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*2007 Conference
Chicago, Illinois, July 19-21
Presented by:*



**2008 IACA Conference
Registration
Chicago Cubs Baseball
Giveaway**

Register for the 2008 IACA Conference that will be conducted July 30 - August 2, 2008, and you could be the winner of two sets of two tickets to the Chicago Cubs vs. Arizona Diamondbacks game at historic Wrigley Field Sunday, July 22 (the day immediately following the 2007 IACA conference in Chicago). The seats are in the 12th row behind home plate; the best seats in the house!

BRYSON'S BITS

Why should you attend the IACA Conference in Chicago ?

We are about a month away from the annual conference in Chicago . The IACA Board and I are putting the finishing touches in place. We are particularly proud of the quality and content that has been assembled for all of our members. Chicago promises to be three, fun-filled days packed with information and material to make you and your dental practice more successful. You will also be surrounded by dental professionals from all of over the world. In addition to having registered members from the United States and Canada , we also have registrants from as far away as Russia and Australia . The IACA has quickly become the most inclusive organization in dentistry.

In answering the question Why should you attend the IACA Conference in Chicago ? lets first look at the program. The IACA conference will help you to improve the care you provide for your patients while developing a successful practice. The IACA program contains not only clinical lectures, but also business management courses that provide beneficial information for operating a dental practice. In fact, the second day of our conference begins with a Panel comprised of some of the leading experts in dental practice management. The panel, moderated by Dr. Bill Dickerson, includes Drs. Roger Levin, Charles Blair, Joe Blaes, Matt Bynum and consultant Paul Sletten. You will have the opportunity to present your questions to each panelist.

Secondly, we are very fortunate to have support from

**Chicago's Best
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The Multi-Attraction Pass that allows you to do MORE for less! This pass will give you the choice of admission to over 25 of the best attractions, tours and activities in Chicago . It will allow you to do as much as you like each day for up to 1, 2, and 3 days. It will also allow you to tailor your own custom itineraries, allowing each of you to do what is most fun for you. And with unlimited flexibility, you can change your plans on the fly.

The Go Card is a credit card sized card and has many benefits. You will not need to pre-purchase tickets, deal with the hassle of tear-out coupons, or carry cash. Using a Go Chicago Card is simple and easy. Once you have the card you can go to a participating attraction, restaurant, or shop, present your Go Chicago Card and you are granted general admission at the attraction (no cash changes hands) or get a discount automatically.

**2008 Annual Conference
Walt Disney Swan & Dolphin
Orlando, Florida
July 30 - August 2**

**2009 Annual Conference
The Westin St. Francis
San Francisco, California
July 30 - August 1**

**2010 Annual Conference
Boston, Massachusetts
July 22 - 24**

**2011 Annual Conference
Vancouver, BC Canada
July 21 - 23**

some of the leading companies in the dental field. Our exhibit hall is filled with the very best in dental laboratories, supplies, equipment and technology. We are confident that the products and services offered by these companies will assist you in creating a successful practice. Without our partners we could not present the type of quality programs you have come to expect. Please show your support and appreciation by visiting the exhibition area and be sure to take advantage of IACA Specials offered.

Finally, dentistry tends to be an isolated profession. As dentists we can be stuck in our own little world, and not know where to turn for answers to our questions. This quickly builds frustration and can lead to practice dissatisfaction. The fellowship you will experience at an IACA meeting will energize you and make you proud to be a dental professional. You will be surrounded by an atmosphere of sharing and camaraderie. Nightly receptions allow you to meet and socialize with dentists from around the world.

Chicago is a great city and perfect family destination. Please check our website and click on the links for Chicago social activities. The IACA Board and I look forward to seeing all of you in Chicago . You can register online at www.TheIACA.com. - **Randy Bryson**

Notes From Your Editor

Dan Jenkins DDS, FICD, Certified Dental Editor - AADE

VALUE

Gregory Hines was considered the best tap dancer in the world. Even other dancers were amazed at his moves. He seemed to keep on getting better and coming up with new moves and routines. During an interview he was asked how he could keep coming up with new ideas instead of becoming stale and just repeating his already fantastic dance. He responded that he routinely went to see other dancers acts. He would travel a thousand miles and spend thousands of dollars to learn just one new step.

