Get ready for the Pacific Northwest Dental Conference

The 2011 Pacific Northwest Dental Conference (PNDC) will be held June 16 and 17 (Thursday and Friday) at the Washington State Convention & Trade Center in Seattle. The meeting, sponsored by the Washington State Dental Association (WSDA), offers two days of continuing dental education with more than 30 nationally renowned speakers and a dental trade show of more than 550 exhibits. With over 8,000 attendees, the PNDC is the largest gathering of dental professionals in Washington.

“The Committee on the Pacific Northwest Dental Conference has again planned an unparalleled educational program for 2011, featuring some of the most highly regarded educators in the field of dentistry,” said Dr. Douglas P. Walsh, president of the WSDA, in a welcome message to attendees. “Our education program continues to showcase the art and science of dentistry.”

Following are some highlights of what is new and exciting at PNDC this year.

Live demos
On Friday morning, PNDC will present live demonstrations of some of the hottest in-office technologies, including two CAD/CAM systems — Cerec by Sirona and E4D by Henry Schein. Later that afternoon, 3M and Itero will present their digital impression systems. Each live presentation will use real patients in real-world applications that mimic conditions you’d find in your own practice — no typodont theoreticals, here. The three-hour sessions will feature cutting edge technology and award C.E. credits for attendance.

Expanded offerings
With more than 100 lectures and workshops, attendees will have even more to choose from when they purchase a full conference badge. Earn up to 14 credits in two days.

Exhibit hall
More than just the home of some 200 exhibitors, the exhibit hall is the place to be for drawings, giveaways and gifts. The PNDC will be reviving up attendees with coffee, massages and taking pictures of you with your

A new model for dental hygiene?

Today’s hygienist is doing much more than just perio charting, scaling and polishing. The number of risk factors that hygienists test for and assess requires the speed of a superhero to get these done in addition to standard procedures. In order to handle all these tasks better, perhaps it’s time to introduce a new position, the “risk factor manager,” to dental hygiene practice.

The American Dental Association (ADA) has joined forces with Sharecare, a new online resource that invites the public to submit health-related questions and have them answered by health professionals. The website was created by Mehmet Oz, MD, a physician who first began fielding questions on “The Oprah Show” and now hosts “The Dr. Oz Show,” and Jeff Arnold, founder of WebMD.

Investors include Harpo Productions, which produces Oprah Winfrey’s talk show, and Discovery Communications. Sharecare’s goal is to provide accurate, clear and concise health information from multiple points of view.

The website is located at www.sharecare.com.

“Sharecare’s partnership with the American Dental Association completes a necessary circle in total

ADA, Dr. Oz answer oral health questions
Pike Place Market: One of the oldest continuously operated farmer’s markets in the United States, Pike Place Market (www.pikeplacemarket.org) presides over a 9-acre historic district in the heart of downtown. The market features fresh fish and produce stands, arts and crafts, ethnic groceries and gift stores, vintage clothing, antiques and collectibles, international restaurants, cafes and food bars. Street musicians entertain at designated locales throughout the market.

The Seattle waterfront: Seattle’s natural deep-water harbor, Elliott Bay (www.seattlewaterfront.org), teems with trade, ferry boats, luxury liner cruise ships, sightseeing tour boats and myriad pleasure craft. Prime harbor views can be found on the city’s central waterfront, stretching along Alaskan Way from Pier 70 on the north to Pier 48 on the south. Midway, built atop Pier 59 is the Seattle Aquarium. Pier 66 is home to the Bell Street Cruise Terminal, homeport for luxury cruise liners bound for Alaska’s Inside Passage (a second cruise ship facility is located at Pier 90). At Pier 55 and 56, Argosy Cruises features decidedly smaller vessels for sightseeing trips and evening dinner cruises. Also departing from Pier 55, Tillicum Village offers a scenic boat trip to nearby Blake Island for a Northwest Coast Native American stage show. The Seattle Waterfront also features souvenir and gift shops and an array of Northwest seafood dining.

(Source: visitseattle.org)

Seattle attractions

The ADA will be a leading resource for the oral health content on the site, which launched in 2010, answering questions and providing information about various topics.

The ADA will join other top health associations currently on the site as Sharecare resources, including the American Cancer Society, American Heart Association, the American Association of Retired Persons, American Diabetes Association and several leading hospitals.

“In Sharecare, we saw the opportunity to bring the voice of the ADA and dentists to millions of people, providing them with the most credible and trustworthy oral health information there is and helping them achieve optimal oral health,” said Dr. Raymond F. Gist, ADA president.

The Sharecare platform not only will provide the credible oral health perspective from the ADA, but links to www.ada.org to expand upon answers and guide people to the in-depth dental health information resources of the ADA.

Oral health will be among 48 topics covered on the site. Consumers can also ask questions pertaining to cancers, fitness and exercise and mental health, among many other areas.

The ADA and Sharecare will immediately collaborate to add ADA answers to visitor questions about oral health and dental care.

Sharecare was founded in 2009 and is based in Atlanta. Its mission is to greatly simplify the search for high-quality health-care information and answer the world’s questions about health.

(Source: American Dental Association)