

American Dental Association

**ADACommons**

---

[ADA News](#)

[ADA Products and Publications](#)

---

8-19-2002

## ADA News - 08/19/2002

American Dental Association, Publishing Division

Follow this and additional works at: <https://commons.ada.org/adanews>



Part of the [Business and Corporate Communications Commons](#), [Dentistry Commons](#), and the [History of Science, Technology, and Medicine Commons](#)

---

### Recommended Citation

American Dental Association, Publishing Division, "ADA News - 08/19/2002" (2002). *ADA News*. 94.  
<https://commons.ada.org/adanews/94>

This News Article is brought to you for free and open access by the ADA Products and Publications at ADACommons. It has been accepted for inclusion in ADA News by an authorized administrator of ADACommons. For more information, please contact [commons@ada.org](mailto:commons@ada.org).

# ADA News<sup>®</sup>

AMERICAN DENTAL ASSOCIATION

AUGUST 19, 2002

www.ada.org

VOLUME 33, NO. 15

## DR Days

### Successes add up for direct reimbursement across the nation

BY ARLENE FURLONG

"Good feelings about a form of dental insurance?"

"Nothing but," said ADA Executive Director James Bramson, describing dentists' attitudes about direct reimbursement at DR Days 2002, held Aug. 2 and 3 at ADA Headquarters. "The response from our members across the country has been terrific."

"DR Days 2002: The Sky's the Limit" drew a full house of dentists, dental society staff, brokers and third-party administrators. The name proved apt in terms of information shared and ideas exchanged.

"There was more communication at this DR Days than I've ever observed," Dr. Charles Cuttino, chair of the Council on Dental Benefit Programs said after the meeting. "People are really getting to know

#### ■ SUCCESS seminars scheduled, page eight

each other and the ADA." Veteran broker and DR Days presenter Roger Schultz attributed greater enthusiasm to a shift in Association attitude.

"The ADA seems more receptive, more open to new ideas. We didn't hear the old 'We don't do it that way,' like we used to hear," he explained. "That attitude is encouraging to brokers."

Both Drs. Chadwick and Bramson expressed gratitude to participants for sharing information that helps the Association keep tabs on the national DR picture—getting better each year. Between 1997 and 2001, ADA data shows that more than 1,850 new

See DR, page 11



**Networking:** DR advocates (from left) Dr. Theodore Corcoran, Samantha Paulson, Dr. Cuttino and Dr. Marcel G. Lambrechts Jr. enjoy the morning break.



**Good news:** Success stories inspire new ideas for spreading direct reimbursement plans.

## BRIEFS

**Labor Day:** The ADA will close early at 1 p.m. Friday, Aug. 30, for Labor Day weekend. The ADA will open again for regular hours on Sept. 3. The ADA's official hours of operation are 8:30 a.m.-5 p.m. Central Time, Monday through Friday.

Dr. James B. Bramson, ADA executive director, in late spring announced the early closings on July 3 (for Independence Day) and Aug. 30 as a reward to staff for "their hard work on the new ADA initiatives and the staff's demonstrated commitment to the new Core Precepts."

Members can access the ADA through www.ADA.org.

The Core Precepts are a set of values developed by ADA staff that fall under these five headings:

- Members are the purpose of our work.
- We take personal responsibility.
- We take pride in our work.
- Attitudes are contagious.
- We thrive in a supportive organization. ■

**For comment:** The ADA Standards Committee on Dental Products has approved for circulation and comment the proposed revision to ANSI/ADA Specification No. 27 for Polymer-Based Filling, Restorative, and Luting Materials.

Free copies are available by calling Ext. 2506 or 2533. ■

## Media messages

### ADA sends interactive e-mail on restoratives

BY KAREN FOX

You've got mail, from the American Dental Association.

That's what nearly 1,300 health care journalists saw on Aug. 6, upon receipt of a personalized e-mail message from the ADA.

What they found was an interactive media kit replete with resources on the safety of dental amalgam and restorative options that included:

- news releases;
- soundbites from the recent satellite media tour;
- footage from the video news release;
- patient education materials—

See MEDIA, page 11

## ADA governance

### House to consider proposed changes in Association structure

BY JAMES BERRY

A Board of Trustees plan aimed at improving the ADA's governance structure, boosting efficiency and enhancing membership representation will be presented to the House of Delegates in New Orleans in October.

The plan, which responds to House resolutions adopted over the past two years, calls for a wide range of changes in the current structure and responsibilities of ADA councils and committees.

It also serves up two distinctly different alternative proposals for restructuring the Board, the House and the existing Trustee districts.

#### ■ Online discussion forum returns, page three

Because one of these proposals would require amendments to the ADA Constitution, this portion of the plan will layover for a year of discussion and review, and be brought back for a House vote in 2003.

The part of the plan related to councils and committees would reduce the number of councils from 11 to 10, replacing the present Council on Communications with a committee of the Board that would

use focus groups and surveys to gather membership input.

Four of the remaining councils and the Committee on the New Dentist would continue to have members chosen by district or region—what the Board calls "geography-based" representation. Those four councils include Dental Practice; Ethics, Bylaws and Judicial Affairs; Government Affairs; and Membership.

The Board plan calls for members of the other six councils to be chosen for their special knowledge or expertise—what the Board calls "skill-based" representation.

See STRUCTURE, page 10

## INSIDE



### Viennese waltz

FDI Vienna Ball set for October. Story, page 11.



# HVO a 'Point of Light'

BY STACIE CROZIER

Washington—A shining example of volunteers working to improve global health, Health Volunteers Overseas has been honored with the national Points of Light Foundation's "Daily Points of Light Award."

HVO was featured Aug. 8 on the Points of Light Web site, "www.pointsoflight.org."

Ten national professional health care associations sponsor Health Volunteers Overseas, including the ADA, which sponsors the Dentistry Overseas program with sites in Bangladesh, Brazil, Haiti, Moldova, St. Lucia and Vietnam.

Since 1986, more than 3,800 physicians, dentists, nurses and physical therapists have volunteered with HVO in Latin America and the Caribbean, Africa, Asia and Eastern Europe. The organization's mission is to improve the availability and quality of health care in developing countries through training and education.

"As a longtime member of HVO's Dentistry Overseas program, the ADA is very proud of its association with the organization," says Dr. Gary Leff, chair of Dentistry Overseas-HVO. "ADA members who have volunteered through HVO have been rewarded with the opportunity to serve the underserved in developing countries,

and this award is a testament to their efforts."

Former President George Bush established the Daily Points of Light award in 1989. Some 2,000 organizations and individuals have been honored by the award to date for their extraordinary commitment to service and making a positive and lasting difference in the lives of others.

For more information on the dental component of Health Volunteers Overseas, call 1-202-296-0928, log on to "www.hvousing.org" or e-mail "info@hvousing.org". Or, visit the ADA's international Web site, "www.ada.org/ada/international/index.html". ■



(ISSN 0895-2930)

AUGUST 19, 2002 VOLUME 33, NUMBER 15

Published semi-monthly except for monthly in July and December by ADA Publishing, a division of ADA Business Enterprises, Inc. at 211 E. Chicago Ave., Chicago, Ill. 60611, 1-312-440-2500, e-mail: "ADANews@ada.org" and distributed to members of the Association as a direct benefit of membership. Statements of opinion in the ADA News are not necessarily endorsed by ADA Publishing, the American Dental Association, or any of its subsidiaries, councils, commissions or agencies. Printed in U.S.A. Periodical postage paid at Chicago and additional mailing office.

POSTMASTER: Send address changes to the American Dental Association, ADA News, 211 E. Chicago Ave., Chicago, Ill. 60611. © 2002 American Dental Association. All rights reserved.



American Dental Association  
www.ada.org



When the icon at left appears with an ADA News article, turn to our counterpart on the World Wide Web—the ADA News Daily—for related news and information via ADA.org.

**PUBLISHER:** Laura A. Kosden  
**EDITOR:** Dr. Marjorie K. Jeffcoat  
**ASSOCIATE PUBLISHER, EDITORIAL:** James H. Berry  
**ASSOCIATE PUBLISHER, MARKETING AND OPERATIONS:** Gabriela Radulescu  
**NEWS EDITOR:** Judy Jakush  
**ASSISTANT NEWS EDITOR:** Arlene Furlong  
**WASHINGTON EDITOR:** Craig Palmer  
**SENIOR EDITORS:** Karen Fox, Mark Berthold, Stacie Crozier  
**EDITORIAL ASSISTANT:** Chrestine Johnson  
**CREATIVE DIRECTOR:** Peter Solarz  
**TECHNOLOGY MANAGER:** Paul Gorski  
**TECHNOLOGY COORDINATOR:** Scott Sokolowski  
**PRODUCTION:** Susan Chauvet, Angie R. Miller, Sheila Cassella, Jeanie Yu  
**NATIONAL SALES MANAGER:** Bud McKeon  
**DIRECTOR OF PRODUCTION:** Elizabeth Cox  
**PRODUCTION ASSISTANT:** Katrina Collins  
**ADVERTISING SALES MANAGER:** Carol J. Krause  
**MARKETING MANAGER:** Jill Philbin  
**CIRCULATION CUSTOMER SERVICE REP:** Wanda Welch, Gwen Johnson

**ADVERTISING POLICY:** All advertising appearing in this publication must comply with official published advertising standards of the American Dental Association. The publication of an advertisement is not to be construed as an endorsement or approval by ADA Publishing, the American Dental Association, or any of its subsidiaries, councils, commissions or agencies of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. A copy of the advertising standards of the American Dental Association is available upon request.

**ADVERTISING OFFICES:** 211 E. Chicago Ave., Chicago, Ill. 60611. Phone 1-312-440-2740. Eastern representative: Vince Lagana, PO Box 6, Pocono Pines, PA, 18350; phone 1-570-646-7861. Central representative: Robert J. Greco, Hilltop Executive Center, 1580 S. Milwaukee Avenue, Suite 404, Libertyville, Ill. 60048; phone 1-847-522-7560. Western representative: Audrey Jehorek, 8 Hexham, Irvine, Calif. 92612; phone 1-949-854-8022.

**SUBSCRIPTIONS:** Nonmember Subscription Department 1-312-440-2867. Rates—for members \$8 (dues allocation); for nonmembers—United States, U.S. possessions and Mexico, individual \$55; institution \$78 per year. Foreign individual, \$76; institution \$98 per year. Canada individual, \$66; institution \$84 per year. Single copy U.S. \$8, outside U.S. \$10. For all Japanese subscription orders, please contact Maruzen Co. Ltd. 3-10, Nihonbashi 2-Chome, Chuo-ku, Tokyo 103 Japan. ADDRESS OTHER COMMUNICATIONS AND MANUSCRIPTS TO: ADA News Editor, Suite 2010, 211 E. Chicago Ave., Chicago, Ill. 60611.

**ADA HEADQUARTERS:** The central telephone number is 1-312-440-2500. The ADA's toll-free phone number can be found on the back of your membership card.



Look for the ADA Seal of Acceptance as your assurance that the product meets ADA guidelines for safety and effectiveness.

## "Fastest Brand"

Premier® presents

### Two Striper® TS2000® Speed Cut Diamonds

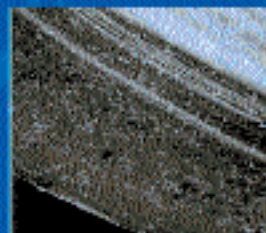
**Less chair time for you and your patient.** TS2000 saves time and money by simultaneously performing rapid gross reduction and creating a smooth finished margin without changing instruments. Premier's TS2000 speed cut diamond is truly two diamonds in one.

**Consistent clinical performance.** On average, TS2000 is 50% faster than other spiral designs. Even after night preparations! This unique coarse diamond is designed to cut cooler and faster than electroplated super coarse diamonds. The spiral action circulates water spray more efficiently to reduce heat energy and accelerate cutting.

A smooth finished margin is created as shown below. You can easily create a chamfer, bevel, or flat shoulder by selecting one of the more than forty shapes available.



Actual Preparation



Close up occlusal view of finished margin.

"Fastest Brand"™ Tapered chamfer diamond TS2000 shown above.

Premier Dental Products Co. • Premier Dental (Canada) • 888-670-6100 • www.premierusa.com  
Cosmetic • Endo/Restorative • Hygiene/Period • Instruments • Prosthetic



© 2002 Premier Dental Products Co. All rights reserved. Premier Dental Products Co. is a registered trademark of Premier Dental Products Co. All other trademarks are the property of their respective owners. ADA is a registered trademark of the American Dental Association. ADA is not responsible for the content of any advertisement. ADA is not responsible for the content of any advertisement. ADA is not responsible for the content of any advertisement.



# Opine online

## New, improved ADA discussion forum returns

BY JOE HOYLE

The online ADA Discussion Forum is back with a new interface, an expanded set of features and robust performance, making it the place for ADA members to meet in cyberspace.

The new forum offers a wide array of information on the Main Community page at "www.ada.org/forum" to help members get started. After agreeing to abide by the participation agreement, members can choose "My Profile" to establish their online screen name and e-mail address for forum correspondence and to set privacy preferences.

