

today



Hinman Dental says goodbye

Executive director Sylvia Ratchford will retire after Hinman Dental Meeting, her 25th.

»page 2



Don't miss the Hinman Shop

Head to booth No. 420 to take home a souvenir or two, with proceeds going to future scholarships.

»page 2



Fotona expands product offering

Purchase of the dental division of A.R.C. LASER brings new lasers and therapy system.

»page 3

Back together again

By **today** Staff

■ It's been almost two years since the doors to the Thoman P. Hinman Dental Meeting closed on the 2019 event. No one on that day in late March that year had any idea what would happen the following year.

But now, a year after the meeting was canceled as cases of COVID-19 increased in the United States, the doors are open again, allowing dentists and their staffs to attend this year's Hinman Dental Meeting in the way that is best for them – in-person or online.

For those of you here at the Omni Atlanta Hotel at CNN Center, you will notice things look a little different – and not just with the social distance and the masks. Class sizes have been



Attendees head into the Thomas P. Hinman Dental Meeting in March 2019, the last time the event was held. This year, attendees will be participating online and in-person. (Photo/**today** Staff file photo)

* see **TOGETHER**, page 2

Show specials abound, in-person and virtually

By **today** Staff

■ For those attending the Hinman Dental Meeting, whether in-person or virtually, a trip to the exhibit hall is always in order, and this year, many exhibitors are offering show specials you can't get anywhere else.

You can find a full list of specials by going to www.hinman.org/Exhibits/Exhibit-Information and clicking on

'Show Specials' on the list on the left, but some of the deals you can find include:

- Buy one OCTOdent, get one half off.
- Get a 30-day free trial of Simplifeye's 24/7 live chat.
- A free Apple Watch gift card with qualifying purchase from Atlanta Dental Supply.
- A 40 percent discount off one

item at the Bisco booth in honor of the company's 40th anniversary.

- 10 percent off all items, including gloves, from Glove World.

Want to hear more about some of the new products on the market before you buy? From 9:30 to 10:30 a.m. (EST) and 3 to 4 p.m. (EST) Friday, you can attend the virtual course "New Product Demo" to hear directly from seven different companies bringing

you the latest products and services and earn an hour of C.E. in the process.

The exhibit hall is open from 8:30 a.m. to 5 p.m. (EST) Friday and from 8:30 a.m. to 4 p.m. (EST) Saturday for both in-person and virtual attendees. In-person attendees must register for a timeslot to visit.

Information from exhibitors is available 24 hours a day through Saturday.

Hinman Dental Meeting announces retirement of longtime executive director

By Thomas P. Hinman Dental Meeting Staff

■ The Thomas P. Hinman Dental Meeting has announced that its longtime executive director, Sylvia Ratchford, will retire in May, following her 25th Hinman Dental Meeting.

Ratchford has led the Hinman Dental Meeting and Hinman Dental Society since 1996. Annette Sullivan has been named incoming executive director.

Under Ratchford's leadership and during her tenure, Hinman has achieved many accomplishments, including:

- Growing the Hinman Dental Meeting to its peak of more than 23,000 attendees and 430-plus exhibiting companies and establishing Hinman as one of the nation's leading continuing education dental meetings.



• **Hinman Dental Meeting Executive Director Sylvia Ratchford is retiring in May. (Photo/Provided by Hinman)**

- Elevating Hinman to be consistently one of Atlanta's top 10 professional conferences, contributing an average of nearly \$20 million annually to the local economy.

- Expanding the Hinman Dental Society's membership to more than 800 dentists, who volunteer their time

to ensure the success of its annual meeting.

- Establishing Hinman Dental Society fellowships and scholarships during the past 20 years that have contributed more than \$10 million in support of dental education and have benefited countless students at universities throughout the Southeast.

"For the past 24 years, Sylvia has been the lifeblood of Hinman and has played a very critical role in making Hinman the success it is today. She has been a tremendous leader who has been instrumental in growing Hinman and maintaining its position as the premiere dental meeting in the country," said Dr. L. Maxwell Ferguson, chair of the Hinman Board of Trustees. "We are sad to see her retire but greatly appreciate her many contributions over the years, including the capable team she has developed."

TOGETHER from page 1

reduced, the exhibit hall is much smaller, and everything requires reservations you needed to make ahead of time.

But you also have access to a much bigger world — more than 40 educational sessions are taking place virtually, and those can be accessed on-demand until April 12. All exhibitors that are here in-person, plus many more, can also be found online, and those can be accessed 24 hours a day through Saturday.

Friday's Keynote Session, being held from 12:30 to 1:30 p.m., will be livestreamed via Hinman's online platform for those who aren't able to attend at the College Football Hall of Fame or watch with colleagues from the International Ballroom at the Omni Hotel.

The event will feature Air Force Colonel (Ret.) Nicole Malachowski, the first female Thunderbirds pilot and one of the first women to fly modern fighters in combat.

Malachowski will share how she fought back after her career ended because of a devastating tick-borne illness that left her unable to speak or walk for 10 months as well as present other stories from her career and personal life that will inspire you to rethink the challenges you face every day.

