Proceedings of
36th International Conference on
Dentistry and Dental Marketing
&
18th Annual Meeting on
Oral Care & Oral Cancer

October 24-25, 2018 | Boston, USA
Day 1        October 24, 2018
Conference Hall: Pollar Ditson

08:00-08:30 Registrations
08:30-08:45 Opening Ceremony

Keynote Forum

08:45-09:15
Title: Dental Marketing: “BMEG approach”
Roche Penafuerte Ruiz, KJR Dental Center Incorporated, Philippines

09:15-09:45
Title: Consumer centric marketing in dentistry
James L Ratcliffe, Rowpar Pharmaceuticals Inc., USA

09:45-10:15
Title: How dirty teeth and tongues are killing our geriatric population
Sonya Dunbar, Mobile Dental Xpress Wellness and Nutrition, USA

10:15-10:45
Title: Management of post-operative sensitivity following periodontal treatment
David Gillam, Barts and the London School of Medicine QMUL, UK

Panel Discussion

Networking & Refreshment Break 10:45-11:00 @ Foyer

11:00-11:30
Title: Dentistry in Egypt and the role of social media and scientific references in learning for Arab dental students
Ahmed Ali Ghorab, Nahda University, Egypt

Sessions: Dental Marketing | Dental Marketing Trends | Dental Marketing Strategies | Dentistry | Dentistry | Orthodontics | Esthetic Dentistry | Endodontics | Cosmotic Dentistry | Clinal Evaluation | New Technologies in Dentistry Treatments
Session Chair: Jan Wade Gilbert, Wian Industries Long Beach, USA
Session Co-chair: Roche Penafuerte Ruiz, KJR Dental Center Incorporated, Philippines

Session Introduction

11:30-11:55
Title: Transdermal nanostuctured steroids replacement therapy: Novel protocol for TMJ
Melissa Kelly Senedin, Senedin Clinical, Brazil

11:55-12:20
Title: Mechanized skinbooster technique with anesthesia without needles
Manuela Bafini Fonseca, UNESP-Sao Paulo State University, Brazil

12:20-12:45
Title: Bianconsini lips filler protocol: Naturality, proportion and lips joviality
Maria Eugenia Bianconsini, Braz Cubas University, Brazil

12:45-13:10
Title: Intersection of technology and dentistry: Emerging major breakthroughs
Manju Natarajan, Merrimack College, USA

Panel Discussion

Lunch Break 13:10-14:00 @ Bistro

Keynote Forum

14:00-14:30
Title: We know that the ancient Egyptians used dental implants
Jan Wade Gilbert, Wian Industries Long Beach, USA

14:30-15:00
Title: Big data? Big deal… what do I do with it?
Ray Caruso, Lone Peak Dental Group, USA

15:00-15:30
Title: A critical appraisal of sfoa as compared to traditional surgical orthodontics - A short term
Anand Suresh, Penang International Dental College, Malaysia

15:30-16:00
Title: A critical appraisal of sfoa as compared to traditional surgical orthodontics - A short term
A Nayeemullah Khan, Meenakshi Ammal Central College, India

Panel Discussion

Networking & Refreshment Break 16:00-16:15 @ Foyer

Sessions: Dental Parctice | Digital Marketing - New Trends & Technologies | Dental Implants | Cosmetic Dentistry | Orthodontics
**Session Chair:** Jan Wade Gilbert, Wian Industries Long Beach, USA  
**Session Co-chair:** Roche Penafuerte Ruiz, KJR Dental Center Incorporated, Philippines

<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Speaker</th>
<th>Institution</th>
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<tbody>
<tr>
<td>16:15-16:40</td>
<td>Innovative applications of digital marketing in the mental patient interaction lifecycle</td>
<td>Nourah Abdul Kader, Dr. MGR Medical University, India</td>
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<td>16:40-17:05</td>
<td>Future smart dental practice for the third millennium</td>
<td>Eduard Babulak, National Science Foundation, USA</td>
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<td>17:05-17:30</td>
<td>Innovative applications of digital marketing in the dental patient interaction lifecycle</td>
<td>Karthik Vinayagamoorthi, Babson College, USA</td>
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<td>17:30-17:55</td>
<td>Comparative analysis of canal centering ratio, apical transportation, &amp; remaining dentin thickness between single file system i.e. Oneshape and Waveone rotary by using cone beam computed tomography – An in-vitro study</td>
<td>Aditi Jain, India</td>
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<td>17:55-18:20</td>
<td>The efficiency of orthodontic mini-screw implants during incisors intrusion: A systematic review and meta-analysis</td>
<td>Ahmed Ibrahim Atalla, Cairo University, Egypt</td>
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**Panel Discussion**