Rather than a general discussion area only,

the forum is seeded with popular topical categories culled from the previous forum. Visitors can also submit new topic suggestions for consideration by the forum administrator. Current topics include:

- General Discussion;
- Annual Session;
- Continuing Education;

- Cosmetic Dentistry;
- Dental Practice/Practice Management;
- Dental Products/Equipment;
- Give Kids A Smile Day;
- HIPAA.

A glowing light bulb icon in front of any topical area indicates a new posting since your last visit or you can link to "Today's Active Topics"

to see forum topics with recent postings. You can also view the screen names of the most recent forum visitors and browse the most visited topical areas.

Another new feature in the forum is private messaging. Visitors can either post a reply to a message that can be viewed by any other visitor or send a private message to another visitor. Along with e-mail notification of new private messages, visitors can save frequently used e-mail addresses in their own "buddy list."

A compilation of frequently asked questions addresses forum features and concerns about what personal information other visitors can see. An advanced search function allows for searching the forum by keyword, topic or date.

Keep in touch with your colleagues and your Association. Visit the forum today at "www.ada.org/forum". ■

## Paymentech rates reduced

ADA members who use Paymentech's credit card processing services can now benefit from even lower transaction rates.

Beginning Sept. 1, Paymentech is reducing its rates by five basis points on all Visa and MasterCard electronic swipe transactions. The new rates range from 1.76 to 1.81 percent, depending on average monthly transaction balances. There are no additional fees for operating supplies.

Paymentech provides ADA members with equipment and services for in-office credit card transactions through the ADA Member Advantage program.

To request a free analysis of your current credit card processing system, contact Paymentech at 1-800-618-1666. ■

## Starwood hotels offer discounts

The ADA is pleased to introduce Starwood Hotels and Resorts as the newest addition to the ADA Member Advantage program.

Starwood Hotels and Resorts offers travelers more than 750 hotels and resorts in over 80 countries worldwide. Condé Nast Magazine recently named 56 Starwood hotels and resorts as being among the best hotels in the world, a number unmatched by any other hotel company.

ADA members and their families can save up to 50 percent off room rates at over 100 Starwood properties in the ADA Member Advantage program, including Westin, Sheraton, Four Points by Sheraton, St. Regis, Luxury Collection and W Hotels.

"Starwood is pleased to be the newest member of the ADA Member Advantage Program," says Christie Hicks, Senior Vice President of Global Sales for Starwood. "We look forward to offering our fine hotels and resorts to the ADA membership, in what is destined to be an excellent partnership."

ADA members can access the specially negotiated ADA rates or request additional information by either calling 1-866-500-0380 and mentioning Promotion Code "ADA," or through the customized Starwood link, coming soon to "www.ada.org". ■

"Once you use Tenure,<sup>®</sup>  
you'll never go back."



"I used Tenure, but I was persuaded to try another system. I found only unfilled promises. I have been using Tenure ever since. It's simple, easy, and helps prevent sensitivity."

Dr. David Queller

You don't want your patients calling back explaining that they have sensitivity. Tenure helps stop sensitivity. Its premium formulation allows intertubular penetration into dentin creating a hybridization zone! What could be better—comfortable patients during their appointment and after!

NEW!



**Tenure<sup>®</sup> Uni-Bond<sup>®</sup>**  
Self-etching bonding agent that bonds to ALL light-cured and self-cured composites

- No light required
- Low film thickness
- Helps stop sensitivity



**Tenure<sup>®</sup> Multi-Purpose Bonding System**  
Bonds to all intra-oral surfaces

- Reliable & predictable
- Easy flow—penetrates deeply to form a secure hybrid layer
- Self-cure—rock hard to reach deep areas



**Tenure<sup>®</sup> Quik<sup>®</sup>**  
Single bottle bonding system with fluoride

- Single bottle saves chairtime
- Fluoride release: protection against recurrent decay
- Resistant to microleakage

Call 1-800-445-0345 and discover our risk-free guarantee. If you call today, and order from our Tenure product line, you will receive Care Paste Syringeable for 50% off. That's up to \$89 in savings!

**DenMat**

\*Monitored Scanning Electron Microscope Observations of Hybrid Layer formed by Tenure Quik with Fluoride Bonding System Tested in Clinical Conditions 1997. Unpublished data.

©2002 DenMat Corporation. World Rights Reserved. DenMat is a registered trademark of DenMat Corporation. All other trademarks are the property of their respective owners. Prices and availability subject to change without notice. All prices are suggested retail prices. All other trademarks are the property of their respective owners. All prices are suggested retail prices. All other trademarks are the property of their respective owners.

# VIEWPOINT

*Snapshots OF AMERICAN DENTISTRY*
LAURA A. KOSDEN, *Publisher*DR. MARJORIE K. JEFFCOAT, *Editor*JAMES H. BERRY, *Associate Publisher,*  
*Editorial*JUDY JAKUSH, *ADA News*  
*Editor*

## MYVIEW

# Welcome to my world

**T**o the recent graduates, and to those soon to be, welcome to the next world after school: the real one, the next-to-the-last stop, with the last stop for most of us being retirement.

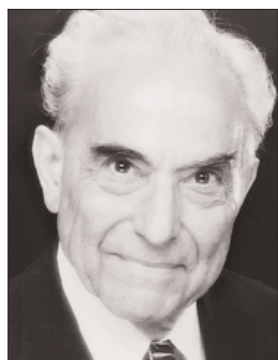
For some of you—I hope for many of you—there will be at least one active track as a general practitioner, teacher, researcher, clinician, specialist or perhaps a combination of two or more of these fields.

No matter. By the time your career path is chosen and defined, you will have

learned that dentists are truly equals, with so much in common that we can often communicate with mere nods and shrugs instead of speech.

This commonality, this strength we have developed individually and collectively, pays off handsomely for dentists who opt for membership in organized dentistry. And I'm about to tell you why.

During the transition period from dental school to the "real world," and often during the early years of their practice, new dentists will encounter challenging questions for which they received no, or very little, preparation. Some of these questions involve their dealings with a third party, an entity not likely to have been encountered in academia.



**Sheridan Albert, D.D.S.**

Another common problem, but one not commonly addressed in dental school, is how to categorize, in anatomically correct terms, dental lesions and the treatments deemed appropriate to restore them. For example, when and how is it appropriate to list a four-sided cavity as consisting of three sides? Or, conversely, when is one side appropriately listed as being two?

The ADA, representing the top (national) level of organized dentistry, plays two important roles here, one of which is to formulate professional criteria to serve as a basis for achieving uniformity in nomenclature. For this purpose, it has developed the CDT-3, a compendium of dental procedure codes used by dentists nationwide.

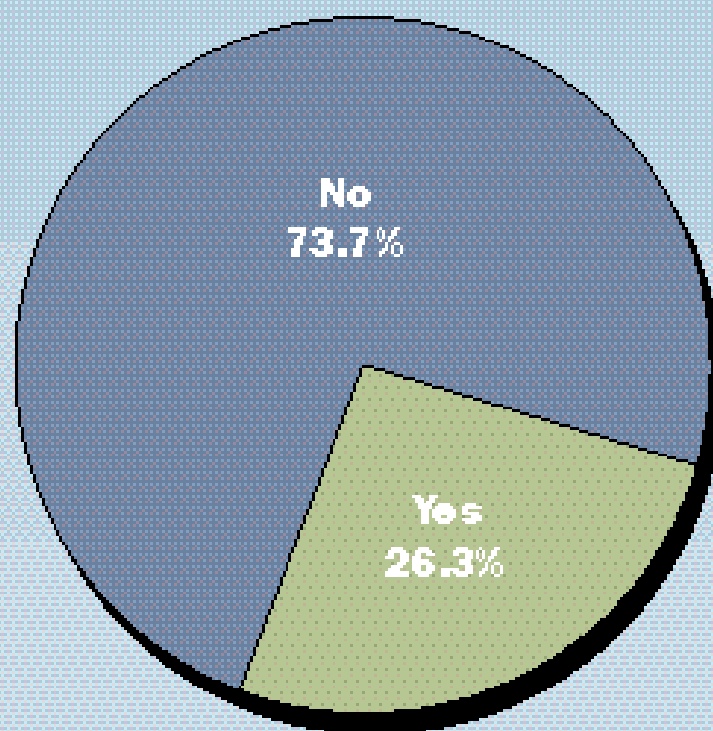
The ADA's corollary role in this area is to dispense to its members the standards it has developed and then to function as their primary defender against intrusive non-professionals, particularly, the insurance industry. On another front, the flow of private money into dental schools has been slowing for the past few years. It's a situation that is generally not expected to improve much in the foreseeable future. As discussed in the April issue of the [NYSDA] Jour-

*See MY VIEW, page five*

## Dental practice

More than a quarter of dentists currently treat Medicaid-insured patients.

**Percentage of dentists treating  
Medicaid-insured patients**



Source: American Dental Association, Survey Census, 2000. Survey of Current Dentistry

## LETTERS

### Examiner bashing

I am weary of reading letters and comments bashing state board dental examiners, the most recent being from Drs. R. Scott Ziegler and Bruce Trivellini (July 15 ADA News).

The information they present reflects their ignorance of the purpose and protocol of the examination process. You are correct in informing Dr. Trivellini, in your editor's note, that there is indeed a process for follow-up care when necessary. Thank you.

Dr. Ziegler also admonishes "some education administrators" for not publicizing success/failure statistics. He obviously is ignorant of efforts of the American Association of Dental Examiners and the American Dental Education Association in addressing the examination process.

Examiners are to be commended for their time, efforts, professionalism and dedication to which they are charged by their state boards.

*Roger H. Boltz, D.D.S.*  
*President, Central Regional Dental*  
*Testing Service*  
*Windsor, Colo.*

**Editor's note:** For more information on the joint activities of the American Association of Dental Examiners and the American Dental Education Association, see page 16.

### HIPAA

After many years of paying many hundreds of dollars in dues to the

**Editor's note:** According to the ADA Department of Salable Materials, a number of circumstances led to cost of the ADA's HIPAA Privacy Kit.

Foremost is the cost of outside legal assistance that enabled the Association to reduce HIPAA's myriad of regulations to a product that is specific to dentistry.

Fortunately, ADA staff performed most of the work, which actually lowered the cost of the ADA's HIPAA Privacy Kit. The cost is below the cost of products that are being sold by other organizations.

It is also noteworthy that HIPAA affects about 60 percent of ADA members.

Though that amounts to a considerable number of dentists, the ADA believed it was not in the best interest of the membership to utilize dues to subsidize the cost of the HIPAA Privacy Kit.

Finally, many HIPAA resources are available to ADA members free of charge.

To access these resources, go to the ADA Web site at [ADA.org](http://ADA.org). Go to "www.ada.org/goto/HIPAA".



ADA, you have disappointed me ("ADA Offers HIPAA Help," June 3 ADA News). Our federal government has created the Health Insurance Portability and Accountability Act. Evidently, according to this act, our offices must manage differently.

The ADA should summarize these rules for using its existing publications. My ADA should not "educate" us for \$125. I don't have to be qualified to teach the act. I only have to comply with the basics.

*Leonard Kessler, D.D.S.*  
*Pembroke Pines, Fla.*

### LETTERS POLICY

ADA News reserves the right to edit all communications and requires that all letters be signed. The views expressed are those of the letter writer and do not necessarily reflect the opinions or official policies of the Association or its subsidiaries. ADA readers are invited to contribute their views on topics of interest in dentistry. Brevity is appreciated.

For those wishing to fax their letters, the number is 1-312-440-3538; e-mail to "ADANews@ada.org".



## MyVIEW

*Continued from page four*  
nal, this could lead to serious problems with teaching staff, equipment, patient availability, tuition, all of which must and will best be addressed by dentists themselves, most likely on the state (second) level of organized dentistry.

Dentists can at the very least pursue part-time roles as teachers, or clinicians or mentors. They can encourage others to pursue dentistry as a career, help dental schools through their community programs service the poor and raise money for the school, and work with the other members of organized dentistry to influence state legislators about the value of dental schools within their states and the need to develop state-sponsored funding programs.

Organized dentistry's tripartite structure—the third layer existing close to the dentist's practice, on the local level—has more visible impact in New York than in many other states. This is

not so much because of the size of New York state, but because of the enormous diversity among its districts and counties.

One outstanding example of this diversity lies in New York's varied populations, which are arranged all over the map, from densely settled urban areas to sparsely populated mountainous regions. Some might say this variation permits or actually encourages environmentalists, governmental and regulatory agencies, and pseudo scientists to propose for their home territories different definitions and standards for handling and disposing of substances such as mercury.

These entities have a tendency to view all states of mercury as being equal contributors to environmental problems. The consequences for dental offices can be devastatingly expensive if unscientific, but nevertheless popular ideas are

allowed to proceed unimpeded.

Organized dentistry must—and is—defending itself against these unscientific and emotional intruders who would abuse the professions for their own misdirected objectives.