That might seem like a lot of money to spend but like track athletes who will work hard to cut a tenth of a second off of their time, Gregory Hines had learned the value of true continuing education. While he probably spent more in learning just one new step, it was what

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Sahag Mahseredjian, DMD

Enhanced Sympathetic Cardiac Modulation in Bruxism Patients, Harald Marthol, Sven Reich, et al., *Clinical Autonomic Research*, Vol. 16, Nr. 4, August, 2006.

Sleep bruxism, an oral parafunction including teeth clenching and grinding, might be related to increased stress. Sympathetic cardiac activity was monitored in bruxism patients using spectral analysis of heart rate variability. The results were compared to those of age-matched healthy volunteers. The sympathetic cardiac activity was higher in the bruxism patients. The increased sympathetic tone suggests increased stress and it might be related to occlusal disharmonies.

Noncarious Cervical lesions Among a Non-Toothbrushing Population with Hansens Disease (Leprosy): Initial Findings, babacar Faye, Abdoul Wahab Kane, et al, *Quintessence International*, 37 (8):613-9 Sep, 2006.

The presence of noncarious cervical lesions, (NCCLs), among a

improved his act, improved his recognition as a top dance artist, and improved peoples appreciation of his performance his profession. He probably also improved peoples lives by inspiring them and letting them feel better.

If you are reading this, you are probably interested in learning just one new step in the cosmetic treatment of patients. You have spent thousands already in learning what you are offering for the improvement of your patients lives. Like Gregory Hines you have noticed that you have to pay a lot more to learn a lot less. Most of what you are listening to at continuing education courses you already know! But, that one piece of information; that one bit of clinical advice; that one new step in a procedure; is worth so much when a situation comes up that you are able to utilize it.

Just because that one step might cost a lot does not mean it is not worth it. It might save you or make you much more money when you use it than you paid to obtain it.

It is important to realize there is a difference between continuing education and refresher education. Refresher education will remind you of things you have been taught before and might have forgotten. True continuing education will expand your knowledge beyond what you already know. If you keep going to the same lectures all year long every year you might feel comfortable feeling you have obtained all the knowledge there is to know. That is a false sense of comfort.

I encourage you to come to the IACA Chicago meeting where you will be exposed to new concepts and advanced presentations that are not presented at other dental meetings. It is just about a month away for the Chicago meeting so you should act quickly or you will miss out on learning more than just one new step!

MEET YOUR FELLOW MEMBER

OMER REED, DDS

The name of Omer Reed is synonymous with quality dentistry, a quality dental practice, and a quality professional. IACA Newsletter was fortunate to arrange an interview with this icon of dentistry.

IACA: For most of us, you have been a major figure in dentistry our whole careers. What got you started in developing your enviable philosophy and exceptional treatment in dentistry?

convenience sample of non-toothbrushing subjects with Hansons disease was observed. The subjects were a cross section of 102 non-toothbrushing people. Ages ranged from 20 to 77 years of age. NCCLs were found in 48 subjects or 47% of the studied sample. It was found that the subjects had a widespread consumption of acidic foods and beverages, signs of parafunction, and the use of medication that causes xerostomia. While further study is planned, the preliminary report suggests that toothbrush/dentifrice abrasion was not a factor for NCCLs in this population.

SAVE THE DATE
IACA webinar series

September 25, 2007

Dr. Michael Miyasaki, DDS, LVIM
will be presenting:
ETO: Exam to Orthotic
5pm PDT/8pm EDT
Members: Free Nonmembers: \$95

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TAYLOR MADE FOR IACA CHICAGO

Omer: Your welcome, kind words rather exaggerate reality. The beginning of what is and what you perceive is the result of teacher parents with tenacity and a remarkable values system. This great fortune was followed by mentors who cared and were unconditional in sharing during my dental training and every year since.

