

American Dental Association

**ADACommons**

---

[ADA News](#)

[ADA Products and Publications](#)

---

5-17-2004

## ADA News - 05/17/2004

American Dental Association, Publishing Division

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



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

---

### Recommended Citation

American Dental Association, Publishing Division, "ADA News - 05/17/2004" (2004). *ADA News*. 132.  
<https://commons.ada.org/adanews/132>

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

# ADA News®

AMERICAN DENTAL ASSOCIATION

MAY 17, 2004

www.ada.org

VOLUME 35, NO. 10

## Amalgam waste

### ADA's Best Management Practices

BY MARK BERTHOLD

Flip to page 21 inside this issue and you'll find a handsome brochure, Best Management Practices for Amalgam Waste.

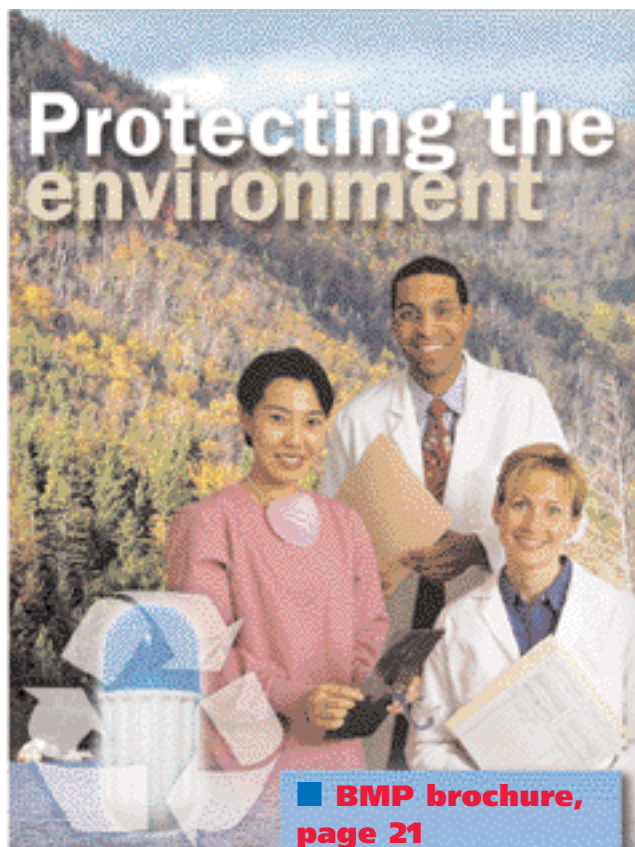
But the real beauty of this ADA document is in the text, and how dentists can help contribute to a cleaner environment.

Dentists, by adhering to the BMPs, can voluntarily take reasonable steps to reduce amalgam in wastewater discharge and make dental offices more environmentally friendly.

"BMPs are the right thing to do," wrote ADA President Eugene Sekiguchi and Executive Director James B. Bramson in a Feb. 20 letter to constituent dental societies. "ALL dentists should follow BMPs for this very simple reason."

In the letter, Drs. Sekiguchi and Bramson also note that environmental regulators are looking closely at the issue of dental wastewater and what dentists are

See BMP, page 21



- **BMP brochure, page 21**
- **State activity, page 20**
- **ADA resources, page 21**

## Dentistry & Diabetes

### Still time to register for satellite conference

BY KAREN FOX

Recent estimates show that 6.2 percent of the U.S. population has diabetes, and that number is on the rise.

Treating patients with diabetes creates many challenges for the dental practice. That's why the ADA and Colgate are sponsoring "Dentistry & Diabetes," a live national satellite videoconference May 27. Dentists and dental hygienists in 15 markets nationwide are invited to attend.

As of press time, there were still slots available in all 15 areas: New York, Los Angeles, Chicago, Houston, Philadelphia, Phoenix,

See DIABETES, page two

## BRIEFS

**Summer days:** The ADA will close early three afternoons this summer before holidays.

The first closing will be at 1 p.m. CDT on Friday, May 28, for Memorial Day weekend.

The Association will open again for regular hours on Tuesday, June 1.

The second early closing will be at 1 p.m. CDT on Friday, July 2, prior to the Independence Day holiday.

The ADA will be closed July 5 and will open again for regular hours on Tuesday, July 6.

The third early closing will be at 1 p.m. CDT Friday, Sept. 3, for Labor Day weekend. The ADA will open again for regular hours on Tuesday, Sept. 7.

The ADA's official hours of operation are 8:30 a.m.-5 p.m. Central Time, Monday through Friday.

To minimize any inconvenience, the ADA encourages members to keep these dates in mind so that ADA staff can accommodate requests prior to the early closings.

Members can continue to access the ADA through ADA.org. And while the ADA Catalog sales team will also be observing the summer holidays, the e-catalog is available online 24 hours a day at "www.adacatalog.org".

**Practice tips:** The 2004 Dentistry as a Business conference convenes July 16-17 at ADA Headquarters in Chicago.

Sponsored by the ADA Council on Dental Practice to help dentists reach their business goals, the meeting is open to dentists, dental hygienists, dental assistants, front office staff, dental students and international dentists. For two days, this program will provide practice management training and up to 14 hours of CE in a range of subject areas including finance, marketing and technology.

A complete listing of the 11 speakers, program details and online registration information are

See BUSINESS, page three

## 2004 session

### What you need to know, and where you'll find it

BY STACIE CROZIER

Orlando, Fla.—Sunny Central Florida will be ripe with opportunities for continuing education, practice building, networking, special events and vacation fun as the American Dental Association hosts its 145th annual session Sept. 30-Oct. 3.

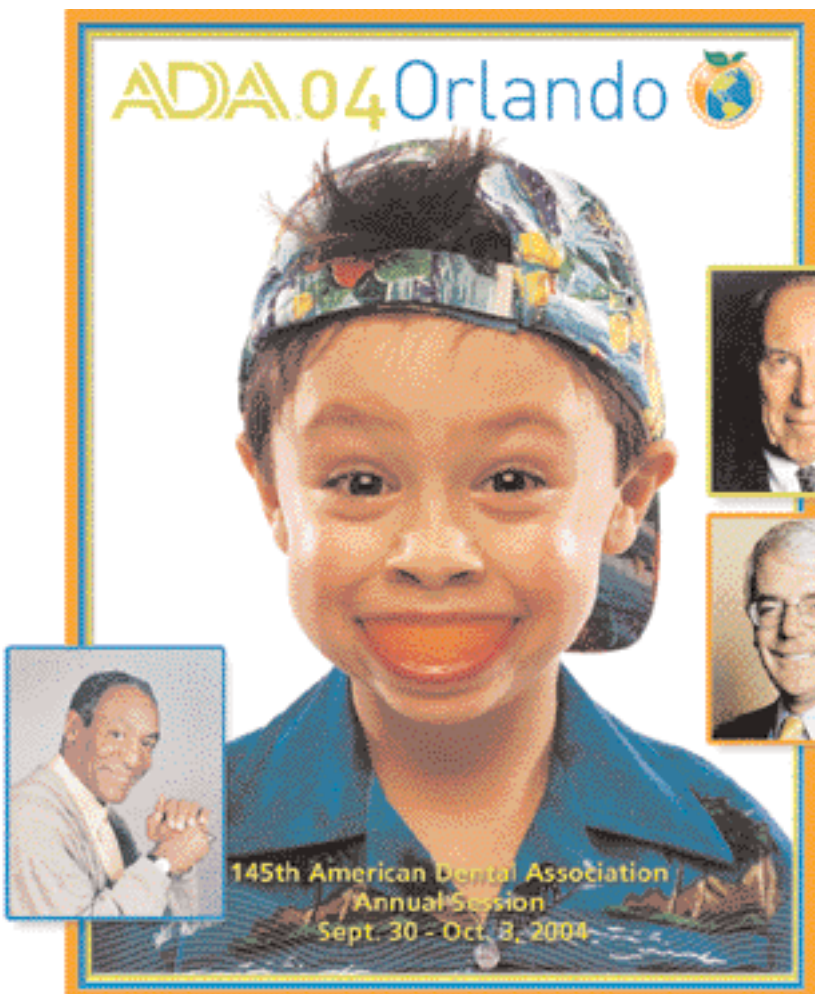
"Make your plans to attend the ADA annual session to discover a world bursting with opportunity," says Dr. Eugene Sekiguchi, ADA president. "You will meet with colleagues from around the world and proudly celebrate a strong, unified and diverse profession. You can attend outstanding clinical courses and other opportunities for lifelong learning to sharpen your professional ability and add business skills you can use."

■ **ADA Annual Session Preview, pages 30-43**

■ **Tours, page 44**  
■ **ADA Marketplace, page 46**

You can catch a glimpse into the future of dentistry to prepare for your future. And, you can enjoy the sights

See ORLANDO, page 45





# Diabetes

*Continued from page one*

Dallas, Detroit, San Francisco, Baltimore (event to be held in Vienna, Va.), Boston, Atlanta, Miami, Seattle/Tacoma or Minneapolis. To register, call 1-800-840-3000.

With diabetes reducing the body's resistance to infection, the gums are among tissues likely to be affected. In addition, periodontal disease is often linked to the control of diabetes. Patients with inadequate blood sugar control appear to develop periodontal disease more often and more severely, and they lose more teeth than persons who have good control of their diabetes.

Seminar speakers for "Dentistry & Diabetes" will cover multiple issues related to dental patients with diabetes, including current research

## Dentistry & Diabetes

a historic live national satellite seminar designed to help you effectively manage this growing population.

on the disease, considerations for treating the diabetic patient in the dental office, helping patients manage their disease and practice management systems to treat patients with diabetes.

Speakers are Dr. Louis Rose, clinical professor of periodontics at the University of Pennsylvania School of Dental Medicine and New York University College of Dentistry, professor of surgery at Drexel University, and private practitioner in periodontics and implant dentistry; Dr. Maria Ryan, associate professor of oral biology and pathology at SUNY at Stony Brook and

medical staff at University Hospital of SUNY at Stony Brook; Dr. Roger Levin, founder and CEO of Levin Group; and JoAnn Gurenlian, Ph.D., dental hygienist. Dr. Richard Price, ADA consumer advisor, will moderate the seminar.

