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## ADA News - 02/16/2004

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# ADA News®

AMERICAN DENTAL ASSOCIATION

FEBRUARY 16, 2004

www.ada.org

VOLUME 35, NO. 4



Photo by Anna Ng Delort

## SPECIAL REPORT GKAS2004

**Caregivers:** Dr. Eugene Sekiguchi (center), ADA president, joins dental students Evert Lake and Tontra Lowe in providing care for 12-year-old Quatre Thomas on Give Kids A Smile Feb. 6 at the Howard University School of Dentistry in Washington, D.C. See story below.

# For the children

## Thousands provide free care for needy kids

### Dr. Sekiguchi makes a new friend in D.C.

BY CRAIG PALMER

Washington—Raule Napier's discomfort was discomfiting when he met Dr. Eugene Sekiguchi.

Clutching the arms of his dental chair at this Give Kids A Smile clinic at the Howard University College of Dentistry, Raule warily engaged the man in the white coat, fast getting into this new patient-doctor conversation as each gained the other's confidence, Raule's grip easing and Dr. Sekiguchi's chairside manner calming.

They covered favorite sports and activities, best subjects at school and a little dentistry, moving to ambitions

"I want to be a teacher because I like to be around people."

Raule Napier, all of 9 years old, bused to the clinic from a nearby elementary school Feb. 6 for the free restorative treatment diagnosed at a pre-GKAS screening in December, had no idea he was discussing his dreams with the president of the American Dental Association. But that's when he smiled.

They didn't leave it at that before

dren in other chairs, a guest dentist (See related story, page 12.) among 65 District of Columbia Dental Society members and some 200 dental students, faculty members and pediatric residents volunteering Give Kids A Smile care this day.

"You need to have a great smile to be a teacher," he told Raule. "Take good care of your teeth." This was the dentist talking, and by now Raule was up to his part in this doctor-



### A big day in the Big Apple

BY ARLENE FURLONG

New York—Leadership.

Just when buzzword status jeopardized the meaning, organized dentistry redefined it by taking initiative and building a prototype: Give Kids A Smile.

On the second annual GKAS, New York University dental leaders were

See *BIG DAY*, page 22

### GKAS corporate sponsors

- **Crest Healthy Smiles 2010**—Exclusive provider of consumer products.
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### Full GKAS coverage inside

- **ADA video news release on GKAS**—Page two.
- **GKAS facts**—Page three.
- **McCormick Boys & Girls Club, Chicago**—Page four.
- **Crest Smile Shoppes, Boys & Girls Clubs**—Page five.
- **San Francisco General Hospital, UCSF dental school**—Page six.
- **Thank you, sponsors**—Page seven.
- **Idaho program**—Page eight.
- **Cleveland, Case Western event**—Page 14.
- **Texas largesse results from careful planning**—Page 16.
- **Clint's story tell tale of need in Texas**—Page 17.
- **GKAS opens Nasdaq**—Page 20.
- **Buffalo, N.Y., event**—Page 20.
- **New York City events**—Page 22.
- **"Looking Good," one child's story**—Page 22.



For more GKAS coverage go to [ADA.org](http://ADA.org), *ADA News Today*.



# GKAS2004



**On TV:** Dr. Eugene Sekiguchi (left), ADA president, and Dr. Jeff Dalin, a St. Louis dentist who helped make Give Kids A Smile a national program, appear Feb. 4 on an ADA video news release via satellite to media outlets in advance of Give Kids A Smile, National Children's Dental Access Day. As of press time, the VNR registered 121 airings to more than 7.3 million viewers. To view the VNR, visit "www.pnnewswire.com/mnr/ada/10357".



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# Facts on Give Kids A Smile

- On Feb. 6, more than 35,000 volunteer dental professionals provided free dental education, oral health screening and comprehensive treatment to children from low-income families for “Give Kids A Smile,” National Children’s Dental Access Day.

ADA Executive Director James Bramson said he wasn’t surprised with the number of dentists who signed up this year. “Last year, yes, but this year, no,” he said.

“We had over 14,000 dentists sign up for participation in the program in 2004. Think of that—on a single day, across America, almost 10 percent of our entire membership is given in service under a program of the Association,” Dr. Bramson said. “I think we have tapped into the deep professional ethic that dentists have to help out and given them an easy, meaningful way to do that. Everybody can give a day, and there are lots of dentists who give a lot more than this all year long.”

- 2,150 sites across the country hosted Give Kids A Smile activities. From large-scale dental clinics to community health centers and private dental practices, services included everything from fillings, cleanings and fluoride treatments to groups of dentists providing comprehensive care to underserved children and individual dentists giving education and screening in a variety of locations.

Noting that approximately 30 percent of all children in the United States lack dental care, ADA President Eugene Sekiguchi said the event sends a wake-up call to policymakers.

“Give Kids A Smile is a day when dentists throughout the country demonstrate their commitment to solving this crisis in hundreds of locations throughout our nation,” said Dr. Sekiguchi, who was on hand to treat children at the Howard University College of Dentistry in Washington Feb. 6. (See story, page one.)

“It’s gratifying to know that these youngsters will be healthy and free from pain and able to eat, sleep and study,” added Dr. Sekiguchi. “I would hope that GKAS raises awareness of this national health crisis and it spurs legislators, policymakers, leaders and the public to make the solutions a priority.”

- Last year’s GKAS provided education, screening, preventive care and treatment valued at more than \$100 million to 1 million children.

- There are four corporate sponsors for Give Kids A Smile:

Crest Healthy Smiles 2010—Exclusive provider of consumer products.

Sullivan-Schein Dental—Exclusive professional product distributor for GKAS.

DEXIS Digital X-ray Systems—Providing digital X-ray systems and personnel.

Ivoclar Vivadent Inc.—Donating preventive and restorative dental supplies.

- A GKAS timeline:

**2000:** The U.S. Surgeon General states that one out of four children is born into poverty. Children from families with annual incomes of \$10,000 to \$20,000 have 10 times more unmet dental needs than children whose families earn more than \$50,000. Pain from untreated disease can prevent a child from properly eating, sleeping, speaking and paying attention in school—affecting the child’s growth and development.

**April 2002:** The ADA Board of Trustees endorses the concept for Give Kids A Smile. The national dental access day is viewed as a way to highlight the oral health needs of underserved children and what dental professionals are doing to make an impact on the well-being of these children. Publicity garnered from Give Kids A Smile shows the inadequacy of public financing for dental care and the need for increased assistance from the public and private sector.

**June 2002:** Dr. Greg Chadwick, then ADA president, addresses a U.S. Senate subcommittee

public health financing programs, he says, state and local dental societies sponsor voluntary programs to deliver free or discounted care to the underserved.

**October 2002:** The ADA House of Delegates makes Give Kids A Smile a permanent annual event.

**Feb. 21, 2003:** One million underserved children receive care valued at \$100 million in nationwide Give Kids A Smile events.

**March 11, 2003:** The U.S. House of Representatives advances a resolution congratulating the nation’s dentists for the success of GKAS, thanking dental professionals for volunteering their time to provide needed dental care

on Feb. 21, 2003.

**July 2003:** The national American Society of Association Executives honors GKAS with its prestigious Summit Award for public service programs that “better our communities and quality of life.”

**Feb. 6, 2004:** The second Give Kids A Smile takes place. ■

**Open wide:** Jean Kiggins, dental hygiene student, toothprints patient Joshua at GKAS in Dayton, Ohio. Nearly 200 Head Start children received treatment Feb. 6 from the Dayton Dental Society and Sinclair College Dental Hygiene Program.



AD 246044m074 to be places at Quad!!!



# Give Kids A Smile comes to Boys & Girls Club in Chicago

## GKAS2004

BY JUDY JAKUSH

The Robert R. McCormick Boys & Girls Club is always a haven after school for children on Chicago's far North Side, but on Feb. 6 it was more than just fun.

By 4:30 p.m., it was filled with 171 children who had the chance to get their faces painted with molars or tooth fairies, take a turn at answering dental trivia questions for prizes or eat a healthy snack.

The after-school crew included 50 children who had signed up ahead of time for free GKAS dental examinations at the Crest Smile Shoppe, one of many dental clinics Crest sponsors at Boys & Girls Clubs across the country.

A half-dozen volunteer Chicago Dental Society dentists as well as University of Illinois at Chicago dental students and Kennedy-King College hygiene students joined together to provide oral examinations, cleanings and fluoride treatments to the young patients.

The Crest Smile Shoppe overlooks a game room where the children can play pool, foosball or ping pong. Dr. Indru Punwani, head of the UIC Department of Pediatric Dentistry, believes this Smile Shoppe is a model for access to care. "One of the issues with Medicaid is the high no-show rates. At the Boys & Girls Club, your family pays a \$10 yearly membership fee. To receive dental care here, you must be a member. That brings a different chemistry to the situation."

Also affecting the chemistry is the fact the Crest Smile Shoppe overlooks the play room and the kids are already having fun. "The anxiety about a trip to the dentist is minimal." He is also proud of the 2003 rehabilitation of the clinic. "Everything is new and up-to-date. This is probably the gold standard in community clinics. People usually assume a community clinic will have poor facilities. This is very different."

Dr. Marilla Montero, also a UIC faculty member, directs the Crest Smile Shoppe at McCormick, working with dental students and dental hygiene students.

On Feb. 6, Dr. Terri Tiersky, a CDS volunteer, said her experience that day was great. "Look at what's going on here," she said, sweeping her hand to indicate the dental clinic and the game room below filled with bouncing children. "This is what brought me here."

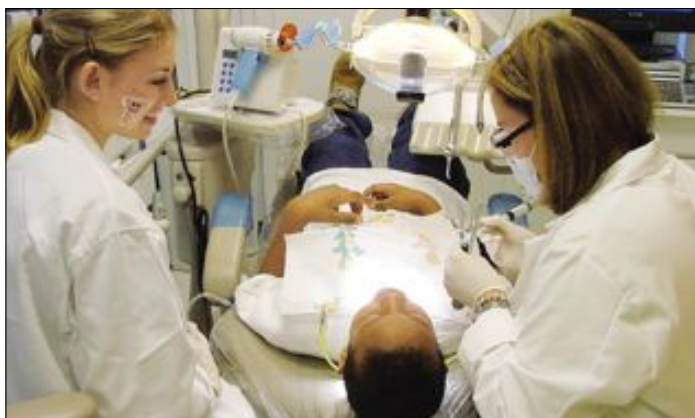
Having private-practice volunteers provides important role models for the dental students who come to the clinic, observed Dr. Montero. "It's good for the students to see that you can combine private practice and community service."



**Mascot time:** McCormick staff member Jessica Hannah joins the fans crowding around the Crest Toothmouse.



**Extra molar:** Second-year UIC dental student Kristie McCullough paints Jhordan Edwards' face.



**Examination:** UIC dental student Brigid Walsh (left) joins CDS volunteer Dr. Terri Tiersky at McCormick Boys & Girls Club.



**Low anxiety:** McCormick members play in the game room beneath the view of the Crest Smile Shoppe windows.

Two floors down, at 3:30 when the treatment in the Smile Shoppe was getting under way, the McCormick Boys & Girls Club hosted an oral education program for all the children there that day. It kicked off with a video the club members themselves made of their experience last year at the Smile Shoppe. The children laugh and cheer at the projected images and then sit politely quiet when the speeches (very short) begin.

Cindy Sensabaugh of Procter & Gamble quizzes the children on dental facts and the Crest Toothmouse hands out prizes to the children with correct answers. Judith J. Pickens, senior vice president of the Boys & Girls Club of America,

acknowledges the club's "terrific partners: Crest, University of Illinois at Chicago and the Chicago Dental Society."

Peer Pedersen, McCormick Club chair, introduces Dr. Punwani and thanks him for his efforts in the rehabilitation of the clinic. "I can't tell you how hard he worked on this," said Mr. Pedersen.

Lisa Hernandez spoke on behalf of Illinois Lt. Gov. Patrick Quinn, who had spoken earlier in the day at the Infant Welfare Society of Chicago. Ms. Hernandez, senior policy advisor to the lieutenant governor, described efforts to pass a bill to require dental screenings for schoolchildren in the state.

Administrative support was provided by McCormick Club staff.

W. Suchy and Vice President John F. Fredricksen, who volunteered to treat GKAS patients.

When the speeches concluded, the kids were invited to visit one of the fun stations set up to promote good oral health. Included were free T-shirts and goody bags of Crest products.

