The Greater New York Dental Meeting has heart, helps educate New York City’s children

As the holiday season is a time for giving and helping others, the organizers of the Greater New York Dental Meeting (GNYDM) decided the 2008 meeting was the perfect opportunity to commence a new program focused on improving children’s oral health. The program, “Greater New York Smiles,” was made possible by joining efforts with the United Federation of Teachers and Doral Dentist of New York.

“We must teach our children the importance of oral health early in their childhood,” said General Chairman of the Greater New York Dental Meeting, Dr. Clifford Salm. In order to introduce “Greater New York Smiles” and other educational programs, the meeting expanded its exhibits and activities to an approximate 120,000 square feet.

Children from local schools in all five New York City boroughs traveled by special field trips to last year’s 84th annual GNYDM at the Jacob K. Javits Convention Center. There they received oral hygiene instruction in a child-friendly atmosphere. The program emphasized the importance of oral care in a way that the children could understand and showcased step-by-step tooth care utilizing proper brushing techniques.

Their visit began with the children viewing a film focused on increasing their knowledge about the significance of proper nutrition. One segment highlighted the effects of how eating various foods can impact oral health and why it is crucial to eat healthy foods. After the film, they watched a live demonstration that taught them about dental floss and showed them how to floss properly. Finally, the children had the opportunity to practice their newly learned brushing and flossing techniques at sinks on the exhibit floor under the supervision of GNYDM volunteers.

Upon departure, each child went home with a “goody bag” of dental treats that included a toothbrush, toothpaste, dental floss, erasers in the shape of teeth and a dental coloring book with crayons. To maximize attendance, the program ran for three school days—Monday, Tuesday and Wednesday—February 15–17.

On March 11, DOCS Education honored Tennessee dentist Dr. Anthony Carroccio with the title of 2009 Safe Sedation Dentist of the Year, an award that recognizes excellence in patient safety and comfort. Carroccio, who owns St. Bethlehem Dental Care in Clarksville, and his staff have treated nearly 1,000 patients using sedation dentistry. He has taken oral and I.V. sedation courses at a number of organizations, and is a diplomate of DOCS Education as well as a master of the Academy of General Dentistry.

In addition, March 15 was designated as Talk to a Sedation Dentist Day where sedation dentistry experts answered 64 calls from dental practitioners and patients between the hours of 9:50 a.m. and 5:30 p.m. EST.

Please call DOCS Education at (877) 525-5627 to speak to a sedation dentistry expert or to get connected with a dentist practicing sedation dentistry in your area because there are sedation dentists in every U.S. state. You can also visit DOCS online at www.DOCSeducation.com.

In addition, consumers with questions can call (888) 958-7972 or visit www.seeimagenow.com to find a sedation dentist in their area and to listen to patient testimonials.

Next year’s Sedation Dentistry Safety Week will take place from March 15–19.

New leadership at Milestone Scientific

Effective April 12, 2009, Leonard Osser, the founder of Milestone Scientific, took over the CEO position with the company. Osser is back in familiar territory as he held the CEO position with Milestone Scientific from 1997 to 2007.

“We expect 2009 to be our greatest year ever. The testimonials we’re receiving from STA customers on a daily basis are proof that dentists are eager to put down their syringes,” said Osser.

“The feedback we hear from patients is simply outstanding. There’s a huge patient base that simply finds the dental syringe to be a threatening instrument,” Osser said.

“Greater New York Dental Meeting at 370 Seventh Ave., Suite 800, New York, N.Y., 10018-1806; Tel. (212) 398-6922; Fax (212) 398-6914; e-mail info@gnydm.com.