Science comes first at Aacd conference in San Francisco

Welcome reception at American Academy of Cosmetic Dentistry 2015 Scientific Session will be at California Academy of Sciences

The scientific sessions at Aacd 2015 in San Francisco are described by meeting organizers as “the world’s most comprehensive continuing education opportunity for cosmetic dental professionals.” In the lecture halls, renowned dental educators will present the key concepts in clinical cosmetic dentistry. May 6–9 at the Moscone West Convention Center. Dentists and laboratory technicians will have the opportunity at the 31st Annual Aacd Scientific Session to learn the latest techniques in a wide variety of in-depth hands-on workshops.

Continuing education credits
Scientific session attendees are eligible to earn certified continuing education credits for their participation at the Aacd Scientific Session. The Aacd is a recognized credit provider for the Academy of General Dentistry, American Dental Association and National Association of Dental Laboratories. The Annual Aacd Scientific Session is known for its entertaining and memorable welcome receptions, and San Francisco 2015 will be no exception. On Wednesday evening, May 6, after the annual membership meeting (a change in day from previous years), the Aacd 2015 Welcome Reception will take place at the California Academy of Sciences.

The facility has been described as “one of the most spectacular and unforgettable venues on Earth.” Home to an aquarium, planetarium and natural history museum, the science academy offers a universe of possibilities. The scientific session has a three-day exhibit hall that will be open from 11 a.m.–5 p.m. on Wednesday and from 11 a.m.–7 p.m. on Thursday and Friday. Learn more at www.aacd.com/sanfrancisco.

Toronto: A global approach to excellence

Aacd 2016 is setting sights north of the border

Next year, Aacd 2016 is jumping the border — to Toronto. Already coming together, the lineup of progressive, innovative educational programming being planned for Aacd 2016 promises to make attendees feel light years ahead in their profession. Aacd has a reputation for always trying to outdo itself to bring members and attendees the best in cosmetic dentistry education. For the 2016 annual meeting, organizers are committed to continuing to build on the meeting’s track record. In that vein, the 32nd Annual Scientific Session will have three themed days that will progress in subject and content. Themes of “design,” “implementation” and “realization” will bracket comprehensive, cumulative sessions designed to create positive influence on your practice the moment you’re back on the job. The Aacd Professional Education Committee reminds you that a passport will be needed for Aacd 2016, “but you will not regret the international travel after you profit from everything the conference and Toronto have to offer.”

On the shore of Lake Ontario, Toronto is Canada’s largest city and home to a diverse population of 2.8 million. It is the fourth largest city in North America and leads in sustainability efforts. Toronto is a global center for business, finance and the arts and is consistently ranked as one of the world’s most livable cities. The city is hosting the Pan-American Games this summer.


Easy to find an Aacd dentist

The Aacd recently unveiled new member-directory features that will make finding an Aacd member dentist easier than ever. The directory has a simplified user interface that enables prospective patients to easily navigate to find a dentist or lab technician based on member level, location or name. The search results display links to individual member profiles, which can be customized in a number of ways.

A basic, claimed-profile page can be customized to include a photo, an embedded Google map, contact information and limited patient reviews and scores. Aacd members who want to further customize their claimed-profile page can include an expanded biography, additional details about their practice, links to their website and social media accounts, and before-and-after photos of their work. With a pro account, it’s possible to include unlimited patient reviews posted to multiple review sites instantly.

Just as important, according to the Aacd, are the improvements behind the memory-directly profiles. Regardless of the amount of customization, all of the profiles are designed with the latest in search-engine-optimization strategies. This means that profiles will show up in all the major Internet searches, making it even easier for prospective patients to find Aacd dentists online.

American Society of Dental Aesthetics honors members

By David L Hoexter, BA,DMD, FACD, Aesthetics honors members

The American Society of Dental Aesthetics (ASDA) met this year in Baltimore for its 38th annual conference. Founded in 1976, the ASDA is considered the nation’s first esthetic dental society. Others followed, but only after ASDA founder Dr. Irwin Smigel courageously bucked the rigid, monolithic dental organizations of the era. He stimulated the public to want more appealing smiles and teeth, and he encouraged dental professionals to meet this challenge.

Companies started producing better and newer products and materials to enable dentists to provide better results. Public awareness and desire also grew, creating a watershed in dental esthetics. One major direction was opened by the appearance of their entire family — and the abundance and variety of products created to address that demand.

