrends, Dr. Gerald Grant, Dr. David Bell Jr., Lt. John Petrini Jr.** and **Dr. Kathleen Kenny**.



Ivoclar Vivadent



Lester



Nobel Biocare Has New CEO

Heliane Canepa (pictured) is relinquishing the helm of Nobel Biocare. Domenico Scala will take her place as CEO effective Sept. 1. Canepa leaves Nobel Biocare after six years of successful activity in growing the company, which expects above market sales growth for the first half-year 2007, according to the company.

“The change at the executive top of the company is the result of a planned succession process. The board of directors has taken the decision in coordination with the CEO one year ago. In order to guarantee a sustainable and successful development of the company in an increasingly complex and competitive environment, the succession planning should be executed in time and in a position of strength. With Domenico Scala the board of directors appoints a leader with proven experience in a science based multinational company,” according to a written statement. “Under the leadership of Heliane Canepa, Nobel Biocare has developed from a pure manufacturer of dental implants into a comprehensive provider of dental solutions.”

Scala’s resume includes work with Syngenta International AG, Roche, Pnalpina and Nestlé. In 2004 the World Economic Forum elected him a Young Global Leader.

ADA and the Alaska Native Tribal Health Consortium Settle Litigation

The Alaska Native Tribal Health Consortium and the American Dental Association issued the following statement:

“We are pleased to announce that the Alaska Native Tribal Health Consortium and the American Dental Association have agreed to settle our legal dispute. With this chapter behind us, we pledge to cooperatively advance our best efforts toward improving the oral health of Alaska Natives.

“This settlement is a starting point for a new era of cooperation between the dental profession and the (consortium) and its affiliated tribal health organizations in exploring ways to improve access to dental care in rural Alaska. The issue that has divided us - our difference of opinion concerning the scope of practice of dental health aide therapists — will not deter our efforts to advocate for increased resources for dental care in rural Alaska.

“Our cooperative efforts will include:

- Developing dental residency programs to create a pipeline of dentists who could help alleviate the backlog of care in remote areas.
- Refining existing dental workforce models and developing new ones, including the ADA-developed community dental health coordinator, to expand the availability of oral health education, prevention and treatment throughout the Alaska Native community.
- Coordinating the placement of volunteer dentists in tribal communities.
- Conducting an impartial, longitudinal study to determine the effectiveness of various workforce models ... in improving access to oral health and oral health care in tribal areas.

“In addition, both the (consortium) and the ADA pledge to continue our vigorous advocacy in Washington to ensure that Congress funds the Indian Health Service sufficiently to fill the excessive number of vacant dental positions in its dental programs.

“Finally, the ADA will contribute to the (consortium) foundation to support efforts to promote preventive oral health in remote Alaska. ADA and (the consortium) agree that prevention is the key to long-term success in improving oral health for Alaska Natives.”



Alaska Inuit village photo: Courtesy www.bigfoto.com