

Readers' Choice 2016

In the spirit of this Fall's election, *Inside Dentistry* took to the polls a little early to gather some demographic information about our readership, their habits, and preferences. Predominantly General Practitioners, the *Inside Dentistry* audience is almost three-fourths male and has a median age of 50 years old. Almost all (more than 80%) are performing restorative and esthetic procedures and almost half (41%) are involved with implants. Importantly, 85% of *Inside Dentistry's* readers are operating independently as practice owners for over 16 years. Like you, they are highly engaged decision makers looking for solutions to their practice needs. Their current armamentarium favorites are listed below, with the top three vote-getters from each category featured.

We extend our thanks to all who participated in the surveying exercise and to everyone who engages with *Inside Dentistry*. We look forward to sharing more information from our surveys in the upcoming months.

ADHESIVES

- 1** **Scotchbond Universal**
3M ESPE
- 2** **Prime & Bond Elect**
DENTSPLY Sirona Restorative
- 3** **Clearfil S3 Bond**
Kuraray
- (tie) **OptiBond All-in-One**
Kerr

ANESTHETIC

- 1** **Septocaine**
Septodont
- 2** **Lidocaine**
generic
- 3** **Articadent**
DENTSPLY Sirona Pharmaceutical

BITE REGISTRATION

- 1** **Blu-Mousse**
Parkell
- 2** **LuxaBite**
DMG America
- 3** **Futar D**
Kettenbach
- (tie) **Arti-Check**
Bausch

CAD/CAM

- 1** **Cerec MC X**
DENTSPLY Sirona
- 2** **PlanMill 4D**
Planmeca
- 3** **CS 3000**
Carestream
- (tie) **Dental Wings Laser Milling**
Dental Wings

CEMENT

- 1** **RelyX Ultimate**
3M ESPE
- 2** **Panavia V5**
Kuraray
- 3** **FujiCEM 2**
GC America
- (tie) **Maxcem Elite Chroma**
Kerr

COMPOSITE

- 1** **Filtek Supreme Ultra**
3M ESPE
- 2** **TPH Spectra Universal**
DENTSPLY Sirona Restorative
- 3** **SonicFill 2**
Kerr

CONE BEAM/3D

- 1** **Galileos Compact Comfort Plus**
DENTSPLY Sirona
- 2** **GXDP-700**
Gendex
- 3** **CS 9300**
Carestream
- (tie) **Orthopantomograph OP300**
Instrumentarium

DIGITAL SCANNING

- 1** **Omniscam**
DENTSPLY Sirona
- 2** **TRIOS 3**
3Shape
- 3** **iTero**
iTero

DIGITAL SENSORS

- 1** **Platinum**
DEXIS
- 2** **Schick 33**
Schick by Sirona
- 3** **GXS-700**
Gendex

HANDPIECES

- 1** **MasterMatic**
KaVo
- 2** **Star 430 Torque**
Dental EZ
- 3** **Tradition Plus**
DENTSPLY Sirona Midwest

IMPLANT SYSTEMS

- 1 Nobel Biocare
- 2 Straumann
- 3 Biomet 3i

LASERS

- 1 Picasso Plus
AMD Lasers
- 2 SIROLaser
DENTSPLY Sirona
- 3 WaterLase iPlus
Biolase

PRACTICE MANAGEMENT

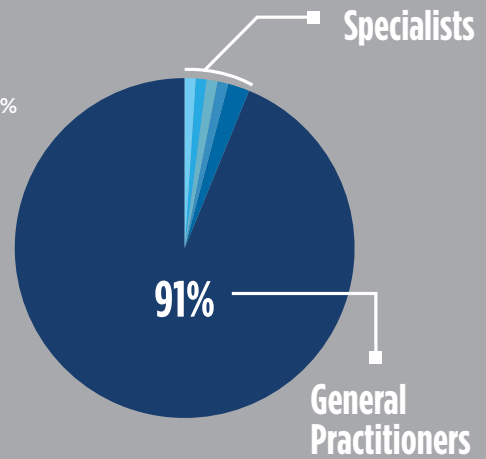
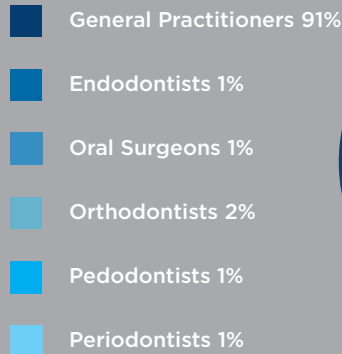
- 1 Dentrix Ascend
Henry Schein Dental
- 2 Eaglesoft
Patterson
- 3 CS PracticeWorks
Carestream

WHITENING

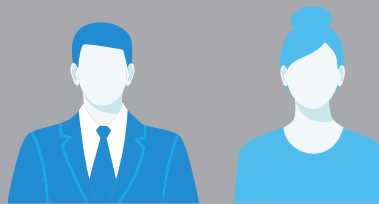
- 1 Opalescence Treswhite Supreme
Ultradent
- 2 Zoom
Philips Oral Healthcare
- 3 KÖR Whitening Deep Bleaching System
Evolve Dental Technologies

Inside Dentistry Reader Demographics

140,000 Total Circulation



GENDER



Male

Female

72%

28%

AGE

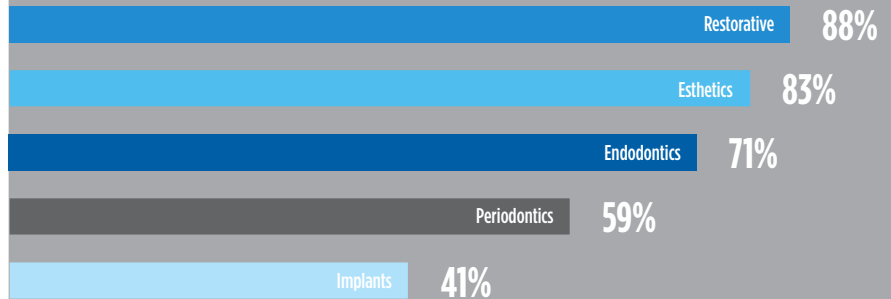


25

50

80

PROCEDURES PERFORMED



PRIMARY PRACTICE SETTING