By then it was 4:30 and Christopher Brown, the McCormick Club director, said they often have 250 children a day at the club. "We scan them in with cards, so we know exactly how many are here," he said, walking to the desk to check the latest numbers. "We've got 171 here now."



# Crest Healthy Smiles 2010 marks GKAS

BY STACIE CROZIER

Give Kids A Smile corporate sponsor Crest Healthy Smiles 2010 marked the second annual GKAS Feb. 6 by reaching out to Boys & Girls Clubs kids in need of care at sites from New York to California.

“Crest Healthy Smiles 2010 is happy to be a part of Give Kids a Smile for the second year,” said Diane Dietz, marketing director for Crest. “Through our partnerships with the Boys & Girls Clubs of America and dental schools around the country, we are able to provide access to dental care as part of this national event and throughout the year. CHS 2010 is committed to the goal of helping every family achieve healthy beautiful smiles for life.”

Crest Smile Shoppes, dental clinics developed in a three-year, \$3 million partnership between Crest and Boys & Girls Clubs, will be holding special GKAS events, as will Crest Dental Van Partners:

- The Boys & Girls Club of Greater Cincinnati, in conjunction with the South Avondale Elementary School, Cincinnati Dental Society and the city of Cincinnati, will conduct



**Smiling:** Children at the McCormick Boys & Girls Club join the grown-ups during the GKAS event at the Crest Smile Shoppe. Adults seated are (from left) Drs. Fredricksen, Punwani and Suchy; in the back row (from left) are Mr. Brown, Ms. Sensabaugh, Mr. Pedersen, Ms. Hernandez and Ms. Pickens.

- The Loma Linda University dental school mobile dental van traveled to the San Bernadino, Calif., Boys & Girls Club to conduct a workshop and free screenings.
- The University of Southern California dental school, the Neighborhood Mobile Dental Clinic, Crest Healthy Smiles 2010 and the Los Angeles Dental Society and affiliated societies conducted a series of GKAS events with its dental van. Programs were held at Norwood Elementary School in Los Angeles (Jan. 27 and Feb. 10); 9th Street Elementary School in Los Angeles (Feb. 6); William Northrup Elementary School in Alhambra, Calif., and an event is planned for the University of Southern California Pediatric Clinic in Los Angeles on Feb. 26. Activities at these sites include screening, oral hygiene instruction, parental education and distribution of prizes and Crest products. ■

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■ **“CHS 2010 is committed to the goal of helping every family achieve healthy beautiful smiles for life.”**

educational workshops, dental screenings and dental services every Friday this month.

- The Boys & Girls Club of Greater Houston-Spring Branch will provide free care for any child that is currently a patient and needs dental care Feb. 6. Volunteers from the Greater Houston Dental Society will also give out coupons to new patients for free cleanings and exams.

- Robert R. McCormick Boys & Girls Club in Chicago, where the University of Illinois at Chicago dental school, the Chicago Dental Society and the club conducted education and dental screenings plus other special events for 50 club members on Feb. 6.

The Crest Smile Shoppes are designed to provide a full range of oral care services, from screening to treatment, using partnerships with local dental professionals.

Dental Van Partners are hitting the road to participate in GKAS activities:

- The Columbia University Community DentCare Network mobile dental van motored to the Columbus Club House Boys & Girls Club in the Bronx to conduct a workshop and dental



# City by the bay shows its heart

## Hundreds line up for needed care

BY JAMES BERRY

San Francisco—At about 8 a.m. Feb. 6, Ginelle Sakima was helping set up a screening area under two big tents in a courtyard outside the Family Dental Center at San Francisco General Hospital.

A third-year dental student at the University of California at San Francisco School of Dentistry, Ms. Sakima was among about 80 dentists, students, hygienists, assistants and volunteers ready to provide free dental care to more than 300 needy children identified through the city's Head Start program and expected within the hour. The dental center at San Francisco General, in the city's Mission District, is one of three clinics operated through the UCSF dental school and one of about 14 such clinics statewide.

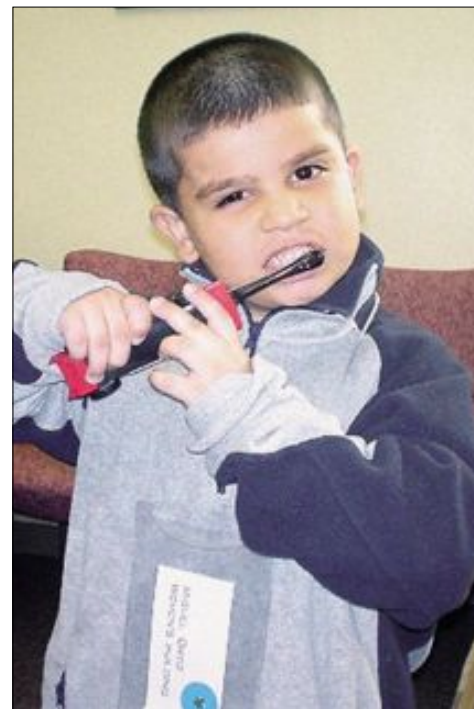
Ms. Sakima explained that children arriving by bus at the center's Potrero Avenue entrance

would be shown to the open-air tents for triage as well as oral and general health instruction, "including instruction on things like diet, oral hygiene and about poisonous foods and things to avoid in their homes."

To help the little ones overcome natural fears of new experiences, the tents were decked out with balloons and colorful signs heralding the ADA's second annual Give Kids A Smile, the Association's nationwide access-to-care event for children in need. All volunteers and staff wore blue GKAS T-shirts, adding to an upbeat, festive atmosphere.

In addition to the dental school and Head

## GKAS2004



Photos by Seth Affumado Photography

**Earnest:** Manuel Ortiz practices his brushing technique during Give Kids A Smile at the Family Dental Center at San Francisco General Hospital.

Start, groups involved in the event included the Neighborhood Safety Partnership; Parents Who Care; Women, Infants and Children; the San Francisco Dental Health Department; St. Andrew's Missionary Baptist Church; and the San Francisco Dental Society.

Among those on hand was Dr. Norman Plotkin, current president of SFDS, who said he hoped Give Kids A Smile would improve communications among the public, the profession and other segments of society, particularly lawmakers who need to be aware of access-to-care as a public health issue.

Dr. Francisco Ramos-Gomez, a pediatric dentist on staff at the dental center, said children accompanied by parents or guardians would proceed from the courtyard tents to the second-floor dental clinic for treatments ranging from infant care to sealants to acute care for dental emergencies. The clinic, too, had been dressed up with balloons and signs. Crepe-paper streamers in yellow and green crisscrossed the ceiling above the dental chairs and prophylaxis angles.

"Our big focus will be on prevention, oral hygiene and behavioral change," said Dr. Ramos-Gomez, as children began arriving just before 9 a.m. and volunteers buzzed about rain showers predicted but delayed. The sky was patchy blue, the air clear and brisk—San Francisco weather.

Dr. Nelson Artiga-Diaz has been director of the UCSF Family Dental Center for 15 years, having played a role in its founding during his days as a UCSF dental student.

On a hectic morning, the director takes a moment to chat with a visitor from the ADA who is trying, unsuccessfully, to stay out of everybody's way. Dr. Artiga-Diaz notes that the dental center hadn't participated in last year's inaugural GKAS event.

The visitor wonders aloud if he knows what to expect.

"Well," he answers politely, "we have a sense."

The center has worked for years with Dr. Guillermo Vicuña, who founded the renowned Su Salud dental health fair in Stockton, Calif., east of the city. At Su Salud, the Family Center operated a child-screening area under the direction of Dr. Ramos-Gomez.

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**Special day:** Drs. Artiga-Diaz and Ramos-Gomez with dental hygienist Terisita Montalvo at the UCSF/San Francisco General Hospital Family Dental Center.



# Thank you, sponsors

And now, a word from our sponsors.  
For the second year in a row, Crest Healthy Smiles 2010, Sullivan-Schein Dental, DEXIS Digital X-ray Systems and Ivoclar Vivadent Inc., pledged their support to Give Kids A Smile, the nation’s largest free dental education, screening and care event.  
With their backing, more than 35,000 dental professionals provided oral health care services to thousands of underprivileged children across the country Feb. 6.

*See THANK YOU, page 10*

groups and health fairs,” said Dr. Artiga-Diaz, very patient with his guest.

A 1975 graduate of UCSF dental school, the dental center director hailed Give Kids A Smile as “a marvelous idea” that he hopes will help get the word out about the importance of oral health.

“When it’s done nationally,” he said, “there’s a certain amount of synergy that occurs because the public becomes aware, becomes involved,” alerting “at-risk populations” to the need for dental health care.

As a student in 1971 and a self-described “activist type,” Dr. Artiga-Diaz appeared before the state General Assembly’s Ways and Means Committee and argued for the establishment of a community clinic to serve needy patients. Chairing Ways and Means at the time was Assemblyman Willie Brown, who went on to become San Francisco’s mayor.

“We got our clinic built,” said Dr. Artiga-Diaz, noting that the center today gets about 7,500 patient visits annually. Roughly 85 percent of those patients are Hispanic, he said, nearly all of them are immigrants and the vast majority receive care under the state’s Denti-Cal program.

His involvement in the Family Dental Center’s founding makes it doubly distressing for Dr. Artiga-Diaz that the center’s days are numbered. Persistent budget deficits, cuts in state-provided funding, and facilities and equipment that have long since passed their prime mean that the Mission District center will close its doors—probably for good—at the end of June.

“This is a very sad and painful experience for me and our staff,” said the center’s director. “But the buildings here are very old and unsafe, and it would be very hard to convince somebody to invest” the funds needed to keep the center going.

Later, he noted, “We’ve already invested money just to keep us running. But if we were to reopen this clinic, it would require a major effort. We don’t actually own the property; we rent from the city,” which he believes is planning to demolish the facility, constructed in the early 20th century and said to be out of compliance with today’s earthquake codes, among other problems.

The patients themselves, noted Dr. Artiga-Diaz, will have other dental care options, including a shuttle-bus service that will take them to one of two other UCSF dental clinics in the area. Students who rotate through the center will go on to provide services in other clinics. And Dr. Artiga-Diaz, still an activist at heart, will be working to open dental clinics in other “underserved communities.”

At the UCSF Family Dental Center on Give Kids A Smile, there was no talk of the imminent closing, no hint of sadness. Children bundled against the chill, their parents in tow, were lining up for free dental screenings and care. There were smiles all around and dental treatments to provide.

And that evening—after the children, their parents, the volunteers and staff had all gone home—the center was empty.

Ad 246044m076 to be placed at Quad!!!



# Idaho dentists open their doors

## Volunteers treat more than 130 Idaho Falls-area kids in need

BY KAREN FOX

*Idaho Falls, Idaho*—Like many Give Kids A Smile programs across the country, 26 dentists from the Upper Snake River Dental Society decided to hold GKAS events in their own offices Feb. 6.

Even without a dental school or hygiene clinic to serve as its home base, the component of the Idaho State Dental Association that encompasses a 16-county area in the southeastern part of the state extended screening, education and comprehensive dental treatment to more than

### GKAS2004

130 underprivileged children.

"It's our first year so we really didn't know what to expect with regard to results, but I think everyone is excited," said Dr. Preston Polson, USRDS president, as the day began.

The 26 dentists were spread out over 17 clinic sites. Most were in Idaho Falls but included the outlying areas of Shelley, Rexburg, St. Anthony and Driggs.

Dr. Bryce Hanson of Shelley opened his doors early to welcome the first of 17 patients.

"We're just starting a self-employment situation so we don't have dental coverage now," said Stephanie Huntsman, mother of 5-year-old Karissa and 9-year-old Kamden.

The children have seen the dentist before but it's been a while. Her sister-in-law Patricia is a hygienist at Dr. Hanson's office and recommended GKAS.

"There is a part of the community that doesn't qualify for Medicaid, and dental treatment is

pretty expensive," said Dr. Hanson. "Give Kids A Smile gives them a chance to get that care. These are the people that wouldn't otherwise get dental care."

By 10 a.m. in Idaho Falls, a group from the local Head Start program had just arrived at the Eagle Rock Dental Clinic. Teacher Alte Aide escorted about 20 children and their parents, mostly Latino families who spoke little or no English. Ms. Aide served as translator for the dental professionals, parents and children.

The deterioration of 5-year-old Samuel's oral health was evident by the time Dr. Doug Barnard approached the youngster. Already in tears, Samuel had clearly had enough.

