Pundits at ADA event on eve of election

American Dental Association has liberal Robert Reich and conservative George Will on stage

The American Dental Association’s 153rd Annual Session and World Marketplace Exhibition is Oct. 18-21 at San Francisco’s Moscone Center.

The annual session brings together leaders in dental practice, research, academia and industry presenting more than 280 continuing education courses over four days. More than half of the lecture courses are offered free with registration. The World Marketplace Exhibition will feature more than 600 leading suppliers of dental products and services.

Political pundits Robert Reich and George F. Will will be featured as the 2012 Distinguished Speakers as part of the opening general session on Thursday morning, Oct. 18, just three weeks before the general election. Reich and Will will sit with ADA leadership for a candid Q&A session following their introductory presentations.

The ADA offers housing discounts at a variety of official ADA hotels in San Francisco. Discounts are available for air travel, car rental services and ground transportation. More information can be found at www.ADA.org/session.

As of Sept. 21, the registration fee for ADA-member dentists is $150. Non-member dentists or graduate students who would like to check out the ADA Annual Session for the first time can attend the session for a one-time discounted rate of $200, instead of the regular $1,550 rate for non-member dentists. These prices reflect rates after early registration ended Sept. 21. For details, visit the registration and housing section of www.ADA.org/session.

ADA365 extends the session

ADA365 is a new way to experience the ADA Annual Session. Also called a “hybrid meeting,” ADA365 offers a way to attend some annual session events online if you cannot make it to the meeting in person.

Dentists can log on to ADA365 through www.ADA.org/ADA365 using their ADA member number and the password “ADA365” (all caps).

There are more than 22 hours of recorded video content from the 2011 annual session already available on the site.

During the annual session (Oct. 18-21), members can log on to ADA365 to view events streaming live from San Francisco. These will include the six live-patient Education in the Round courses, the Open...
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A live chat function. Viewers will be able to ask questions of the speakers using the video streams live, viewers will be able to ask questions of the speakers using a live chat function.

Education in the Round
Education in the Round enables attendees to view live-patient procedures in a fully functional dental operatory in the convention center. Each course is $69. The 2012 lineup includes:

- Class II Resins Can Be Simple and Fast, by Gordon Christensen, DDS, MSD, PhD.
- Live Demonstration of Immediate Lower Denture Stabilization Using Mini Dental Implants, by Raymond Choi, DDS.
- Soft-Tissue Surgery for Augmentation of Keratinized Gingiva, by Jon Suzuki, DDS, PhD.
- Cone Beam Computed Tomography Level 1: Introductory Course
This course will provide the practitioner with a thorough knowledge of the principles behind CBCT, including CBCT image and technique selection, reducing radiation risk, understanding 3-D anatomical variations, recognizing key pathological processes, and the process of CBCT interpretation and reporting.

The course, which uses practical hands-on demonstrations with live-fire CBCT units, is presented by the American Academy of Oral and Maxillofacial Radiology (AAOMR). The course is offered on Oct. 18, 19 or 20 (Thursday, Friday or Saturday). A ticket is $750.

Hands-on cadaver workshops
Offered at the University of the Pacific, Arthur A. Dugoni School of Dentistry, the ADA Annual Session’s hands-on cadaver workshops offer seven unique workshop opportunities.

Six-three hour courses and one six-hour course are available. Take note that shuttle time will be required before and after each course.

Course ticket prices vary.

- Biopsy Techniques for the General Practitioner
- Crown Lengthening Workshop
- Local Anesthesia Human Cadaver Dissection Workshop
- Cadaver Dissection of the TMJ and Associated Structures
- Socket Grafting and Regenerating Bone Using Allograft
- Mini Dental Implants in 2012
- Anatomy of the Masticatory System: Clinical Application and Dissection

Lots of options for new dentists
If you graduated from dental school less than 10 years ago, there are a number of annual session offerings you might find of special interest and several meeting benefits worth noting.

- Access to more than half of the lecture courses is included free with the cost of overall registration.
- The meeting is Thursday, Friday and Saturday and a half-day Sunday (morning) to lessen the impact created by your being away from your dental practice.
- There are more than 280 clinical and practice management courses to choose from, including a “New Dentist Track” presented in partnership with the ADA New Dentist Committee. Courses include The Psychology of Pediatric Dentistry (506), Diagnosis-Based Pain and Infection Management (516), Full-Arch Implant Restorations (517), The Top 20 Game Changers of 2012 (6302), Advanced Social Media Marketing Strategies (course 6335); Dental Implant Restorative Workshop (course 7209); New Dentist Fast Track (course 7303), and Perinatal Oral Health and Dental Practice (7344).
- You can save time and money by doing all of your product research in one place: the expansive exhibit hall.
- The New Dentist Reception sponsored by Wells Fargo Practice Finance is an effective way for new dentists and students to network with colleagues, while also enjoying a casual gathering place.
- Last year’s reception drew a standing-room-only crowd. This year’s reception is Friday, Oct. 19 (5:30–7 p.m.) at BŌL Restaurant, considered by many to be San Francisco’s premier boutique nightclub and lounge destination, and it’s located just a half-block from Moscone Center. Tickets are $55 each (limit two per person) and include light fare and two beverage tickets per person.
- For new dentists in California, the Annual Session offers the two state-required courses each day of the meeting, the California Dental Practice Act and Dental Board of California Infection Control.

(Open image)