

REGISTER TODAY - SEATS FILLING FAST

FRIDAY, FEBRUARY 24, 2012 - SWISSÔTEL, CHICAGO

# JENSEN DENTAL

## EDUCATION DAY 2012



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## DON'T MISS THE BEST EDUCATION IN CHICAGO!

At Jensen Education Day 2012, we'll supply you with the tools and knowledge to navigate through rapid developments and changing expectations in the dental laboratory market.

- » Have continued economic uncertainty and growing offshore alternatives resulted in a decline in business and a demand for faster turnaround times and less expensive restorations?
- » Are you considering new technology to lower your costs and increase your productivity but aren't certain you have all the information you need in order to make the right decisions?
- » Are you concerned that all digitally manufactured restorations will look the same and you won't be able to differentiate your work from your competition?
- » Are exceptional anterior aesthetics important to your dentists and their patients?

If these are the kinds of things that are keeping you up at night, then you can't afford to miss Jensen Education Day 2012. We have brought together some of the world's most distinguished speakers to share their knowledge and insights on today's hottest topics:

- Learn how to increase productivity, lower costs, accelerate turnaround times and improve the quality of your restorations
- Understand the critical factors you need to know to make the right decisions about new technology
- See how our experts are customizing and characterizing their digital restorations to maintain the artistry and signature style that makes them unique.
- Learn techniques for achieving life-like aesthetic results from the world's best ceramists

Get these answers and more at Jensen Education Day 2012. We look forward to seeing you on Friday, February 24, 2012 at the Swissôtel Chicago for a day of education that will change the future of your laboratory for the better.

# EDUCATION DAY PROGRAM

## MAIN LECTURE HALL

**Don Cornell & Greg Harris**

*LARGE FORMAT LECTURE*

### *Critical Considerations for Integrating a CAD/CAM Strategy*



You can't pick up a Technology Journal today that isn't almost entirely devoted to covering some aspect of CAD/CAM. Yet, the largest percentage of dental laboratories are either minimally participating or not participating at all. This program will discuss the critical considerations for implementing a CAD/CAM strategy into your laboratory.



**Attendees will learn:**

- » How to determine if your business is ready for a CAD/CAM solution
- » How to choose the right solution for your business
- » How CAD/CAM generated products and processes effect the bottom line
- » How to increase profitability in the face of economic uncertainty

**Dr. Dennis Fasbinder**

*LARGE FORMAT LECTURE*

### *New Innovative Developments in Millable Materials: Nano-Ceramics*



**Attendees will learn:**

- » History of CAD/CAM materials for use in dentistry, and the evolution of clinical requirements
- » Recent developments in computer aided design of dental prostheses-- what today's systems allow us to do
- » Esthetic considerations for new materials-- patient's increased demands
- » Development of new materials-- increase productivity without sacrificing performance
- » Cementation and adhesive requirements for the clinician

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It's not a sales pitch, its pure education...It's one of the most prestigious events for education.

Sang Jun, CDT

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## Thomas Singh, MDT

## LARGE FORMAT LECTURE

### *Layers of Creation – The Art Behind the Smile*



Producing esthetic and functional ceramic solutions requires inspiration, motivation, emotion and passion. In this presentation Mr. Singh will share his unique perspective on mastering the essential facets of both ceramic art and technology.

#### **Attendees will learn:**

- » How to handle the single anterior restoration
- » Why some cases fail and others succeed
- » A systematic approach to complex cases
- » A rational approach to ceramic layering

## Otto Prandtner, MDT

## LARGE FORMAT LECTURE

### *Replicating Nature with Implants*



Implants are the fastest growing segment in dentistry today and will most likely remain that way for years to come. This lecture will present a roadmap of best practices in implant technology, including the relevant clinical and laboratory skills required to achieve the esthetic and functional results your dentist customers and their patients expect.

#### **Attendees will learn:**

- » How “Objective Esthetics” are defined
- » Principle of treatment planning from the dental technicians’ point of view
- » Managing patient expectations, the importance of effective communication
- » How to manage the soft tissue, ceramic interface around implant restorations

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I consider the speakers they have to be the cream of the crop... They blow you away. You leave here inspired and you kick your game up a notch.

Al Nelson, CDT

”

## Peter Pizzi, CDT, MDT

## LARGE FORMAT LECTURE

### *“Esthetic by Design,” The Partnership of Art and Technology*



We are at an exciting time where new technologies, products and processes are redefining the modern laboratory workflow. The future will belong to those who continue to produce highly individualized, esthetic restorations, successfully integrating traditional methods of crown fabrication with the digital processes of today's new technologies.