"This is certainly one of the worst cases I've seen today," Dr. Barnard later said of Samuel, who had seven visible surfaces of decay. "His

■ **"There are huge economic barriers here and no consistent low-income or safety net dental clinics."**

father said he's not in pain now but I think he will be soon. I almost think we'll need to treat him in the surgery center because of his age and the extent of the decay."

Across town Dr. Glade Peterson, ISDA president-elect, had already scheduled two patients for more extensive follow-up treatment at the surgery center. He was in the midst of screening one of 12 children for Give Kids A Smile when a camera crew from the local CBS-TV affiliate arrived for an interview.

"We're seeing a lot of kids who'll need follow-up care after today, but we're making arrangements to take care of that now," noted Dr. Peterson.

A mile or so from Dr. Peterson's office, Dr. Polson was in the spotlight on the city's ABC affiliate. Staff members and volunteers whisked patients through the office as Dr. Polson went door-to-door providing screenings and treatment.

The day was almost half over, and the staggering level of dental need was beginning to wear on him.

"It's amazing how much is needed," said Dr. Polson. "I haven't really figured out how to make this work yet, but they will get the care



**I can do it!** A youngster shows his mother how he flosses his teeth at Taylorview Dental in Idaho Falls.

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**Pre-GKAS:** Three-year-old Debony plays in the activity room of Eagle Rock Dental before seeing the dentist.



**Disparities:** Dr. Doug Barnard finds a significant amount of decay in 5-year-old Samuel during GKAS in Idaho Falls.

they need.”

Dr. Polson is bolstered by the efforts of his dental colleagues and their enthusiasm for Give Kids A Smile. One member, Dr. Evan Johnson, was unavailable Feb. 6 but insisted on participating by seeing children for GKAS in his office Feb. 5.

“Programs like this, they’re a good way to give back to the community,” said Dr. Johnson, a dentist who has practiced in Idaho Falls for 20 years. “If all the dentists give back just a little, we really can make a difference.”

Three-year-old J.C. Hoopes heard some good news from Dr. Johnson—no cavities.

“We brush every day,” said his mother, Summer. A friend heard about GKAS from a TV announcement. The cost of health insurance leaves the Hoopes family with little left for dental, so they go without insurance. This was J.C.’s first visit to the dentist.

The Upper Snake River Dental Society promoted Give Kids A Smile through the local school systems and Head Start, and advertised in the local newspaper and TV and radio stations.

Elyse Baird, a dental hygienist and oral health coordinator for the state’s District Seven Health Department, took the calls to schedule appointments for GKAS. Many Latino children whose parents speak little or no English called to make their own appointments.

Ms. Baird treated several children in Dr. Polson’s office Feb. 6, noting that she wasn’t surprised by the state of children’s oral health.



**Toothy video:** Karissa Huntsman, age 5, prepares for her appointment by watching a videotape at Dr. Bryce Hanson’s office in Shelley, Idaho.

no consistent low-income or safety net dental clinics,” she said, adding that most of the state’s residents do not have access to optimally fluoridated water.

Added Ms. Baird: “These patients don’t qualify for Medicaid and don’t have insurance, so they’re all at risk.”

# Upper Snake River joins in GKAS fun

BY KAREN FOX

*Idaho Falls, Idaho*—Several Idaho dental societies marked their second year of participation in Give Kids A Smile on Feb. 6, but it was a first for the Upper Snake River Dental Society.

“I remember reading about last year’s event, talking to people in Idaho and Colorado who took part and thinking, ‘Why didn’t we do that?’ ” said Dr. Preston Polson, USRDS president and 1999 graduate of the University of Colorado School of Dentistry. “This is something we really need to do for the community, and be a part of.”

Jerry Davis, Idaho State Dental Association executive director, says the state has an adequate dental work force—there are 750 ISDA members, which is about 85 percent of the dentists in the state—but the public’s ability to pay for dental care complicates the access issue.

“The federal government says there are some shortage areas, but some are so sparsely populated there are few people there,” said Mr. Davis.

But larger cities like Idaho Falls (population 51,000)—a hub for rural outlying communities—are growing, and the result is an increase in the working poor and migrant farm workers who do not qualify for Medicaid, and lack dental insurance and the means to pay for care.

The Idaho Department of Health and Welfare’s 2001 Idaho State Smile Survey shows that two of three second- and third-graders experienced dental caries, one of four had untreated caries, and 5 to 6 percent had urgent dental needs.

A key factor in the prevalence of oral disease among school-age children is the lack of optimal fluoride in public water systems. According to a 1999 DHW report, 72 percent of the state’s population does not benefit from adequate fluoride in drinking water.

Formed in 1998, the Idaho Oral Health Alliance—a group of dentists, state and district health departments, insurers and representatives from medical, nursing and educational programs—set out to correct disparities in oral



**Still smiling:** Dr. Polson finds time to relax in the midst of Feb. 6 GKAS activities.

health access.

In 2001, the alliance called the first Idaho Oral Health Summit, which brought the communities of interest together to study access issues and potential solutions. Increasing the proportion of the state’s population served by community water systems with optimally fluoridated water was one of the many goals outlined in the summit’s Idaho Oral Health Plan 2002-05.

The alliance has since launched the Healthy Idaho Community Water Fluoridation Project, targeting communities that have low public water fluoride levels and a high level of oral disease among school-age children.

The alliance is now raising public awareness for the need to fluoridate water supplies, with the goal of having fluoridation go to a public referendum in the next two years. ■



**Snow day:** A snowstorm called off school Feb. 6, but that didn’t keep children from the Connecticut State Dental Association and UCONN School of Dental Medicine’s Give Kids A Smile events. Above, Dr. Thomas Brady, CSDA president, volunteers at the East Hartford Community Health Care Clinic.



# GKAS2004

## Thank you

*Continued from page seven*

All four sponsors stepped up their efforts or streamlined activities to reach even more children for 2004's Give Kids A Smile:

- Crest Healthy Smiles 2010—The exclusive provider of consumer products, Crest gave 500,000 toothbrushes and tubes of paste with educational materials, a donation valued at over \$3 million. In addition, Crest maintains a partnership with the Boys & Girls Clubs of America, and through that alliance is promoting GKAS events at all clubs across the country.
- Sullivan-Schein Dental and Henry Schein

Inc.—The exclusive professional products distributor for Give Kids a Smile. Sullivan-Schein Dental and 51 of its dental product manufacturer partners gave significant quantities of supplies to community-based programs. Each received professional products to be used by dental team volunteers in providing a full spectrum of oral health care for children.

- DEXIS Digital X-ray Systems—Providing 50 digital X-ray systems and 50 personnel to assist in capturing radiographs for Give Kids A Smile programs at 20 dental schools and 10 large private practices, giving GKAS clinics access to images that allow for more rapid diagnosis.
- Ivoclar Vivadent Inc.—Donating more than \$500,000 in preventive and restorative dental supplies to dentists participating in Give Kids A Smile activities.

"We could not treat the millions of needy chil-

dren on Give Kids A Smile without our sponsors' participation," said ADA President Eugene Sekiguchi. "It's wonderful when dental industry demonstrates its social responsibility through active partnering with the dentist and the dental team to help us serve needy children."

In 2003, the corporate sponsors' contributions were valued at \$6 million. One million children received education, screening, and preventive and comprehensive treatment valued at more than \$100 million.

"After last year when we were surprised by the size and scope of the program, we had early discussions with the sponsors to see if we could support a bigger program this year and they all said yes," said Dr. James Bramson, ADA executive director. "I think that speaks volumes to the value that all of us see in connecting with such a worthwhile program."

Sullivan-Schein Dental, GKAS' exclusive professional products distributor, upped its 2004 commitment by 500 percent.

"Give Kids A Smile demonstrates the power and synergy of an organization and the private sector working together for the benefit of the public," said Stan Bergman, chairman and CEO of Henry Schein.

From the outset, Crest Healthy Smiles 2010 was a good fit for GKAS. Crest Healthy Smiles 2010 centers on Crest's partnership with the Boys & Girls Clubs of America. Crest Healthy Smiles 2010 reaches out to children in need through its full-service dental clinics ("Crest Smile Shoppes") in Boys & Girls Clubs, partnerships with dental schools for mobile clinics, and educational and dental access programs in communities throughout the country.

"Crest Healthy Smiles 2010 is a program that provides substantive, long-term solutions to the oral health crisis facing America's youth," said Diane Dietz, North American marketing director for Crest. "Through partnerships with dental thought leaders like the ADA, we will improve the oral health of underserved communities, helping create healthy, beautiful smiles for life."

There are 39 million children between age 5

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**Penn Dental:** Dr. Philip Giarraputo oversees GKAS activities Feb. 6 at the University of Pennsylvania School of Dental Medicine. He poses with some of the 300 local children who were seen that day.

and 14 in the United States and only 7 million have dental sealants, said Dr. Clara Muñera, Ivoclar Vivadent's marketing manager for professional care.

"Ivoclar Vivadent has been one of the pioneers of resin materials, and we strongly believe in the power of those materials to protect teeth," Dr. Muñera said. "By preventing disease, you are enhancing the quality of life for a child. The only way we can really make a difference is to donate products so volunteers can reach children and prevent disease."

Ivoclar Vivadent's participation in GKAS expanded this year. The restorative and preventive materials kits (including sealants, fluoride varnish, resin filling and amalgam) were shipped to 10,000 locations—up from 5,000 in 2003.

Candy Ross, RDH, clinical affairs director for DEXIS Digital X-ray Systems, said DEXIS turned its focus this year to dental school-based GKAS programs.

"We felt that we could see more children by utilizing the sites that can accommodate the most volunteers and children," said Ms. Ross, adding that DEXIS is also contributing equipment to 10 large private practice events around the country.

"Give Kids A Smile has been a wonderful way for our salespeople to roll up their sleeves and get into it and see environments where we're making a contribution," added Ms. Ross. "Access to care is an important and vital issue to be addressed, and we believe that the efforts of the thousands of people involved with GKAS are making a differ-





Photos by Anna Ng Delort

**Happy to help:** Sponsors and volunteers (above) helping make the Washington, D.C. program possible include, from left, Candy Ross, DEXIS Digital X-ray Systems; Karen Olszewski, Crest; Keith Ulrich, Sullivan-Schein Dental; Dr. Sekiguchi, ADA president; Dr. Sally Cram, District of Columbia Dental Society president; Jeffrey Chatham, Sullivan-Schein Dental; Mike Sudzina, Procter & Gamble; Amy Zydel, Ivoclar Vivadent Inc.; Jan Myskowski, DEXIS Digital X-ray Systems. At left, 11-year-old Micah Davis receives treatment at Howard from Dr. Pat M. Grogan.

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# GKAS turns smiles on

BY CRAIG PALMER

Washington—These Give Kids A Smile children went into treatment smiling and left the chair savvy dental patients, amazing the doctors with their aplomb.

“There were a lot of children who were really receptive to being helped,” said Dr. Dana S. Greenwald, a GKAS dental volunteer Feb. 6 at the Howard University College of Dentistry. “It was amazing.”

Well, let’s see. There was Raule Napier, who charmed the president of the American Dental Association. (See story, page one.)

Cesilia Rivas, an 8-year-old third-grader, entered treatment Feb. 6, according to Dr. Tori Irvine, and will need further treatment later.

It was her first trip to the dentist and she’d never had a filling. Still, she was smiling.

Then there was Javier Andrade, 11, who took it all in stride and then stood before a Telemundo television network camera and discussed Give Kids A Smile Day with interviewer Douglas Mejia for local channel 64. “My teeth hurt and they just tried to fix it up,” said Javier. ■

## GKAS2004



**GKAS host:** Dr. Leo Rouse, dean of Howard University College of Dentistry, welcomes GKAS participants.



**Lights, camera, action!** Douglas Mejia, a reporter for Telemundo 64 TV, interviews 8-year-old dental patient Javier Andrade as Dr. Eugene Sekiguchi, ADA president, looks on.





**Putting it together:** Dr. Margaret Culotta-Norton chairs the Washington, D.C. GKAS program.

## Dr. Sekiguchi

*Continued from page one*

patient business, artfully steering the conversation to his interests, his concerns. Was he going to get a shot? "I can't really tell you if you're going to get a shot," said Dr. Sekiguchi. "But I did tell him how good his mouth looked. His teeth are in pretty good shape."

"You have to build a relationship first," Dr. Sekiguchi said later of his moments with Raule. "Unless there's a certain amount of trust, you've got to earn it."

That's basically the message the ADA president took to the volunteers, corporate sponsors, dental school and dental society hosts of this GKAS event in the nation's capital.