But, organized dentistry also has to defend itself and the public against the few dentists among us who are not above greed or deceit. They are the ones who not only condemn the use of amalgam fillings but, more unscrupulously, urge the removal of all such fillings for the alleged purpose of curing systemic disease.

Then there is the self-abuse that arises from within the individual. It happens in a small number of dentists as often as not without their initial awareness. But substance abuse is an ever-present danger, and NYSDA has a proven mechanism in place to help those of our col-

leagues in need. If you should fall into this abyss, or know of someone who has, be assured that discreet help is available.

Working with dental assistants and dental hygienists, we have helped each group enlarge its responsibilities and expand its functions to significant levels. We are rewriting the philosophy that the dentist stands alone in the profession to include a new understanding that mutual support is given in ever greater dimensions to all related groups. Your new colleagues are great. Get to know them, and enrich yourself and all of us. It is truly a win-win situation.

*Dr. Albert is the editor of the New York State Dental Association Journal. His comments, reprinted here with permission, were originally published in the April issue of that publication.*

## ADA council awards editors

In June, the ADA Council on Communications selected recipients of its second annual Distinguished Dental Editor and Dental Editor Service Awards.

The Distinguished Dental Editor Award recipients are:

- Dr. Donald F. Bowers Jr., editor, ODA Today (formerly known as Focus on Ohio Dentistry);
- Dr. Dennis W. Engel, editor, Wisconsin Dental Association's WDA Journal;



**Tough calls:** Drs. Alan Marx and Randy Ogata (ex-officio) judge entries for this year's Distinguished Dental Editor Award and nominations for the Dental Editor Service Award.

- Dr. Edward F. Gonsky Jr., editor, Florida Dental Association's Today's FDA;
- Dr. David N. Austin, editor, Louisiana Dental Association's LDA Journal.

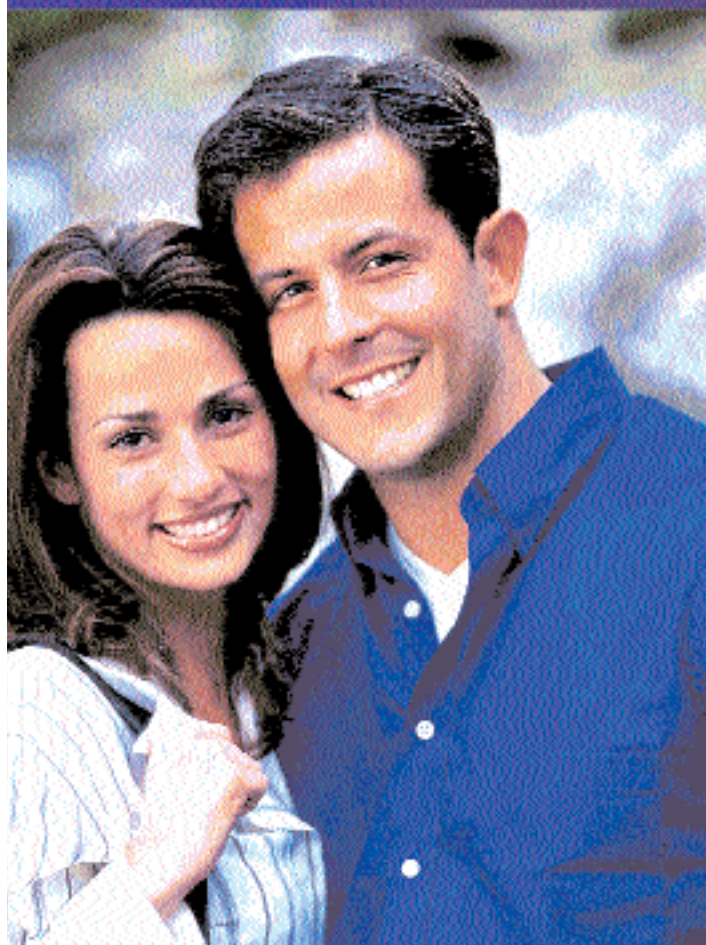
Receiving the Dental Editor Service Awards are:

- Valerie G. Donnelly, editor, Rhode Island Dental Association (25 years);
- Dr. Richard S. Doff, editor, Metropolitan District Dental Society, Massachusetts (15 years);
- Rob Pugliese, production manager, Pennsylvania Dental Association (five years).

The Distinguished Editor Award recognizes dental society editors who have brought exceptional credit to their society, dental journalism, the dental profession and organized dentistry.

The Dental Editor Service Award recognizes continuous service by dental society editors in five-year increments. ■

## PFM Excellence by...

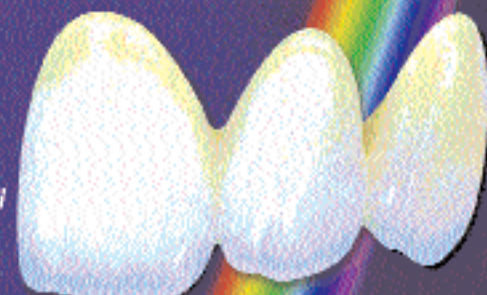


# IPS d.SIGN®

WORLD'S LEADING IPS d.SIGN LAB\*

**\$84**

per unit/  
IPS d.SIGN  
to base metal



**\$113**

per unit/IPS d.SIGN to high noble



Ceramic  
artistry  
by  
Glidewell  
Laboratories

**\$109**

per unit/IPS d.SIGN  
to Captek® 22kt Gold



### IPS d.SIGN Restorations by Glidewell

- 5 days in-lab, 7-year warranty and a 100% satisfaction guarantee on every IPS d.SIGN case
- Fluorapatite crystals scatter light similar to natural teeth, resulting in stunningly vital PFM restorations
- Exhibits wear characteristics more comparable to natural enamel than feldspathic ceramics
- Dense smooth micro-structure allows adjustments where needed & easily polishes to a high lustre

IPS d.SIGN is a registered trademark of Ivoclar Vivadent, Inc.  
Captek is a registered trademark of Praxair Chemicals, Longwood, FL

IPS d.SIGN is a unique combination of Fluorapatite and Leucite crystals that disperse light throughout the ceramic in a manner similar to natural dentition. IPS d.SIGN exhibits increased brightness and brilliance without added opacity improving shade accuracy. You'll see the difference in the esthetics of PFMs by IPS d.SIGN from Glidewell Laboratories.

**FREE Video & Product Brochure**

**877.708.7972**

Serving Dentists Since 1970



**GLIDEWELL  
LABORATORIES**

4141 MacArthur Blvd. • Newport Beach, CA 92660

See all our products online: [www.glidewell-lab.com](http://www.glidewell-lab.com)



# Dental benefits for seniors

AARP, Delta team to market plans in Maryland, Texas and District of Columbia

BY CRAIG PALMER

Washington—The AARP and the Delta Dental system are teaming up to offer individual voluntary dental benefits for seniors, an “under-served, under penetrated” insurance market, the two organizations announced July 15.

Dental benefits are marketed primarily through employment groups, which limits individual coverage. Nor does the Medicare health insurance available to older AARP members cover dental care.

The 35-million member AARP celebrates an

attitude that age is just a number and life is what you make it.

To make it healthier for the 50 and better generation and keep pace with member lifestyles, the AARP announced the new voluntary dental benefit for member families in Maryland, Texas and the District of Columbia unrelated to employment and offering free choice of dentist.

The Delta Dental insurance system will administer the plan, in essence a test marketing of dental benefits to health-conscious boomers, the generation keeping more of their teeth for

more of life. Coverage will be available initially to an estimated 2.5 million AARP family members of all ages in 1.8 million households, which will receive enrollment information by direct mail. Benefits are immediately available and initial subscribers could receive coverage the first of next month.

“Making affordable dental coverage available to people 50 plus is an exciting opportunity,” said Gary D. Radine, president and chief executive officer of the holding company that includes the Delta plans administering the new benefits.

Subscribers can choose to stay with their current dentist or choose a dentist from the Delta network. While the plan allows enrollees to see any licensed dentist, they will be told they can optimize benefits with a Delta plan dentist.

“AARP members told us they want access to dental coverage, and we know that dental health is important to their overall health,” said Laura Weber Rossman, director of new products and marketing for AARP Services, Inc. According to a Delta spokesman, dental insurance is the second most frequently requested AARP member service, following pharmacy benefits.

The AARP Dental Insurance Plan is one of the first full-coverage dental plans marketed directly to consumers that allows access to any dentist, said the organization formerly known as the American Association of Retired Persons. Now named AARP, the organization offers a number of health products and services to members to “meet your needs now and in the future.” Dental coverage in the AARP-selected markets is the newest.

“Dental coverage for Americans without employer-sponsored benefits is extremely hard to find, which explains why this affiliation with AARP fills such an important need,” said Mr.

■ **“AARP members told us they want access to dental coverage, and we know that dental health is important to their overall health.”**

Radine. “The AARP Dental Insurance Plan is an affordably priced benefit designed specifically to meet the oral health needs of the AARP membership.” Premium rates will vary by region.

Neither organization gave any indication of expansion plans. “We’ll be evaluating the response before the end of the year and take it from there,” said Delta spokesman Jeff Album.

The plan design incorporates a three-year incentive arrangement with AARP subscribers that increases the scope of coverage incrementally while holding the premium at the same level for the first three years of continuous enrollment, according to officials from the two groups.

Basic diagnostic and preventive services covered the first year include two annual cleanings, simple restorations, simple extractions and denture repairs and relines, according to the benefit summary chart posted at Delta’s dedicated Web site (“www.deltadentalins.com/aarp”) for the AARP program. The benefit package expands after 12 months of continuous enrollment to include miscellaneous restorations, basic oral surgery, periodontics and crowns and, after 24 months, prosthodontic coverage.

“Internet administration and the growing popularity of the Web among people 50 and older should prove valuable in making this program work,” said Mr. Radine. “Our dedicated Web site provides an easy way to access program information and rates.” AARP members can also call 1-866-261-4275 for information. The AARP reports 100,000 D.C. members, 750,000 in Maryland and 2 million in Texas.

The AARP “Staying Healthy” Web site (“www.aarp.org/contacts/healthy/checkups.html”) refers visitors to the Public content area of the American Dental Association Web site for oral health information (“www.ada.org/public/index.asp”). ■

**It's Good To  
Be King!**

**Filtek<sup>TM</sup> Supreme  
Universal Restorative**

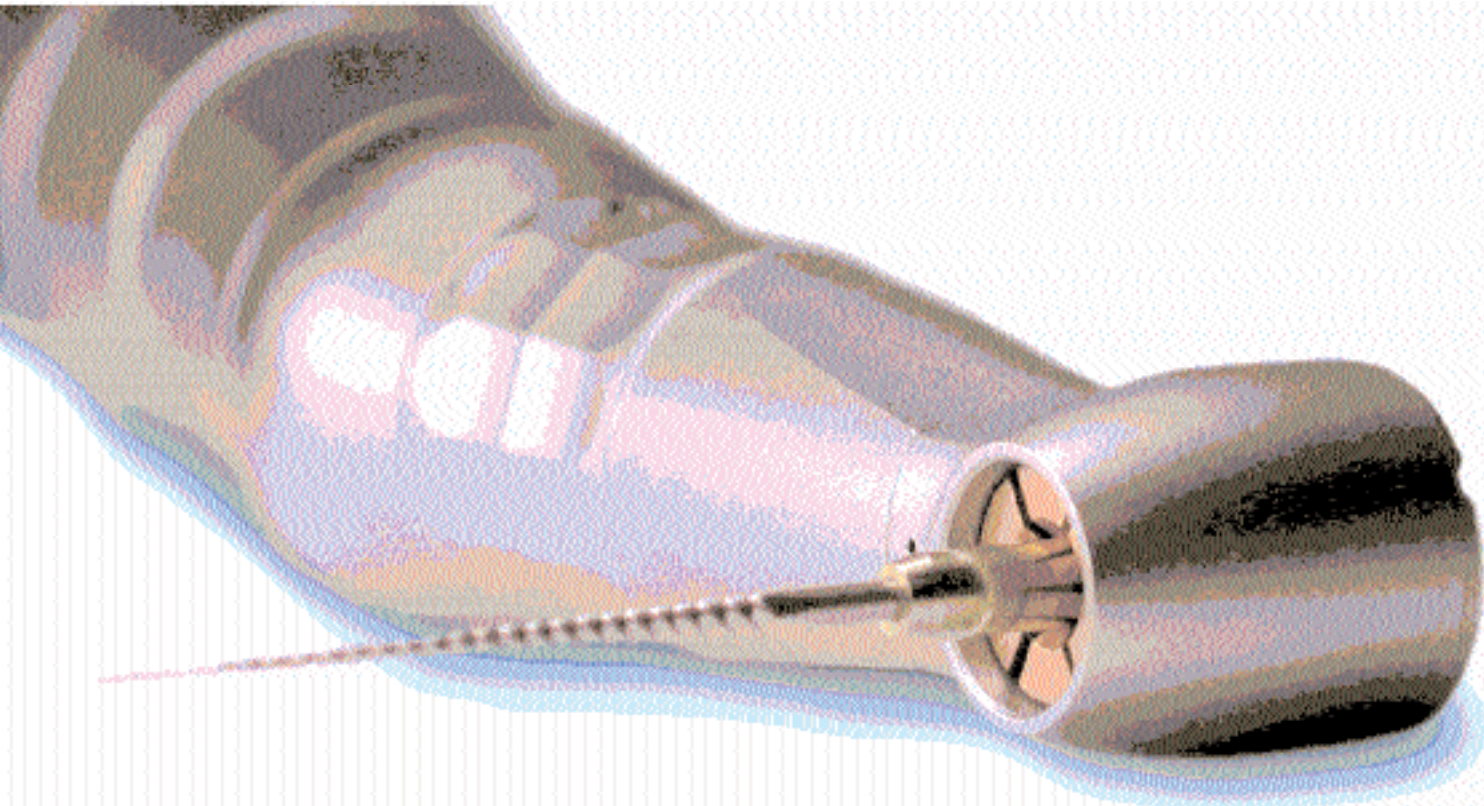
- A new benchmark in patient satisfaction.
- A new height in restoration innovation.
- A new level of confidence for dentists.
- Oh, how good it feels to be the king.