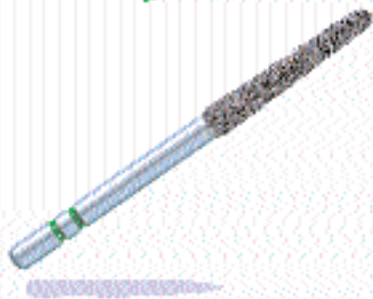
There is no charge for attending and dinner is provided. Attendees will receive a certificate of attendance for CE. The seminar takes place May 27 at the following times (includes dinner and lecture):

- Eastern Daylight Time: 6 to 8:30 p.m.
- Central Daylight Time: 5 to 7:30 p.m.
- Pacific Daylight Time: 5:45 to 8:15 p.m.

The satellite seminar is part of the second phase of the ADA/Colgate Diabetes & Gum Disease Campaign, a program to educate dental professionals and the public about the relationship between diabetes, oral health and dental treatment. ■



## Distinctly Different



PREMIER DENTAL

### Two Striper

Two Striper® dental diamonds are made distinctly different from all other brands. They are so different that a leading independent research organization concluded: "Combined lab and clinical data showed highest rated and best performing diamonds were the IS2005.8 and 770.8C Two Striper multi-use diamonds..."

Only Two Striper diamonds available from Premier are made in the U.S.A. with a patented bonding process, P.B.S.®, that permanently fuses diamond crystals to the instrument's shank. Stripping and peeling of diamond is virtually eliminated. Imported electroplated burs use a uniform layering technique that mechanically entraps diamonds in a bond that can compromise performance and shorten product life.

Two Striper diamonds cut faster and last longer. Our patented bonding system allows for controlled diamond spacing and better exposure of natural diamond crystals.

**Special Offers On All Two Striper 5-packs!**  
20+5 Free\* @ 10+2 Free\* @ 6+1 Free\*

**Zebra Bean Bag Toy FREE!**  
Purchase any ten or more 5-packs receive one Two Striper Zebra Bean Bag Toy FREE!

Premier Dental Products Co.

Premier Dental (Canada)

888-470-0100

www.premierusa.com

Cosmetic

Endo/Restorative

Hygiene/Profil

Instruments

Prosthetic



\*To receive your free goods, forward a copy of your dental invoice following a purchase of two or more 5-packs of Two Striper diamonds to Premier Dental Products Co., 1900 Old York Road, P.O. Box 100, York, PA 17402. Offer valid in U.S. only. Offer through 6/30/04. Ends May 31, 2004. \*Premier is a registered trademark of Premier Dental Products Co. All other trademarks are the property of their respective owners. © 2004 Premier Dental Products Co. All rights reserved.

AMERICAN DENTAL ASSOCIATION  
**ADA News**

(ISSN 0895-2930)

MAY 17, 2004

VOLUME 35, NUMBER 10

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

POSTMASTER: Send address changes to the American Dental Association, ADA News, 211 E. Chicago Ave., Chicago, Ill. 60611. © 2004 American Dental Association. All rights reserved.

ADA  
American Dental Association  
www.ada.org

**PUBLISHER:** Laura A. Kosden

**EDITOR:** Dr. Marjorie K. Jeffcoat

**ASSOCIATE PUBLISHER:** James H. Berry

**NEWS EDITOR:** Judy Jakush

**ASSISTANT NEWS EDITOR:** Arlene Furlong

**WASHINGTON EDITOR:** Craig Palmer

**SENIOR EDITORS:** Karen Fox, Mark Berthold, Stacie Crozier

**ELECTRONIC MEDIA EDITOR:** Joe Hoyle

**EDITORIAL ASSISTANT:** Chrestine Johnson

**CREATIVE DIRECTOR:** Peter Solarz

**TECHNOLOGY MANAGER:** Paul Gorski

**PRODUCTION:** Susan Chauvet, Angie R. Miller, Jeanie Yu

**NATIONAL SALES MANAGER:** Bud McKeon

**DIRECTOR OF PRODUCTION:** Elizabeth Cox

**PRODUCTION ASSISTANT:** Katrina Collins

**ADVERTISING SALES MANAGER:** Carol J. Krause

**MARKETING MANAGER:** Jill Philbin

**CIRCULATION CUSTOMER SERVICE REP:** Wanda Welch, Gwen Johnson

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

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

**SUBSCRIPTIONS:** Nonmember Subscription Department 1-312-440-2867. Rates—for members \$8 (dues allocation); for nonmembers—United States, U.S. possessions and Mexico, individual \$61; institution \$90 per year. Foreign individual, \$84; institution \$113 per year. Canada individual, \$73; institution \$102 per year. Single copy U.S. \$9, outside U.S. \$11. For all Japanese subscription orders, please contact Maruzen Co. Ltd. 3-10, Nihonbashi 2-Chome, Chuo-ku, Tokyo 103 Japan. ADDRESS OTHER COMMUNICATIONS AND MANUSCRIPTS TO: ADA News Editor, Suite 2010, 211 E. Chicago Ave., Chicago, Ill. 60611.

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



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



# How's life away from the office?

## ADA Member Advantage can help

Your ADA membership provides value outside the office, too. ADA Member Advantage supports you, your family and staff with a variety of personal benefits. Here's a selection of financing and travel services for life outside dental practice:

- **Credit cards**—The ADA MasterCard issued by Citibank is the only credit card endorsed by ADA Member Advantage. Choose from the ADA Platinum MasterCard that gives you a low interest rate or the ADA World MasterCard that provides travel benefits and no annual fee.

- **Student loan consolidation**—Take control of both your federal and private education loan debt through Collegiate Funding Services Consolidation Loan programs. Take advantage of the lowest federal interest rates in the 37-year history of the program.

- **Health savings accounts**—Save on insurance costs while enjoying significant tax savings with MSAver's Health Savings Accounts, your one-stop HSA provider. Take advantage of

reduced insurance premiums, typically less than a traditional low deductible plan. Contributions to an HSA are 100 percent tax deductible.

- **Mortgages**—CitiMortgage offers ADA members a selection of home financing options at discounted rates. Save \$500 on your closing costs or reduce your loan origination points by 1/4 percent on your first mortgage.

- **Hotel discounts**—Starwood Hotels &

Resorts offers ADA members discounts at over 260 locations worldwide. Save up to 50 percent and enjoy complimentary membership in the Starwood Preferred Guest program.

- **Car rental discounts**—Hertz is adding more locations, making it even easier to enjoy greater savings. Depending on when and where you travel, save up to 25 percent. Be sure to include the CDP code 42371 in your reservation.

ADA Member Advantage leverages the buying power of 147,000 dentists to provide values that you, your staff and family can enjoy. To learn more, call 1-800-ADA-2308. ■

## Learn how to enjoy retirement

Refirement.

Regardless of Webster, ADA Seminar Series speaker Bill Morton says refirement is what Roadmaps for our Futures—Planning our Second Half, is all about.

"It means new fire in the belly, something to get excited about," says Mr. Morton, who has spent his entire professional life helping people transition from one career to another. "That's what this seminar is about."

After a graduate program in gerontology, he decided to put his transitional psychology experience to work helping people envision their lives after retirement.

He learned that high-performance, productive people face an even greater challenge in retirement than do the general population.

"Dentists are accustomed to knowing that 15 people walk out their door each day in better health," explained Mr. Morton. "When you take that away and ask them to be satisfied with golf or vacations, they often aren't."

His presentation was devised to help dentists determine ways to spend their retirement they never thought of before.

"Most people's window is smaller in the second half of life," says Mr. Morton. "I help people make it bigger."

To schedule this seminar or any other through ADA Seminar Series, call Tina Martinez toll-free, Ext. 2908, e-mail "martinez@ada.org" or Susan Barthel, Ext. 2927 or e-mail "barthel@ada.org".

The ADA Seminar Series is partially underwritten through a grant from Sullivan-Schein Dental, a Henry Schein Company. ■

**T**ens of thousands of consumers have called their dentists, or called Den-Mar®, to find a dentist that places Cerinate "contact-lens-thin" restorations. **Sixty-four percent** of consumers call in because of no shots, no drilling, and no pain.

**Cerinate Veneers are, or can be, as thin as a contact lens.** Because of their strength, in most cases there is no need for removal of sensitive tooth structure.

Consultations and models are available for Cerinate evaluations.

**Get on board!** Learn how to begin practicing Cerinate procedures and start offering a **painless way to reshape your patients' smiles.** When you take a Cerinate course you will be able to diagnose, select and prepare cases to **create successful outcomes.**

Exclusively available through Cerinate Design Centers. Call 1-800-445-0345 today and find a Cerinate Procedure Course near you. Refer to this ad and **receive 50% off your first case!**

**CERINATE**  
VENEERS

©2004 Cerinate Corporation. World Rights Reserved. U.S. Patent 5,997,147 and 6,077,000 W. ADA CDP# 42304

## Business

*Continued from page one*  
available on the Events & Meetings pages at ADA.org. Practice-management vendors are invited to exhibit during the conference and may register for a space at the exhibitors and sponsors section.

Call Loretta Allen toll-free, Ext. 2895, for a print copy of the program and registration form. Call Dr. Don Collins, coordinator of the program, at Ext. 7463, or e-mail "collins@ada.org" for more information about the program. ■



# VIEWPOINT

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

## MYVIEW

# Control your destiny by using BMPs

Using Best Management Practices in handling and disposing of dental amalgam is a must for every dentist. The threat of increased regulation of dental offices could be a reality if dentists refuse to follow guidelines carefully conceived by ADA and Oregon Dental Association.

The ODA dental care council, lead by ODA director of Professional Affairs, Beryl Fletcher, has worked hard developing a BMP program for the dentists of Oregon. They have worked with individual water districts in constructing practical guidelines that can easily be incorporated into the everyday dental practice with little cost involved.

Areas around the country that have used this approach in solving the amalgam waste problem have not only satisfied most regulators but have also shown a marked decrease in mercury waste derived from dental offices.



**James P. Fratzke, D.M.D.**

Separators are also required in a handful of cities, including Milwaukee, Seattle and San Francisco. The Cleveland area in Northeast Ohio and the City of Los Angeles require dental offices to comply with BMPs.

The message we need to send to local authorities is that dentistry is working hard to meet BMP standards and prove to them that BMPs are making a difference. If we don't, regulators have the authority to impose stiffer penalties. Regulators are pressured by their state and local governments to show that they must do something to lower mercury waste in surface water and waste sludge/biosolids.

Among the choices for increased regulation are: (1) impose fines; (2) close dental offices; (3) require meeting numerical limits for mercury discharge; and (4) require testing dental office wastewater discharge.

