

# Daily Review

Thursday, February 22, 2024

OFFICIAL PUBLICATION OF THE CHICAGO DENTAL SOCIETY 2024 MIDWINTER MEETING

## Welcome to the 2024 Midwinter Meeting



2024 CDS President Dr. David Lewis Jr. (center), General Chair Dr. Yendis Gibson and Program Chair Dr. David Williams welcome you to Chicago for the 159th Midwinter Meeting.

Once again, McCormick Place is abuzz as the oral health community from Chicago, the Midwest and around the world gather for three days of immersion in the latest learnings and the industry's latest

products and services. Special events and receptions also will give attendees the chance to put a fun imprint on their Midwinter Meeting experience.

## What's new at the Midwinter Meeting?

### EXPERIENCE CDS BOOTH

Stop by **Experience CDS booth (3608)** and say hello to our members when you visit the exhibit floor.

CDS members are ready to answer your questions about membership, CDS benefits or general information about

our nine branches, volunteer opportunities and leadership positions within the branches and the larger society. Plus,

we'll have giveaways on hand as well as information on the newest partners of CDS' Member Advantage program, Safo Dental Supply and Torch Dental.

Get your name in the hat! We will

hold two drawings each day, with prizes including Visa gift cards and fun electronics like chargers and ear buds.

All you need to do is stop at the booth and have your badge scanned.

Winners will be notified by email.

### CDS JOB BOARD

Finding that perfect hire or great job? The Midwinter Meeting brings together the dental community in one spot, at one time, so it's a great opportunity for dental practices looking to hire, or for a dental professional looking for a job. The CDS Job Board is accessible

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## FAST FACTS

### EXHIBIT HALL HOURS

- Thursday: 9 a.m. – 5:30 p.m.
- Friday: 9 a.m. – 5:30 p.m.
- Saturday: 9 a.m. – 3 p.m.

### INTERNET ACCESS

Complimentary WiFi is available throughout McCormick Place. The WiFi network name is **MWM2024**. No password needed.

### BADGES

Badges must be scanned for entry into courses, workshops, the Exhibit Hall and for CE verification. **Need a replacement?** Visit the Reprints Booth in the General Registration area (\$25 reprint charge).

### DOWNLOAD THE APP

For the most up-to-date information, be sure to download the Midwinter Meeting mobile app. Locate your course and workshop room numbers, Corporate Learning Theater schedules, events, and exhibitors and their booth numbers – all at your fingertips! Download the app at <https://on.cds.org/2024-app>

### STUDENT POSTERS

#### Support our dentists of tomorrow!

Nearly 70 dental students have submitted Scientific Research Posters, which are assembled in the Exhibit Hall around the stairs to the Overlook Café. Earn 1 credit of CE daily by visiting the poster galleries.

### REBATE REDEMPTION CENTER

**CDS members:** After you make a purchase on the exhibit floor, stop by to redeem your rebate. The center is on the east side of the Exhibit Hall near Booth 1119. Virtual gift cards will be processed.

### TOTE BAGS

Pick up your complimentary Chicago Dental Society tote bag from bins located on the east side of the General Registration area

### INTRODUCING NEW CDS MEMBER ADVANTAGE PARTNERS!

Learn more about Safo Dental Supply on page 5 and Torch Dental on page 6.

# What's new

Continued from page 1

through the Midwinter Meeting mobile app and the CDS website. A computer kiosk in the CDS Booth allows attendees to enter job postings or check out what jobs are already posted.

## PODCAST LOUNGE

Dental-related podcasts are plentiful and creative types need a place to do their thing. With that in mind, the Midwinter Meeting has created a new **Podcast Lounge (Booth 1015)**, adjacent to the Rebate Redemption Center. Watch as podcasts are being recorded, including CDS's own podcast, **Filling You In**.



## YOGA

Attendees looking for a respite from the Midwinter Meeting hubbub can do so in **two sessions of light yoga and breath work** from noon until 12:45 p.m. on Thursday and Friday. Sessions are under the guidance of CDS member Dr. Cristian Pavel and his wife, Dr. Danielle Cascioli. Each session is \$15, and your badge barcode will be scanned when attending the session on Level 3, West Lobby, just off the exhibit floor. No experience is needed, and movements can be done in business attire.