Finally, the first universal restorative material to truly combine the strength of a hybrid with the beauty of a microfill. It's designed to offer optimal strength, polish retention, and esthetics for all anterior and posterior restorations. From simple shading to more complex restorations, this easy to use system is flexible enough to meet all of your esthetic needs. Say goodbye to microfills and hybrids with our revolutionary new nanocomposite based restorative. Filtek Supreme universal restorative will be the standard upon which all other esthetic restorative products are measured.

To order, contact a 3M ESPE authorized distributor. For additional information visit us at [www.3MESPE.com](http://www.3MESPE.com) or call 1.800.634.2249

**3M ESPE**





## 90° ALTERS PERCEPTION

Introducing **Endo-Eze AET (Anatomic Endodontic Technology)**, because there is more than one way to look at a tooth.

-  WHITEN
-  CONTROL
-  ETCH
-  BOND
-  RESTORE
-  FINISH
-  MAINTAIN

### Perception

Canals viewed from the traditional radiographic perspective appear round in cross section.

### Reality

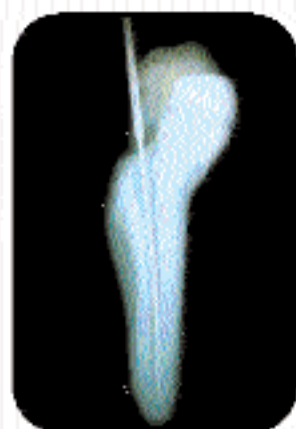
These same canals rotated 90° and viewed from a new perspective, are rarely round but often ribbon shaped.

### Rotary or Conventional Preparation Problems

- Complete cleaning is virtually impossible and would result in significant loss of tooth structure.
- Conventional instrumentation is tedious and time consuming.

### AET Preparation Solutions

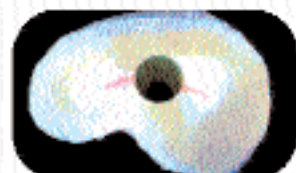
- Less aggressive milling files follow the natural anatomy of the canal.
- Prep is a minimally enlarged version of the original canal. The Endo-Eze oscillating handpiece and unique shaping files facilitate minimal invasive milling, cleaning and shaping of the "ribbon" shaped canal.



PERCEPTION



REALITY



CONVENTIONAL PREP



AET PREP

CALL FOR MORE INFORMATION ON ENDO-EZE AET

**800.552.5512** ULTRADENT.COM

**ULTRADENT**

© Copyright 2007, Ultradent Products, Inc. All rights reserved. U.S. Patent Nos. 6,967,778; 6,917,991; 6,942,217; 6,946,282; 6,952,972; and 6,959,743/Rev. U.S. and International Patents Pending and Pending.



## Marketplace

## Find success

In its 20th year, the ADA SUCCESS practice management program offers strategies and tips to junior- and senior-level and graduate dental students about the business aspects of owning and operating a dental practice.

The seminar covers practice options, associateship considerations, dental management service organizations, managing money and practice financing, office staffing, dental pre-payment plans, dental

practice marketing and other topics.

Students attending the seminar will receive the guidebook, "Starting Your Dental Practice: SUCCESS Seminar Manual." Senior dental students later will also receive a book from

the ADA's Practice Management Series, "Starting your Dental Practice: A Complete Guide."

Dates and locations for the 2002-2003 SUCCESS seminar season follow:

- Sept. 20, University of Pennsylvania School of Dental Medicine;
- Sept. 23, Marquette University School of Dentistry;
- Oct. 12, University of California/San Francisco/University of The Pacific;
- Oct. 15, University of Louisville;
- Oct. 29, Southern Illinois University School of Dental Medicine;
- Oct. 30, Medical College of Georgia;
- Nov. 12, Virginia Commonwealth University;
- Nov. 13, Howard University;
- Nov. 21, University of Connecticut School of Dental Medicine;
- Nov. 23, University of Detroit Mercy/University of Michigan;
- Dec. 13, University of Medicine and Dentistry New Jersey Dental School;
- Jan. 6, 2003, Temple University;
- Jan. 10, 2003, University of Pittsburgh;
- Jan. 23, 2003, University of North Carolina School of Dentistry;
- Jan. 24, 2003, Case Western Reserve University;
- Jan. 25, 2003, University of Southern California;
- Feb. 1, 2003, Yankee Dental Congress;
- Feb. 6, 2003, Creighton University School of Dentistry;
- Feb. 20, 2003, University of California at Los Angeles;
- Feb. 28, 2003, University of Puerto Rico School of Dentistry.

Sponsors of the 2002-2003 SUCCESS Seminar series include A-dec Inc.; The CNA Insurance Cos. and Brown and Brown Insurance; DENTSPLY International; The Equitable Life Assurance Society of the United States, New York, N.Y.; Great-West Life and Annuity Insurance Co.; John O. Butler Co.; The Pankey Institute for Advanced Dental Education; Patterson Dental Supply, Inc.; Procter and Gamble Co.; Sullivan-Schein Dental, a Henry Schein Company; and Pfizer Consumer Healthcare Division, Pfizer Inc.

For more information or to register, contact SUCCESS Seminar program coordinator GraceAnn Pastorelli, toll-free, Ext. 2882 or e-mail "pastorelli@ada.org". ■



# Feel the difference!

**New to US clinicians, these Swiss precision manufactured Alpen™ Gold diamonds offer the highest level of performance and durability at a reasonable cost.**

### Enhanced Cutting & Durability

Exclusive, multi level diamond application process assures maximum, uniform crystal coverage for smooth, comfortable cutting and long life. And, only natural diamonds are used on all Alpen burs.

### Selection

Choose...don't settle, with over 700 shapes and grits available. In addition to traditional Coarse and Super Coarse shapes, you'll find an impressive selection of Fine, Extra Fine and Ultra Fine shapes to simplify adjustments and finishing. TurboCut™ Super Coarse spiral diamonds offer added cooling and efficient debris removal during bulk reduction.

### Quality Guaranteed

Quality you'd expect from Coltène/Whaledent.

The new Swiss gold standard...  
Alpen Gold...available  
from participating dealers.

\*offer available while supplies last, subject to change.

Coltène/Whaledent Inc.  
750 Corporate Drive  
Matiawan, NJ 07041 USA  
Tel. USA & Canada 800 221 3016  
201 512 6000  
Fax 201 528 2100

**coltène**  
**whaledent**



## Prosthodontic fellowship

**Seattle**—The University of Washington School of Dentistry is offering a new fellowship that could provide up to \$10,000 to a prosthodontics graduate student.

Made possible by the generosity of Dr. David H. Wands, the award will provide partial financial support to a graduate student enrolled in the UW prosthodontics graduate program leading to a certificate in prosthodontics and/or master of science in dentistry.

Preference will go to students considering an academic career in dentistry. The UW seeks U.S. citizens who have demonstrated excellence in prosthodontics, patient care and scholarship. For more information or applications, contact Dr. Keith M. Phillips, director, Graduate Prosthodontics, UW School of Dentistry, at 1-206-543-5923. ■



# Behind Every Great Color Is An Even Better Reason To Buy An Avanté™ Curing Light

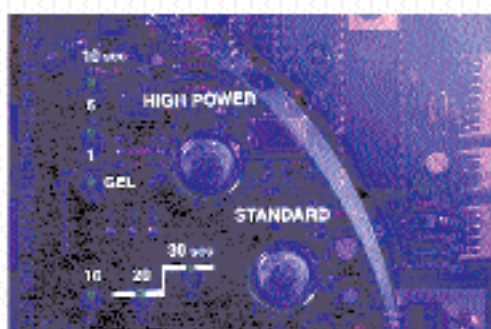
## Built In Radiometer Saves Performance

The Avanté Curing Light's built in radiometer is smart. When light output drops, it automatically extends cure times to compensate. And when you need to replace the bulb, it tells you that too!



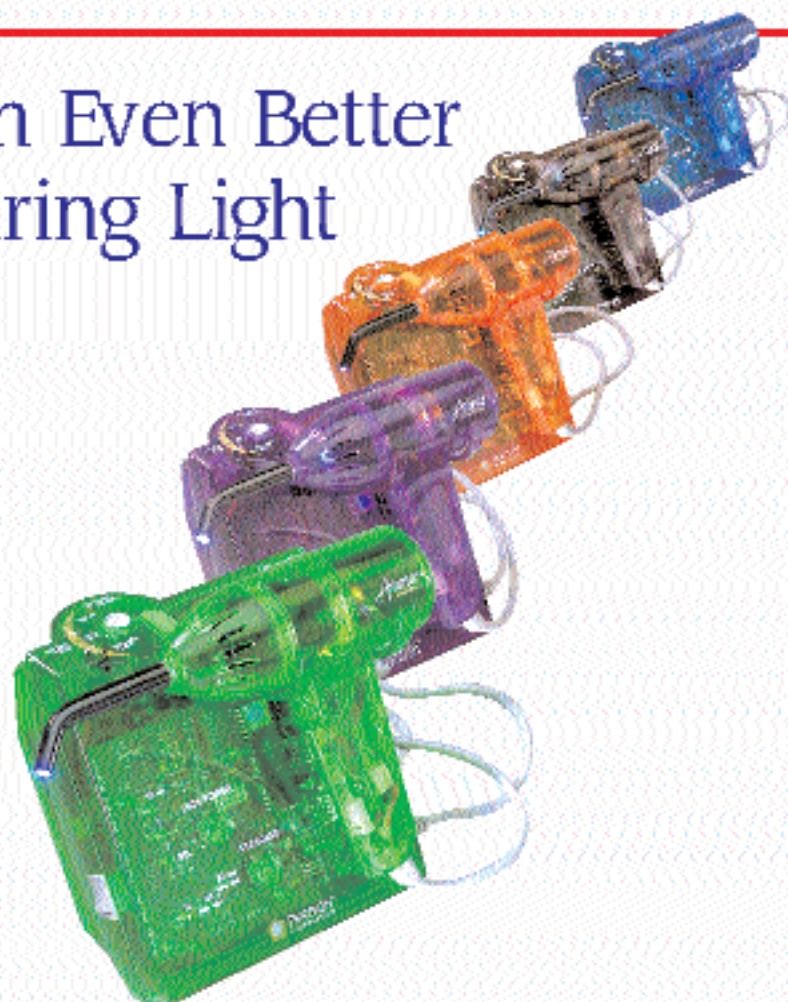
## High Output Saves Time

Over 1000 mW/cm². At that output, most composite layers will be completely cured in 5 or 10 seconds. Plus the Avanté Curing Light's 1 second setting is perfect for gelling most cements, making it easy to remove excess from around margins. The Avanté Curing Light can also be run in Standard mode when you prefer lower light output.



## Small Footprint Saves Counter Space

The Avanté Curing Light's big performance comes in a small package. With a footprint of only 6" x 5", it will take up very little counter space. And if you don't have any space to spare, it can be wall mounted.



## See-Through Packaging Saves Your Eyesight

Because the Avanté Curing Light's housing is see-through, you can tell when the light is on. No more burning your eyes while you peer around the shield to check.



## Avanté Curing Light From Pentron Saves You Money

At just \$599, the Avanté Curing Light costs hundreds less than other lights with similar features. And Avanté Curing Light keeps the savings coming. Replacement bulbs are only \$39.95 each compared with close to \$100 for other lights. But you won't even be spending the \$39.95 for quite a while because your Avanté Curing Light purchase comes with two free\* replacement bulbs!

**Avanté™**  
Curing Light

JUST  
**\$599.95**  
Reg. Retail \$699.95  
Plus 2 FREE bulbs!



**PENTRON®**  
CLINICAL TECHNOLOGIES, LLC

P.O. Box 724 • Wallingford, CT USA 06492

ISO 9001 CERTIFIED

**Order Online: [www.pentron.com](http://www.pentron.com)**

Free shipping when you order online - minimum order \$30.