"Give Kids A Smile is one of the most sig-

**■ "We need politicians, the private sector, the educational community and ordinary citizens to make our children's oral health a priority."**

nificant, visible ways in which dentistry reaches out to children who aren't getting the basic oral health care that helps them live happy, productive lives," he said. "Give Kids A Smile is an impressive, meaningful event. But the sad fact is, it isn't enough. It's never enough."

"As dentists, we'll keep fighting what is arguably a crisis in children's health care. But realistically, we can't do this alone," Dr. Sekiguchi said. "We need politicians, the private sector, the educational community and ordinary citizens to make our children's oral health a priority."

The ADA, D.C. Dental Society, District of Columbia Public Schools and Howard University College of Dentistry joined forces Feb. 6 to provide free dental treatment, education and services to 130 children from low-income families. Children from the Bruce-Monroe Elementary School, which was chosen on the basis of need and proximity to Howard University, made up the majority of the children

# Crest targets oral disease

## Give Kids A Smile part of a larger effort

"We are proud to be partnered with such organizations as the ADA and the Boys & Girls Clubs of America as well as dental schools and organizations around the country to make a real difference in the oral health of children," Karen Olszewski told a crowd of dignitaries, volunteers, staff and others gathered Feb. 6 at Howard University dental school for the second annual Give Kids A Smile Day.

Ms. Olszewski is assistant brand manager at Crest, one of the Association's primary corpo-

rate partners for GKAS, the ADA's nationwide access-to-care event for needy children.

"Partnerships like this one help bring us closer to our common goal to wipe out the oral decay epidemic throughout the country," she said.

This year alone, Crest Healthy Smiles 2010 donated 500,000 oral care kits to GKAS sites across the country, she noted.

Four years ago, Ms. Olszewski observed, Procter & Gamble established Crest Healthy

Smiles 2010. Its mission: to improve the oral health of at least 50 million children by 2010.

"As a leader in the oral health industry, Crest is committed to continuing the work that is being done today through Crest Healthy Smiles 2010," said the company representative.

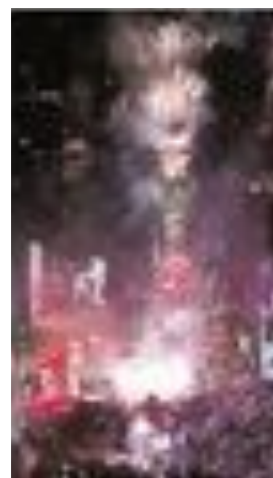
"We are grateful to all of you for sharing our goals to bring oral health education, tools and increased access to dental services to children in need." ■

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# Cleveland rocks!

## Volunteers make sweet music with well orchestrated GKAS program

BY STACIE CROZIER

Cleveland—Though the day dawned with heavy clouds and drizzle, Give Kids A Smile organizers, volunteer dentists, dental students and participating kids were flashing sunny smiles after they woke Feb. 6 to find that predicted snow, sleet and freezing rain that threatened the program had bypassed Cleveland.

Busloads of children—about 300 kids in all ages 6-17—from Boys & Girls Clubs on the city's east and west sides arrived on schedule to receive exams, prophylaxis, X-rays, sealants, Toothprints, oral health education and goody bags.

About 140 junior and senior dental students and some 50 volunteer dentists, hygienists, assistants, dental school faculty and staff participated in the well-orchestrated GKAS program at Case School of Dental Medicine's dental clinic, providing some \$53,000 worth of free dental care.

The clinic closed its doors to regular patients for the day to give GKAS participants the clinic to themselves, equating to an additional in-kind donation from the dental school of about \$25,000.

Students and volunteers received a warm welcome from Dr. Tom Kelly, GKAS coordinator for the second year and past president of the Greater Cleveland Dental Society.

"The GKAS mission statement is to help improve the oral health of kids who don't have access to care. We're hoping to see about 300 kids from Boys & Girls Clubs and it's going to be a busy day," said Dr. Kelly. "Thank goodness there is no snow!"

"This day is about the kids," he added.

### GKAS2004



**A great morning:** Eight-year-old Nalette Cruz shows off her smile after receiving sealants during the Give Kids A Smile event at Case School of Dental Medicine in Cleveland.

"Smile. Make them comfortable. For many, this is their first experience with a dentist."

Dr. Kelly said the national volunteer day is exciting for local dental society members, not only because they can help children in need of dental care, but also because it gives them a chance to work with dental students.



**Sealant fun:** "Ultraseal" man poses with Nalette Cruz right before she receives her sealants. Inside the costume is Dr. Francis Curd, director of quality assurance for the Case School of Dental Medicine clinics. Ultradent USA provided sealants for the program.



**A day to remember:** Senior dental student Jared Gill proudly displays his GKAS T-shirt at the orientation before GKAS kids arrive at Case School of Dental Medicine. Mr. Gill calls the T-shirt "a great memento" for the day.

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"It's very rewarding to work with the Case dental students," he said. "This event gives us a chance to show them how a cooperative effort between dentists, dental students, organized dentistry and the community can make a difference for children in need."

Jared Gill, a senior dental student, happily grabbed a GKAS T-shirt during the orientation meeting.

"It's a good memento of what we did today," says Mr. Gill, who helped at last year's program placing sealants on children's teeth. "I'm glad to be back again this year for GKAS."

Nearly half of the participating children—138 kids who need additional dental treatment—will be invited to return on March 13 to receive free care. Volunteer dentist members of the Greater Cleveland Dental Society, Case's four pediatric dental residents and several volunteer hygienists and assistants will return for this Saturday event, Dr. Kelly added. A total of 21 dental students have also signed on for the following week, which will include

on a Saturday during their spring break.

"There were even more children who needed additional treatment, but their parental consent forms indicated that they would follow up with their own dentists," said Dr. Kelly.

Ohio Dental Association President Ron Lemmo also welcomed participants to the second annual national access to care day.

"GKAS gives children an opportunity when they don't have an opportunity," said Dr. Lemmo, "and it also increases public awareness about the issue of access to care, hopefully reaching the people who can help find solutions."

Gregory Ashe, CEO of the Boys & Girls Clubs of Cleveland, said he's excited about and thankful for the volunteers that provide free dental care services through GKAS.

"It's a fun atmosphere for the kids and a positive way to reinforce dental health habits that can last a lifetime," said Mr. Ashe. "For many of our kids, unfortunately, this is the first trip to the dentist."



# No cavities, lots of fun, a good morning for Nalette

BY STACIE CROZIER

*Cleveland*—As she sat in a treatment chair at the busy dental clinic at Case School of Dental Medicine, Nalette Cruz listened attentively to senior dental student Jake Reynolds and junior dental student Craig Barney as they told her about dental sealants.

"We're going to paint your teeth to help protect them from cavities," said Mr. Reynolds.

"What color?" asked the second-grader from Hope Elementary School.

"The paint is the same color as your teeth," replied Mr. Reynolds with a smile.

"What if you have cavities?" she asked.

"Kids who have cavities will come back again to have their teeth fixed," he answered. "But your teeth look good. You don't have any cavities. You must be a good tooth brusher, because your teeth are very clean."

The 8-year-old says she had been to the dentist once before today. She has four sisters, one brother and a dog named Brownie. When she's not a school, she enjoys watching television and playing video games and, when she grows up, she'd like to be a doctor.

Nalette proclaimed the sealants as "yucky tast-

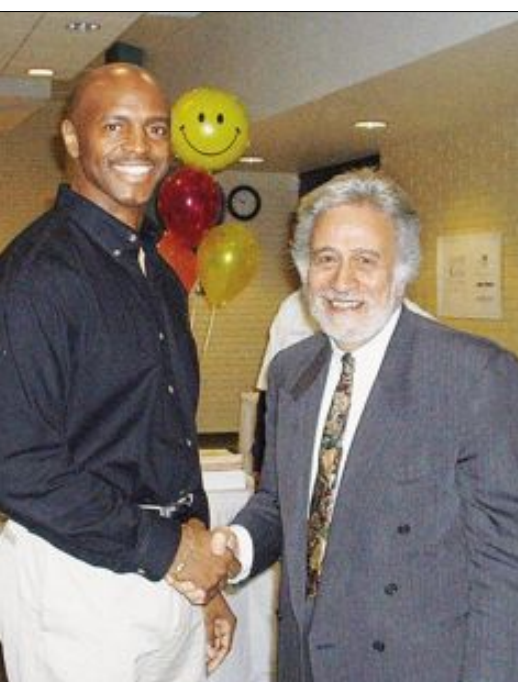
ing" and the Toothprints impression as "cool." The best part of her morning, she said, "was having clean teeth."

Before boarding the bus to leave, she participated in interactive dental health education activities and received a goodie bag of dental products, oral health information for her and her family and a report card detailing the treatment she received. She also received information on how to contact the Case dental clinic to schedule routine exams and care in the future.

Mr. Reynolds, from Idaho Falls, Idaho, said his second GKAS was very rewarding.

"The kids are the most important part, of course," he said. "But it's a great way to step back from learning the basics of dental procedures and think about the big picture, the need that will be in your community, outside the walls of your practice."

"Give Kids A Smile motivates us to do charity work later on," added Mr. Barney, who hails from Washington state. "It's good for the community. You can be so focused on paying off your student loans when you first start practicing. This is a good way to see how you fit into the community." ■



**Ready to roll:** Gregory Ashe, left, CEO of the Boys & Girls Clubs of Cleveland, and Dr. Ronald Occhionero, associate dean for administration at Case School of Dental Medicine, await the first busload of children.

the care they need. Last year we found a couple of kids with serious dental problems and we were able to get those taken care of. This is a great program for Cleveland kids."

Throughout Ohio, nearly 1,200 dentists and volunteers had registered to participate in GKAS activities Feb. 6 and throughout the month. The ODA estimated that nearly \$900,000 in dental care would be donated at GKAS events.

New to several programs in Ohio this year was Toothprints for GKAS kids. Toothprints is a dental identification system that uses an arch-shaped thermoplastic wafer. The wafer is heated, a child bites into it to take an impression and it is placed in a sealed bag, not only recording the child's bite characteristics but also saliva which contains DNA that can be used to help identify a missing child. Delta Dental Plans of Ohio donated Toothprints for about 4,000 Ohio children statewide.

Other companies and organizations helping make the Cleveland GKAS a success were donations of products and supplies from Procter & Gamble Crest Healthy Smiles 2010, Sullivan Schein Dental, Ivoclar Vivadent and ProVision Dental Systems Inc.

The Ohio Dental Association also distributed a special 16-page oral health guide, "Smile for a Lifetime of Good Oral and Overall Health," produced through a grant from Volunteers in Health Care. The booklet, which will be distributed to some 30,000 Ohio children at GKAS events and another 7,800 adults and children living in public housing, is a guide for oral health for parents and kids of all ages, covering tooth development, dental hygiene, diet, oral

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# Big-hearted Texan

## Ft. Worth dentist makes access-to-care initiative a success

BY MARK BERTHOLD

*Ft. Worth, Texas*—In this booming metropolis that strives to preserve its hometown feel, one dentist can make all the difference for underprivileged children who desperately need access to dental services.

That is, if you're blessed with boundless energy, a heart of gold and plenty of friends.

### GKAS2004

"Putting this Give Kids A Smile event together was a huge administrative and logistical effort, a lot of people and locations to coordinate, a lot of work to get done," says Dr. Tonya Fuqua of Cook Children's Hospital.

"But at the same time, we have a lot of dentists here in Ft. Worth who really like the concept of helping these children," she adds. "And in the long run, as more people got to work and the collaborative effort took shape, it all seemed to come together."

Working far in advance of the Feb. 6 event, 17 volunteer dentists went to public schools and screened over 3,600 kids, pre-kindergarten to third grade.

But with no dental school available or otherwise large operatory nearby to serve as a headquarters for Give Kids A Smile, Dr. Fuqua found herself in the logistical nightmare of stitching together a vast network of volunteers and private dental practices spread out among eight counties.

To tally the number of personal contacts and

**■ "When children have a good, positive experience and, hopefully, like visiting the dentist in the future, what more can you ask? They're proud of their teeth and they want you to take their picture, and you see the child smile. Isn't that the essence of Give Kids A Smile?"**

phone calls she made—to solo dentists, dental hygienists, assistants and staff; social workers and case aides; hospital oral surgeons, public relations specialists, administrators and anesthesiologists; industry sponsor reps; private donors; transporters; and school districts and nurses—would be near impossible.