## RECEPTION VENUE CHANGE

This year, the reception for dentists who have been in practice for 10 years or less will move to the larger Restaurant 270 on Level 2. The reception will be held 5 – 6:30 p.m. Friday and includes light food and beverages. Cost is \$25. Onsite registration is available.

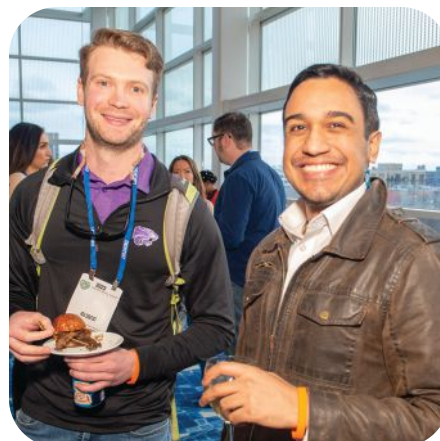
## SIPS, SUDS & SALES

Don't miss the expanded social event on the Exhibit Floor! Sips, Suds & Sales will be held 3:15 – 5:15 p.m. Friday, mixing mingling, imbibing and bargains offered by exhibitors. Complimentary wine has been added to the beer and soft drinks available. Be sure to check the mobile app for special exhibitor deals available only during the event.

## GREAT ORAL HEALTH PITCH

The Great Oral Health Pitch: Elevate and Generate Your Idea to Advance Oral Health! is coming to this year's Midwinter Meeting. Individuals or organizations will pitch their ideas from 9 a.m. to noon Saturday – in the Corporate Learning Theater West – to a seasoned panel of experts with the opportunity to advance to the next level and receive a \$5,000 award.

The Grand Prize winner will be selected in October and earn \$50,000 in business launch marketing, cash, networking and more.



| PRE-REGISTERED ATTENDEES              |               |
|---------------------------------------|---------------|
| <i>(as of Tuesday, Feb. 20, 2024)</i> |               |
| Dentists .....                        | 4,347         |
| Graduate students/residents .....     | 98            |
| Dental students .....                 | 1,518         |
| Hygienists .....                      | 2,509         |
| Assistants .....                      | 1,621         |
| Office personnel .....                | 1,402         |
| Medical health coordinators .....     | 65            |
| Laboratory technicians/students ..... | 79            |
| Hygienist/assistant students .....    | 787           |
| Guests .....                          | 766           |
| Press .....                           | 26            |
| Trade .....                           | 506           |
| Exhibitors .....                      | 4,908         |
| <b>TOTAL .....</b>                    | <b>18,632</b> |

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# KEEP YOUR PRACTICE & PATIENTS SAFE!

## HURRICAINE® Topical Anesthetic Gel 20% Benzocaine Oral Anesthetic

**NEW** 1.5 oz. Tube



HurriCaine® Topical Anesthetic Gel is now available in a 1.5 oz. tube! This new gel tube will help you get a more accurate dose and will decrease the risk of cross-contamination, helping your patients feel more comfortable during their procedures.

### Benefits

- No artificial dyes
- Get a more accurate dose
- Helps eliminate cross-contamination
- Fast onset – within 30 seconds

### Ideal Applications

- Sore mouth and throat
- Prior to local anesthetic placement
- On denture sores
- Relief of oral lesions, prosthetics, orthodontic appliances and various dental procedure discomforts

### ORDERING INFORMATION

|   |                   |
|---|-------------------|
| HurriCaine Topical Anesthetic Gel - Original Wild Cherry - 1.5 oz. tube ..... | NDC #0283-0520-27 |
| HurriCaine Topical Anesthetic Gel - Piña Colada - 1.5 oz. tube .....          | NDC #0283-1820-27 |
| HurriCaine Topical Anesthetic Gel - Fresh Mint - 1.5 oz. tube .....           | NDC #0283-0920-27 |
| HurriCaine Topical Anesthetic Gel - Watermelon - 1.5 oz. tube .....           | NDC #0283-0220-27 |
| HurriCaine Topical Anesthetic Gel - Strawberry - 1.5 oz. tube .....           | NDC #0283-0522-27 |

## HURRICAINE® Topical Anesthetic Prefilled Unit Dose GEL Syringes 20% Benzocaine Oral Anesthetic

**NEW** Prefilled Unit Dose Gel Syringes!

Beutlich® Pharmaceuticals, LLC is excited to introduce HurriCaine® Topical Anesthetic Prefilled Unit Dose Gel in Syringe form! This specially formulated gel allows for easy dispensing prior to root planing and scaling or full mouth debridement allowing you to deliver product right where it is needed. Flexible but firm plastic irrigation tips enable effective sub-gingival application of HurriCaine Topical Anesthetic Gel and are gentle to soft tissue. Each package contains 4 x 1.2 g prefilled syringes and 4 dispensing tips.