An example of a regulation nightmare occurred in Toronto, Canada, where dentists were required to install separators and meet standards where the water entering the dental office contained more mercury than leaving it. The available separators could not meet the standards set by the water waste regulators.

*See MY VIEW, page five*

## LETTERS POLICY

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

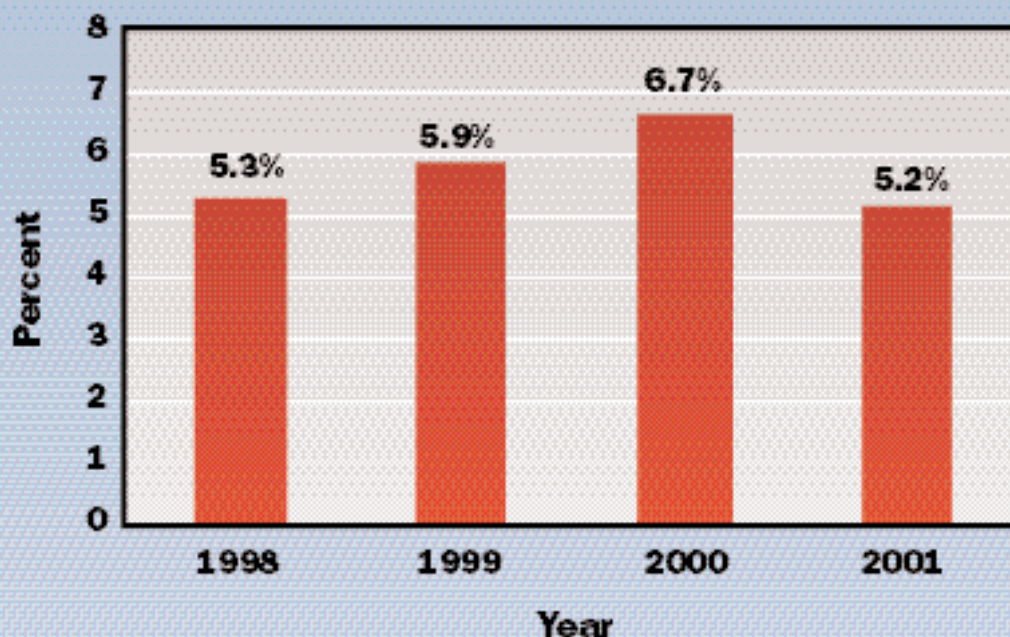
For those wishing to fax their letters, the number is 1-312-440-3538; e-mail to "ADANews@ada.org".

## Snapshots OF AMERICAN DENTISTRY

### Dental reimbursement

Independent dentists report receiving a slightly lower percentage of gross billings from managed care contracts in 2001 than in the years 1998-2000.

Percentage of gross billings received from managed care contracts in the primary private practice of independent dentists: 1998-2001



Source: American Dental Association, Survey Center, 2002 Survey of Dental Practice

## LETTERS

### Evidence-based dentistry

I view evidence-based dentistry far differently than the articles recently published ("Evidence-Based Dentistry: Panel Seeks Member Input for Clinical Priorities," March 15 ADA News).

Although no one can deny that eliminating bogus procedures is a great idea, EBD leaves little room for new ideas. Thirty years ago, when I started, dentistry was a very different profession technically than it is today. The list of services and possibilities make 1967 dentistry look like the dark ages ... yet these changes did not emerge whole—they evolved. "Scientific evidence" has always trailed innovation, it has never led.

At each step in the evolution a case could easily have been made that the older procedure was more cost-effective than its alternate, and indeed, that little evidence existed for the new products/procedures all together. As much as we like to think our patients make decisions independent of their insurance coverage (and many do), there remain a huge num-

ber whose insurance benefits very much aim their decisions.

Stamping procedures as ADA-approved EBD, the insurance companies can assume alternatives are therefore not ADA-approved. What will this say to the patient?

Unlisted items will be considered experimental, unscientific, reckless and especially, un-approved. Goodbye

gets rejected, or worse, defamed.

I'll take my risks, even in this litigious society, with selecting what I and my patients need over being hamstrung by those who look backward instead of forward. I already spend far too much time legitimizing work with codes the ADA and the insurance companies have agreed to. What will it be like when EBD approval is another obstacle to care?

*Irving I. Cohen,  
D.D.S.  
Seattle*

**Editor's note:** The ADA divisions of Science and Dental Practice respond: "Innovation is built on a strong foundation that is supported by scientific evidence. Creativity and change are facilitated by scientific knowledge. Ideally, evidence-based dentistry will help in the development of new technologies, support the use of technology that has health benefits and identify where research needs to be done."

"EBD is just one component in the decision-making process, which includes the dentist's expertise and the patient's needs (see ADA Policy on Professional Judgment). Rather than restricting the practitioner's options, EBD is an effort to ensure that deci-

*See LETTERS, page five*



to innovation. Hello to stagnation.

Finally, who is most interested in this initiative to determine EBD? Polls still indicate that dentistry has close to the highest level of trust compared to almost any other profession—so it isn't the patients. Dentists may like to have an unbiased look at which products work better than others (like a consumer's guide, which already exists through various publications, services and chat lines), but would likely reject this if the price is having EBD shoved down their throats every time a new technique



## LETTERS

*Continued from page four*

sions are based on sound science. It is an attempt to gather all the evidence, see where we are and decide where we need to go.

"EBD should not be seen as an obstacle to care, but as an attempt to systematically gather the best evidence. The ADA's goal is to make this information available to practitioners in a way that will help provide guidance during clinical decision making, rather than directing or prescribing a specific type of care. Of course, there is potential for misuse and misinterpretation of the findings generated through EBD. For this reason, the ADA is interested in taking a leadership role in the process.

"It is of the utmost importance that the ADA helps define what EBD is and is not. In doing so, the ADA will influence the application and administration of EBD. EBD is only one of many tools in the armamentarium utilized by a dentist to make the best treatment decisions for each individual patient."

### Aetna settlement

Is anyone else underwhelmed by the Aetna settlement ("Aetna Settlement Update," April 5 ADA News)?

Recently I had a four-quadrant gingivectomy rejected for payment as unnecessary by Aetna. It was the only gingivectomy I have ever sent to them. The court settlement really impressed them.

According to the figures reported in the ADA News via AP, 40,000 to 50,000 hard-working, caring and abused dentists struggling to make an honest living in our little sweatshops (against bureaucratic regulators, litigious threats, devious and deceitful insurance companies) now are told they may get an \$80 to \$100 apology for being ripped off for thousands along with their patients. Gee, isn't the court system wonderful?

Since it's so small, give it to us, says our protector. The insurance companies' envelopes say "Stop Insurance Fraud," to which I answer, "Whose?"

The courts have demonstrated their corruption openly. Check out the "Stella Awards" on ludicrous lawsuit verdicts. Sadly, it appears our formerly great country has become so myopic it may consume itself with bitter wrangling and make work bureaucracy. Let's correct it.

John E. Manne, D.D.S.  
Tupper Lake, N.Y.

**Editor's note:** The Division of Legal Affairs notes that the settlement agreement between the ADA and Aetna is unprecedented with respect to the numerous commitments which Aetna has agreed to undertake. Among other things, Aetna: (1) will no longer automatically downcode or bundle claims for covered services; (2)

will disclose its claim reimbursement methods and rules concerning downcoding and bundling within 180 days of the court formally approving the agreement; and (3) upon receiving a written appeal by a dentist appealing a reduction in requested payment, based on Aetna's determination that the requested payment exceeds UCR, Aetna will undertake a case-by-case review of the appealed case. The monetary aspects of the settlement agreement were always secondary in nature, given the unparalleled impact the remainder of the agreement will have on organized dentistry.

### DEA fee on the rise

I protest the almost 100 percent increase in the fee the Drug Enforcement Administration is

imposing on us ("DEA Raises Fees For Prescribing," March 1 ADA News).

Going from \$210 to \$390 is unreasonable and unfair. Can something be done to slow these robbers down?

James F. Ward, D.D.S.  
Rome, Ga.

**Editor's note:** The DEA says the three-year fee schedule that took effect Dec. 1, 2003, is reasonable and necessary to cover increased diversion control costs during the decade since it set a \$70 annual fee. The Association challenged the 1993 fee schedule in litigation that forced the DEA to recalculate and justify the fees. The DEA is required by law to adequately recover necessary costs associated with the Diversion Control Program.

## Leadership award nominations sought

*Boston*—The Robert Wood Johnson Community Health Leadership Program is accepting nominations for its annual awards to those who have created or enhanced health programs for underserved communities.

Ten winners will receive \$120,000 to be used for up to a three-year period. Candidates must have between five and 15 years of community health experience.

Nominations are due by Sept. 22. Download a letter of intent at "www.community-healthleads.org" or call the program office at 1-617-426-9772. ■

## Bacteria hates this gold margin... tissues love it!



**CAPTEK**  
World's most experienced Captek lab\*



*Photos courtesy of: Lutzak Shattuck, DMD MSc*

**Glidewell Laboratories and Captek  
both win Townie Awards!**



Glidewell Laboratories "Best Lab Service" and Captek "Best Crown and Bridge/PPM Crowns" are 2003 Townie Choice Award winners.

\*Data verified by Precious Chemicals Company, Inc.  
Captek is a trademark of Precious Chemicals Company.

**For more info & nationwide pick-up**

**800.922.7835**

**Serving Dentists Since 1970**

In a recent clinical study, sulcus samples of restorations with Captek composite gold alloy margins were found to exhibit 71% less bacteria than natural teeth in the same mouth. Captek is not an electroplated pure gold system. It is a composite gold alloy with 88.2% Au, 9% Pt group metals and 2.8% Ag.

Goodson JM, Shohar I, Imber S, Sam S, Nordinson D. Reduced dental plaque accumulation on seamless gold alloy margins. Journal of Periodontal Research 2001; 36:254-259

**GLIDEWELL  
LABORATORIES**  
See our full product line at: [www.glidewell-lab.com](http://www.glidewell-lab.com)

## MYVIEW

*Continued from page four*

If you enjoy having stiffer and more expensive regulations regarding control of mercury waste in dental offices, then all you have to do is continue to disregard the new guidelines of BMP and keep doing what you have been doing in the past. You'll be sure get your wish.

Dr. Fratzke is the editor for the Marion-Polk-Yamhill County Dental Society (Oregon). His comments, reprinted here with permission, originally appeared in the May issue of the MPY Newsletter.