But Dr. Fuqua pulled off the administrative feat with a characteristic love of people and unquestionable desire to help the poor children of Tarrant County and North Texas.

"Today, we have 77 dentists volunteering and more than 400 children scheduled for treatment in 40-plus offices, equaling over \$200,000 worth of free dental care," she's



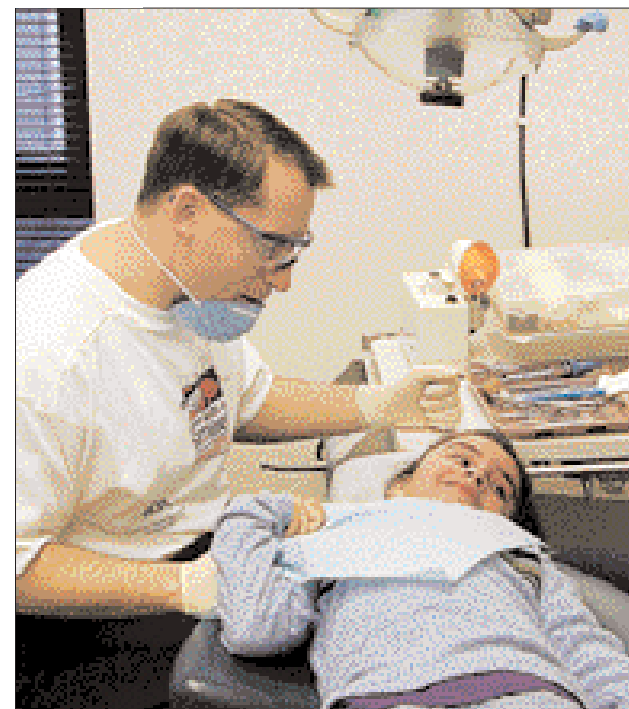
**Proud patient:** Literally jumping back into the dental chair following treatment, Jhovan Caballero, age 5, shows off his delighted new smile to Dr. Tonya Fuqua.



**Just one more photo, please?** Five-year-old Anahilyn with her brother, "ready for her close-up" after her first-ever dental visit.



**Collaboration is key:** Dr. Robert Sorokolit (at left), with patient Marcus Avitia and assistant Donna Stubbs; and Dr. Steven Fuqua (at right), with 7-year-old Marisol of Sagamore Hill school, were among 77 members of the Ft. Worth District Dental Society who spent GKAS 2004 providing free, comprehensive dental treatment to 400-plus children of Tarrant County with no dental coverage.



proud to say, her spirit and energy belying the hoarseness in her voice from overuse and fighting a bad cold.

Most of these volunteer dentists, she notes, have offered to finish treatment at a later date for those children who need it; the dentists issued them a "free dental pass."

And every single child treated on Feb. 6 left with a goody bag of dental products and a brochure with information on toothbrushing and oral hygiene and a list of dentists who will treat these children on a low sliding-scale fee or who work with Medicaid or in a low-income clinic.

It's a job well done. But when Dr. Fuqua finally went home that evening to her toddler, Sabrina, she also carried the memory of many other children who smiled at her after ridding their mouths of oral disease. And that's all the reward she needs.

"One child today, Jhovan, we did several restorations, a stainless-steel crown, an extraction, cleaned his teeth, X-rays—all the necessary work," she says.

"Afterward, he was elated, grinning ear to ear because he was so proud of his teeth. He wanted to come back and get his picture taken with his pretty teeth."

Same for another little girl, Anahilyn. "When I finished her treatment, she kept wanting her picture taken. 'One more, one more,' she kept asking us.

"That's exciting," says Dr. Fuqua. "I mean, when children have a good, positive experience, take that with them and, hopefully, like visiting the dentist in the future, what more can you ask? They're proud of their teeth and they want you to take their picture, and you see the child smile. Isn't that the essence of Give Kids A Smile?" ■



**No coaxing necessary:** Yazmin, age 7, eagerly anticipates her new smile.



# Oral surgery needed to save Clint's teeth

BY MARK BERTHOLD

*Ft. Worth, Texas*—A lot has happened to 7-year-old Clint Hamill in the past 12 months.

Since receiving free restorative care at the first Give Kids a Smile event—also his first-ever visit to a dentist—Clint's oral condition worsened significantly. But like hundreds of thousands of other poor children living in the Lone Star state, Clint hadn't gone back to visit the dentist for follow up, and for good reason.

"Our Texas lawmakers have dealt with budget shortfalls by restricting eligibility and funding levels for dental Medicaid, and completely doing away with the CHIP dental portion entirely," explains Dr. Dale Martin. "Over 26,000 children lost coverage just in Tarrant County alone, and with very little warning."

The Children's Health Insurance Program is a federally-funded, state-administered program to provide basic health insurance for children.

The result of the restrictions on indigent populations of North Texas is easy to deduce. The



**Tough kid:** Clint Hamill doesn't complain much about the pain in his mouth, but his difficulty in speaking and the severity of his dental problems tell a different story.

number of children today, especially younger ones, without dental coverage is "just tremendous," says Dr. Martin, a pediatric oral surgeon who also holds a law degree. "Plus, we're seeing large increases in emergency room visits for children with severe dental problems."

Clint is a good example of a child whose dental problems can't be addressed merely by sealants or other preventive efforts. With the burden on hospitals reaching a crisis, Give Kids A Smile 2004 couldn't happen soon enough.

"This GKAS, we really needed to utilize oral surgeons such as Dr. Martin," says Dr. Tonya Fuqua, GKAS chair for the Ft. Worth District Dental Society. "Clint needed work on 15 teeth. Dr. Martin performed six restorations, six extractions, three stainless-steel crowns and one pulpotomy."

Dr. Martin was pleased to help. He's also pleased that many dentists in Ft. Worth have done a "yeoman's share of charity work for years—even though they don't jump on a stump and crow about it but rather, quietly go about helping their community," he says. "Some members of the public or legislators may think dentists should do more, but I think that's simply because they're unaware of what dentists are already doing."

"But there comes a certain point," he notes, "where dentists have a business to run. Dental offices have a notoriously high overhead, and there's only so much shifting of costs, of time and resources, that private-practice dentists can do and still maintain their practice and keep a business alive."

"That said," Dr. Martin is quick to add, "I'm very proud of the help our dentists have given. We can't save the world, but we're sure out there conferring with our case workers, our community, our school nurses to identify the kids most in need, and do what we can for them." ■



**No suffering allowed:** For pediatric oral surgeon Dale Martin, the Give Kids A Smile event is all about "helping the little ones," such as 7-year-old Clint, to "ease their pain."

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# Membership numbers add up

BY KAREN FOX

Two years ago, the ADA made a major commitment to changing the way it does business, specifically how the Association recruits and retains members.

The Tripartite Grassroots Membership Initiative launched in 2001 with the goal of increasing the market share of active licensed dentists to 75 percent by 2005.

With the end-of-year 2003 figures on the books, it's clear the tripartite has made gains:

- The number of active licensed dentists who are ADA members increased to 123,145. That's 71 percent of the nation's active licensed dentists—marking the first time membership market share has gone up in the past 10 years.

- There are 1,010 more full dues-paying members than at the end of year 2002.

- Nationally, there are 2,039 more active licensed members (dentists eligible for a variety of dues rates as specified in the ADA Bylaws).

- There are 100 more members in the first year out, 149 more in the second year out and 172 more members in their third year out of dental school.

- Student members increased by 600.

- Women dentists increased by 1,450 members with an 0.8 percentage point increase in market share to 63.4 percent.

- Minority dentist members increased by 1,649 members with a 1.3 percentage point increase in market share to 55.7 percent.

- Federal dentists increased by 209 with a 3.9 percentage point increase in market share to 57 percent.

- New dentist members increased by 874

members with a 1.4 percentage point increase in market share to 66.1 percent.

- Active members not renewing in 2003 was slightly higher at 3.1 percent (or 3,212 members) compared to 2.3 percent and 2,524 active non-renewing members in 2002.

"The 2003 results speak for themselves," said Dr. William Lee, chair of the ADA Council on Membership. "Congratulations to the membership initiative team leaders and field representatives for their efforts to reach out to nonmembers. It's a long process and we need to continue, but it's a wonderful first step."

To ADA President Eugene Sekiguchi, the gains signify that dentists value ADA benefits and services, and that the Association is doing a better job of reaching out to all segments of the dental profession.

"Our Association is composed of members varying in gender, age, ethnicity, language, professional and practice choice, and membership will mirror the dentist population in the near future as we embrace inclusivity," said Dr. Sekiguchi. "We are also listening to the members and acting on their priorities."

So what's different?

"We have focused on several groups where we

wanted to see some gains, and we did that with better messages about what we can offer, targeted programming, a real show of interest and support for activities that are important to them, and individual attention to their needs," said ADA Executive Director James Bramson.

One way the ADA has accomplished that is by creating hubs that serve the needs of specific membership segments, such as the Office of Federal Dental Services and Office of Student Affairs. (See story, this page.)

In addition, more dental societies are making efforts to hold onto new members by converting graduate students to members, and the tripartite is communicating with member dentists more efficiently than ever before.

Thirty states are now using the ADA association-management software known as the Tripartite System, which

means the ADA and state and local societies are able to deliver member services by having access to more timely information about members and nonmembers.

With the goal of further improving service, the ADA is launching the new Member Service Center during the first quarter of this year. The MSC (merged with the ADA Catalog call center) will inform dentists about programs and services, answer frequently asked questions and perform routine functions such as address changes.

ADA leaders added that it's impossible to understate the importance of reaching out to a more diverse pool of dentists, including women dentists, those traditionally underrepresented in membership and new practitioners.

"As dentists, we are here for the health and well-being of our patients and the public," said Dr. Sekiguchi. "We can best accomplish health promotion, disease prevention, interventions, treatment and therapy when we are inclusive and treat all patients and populations through education, science, advocacy, policy setting, legislation and politics. The most powerful way we can achieve health for all people is to have the ADA speak for patient health on behalf of all dentists."

A diverse work force, Dr. Sekiguchi adds, "will also help solve the access-to-care problems for the underserved and increase the number of dentists and health professionals from these underrepresented populations."



Dr. William Lee

sAd 246044p081 to be placed at Quad!!!

## ADA showcases resources for students, federal dentists

The ADA provides resources for members who have specialized needs, such as students and federal services members:

- The ADA Office of Student Affairs offers one-stop-shopping and membership service for all pre-doctoral dental student members. The OSA provides resources to help dental students prepare for the transition to practice, promotes organized dentistry, coordinates activities with the American Student Dental Association and maintains the pre-doctoral membership database. Students are encouraged to call the OSA with any questions they may have, or use the OSA e-mail address at "studentaffairs@ada.org".

- The Federal Dental Services'

Dr. Chad Gehani, executive director of the Indian Dental Association, said dentists of all walks of life will find that their representation in organized dentistry is welcome and appreciated.

"I feel the perception of dentistry for people of color has changed," said Dr. Gehani, also a member of the New York State Dental Association board of governors. "I have gone to ADA annual sessions since 1982. Back then when people who look different went to reference committees, others looked at us like, 'Why are you here?'"

"Now members of the ethnic backgrounds, not just me, feel that the ADA delegates very much welcome input from other people, and we feel there has been positive change."

As a Tripartite Grassroots Membership Initiative team leader for NYSDA, Dr. Gehani works with area field representatives who invite nonmembers to join organized dentistry.

"It has been rewarding and occasionally disappointing, but I am a person with a thick skin so disappointments don't bother me," said Dr. Gehani, who sometimes makes repeated attempts to contact nonmember dentists to no avail. "They are all very busy, but I think they don't understand that I am doing this for the betterment of the general public, not the ADA."

Even so, seeing his hard work pay off in membership gains makes it all worthwhile.

"I have a lot of people say to me, 'I know you're working hard and I wish I could do something but I'm too busy, but I thank you,'" said Dr. Gehani. "And we are making a difference. We are almost to 74 percent market share in the New York State Dental Association. This year I am confident we will hit 75 percent or higher."

The Council on Membership is still looking for volunteers to provide outreach to nonmembers through the initiative.

"We have almost 800 people involved, but it's not enough. We are targeting a minimum of 1,000 active volunteers engaged in outreach this year in order to achieve our goal," Dr. Lee said.

"It's in everyone's best interest to work on our membership numbers and show the value of membership, not just on the ADA level but certainly on the state and local levels," he added.