**800-551-0283**

203-265-7397 • Toll Free Fax 877-677-8844 In Canada call SYNCA at 1-800-667-9672

SOURCE CODE  
4424

\*Offer valid until 12/31/00. See dealer for details. Offer valid on 1000 mW/cm² or higher output lights only. Bulbs are sold separately. See dealer for details. ©2000 Pentron Clinical Technologies, LLC. All rights reserved.  
\*\*Warning: Prolonged light curing may generate significant heat, possibly 50°-60° C. Do not look directly into the light. This may cause harm to the retina of your eye.



# Beautiful Crowns In Two Laboratory Days



- A Unique and Revolutionary "Two Day" Fabrication Process
- The Exclusive Use of One Certified Dental Technician Per Case
- Only Fully Tested Restorative Materials Offered
- Esthetic "No Metal Show" Design On All Casework

*Beautiful Crowns Crafted For You in Two Laboratory Days*  
**Call 800-252-0232**

Porcelain-To-Metal Crowns	
Base Alloy . . . . .	\$84
Noble Alloy . . . . .	\$102
High Noble White . . . .	\$113
High Noble Yellow . . . .	\$119
Pinnacle/Captek . . . . .	\$109
Gold Crowns . . . . .	\$99
Porcelain Veneers . . . . .	\$99
Porcelain Jacket Crowns .	\$109
Resin Jacket Crowns . . . .	\$79
Shine-Temp Provisionals . .	\$25
Diagnostic Wax-Ups . . . .	\$15

Fees Include All Alloys



Aaron A. Anderson CDT  
President



Sandy Lautenschlager  
Technical/Service Coordinator



Baypointe Business Center,  
6600-1 Youngerman Circle  
Jacksonville, FL 32244  
(904) 771-1664

**New State-of-the-Art Facility**



Photo by Lagniappe Studio

**Representation:** Delegates (shown here in Kansas City last year) will consider the governance proposals when the House meets in New Orleans in October.

## Structure

*Continued from page one*

Those six councils are Access, Prevention and Interprofessional Relations; Dental Education and Licensure; Annual Session and International Programs; Dental Benefit Programs; Insurance; and Scientific Affairs.

To further boost member involvement in ADA decision making, the Board plan also calls for development of task-oriented "Member/Partner Networks" that would bring topical expertise or demographic diversity to the table of any Association agency, as needed.

The Board notes, for example, that such networks could serve as "focus groups for new products and service ideas, or as statistically valid panels for other, more scientific, practice-based issues."

The Board acknowledges that the Association must "position itself to attract new dentists for membership"—and to step in for today's generation of leaders when the time comes.

"Given an increasingly diverse profession," says the Board, "an organizational structure

must be identified that broadens the ADA's focus, involvement and relevance to members."

The alternative plans for restructuring the Board and House pursue more proportionate representation in very different ways.

One of the plans calls for the establishment of four regions to replace the current 17 trustee districts. Each of these regions would be represented on the Board by three trustees. In addition, two at-large trustees would be elected for a total of 14.

Representation in the House, under this plan, would be reduced from 427 delegates to 280. And delegates would be allotted to the four regions according to the proportion of members each represents.

The second plan seeks more proportionate volunteer representation by increasing the size of both the Board and House. Big states or districts with proportionately more members than smaller states or districts could petition the Board for an additional trustee, and the size of the House would rise from 427 to 450 members.

The Board notes in its report that the biggest of the current trustee districts, with 18,372 members, is 250 percent larger than the smallest district, with 5,252 members.

Both alternative plans are meant, in their own way, to help level that playing field—and to make the ADA a more representative, diverse and responsive organization. ■

## Shortcut to Knowledge

"Systems for Routine Excellence"



JEFF MCGEE and JIMMY BURGESS  
Master Clinicians, Educators and Trainers,  
Founders and Directors of BOX LEARNING SYSTEMS

**REGISTER NOW**

University and in-office hands-on courses that make you better at:

- ESTHETICS
- OCCUSION
- DIAGNOSIS
- TECHNIQUE
- MANAGEMENT



**Box Learning Systems**

**www.dxbbox.com**

or call: 1.972.596.1811 1.415.474.1555

IN-OFFICE COURSES: DALLAS • SAN FRANCISCO • LOS ANGELES • NEW ORLEANS • BUFFALO • MINNEAPOLIS • CHICAGO

## Governance report posted on ADA.org

To read the full text of the Board of Trustees report on Association governance, visit the "members only" section of the ADA's Web site at "www.ada.org/goto/hod".

At press time, the report was being posted along with other reports and resolutions headed for the ADA House of Delegates in October. These materials are grouped on the Web site according to the House reference committee to which each is assigned. The governance report is assigned to the reference committee on President's Address and Administrative Matters.

The two alternative proposals for restructuring representation to the Board and House, contained in the larger plan, also will be discussed at open hearings during annual session in New Orleans.

Watch for details in the ADA News Convention Daily. ■



# Let's waltz

## World Dental Congress invites you to dance 1,2,3 in Vienna this fall

BY STACIE CROZIER

Vienna, Austria—Waltz your way to a magnificent evening surrounded by the glory of the Hapsburg dynasty as a guest at the FDI Vienna Ball, a special evening planned for those attending the FDI World Dental Federation World Dental Congress Oct. 2-5.

Registered attendants of the 90th FDI World Dental Congress are invited to attend this once-in-a-lifetime event Oct. 4 at the Vienna Hofburg, the former winter residence imperial palace of the Hapsburgs. Admission to the palace will begin at 7 p.m., followed by the solemn entrance of the guests of honor at 8 p.m. Those attending will be able to enjoy classical dance music in three halls until 2 a.m., as well as a midnight surprise.

Modern Vienna hosts hundreds of balls during the season of Fasching, a brief few weeks from New Year's Eve to the beginning of Lent. Vienna balls are traditionally opulent occasions

that celebrate the musical splendor of the mid-1800s. Dancers in elaborate costumes or evening dress follow formal rules of etiquette and lavish ceremonies honor attending dignitaries.

Requested attire for ladies is evening dress or traditional ball costume; for gentlemen, smoking jacket, uniform or dark suit. Entrance fee is 90 per person (or approximately \$78.78, based on recent currency rates).

Drinks and snacks will be available for purchase during the ball.

The traditional Vienna ball is just one of many opportunities available for those who

attend the congress. In addition to a full scientific program and technical exhibits, a host of special events and special pre- and post-congress tours will explore the wonders of

Vienna and Eastern Europe.

For more information, contact John Hern, FDI USA section, at the ADA toll-free number, Ext. 2727, or e-mail "herj@ada.org". ■



Photo courtesy of Vienna Tourist Bureau

**Viennese specialty:** A waltz by Strauss awaits you at the FDI World Dental Congress this year.

From: American Dental Association  
Sent: Tuesday, August 06, 2002 9:05 AM  
Subject: Learn The Truth About Dental Filling Safety

**FOR IMMEDIATE RELEASE**

**ADA**  
American Dental Association  
www.ada.org  
211 East Chicago Avenue  
Chicago, Illinois 60611-2678

**Science Versus Emotion in Dental Filling Debate: Who Should Choose What Goes in Your Mouth?**  
@printer friendly version

CHICAGO - The growing debate over the safety of silver-colored fillings, known as dental amalgam, pits science against emotion, and consumers are caught in the crossfire, according to the American Dental Association (ADA).

**Contacts**  
Larlee Williams  
312 440 2806  
williams@ada.org  
Fred Peterson  
312 440 2806  
peterson@ada.org

**Links**  
Myths vs. Facts  
Government Study of Dental Fillings  
Dentists Reassure Patients  
Handling and Recycling of Amalgam Waste  
What Do Other Organizations

**ADA Alerts**  
Amalgam Safety  
Dr. Fred Eichmiller  
Dr. Richard Price

**Links**  
Restoring Your Smile (PDF Brochure)  
Amalgam (.mpeg)  
Composite (.mpeg)  
Gold (.mpeg)

## Media

Continued from page one  
including the new brochure, "Restoring Your Smile: Dental Filling Choices";

- reprints from The Journal of the American Dental Association;
- electronic photographs;

- an article titled, "Tips for Evaluating Information on the Internet";
- links to the Web sites of organizations that support the safety of amalgam—including the Multiple Sclerosis Society, the Centers for Disease Control and Prevention and the World Health Organization.

Many of the interactive media kit's components are available on ADA.org ("www.ada.org/goto/presskit"). Log on today. ■

## DR

Continued from page one

plans were added, representing an estimated 530,000 new lives covered by direct reimbursement.

"It's through ADA support that we can promote this program," said Jofa M. Kauffman, a broker from Pennsylvania whose efforts contributed to a federal employees' union adopting direct reimbursement for some 12,000 members, effective Sept. 1. "Brokers can't do it alone."

Messages of solidarity came from both sides.

"It's a pleasure to see so many brokers and third-party administrators here for DR Days," Dr. Chadwick acknowledged. "We're the first to admit we can't do it alone."

He described how the ADA Board of Trustees has been devoting a lot of time and discussion to the access-to-care issue this year—trying to identify all the problems and barriers that keep people from receiving the care they need. "You are part of the solution," he told participants.

In addition to networking, participants said presentations about sales techniques and statistical outcomes on DR plans renewed their enthusiasm. They commended a new presentation about direct reimbursement and the Health Insurance Portability and Accountability Act of 1996 for providing necessary information they can't get elsewhere.

"There's always something new at DR Days and this year's programs were no exception," said Samantha Paulson, director of the Dental Benefit Information Service at the Virginia Dental Association and a third-year participant. "There's always a lot of new things to learn through networking and the ADA." ■

## House of Delegates to consider DR resolution

The Board of Trustees at their August meeting unanimously approved the Council on Dental Benefit Programs' recommendation to the 2002 House of Delegates to continue the national marketing campaign to promote direct reimbursement.

"The council was very happy to see the Board's unanimous vote in support of continuing the program next year," says Dr. Cuttino. "The unanimity underscores the Board's finding that the direct reimbursement program is a valued member benefit."

The resolution calls for the House to approve the campaign for a period of three years at \$2.65 million annually to market DR and to increase new plan implementations.

In 1996, the House of Delegates first adopted a three-year national marketing campaign to aggressively promote direct reimbursement. Due to the success of the campaign, the 1999 House of Delegates again approved funding for a three-year national marketing campaign. ■



# Annual Session

## Stars will sparkle in New Orleans

### Annual session special events will enlighten, entertain

*New Orleans*—A trip to this year's annual session not only promises innovative and profitable solutions to your practice needs, but also offers a chance to attend some once-in-a-lifetime special events you won't want to miss.

The Honorable George Bush, Madeleine Albright and Bob Dole will be the headliners for the 2002 ADA/Sonicare Distinguished Speaker Series at the Morial Convention Center, Hall A. These special presentations, made possible by the generous support of Philips Oral Healthcare/Sonicare, are free to all registered attendees who have obtained their badge in advance. Tickets are not required, but seating is on a first-come, first-served basis.

Former president Bush will kick off the program Oct. 19, 8-9:30 a.m. and the doors will open at 7:15 a.m. Former secretary of state Albright will speak Oct. 20, 8:15-9:15 a.m. and the doors will open at 7:30 a.m. Former senate majority leader Bob Dole will conclude the series with his program Oct. 21, 8:15-9:15 a.m. and the doors will open at 7:30 a.m.

The ADA's special event featuring comedian and talk show host Jay Leno on Oct. 19 is selling out quickly!

The evening with Mr. Leno will convene at the Morial Convention Center, Hall A, at 9 p.m.; doors will open at 8:15 p.m. Transportation will be provided between the Morial Convention Center and official ADA hotels not within walking distance of the convention center. Tickets are \$55 each. (Event Code: E-3)

If you are already registered for the annual session, but haven't purchased your tickets, you can purchase them from I.T.S. by phone at 1-800-974-2925; by mail at P.O. Box 825, 108 Wilmot Rd., Deerfield, Ill. 60015-0825; by fax at 1-800-521-6017; or online at "www.ada.org/goto/session". Reservation specialists will need your name, registration confirmation number and credit card information.

Register today! When you register by Sept. 20, you can avoid additional registration and ticket fees and earn a chance to win two round-trip airline tickets to anywhere within the continental U.S. ■



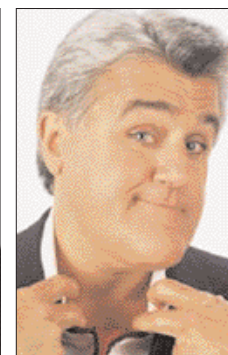
Mr. Bush



Ms. Albright



Mr. Dole



Mr. Leno

## Art festival will be just steps away

*New Orleans*—If you're looking for artistic inspiration during your visit to "the City of Festivals," the third annual New Orleans Fresh Art Festival is just a short stroll from the Morial Convention Center.

The juried festival will be held Oct. 19-20, 10 a.m.-5 p.m., in the 700 block of St. Joseph Street (between St. Charles Ave. and Carondelet St.) in the historic Warehouse Arts district. Exhibits will include works in a variety of media—painting, glass,

photography, ceramics, jewelry, sculpture, drawing, metal, prints, fiber, baskets, mixed media, wood and furniture by artists from 23 states.

