

This year, **6 TECHNOLOGY EXPERTS** worked in concert to select 13 stand-out technologies to be recognized with the Pride Institute "Best of Class" Technology Award. DPR will be covering the winners this fall.

on the
COVER

LUCKY 13

Recognizing this year's Pride Institute Best of Class honorees.

By **THAIS CARTER**



THE BEST OF CLASS

FOUNDATIONAL

- Henry Schein Practice Solutions | Dentrrix G4
- DEXIS Platinum digital sensor
- Apteryx imaging software

DIAGNOSTIC

- Tekscan Inc. | T-Scan computerized occlusal analysis system
- Aribex | Nomad handheld x-ray
- Air Techniques | Spectra caries detection device
- Gendex | GXCB-500 HD cone beam system
- Sirona Dental Systems | CEREC AC for digital impressions
- Sirona Dental Systems | CEREC for CAD/CAM

THERAPEUTIC

- Discus Dental | NV Laser

EMERGING

- Curve Dental | Hero web-based practice management software
- ProDrive upgrade turbine
- Milestone Scientific | STA computer-controlled local anesthetic delivery

Last fall, *Dental Products Report* was honored to help provide coverage for the first-ever Pride Institute Best of Class Technology Fair leading up to, and then during, the Greater New York Dental Meeting. This year, we are excited to do so again and wanted to give our readers a sneak peek at this year's honorees and coverage in the coming months.

Throughout the summer—July, August and September—you'll get editorial snapshots of each of the winning products, explaining what they offer that warrants the "Best of Class" title. In our September and October issues, we'll go into detail about what educational offerings will be available at this year's Technology Fair,

kicking off at the ADA Annual Session in Orlando, Oct. 9-12. At the meeting, we'll have live coverage sent to you via e-newsletter and our show blog, as well as video interviews and demos.

What is the Technology Fair?

In 2009 Dr. Lou Shuman, President of Pride Institute, launched a new concept to provide an unbiased non-profit assessment of available technologies in the dental space. Pride Institute's commitment is to provide the finest information and counsel in all areas of practice management.

"We deeply felt a gap in the area of technology education and integration and felt the tech awards and fair were an ideal model to fill that gap," Dr. Shuman shared.

The products recognized here were chosen through an unbiased, rigorous assessment selection process in conjunction with a distinguished panel of known technology experts. The chosen technologies were divided into four categories: Foundational, Diagnostic, Therapeutic and Emerging. The winners were selected after a lengthy live debate by the experts, and then a majority vote. The panel was looking for technologies that either stood out from the rest by taking a category to a new level, or for being outstanding within a category.

I feel very fortunate that a panel of this magnitude has agreed to contribute to the selection process.

— Dr. Lou Shuman

THE DISTINGUISHED PANEL

This year, a panel of leading technology experts* helped select the winners. You'll hear more from them throughout the summer and fall as we get their insights into what makes these technologies worth reading about.

- Lou Shuman, DMD, CAGS** — President of Pride Institute

- John Flucke, DDS** — writer, speaker and Technology Editor for Dental Products Report
- Paul L. Child, Jr., DMD, CDT** — CEO of Clinicians Report
- Titus Schleyer, DMD, PhD** — Associate Professor and Director, Center for Dental Informatics at the University of Pittsburgh, School of Dental Medicine

- Marty Jablow, DMD** — writer and speaker
- Parag Kachalia, DDS** — Assistant Professor of Restorative Dentistry at the University of the Pacific, Arthur A. Dugoni School of Dentistry
- Larry Emmott, DDS** — writer, speaker and dental marketing consultant

* Each expert divulged any relationship with manufacturers which prevented them from voting in any related categories.

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Our editorial process

The dental profession and the publications that cover it have no shortage of dental professionals ready to share their expertise. DPR sets itself apart with an editorial team comprised of journalists, not dentists. Each month, we reach out to a wide variety of voices to help tell the story of innovation in the dental profession. We don't assume we know all the answers; we are, instead, committed to asking the right questions and delivering unbiased, quality content. None of the articles you read are "paid for," but as a product-centric magazine, working closely with our manufacturing partners is an important part of the process.