Pick a spot

It’s all about choices for the next few days, here at the CDA Presents The Art and Science of Dentistry. With more than 150 educational courses (including lectures and hands-on workshops) and 400 exhibitors demonstrating new techniques as well as innovative products and services, there are plenty of options to go around for making the best use of your time.

If it’s education you’re interested in, you won’t want to miss today’s opening lecture on facial reconstruction, from 11:30 a.m. to 1 p.m. Presented by Lawrence E. Brecht, DDS, the director of maxillofacial prosthetics at New York University College of Dentistry, “Facial Reconstruction to Facial Transplantation: Success Through a Team Approach” will discuss the advantages of using a surgical-prosthetic-industrial team approach in reconstruction, from the simplest examples to the most complex.

“We’ll begin with how a team approach can benefit children with a cleft palate and the simplest of ‘reconstruction’ of a smile for a baby and move up through jaw reconstruction for cancer and trauma patients — utilizing the ‘Jaw in a Day’ procedure — and move outside the oral structures, to the orbit, nose and ear, and the technology that is used to create those prostheses,” Brecht said.

The lecture will end with a discussion of what Brecht calls the “worst-case scenario” — when facial transplantation becomes necessary.

If you are more into the exhibit hall side of things, make sure to download the CDA app before venturing inside. The “wayfinding” feature can be used to chart the quickest walking path from your current location to a destination on the exhibit hall floor, saving those precious minutes for product demonstrations instead of getting lost.

CDA offers significant savings on supplies through e-commerce site

Online marketplace created for CDA member dentists

The California Dental Association is pleased to announce its offering of online dental supply shopping through its subsidiary, The Dentists Service Company. TDSC offers a group buying program through its e-commerce marketplace — an easy-to-use online shopping site that leverages the buying power of CDA’s 27,000 members to secure significant savings on dental supplies and helps dentists lower the overall cost of providing care to their patients.

As a benefit of CDA membership, dentists licensed in California can shop the TDSC Marketplace to take advantage of negotiated low pricing and discounts based on aggregate volume. CDA members enjoy free shipping and save an average of 20 percent off the manufacturers’ list price on more than 25,000 dental supplies. Through trusted, authorized distributors, the marketplace offers supplies from major manufacturers, including Dentsply Sirona, 3M, KaVo Kerr and GC.

“Dental supply purchasing has long been dominated by large corporate suppliers. Through the marketplace, we’re providing significant savings on dental supplies and reduced overhead,” said CDA President Natasha Lee, DDS. “The discounts allow our members to remain competitive with large dental service organizations that cut special deals with dental suppliers.”

As e-commerce has become the norm, shopper feedback has been
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overwhelmingly positive, with exponential month-over-month growth. After a phased launch, 1,200 CDA members had already saved more than a half-million dollars, allowing them to provide more cost-efficient services to their patients.

“Our entry into e-commerce may be unprecedented for a state dental association, but the move is timely as the $10 billion dental products industry undergoes a disruption in the way dentists purchase supplies for their practices,” Lee said. “We’re in a position to offer lower costs to our members, including those in rural areas who have adopted the marketplace as a trusted source for dental supply purchasing.”

The TDSC Marketplace is now in a position to expand to other states, starting in the West and Northwest regions, giving dentists another option for purchasing some or all of their supplies.

“There’s really no organization better positioned to offer this member service than a dental association whose best interests are with dentists and the patients they serve,” Lee said. (Source: California Dental Association)