IACA: What would you say is your main message in dentistry?

Omer: My main message is *The People Game* . . . caring for the person coming to your practice as humanistically as possible. The message has always been to be catalytic in helping relationships so that the achievement of being a whole person in a broken world is accomplished. This achievement is certainly dental, but is also socio-political, spiritual and material.

IACA: What do you hope an attendee at IACA Chicago will come away with from your presentation?

Omer: Following IACA attendance the listener will be exposed to the whys and how tos in the personal relationship game; so important in being with the team and the person coming for care. The gifts I have stolen from the masters and have made to work in my practice will be enumerated.

IACA: Does anybody NOT like you? Do you do this on purpose?

Omer: As to whether I am disliked by some, my acceptance is not universal. For example, 35 years ago after careful documentation and research, the discipline of the 90-second crown prep was published. There was severe criticism and displeasure expressed by some. Interestingly, my files are disproportionately loaded with letters of gratitude from colleagues. In no way, in my opinion, is it appropriate to arrange to be disliked. The more unique one is in providing services in the marketplace, the more popular will be acceptance. Growth and development depend on paradigm shift in change and learning. The power of caring for people first so they can realize you are there for them ensures your being elected to care for them.

IACA: With all of your accomplishments and knowledge, why are you a member of the IACA?

Omer: IACA? I will still be learning as I approach death's door. Membership in a young, dynamic organization, with a powerhouse leadership, as well as its sophisticated membership, creates a strong, selfish

Brett Taylor is one of many speakers for our 2007 IACA Chicago meeting. Many of us have enjoyed his humour for years and have attributed it to his being Australian. We thought it appropriate that his fellow Australian Anne-Maree Cole who is a board member of the IACA do this interview you know, similar languages!

When and where did you graduate?

Now I thought this was going to be a friendly interview. You want to start reminding me how old I am? I graduated from Sydney University in 1984, I've been practicing in the same location for 23 years, and I'm 32 years of age. One of those facts is incorrect; I'll let your readers try to figure out which one.

How long have you been in your current practice?

Yes, a long time. There's no need to keep rubbing it in. I started at this practice when I graduated. It was actually established in 1918 by the father of the old guy I started working for. I bought him out about 15 years ago and rebuilt 7 years ago. There are still a few patients who have been coming for over 60 years. The record holder has been attending since 1935. I think that's pretty cool.

What gives you the greatest joy in your career?

I just love the big neuromuscular rehabs. I wipe away often years of pain and discomfort, and then when they're feeling great, to top it off I make them look fabulous. These days I get a lot of hugs and kisses (and sometimes from women too). It's a lot different than the old days when I'd proudly polish up the buccal of a MODBL amalgam on an upper premolar and expect praise when I handed them the mirror. I never got a hug for an amalgam.

The other great joy I have is in identifying airway obstruction in kids. I know it doesn't sound sexy, but the difference you can make to the life of a child by recognizing the enormity of the problem and doing something about it.....well I think it's just the best thing you can do for a kid. I owe a massive debt to Dr Jim Garry for opening my eyes to the problem.

What is your greatest stressor?

It has been financial over commitment. I've just paid off all my office leases and offloaded some seriously underperforming property investments and suddenly I've got all this money. I guess I never really realised the stress it was putting me under until it went away. I really feel like a great weight has been lifted. I'm not going to make that mistake again.

Practice-wise it used to be presenting treatment to patients. I believe patients should be offered

desire to be involved.

The IACA Newsletter would like to thank Omer Reed for his time and we know all Chicago attendees are looking forward to more "Omer-isms."