In-person course offerings

Hinman is offering more than 45 courses across two days to those attendees here in person. Course topics range from implant

Take Hinman home with you

For those of you attending in person, be sure to stop by the Hinman Shop, located at the Omni Hotel Exhibit Hall in booth No. 420. A variety of items are for sale, including t-shirts, water bottles, tote bags, baby onesies, teddy bears and more. Proceeds from the store will be used by the Hinman Trustees for scholarships to support the future of dentistry.

complications, sleep apnea and restorative challenges in seniors to opioid and vape usage, sedation and achieving five-star customer service in the practice. Speakers include Dr. Mark Hyman, Dr. Harold Crossley, Dr. Randy Huffines, Dr. Sully Sullivan, Ms. Janice Hurley and Dr. Roger Levin, among others.

Hinman also will offer 10 in-person participation courses, including "Botox and Dermal Filler Training with Cadaver Anatomy Review Workshop" with Dr. Gigi Meinecke, "Introduction to Implant Dentistry: Hands-On Placement with Models" with Dr. Michael Pruett and "Applications in Treating Sleep Apnea in Your Practice: Hands-On Workshop" with Dr. Mark Murphy.

Virtual course offerings

More than 40 virtual courses are being offered simulive, which means they will be prerecorded and broadcast at a designated time with the speaker available in the chat and Q&A portion of the course. These courses will then be available on-demand through April 12.

Virtual course topics range from restoration challenges, COVID communications and new product demonstrations to pathologies, contemporary ceramics and pediatric dentistry. Speakers include Dr. Gordon Christensen, Dr. Lee Ann Brady, Ms. Lois Banta, Dr. David Clark, Ms. Karen Davis, Dr. Michael Fling, Dr. Kenneth Hargreaves, Dr. Samuel Low and more.

All virtual lectures are included in the registration fee. You do not need to have registered in advance.

New this year

Hinman selected its longtime trade show and events partner, Freeman, to build and deliver its virtual C.E. courses and events, and with this has come some new features never before available.

First up is the all-new "Hinman Studio," broadcasting live from Atlanta and featuring interviews with industry experts and influencers.

Next is "Networking Powered by Grip." This is an artificial-intelligence matchmaking engine that identifies relevant people, products, exhibitors and sponsors for opportunities to meet. It's an intuitive tool that makes it easy to connect with others and schedule meetings, virtually or in person.

As part of your registration, you are automatically included in the online networking community. The information you complete in your user profile will be visible to other meeting attendees. If you would like to opt out and not be included, you can do so during the registration process.

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Fotona expands product offering with purchase of the dental division of A.R.C. LASER GmbH

By Fotona Staff

■ In 2020, Fotona completed the purchase of the Fox III and Fox IV lasers systems and the EmunDo® Therapy system from A.R.C. LASER GmbH. This purchase includes all medical specialties, including dentistry, with the exceptions of ophthalmology, otolaryngology and veterinary applications. Fotona has previously been a distributor of the XLASE 1064 nm dental lasers in the United States.

The newly acquired Fox technology with 455, 810, 980 and 1064 nm wavelengths represents a line of high-performance, powerful diode lasers that are small, lightweight and battery operated for maximum convenience.

These systems perform a wide range of surgical, periodontal, photothermal therapy (PTT) and low level laser therapy (LLLT) procedures.

Here in Atlanta

For more information, stop by the Fotona booth, No. 106, or you can check out the company's virtual booth.

EmunDo is a PTT system, used in conjunction with the Fox lasers, for less invasive treatment of periodontitis without antibiotics. Learn more here: www.fotona.com/en/products/6236/xpulse-r-line/.

Jeff Jones, president of Fotona, said: "Fotona has long been a world leader and innovator in the dental laser industry. Adding the Fox III and Fox IV lasers systems and the EmunDo Therapy system to our line of LightWalker™ and SkyPulse® lasers will expand our dental product offering.

"Fotona dental lasers systems provide general dentists, periodontists, endodontists, pediatric dentists and hygienists the ability



• The New XPulse from Fotona. (Photo/ Provided by Fotona)

to provide their patients with advanced and less invasive treatment options. Fotona's procedures include no-shot cavity preps, soft-tissue surgical procedures, treatments for periodontal disease, endodontic treatments, LLLT pain relief, laser-assisted hygiene, snoring and sleep treatments, facial esthetic procedures and much more."

Angela Thyzel, A.R.C. CEO, added: "A.R.C. has known and worked with the senior executives at Fotona for many years and respect their expertise in dentistry and are confident they will continue to grow the customer base for these advanced products in dentistry and other areas."

A.R.C. LASER GmbH was founded in 1996, with the goals of developing and producing laser-based solutions for gentle and effective surgeries and treatments. Because of its innovations, A.R.C. has been a pioneer and leader worldwide.

During COVID-19, Fotona took advantage of the opportunity to do more for its customers and employees, expanding its offering, doing more research and product development and becoming even stronger for tomorrow, the company asserts.

Fotona also made another acquisition, which it is excited to announce in the future.

AD

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- » Mark Klieve, DDS
- » Judy Kay Mausolf
- » Seena Patel, DMD, MPH
- » Sundeep Rawal, DMD
- » DeWitt Wilkerson, DMD
- » Gy Yatros, DMD

HOT TOPICS:

- » Botox in the Dental Practice
- » Cannabis & Pain Management
- » Dawson Academy Seminar 2
- » Head & Neck Cancer Symposium
- » Homeopathic Trends in Dentistry
- » Sleep Dentistry
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