**Editor's note:** Read more about Best Management Practices starting on page one.



## Government

# Military dental research backed

BY CRAIG PALMER

Washington—Sen. Ted Stevens (R-Alaska), a key U.S. Senate leader, invited further discussions with the American Dental Association after hearing ADA testimony May 5 on military research probing the wounds of war and threats to peace.

Executive Director James B. Bramson, testi-

fying for the Association, readily agreed to continue the dialogue opened at the defense appropriations hearing. "This research is unique, and because of the global war on terrorism, it's on the cutting edge," Dr. Bramson testified, at one point displaying for Sens. Stevens, hearing chair, and Daniel Inouye (D-Hawaii) a handheld prototype of a salivary diagnostic instrument

under development by Navy researchers for rapid detection of disease and biological agents.

"For those in the room who suffered through the painful anthrax swab tests three years ago, you waited up to two weeks to get results. This device, which analyzes the antibodies in the saliva, will make those experiences obsolete. It's as simple as placing saliva in this vial and



**More dialogue to come:** Sen. Stevens wants to continue discussions on military dental research.

waiting 90 seconds." In the fall of 2001, letters containing anthrax spores were mailed to news media personnel and congressional officials, leading to the first cases of anthrax infection related to an intentional release of anthrax in the United States. Five persons died. A criminal investigation continues.

The Association testimony also cited war-related dental research meriting appropriations support.

See MILITARY, page 10

STORGE IN A COOL PLACE. USE BEFORE DATE FOUND ON BOTTOM OF CARTON. CONSERVER DANS UN ENDROIT FRAIS. À UTILISER AVANT LA DATE INDICUÉE SUR LE DESSOUS DE LA BOÎTE/ GUARDE EN UN LIEU FRAIS. USESE ANTES DE LA FECHA INDICADA EN LA PARTE INFERIOR DEL ENVASE.

**INGREDIENTS:**

**Dedication 100%.** It's why you spend those extra few minutes with each patient. And it's that kind of "never rest on your laurels" drive and determination that went into creating the first clinically proven fluoride toothpaste, the first whitening toothpaste to receive the ADA Seal of Acceptance, and the first whitening formula with strip technology. All because we believe that whether your patients are 8 or 80, they deserve care that's on the very cutting edge of dental science. Since we created Crest in 1955, "dedication" has never been listed on the box, but it goes into everything we make.

For more information, call 1-800-543-2577 or visit [www.dentalcare.com](http://www.dentalcare.com)

Dist. by Procter & Gamble Cincinnati, OH 45202

From **Crest**

**Healthy, beautiful smiles for life**

© 2003 P&G P&G 8493 QJAM13811

## Dental health is vital to military readiness: ADA

BY CRAIG PALMER

Washington—The American Dental Association urged congressional support May 5 for "the dental readiness of our men and women in uniform."

"Dental disease today continues to have an impact on military personnel," Dr. James B. Bramson, ADA executive director, said in Senate testimony. "A 2002 Department of Defense report found that 34 percent of military personnel on active duty required dental care prior to deployment. Having enough dentists to treat active duty personnel is vital to keeping soldiers healthy and ready."



**Dr. Bramson**

The ADA called for an increase in the defense budget for scholarships to attract new dentist recruits to the military services and loan repayments to retain current dentists. The Association also recommended appropriations support for military dental research (See related report, this page.), dental care for returning troops and dental clinic construction.

The Association represents more than 149,000 dentists in civilian and military practice. By recent count, there were 3,126 dentists in the military services. ■



# Oral cancer gets spotlight

## ADA: National health initiative should include oral health

BY CRAIG PALMER

Baltimore—The ADA April 30 offered the Bush administration “an incredible opportunity” to turn a public spotlight on oral cancer to prevent deadly disease.

The administration unveiled a “Blueprint for Action” to reduce and prevent chronic disease, inviting a presentation on the ADA oral cancer awareness initiative (“www.ada.org/prof/resources/topics/cancer”). Health and

### Government

Human Services Secretary Tommy Thompson convened representatives of federal, state and local governments, health care practitioners and providers, educators, policymakers and community and industry leaders for the two-day health summit meeting

overlooking the city’s lively Inner Harbor.

“The American Dental Association strongly supports Secretary Thompson’s efforts to put prevention first and encourage healthy behaviors by patients to work toward eliminating disease,” said Dr. Denis Lynch of Marquette University, ADA representative at the Healthier U.S. Summit.

“We strongly urge the secretary to include oral health as part of this important health pro-

motion, disease prevention effort,” Dr. Lynch told the national health policy audience. He is a consultant to the ADA Council on Access, Prevention and Interprofessional Relations. “Policymakers and the public too often forget about oral health when they think about their overall health,” said Dr. Lynch. “It is with this in mind that I come before you today.”

He described “a highly visible, nationwide public service campaign by the American Dental Association to alert the public to the early signs and symptoms of oral cancer and motivate them to visit their dentist,” a campaign partnering with CDx Laboratories to public acclaim with professional support.

The ADA received a mother’s letter thanking the organization for the campaign that “may have saved my son’s life.” More than 80 percent of dentists surveyed after the public service campaign “agreed that this effort has helped increase public awareness of oral cancer and the importance of early detection.”

Oral cancer information saves lives, Dr. Lynch said. “Among the vast number of oral cancer cases that are preventable, we have an incredible opportunity,” he told the administration health care conference.

More than 28,000 Americans a year are diagnosed with oral cancer. The American Cancer Society estimates 7,200 oral cancer deaths last year. (For more information about ADA oral cancer support services, see story, this page.) ■



Dr. Lynch

## Seeing Less of Your Patients Than You Like?



### Expand your capabilities with a panoramic X-ray machine.



Panoramic imaging provides an anatomical assessment of the entire oral cavity and surrounding structures in one film. This allows you to identify more existing and potential dental problems resulting in better case acceptance and increased production. Better service for your patients; significant financial benefits for your practice. Until June 30, 2004, you can put these PC-1000 for only \$8,995 – a full \$2,000 off the normal list price or our PC-1000/Laser 1000 panoramic is on sale for just \$12,995 – a full \$2,000 discount. The purchase price includes shipping,

installation, staff training, a 2-year parts and labor warranty, and a 90-day money back guarantee. If you are not ready to put these, ask about our unique “Income-Per-Image” program that can provide you with a free panoramic X-ray machine. Only Panoramic Corporation offers the best price, performance, service and quality – the best value in the industry. Call (800) 654-2027 for sample films as well as an Info Pack to learn how you can increase diagnostic capabilities, productivity and practice revenues.



Panoramic Corporation  
1001 6th Ave. S.W. • www.panoramic.com

## ADA offers oral cancer support

Here’s a rundown of the ADA’s oral cancer support services:

- In June 2003, the Association launched a campaign urging dentists to examine patients for signs of early oral cancer.
- An 11-city oral cancer screening ad campaign targeted bus shelters, taxi tops, subway platforms, wallscape and billboards.
- In partnership with CDx Laboratories, the Association reaches more than 147,000 member dentists through ADA publications.
- The Association offers information and resources for patients and consumers at a dedicated Web page at ADA.org (“www.ada.org/prof/resources/topics/cancer”).
- A Journal of the American Dental Association special supplement offers treatment and tobacco control information. (“www.ada.org/prof/resources/pubs/jada/reports/oralcancer”).
- An ADA grant from the National Cancer Institute will build dentist-patient awareness and address oral cancer risks and disparities.
- In cooperation with local dental societies and schools, the Association is conducting 50 day-long continuing education courses for practicing dentists. ■





**Awareness:** ADA President Eugene Sekiguchi discusses risk factors with James Ford during a free oral cancer screening event at USC April 23.

## USC devotes month of April to oral cancer awareness activities

Los Angeles—April was oral cancer awareness month at the University of Southern California School of Dentistry.

The dental school devoted the April edition of its "Bulletin" to oral cancer; conducted free oral cancer screenings on April 23, in conjunction with the Yul Brynner Foundation Oral, Head and Neck Cancer Awareness Week; and hosted lectures by USC oral cancer researcher David Crow; National Institute of dental and Craniofacial Research scientist Alice Horowitz

and University of California at Los Angeles radiology expert Stuart White.

"As oral health professionals, we are on the front lines when it comes to the early detection of oral cancer," said Dr. Eugene Sekiguchi, ADA president and associate dean for international, professional and legislative affairs at USC. "We have the opportunity not only to improve the quality of life for our patients, but also to save lives with early detection of this deadly disease." ■

# Seniors pay more out of pocket

BY CRAIG PALMER

Washington—New dental service trend data indicate that older Americans pay more out-of-pocket for dental care than other age groups.

Dental visits held steady from 1996 to 2000 at about one visit a year per person in the civilian noninstitutionalized population, although the mean number for anyone receiving dental care was 2.5 visits. Roughly 42 percent of the U.S. population received services at least once each year from a dentist, dental surgeon, orthodontist, endodontist, periodontist, dental hygienist or dental technician.

Data from the Medical Expenditure Panel Survey of the Agency for Healthcare Research and Quality are reported in "Research Findings #20, Dental Services: Use, Expenses, and Sources of Payment, 1996-2000". (Log on to "www.meps.ahrq.gov" and click on "What's New" to find the article.)

While the data cover all age groups, insurance and payment characteristics, the report shows older Americans paying a greater share of dental expenses, and larger amounts, directly out-of-pocket than other age groups.

Persons 65 and older had the highest annual out-of-pocket expenses, an average of \$400. Only 10.5 percent of the elderly had no out-of-pocket expenses for dental care and 39.1 percent paid \$200 or more out-of-pocket, or directly to the dentist. "Among people age 65 and over who had dental care during 2000, those with Medicare only had the highest level of out-of-pocket expenses, \$550, while those with Medicare and other public coverage had the lowest, \$164," the report said.

Medicare does not cover most dental services. Elderly Americans who had only Medicare coverage saw their average out-of-pocket expenses increase from \$384 in 1996 to \$550 in 2000. ■

**NEW!**  
Lowest rates ever!

**Strength in numbers**

The numbers tell the story. If you are in excellent health, you could get top-notch term life insurance for as little as the Preferred rates shown below:

2004 ADA Term Life Preferred Monthly Premiums			
Age	\$500,000	\$1,000,000	\$2,000,000
35	\$11.05	\$21.63	\$42.32
45	\$17.83	\$34.91	\$68.32
55	\$49.17	\$96.26	\$188.39

You could pay less for 10 years of ADA Term Life than for a level premium term policy. If you qualify, Preferred rates will apply to All your Term Life Insurance—even coverage you've had for years.

