

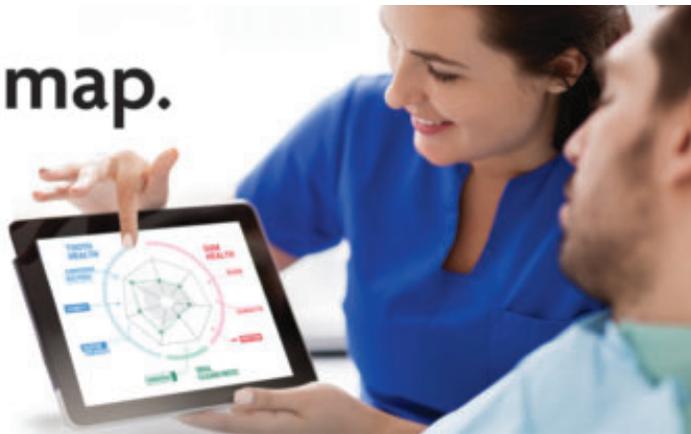
Put your practice on the map.

What do you need to deliver important digital insights on your patients' oral health risks? Just five minutes, and the innovative SillHa Oral Wellness System from ARKRAY USA. To see how this simple salivary screening can create benefits for both your patients and your practice, visit our booth or website.

Sill-Ha™
Oral Wellness System



Visit us at ADA Booth #5248
www.ARKRAYUSA.com/oral-wellness



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SillHa™ Oral Wellness System Offers a New Path to Prevention of Dental Diseases

Often times, technology for dental care comes with a daunting learning curve.

Now, there's an exception to the rule, says Jonathan Chapman, President of Sales and Marketing for ARKRAY USA, a medical device innovator headquartered in Minneapolis, Minnesota.



"Our SillHa™ Oral Wellness System delivers important insights on a patients' tooth health,

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The HealthyStart System Provides an Effective Pediatric Treatment for the Root Cause of Sleep-related Breathing Disorder and Straightening Teeth Without Braces

Article Courtesy of Ortho-Tain

Sleep-Related Breathing Disorder (SRBD) in children is a much more critical and common problem than what has been previously thought. SRBD can manifest itself in a variety of symptoms that can be easily overlooked, misdiagnosed, and, most unfortunately, left untreated. The Healthy Start system



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Dental Intelligence: Empowering Dental Practices to Do What Matters Most to Them

Dental Intelligence is the No. 1 practice metrics solution in the world. Their focus is on helping dental practice owners, dentists, and team members

improve patient care, team collaboration, and practice profitability. Dental Intelligence is not just a "dashboard" company. This solution provides practices with actionable insights on how to increase case acceptance, reduce cancellations and no-shows, improve collections, grow production,



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DENTSPLY Maillefer Ready•Steel® Pre-Sterilized Hand Files

DENTSPLY Maillefer is an advocate of raising medical standards and is introducing the first step to a complete sterile stainless steel solution: READY•STEEL. READY•STEEL files are pre-sterilized and come with perforated blister packs for single-patient use, to bring you peace of mind during your endodontic procedures.



Endodontic files can show signs of wear during use and increases dramatically with multi-

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Smile Generation® Serve Day

A Nationwide Day of Donated Dentistry Helps Thousands of Patients in Need

More than 700 Pacific Dental Services® (PDS®)-supported practices around the United States participated in the leading dental support organization's biggest day of donated dentistry. On August 17, PDS® once again joined



forces with The Smile Generation to launch the ninth annual Smile Generation Serve Day, an annual day of service and a nationwide campaign of giving that focuses on

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Join the quip Network

Article Courtesy of quip

Quip is a modern oral health company that provides thoughtfully designed personal oral care products and professional dental care services to make oral care more simple, accessible, and enjoyable. Quip is the first subscription electric toothbrush to earn the ADA Seal of Acceptance for its ability to safely and effectively remove plaque while helping to prevent and reduce gingivitis. The current offerings include a wide selection of adult and kid electric toothbrushes, both mint and watermelon toothpaste, and a subscrip-



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A Message From Our CEO, Bill Becknell

Article Courtesy of Mortenson Dental Partners

Mortenson Dental Partners is a doctor-centric organization. It is our culture, grounded in our mission and values, which sets us apart within the industry. We are the "Next Generation of Private Practice," a place committed to preserving the autonomy and ownership principles associated with private practice within a group practice setting.