### FEATURES

### BENEFITS

|   |   |
|---|---|
| Fast onset                                | Works within 30 seconds                                   |
| Short duration                            | 15-30 minutes   |
| Flexible but firm plastic irrigation tips | Accepted well by patients • Needleless pain-free delivery |

### ORDERING INFORMATION

|  |                   |
|--|-------------------|
| HurriCaine Topical Anesthetic Gel - Original Wild Cherry - Syringe ..... | NDC #0283-0520-34 |
| HurriCaine Topical Anesthetic Gel - Piña Colada - Syringe .....          | NDC #0283-1820-34 |
| HurriCaine Topical Anesthetic Gel - Mint - Syringe .....                 | NDC #0283-0920-34 |
| HurriCaine Topical Anesthetic Gel - Strawberry - Syringe .....           | NDC #0283-0622-34 |

**STOP BY BOOTH #3712 TO LEARN MORE ABOUT OUR UNIT DOSE OPTIONS!**



To place an order or for more information, please contact your local sales representative or call us at 1-800-238-8542, M-F: 8:00 a.m. - 4:30 p.m. ET. [www.beutlich.com](http://www.beutlich.com)

HurriCaine is a registered trademark of Beutlich® Pharmaceuticals, LLC.

UDGSA 909 0124

# Midwinter Meeting Daily Events



## TODAY

**Yoga for Midwinter Mindfulness:**  
12 – 12:45 p.m., Level 3, West Lobby

**Keynote Session with Geoffrey Baer:**  
3:30 – 4:45 p.m., W375D



## FRIDAY

**Yoga for Midwinter Mindfulness:**  
12 – 12:45 p.m., Level 3, West Lobby

**Sips, Suds & Sales:**  
3:15 – 5:15 p.m.; Exhibit Hall; free

**Early Career Dentist Reception:**  
5 – 6:30 p.m.; Restaurant 270, Level 2

**Dental Student Reception:**  
4 – 5:30 p.m.; Exhibit Hall behind  
Overlook Café; free



## SATURDAY

**President's Dinner Dance:**  
7 p.m.; Hyatt Regency Chicago Hotel,  
Crystal Ballroom; ticket required,  
registration closed.

## Porter Silhouette® Low Profile Nasal Mask: Enhanced Features, New Lower Price



Porter's new and improved Silhouette® is a translucent, single-use nasal mask and breathing circuit designed with lightweight tubing and a comfortable mask. It provides unobstructed access to the oral cavity and full range of motion for the patient.

- Conforming shape and fit without adhesive
- Mask and tubing – all single-use disposable
- New nasal cannula shape for improved flow
- New smaller Pedo cannula size
- Mild mint scent
- Capnography port in each mask
- Patients have full range of head motion
- Protective eyewear fits over mask

To learn more, come see us in Booth 5105.

**PORTER**  
The Trusted Name In Nitrous

[www.porterinstrument.com/chicago](http://www.porterinstrument.com/chicago)

**Parker** Porter



# CDS welcomes Safco as preferred partner

The Chicago Dental Society is pleased to introduce Safco Dental Supply as its preferred product distributor for dental products and supplies.

Our newest Member Advantage partner is a Chicago-based company well-known to customer dentists in the U.S. for the last 75 years.

“Our new partnership with Safco provides a great opportunity for our members,” said Dr. David Lewis Jr., CDS President. “Not only can our preferred dental supply partner pass along substantial savings to help you save money and time, the use of their services also includes a revenue-sharing arrangement that will help CDS grow in the future.”

Safco strives to provide the products, supplies and equipment needed by general practice dentists as well as all dental specialists, including endodontists, pediatrics, orthodontics, oral surgeons and periodontists.