See for yourself. Contact us today for a free quote, or to ask about the coverage that more than 100,000 ADA members and their families rely on.

© 2004 GreatWest Life & Annuity Insurance Company. This is an outline only and not a contract. All rates are based on 10-year Preferred rates, which increase gradually as you age. Preferred rates will apply for 10 years to qualifying individuals (non-smokers, active lifestyle, no major health issues, etc.) who can then either renew or convert to Standard rates. Monthly Premium rates include a 40% Member Credit discount (available to all participants for next year's renewal) and the applicable values of agent liability to change without premium, addition of discounts will apply if premiums are paid annually or semi-annually. Benefits are provided under Group Policy 104117 issued by the GWC and underwritten and administered by GreatWest. Benefits are provided through a group policy that is the state of Illinois, and all eligible ADA members residing in any U.S. state or territory may apply for coverage. This policy is subject to, governed by, and shall be construed in accordance with Illinois law. Each approved participant will receive a Certificate explaining the terms and conditions of the policy.

888-463-4545

ada.org/wl.com

www.ada.org



## Military

Continued from page six

"Almost half of the injuries reported in Iraq and Afghanistan are head, neck and eye trauma," Dr. Bramson testified. "Army dental researchers are developing a lighter, thinner, bullet-proof face shield to replace the current headgear that is very hot and heavy."

Military researchers are also working on:

- a sensor bonded to a soldier's tooth to monitor hydration rates for remote alerts on fluid needs;
- a dental material for on-the-spot replacement of temporary fillings when getting to a clinic isn't feasible;
- an anti-plaque chewing gum that could be included in every MRE (meals ready to eat), also known as a mess kit.

The research extends to coping with the Iraqi sand, which "has caused dental equipment to break down and fail in the field," the Association said. The ADA urged a \$6 million funding increase "to expedite this research for deployed forces."

Sen. Stevens said he would consult with other panels having jurisdiction over issues raised in the ADA testimony. "We'll have to talk to your Association, too," he said. Dr. Bramson said the Association would be pleased to continue the discussions. ■

**PROTECTING YOUR FAMILY, YOUR INCOME, YOUR PRACTICE**

Term Life • Term Plus® Universal Life • Income Protection • Office Overhead Expense • MedCASH™



# Students lobby

## Record numbers of dental students visit Washington

BY CRAIG PALMER

Washington—Tomorrow's dentists, 170 from 46 schools and three student organizations, lobbied the U.S. Congress March 30-31 with professional support and praise for the growing political advocacy of dental students.

It was the largest student lobbying effort in the program's seven years.

Students took three issues to Capitol Hill meetings with 124 members of Congress and congressional staff, drawing attention to the burden of student loan debt, oral health disparities and the critical need for dental research.

"The annual National Dental Student Lobby Day is a valuable learning experience for students to gain the skills needed to become effective advocates in an increasingly politicized world," said Dr. Richard W. Valachovic, executive director of the American Dental Education Association.

"Throughout their lives, they will need to advocate with government officials and others to enhance the lives of their patients and the care that they provide on their patients' behalf."

National Dental Student Lobby Day is supported by the American Student Dental Association, the dental profession and corporate partners, this year including the American Dental Association, American Association for Dental Research, American Association of Oral and Maxillofacial Surgeons, ADEA, Key Bank/Key Education Resources and Practice-works/Trophy, a Kodak Company.

ADA and ADEA staff and an AADR representative briefed the student lobbyists before their Capitol Hill visits. The students also heard from Rep. Max Burns (R-Ga.), who discussed his experiences as a member of Congress, and Dr. Lawrence Tabak, director of the National Institute of Dental and Craniofacial Research, one of the National Institutes of Health.

In addition to ASDA, students from AADR's National Student Research Council and ADEA's Council of Students participated in the lobbying activities.

Student advocates had this to say of their efforts:

• Arica Abrames, University of Colorado School of Dentistry, class of 2005, "This year's Lobby Day was the most successful dental student advocacy event to date. I believe its success can be attributed to the synergistic efforts of students and administrators at ADEA, ASDA, ADA and the AADR."

• Natanya Marracino, Tufts University School of Dental Medicine, '05, and a former NIDCR summer fellow, "This is my first opportunity to be an advocate for dental issues concerning students and the profession. With a dental research background, I am very enthusiastic about relaying those ideas to people on Capitol Hill."

• Paul Nielson, University of Washington School of Dentistry, '05, Lobby Day is intended "to promote the interests of dental students and the dental profession with effective lobbying, show dental students how to influence the legislative process and instill a desire to stay involved in the formulation of public policy throughout their careers."

• Derek Renfro, University of Louisville School of Dentistry, '06, "Anytime you have separate groups with similar interests working together in a unified voice, it lends greater credibility to the cause."

• Jessica Robertson, Oregon Health & Science University School of Dentistry, '04,

relief from student loan debt and increased access to care are important; if "students from underserved areas cannot see a light at the end of the tunnel they may not pursue a career in dentistry."

• Barrett Straub, Marquette University School of Dentistry, '04, "Today, Congress heard from the future of the dental profession and that is exciting!" ■



**Two presidents:** At the April ADA Board of Trustees meeting in Chicago, Joshua Ries, American Student Dental Association president (left), joins ADA president Eugene Sekiguchi at the head of the table. Mr. Ries briefed trustees on ASDA activities following the March 30-31 student lobbying effort in Washington.

## STABIDENT

intraosseous anesthesia delivery system

### NEW CD-ROM

- Fully interactive selection of contents.
- Extensive video footage of numerous clinical cases gives detailed instruction on the use of the Regular Stabident and the Alternative Stabident.
- Regular Stabident is fully explained and why the Alternative Stabident is the best of the guide-sleeve systems is demonstrated.

### SEND FOR FREE CD-ROM

at [fairfax@stabident.com](mailto:fairfax@stabident.com) or call 1-800-233-2305

- Deepest pulpal anesthesia
- Instant effect
- Minimal sensation of swelling and numbness



"Stabident is the only intraosseous anesthesia delivery system that provides a safe, effective, and painless method of delivering anesthesia to the pulp of the tooth. It is the only system that provides a safe, effective, and painless method of delivering anesthesia to the pulp of the tooth. It is the only system that provides a safe, effective, and painless method of delivering anesthesia to the pulp of the tooth."

American Dental Association  
General Dental Services

### REGULAR STABIDENT

\* The classic way of delivering intraosseous anesthesia

\$27.00

#### Standard Pack

20 perforators, 20 needles

\$105.00

#### Economy Pack

100 perforators, 100 needles

### ALTERNATIVE STABIDENT

- \* Hassle-free manual insertion of the guide-sleeve
- \* avoids the problem of horizontal detachment of a perforator mounted sleeve
- \* easy removal of guide-sleeve from the bone without the need of another instrument
- \* smallest diameter hole in the bone of any guide-sleeve system
- \* safety-clip on the guide-sleeve for full security

\$50.00

#### Standard Pack

20 perforators, 20 guide sleeves, 20 needles

### STARTER KIT

Why not try 1/2 Alternative Stabident and 1/2 Regular Stabident?

\$19.00

1/2 Alternative perforators, 1/2 guide-sleeves, 1/2 Alternative needles  
1/2 Regular perforators, 1/2 Regular needles

These kits are composed of the Alternative Stabident and the Regular Stabident with components of the Regular Stabident

To place an order please call 1-800-233-2305 or e-mail [fairfax@stabident.com](mailto:fairfax@stabident.com)

Fairfax Dental Inc. 2601 S. Bayshore Drive, Suite 875, Miami, FL 33133



# ADA to release HIPAA Security Kit this summer

BY ARLENE FURLONG

It's a sure thing.

Dentists who bet on the ADA HIPAA Security Kit to comply with HIPAA security regulations will have the edge.

Available this summer, the kit will give users almost a year to prepare for the April 21, 2005, HIPAA security compliance date. The ADA is now taking orders for a July mailing.

The Association is also in the process of developing training on the HIPAA security regulations.

"We'll again offer the best guidance for dental practices," said ADA Executive Director James Bramson. "I think our track record shows that the ADA will provide members with everything they need."

Both Centers for Medicare & Medicaid Services and ADA leaders familiar with the rule say this should be plenty of time for most dental practices to comply.

"Dentists who have taken steps to comply with the privacy rule may have already taken many of

the steps needed to comply with the security rule," said Stanley Nachimson, technical advisor in the Centers for Medicare & Medicaid Services, the agency in charge of enforcing the rule. He described the security rule as the "easier" of the two rules.

The security regulations, which the Department of Health and Human Services released under the Health Insurance Portability and Accountability Act of 1996, were conceived to protect electronic patient health information.

## Does HIPAA apply to you?

HIPAA security, like all other HIPAA regulations, only applies to dental practices that submit or receive electronic transactions for which a standard has been established by the U.S. Department of Health and Human Services, either directly or through a vendor or clearinghouse. ■

Protected patient health information is anything which ties a patient's name or social security number to that person's health, health care or payment for health care, such as X-rays, charts or invoices.

Robert Lapp, Ph.D., director of the ADA Department of Dental Informatics, said the distinguishing difference between the HIPAA security regulations and the HIPAA privacy regulations, (that had a compliance date of April 14, 2003), is that the security rule applies only to "electronic" confidential patient health information. The HIPAA privacy rule applies to all communications: electronic, written and oral—if you're covered under the rule (you transmit electronic transactions for which a standard has been established by the U.S. Department of Health and Human Services, either directly or through a vendor or clearinghouse). Dr. Lapp frequently speaks on HIPAA issues and participated in presenting the HIPAA Privacy seminars and developing the HIPAA Privacy and Security Kits.

The security rule requires that health care entities maintaining or transmitting electronic patient health information adopt reasonable and appropriate administrative, technical and physical safeguards. Covered dentists must protect the confidentiality and integrity of their electronic patient records and make them available to authorized team members when needed.

"Appropriate, reasonable and scalable" are recurring themes found throughout the security rule.

"While HIPAA privacy regulated disclosures of protected health information, security addresses protection from reasonably anticipated threats," said Dr. Lapp.

"This is based on each office's assessment of risk. The rule is completely customizable to the size and structure of the practice."