The festival, sponsored by The Arts Council of New Orleans, is free and open to the public and will feature artist demonstrations, hands-on art activities for kids, live music and New Orleans cuisine.

For more information, visit the Web site: "www.artscouncilofneworleans.org" or call the arts council in New Orleans at 1-504-523-1465. ■



Photo by Richard Nowitz © New Orleans CVB

**Artistic atmosphere:** A painter captures the moment on canvas in New Orleans' Jackson Square.

## Hands-on esthetics courses combine dental art, science

*New Orleans*—With an emphasis on the artistic side of the "art and science of dentistry," this year's annual session will feature a pair of two-day hands-on workshops designed to enhance your esthetics skills.

"Clinical Communication for Improved Esthetics in General Dentistry," will focus on a team approach to esthetic dentistry, from diagnosis and design to fabrication and delivery.

Participants are required to bring photos of their esthetic successes and challenges to the workshop to learn from each other's real practice esthetics cases. The workshop will also focus on communication between the doctor and ceramists, team members and patients; why patients accept treatment; new conservative techniques, breakthrough technology, advanced materials, simplified product choices; and much more.

Presenters include Drs. Roger Levin, Peter Rinaldi and Thomas Trinker as well as master ceramists Jason Kim, Matt Roberts and Larry Wintersteen. Cost through Sept. 20 is \$750 in advance or \$850 on site, and includes lunch both days. This hands-on participation workshop, designed for dentists and dental laboratory technicians, will meet Oct. 19, 10 a.m.-5 p.m. and Oct. 20, 9:30 a.m.-5 p.m. at the Morial Convention Center. (Course code: W3)

"The Cutting Edge of Esthetics: Where Form Meets Function," will offer hands-on instruction on "real world" problem-solving in esthetic dentistry, emphasizing outstanding clinical function as part of esthetic design and treatment.

Participants will focus on how to predict, manage and prevent chips, fractures, fremitus, looseness, debonding, mobility, open contacts after seating, worn teeth, and sore teeth and jaws.

Drs. Jay Anderson, Gloria McNeill, David Latz and Loyle "Buzz" Raymond will present this workshop. Cost through Sept. 20 is \$750 in advance or \$850 on site, and includes lunch both days. This course will meet Oct. 21 and 22, 9:30 a.m.-5 p.m. at the Morial Convention Center. (Course code: W23)

For more information or to register, consult your annual session Preview, call toll free 1-800-974-2925 or visit "www.ada.org/goto/session". ■



# Donation benefits dental education

## ADABEI gifts, annual session benefit proceeds exceed \$1 million

A \$60,000 contribution to the ADA Health Foundation by the Association's for-profit subsidiary in July has upped the grand total to over \$1 million that ADA Business Enterprises, Inc. has contributed to benefit dental education.

And, all proceeds from this year's ADAHF benefit in New Orleans starring Broadway diva and recording artist Linda Eder will also benefit the growing education fund.

ADABEI established a dental education fund through the ADA Health Foundation in 1999 with a gift of \$750,000, and has continued to contribute annual donations and proceeds from its annual session special event benefit to help the fund grow.

"It's very important that we as a profession acknowledge how critical dental education is to our future," says Dr. Greg Chadwick, ADA president. "ADABEI's significant donation is a symbol of the ADA's dedication to helping the dental education community address issues like the rising costs, faculty shortages and student debt now and in the future."

The ADA Health Foundation will continue to explore opportunities to maximize the philanthropic benefits of this fund, says Dr. Anthony R. Volpe, ADAHF president.

"The Health Foundation is grateful for the generous contributions that ADABEI has donated in support of dental education," adds Dr. Volpe. "Using information gathered from the ADA's recent dental education summits in 2001 and 2002 and the Future of Dentistry Report, the ADA and the Health Foundation are working closely to pursue our options for the future."

Linda Eder ... In Concert, a benefit for the ADA Health Foundation education fund, will feature an evening of music from the Broadway stage by one



of America's most extraordinary vocalists. This special event will be held Oct. 20, at the Saenger Theater in New Orleans. This special

event is sponsored by ADA Business Enterprises, Inc., and generously underwritten by a grant from Citibank, an ADA Member Advantage provider. (Hear a sneak preview by visiting the Web site: "www.ada.org/prof/events/session/activities.html#Linda" and clicking on a special link.)

Tickets for this special event to benefit dental education are \$45. Transportation will be provided from all official ADA hotels. For more information or to order tickets, call 1-800-974-2925 or go online to "www.ada.org/prof/events/session/registration.html". ■



**Charity chanteuse:** Linda Eder will perform at the ADA Health Foundation benefit in New Orleans Oct. 20.

## FDI luncheon set

*New Orleans*—The FDI World Dental Congress USA section will host a "down under" luncheon Oct. 21 from noon to 2 p.m. at the Plimssoll Club in New Orleans.

The event will feature a preview of the FDI World Congress 2003, which will convene in Sydney, Australia, Oct. 18-21, 2003. Cost for the all-inclusive luncheon is \$45 per person. The Plimssoll Club is located at 2 Canal St., Suite 3000 in New Orleans.

For more information or to make reservations, contact John Hern at the ADA toll-free number, Ext. 2727, fax 1-312-587-4735 or e-mail "hernj@ada.org". ■

## Pre-session course on volunteering

*New Orleans*—What's it like to volunteer in a foreign country?

Get a sneak preview by attending the ADA's International Volunteer Symposium Oct. 17, 5:30-9:45 p.m., and Oct. 18, 7:15 a.m.-5:30 p.m., immediately before annual session.

This symposium will be held at the Hilton New Orleans Riverside Hotel. Tickets are \$200. Attendance is limited to 40 participants, so register now. A Thursday evening reception and breakfast and lunch on Friday are included. (Course code: C1)

For more information, call the ADA toll-free number, Ext. 2726. To register, call 1-800-974-2925 or log on to "www.ada.org/prof/events/session/index.html". ■

When it comes to removing plaque...

# two heads are better than one

Recommend NEW Crest® SpinBrush™

- The first battery-powered toothbrush with both oscillating and fixed bristles
- Removes significantly more plaque\*
- A study showed children brushed 35% longer\*\*
- Adults brushed up to 2 minutes†
- Available in a variety of shapes and colors for children and adults

**NEW**  
**Crest**  
**SpinBrush™**  
The bristles they'll brush with.



• **Oscillating Bristles** combined with  
• **Fixed Bristles** create a more effective plaque remover\*

Now available with a replaceable head

To order, please call 1-800-543-2577 or log on to [www.dentalcare.com](http://www.dentalcare.com).  
Now available through PATTERSON



Kids' SpinBrush

SpinBrush Classic with replaceable head

SpinBrush with replaceable head

\* vs ordinary manual toothbrush.  
† Based on an internal P&G study.

© P&G 2002 PGC-2235 04/01/188



## Health & Science

# Perio researcher honored

## Dr. Thomas Van Dyke wins 2002 Norton M. Ross Award

BY STACIE CROZIER

During an evening under the stars, the ADA Board of Trustees will honor a luminary in dental research when they dine in October at Chicago's Adler Planetarium.

Dr. Thomas Van Dyke, winner of the 2002 Norton M. Ross Award for Excellence in Clinical Research, will receive a commemorative plaque and \$5,000 Oct. 15 in recognition for his achievements in periodontal research.

"The ADA and its members are pleased to honor Dr. Van Dyke for his outstanding accomplishments in the field of periodontal research," says Dr. Greg Chadwick, ADA president. "It is a privilege to recognize his work and the tremendous impact it has had on researchers, the practice of dentistry and our patients."

For two decades, Dr. Van Dyke's research has studied the structural and functional relationship of the inflammatory process by pinpointing the complex interactions between phagocytic cells and their environment, particularly microorganisms in periodontal and other infectious diseases. He has also made significant contributions to understanding the pathogenesis of localized juvenile periodontitis.

"The study of localized periodontal disease in teenagers led to the realization that it is a lack of control of inflammation that causes disease," Dr. Van Dyke explains. "A significant part of my studies has focused on host response and inflammation and how to control it, with an emphasis on taking the knowledge from the laboratory and delivering it to patients."

During a research career that has spanned two decades, Dr. Van Dyke has also "looked further downstream" to determine what controls exacerbation of disease and has conducted clinical trials using products, technologies and treatments that target sites.



The researcher is also involved in multicenter clinical trials that are examining one of the hottest topics in dental research today—how treating periodontal disease affects other aspects of systemic health.

"Dr. Van Dyke is an outstanding researcher and his work has had a significant impact on clinical dentistry," says Dr. James Bramson, ADA executive director. "He is a true pioneer, especially in the areas of local delivery of antimicrobials and the host response to periodontal disease."

"He's modest, too," adds Dr. Bramson. "When I called him about the award, he was very surprised and appreciative and did not even know that he had been nominated. It's a real pleasure to award this recognition to Dr. Van Dyke."

The annual Ross award recognizes a researcher who has made significant contributions in clinical investigations that have advanced the diagnosis, treatment and/or prevention of oral disease. The Association sponsors the award through the ADA Health Foundation with the support of Pfizer Consumer Healthcare.

"Dr. Van Dyke deserves this award, not only because he has conducted clinical trials that have been applied to patient care," says Dr. John



**Full circle:** Dr. Van Dyke's research has focused on taking advances from the laboratory and delivering them to patients.

Coelho, associate director for oral care, Pfizer Consumer Healthcare, "but also because his studies have offered new insights for the research community into disease pathogenesis."

Dr. Van Dyke received a bachelor of arts in natural sciences and dental degree from Case Western Reserve University. He also earned a master of science degree in oral sciences, a certificate in periodontology and a doctorate degree in oral biology from State University of New York at Buffalo.

He served as an assistant professor and

researcher at SUNY; chairman of the department of periodontology at Emory University; and chair of the Eastman Dental Center department of periodontology.

At Boston University, he is currently director of postdoctoral periodontology and the clinical research center at the Goldman School of Dental Medicine, professor in the department of periodontology and oral biology and associate director of the general clinical research center of the medical school.

Dr. Van Dyke has received many awards recognizing his work, including the 2001 Basic Research in Periodontal Disease Award from the International Association of Dental Research.

He serves on the editorial boards of several journals, including the Journal of the International Academy of Periodontology, Journal of Periodontal Research, Journal of Periodontology, Journal of Clinical Periodontology, Infection and Immunity, Current Opinions in Periodontology and Oral Microbiology and Immunology. He is past president of the International Academy of Periodontology, and as a member of numerous dental organizations, serves on many committees, councils and task forces.

The selection committee for the 2002 Norton Ross Award included Drs. Bramson; Howard Fine, ADA 2nd District trustee; Bernard McDermott, ADA 4th District trustee; Jeffrey Hutter, chairman of the ADA Council on Scientific Affairs; Lorne Golub, Ross Award winner in 2001; Charles Bertolami, American Academy of Dental Research representative; and Dr. Coelho (non-voting representative).

The award honors the memory of Dr. Norton M. Ross, a dentist and pharmacologist who contributed significantly to the fields of oral medicine and dental clinical research. ■

# Oral care lessons

## New NIH curriculum supplement promotes health, scientific interest in elementary students

BY CRAIG PALMER

Bethesda, Md.—When we visited the dentist's office, he was amazed by how much the children knew about their mouths and dental care, said a field test teacher of a new oral health curriculum in distribution by the National Institutes of Health for use in the upcoming school year.

Open Wide and Trek Inside is one of the newest NIH curriculum supplements promoting scientific literacy and student interest in the sciences, a hands-on set of lesson plans for teaching 1st and 2nd graders about oral health.

The materials are free of charge to requesting teachers and school superintendents and available in English and Spanish. The NIH announced the availability of Open Wide and Trek Inside July 19.

The supplement includes a CD-ROM with

animated stories and educational games and is divided into lessons conveying these concepts:

- What Do Mouths Do?—The mouth has many purposes and many parts.

- Open Wide! What's Inside—The mouth has many different structures, including different kinds of teeth.

- Let's Investigate Tooth Decay—Scientific inquiry can answer questions about the natural world; an apple models the process of tooth decay.

- What Lives Inside Your Mouth—Oral bacteria live in the mouth; tooth decay is caused by acidic bacterial waste.

- What Keeps Your Mouth Healthy?—Bacteria cause tooth decay; sugary foods also feed bacteria; healthy foods, brushing and flossing, and fluorides all reduce the number of bacteria in your mouth.

- What Have You Learned About Your Mouth?—Understanding these concepts can help you maintain a healthy mouth.

A print version with CD-ROM has been released and the entire supplement also will be posted online at the NIH Office of Science Education Web site ("science.education.nih.gov"), said David Vannier, Ph.D., professional development coordinator for the NIH office of science education, co-funding agency with the National Institute of Dental and Craniofacial Research.

The NIH curricula are aligned with National Academy of Sciences national science education standards ("nap.edu/catalog/4962.html") aimed at improving science education and science literacy in grades K-12. ■

## Survey Center seeks response from graduates

The ADA Survey Center is now conducting the 2002 Survey of Dental Graduates.