The company partners with top brands: 3M, Dentsply, Kerr, Premier, Hu-Friedy and many more – and also sells 1,600 high-quality Safco Brand products.

CDS members who enroll with Safco can take advantage of loyalty benefits, ordering efficiency, and support from dedicated account representatives. Substantial ordering savings are available through specially negotiated volume discounts, available only to CDS members.

Safco has committed to providing the following value to enrolled CDS members:

- 10% off list price for national brand products
- 30% off list price on Safco brand products
- 100% manufacturer pass-through credit
- Free shipping on all orders over \$250 and reduced shipping one-per-month for an order threshold of \$100 in shipping charges
- Sign-up bonus – \$150 value! A \$150 Safco savings credit will be awarded



upon achieving specified thresholds within the initial three months of joining Safco. The bonus will be distributed as three \$50 credits, granted when a member places orders of \$500 or more in each of the initial three months of program enrollment.

“CDS is very fortunate to have such a dedicated partner in Safco who has such a deep commitment to the dental community,” Dr. Lewis said. “We are so pleased to offer this added benefit to our members and really deliver on the value of their membership.”

**VISIT SAFCO DENTAL SUPPLY  
BOOTH 3505**

## AADSM MASTERY PROGRAM 2024

ENROLL TODAY AND BECOME AN EXPERT IN DENTAL SLEEP MEDICINE



[linktr.ee/aadsm](https://linktr.ee/aadsm)

54 million adults suffer from obstructive sleep apnea. As a dentist, you can help your patients sleep better.

- ✓ **Clinically Focused**
- ✓ **Unbiased**
- ✓ **Expert Curated**
- ✓ **100+ CE**

**REGISTER NOW**



# CDS welcomes Torch Dental as preferred partner

Chicago Dental Society is adding Torch Dental as another new preferred partner in its growing CDS Member Advantage Program.

Torch Dental is a leading technology platform for dental supply and equipment discovery, ordering and spend management. Based in New York, the company looks to help its customers streamline dental practice operations, simplify supply and equipment ordering, and optimize spending.

“Torch Dental adds another strong company to our Member Advantage program,” said Dr. David Lewis Jr., CDS President. “CDS is working hard to find and forge partnerships with quality companies that bring both value and savings to our members.”

Torch Dental’s procurement platform offers an online, easy-to-use, supply ordering website where dentists can order all of their primary and specialty supplies from all of their favorite brands and manufacturers in one place.

Dental offices can manage orders, returns, backorders, budgets, spend and



invoices through Torch and keep track of their inventory needs. Torch leads customers to new products, automatically closes invoices, scans pricing and checks availability. In addition, Torch negotiates on the behalf of 2,000+ customer dentists, which helps them benefit from large-scale buying power to receive the best prices on high-quality products from authorized vendors.

Torch Dental will provide to enrolled Chicago Dental Society customers:

- Waived sign-up fees (Current value \$500)
- Up to \$300 in Torch Rewards. (Offer good per office, meaning if there are multiple CDS members in an office, they will receive a maximum of \$300 in Torch Rewards)
- Spend \$1,000 with Torch and earn \$50 in Torch Rewards
- Spend an additional \$5,000 and earn an additional \$100 in Torch Rewards
- Spend an additional \$10,000 and earn an additional \$150 in Torch Rewards for a total of \$300 in Torch Rewards
- Custom product analysis and support from Torch account management team

The collaboration between CDS and Torch Dental also will involve joint initiatives, educational programs, and events aimed at fostering knowledge exchange and professional growth among dental practitioners.

VISIT TORCH DENTAL  
BOOTH 3837

LEARN MORE ABOUT THE  
CDS MEMBER ADVANTAGE PROGRAM  
<https://on.cds.org/advantage>

## Look! Up in the sky! It’s a bird! It’s a plane! No, it’s the SUN?

### MIDWINTER MEETING WEATHER FORECAST

If it’s late February, then it’s Midwinter Meeting time in Chicago, and true to its name the weather in the Midwest can sometimes be inclement. But this year the forecast calls for above average temperatures and no precipitation.

The National Weather Service says from 1991 to 2020, the late February time frame can bring average temperatures of below freezing

and snowfall is not uncommon.