The security manual will feature easy to follow guidelines and sample policies and procedures on topics including appointing a HIPAA security official among staff members, preventing viruses from damaging computers and developing password management policies.

The ADA Seminar Series offers "HIPAA: The Current Issues," to help dentists prepare for compliance with HIPAA regulations. To arrange for an ADA seminar or to discuss seminar options, call Tina Martinez or Susan Barthel toll-free, Ext. 2908. E-mail Ms. Martinez at [martinez@ada.org](mailto:martinez@ada.org) or Ms. Barthel at [barthel@ada.org](mailto:barthel@ada.org).

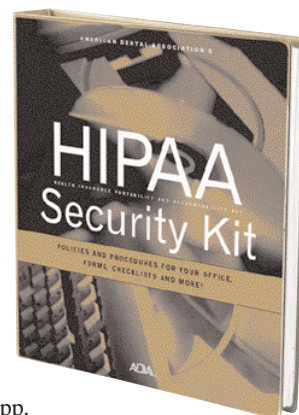
The ADA Council on Dental Practice encourages members to seek clarification from the ADA for questions concerning the security standards or any regulations under HIPAA. E-mail the ADA at [HIPAA@ADA.org](mailto:HIPAA@ADA.org) or call Dr. Lapp toll-free at Ext. 2750.

The ADA Department of Salable Materials is now taking orders for the HIPAA Security Kit. Dentists can earn five hours of CE credit on completion. The price is \$149.95, but it's available to ADA members for \$99.95. Interested dentists can call the ADA at 1-800-947-4746 or go to the Product Catalog at ADA.org. The catalog number for the ADA HIPAA Security Kit is J685. ■

IT'S EASY TO STAY WITHIN A PATIENT'S BUDGET WHEN YOUR PATIENT ISN'T ON ONE.



Dentists in the U.S. Air Force practice ideal dentistry. There's no patient budget, deductibles or payment plans to consider. So if a tooth needs a crown, you won't find yourself replacing an old filling and hoping for the best. You're free to provide the most effective treatment. You're also free of difficult staffing issues and the big headaches involved in running a business. If you're looking for a way to focus not just on the practice of dentistry but on ideal dentistry, call 1-800-423-USAFC or request more information or visit [AIRFORCE.COM](http://AIRFORCE.COM).







## Presenting Brush&Bond™ ... one-coat, no-etch bonding

Brush&Bond gives you reliable 4-META dentin sensitization plus adhesion to all types of composite (light cure, self cure, dual cure.) It cures with any light, costs about a buck per tooth, and comes with a 3 month money back trial.

*The entire bonding procedure takes maybe 35 seconds, start-to-finish.*

Using a special brush that comes with the kit, apply a single coat of Brush&Bond to both dentin and cut enamel. Let it sit there for 20 seconds. Then dry it with your air syringe and zap it with your light.

That's it. You're ready to build your composite.

■ **Brush&Bond™ 4-META Based Composite Bonding Agent** (Stock No. S284): \$99 Contains Brush&Bond Liquid (3ml) plus 100 activator MicroBrushes.



REPAIR A FRACTURED COMPOSITE

REPAIR/REMARSHAL A BIS-ACRYL TEMP



RESURFACE A WORN COMPOSITE



LOOSE CROWN BOND TO A RESIN CORE

## Make fast, reliable composite repairs

Add&Bond™-C is a high-strength bonding agent for old composite. It's terrific for repairing fractured resin restorations, improving cement bond to composite cores, or adding to the margin of a bisacryl temp.

Simply roughen the existing composite with a bur and brush on a thin layer of Add&Bond-C. Wait 20 seconds, then add fresh composite. When you cure the new resin it will fuse to the old ... often with strength greater than the cohesive strength of the composite itself!

■ **Add&Bond-C Kit: \$49.95** (Stock No. S260) Contains Add&Bond-C Liquid (5ml) plus brushes, mixing dish.

# Cuts like dentin — 1/2 the price

Absolute Dentin™ is a highly-filled automix dual cure resin you express directly from the cartridge onto the tooth. There's no hand-mixing. No triturating. It comes in 50ml split cartridges just like an impression material, and you use an impression gun to deliver it.

Absolute Dentin costs just 82-cents per gm (\$1.80 per ml.) That's less than half the price of most core systems ... automix or handmix! So if you do a lot of build-ups, Absolute Dentin can save you some money.

Absolute Dentin cures to a Barcol hardness of 72. Not by



coincidence, that's a typical hardness of dentin. So your bur glides smoothly as you go from dentin to Absolute Dentin and back again. No ditching.

■ **Absolute Dentin™: \$89.95** in Tooth Shade, Arctic White, or Blue. Includes 50ml material (110gm) in split cartridge with 40 mixing tips and 40 intraoral tips.

Tooth Shade - \$301  
Arctic White - \$300  
Blue - \$307



## A MINUTE TO SET. A DREAM TO CLEAN.

### Presenting TR-2™ temporary cement for cosmetic cases

- AUTOMIX FOR FAST, PRECISE MIXES
- ADJUSTABLE RETENTION
- WON'T LOCK ONTO RESIN CORES OR BONDING AGENTS
- FAST 1-MINUTE SET
- FORMULATED TO STAY IN THE TEMP AT REMOVAL (NOT stuck to the tooth)

TR-2 is a strong provisional resin cement that's retentive enough for low profile preps ... even temporary laminates.

Its eugenol-free formula won't leave a residue to inhibit later bonding procedures. And its neutral dentin-like color simply disappears under the temp. It won't shine through a thin restoration or skew the over-all shade like an opaque eugenol cement.

#### It can't get much easier than this

Just express TR-2 directly from the mixing tip into the restoration and seat it.

One minute later, you're ready to clean the margins. The excess cement simply peels off without crumbling.

#### And when it's time, you can get the restoration off

Despite its high retention, when you're ready to cement the definitive restoration, the TR-2 cement film generally comes off in the temporary. So there's no cleanup. (If it does stay on the tooth, just peel it off like rubber cement.)

#### Try it for a month risk-free

If you decide TR-2 temporary cement isn't everything we promise, simply call us within a month. We'll have the material picked up at our expense. We'll give you your money back. And we'll thank you for trying it.



#### Adjust retention to fit the case

Traditional provisional resin cements are kissing-cousins to composites. That's why they bond strongly to core build-ups and conventional bonding agents.

TR-2 is different. A new polymer technology limits its bond to conventional bonding agents and core materials.

When you're facing a particularly low-profile preparation, you can apply a bonding agent like Touch&Bond or Brush&Bond to improve retention slightly.

Yet you'll later be able to get the crown off without a major struggle.



ORDER TOLL-FREE USA & CANADA  
**1-800-243-7446**  
(Outside USA & Canada, 631-249-1134 • Fax: 631-249-1242)



1-800-243-7446 • www.parkell.com

Mail or Fax to Parkell  
155 Schmitt Blvd.  
Box 376, Farmingdale, NY 11735

PRIORITY NO. 1950-D

( ) Please send me a package of TR-2™ Temporary resin cement and bill me \$29.95 plus shipping (10ml plus mixing tips)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_ Telephone \_\_\_\_\_

Visit Parkell at major dental meetings: Atlantic City Mid-Atlantic (Jun 9-11)



# Are you sure that's legal?

## Members-only publication gives ADA dentists the edge on dental-legal issues

Members asked. The ADA answered.

The Legal Division's new *Frequently Asked Legal Questions: A Guide For Dentists and The Dental Team* answers more than 150 of the legal questions most frequently asked by member dentists over the past decade.

The new publication answers questions on everything from dealing with insurance companies or employment law issues to HIPAA compliance and thorny patient care issues. Compiled in an easy-to-use format designed for quick reference, the book also includes a variety

of sample contracts and checklists dentists can tailor to fit specific practice and legal requirements, such as:

- I've been sued. What do I do?
- Should I sign this contract?
- When is a contract with an insurance plan

### Frequently Asked Legal Questions:

A GUIDE FOR DENTISTS AND THE DENTAL TEAM



fair and worth signing?

"Members have always had the ADA's legal counsel working on their behalf, at the forefront of key advocacy issues and protecting them from inappropriate intrusions into their practices," ADA Executive Director James B. Bramson said about the publication. "This is just another example of that support."

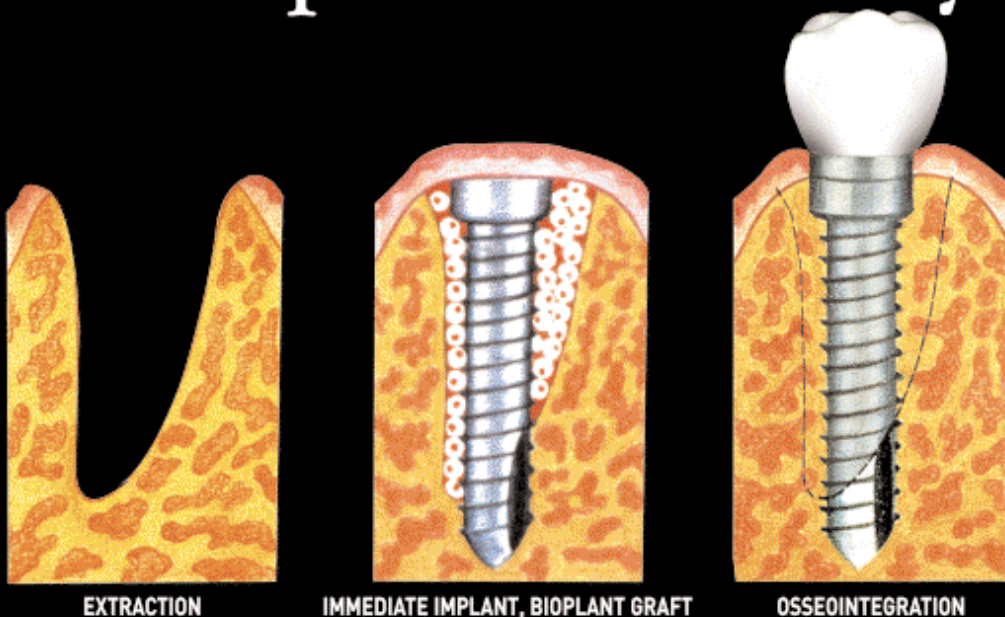
ADA Chief Legal Counsel Peter Sfikas says members should use this book with their attorneys to stay "ahead of the game" on issues important to their practices.

