



Pride INSTITUTE

"Best of Class"

TECHNOLOGY AWARD

2015

PRIDE INSTITUTE'S 2015 "BEST OF CLASS" TECHNOLOGY AWARDS

Launched seven years ago, "Best of Class" Technology Awards recognize innovative products that set a quality standard in their respective categories. The process is unbiased and non-profit, and the designation is awarded after a rigorous and uncompromising selection process. The panel, comprised of a respected group of technology leaders in dentistry, seeks out "game changing" products that they feel will have significant impact. There is no "check-box template" during the voting process. While some products are so new and different that they literally create their own category, some tried-and-true traditional products affirm their quality and class leadership year after year.

Individually, panel members spend countless hours each year researching practice-changing technologies. Then, at every Chicago Midwinter Meeting, the board convenes and pores over all the research, debating the characteristics that could define the product as "Best of Class." If a category does not provide a "Best of Class" designee, it is skipped. There are no "number of winners" that require a Top 10 or a Top 20 for marketing purposes. When the selection process is completed, if there are either four or 14 winners, it doesn't matter. To keep the voting fair and impartial, panel members must divulge any consulting relationships in which they are involved, and are not allowed to vote in that specific category.

As a result of the integrity of the process and technology leaders involved, "Best of Class" is the only award that is covered by every major journal in North America.

Dr. Lou Shuman, DMD, CAGS, is the creator of the prestigious "Best of Class" Awards. The impact of this initiative has resulted in an innovative first time ever cooperation between the major journals, the Oral Health Canada Group, Dental Products Report, Dentistry Today, Dental Economics, ADA News, Inside Dentistry, Dr. Bicuspid, Implant Practice US, Orthodontic Practice US, Endodontic Practice US, The Progressive Dentist, and the American Dental Association in providing education, awareness, and presentation of the winning technologies through their journals, culminating at the ADA "Best of Class" Technology Expo every year at the ADA Annual Session. It is the largest exhibit at the ADA Annual Session, providing three days of technology focused presentations by the field's leading experts in a 275 seat classroom, in conjunction with hands on exhibits of each year's "Best of Class" winners. In 2013, the ADA was honoured nationally as providing "the highest quality education on an exhibit floor" as a result of the Technology Expo curriculum.

The awards have reached such a level of status that they are now the most sought after and coveted award by the manufacturer community and have become for dental practitioners and dental teams THE list of products that are critical to integrate into their practices, not only as a benefit to practicing ideally, but providing the best possible technologies to their patient base.

The technology panel of experts consists of:

Dr. Lou Shuman DMD CAGS

Founder of the Best of Class Awards
President and CEO of Cellera
Consulting Group
Chairman of Technology Advisory
Board WEO Media
Technology Column in Dental
Products Report

John Flucke DDS

Chief Editor and Technology Editor
Dental Products Report
Private Practice Missouri

Paul Feuerstein DMD

Technology Editor Dentistry Today
Private Practice Massachusetts

Parag Kachalia DDS

Vice-Chair of Preclinical Education,
Research and Technology,
University of Pacific
Private Practice California

Marty Jablow DMD

Founder of "America's Dental
Technology Coach"
Private Practice New Jersey

"What began as a singular vision to make a difference in dentistry has gone beyond anything I imagined," said Dr. Lou Shuman, Founder of the Best of Class Awards. "So many people to thank for believing in me and the integrity and noncompromising goals of this initiative. It starts with the technology expert panel. John, Parag, Paul, and Marty, recognized the importance of this and have volunteered enormous amounts of hours of their time to review the technology product community. I thank the publishers and editors in chief of so many journals who adopted the concept and agreed to create their own special involvement in the communication and education surrounding the winners and the process. Melissa Summerfield, the publisher of this journal, for taking such a passionate interest this year, recognizing the importance of this initiative to her readers. The ADA for allowing me to create an event with them that provides hands on experiences with the winners in one location and an ADA CERP accredited education program over three days on technology, that as a result of the quality of the experts presenting, sells out its 275 seating capacity for every course. Special thanks to Kat Dennis from ADA, for making this year's event in Washington DC one that will be very special. For all reading this I hope if you are coming to the ADA Annual session in Washington DC that you will visit Booth 3231 and take advantage of the hands on experience of all the winners and participate in the presentations. I think you will come away with lots to consider about the products in your practice and how we are integrating technology into it as well."



Dr. Lou Shuman

THIS YEAR'S WINNERS

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| ❖ 3Shape TRIOS | ❖ DEXIS CariVu | ❖ Kerr SonicFill 2 |
| ❖ ACTEON North America
SoproLIFE/SoproCARE | ❖ DEXIS Imaging Suite | ❖ LED Dental VELscope Vx-LED |
| ❖ Air Techniques ProVecta S-Pan | ❖ Digital Doc IRIS HD | ❖ Liptak Dental DDS Rescue |
| ❖ AMD Picasso Lasers | ❖ Doxa Ceramir | ❖ Planmeca Sovereign Chair System |
| ❖ Bien Air iOptima/iChiropro | ❖ Glidewell BruxZir Anterior | ❖ Propel Orthodontics Excellerators |
| ❖ Dental Practice Solutions Solutionreach | ❖ Glidewell TS150 Mill | ❖ Orascope EyeZoom |
| ❖ Crosstex DentaPure | ❖ i-CAT FLX | ❖ Shofu EyeSpecial c-II |
| | ❖ Kerr Demi Ultra | ❖ Ultradent VALO |



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