At Mortenson Dental Partners, we believe in the clinical autonomy of

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Care for Your Practice the Same Way You Care for Your Patients

Article by Madi Bullock, Content & PR for Weave, Inc.

Do you have a pulse on the health of your practice? How about days that are more popular for hygiene appointments, or holidays that may still warrant a half-day of being open?



The best way to know how your practice is doing is simple. As the saying goes, the proof is in the pudding — and when it comes to your practice, the performance is measured in numbers, aka, analytics.

Most people's eyes glaze over

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SleepRight Rx No-Boil Dental Guards for Your Practice

There is nothing the doctor can do that will ever overcome what the patient won't do.

The SleepRight Rx No-Boil Dental Guard helps you focus on treating the cause and addresses the attitude conditioning of the patient to produce the desired treatment results. SleepRight Rx offers two design options: Dura-Comfort and Slim-Comfort No-Boil Dental Guards. Both products come with a 30-day money back guarantee and a limited replacement warranty.

According to the ADA, up to 95% of

people grind or clench their teeth at some time in their lives. Physical and mental stress factors are becoming increasingly prevalent in our society. Temporomandibular dysfunction (TMD), myofascial pain dysfunction (MPD), and bruxism are magnified by psychosomatic stress factors placed on the body during the day. People are aware of these situations, and are constantly looking for ways to decrease the effects stress has on their bodies.

Preventive Treatment

An increasing number of clinicians use mouthpieces, splints, templates, and bite



SleepRight Rx No-Boil Dental Guard

plates to control bruxism. The clinically tested SleepRight Rx Dental Guard is safe, effective, and convenient, while being the least invasive method for immediate treatment of bruxism. It requires no boiling, mixing or molding, and uses

minimal time. It is a drug-free, natural approach to treating TMJ tension or other jaw joint disorders.

The SleepRight Rx Dental Guard is reasonably priced, easy to fit, and user friendly. Easy-to-follow instructions and a storage case are provided. It is comfortably contoured for both men and women. The bite pads fit comfortably between the teeth, keeping them correctly spaced. Patients can adjust the bite pads forward or backward to accommodate individual bite discrepancies.

General Treatments

The SleepRight Rx Dental Guard addresses the issues and symptoms that lead to bruxism, headaches, TMJ disorder, fibromyalgia, and myofascial tension. It

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ARKRAY USA

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gum health, and oral cleanliness," says Chapman. "Just as important, it employs technology that is easy for dental professionals to understand and use in their daily work routine."

By incorporating this technology into preventative dental examinations, dentists can provide patients with a holistic view of their individual risk for developing dental disease.

A comprehensive, objective path.

Using a saliva sample from the patient and dual wavelength reflectometry, the SillHa™ Oral Wellness System analyzer measures seven analytes that are biomarkers of dental disease: cariogenic

bacteria, acidity, and buffer capacity (tooth health); blood, leukocyte, and protein (gum health); and ammonia (oral cleanliness).

Once a sample has been analyzed, the SillHa system software generates objective results in just five minutes, eliminating the need for sending samples out of the office and waiting days for an analysis to return.

The report includes objective measures of the seven analytes, as well as a report that describes what each means. In addition, it can include a dentist's or hygienist's professional recommendations for the patient. Visual print-outs like this have proven to be an effective means of convincing patients they may be at risk for developing caries or gum disease. They also empower patients to improve

their oral hygiene habits and accept next steps, prescribed treatments, and regular office visits. In addition to printing out the report for the patient, the report can be filed with the patient's records at the clinic for comparison with follow-up screenings.

A path without resistance.

Chapman says the SillHa Oral Wellness System is easy to implement.

"If you have a larger team, you can install one system in each operator for easy access, so your hygienist can conduct a screening while doing a prophylaxis," he continues. "Or, if you have a smaller team, it can be installed in a central location with direct access to a computer."