"The format of the book was structured to make dental-legal issues more approachable and understandable," said Mr. Sfikas. He and Managing Editor and Associate General Counsel Mark Rubin hope members' input helps the ADA Division of Legal Affairs continue to develop products and services that meet members' expectations and beyond.

"Questions are of tremendous value as we try to serve members," explained Mr. Rubin.

Frequently Asked Legal Questions is for ADA members only and offers five hours of CE credits. It's available through the ADA Catalog for \$89.95. To order call 1-800-947-4746 or visit "www.adacatalog.org" and ask for item L756. ■

## We're filling the **VOIDS** in implant dentistry.



EXTRACTION

IMMEDIATE IMPLANT, BIOPLANT GRAFT

OSSEOINTEGRATION

## Proven Again!<sup>1</sup>

**Bioplant® HTR® Synthetic Bone™ alloplast**  
for your immediate post-extraction implant needs.

### Successful Grafting For All Your Implant Needs.

The functional and esthetic success of your next implant case may depend on your choice of a predictable, well-documented<sup>2</sup> bone substitute. Today, more dentists are choosing Bioplant HTR to fill bony voids around implants. Bone grafting with Bioplant HTR will ensure lasting gingival esthetics in immediate post-extraction and edentulous sites.

### Bioplant HTR Supports Regenerative Bone Growth

Clinical studies reveal that the microporous structure of Bioplant HTR acts as a resorbable scaffold for regenerative bone growth<sup>3</sup>. Its negative charge attracts the cells that become dense lamina bone<sup>4</sup>. Bioplant HTR is easy to handle and does not migrate.

Because it's a synthetic, it eliminates the patient's concern about where the donor bone graft was obtained.

### No Membrane Barrier Required

Bioplant HTR forms its own membrane, thereby preventing epithelial cell migration adjacent to the implant<sup>3</sup>. Its unique characteristics enable it to adhere to both the bone and implant surface and to promote rapid hemostasis. Plus, the negatively charged surface of the granules does not support the growth of oral pathogens, reducing the risk of infection at the surgical implant site.

For more information or to order Bioplant HTR, call your dental products distributor or call us direct at 1-800-432-4487. Or you can visit our website: [www.bioplanthtr.com](http://www.bioplanthtr.com).

**Bioplant®**  
Making good dentistry better™

Bioplant Products, Inc. • 20 No. Main St. • So. Norwalk, CT 06854 • 203-899-0466  
1-800-432-4487 • [www.bioplanthtr.com](http://www.bioplanthtr.com) • E-mail: [bioplant@bioplanthtr.com](mailto:bioplant@bioplanthtr.com)

<sup>1</sup> Yukna, R, et al, The Use of HTR Syn. Bone Grafts in Conj. with Imm. Dental Impl., Compendium, Sept., 2003, 24 (9): 649-658.

<sup>2</sup> Over 200 peer-reviewed published articles.

<sup>3</sup> Froum, S, Orlowski, W., Ridge Pres. Utiliz. An Alloplast Prior to Impl. Placement- Clin. and Hist. Case Reports, *PP&AD* 2000, 12(4): 393-402.

<sup>4</sup> Boyne, P. Use of HTR in Tooth Ext. Sockets to Maintain Alv. Ridge Height and Incr. Concent. of Alv. Bone Matrix, *General Dentistry*, Sept/Oct 1995, 43 (5) 470-473.

## Sneak preview of new ADA member resource

Question 57. What office policies do I need [for Employment Law purposes]?

You will want to have office policies that address employees' responsibilities and rights. Let's look at each side of the equation, in turn. In each case, remember to keep your policies non-discriminatory.

The responsibilities part is key. As practice owners, dentists typically bear the legal burden of what may go wrong in the office. So it is important to have policies in place to make sure things stay right! An office policy can make clear that the team works at the direction of the dentist, in accordance with all applicable laws. It can also specify any particular requirements, such as how the office will handle infection control issues (e.g., "This office follows Centers for Disease Control and Prevention and ADA guidelines and recommendations on universal precautions and infection control."). Additional specific policies can help ensure compliance with applicable regulations.

In this day and age, five important subjects for office policies establishing employee responsibilities include

- Anti-discrimination policy;
- Anti-harassment policy;
- Electronic communications policy;
- Health Insurance Portability and Accountability Act privacy policy;
- Occupational Safety and Health Administration and office safety compliance policy. ■



# Dental access

## Tom's of Maine launches five-year partnership to boost community health centers

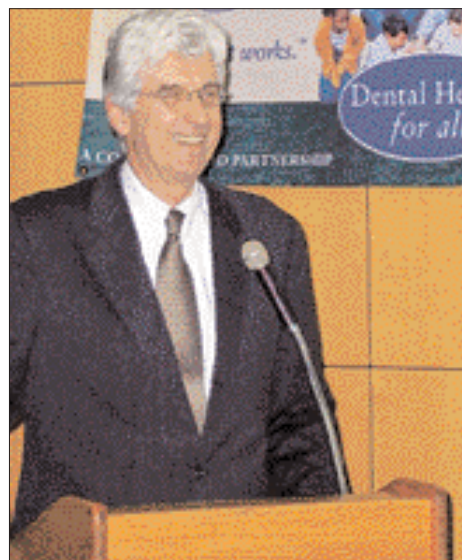
BY STACIE CROZIER

Kennebunk, Maine—Helping a child or an adult in need of dental treatment gain access to care through a local dental clinic and promoting good oral health in at-risk populations can be as easy as buying a tube of toothpaste through Tom's of Maine Inc.'s "Dental Health for All" program.

Tom's has partnered with the American Dental Education Association, public health dental clinics, retailers nationwide, participating dentists and their patients and consumers for

the special five-year initiative.

"One in four American children has never seen a dentist before kindergarten," said Tom Chappel, co-founder and president of Tom's of Maine. "With 'Dental Health for All,' businesses, individuals and communities can work together to improve the lives of thousands of children and



**Tom Chappel:** Tom's of Maine is donating \$35,000 to four different dental clinics.

families by bringing resources and awareness where they are most needed—our nation's community health centers."

The program, dubbed "A Common Good Partnership," reflects the company's mission to run a profitable business and contribute to the common good by partnering with retailers, non-profit organizations and consumers.

Tom's is donating \$35,000 to four different dental clinics. These funds will enable clinics to purchase new dental equipment and reach about 6,000 additional patients a year. The first clinic to expand its outreach program was Lawndale Christian Health Center in Chicago, which unveiled its expanded facility in January.

"We're excited to see the tangible results of our partnership and create awareness of this important issue," Mr. Chappel said at the January ded-

See *COMMUNITY*, page 16

## Association publications net national recognition

BY STACIE CROZIER

The Society of National Association Publications has honored ADA publications with five silver awards in its annual SNAP EXCEL competition.

The Journal of the American Dental Association received awards in the general excellence and cover illustration categories. The ADA News earned honors in newswriting and for the feature article "Stretched to the Limits," a story about access to dental care for needy children by ADA Senior Editor Karen Fox (ADA News, Jan. 6, 2003). Also netting a silver award was the JADA and ADA News media kit, an informational packet targeted chiefly to advertisers.

"With almost 1,100 entries, this is a very significant accomplishment by the Association and I'm really proud of all the talented individuals who are involved in the delivery of our JADA and the ADA News," said Dr. James B. Bramson, ADA executive director.

The Association's Publishing Division produces JADA and the ADA News, among other information vehicles mainly for the profession.

This year's competition received 1,070 entries. Marilee Peterson, SNAP executive director, notified the Association of the awards by mail. "Congratulations on your fine work and exemplary product," she wrote. "Your efforts have truly identified [the] Publishing Division, American Dental Association as a leader in the field."

"We're obviously thrilled about the group effort that resulted in these awards," said Dr. Marjorie K. Jeffcoat, JADA Editor. "It's gratifying that JADA has been recognized by our membership as the No. 1 read journal in readership surveys as well as recognized by professional groups outside of dentistry as one of the top scholarly journals in the profession."

"I can only add that JADA's high standing would not have been possible without the major contributions of Dr. Jeffcoat," said Laura Kosden, publisher. ■

With Patterson EagleSoft,  
I can climb mountains!

Doug Johnson, D.D.S.

## Software that gives you the power to do more!

Patterson EagleSoft delivers time saving convenience. All of your front office, clinical and imaging procedures are right at your fingertips—in one patient record, in one software. In addition, Patterson delivers the most comprehensive integration

package with 16 leading digital products in the industry. With superior products, cutting edge innovations, local customer service technicians, and satisfaction guaranteed, Patterson EagleSoft delivers peace of mind and the ability to do more with your life.



"When I'm at 10,000 feet on Mt. Ararat in California, I think about my next step, not my office. That's because I have partnered with Patterson EagleSoft, and with the increased productivity and efficiency it offers, I know my practice is running smoothly. Weathering adverse conditions is part of my hobby, not my practice."

— Doug Johnson, D.D.S.

**PATTERSON**  
DENTAL SUPPLY, LLC

**Patterson EagleSoft**

1.800.294.8304  
www.eaglesoft.net

**Incredible 60% Rebate\***  
For Qualified Patterson Plus™ Customers!

\*Call your Local Publisher for eligibility requirements for rebate.

YOUR PRACTICE —  
POWERED BY PATTERSON EAGLESOFT

Copyright 2004 Patterson Dental Supply, Inc. All rights reserved.





# 3 STEPS TO AN IDEAL CAREER

- STEP 1** Visit the Indian Health Service Division of Oral Health at [www.dentist.ihs.gov](http://www.dentist.ihs.gov).
- STEP 2** Request an information packet.
- STEP 3** Enjoy generous pay, adventurous lifestyle, state-of-the-art facilities, chances for advancement, and an appreciative patient population!

After reviewing the website, if you have specific questions, please contact Timothy Lavin, DDS at 1-800-IHS-DENT (1-800-447-3368) or [tlavin@ihs.gov](mailto:tlavin@ihs.gov)



The policy of the IHS is to ensure that all persons are qualified to work for the IHS. The IHS is an equal opportunity employer and does not discriminate on the basis of race, color, sex, age, or national origin. The IHS is an equal opportunity employer.

# Critical care

## Dentists treat young kidney transplant patients prior to surgery

BY STACIE CROZIER

When husband-and-wife dentists Drs. Jeffrey Kramer and Janet Kuhn signed on to treat some kids in their Chicago office for Give Kids A Smile, they became part of the process to prepare three boys for kidney transplants.