But this year The Weather Channel is predicting Thursday through Saturday will see temperatures of between 26 degrees as a low and 47 degrees as a high with little or no chance of rain and plenty of potential sunshine.

Attendees can take advantage of the nice weather and check out some of the historic Chicago locations sure to be

mentioned by Keynote Speaker Geoffrey Baer or they can visit the Choose Chicago website at [www.choosechicago.com](http://www.choosechicago.com) for listings of events and activities.

Those sticking around town after the meeting will be rewarded with high temperatures in the upper 40s for the next week.

#### THURSDAY

Mostly cloudy. High: 49 • Low: 30



#### FRIDAY

Partly cloudy. High: 42 • Low: 26



#### SATURDAY

Mostly sunny. High: 39 • Low: 35



# CDS introduces new leaders to team

On the move at McCormick Place West this year will be Chief Executive Officer Heather Nash, who joined CDS in June 2023. This will be her first Midwinter Meeting leading the 15-member CDS staff



Heather Nash

at this celebrated gathering of oral health professionals. She had attended Midwinter Meetings previously when working for the Academy of General Dentistry early in her career. She is no stranger to large events with her professional background in convention and trade show management.

“With the opening of the 159th Midwinter Meeting, we look forward to welcoming over 20,000 attendees, exhibitors and guests to Chicago and this year’s outstanding educational program,” Ms. Nash said. “It has been inspiring to see so many member leaders and volunteers come together to develop and organize this year’s sessions and events.”

Another new addition to the CDS team is Keith Tristano, who became the chief financial officer in mid-January. Mr. Tristano came to CDS from the Residential Real Estate Council, where he was Chief Financial and Information Officer. The council is an affiliate of the National Association of Realtors.



Keith Tristano

“It’s a privilege to be part of the Chicago Dental Society’s Midwinter Meeting for the first time,” Mr. Tristano said. “The prospect of immersing myself in a gathering that has been a cornerstone of dental excellence for so long is exciting. I look forward to making connections, gaining insights, and embracing the collaborative spirit of this prestigious event.”

Although not new to CDS, Dr. Cheryl Mora will lead the 2024 meeting as Director of Scientific Programs, a role which she began in March 2023 with

the retirement of Dr. Ted Borris. Dr. Mora has been an active CDS member, including serving as Midwinter Meeting Program Chair in 2021. She began transitioning into her new role in the fall of 2022 and shadowed Dr. Borris at last year’s meeting.

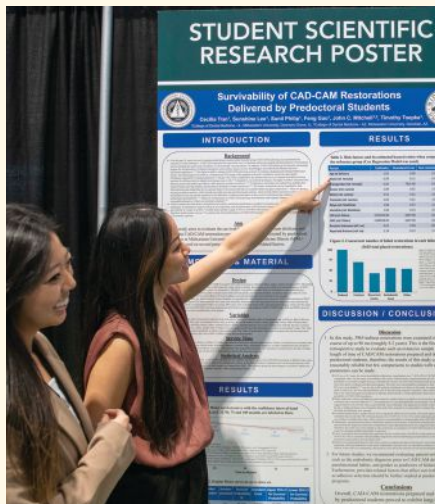


Dr. Cheryl Mora

As scientific programs director, Dr. Mora is the person in charge of working with CDS volunteers to coordinate the courses, speakers, and an army of classroom volunteers.

“I am excited by the array of knowledge awaiting our attendees,” Dr. Mora said of the meeting. “From seasoned practitioners to enthusiastic newcomers, our Scientific Course lineup promises to empower every dental professional with transformative insights. I’m thrilled to witness minds ignited, skills honed and practices enriched.”

Please stop and say hello if you see them at the meeting.



## Earn CE for viewing Student Scientific Research Posters

Posters depicting research by students from our local and Midwest dental schools are on display in the Exhibit Hall. **Attendees will earn 1 CE credit for each day** they visit and view them.

Participating students are from the University of Illinois Chicago College of Dentistry, Midwestern University College of Dental Medicine, Southern Illinois College of Dental Medicine, Marquette University College of Dentistry and the University of Indiana School of Dentistry.

The posters outlining research projects are located near the stairs to the Overlook Café in the center of the exhibit floor.

Support the dentists of tomorrow!