This major survey is part of the Distribution of Dentists, an ADA-mandated survey of all known U.S. dentists.

The data will update the Association's master file, augment the Survey Center's sampling frame, update the Division of Membership and Dental Society Services' licensure database, and provide information for the Association's Dental Workforce Model.

Dental school graduates who receive the questionnaire by mail are urged to complete and return the survey as accurately and as promptly as possible. Those who are contacted by phone are encouraged to complete the survey with the interviewer.

When completed, the results will be available from the Survey Center. The most recent report, the 2000 Survey of Dental Graduates is now available.

Members who have questions about the survey can contact the ADA Survey Center toll-free, Ext. 2568. ■



# Lawsuit windfall

## Vitamin manufacturers pay to increase dental care access

BY KAREN FOX

A recent settlement with vitamin manufacturers is sure to give some of the nation's neediest dental patients a boost.

The NYSDA Foundation will use \$100,000 in settlement funds to develop oral health educational materials for Head Start staff, and the Marquette University School of Dentistry has accepted a \$1.5 million grant to start a mobile dental clinic program.

Twenty-two states, Washington, D.C., and Puerto Rico accused six international vitamin manufacturers of fixing prices from 1989-99. The companies settled the lawsuit for \$225 million.

Officials from the NYSDA Foundation say funds are earmarked for an educational video and possibly an online course on oral care and nutrition for Head Start program staff.

"The grant represents a perfect opportunity for the foundation to do something meaningful to help the parents and children who are enrolled in the Early Head Start and Head Start programs in New York," said Dr. Edward Downes, NYSDA Foundation chair.

To provide care for "the greatest number of underserved patients," the Marquette University School of Dentistry will use the settlement funds to start a mobile clinic program—locating two mobile clinics in areas

agreed upon by the school, the state and the Wisconsin Dental Association.

A university-issued news release notes "all patients [at the mobile clinics] will be seen regardless of the ability to pay."

In addition, "this program will provide Marquette dental students with unrivaled service learning experience and expose them to the reward of practicing in underserved communities," said Dr. William K. Lobb, dental school dean. ■



**Help for needy:** Dr. William K. Lobb, dean, at a March press conference, unveils plans for the Marquette dental school's new mobile clinic program. Seated at right is Jim Doyle, Wisconsin's attorney general.

## Access resources

### Council offers guides to setting up programs

Two new resources produced by the ADA Council on Access, Prevention and Interprofessional Relations focus on the fundamental ABCs for dental access programs— attracting volunteers, boosting public image and participation and collecting funding.

The monograph "Dental Access Program Marketing: How to Build Public Image and Participation" offers access program administrators ideas on how to plan, develop and implement a marketing strategy.

Topics covered include message development; media relations and how to reach public and professional audiences; direct mail; volunteer recruitment and retention; and resources available from the ADA.

"Obtaining Funding for Dental Access Programs: An Overview" focuses on the introductory funding process for dental access programs.

Chapters in this monograph target the process of defining the need for an access program and initial planning; identifying partners and developing a budget; finding funding sources; and fundraising processes.

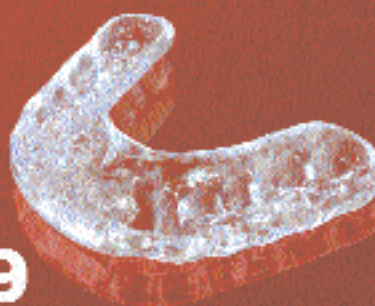
Both monographs are supplements to the Manual on Dental Care Access Programs, which was last published by CAPIR in 2000.

All three documents are available for the nominal charge of \$10 each for ADA members and \$15 each for non-members (plus tax where applicable) by calling CAPIR at Ext. 2673 or via e-mail to "babcockj@ada.org". ■

## The economical way to treat "Splint Personalities".



HARD  
**\$49**  
per splint



**Erkodur**  
COMFORT BITE SPLINTS™

**NEW**

EXTRA COMFORT  
HARD/SOFT  
**\$59**  
per splint

• **Guaranteed against breakage for 12 months.**

• **Storage case included with each splint.**

• **Four days in lab.**

Providing bruxing and clenching splints can be one of the most rewarding treatments in dentistry today. You'll get your patients out of pain quickly and reduce further tooth destruction. This sparkling clear, co-polyester splint is designed to be the first step in the treatment of bruxism, and is made with a flat occlusal plane and slight opposing cusp indentation. Erkodur splints are durable, will not discolor and are thermoformed to provide superb fit.

For more info & nationwide pick-up

**800.425.5076**

Serving Dentists Since 1970



**GLIDEWELL  
LABORATORIES**

4141 MacArthur Blvd., • Newport Beach, CA 92660

See all our products online: [www.glidewell-lab.com](http://www.glidewell-lab.com)



## Education

# See of change in dental licensure Eye on initial clinical competency measures

BY KAREN FOX

Key players from the dental community have come together in recent months to initiate discussions that could change the way dentists are

licensed in this country.

Earlier this month, the ADA Board of Trustees reviewed a report that summarized the activities of the Task Force on the Role of

Patient-Based Examinations—an interagency group that first met April 29-30.

The impetus for that meeting was Res. 114H-2001, which called for the ADA to sponsor a

task force to consider the role of patient-based examinations and other potential methods for evaluating initial clinical competency for licensure.

With equal representation from the ADA, the American Association of Dental Examiners, the American Dental Education Association, the American Student Dental Association and the Committee on the New Dentist, the participants were asked to set aside their differences in the interest of “moving the process forward,” according to the task force’s report.

“I was impressed with the participants’ willingness to genuinely strive to work toward a model which will be best for the patients, candidates, examiners and educators,” said Dr. T.

**■ “Our mission positions us as an advocate for the public’s oral health and the welfare of the profession and its members. The Association’s role must be to facilitate a positive environment for the examination process.”**

Howard Jones, ADA president-elect and facilitator of the task force meeting. “If we are successful in extending the same dialogue and cooperative experience of the two-day meeting, there is little doubt we will achieve meaningful results.”

The task force limited its discussion to the initial licensure examination process for new graduates of accredited dental schools. Among testing formats discussed was the feasibility of a broadly based system to evaluate clinical competency for initial licensure with evaluation taking place during the candidate’s final year of dental school.

“I can foresee in the future that we will still have a licensure examination,” said Dr. James R. Cole II, AADE president. “It will be a patient-based examination and evaluated by an independent third party, but it’s probably going to take a different format.”

Task force members also identified the roles each organization had in implementing alternative methods for clinical competency.

“Obviously, the ADA has no direct participation in the examination process or dental education,” said Dr. Jones. “However, our mission positions us as an advocate for the public’s oral health and the welfare of the profession and its members. The Association’s role must be to facilitate a positive environment for the examination process.”

All parties agreed that AADE and ADEA are the agencies responsible for continuing to study alternative clinical assessment processes. In the meantime, the task force participants will discuss the report and solicit feedback from their

(easy to use)



(easy to clean)



## 3M<sup>®</sup> ESPE<sup>®</sup> RELYX<sup>®</sup> CEMENTS



What could be better than cements that are easy to work with and easy to clean up?

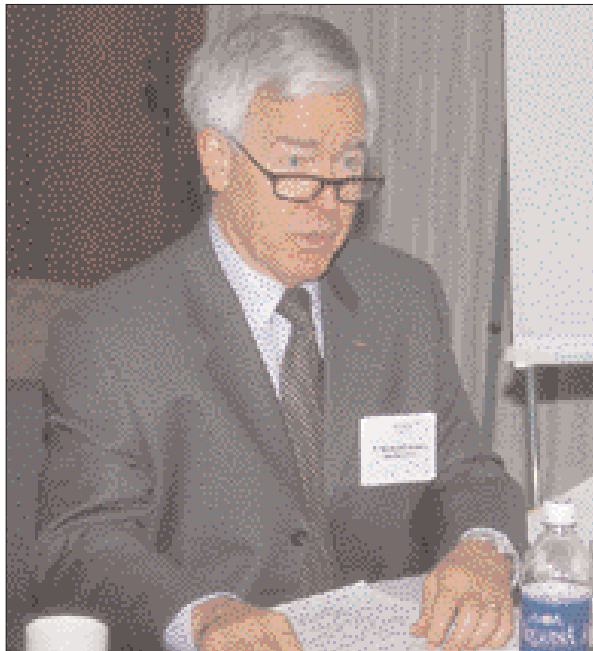
How about easy, clean and strong? 3M<sup>®</sup> ESPE<sup>®</sup> RelyX<sup>®</sup> Veneer Cement, 3M<sup>®</sup> ESPE<sup>®</sup> RelyX<sup>®</sup> ARC

Adhesive Resin Cement, and 3M<sup>®</sup> ESPE<sup>®</sup> RelyX<sup>®</sup> Luting Cement offer what you and your patients want.

quality cements for indirect restorations. For more information on RelyX<sup>®</sup> Cements, call 1-800-634-2249 or

visit our Web site: [www.3M-ESPE.com](http://www.3M-ESPE.com). To order, contact your authorized 3M/ESPE distributor.





**Receptive:** President-elect T. Howard Jones facilitates the ADA Interagency Task Force on the Role of Patient-Based Examinations. April 29.



evolutionary, not revolutionary, process,” said Dr. Randall Ogata, former chair of the Committee on the New Dentist and one of two CND members on the task force. “We have to work within the structure we have and modify it to get the things that everyone mutually desires.”

Two months after the task force meeting, representatives from AADE and ADEA stepped up efforts to develop testing formats that meet the needs of all parties in the licensure community.

On June 29-30, AADE and ADEA formed the Innovative Testing Methodologies Committee, which “represents a new effort by AADE and ADEA to initiate a dialogue between educators and examiners about the examination process,” according to a joint news release from the two organizations.

Testing methodologies discussed by the committee included patient portfolios, simulation and Objective Structured Clinical Exams.

Implementing change may be a slow process, but collaborative efforts like the AADE-ADEA Innovative Testing Methodologies Committee reflect a new spirit of cooperation within the dental community.

"I believe the dialogue and efforts by each group have been honest and constructive in seeking common ground," Dr. David Johnsen, ADEA president, said of the committee. "Several serious formal discussions and task forces show more promise than at any time in recent years." ■

communities of interest in preparation for another meeting in 2003.

“Further, the Task Force stressed that all parties must understand that the changes being considered would take time to develop, pilot test and implement,” stated the final report. “In the interim, the participants agreed that future meetings of all parties should continue to ensure that there is a continuing exchange of information and that the process continues to move forward.”

Dr. Kevin Rencher, ASDA president, called

the meeting “exceptionally productive.”

“Bringing the dental education and examining communities together to talk about these issues was remarkable,” he said, adding: “We will give the education and examining communities the time they need to work on this issue.”

ASDA and the ADA Committee on the New Dentist, which represents the interests of practitioners in practice 10 years or less, have asked their members and constituencies for patience during this phase.

"The changes we'd like to see are part of an



3M™ ESPE™  
RELYX™ VENEER  
CEMENT

A simple system that's easy to use. Rely on our excellent features:

- Try in pastes that offer excellent anticolor match to final dental cement.
- A customer preferred delivery and mixing system.
- Light cure only system which provides excellent color stability.
- An ideal viscosity making it easy to dispense, apply and seal veneers.

*Easy to use.*  
*Easy to choose.*

For additional information,  
call 1-800-634-2249 or visit our  
Web site: [www.3MESPE.com](http://www.3MESPE.com).

<sup>1</sup> During a model reduction, 43 percent of distributed loads are removed, leaving only those that are more than 10 percent larger than the other members of the system.

**3M ESPE**

# New process for accreditation

BY KAREN FOX

The ADA Commission on Dental Accreditation voted Aug. 1 to expand the scope of the accreditation program to include new dental education disciplines.

In so doing, the commissioners approved a list of eight criteria that will be used when any new dental discipline seeks an accreditation process for its programs. (See story, at right.)

“Dentistry is an ever-evolving profession,” said Dr. Susan L. Jancar, chair, Commission on Dental Accreditation. “Our mission statement addresses

that by ensuring quality and continuous improvement of dental and dental-related education. The commission believes that as the profession evolves, we must be in a position to accredit training programs in new dental disciplines.”

The issue came before the commission in January 2001 after the American Society of Dentist Anesthesiologists submitted a request for accreditation of dental anesthesia training programs, a discipline that is not one of the nine ADA-recognized specialties. That request led the commission to appoint an ad-hoc committee

to study the issue.

“The committee concluded that accreditation review of programs in areas other than predoctoral dental education and the specialties is within the purview of the commission, as evidenced by its review of programs in advanced education in general dentistry, general practice residencies, dental hygiene, dental assisting and dental laboratory technology,” said Dr. Ronald J. Hunt, chair of the Ad-Hoc Committee on Feasibility of Accreditation of General Anesthesia Training Programs for Dentists.

"Not all of the commission's communities of interest were in favor of expanding the commission's scope to include additional dental disciplines," said Dr. Jancar. "The commission carefully considered and appreciated the concerns of some of the dental specialties.