"Communicating Member Value" is the theme of this year's ADA Annual Conference on Recruitment and Retention (March 26-27). The conference is an opportunity for membership staff and volunteers to network with other societies, share resources and hear speakers covering topics like diversity, retention and managing non-member perspectives. The conference is free to dental society staff and volunteers. For more information or to register, contact the ADA at Ext. 7451 or "herronl@ada.org". ■

Membership Office provides resources to federal service members, assisted by an FDS Membership Advisory Group made up of one representative of each branch of the federal services (Army, Navy, Air Force, U.S. Public Health Service and Veteran's Administration). The FDS Membership Office maintains a database for this mobile group, publishes the print publication, "Federal Dental News," and an electronic newsletter, "FDS Ememo," to keep FDS members up to date on legislative issues and other news. Federal dentists can contact the FDS Membership Office through its toll-free number at 1-800-232-2083 (1-312-440-4646 for those outside the United States) or online at "fdsmember@ada.org". ■



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# GKAS opens Nasdaq

‘When you improve health, you improve wealth’



**3 ...2 ...1 ...Go:** Dental leaders cheer on the day's trading to commemorate GKAS 2004.

BY ARLENE FURLONG

*New York*—They say the neon lights are bright on Broadway, but have they ever been brighter than on Give Kids A Smile 2004?

Overpowering bleak weather, “The American Dental Association’s GKAS” and “Henry Schein” beckoned passersby below from the Times Square marquee. Inside, during the Nasdaq’s opening ceremonies, dental leaders from around New York state joined Henry Schein to cheer on the day’s trading.

“When you improve health you improve wealth,” Dr. Louis Sullivan, former U.S. Secretary of Health and Human Services, remarked about the opening’s apt relationship to dental health. “It all works together.”

Nobody seemed more grateful for collaboration that resulted in more than 35,000 dental team members around the country treating low-income kids on GKAS 2004 than leaders of the American Dental Association and Henry Schein.

“All of us involved in Give Kids A Smile, certainly including our corporate sponsors, are proud of it. And we know in our hearts that we are doing something good and necessary,” Dr. Richard Haught, president-elect of the American Dental Association, told the Nasdaq’s opening audience. “The Give Kids A Smile program focuses the nation’s attention on the need for decisions at the federal and state level to improve access to care for underprivileged children.”

Dr. James Bramson, ADA executive director, said being at the Nasdaq with the ADA’s private-sector partners, including Crest Healthy Smiles

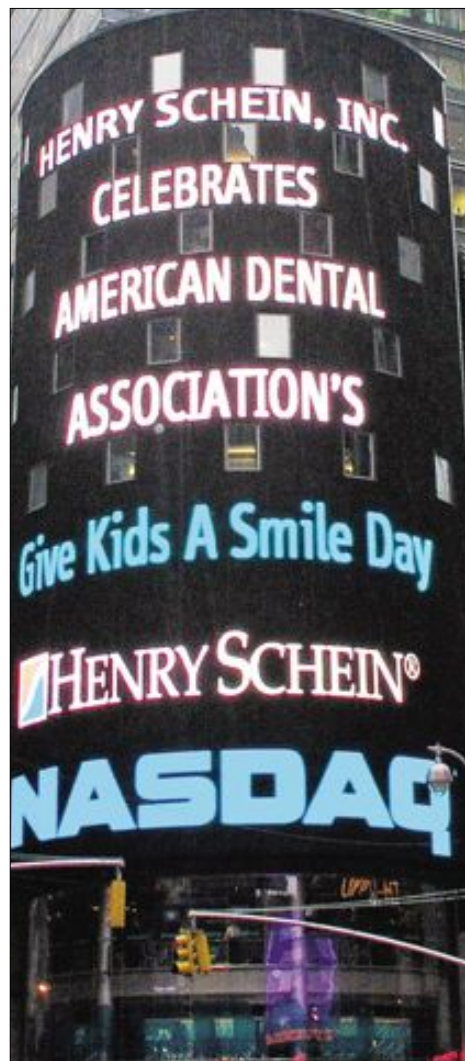


**Louis W. Sullivan, M.D.:** “There’s a strong tie-in between GKAS and the opening of the Nasdaq. When you improve health, you improve wealth.”

2010, DEXIS Digital X-ray Systems and Ivoclar Vivadent made a strong statement about the system and “the way of life that is ours in this nation.”

“Without the support of the dental industry, Give Kids A Smile would be a lesser program,” said Dr. Bramson. “The combination of the ADA’s vital resource, a network of people, and the dental industries’ vital resource, reliable products and distribution, results in a positive change in children’s lives.”

Henry Schein, through Sullivan-Schein Dental, has a long history of working with the ADA and dental organizations at the local and regional level. Henry Schein’s chair and CEO,



**It’s live:** GKAS lights up Times Square.

Stanley Bergman, explained that working with the ADA and the ADA Foundation is particularly rewarding because of the ongoing commitment of leadership and management that the ADA makes to valuable programs on a long-term basis.

“This is not an image sandwich. In fact, it’s difficult to think of a program that has inspired more grassroots participation from health care professionals, academia, professional associations and the industry to directly deliver vitally needed care to underserved communities than Give Kids A Smile,” said Mr. Bergman. “We believe that GKAS is proof that Benjamin Franklin was absolutely right more than two centuries ago when he conceived his philosophy of enlightened self interest—you can do well by doing good.” ■



**Scooby Doo does it again:** Scooby Doo, temporarily disguised as Brecklin Miller, a UB, freshman, and Dr. Fuketu Patel, a pediatric dental resident at UB, brighten the spirits of a young GKAS patient.

## ‘Excelsior’ State motto expressed in NY GKAS programs

BY ARLENE FURLONG

*Buffalo, N.Y.*—Throughout New York, the state motto—“Excelsior,” meaning forever upward—was expressed in this year’s GKAS programs. In Buffalo, more than 300 kids were treated at the State University of New York at Buffalo School of Dental Medicine.

“Last year we stuck our big toe in the event and this year we jumped right in,” said Dr. Paul Creighton, SUNY at Buffalo’s community dentistry outreach director and clinical assistant professor of pediatric and community dentistry. “You see how other programs approach GKAS and then you try it out in your own area,” said Dr. Creighton.

Kids from preschool through high school were bused in from schools and 10 different Head Start programs. Others were walk-ins and patients who didn’t have dental insurance and/or had never been to the dentist before.

A health insurance facilitator from UB’s school of social work tried to interest patients in dental coverage insurance.

“The program highlighted the fact that many people can’t afford coverage,” said Dr. Creighton. “So many said, ‘That’s OK. But, I’ll see you next year.’”

Seven of the GKAS patients needed immediate full-mouth rehabilitation (more than 10 teeth restored).

Local dentists, orthodontists, oral surgeons and general dentists were among some 80 dental volunteers providing treatment.

See *BUFFALO*, page 24

## NYC dental clinic reopens for GKAS

*New York*—Dental leaders and public health officials celebrated GKAS in Chelsea with the reopening of a much-needed oral health clinic.

The Lower Manhattan Child and Adolescent Oral Health Clinic at the Leona Baumgartner Health Center was a popular place. Thomas R. Frieden, M.D., commissioner of the Department of Health and Mental Hygiene; Christine Quinn, chair of the city council’s health committee; and Richard Gottfried, chair of the state assembly, spoke at the ribbon-cutting.

in New York City with children in some communities, especially those in low-income families and neighborhoods, suffering disproportionately,” Dr. Frieden told a standing-room-only crowd. “Furthermore, many children do not practice preventive dental care or receive necessary treatment.”

Originally built in 1935, the clinic was closed in 1999 for lack of funds. On GKAS 2004, it was reopened after a complete renovation. It will provide comprehensive dental services free of charge to children from low-income families.



**Easy does it:** Enjoying the moment, from left, Richard Gottfried; Dr. Alan Winik, president, Queens County Dental Society; Thomas R. Frieden M.D.; Dr. Michael Cali, president, 2nd District Dental Society; Dr. Bina Park, New York County Dental Society’s chair for Children’s Dental Health Month; Christine Quinn; Dr. Sheldon Nadler, president of the New York County Dental Society; and Dr. Mercedes Franklin.



# Can you help?

## DDS program has waiting list of 12,000 underserved nationwide

BY STACIE CROZIER

Doctor: Donated Dental Services needs your help.

The National Foundation of Dentistry for the Handicapped's volunteer program, which provides dental care to the elderly, disabled and medically compromised nationwide, has a waiting list of more than 12,000 individuals.

The program provides free, comprehensive dental care for low-income elderly, disabled and medically compromised adults. Volunteer dentists treat participating patients in their own offices. They have control over who, when and how they treat and don't have to worry about administrative responsibilities or paperwork. They can choose to treat one patient or several.

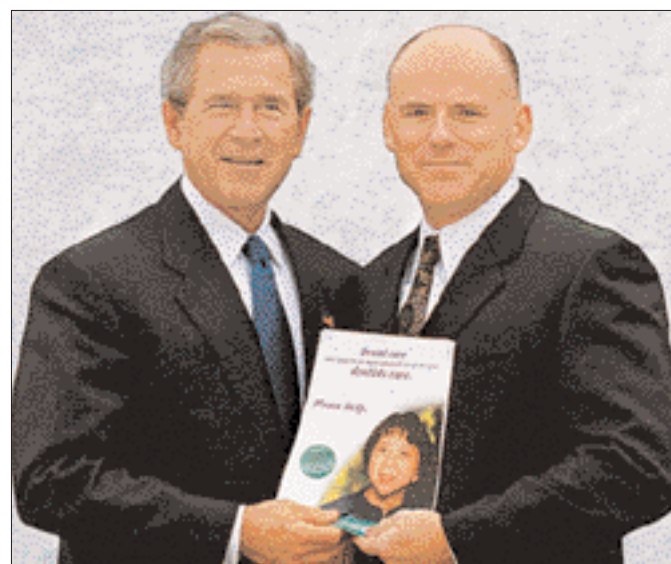
"This program is so easy for the dentist," says Dr. Michael Quick, an orthodontist in North Little Rock, Ark., and DDS volunteer. "You do the work in your own office and you choose the patients you want to treat. And you receive the benefit of being able to give back, to help out someone in your community. It can't get any easier."

Last August, the NFDH expanded its DDS program to serve underserved groups in every state.

Since the program began in 1986, almost 11,000 dentists and some 2,700 dental laborato-

life, says Dr. Quick.

Be sure to review the insert between pages 20 and 21 in this issue of the ADA News for the complete text of President Bush's letter, plus an application to volunteer for the DDS program. Or call the National Foundation of Dentistry for the Handicapped for more information at 1-888-471-6388 or visit the Web site to join: "www.nfdh.org". ■



### Presidential attention:

President George W. Bush and Dr. Michael Quick, a North Little Rock, Ark., orthodontist, showcase the National Foundation of Dentistry for the Handicapped's new brochure promoting its Donated Dental Services program during a presidential visit to Little Rock in November 2003. The brochure, inserted in this issue of the ADA News between page 20 and page 21, includes a letter of commendation from the President.

## Ad 246044m077 to be Placed at Quad!!!!

■ **"I cried when I first got my teeth because I felt beautiful."**

ries in 32 states have provided more than \$60 million in donated care and materials for 50,000 individuals.

The expansion of the DDS program garnered praise from President George W. Bush. "Our nation is blessed with dental professionals who are passionate about their work and care deeply about the lives of their patients," he wrote. "By donating their time and talents to helping those in need, DDS participants bring much needed services to many and contribute to a brighter future for our country."

"When I met with the president last November, I told him that we hoped to double the number of volunteer dentists for this program, and he was very enthusiastic about it," Dr. Quick adds. "I encourage every ADA member to be a part of the DDS program."

One DDS client, Joan Golding, is disabled by neurofibromatosis, a disorder that can produce tumors of the skin and peripheral nerves and subcutaneous and bony deformities. She lives on a very limited income that doesn't afford dental care. Ms. Golding had such severe tooth decay that her DDS program dentist, Dr. Charles Fischer of Denver, extracted her teeth and gave her full dentures.

Her visits required modification of some patient management routines—starting with the basics of moving her from wheelchair to treatment chair, because of her tumors.

Ms. Golding expressed her gratitude through a letter to the NFDH.

"Dr. Fischer [and his staff] treated me like royalty," she wrote. "My appointments were more like going to see friends. ... I cried when I first got my teeth because I felt beautiful. ... I'm not shy about smiling anymore."