Smigel, with Dr. George Friedman, thereby protecting the public and dental professionals from abuse. A plethora of new dental groups were formed to educate the dental field about the ever-expanding numbers of new products and procedures. Still in a leadership role, the ASDA should be recognized for its important and seminal contributions to dental education and warmth. This was clearly evident during this year’s awards presentation when, as Smigel and partner/wife Lucia were presenting awards, they were surprised by the appearance of their entire family to help honor them. The couple was surrounded by their son and daughter with their spouses, as well as a sister, nieces, nephews and all of the grandchildren.

Dr. Robert Weller and Paul Belvedere were awarded lifetime achievement awards. Also worth noting, Robert Smigel, son of Dr. and Lucia Smigel, orchestrated much of the expansive dinner event. The acclaimed producer, known for his creative work with “Saturday Night Live” and other top television shows, provided top-quality entertainment and had me and the rest of the gathering in stitches.

Credit for organizing the meeting goes to Drs. Dan Ward, Elliott Mechanic, Freedman and Marvin Fier Mechanic and Ward raised the bar once again with quality educational offerings. Hands-on courses were plentiful and well attended. Among the commercial booths present, I was happy to see AMERICAS Co-promoting Wolf handpieces once again. These well-handled handpieces make it a pleasure to practice dentistry.

One of the events of this ASDA meeting was an arranged reception for all attendees and their guests at the National Museum of Dentistry, a Smithsonian Affiliate museum in Baltimore that comprises a building dedicated entirely to dentistry, one entire section of which is for just esthetic dentistry. And at its center is ASDA Founder Smigel, depicted in recordings and movies — with many of his insights on display. It is not to be missed by anyone in the oral health field.

I was there in the beginning, when three pioneering dental leaders decided to initiate and form this first esthetic society. Dr. Stan Behrman brought orthognatic surgery into the fold. Dr. Len Linkow, the pioneer in implants, brought implants. But it was Smigel who pursued and persisted to create what is now known as the esthetic field. The ASDA is noteworthy for another reason. It not only emphasizes all possibilities of education, techniques and products, but it is also based on the warmth of family members, guiding future growth. This was clearly evident during this year’s awards presentation when, as Smigel and partner/wife Lucia were presenting awards, they were surprised by the appearance of their entire family to help honor them. The couple was surrounded by their son and daughter with their spouses, as well as a sister, nieces, nephews and all of the grandchildren.

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As a patient, I expect the best care I can find. As a doctor, I want to deliver the best care possible. That takes us to the power of continuing education, and as doctors we are faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys, 99.7 percent said they love practicing dentistry, and of those surveyed, 92 percent said they enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

'Advanced Functional Dentistry: The Power of Physiologic-Based Occlusion’

While the programs at LVI cover the breadth of dentistry, the most powerful and life-changing program is generally reported as Core I, “Advanced Functional Dentistry: The Power of Physiologic-Based Occlusion.”

This program is a three-day course that is designed for doctors and their teams to learn together about the power of getting their patients’ physiology on their side. In this program, doctors can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning their practice and providing high-quality dentistry.

Whether he or she works in a solo practice or in a group setting, every doctor can start the process of creating comprehensive care experiences for his or her patients.

We will discuss why some cases that doctors are asked by their patients to do are actually dangerous cases to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary health care professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored and how the supporting soft tissue is the most important diagnostic tool you have — not simply the gingiva, but the entire soft-tissue support of the structures not just in the mouth but also in the rest of the body.

Comprehensive care

A successful restorative practice doesn’t need to be built on insurance reimbursement schedules.

An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patients’ needs and desires. Dentistry is a challenging and thankless business, but it doesn’t have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank-yous and hugs and tears that our patients bring to us, but only when we can change their lives. The Core I program at LVI is the first step on that journey.

That’s why when you call, we will answer the phone, “LVI, where lives are changing daily!”

LVI Core I three-day course enables dentist and team to learn together

By Mark Duncan, DDS, FAGD, LVIF, DICOI, FICCMO, Clinical Director, LVI

Las Vegas Institute for Advanced Dental Studies offers Core I, a three-day course for doctors and their teams. Photo/Provided by Las Vegas Institute for Advanced Dental Studies
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