**Day 1 Concludes…**

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**Day 2  October 25, 2018**

**Conference Hall:** Pollard Ditson

**Keynote Forum**

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<tr>
<td>08:30-09:00</td>
<td>Aerosol ceramic bonded titanium substructures and abutments</td>
<td>Phillip G Pitts, Tennessee University of Common Sense, USA</td>
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<td>09:00-09:30</td>
<td>Mri-based determination of occlusal splint thickness for temporomandibular joint disk derangement: A randomized controlled clinical trial</td>
<td>Ayman Hegab, Al-Azhar University, Egypt</td>
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<tr>
<td>09:30-10:00</td>
<td>Diagnosis, nonsurgical and surgical treatment of obstructive sleep apnea</td>
<td>James D Bates, Texas Oral and Maxillofacial Surgery, USA</td>
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<tr>
<td>10:00-10:30</td>
<td>Clinical evaluation between zirconia crowns and stainless steel crowns in primary molars teeth</td>
<td>Medhat Ahmed Abdallah AbdelBaki, King Abdulaziz University, Saudi Arabia</td>
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**Panel Discussion**

**Networking & Refreshment Break 10:30-10:45 @ Foyer**

**Sessions:** Oral Cancer | Oral Health | Dental Health | Oral Submucous Fibrosis | Dental Hygiene | Dental Treatments

**Session Chair:** Jona J Sela, Hebrew University, Israel  
**Session Co-chair:** Roche Penafuerte Ruiz, KJR Dental Center Incorporated, Philippines

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<td>10:45-11:10</td>
<td>A paradigm shifts global trends of oral cancer: A call to action</td>
<td>Ramandeep Kaur Sohi, Sri Sukhmani Dental College and Hospital, India</td>
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<td>11:10-11:35</td>
<td>Medical considerations relating to the oral health</td>
<td>Hassan Hussain Koshak, Riyadh Colleges of Dentistry and Pharmacy, KSA</td>
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<td>11:35-12:00</td>
<td>Betel nut chewing in the Greater New York/New Jersey area: Any consequence?</td>
<td>Sneha Shah, St Joseph’s Regional Medical Center, USA</td>
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<td>12:00-12:25</td>
<td>Evaluation of herbal preparation in management of oral submucous fibrosis</td>
<td>Vibha Singh, King George Medical University, India</td>
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**Panel Discussion**

**Lunch Break 12:50-14:00 @ Bistro**
Keynote Forum

14:00-14:30  
Title: WOW effect, client capture using digital technologies  
Maxim Ashortia, Dental and Academic Center, Russia

14:30-15:00  
Title: Effects of different teas on surface roughness of resin composites  
Emre Ozel, University of Kocaeli, Turkey

15:00-15:30  
Title: Study of effect of polyvinylpyrrolidone-iodine (PVP-I) 2% as an anti-oedematous agent in third molar surgery  
Kanwaldeep Singh Soodan, Maharishi Markandeshwar University, India

15:30-16:00  
Title: Dental Marketing and net work issues  
Abdul Waleed Nejrabs, Kabul University of Medical Sciences, Afghanistan

Panel Discussion

Networking & Refreshment Break 16:00-16:15 @ Foyer

16:15-16:45  
Title: Basic aspects of bone reaction to implants  
Jona J Sela, Hebrew University, Israel

Sessions: Oral Health | Dental Grafting | Pediatric Dentistry | Implant Dentistry | Dental Surgery
Session Chair: Jona J Sela, Hebrew University, Israel
Session Co-chair: Roche Penafuerte Ruiz, KJR Dental Center Incorporated, Philippines

16:45-17:05  
Title: Oral submucous fibrosis-A dreadful malady for the ages  
Naiya Hitesh Shah, AMC Dental College and Hospital, India

17:05-17:30  
Title: Human dentin as an autologous bone grafting material  
Greta Kersyte, Lithuanian University of Health Sciences, Lithuania

Panel Discussion

Poster Presentations 17:30-18:00
Poster judge: Jan Wade Gilbert, Wian Industries Long Beach, USA

DM 01  
Title: Intersection of technology and dentistry: Emerging major breakthroughs  
Manju Natarajan, Merrimack College, USA

DM 02  
Title: Clinical evaluation between zirconia crowns and stainless steel crowns in primary molars teeth  
Medhat Ahmed Abdallah AbdellBaki, King Abdulaziz Univeristy, Saudi Arabia

Panel Discussion

Thanks Giving & Closing Ceremony