"But as an accrediting agency," she continued, "our commitment is to the public, the students and quality dental education. We believe that the commission's accreditation program is quite different from the ADA's specialty recognition program."

The Aug. 1 decision followed lengthy debate in which several commissioners expressed concern over the number of disciplines that could seek accreditation. Others maintained that concerns for patient quality training programs and patient safety compelled the commission to review the programs.

In the end, a majority of the commissioners determined that its obligation to serve the public by ensuring quality education and patient safety was paramount.

For now, the commission will review requests from new dental disciplines in accord with the new criteria.

What about the request for accreditation of dental anesthesia training programs? "That discipline would have to prepare an application following the criteria," Dr. Hunt told the commissioners Aug. 1. ■

# Eligibility criteria revised for accreditation program initiation

The following are the “Eligibility Criteria for the Initiation of an Accreditation Program in a New Dental Education Discipline,” as approved by the Commission on Dental Accreditation Aug. 1:

1. The existence of a well-defined body of established scientific dental knowledge underlying the discipline—knowledge that is in large part distinct from, or more detailed than, that of other disciplines already in accreditation review.
2. The body of knowledge is sufficient to educate individuals in a distinct oral health discipline, not just in one or more techniques.
3. A sufficient number of established programs with a structured curriculum, qualified faculty, and enrolled individuals that accreditation can be a viable method of quality assurance.
4. Professional organization(s) or association(s) with principal interest in the discipline.
5. Peer reviewed publications and research in the discipline.
6. National annual meetings for the discipline.
7. The programs are the equivalent of at least one academic year in length.
8. The quality of the educational program is important to the health care of the general public. ■



# New examination

## NERB changes format to help candidates while still in school

BY KAREN FOX

Silver Spring, Maryland—Beginning next month, 600 senior dental students will take part in the nation's first curriculum-integrated clinical licensure examination.



Dr. Joseph Rossa

The North East Regional Board of Dental Examiners Inc., which serves 15 states, is administering the alternative format to students at five dental schools.

Among its many benefits, NERB officials say the "Curriculum Integrated

Format of the NERB Clinical Examination in Dentistry" will:

- enable students who fail any part of the exam to be re-mediated prior to graduation;
- alleviate financial burdens that unsuccessful candidates in the traditional exam format experience when they are forced to begin pay-

### Education

ing student loans before they are licensed;

- decrease the impact of patient no-shows on the timely completion of the exam process;
- enable candidates to personally follow up on patients with temporary restorations placed during the exam while still in school;
- enable candidates to prepare for and perform the simulated patient treatment clinical exercise separate from the patient-treatment exercises.

"Ultimately, the new format will allow for more timely issuance of licenses for many of the candidates," said Dr. Joseph Rossa, NERB chairman. "On the old exam, students took it before graduation once and re-takes, if necessary, came after graduation. There was no opportunity to re-mediate while they were in school, which delayed them from getting a license."

After spearheading a successful pilot project at the West Virginia University School of Dentistry—in which participating senior students successfully completed the NERB Clinical Examination in Dentistry requirement for licen-

sure by May 1, 2002—NERB offered the alternative format to all the dental schools in its participating jurisdictions. Five accepted: the New York University, Temple University, University of Detroit-Mercy, University of Michigan and West Virginia University dental schools.

Dental schools that want the NERB to administer an exam at their school can choose only

**■ Dental schools that want the NERB to administer an exam at their school can choose only one format, and all students who want to take the NERB at that school must take the selected format.**

one format, and all students who want to take the NERB at that school must take the selected format.

"That was both a logistical and economic consideration," said Dr. Rossa. "We would still have to send a full team of examiners if only 10 students signed up for the alternative format. In addition, full participation allows us to more accurately evaluate how the individual schools perform on the alternative format."

"Our student leaders polled the incoming class of seniors, and we were told that not one student voted against it," said Dr. Michael C. Alfano, dean, New York University College of Dentistry. The decision complicated the dental school's clinical operations but in the end, Dr. Alfano believes the new format is beneficial.

"The NERB people were very cooperative in working out specific days with us to minimize the impact on our normal clinical operations," said Dr. Alfano. "Given the students' enthusiasm, we elected to go to the new format."

NERB launched the pilot project in response to Res. 89H-2001, in which the ADA House of Delegates called for dental testing agencies to collaborate with educators to investigate offering clinical licensing examinations on patients within dental schools to dental students.

Res. 89H-2001 further stated that these exams be given early enough in the year to allow those who do not pass the board examination to be re-mediated prior to graduation.

Developing the alternative format was a relatively simple change for NERB. Dr. Rossa explained that NERB utilizes conjunctive scoring—meaning a candidate is scored on each part of the exam—which positioned the testing agency to separate the sections of the clinical exam.

Dr. Rossa said it's not as easy to separate parts of the exam for testing agencies that use compensatory scoring, which requires a sum of scores across all parts of the exam. NERB continues to offer the traditional exam that is administered prior to graduation with re-takes after graduation.

For more information, contact NERB at 1-301-563-3300 or go to "www.nerb.org". ■

## Students at dental school in Mexico to become dentists in California

Sacramento, Calif.—Within six years, dentists following a specially designed educational track at Mexico's University De La Salle will be eligible for licensure in California.

On Aug. 9, the California Board of Dental Examiners granted provisional certification to the University De La Salle in Leon, Guanajato—marking the first time an approval process other than that of the ADA, Commission on Dental Accreditation or the Canadian Commission on Dental Accreditation has been implemented in the United States.

Dr. Arianne Terlet, one of four members of the state dental board who traveled to Mexico for a site visit in June, said the provisional certification status gives the University De La Salle 24 months to correct deficiencies in the program.

The dental school's academic program was "excellent," said Dr. Terlet, but the site visitors identified some deficiencies in the school's infection control procedures.

"They are proceeding as if they have certification right now," she said. "I was very impressed with the school, the faculty and administration and their commitment to making this work. The dental school considers ADA accreditation as the gold standard, and that's the level of excellence that they hope to achieve in their country."

Dental school in Mexico is a six-year process: five years of post-high school education plus one year of community service. Dr. Terlet said the University De La Salle is developing a separate track for students interested in pursuing California licensure.

"The track starts with the first two years, which are the academic years," she said. "What this means is that the first students we'll see who are eligible to take the California boards will be in five to six years."

Students following the track—which includes an English requirement and courses that help them prepare for the U. S. national boards—will be able to take the California board examination upon graduation from University De La Salle. Liz Snow, the CDA's director of public policy, said that what the California dental board has put in place is an educational equivalency process.

"The basis for the guidelines being used by the board for approval of international dental schools were from the ADA Commission on Dental Accreditation," said Ms. Snow. "We're comfortable that the board is trying to come up with measurement standards that are equivalent."

Will any other states accept the credentials of students who completed their pre-doctoral education at the University De La Salle?

That remains to be seen. Most state dental practice acts require graduation from dental schools accredited by the Commission on Dental Accreditation.

"We are hoping there is recognition of the board's equivalency process so that at some point in time, individual states are openly accepting of all California license holders who want to leave the state," said Ms. Snow. ■

### SIMPLE IRA

## Bigger tax savings for smaller companies.

With a T. Rowe Price SIMPLE IRA, you can save \$2,500 or more\* on this year's tax bill and help your employees prepare for retirement. Both employers and employees make flexible contributions to the plan, making it easy to respond to changing business climates.

There's no cost to start, the plan is free of loads or sales commissions, and we keep our mutual fund expenses low to help you save more. Employer contributions are generally tax deductible, with no IRS filings required.

Open an account online, or call us today for a free SIMPLE IRA investing kit including a prospectus.

\*\$2,500 or more off your tax bill

• Employee participation is voluntary

• Act before the October 1 deadline

TROWEPRICE.COM/SIMPLE

1-800-831-1344

**T. Rowe Price**  
INVEST WITH CONFIDENCE

\*You must be a U.S. business owner/salesperson, 21+ years old, with a minimum net worth of \$10,000. Actual tax savings will vary. For more information, including fees, expenses, and risks, read the prospectus carefully before investing. T. Rowe Price Investment Services, Inc., Distributor. SIMPLR000003



# Happy Birthday to You! Happy Birthday to You!

We're Celebrating FibreKor® Post's

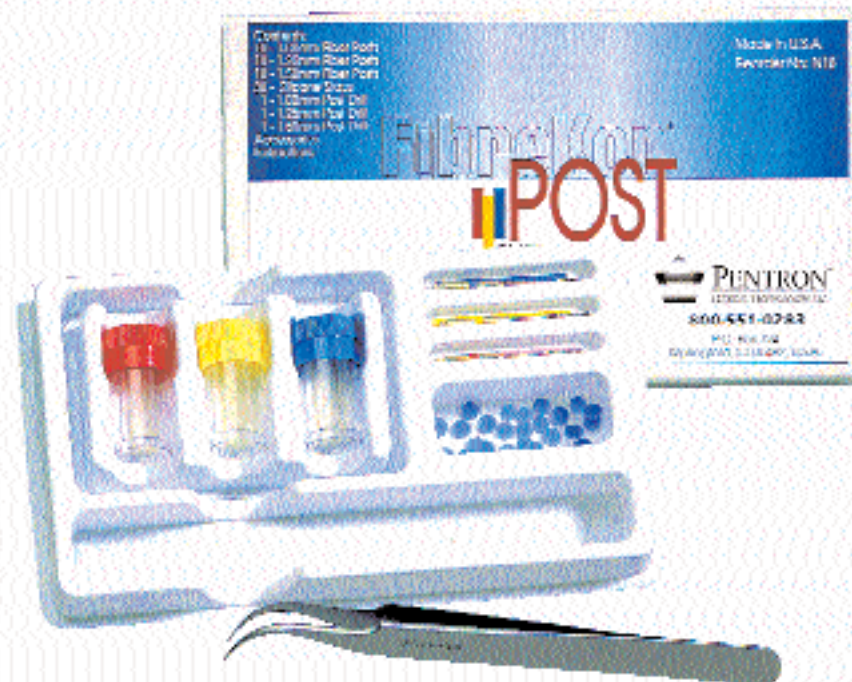


## 4th Birthday....

But You're getting the Present!

### Four Years Old and Growing!

The FibreKor Post System has turned 4 years old and we would like to celebrate this event by giving you the present. Now, and until Aug. 30th 2002, we will be offering FibreKor Posts at the 1998 introductory price of **\$4.00 per post!** Since its introduction 4 years ago, hundreds of thousands of FibreKor Posts have been successfully placed by you and your colleagues. FibreKor was the first entirely tooth colored, fiber-resin post introduced to the profession. Since its 1998 debut, its success has spawned nearly a half dozen imitators.



### Why Are Fibrekor Posts So Successful?

Doctors who have used the FibreKor Post System have come to appreciate the benefits FibreKor Posts offer over metal posts:

- **Esthetics (No shadow effect)**
- **High retention (It's bondable)**
- **Safety (It flexes like the root)**
- **Easier retrievability (You can just drill it out)**
- **Economy (About 1/2 the price of metal posts)**

So, join us in celebrating FibreKor's 4th birthday by ordering your present, today - a 10-pack FibreKor Post Refill for only \$39.95.

**10-pack**  
FibreKor Post Refill  
for only

**\$39<sup>95</sup>\***



**PENTRON®**

CLINICAL TECHNOLOGIES, LLC  
ISO 9001 CERTIFIED

We make good products at a fair price. And we stand behind them.  
P.O. Box 124 • Wallingford, CT USA 06495

**Order Online: [www.pentron.com](http://www.pentron.com)**

*Free shipping when you order online • minimum order \$30*

**800-551-0283**

203-265-7397 • Toll Free Fax 877-677-8844

In Canada call SYNM at 1-800-667-0322

Offer valid until October 31, 2002. No other offers apply. Offer valid in the U.S. only. Additional shipping charges may apply. Subject to change without notice. © Pentron Clinical Technologies, LLC, 2002. All rights reserved.

**SOURCE CODE**  
**01816**



**There's strength in our numbers.**

Drop after drop, dental professionals trust Prime & Bond<sup>®</sup> NT<sup>™</sup> Adhesive for complete restoration confidence. No wonder Prime & Bond<sup>®</sup> has been the adhesive of choice for the last 7 years, and the #1 selling light cured brand the past 5 years and counting.<sup>1</sup> Stick with the tried and true — Prime & Bond NT Adhesive is one of the most studied and clinically reported bonding agents in dentistry.

- Clinically proven... independent research proves unparalleled strength and consistency.
- Nanofiller Technology reinforces the hybrid layer for superior marginal integrity.
- Light cure/Dual cure — Prime & Bond NT Dual Cure Adhesive System can be used in virtually all restoration bonding procedures.
- Unique PENTA chemistry provides a chemical bond to the tooth calcium to ensure long term security.<sup>2</sup>

## Prime & Bond NT

For more information and to order, call: 1-800-LD-CAULK (532-2855) ext. 794 1-800-263-1437 (Canada) [www.dentsply.com](http://www.dentsply.com)