The system's size is also user-

friendly. At just over six inches wide, four inches deep, and weighing less than a pound, it fits anywhere, including the palm of one's hand.

In all, there is a lot to like about the SillHa system, according to Chapman.

"Conducting analyses with this system helps patients understand why you are recommending specific oral hygiene products and coaching them on their home care regimen. It has the potential to increase customer satisfaction and generate revenue for your practice."

To learn more about the SillHa Oral Wellness System and to see how this technology can work for your practice, visit Booth #5248 today for a demo. You can also find helpful information online at arkrayusa.com/oral-wellness or call 844-559-0842.

MORTENSON DENTAL PARTNERS

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our doctors. As such, our doctors are empowered to use their best judgment, skills, and talents to provide care to patients. These principles establish trust and preserve the relationship between doctors and patients.

Our compensation model is unique within the industry and is founded on creating both short- and long-term wealth by providing doctors opportunities for ownership rather than simply being employees. Philosophically, we want you to be able to maximize your wealth through our doctor compensation programs and

ultimately be better than what you could achieve in a solo practice.

We believe in lifelong learning and provide our doctors with platforms for mentorship, continuing education, and lifelong learning opportunities.

With Mortenson Dental Partners, our doctors enjoy the best support in the in-

dustry. We have built a state-of-the-art support model designed with one thing in mind: to help our doctors focus on delivering exceptional patient care.

I am proud of our culture and heritage and am honored to carry forward the legacy of our organization.

Visit Booth #3410.

AMD LASERS, INC.

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foot pedal, built-in color touch screen with preset procedures, timer, and energy settings for periodontal, herpetic, and aphthous ulcer treatments, one multi-tip handpiece, offers the convenience of color-

coded disposable laser fiber optic tips, comes with two pairs of fashionable, protective, fit-over colored laser safety glasses, and is ergonomic in its design shape.

To learn more about the special conference pricing for the hygiene Picasso Clario® Laser, the Picasso Family of Dental Lasers, and availability of Excep-

tional Laser CE Credentialed Educational Programs visit the AMD Laser Booth #6453. For more information about AMD lasers, please call 866-999-2635 or visit www.amdlasers.com

About AMD Lasers

AMD Lasers, Inc. (AMD), located in

West Jordan, Utah, is home to many award-winning products, including; Picasso+ and Picasso Lite+ Surgical soft tissue dental lasers and the Picasso Clario Hygiene Laser. AMD offers effective, practical, affordable world-class lasers and is a leading developer of high-tech lasers worldwide.

SUMMUS MEDICAL LASER

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transplants. This is just the beginning.

Q: How do they work?

A: Our lasers deliver specific red and near-infrared wavelengths of laser light to induce a photochemical reaction and therapeutic effect. Physiological effects include increased circulation, reduced inflammation, pain reduction, and enhanced tissue healing.

Q: Why Summus Medical Laser?

A: We lead the field because of our superior products:

- Wavelengths: Our 4-wavelength diode module (650/810/915/980nm) provides stimulation of all related light-absorbing complexes, stimulating rapid tissue repair and pain relief.
- Power: Our Platinum Series can produce 0.5 to 24 watts, enabling users to treat variable body sizes efficiently and effectively in much less time.
- Multiple Modes: Our lasers are capable

of producing emissions in continuous wave (CW), super pulse (ISP), and modulated mode from 1 to 20,000 hertz.

Most of all, our customers choose us because of their trust in our education, training, and ongoing customer support.

Q: What should dentists consider when starting a laser therapy practice?

A: Look for a superior product that is durable, safe, and effective, a true education on how the right medical laser can

improve specific oral conditions with the right protocols, and finally, expert business training on how to incorporate the laser practice into your current patient offering so you see measurable value and the ROI necessary to help grow your dental practice. We offer all three.

Q: Any last words?

A: Summus in Latin means 'the highest of all, superior, best of the best.' Talk to our customers, their loyalty says it all. Also, be sure to visit Booth #5987 for more information.