

OFF THE CUSP

Dental industry news, trends and information from Patterson Dental.

2020 CHICAGO MIDWINTER MEETING RECAP

By Eric Wheeler

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The Chicago Dental Society 155th Midwinter Meeting has come and gone. More than 28,000 dental industry professionals attended this year's event, making it one of the largest scientific dental meetings in the United States.

The annual meeting's opening session featured Lori Greiner of Shark Tank, while a healthy dose of continuing education (CE) courses, scientific research posters and plenty of networking opportunities rounded out the conference. You can read a recap of each day of the meeting [here](#).

With more than 660 exhibitors in attendance, the exhibit hall featured the latest in dental technology and services, while giving meeting attendees an opportunity to meet up with old friends and spend time with current colleagues. Among the hundreds of exhibitors, the Patterson Dental booth stood out as the place to be to see the latest technology offerings in action. One product that truly stood out on a crowded exhibit floor was the new CEREC Primemill.

With the capability of milling crowns in about five minutes, a new guided workflow, a wider range of materials and processing modes, and improvements in quality, Primemill was a popular item to demo at the booth. Joel Carstedt, a CAD/CAM specialist with Patterson Dental in Chicago took a moment to speak about some of these key features and what it means for the dentist who is quick to adopt this technology.

"From the time the patient sits down to the time the patient leaves that office could be around an hour, which is just unbelievable to think about," said Carstedt. "And the impact that it's having already from my offices that have the Primemill here in the Chicago area, it's just incredible."

Another new item featured at the meeting was the KaVo IXS intraoral sensor. This item was so new (launched at the meeting), we didn't even have it at the booth. Instead, we took a trip to the KaVo Kerr booth to learn about the new digital sensor from Emily Rogers and Matthew Quaglia of the KaVo Imaging team.

A booth favorite was the Solea all-tissue laser. Several dentists stopped by to sing the praises of this time-saving virtually anesthesia-free technology for cavity prep and blood and suture-free

soft tissue surgeries. Others stopped by to try out the laser for themselves and ask questions about applicability to their practice.

These are just a few of the popular dental technologies showcased at the 2020 Chicago Midwinter Meeting. We also spoke with customers about how Patterson Revolve Software Solutions can fit the needs of any dental practice. We featured the latest from the leading providers in digital imaging, CAD/CAM technology, Patterson Brand products and more. Mostly though, we enjoyed connecting with customers and exchanging ideas on how we can help them grow their practice.

Finally, we can't write a meeting recap without mentioning the Patterson prize-drop game. This booth favorite travels with us to most major dental meetings and gives qualifying customers the chance to earn Patterson Advantage dollars. Learn more about the Patterson Advantage loyalty rewards program and create an account so you're ready to earn Patterson Advantage dollars the next time you find yourself at our booth.

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From Patterson Dental's blog, Off the Cusp. View the original blog post:

<https://www.offthecusp.com/2020-chicago-midwinter-meeting-recap/>