Every dentist who becomes part of the DDS program can make a difference in one patient's



# New York City stories

Here's just a small sampling of GKAS New York City style:

**Columbia University**—"I was worried it would be something we did once and then forgot about," explained Dr. Ira Lamster, dean of the Columbia University School of Dental and Oral Health. See *STORIES*, page 24



**Let's see:** Dr. Richard Haught, ADA president-elect, and Dr. Kimberly Rosenfeld, chief dental resident, check on Emily.

## Looking good

NYU gives young teen something to smile about

BY ARLENE FURLONG

*New York*—Elfride Astudillo knows looking good is important for a teenager's self-esteem.

So, three years ago, when her daughter Jessica was 11, Mrs. Astudillo decided it was time Jessica's discolored teeth were corrected.

"I wanted her to look good, but I knew tooth color wasn't the only problem," said Ms. Astudillo. "She needed a lot of work done."

Jessica's medical problems, including hepatitis C and aplastic anemia, were affecting her oral health and the appearance of her teeth. As oral disease caused by other health problems and medications worsened, Mrs. Astudillo feared she wouldn't find a dentist to treat Jessica. "With all the possible complications, I was so worried that nobody would be able to help her," said Mrs. Astudillo.

Now 14, Jessica's smile is a picture of health. A regular at NYU's pediatric dental clinic for the past three years, she's undergone gum surgeries and bonding on many of her teeth. ■



**Smile, smile, smile:** Jessica, 14 years old, shows her gratitude for a healthy smile.



**Fast friends:** ADA Executive Director James Bramson and a new GKAS patient hit it off.

## Big day

*Continued from page one*  
refining the GKAS model to ensure its continued success.

"We had a spectacular showing that day and throughout the entire week," said Dr. Linda Rosenberg, chair of NYU's pediatric dental program. "We hope to serve many more in the future."

Throughout the week, community dentists and dentists in NYU's pediatric dental program provided free examinations, sealants and mouthguards to patients, resulting in treatment for 516 kids. On GKAS 2004, digital radiography was part of the care package, thanks to donations by DEXIS Digital X-ray Systems, serving another 50 in the clinic.

Children from Chinatown's PS2 and a local Head Start program filled the operatories while others painted each other's faces or alternately hugged and terrorized Dudley the Dinosaur, making a special appearance for the event. Drs. Richard Haught, ADA president-elect; James Bramson, ADA executive director; and Michael Alfano, dean of the NYU College of Dentistry, were included in the merry-making when they arrived.

"Our planning was a little different this year because public schools are in session today and last year they were closed," said Dr. Rosenberg. She and NYU's Dr. Neil Herman oversaw GKAS 2003 and GKAS 2004. "We can treat some 400 kids here and last year we had 250. It just reinforces the fact that access is an issue," said Dr. Rosenberg.



**Ageless:** Kids at NYU have lots of fun with Dudley the Dinosaur.

NYU routinely treats kids bused in from five different public schools and 30 Head Start programs. In addition to the busing program that brings kids in, NYU provides care through its Smiling Faces, Going Places van and a portable dental unit that makes the rounds at local schools. The majority of some 5,000 kids receiving dental care through NYU are from families described as working poor. Taking kids out of school, transportation, language and culture are all barriers to even greater utilization of NYU's services, according to Dr. Rosenberg.

Looking around the clinic that morning, Dr. Herman said, "I'm just glad we're so busy today." He described the relationship between the ADA and corporate America (sponsors Henry Schein, Crest Health Smiles 2010, DEXIS and Ivoclar Vivadent) as a "win-win situation, one he wished was broader-based."

"Now we need more of these programs. Dentistry is always the first to get hit with budget cuts."

Dr. Alfano called ADA partnerships with corporate America "well-reasoned, highly principled and effectively executed."

"These partnerships have delivered benefits for the profession, for sponsors, but most importantly for patients," said Dr. Alfano.

"Other ADA partnerships with, for example, Oral CDx and Colgate allowed expanded programs in oral cancer and diabetes," Dr. Alfano explained. "And the GKAS program in partnership with its sponsors has turned into the largest single day provision of dental care for the disadvantaged." ■



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**Bye bye:** Nassau County Dental Society volunteer dentist, Dr. Norman L. Holtz (right) and Dudley bid farewell to a group of children as they wait to board their school bus following their visit to the NCDS's GKAS program at the Long Island Marriott Hotel in Uniondale, N.Y.

Photo by Gaby Libbey

## Stories

*Continued from page 22*

Surgery. "Instead, organized dentistry, academia and corporate America are making it meaningful."

Columbia kicked off children's dental health month by hosting Give Kid's A Smile day events in northern Manhattan and the Bronx.

More than 250 children received dental screenings, close to 400 received oral health education. Many of those screened were identified as needing further dental treatment, highlighting the need for dental access in underserved communities.

**Nassau County Dental Society**—More than 500 kids ate huge freshly baked brownies after treatment at the Long Island Marriot in

Uniondale. Some 83 more were treated from the mobile dental van, on loan from New York University, stationed outside the hotel—all part of the Nassau County Dental Society's GKAS program.

"The weather was so bad, we were afraid the buses wouldn't come," said Gaby Libbey, NCDS executive director.

Buses arrived from schools all over Nassau County; Roslyn, Freeport, Roosevelt, Leather-town and East Meadow.

"The worst thing that can happen is you have an event and nobody comes," said Dr. Michael S. Shreck, who began working on the program months ago. "I made sure that couldn't happen."



Photo by Ruba Fakhrany

**Smiling:** Kids from P.S. 128-The Audubon School after oral health education.

He says at first the project was slow-going, "then it just took legs of its own." He and Dr. Peter Blauzvern, president of the Nassau County Dental Society, personally solicited dentists, bringing it up at board meetings, and soon amassed 50 volunteer dentists.

Nassau dental leaders also credit the Marriot in Uniondale for an overwhelmingly successful GKAS 2004. ■

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## Gravity doesn't take a day off.

Accidents happen. Fortunately, this member has two types of ADA-sponsored disability insurance to cushion his fall: ADN Income Protection to help replace his income, and ADA Office Overhead Expense to help reimburse his practice expenses. Both policies feature "own occupation" coverage, meaning you're covered if you can't practice dentistry (or your dental specialty) due to a disability. So if you become disabled, you could focus on the important things—like getting better—without worrying about your personal finances or the future of your practice.

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## Buffalo

*Continued from page 20*

"One of the things so interesting here is that a number of dentists last year waited to see what was entailed in participating, then came aboard this year," said Dr. Creighton. "It's a program that I only see getting better and better."

Ivoclar Vivadent provided restorative and preventive materials to the program and some half million dollars of materials nationwide.

"We've been smiling ever since we got involved," said John Isherwood, Ivoclar Vivadent's marketing communications manager. "The relationships we've developed, the kids we've helped, it's all been good stuff."

Dr. Creighton said his hat's off to the ADA for establishing wonderful corporate sponsors—"even in the smaller parts of the country."

"We're pretty excited about it all." ■

## Clinic

*Continued from page 20*

"There's a very high need here," said Dr. Mercedes Franklin, assistant commissioner and director of DOHMH's bureau of oral health programs and policy. "There are a lot of people in the neighborhood without insurance and there aren't many places they can go for free care."

Assemblyman Gottfried said that between the city's efforts and the ADA's campaign, young New Yorkers now have a better chance of beating dental disease than ever before.

Dentists participated in GKAS events at some 50 department of health sites throughout New York County. ■

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# Namaste

## FDI to hold 2004 World Dental Congress in New Delhi, India

BY STACIE CROZIER

**New Delhi, India**—From cosmopolitan comforts to ancient multicultural heritage, India's capital city will say "namaste" (a greeting) to dentists from around the world for the FDI World Dental Congress 2004.

The Congress will be held Sept. 10-13 at the Pragati Maidan Conference Centre.

The city's breathtaking architecture, parks, mosques, temples, forts, museums, arts, crafts, bazaars, shopping and dining reflect India's exotic history and cultures. The city's many languages, cultures and religions bustle with attractions and festivals. FDI visitors will experience New Delhi's tropical climate as the monsoon season winds down—generally brief afternoon rain showers and warm temperatures averaging about 84° F (29° C).

Visitors should plan well in advance for their trip to India, as passports and travel visas are required. Those who register for the FDI congress by May 1 will also save money with advance registration discounts.

Dentists who would like to make a free communication or poster presentation can download an application form or request a form to be mailed to them by logging on to the FDI Web site. The deadline for submitting abstracts is April 1.

The four-day congress will include a technical exhibition and scientific program that includes ADA CERP-recognized continuing education courses and symposia.

FDI is the first international organization to receive recognition from the ADA Continuing Education Recognition Program.

CERP-recognized courses will cover a wide range of topics, including access to care, caries prevention and treatment, clinical dentistry, dental products, environmental factors on tooth development, esthetics, endodontics, evidence based dentistry, fluoride, forensic dentistry, human immunodeficiency virus and AIDS, infection control, lasers, oral cancers associated with viral infection, orthodontics, periodontology, practice management, preventive dentistry, prosthodontics, public health dentistry, technology, TMD and more.

For more information or to request an official program, visit "www.fdiworldental.org" or con-

tact John Hern, FDI USA Section, by calling the ADA toll-free number, Ext. 2727 or e-mail "hernj@ada.org". ■

**Exotic destination:** FDI's upcoming congress in New Delhi offers dentists a chance to experience the wonders of India.

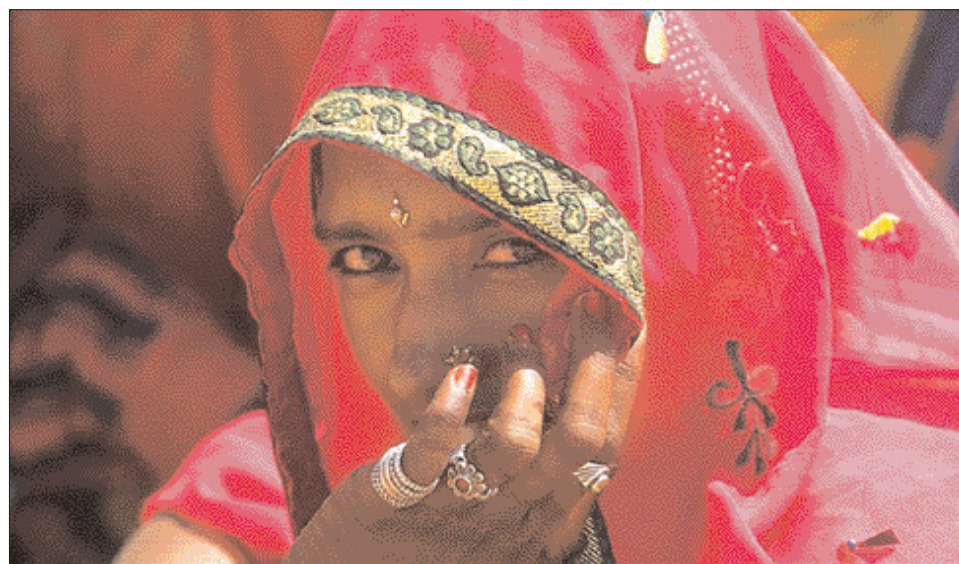
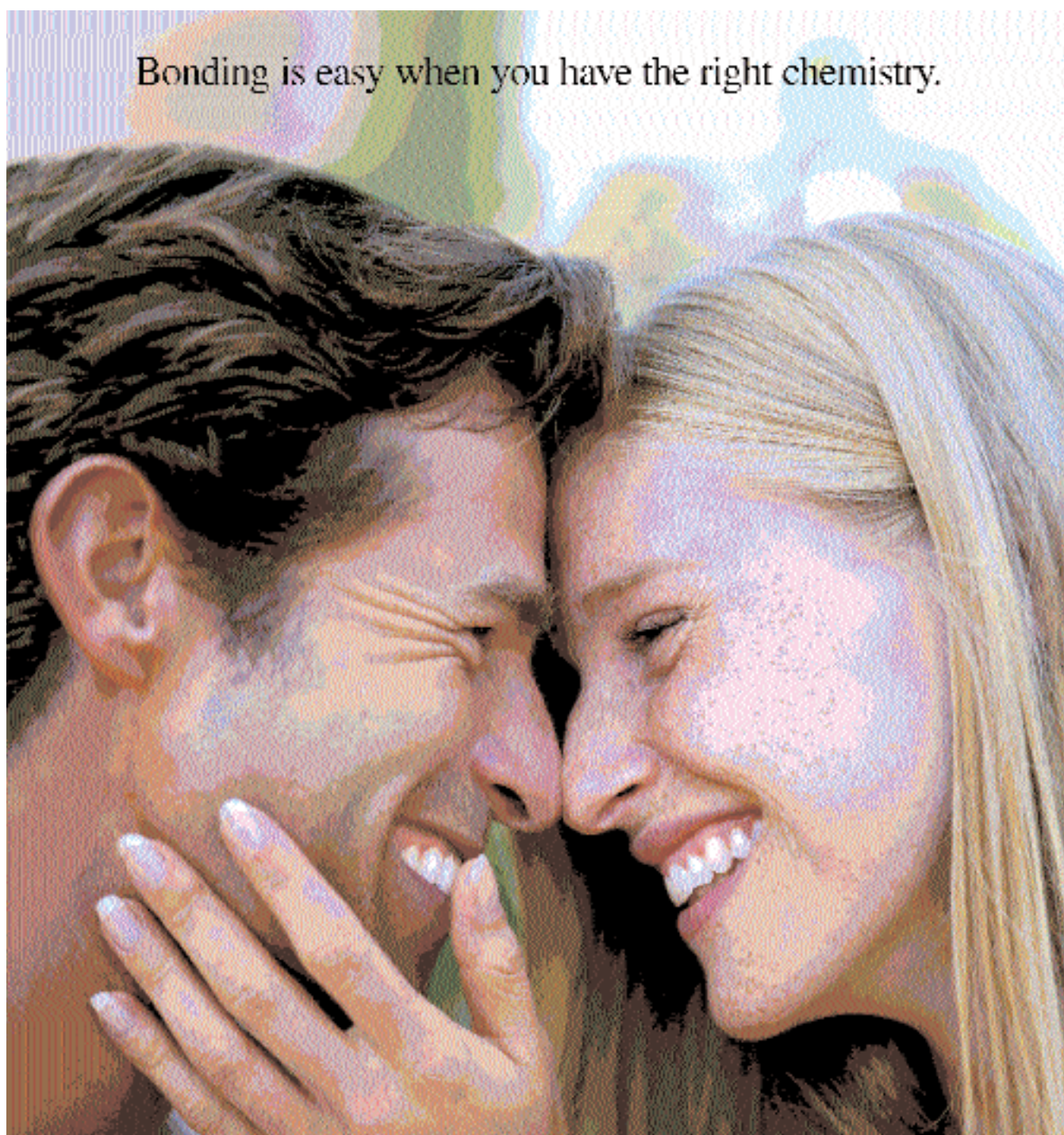