#### **Attendees will learn:**

- » Preparation-Guided Ceramic Layering and Contours
- » The role of New Technology in a small laboratory
- » The Importance of Photographic Communication and Perception
- » How to maintain your artistry with digitally manufactured restorations

## Michael Gorshe

## LARGE FORMAT LECTURE

### *Adopting Digital Technology in Dentistry, Have We Reached The Tipping Point?*



This program will look at “State of the Art” CAD software, how it compares to the products we currently use in dentistry today and what we might expect to see in the future. Mr. Gorshe will also talk about the critical design parameters and material specific considerations for metal and zirconia framework, implant abutments and full contour restorations.

#### **Attendees will learn:**

- » Laboratory demographics and FDA, how they influence laboratory CAD development
- » Critical considerations for bridge connectors and ceramic support
- » Custom abutment design
- » Anatomical and functional considerations for full contour restorations

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I come to open myself up to new technology and find out what's out there

Jeff Urbanski, CDT

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**Andreas Nolte, MDT**

**LARGE FORMAT LECTURE**

*The Lost Reflection, Aspects of Layering on Zirconia*



Simply brilliant – brilliantly simple. In today's business climate, who wouldn't like to earn this type of praise from their customers? This lecture will illustrate an analytical approach to material selection and proper layering techniques in order to achieve the desired result for every patient.

**Attendees will learn:**

- » The proper handling of hard and soft tissues
- » Techniques for minimally invasive, 'non-prep' veneers
- » Critical considerations for complex implant-supported restorations
- » Layering techniques for zirconia ceramics

## EDUCATION DAY PROGRAM

### FRIDAY HANDS-ON SESSIONS

**Have you ever wished you could ask specific questions of some of the best technicians in the world?** Are you tired of simply watching presentations from afar that describe the "what's" but not the important "whys" behind their beautiful results? Do you want to be inspired not just by beautiful restorations but by techniques you can use every day in your laboratory?

If you answered yes to any of these questions, then Jensen Dental Education Day is for you.

Join talented technicians in an intimate table-clinic format as they share metal and zirconia ceramics concepts, esthetic techniques, production enhancing tips, digital scanning and design tips and techniques, equipment suggestions and more. Regardless of what you come to Chicago for, you will find invaluable information at this one-of-a-kind educational event. Nearly one dozen clinics operating simultaneously will allow you to focus on points of interest and ask the questions you've always wanted to ask.

**Naoki Aiba, CDT, Oral Design**

**HANDS-ON DEMONSTRATIONS**

*"DENTSCAPE™: Key Effects to Realize Aesthetic Excellence with Zirconia"*



Today, your dentist customers and their patients are demanding the highest aesthetic outcomes possible. To meet this demand, a growing number of ceramists are turning to zirconia for its superior optical properties and light transmission characteristics. Join Naoki Aiba as he illustrates the techniques and procedures required for obtaining the best possible results with zirconia ceramics. Have a question? This is the ideal opportunity to gain input and insight from one of the world's leading dental ceramists.

## Daniele Capoferri, CDT, Oral Design

HANDS-ON DEMONSTRATIONS

*“The Influence of Root Morphology on Implant-Supported Ceramic Crown Esthetics”*



The replacement of the missing single maxillary central incisor represents a daunting challenge for the implant team. In addition to the visual fidelity of color, translucency, contour, and surface texture of the implant-supported crown, the proper soft tissue profile is sacrosanct to complete the illusion of a natural tooth. The purpose of this presentation is to demonstrate a simplified method that precisely controls the soft tissue contours surrounding implant-supported crowns in the esthetic zone using the cervical anatomy found in the natural maxillary incisor tooth.

## Antonello Remartini, MDT, Oral Design

HANDS-ON DEMONSTRATIONS

*“Veneers on Refractory: Total Planning from the Model to the Final Restoration”*



Join Antonello Remartini as he demonstrates how to make even the most challenging veneer cases come alive. For many, perfect veneer work is limited by the preparation and tooth shade. For others, the ability to create awe-inspiring veneers can be routinely realized even under the most challenging of circumstances. During this “must see” demonstration, Antonello will share essential tips and techniques for successful case planning, model preparation and ceramic layering.

## Peter Pizzi, CDT, MDT & Terry McQuiston, CDT

HANDS-ON DEMONSTRATIONS

*“Natural Aesthetics Made Practical with Full Contour Zirconia”*



If you have ever wondered how some of the finest technicians balance productivity and aesthetics, then “Natural Aesthetics Made Practical” is just for you! In this interactive presentation, Mr. McQuiston will review his most effective full contour zirconia techniques and share production tips that are sure to impress. Learn how to properly design full contour crowns, create realistic surface texturing and custom shade and characterize as you would a hand layered crown. Regardless of your technical experience, “Natural Aesthetics Made Practical” is certain to help you find the perfect balance between productivity and aesthetics like never before.

