

## Inside this week

## Welcome to Texas!

*ADA's 149th Annual Session offers unique learning opportunities and 650-plus exhibits*

**M**ore than 30,000 dental professionals from throughout the United States and around the world are expected to converge this week at the American Dental Association's (ADA) 149th Annual Session and World Marketplace Exhibition in San Antonio, Texas, and with the wide array of events and educational opportunities awaiting them, chances are they won't be disappointed.

Held at the Henry B. Gonzalez Convention Center, the World Marketplace Exhibition will feature more than 650 exhibitors occupying more than 350,000 square feet of exhibition space, which is equivalent to about six football fields.

The ADA Annual Session, the largest event held in San Antonio this year, will contribute some \$36.4 million to the local economy.

The event offers attendees unique learning opportunities, cutting-edge



A view of San Antonio's famed River Walk. (Photo courtesy of Dreamstime)

technology and a "Distinguished Speaker Series" that will feature NBC News' Tom Brokaw and ABC News' Bob Woodruff, two of the

nation's premier journalists, along with Woodruff's wife, Lee.

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## 'Dentists owe it to themselves'

*Dr. Martin Goldstein talks to us about his ADA sessions and the importance of digital photography in the practice*

By Kristine Colker, Managing Editor

**D**r. Martin Goldstein, who has been recognized by Dentistry Today as one of the Top 100 C.E. Leaders for the past five years, is presenting for the first time at the ADA Annual Session this year. He spoke to Dental Tribune about what attendees can expect from his presentations Friday and Saturday.

*You're presenting two different courses during the ADA: "Digital Photography: Practice Builder" and "Digital Photography 101: Hands-On Edition." Please tell us a little about each of these and what attendees can hope to learn from them.*

The a.m. didactic session, "Practice Builder," is a fairly comprehensive overview of the basics of digital photography as it relates to dentistry. Attendees will discover applications that they might not have considered as well as get a glimpse of the technical basics that differentiates digital from film photography. They'll also receive equipment recommendations followed by photo taking techniques.

In essence, "Digital Photography: Practice Builder" is a shotgun



Dr. Martin Goldstein.

approach to launching a digital photography system in one's practice.

The p.m. session, "Digital Photography 101: Hands-On Edition," provides Canon digital SLR cameras for participants to experiment with. Teams of three will take digital photographs of one another, seeking to produce the five basic shots that might accompany any new patient examination.

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## Dentists

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Attention is also paid to basic portrait techniques.

PhotoMed, Inc participates in this hands-on by graciously supplying the needed hardware and expertise. The hands-on is preceded by a one-hour didactic session that capsulizes much of the info taught in the a.m. lecture session.

Whether in the a.m. or the p.m. session, participants will leave with an expanded knowledge of what is needed to get a digital photography system up and running in their office.

*How did you personally get started with digital photography in the dental office?*

Well, I've been a fan of photography since grammar school. It's in the blood if you will. Long before digital, I managed to incorporate film photography into my practice. When Olympus came out with its D600 L, a fixed lens SLR-type digital camera with through the lens metering, it ushered in an era of digital photography that lent itself to dentistry. As new models appeared, I convinced my wife that I had to have them. Consequently, I plowed through lots of off the shelf cameras to see if they worked for dental photography.

*Do you think it's important for dentists to incorporate digital photography into their practice? What are some of the advantages of doing this?*

Yes. Dentists owe it to themselves to have a digital photography system incorporated into their office protocol. The reasons are multi-faceted and actually too numerous to list. Were I to name the top three reasons, however, No. 1 would be co-diagnosis. Demonstrating to one's patients the reasons for your treatment recommendation, and doing so instantly, translates to much higher case acceptance, which is, of course, good for all parties. No. 2 would be lab communications, for obvious reasons. No. 3 would be the ability to document conditions both before and after treatment has been rendered. Patients can sometimes have short memories while insurance companies sometimes want "visuals" to coerce them to pay for a service they deem questionable. Recording conditions as they existed before one's treatment is an invaluable method for dealing with such issues should they arise.

*If someone is interested in getting started in digital photography as it relates to dentistry, what would you recommend the first steps be?*

That's an easy one. Before you do anything, take a basic course in digital photography and then take a second one. To be sure, you'll hear a little different slant from different presenters, but in doing so, the newbie is much less likely to buy the wrong equipment and will have a much better grasp of "the big picture."

*You lecture quite extensively to dentists around the country. What drew you to start doing that, and is this something you feel is important to do?*

When I began teaching digital photography at dental meetings, there were few presenters doing it. In the year 2000, I was invited by a local dental society to give a presentation on digital photography after I had an article published that dealt with composite veneering. The society was more interested in how I got the photos than how the bonding was done.

As I truly enjoy talking shop and love the thrill of teaching, I quickly purchased Power Point and taught myself how to use it. I threw together a Power Point show that covered my new digital photography tricks

and hit the ground running. Local society gigs led to state association meetings that ultimately led to national meetings such as this year's ADA session.

No matter how many times I give a presentation, I still take joy in seeing those little "light bulbs" go off over people's heads as they come to grasp concepts that they were not clear on. It's a rush for me.

*If there is only one thing that attendees to your sessions come away with, what do you hope that is?*

Well, I'd like people to leave excited about the prospect of enhancing their practices simply by getting serious about digital photography. And certainly I will strive to provide the ground work for that level of excitement. There's no where to go but up!

### At the ADA

Dr. Martin Goldstein, a Fellow of the International Academy of Dento-Facial Esthetics, practices general dentistry in Wolcott, Conn. Recognized as a Dentistry Today Top 100 C.E. Leader for the last five years, he lectures and writes extensively concerning cosmetics and the integration of digital photography into the general practice. He will present two courses during the ADA: "Digital Photography: Practice Builder" from 10:15 a.m. to 12:45 p.m. Friday and "Digital Photography 101: Hands-On Edition" from 10:15 a.m. to 12:45 p.m. Saturday. The hands-on course is \$235 for dentists and \$185 for staff. The other course is free.

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## The Leading Amalgam Separation Company SolmeteX® Introduces the New Single Source Waste Compliance Program



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