Laser Tips

by Peter Pang, DDS, FAGD

Lasers are everywhere! Procedures in medicine, military guidance systems, construction, farming, scanning bar codes at the store, AND dentistry! So many lasers - Which one is right for your practice?

When we discuss lasers it is preferred to use the generic names. Argon, diode, Nd:YAG, Er:YAG, (Erbium family), and CO₂ are commonly used wavelengths in dentistry and dermatology.

It would be a wonderful world indeed if one laser device could simply seal wounds and cuts, incinerate infected gingival tissue, vaporize cavities, perform optical biopsies without cutting, render enamel caries resistant, kill viruses and bacteria, and perform surgery when necessary!

Sounds like a futuristic sci-fi movie? Its already possible - But, not with one laser! Before you make the investment in a laser, consider taking some non-sales, educational laser courses.

If you think the price of education is expensive; try ignorance, Derek Bok.

A diode laser can be utilized for several procedures and is the most commonly used wavelength in dentistry. Being able to vary the fiber size provides increased versatility.

For example, a 200-250 micron fiber can be utilized as adjunctive decontamination in root canal procedures.¹ While a larger fiber can be used for periodontal applications, biopsies, frenectomies and gum lifts. Ultimately, it is the clinicians preference that determines the size of fiber used.

Just remember that with smaller fibers, the power should be reduced. This is due to the higher penetration power of a smaller footprint.

Benefits of laser dentistry vs. conventional modalities include; being able to complete multiple procedures in a clean, dry field; less chances of postoperative infections

the best treatment possible but when they didn't accept it, or went elsewhere to get a different cheaper plan, I used to find that very stressful. These days I have a great system (PrimeSpeak) which has removed the stress of presenting treatment. Actually I don't present any treatment these days. I just wait for people to ask for it. The only real stress I have is answering these questions when I want to get home.

What has been the most significant change in how you practise dentistry compared to when you graduated?

The air rotor? No, I'm not that old. In technical terms obviously bonding, or more correctly the reliability of bonding. Actually, now that I think a little harder, probably how much I love it is the most significant change. I've taken a lot of courses in recent years and the increase in ability and confidence really makes working a joy. The communication skills I've acquired take all the stress out of dealing with patients, and the treatment seems to get easier and easier. I mean I'm doing harder and harder stuff, and it gets easier and easier so something seems to be working. You can't get enough education. I think that's the key.

You are an extremely entertaining guy and I see you are speaking at the IACA, what can attendees anticipate to be exposed to and who should attend?

My guess is that they should expect the unexpected!

Who should attend?

Anyone with a pulse. A lot of the communication issues I'm going to discuss are just as relevant to non-dentists as they are to dentists. I'm going to look at a variety of communication problems and how to overcome them. Yes, it's going to be funny. Yes, it's going to be confronting. Yes, it's going to be hard to understand (the accent), but crikey cobber, if you can keep your fingers away from the critters sharp teeth you may learn something and get out alive too.

IACA Newsletter thanks Brett Taylor and our director Anne-Maree Cole for this informative interview. This is another one of those presentations that attendees will only find at the IACA Chicago meeting. Dont miss it!

and complications; and increased patient comfort. Studies have even shown increased capability of regeneration through increased fibroblastic activity.

1. Moritz, Oral Laser Application, Quintessenz Verlags-GmbH Pub, 2006, p.296.
2. Krerisler et al, Lasers Surg Med 2002;30(5) 365-369.

Dr. Pang holds Advanced and Educator status with the Academy of Laser Dentistry and has been published in several journals. He also is a Fellow of the Academy of General Dentistry, Sustaining member of AACD and holds memberships in IACA, IAO and ADA. He is an LVI Graduate and a visiting faculty member at LVI. He operates a neuromuscular aesthetic general practice in Sonoma, CA.

**The International Association of
Comprehensive Aesthetics
1401 Hillshire Drive
Suite 130
Las Vegas, NV 89134
866.NOWIACA www.theIACA.com**

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