

MAKE A DENTAL MEETING YOUR NEXT DESTINATION!

I was privileged this year to attend the IDS – The International Dental Show – in Cologne, Germany this past March. This is the biggest dental show in the world with nine floors of dental exhibits representing people and dental companies from all over the world. As this is the show where hundreds of companies release their latest products, I was able to play with and touch all of the latest dental technology. The IDS is both an exhausting and exhilarating experience as you literally see the future of dentistry right in front of your eyes.

Here are a few of the new things I saw at the IDS – Triodent, the makers of the V3 Ring, the best composite resin matrix system on the market, has introduced TrioTrays, the next generation triple impression tray. Get them if you don't already have them. They have finally figured out the way to handle the tongue and cheeks so it creates a perfect impression. They can be found at www.triodent.com

Lares Research has the PowerLase AT hard and soft tissue laser which is literally a self contained laser operator. It has both the hard tissue erbium laser so that you can perform your operative dentistry without anesthesia and a Nd:YAG laser which is excellent for soft tissue applications. Now that I and many other dentists have become more involved in overall facial esthetics, I learned at the IDS that this PowerLase AT laser also has an esthetic facial component and can do laser hair removal as well as skin resurfacing. Lares Research is also amazing for its 60 day trial with a money back guarantee. That is unheard of among dental laser companies and they have the same policy regarding their excellent handpieces. Lares Research makes some of the lightest and best handpieces on the market today. Check them out at www.laresdental.com

Dentatus was showing off their Atlas narrow diameter implant system which is an advanced mini-implant system that does not rely on O-rings and metal housings which makes it the easiest system to use. That is not me talking – that is many dentists that have made the switch from more complicated mini-implant systems. Sign up for a course or learn more about them at www.dentatus.com

Zila Pharmaceuticals www.zila.com was at the IDS showing off Vizilite Plus, the most popular oral cancer screening system used in dentistry today

because of its enhanced sensitivity, ease of use, and cost effectiveness. This is the oral cancer screening system that I talk about every week in my lectures and by far the most popular system out there among dentists.

If you have been to LVI, you know about a laboratory named Aurum Ceramics www.aurumgroup.com. Aurum Ceramics is one of the best kept secrets in dentistry. They have just released a the next generation no preparation veneer called Cristal Veneers – now you can have LVI type esthetics with a no preparation veneer at a very reasonable cost while eliminating the bulkiness of other products. This is certainly the next generation of no/minimal preparation porcelain veneers that will take the esthetics to a new level and please dentists and patients alike.

Here is what else I learned at the IDS - our dental meetings exhibit floors are too boring! At the IDS, many dental companies have built in cafes in their booths that serve coffee, tea and soft drinks all day as well as fresh fruit and even hors d'oeuvres. At about 5 PM is when the place really starts rocking with live bands set up in many of the booths and the drinks become a little more serious than Diet Coke. The simple reason is these companies want to not only have people visit their booths, but also have dental professionals stay longer so that they can talk to them about their latest products.

Here's the point, with nearly every meeting organizer, exhibitors, and dentists complaining that dental tradeshow attendance is declining, we need to look at new opportunities and venues to attract dentists and their teams back to the dental meetings by making their attendance more of a positive experience rather than an obligation. Let's learn to have fun at our dental meetings again by making the exhibit floors more experiential.

Some quick examples that have worked well here are the live patient treatment arenas on the exhibit floor of The Greater New York Dental Meeting. I recently spoke at the Sacramento District Dental Society Meeting where they have lunch for the attendees on the exhibit floor and even had a mechanical bull-riding machine. The Oregon Dental Association Annual Meeting where I lectured had buffet tables and free chair massages on the exhibit floor – the exhibits were mobbed with people and their attendance was up!

I know the Chicago Dental Society, Hinman, Yankee, and California Dental Association meetings have developed new ways to engage dentists and make

their meetings more interesting as well. Let's learn to have fun at these dental meetings and make them a destination that dental professionals certainly want to come to.

The economy will certainly get better. Dentistry, being a recession resistant industry, has great promise once the economy turns around. Let's all enjoy that future promise together and support our dental meetings.

Dr. Louis Malcmacher is a practicing general dentist in Bay Village, Ohio and an internationally known lecturer, author, and dental consultant known for his comprehensive and entertaining style. An evaluator for Clinicians Reports (formerly Clinical Research Associates), Dr. Malcmacher has served as a spokesman for the AGD and is a consultant to the Council on Dental Practice of the American Dental Association. He works closely with dental manufacturers as a clinical researcher in developing new products and techniques. For close to three decades, Dr. Malcmacher has inspired his audiences and consulting clients to truly enjoy doing dentistry by providing the knowledge necessary for excellent clinical and practice management. His group dental practice has maintained a 45% overhead since 1988. You can contact him at 440 892-1810 or email dryowza@mail.com . You can also see his lecture schedule at www.commonensedentistry.com where you can find information about his botulinum toxin and dermal filler training, building the best dental team ever, big case acceptance success! and sign up for his affordable monthly consulting programs, teleconferences, audio cd's and free monthly e-newsletter.