Photo courtesy of FDI World Dental Federation

Bonding is easy when you have the right chemistry.



## Correction

Building on the volunteer enthusiasm and the community partnerships established for Give Kids A Smile, the ADA teamed up with Volunteers in Health Care and the ADA Foundation in helping eight programs in nine states increase access to oral health care with nearly \$240,000 in grant funds from VIH in the fall of 2003. This one-time grant program was called Community Collaborations for Oral Health Care Access.

For more information log on to "www.ada.org/prof/resources/pubs/adanews/adanewsarticle.asp?articleid=481" and "www.volunteersinhealthcare.org".

An article in the Dec. 15, 2003, issue of ADA News inaccurately described the grant program partnership. ■

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# Annual session CE choices

## Scientific program offers something for everyone in Orlando

BY STACIE CROZIER

*Orlando, Fla.*—In this vacation wonderland where a hundred attractions beg for visitors' attention, dentists and team members attending annual session 2004 will also be able to choose from more than 165 continuing education courses—more choices than ever before.

The diverse scientific program offers something for everyone during four full days of continuing education, Thursday, Sept. 30, through Sunday, Oct. 3.

### Annual Session

New this year, all fee and non-fee courses will require a ticket for admittance, so you can reserve your seat for the courses of your choice by registering in advance.

Focus on cultural sensitivity, leadership and mentoring by attending the all-day Community of Dentistry conference Thursday, Sept. 30. Speakers include Drs. Jose-Luis Ruiz and Lidia Epel and Adelle Scheele, Ph.D. There is no charge for this program, but you can reserve your place in advance.

The two-day Team Building Conference will return for its 9th year Thursday, Sept. 30, and Friday, Oct. 1. Dr. Mark Hyman, Char Sweeney, Ben Bissell, Judith Briles, Ph.D., and Jo Ann



Photo courtesy of Orlando/Orange County Convention & Visitors Bureau Inc.

**Session site:** The Orange County Convention Center features 2.1 million square feet of exhibit space.

Pulver will focus on the latest techniques to help your staff work together better than ever. The conference will target communication, cus-

tomor service, zapping conflict and more. Fee is \$295 for dentists; \$195 each staff member, including lunch both days. Come and see why Team Building has been an annual session favorite for nearly a decade.

Learn restorative occlusal and periodontal principles used at the well-known Pankey Institute by attending "A Day with the Pankey Institute: Creating Beautiful Long-lasting Results." The all-day registered clinic is set for Friday, October 1. Fee is \$140.

The first-ever Men's Conference will debut Saturday, Oct. 2. This all-day program will focus on the special issues involved in men's health and well-being. Speakers will include a

variety of specialists in men's health, including a urologist; a cardiologist; an ear, nose and throat specialist; and a registered dietitian. Fee is \$115.

The Women's Conference will return for its fourth year Saturday, Oct. 2. The all-day program will cover women's health for all ages, alternative medicine and communications issues. Speakers will include Drs. Linda Niessen, Barbara J. Steinberg and Joan Otomo-Corgel plus Adelle Scheele, Ph.D., Tieraona Low Dog, M.D., and Robin Wright. Fee is \$115.

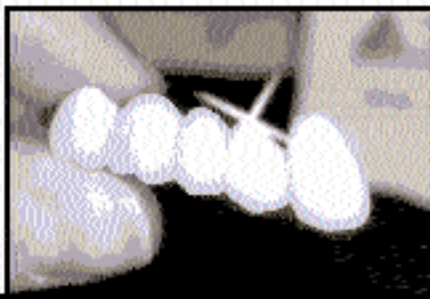
For the latest on treatment and care for the aging and Alzheimer's patients, attend the day-long Aging Conference, Saturday, Oct. 2. Drs. Linda Niessen, Randy Huffines and Greg Folse will define the disease and symptoms, and focus on dental treatment of aging and Alzheimer's patients and dental challenges associated with prosthodontic and restorative treatment of the aging patient. Attendees will also learn about resources for the caregiver. Fee is \$95.

For the latest business strategies, check out the 1½ day Dental Business Management Conference, Saturday, Oct. 2, all day and Sunday morning, Oct. 3. The program will eye the management issues of practice transition, financial planning and creating a profitable practice. Choose to attend one, two or three of the conference's half-day sessions. Speakers include Dr. Charles Blair plus John McGill and Roger Hill. Fee is \$55 per half-day session or \$165 for all three.

And, if you're looking for hands-on continuing education opportunities, the ADA will offer more participation workshops than ever before for you to select from at annual session.

The Annual Session Preview, available in mid-April, provides complete information on continuing education, special events, housing, tours and much more. Reserve your copy of the Preview today by calling 1-800-232-1432 or e-mail "annualsession@ada.org". ■

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## Symposium will address organ donation issues

### Joint Commission program receives ADA endorsement

*Oakbrook Terrace, Ill.*—The Joint Commission on Accreditation of Healthcare Organizations will host a symposium "Health Care at the Crossroads: Organ Donation in the 21st Century."

This 2½ day symposium, March 10-12 at the Omni Shoreham Hotel in Washington, D.C., will bring together health care professionals, organ donation and procurement professionals, state regulators and consumers to address the public health issue of a widening organ donation gap.

Today, nearly 80,000 Americans await organ transplants. More than 12,000 deaths annually can yield suitable organ donors, yet fewer than half result in organ donation.

This symposium, endorsed by the ADA, the American College of Healthcare Executives, the American College of Surgeons, the Association of Organ Procurement Organizations, the National Kidney Foundation and the North American Transplant Coordinators Organization will address: issues related to the widening gap between supply and demand for organ donation, roles of various organizations that impact the supply of organs, ethical, cultural and economic factors that influence the supply of and demand for organs and more.

Register today by calling 1-877-223-6866. Or, for more program information or to view the agenda, log on to "www.jcrinc.com/education.asp?durki=5970". ■



# Honolulu's city council votes to ban fluoridation

## Bill could affect 80-90 percent of Hawaii's population

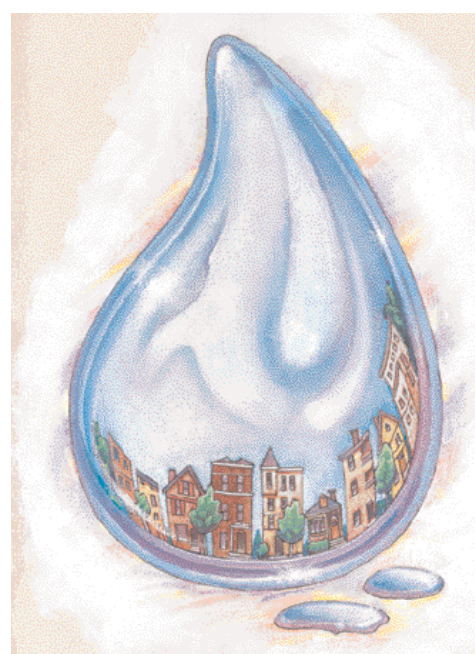
**Honolulu**—A bill to ban fluoridation of the water supply here passed the Honolulu City Council Jan. 28 by a vote of 7-2.

Disguised as a "pure water" bill, the ban prohibits "any product, substance or chemical ... for the purpose of treating or affecting the physical or mental functions of the body or any person" from being added to the city's water supply.

"They snuck up on us on this one," says Dr. Norman Chun, legislative chair of the Hawaii Dental Association. "It stayed under the radar for several months. Although it was supposedly introduced last October, we didn't know about it until 10 days before the vote, and neither did any of the other pro-fluoridation groups that we work with who also monitor this type of activity. We knew right away the vote would go against fluoridation because there are a greater number of antis on the city council than in the state legislature."

The bill is now on the mayor's desk, notes Dr. Chun, "and we are pulling out all stops to get it vetoed. We have a few more days to work on this."

Dr. Chun urges dentists to be watchful for this



type of legislation being introduced at their own city and county government levels.

"The antifluoridationists didn't have success at the state level," said Dr. Kim Lawler, president of the Hawaii Dental Association, "but by targeting Honolulu, they've still affected 80 to 90 percent of Hawaii's population."

In New Hampshire, for example, a similar antifluoridation bill remains in committee and "it doesn't look like it's going to come out," says Dr. Alphonse Homicz, president-elect of the New Hampshire Dental Society.

New Hampshire House Bill 1209 would prohibit any substance from being added to a public drinking water supply that "is intended to treat people and not water, or to fulfill a health claim," unless the added substance has been approved by the U.S. Food and Drug Administration for safety and effectiveness for all ages, health conditions and levels of water consumption.

Thanks to information received from the ADA, Dr. Homicz stresses, New Hampshire dentists were able to testify against the bill, educating legislators about the fact that the FDA does not have jurisdiction over water fluoridation chemicals.

"We went in with strong data from the ADA and successfully argued against the substance of the legislation."

In a recent letter to the mayor of Honolulu, the ADA provided clarification on the regulation of fluoride chemicals. Proposals requiring the U.S. Food and Drug Administration to approve chemicals used in fluoridation are targeted at the wrong jurisdiction. The FDA does not, and will not in the foreseeable future, have jurisdiction over water fluoridation chemicals. The only way this

could happen would be through an act of Congress.

To help insure the public's safety, the American Water Works Association and the American National Standards Institute set standards for all chemicals used in the water treatment plant, including fluoride chemicals. The National Sanitation Foundation also sets standards and

does product certification for products used in the water industry, including fluoride chemicals.

This type of bill has been introduced in five other state legislatures since 2000—California, Hawaii, Oregon, Utah and Washington—but all failed to pass. So, Dr. Chun warns, antifluoridationists are quietly introducing so-called "pure water" bills at the city council or county level.

Better known as the Fluoride Product Quality Control Act, these bills would require all fluoride compounds used in water fluoridation to be approved by the U.S. Food and Drug Administration.

Another city-level fluoridation challenge in Watsonville, Calif., still awaits final resolution.

For more information regarding fluoride and fluoridation visit the ADA's "Fluoride and Fluoridation" Web page at "www.ada.org/goto/fluoride". ■

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