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If you're looking for education, this is the place to be.

Thomas Schaeffer

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## Jungo Endo, RDT

## HANDS-ON DEMONSTRATIONS

*“How to Achieve Life-Like Implant Restorations with Gingival Porcelain”*



Implant dentistry has changed greatly when compared to 20 years ago. Advanced methods are being introduced which greatly enhance the predictability and control of the esthetic outcome. As one of the fastest growing segments in the market, implant dentistry provides laboratories a great opportunity to expand their customer offering and gain a greater share of their customers work. Join Jungo Endo as he shares his knowledge of proper gingival powder use for achieving the optimum aesthetic results with implants.

## Keyon Jack, CDT, MDT

## HANDS-ON DEMONSTRATIONS

*“Control by Design: Success with Metal or Zirconia Substructures”*



Controlling form, function and esthetics begins in the framework. This timely hands-on will compare and contrast proper framework design techniques for executing both traditional metal and contemporary zirconia substructures. Design problems, causes, and their solutions will also be covered.

- The importance of different minimal thickness guidelines for each material
- Achieving durable connector position, size and shape and proper ceramic support for cusp tips and marginal ridges
- Pontic design protocol
- How proper occlusal framework design can minimize chips and shearing
- Framework preparation: To sandblast or not to sandblast? When and why.
- Coloring and shading options

## Stefan Müller

## HANDS-ON DEMONSTRATIONS

*“Pressing Matters...Introducing New Materials and Technologies into Your Pressed Restorations”*



Are pressed restorations a big part of your laboratory? Do you want to learn how to eliminate miss-presses, reduce surface roughness, porosity and contamination? This demonstration will teach you about proper sprue placement, crown orientation, how to get the most output per pressing cycle and other critical factors in achieving excellent and predictable results every time. These tips and techniques will improve the quality of your pressed restorations saving you time and money.

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It's one of the most robust educational experiences there is.

Michael Gorshe

”

## Patrick Boche, MDT

HANDS-ON DEMONSTRATIONS

*“Creation: A Blueprint for Success”*



For almost two decades, Creation ceramics have set the standard for aesthetic restorations worldwide. Now, during this informative demonstration, learn the secrets from Germany's Patrick Boche as he shares how the perfect artistry and logic of the expanding Creation system brings perfection to ceramic processing today. His demonstration will offer practical applications and procedures sure to maximize your results including tips and tricks for quickly and easily creating natural aesthetics, and proper use of the ceramic furnace. Emphasis on CreaColor, Creation's newest offering of low-fusing stains will be demonstrated and discussed.

## Cezar Jadak, CDT, MDT & Steve Chevalier

HANDS-ON DEMONSTRATIONS

*“Digital Production – A New World of Integration”*



Understand the critical factors you need to know to make the right decisions about a Digital System. Learn how to integrate a Digital System into your laboratory to increase productivity, lower costs, accelerate turnaround times and improve the quality of your restorations. You'll have a hands-on demonstration with each component including the Scanner, Design Software, Mill and Sintering Furnace.

## Jo Weber, MDT

HANDS-ON DEMONSTRATIONS

*“Full Court Press... How to Increase Productivity & Profitability in Your Lab”*



New pressing technology including multi-shade pressing and increased ceramic pressing capacity will be showcased in this hands-on demonstration. The technician will see how using new pressing technologies allows you to press up to 25 units in 5 different shades in a single press. This will result in increased productivity & profitability while delivering consistent, quality esthetic restorations.

“ It's one of the greatest things we have in the U.S. for dental technicians. This is inspirational.

Peter Pizzi, CDT, MDT

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Please Note: Program times, speakers and topics are subject to change

## EVENING COCKTAIL RECEPTION

Join the Jensen team immediately following our education day in the beautiful and inspiring atmosphere of the Swissôtel.

This celebration with food and drink, in the wonderful company of our clinicians, colleagues and friends, is sure to make for a memorable evening.

## JED 2012: FACTS AT A GLANCE

### COST:

**\$249\*\***

Includes Lunch and Evening Cocktail Reception

\*\*\$100 Jensen account credit for those who book a room in Jensen's room block at the Swissôtel

### LOCATION:

#### Swissôtel Chicago

323 E Wacker Dr  
Chicago, Illinois 60601  
(312) 565-0565

### TIMES:

#### Main Program

8:00am – 6:30pm

#### Evening Reception

6:30pm – 10:00pm

### ACCOMMODATIONS:

#### Swissôtel Chicago

Toll-Free Reservations:

888-73 SWISS (888-737-9477)

Local Reservations:

312-565-0565

(Select "2" for reservations)

#### Room Block Name:

Jensen Dental

#### Rate:

\$215 single occupancy

\$215 double occupancy