"These kids need to have the best possible whole body health, including oral health, so they have less risk for serious infection and complications following transplant surgery," said Dr. Kuhn. "Transplant patients are more prone to dental problems after they begin taking immunosuppressing medications."

Abel Alvara, Leonardo Sanchez and Jose Lopez traveled from the pediatric dialysis unit at Rush University Medical Center to visit the dentists at their North side dental office for treatment ranging from cleanings, fluoride treatment and fillings to scaling, root planing and debridement.

Drs. Kramer and Kuhn were also able to provide oral health education to the children and their parents with help from their bilingual dental assistant Grisel Vaentin.

# GKAS2004

On March 21, Jose Lopez received a new kidney and is expected to enroll in a school for special needs students in June.

"We were happy to participate in Give Kids A Smile to help highlight the generosity of organized dentistry and the need for more public programs to fill this void," said Dr. Kramer. "It was very satisfying to help these kids and be of service to the community, as many other dentists have done." ■



**Helping out:** Drs. Janet Kuhn and Jeffrey Kramer treated the transplant patients.



Photos of children by Andrew Campbell

**New hope:** Jose Lopez (above) and his mother Maria are all smiles as Jose's health continues to improve following a kidney transplant in March. Jose received pre-surgical dental care as part of Give Kids A Smile.



**Ready to roll:** Leonardo Sanchez is one of three children who received free dental care by Drs. Jeffrey Kramer and Janet Kuhn through the Chicago Dental Society's Give Kids A Smile activities.

# Community

Continued from page 15

ication ceremony. "We're here at Lawndale with a shared vision—that dental access is a key issue and by addressing it we can improve lives."


Other clinics receiving grants include the Howard University Gage-Eckington School Clinic in Washington, D.C.; the Dientes Clinic in Santa Cruz, Calif.; and the Jesse Albert Memorial Clinic in Bath, Maine.

Tom's will also donate 75,000 toothbrushes and tubes of toothpaste to 29 other clinics nationwide.

The "Dental Health for All" program expands into the profession and the community as well. More than 4,000 stores nationwide—Brooks, Fred Meyer, Hannaford, Long's Drug, Rite Aid, Shaw's, Stop & Shop, Wild Oats, Whole Foods and other independent health food stores—will offer educational brochures and specially marked boxes of toothpaste with a free dental floss inside.

Dental professional partners can share educational brochures, toothpaste samples and coupons with their patients. Patients will have the opportunity to volunteer with or to donate to the program and, for every 50-cent coupon redeemed, Tom's will donate \$1 to the fund.

Tom's has also established an oral care education Web site. Log on to "www.tomsofmaine.com/toms/community" to check it out. Or, call 1-800-367-8667 for more information on the program. ■



# go west ..

## Go to the AGD Annual Meeting

### Go further in General Dentistry

On July 8-11, general practitioners from across the United States and Canada will meet to participate in quality hands-on education, network with their colleagues and peers, and experience state-of-the-art solutions in the exhibit hall.




**Choose From**

- 30 exceptional participation courses
- Free full- and half-day lectures
- Free 90-minute capsule clinics

**All in one convenient location**

The Academy of General Dentistry Annual Meeting will be held in conjunction with the American Dental Association's Annual Meeting and the American Association of Women Dentists.

**Register now for the Annual Meeting at [www.agd.org](http://www.agd.org) or call 888.243.3368, ext. 4339**

# Anaheim

## July 8-11, 2004



# Mississippi wins kudos

## State honors GKAS effort

BY KAREN FOX

Jackson, Miss.—The state of Mississippi honored its dentists last month with passage of a legislative resolution congratulating the Mississippi Dental Association and University of Mississippi School of Dentistry for sponsoring Give Kids A Smile.

More than 1,297 children received care in statewide activities Feb. 6.

"I want to commend the dentists of Mississippi and the University of Mississippi School of Dentistry for their efforts in helping to give the children of Mississippi healthy, wholesome smiles," said Gov. Haley Barbour, who signed SR 605.

"With the budget crunch what it is, many children who could not get dental care did so. This resolution is a token of appreciation for what these people have done." ■



**High sign:** Pictured from left (seated) are Dr. Michael Ellis, MDA president; Gov. Barbour; and Dr. James Hupp, dean, University of Mississippi School of Dentistry. Standing from left are Dr. James Russell Dumas, MDA legislative chair; Mississippi Sen. Cindy Hyde Smith; Dr. Karen Crews, interim assistant dean, extramural affairs and institutional advancement, UM dental school; Dr. Robin Campassi, MDA president-elect; Dr. Neva Penton-Eklund, assistant professor, pediatric and public health dentistry, UM dental school; and Dr. Mark Donald, MDA speaker and Political Action Committee chair.



**Welcome:** More than 240 children received care at this year's New Jersey Dental School/New Jersey Dental Association Give Kids A Smile event Feb. 4. Shown above is dental student Adam Monroe greeting a young patient and her family at the dental school clinic. Looking on is dental student Christopher Bauer.



**Sunny smiles:** The Phoenix Suns' mascot gorilla on Feb. 6 joins dentists (from left, rear) Drs. Greg Pafford, Byron Butt, Tim Loving, Paul Gosar (Arizona Dental Association president) and (in front) Lisa Davis Kulp at the Phoenix Boys and Girls Club Crest Smile Shoppe. AzDA participated in GKAS events at four Phoenix sites and across the state. Gov. Janet Napolitano presented a GKAS Day proclamation at the club.

## HeraCeram™

*The New Standard for PFM Beauty & Performance*

Get unmatched clarity and beauty from this unique combination of quartz technology and laucite crystals. The luminescence and natural opalescence of HeraCeram from Heraeus Kulzer exhibit increased brilliance and multi-layered coloration for improved shade accuracy. The dense, smooth surface of HeraCeram also wears like natural enamel, while allowing for easy chairside adjustments and polishing.

**HeraCeram Stacked Porcelain Veneers**  
\$120 | unit

## HeraCeram to Captek™

*An Unbeatable Esthetic PFM*

Combine Captek's 22kt gold copings with HeraCeram for a premium esthetic PFM. The warmth of the underlying composite gold alloy (88.2% Au, 9% Pt group metals, 2.8% Ag) produces superior esthetics, prevents marginal graying, demonstrates excellent soft tissue response and reduces marginal plaque. For your patients, that means beautiful, natural smiles.

**HeraCeram to Captek PFM**  
\$140 | unit | includes gold

### Here's why you should CHOOSE DAL

- 7 Days In-Lab, Cases Delivered On-Time
- 5-year warranty on all HeraCeram PFMs, Veneers and Captek Restorations
- DAL is a UCLA Advanced Captek Certified Laboratory using the Captek Automated Pressing Procedure for precise, consistent copings
- Convenient, Overnight Shipping

"The combination of HeraCeram Stacked Porcelain Veneers and Captek PFM sets a new standard for esthetic and performance. My patients' reactions to high performance restorations is an asset to my practice!"

Dr. Greg Pafford, President of the Arizona Dental Association



**DAL**  
**DENTAL ARTS LABORATORIES, INC.**  
241 N. E. Perry Avenue  
Homestead, FL 33155-4525  
[www.dentalartslab.com](http://www.dentalartslab.com)

*Helping You Restore Beautiful Smiles™*  
**1-800-227-4142**  
Call for case pick-up and Arkansas Express overnight shipping supplies



# N.M. dental board acts

## Court order aims to block dental claims review by dental consultants licensed out of state

BY ARLENE FURLONG

*Santa Fe, N.M.*—The New Mexico Board of Dental Health Care wants United Concordia and one of its consultants—a Pennsylvania-licensed dentist—to stop the practice of dentistry in New Mexico.

In a cease-and-desist order, the New Mexico Board of Dental Health says the review of dental treatments provided in New Mexico should not be conducted by consultants who don't hold

New Mexico dental licenses.

The New Mexico cease-and-desist order cites a complaint filed with the New Mexico Public Regulation Department's Insurance Consumer Affairs Division regarding a UCCI claims evaluation. The necessity of periodontal scaling and root planing vs. prophylaxis treatment was questioned in UCCI's evaluation.

UCCI's senior vice president, Thomas Harbold, declined the opportunity to comment

on the order to the ADA News.

"It's our intention to move forward with these requirements under state law," said New Mexico Attorney General Alvin Garcia.

Throughout the years, state attorneys general have reached different conclusions about the applicability of state licensing requirements to employees of health insurers. Washington, Mississippi, Arizona, Louisiana and New Mexico are among those states that have recent-

ly enacted laws or adopted regulations that address the matter in varying degrees.

New Mexico's order says the evaluation constituted the practice of dentistry through: "offering of advice or authoritative comment regarding the appropriateness of dental therapies, the need for recommended treatment or the efficacy of specific treatment modalities for other than the purpose of consultation to another dentist."

In a related matter, the ADA has written to the Arizona attorney general supporting a member dentist's complaint about the repeated denial of insurance claims by dental consultants not licensed to practice in that state. In the letter, ADA Chief Counsel Peter M. Sfikas stated "the ADA believes their actions appear illegal" and urged the attorney general to address the matter because it "is critically important to protecting the public health and welfare." This request is still pending. ■

## Your biggest risk is NOT going with TDIC.

TDIC offers dentists superior coverages, competitive rates, participating policies and unmatched experiences. Choose TDIC for your professional liability and office property insurance.

Let our strength and stability be yours.

For your no-obligation premium quote for competitively priced liability coverage including applicable discounts and credits, call:

**Alaska**  
(907) 276-7667  
C.H.I. of Alaska

**Arizona, Nevada,  
North Dakota:**  
(800) 733-0634  
TDIC

**California:**  
(800) 786-5022, ext. 7640  
1201 Financial & Insurance  
Services, Inc.

**Georgia:**  
(800) 432-4357  
Georgia Dental  
Insurance Services, Inc.

**Hawaii:**  
(808) 581-1841  
Jenny Hay, Inc.

**Illinois:**  
(866) 834-8487  
RH Insurance

**Minnesota:**  
(877) 245-1070  
1201 Financial & Insurance  
Services, Inc.

**New Mexico:**  
(800) 482-8925  
New Mexico Dental Benefits

**Pennsylvania:**  
(877) 732-4748  
PDAS, Inc.



THE DENTISTS  
INSURANCE COMPANY™

thedentists.com

TDIC is a California Dental  
Association company.

Rated "A" (Excellent) by A.M. Best every year since 1984.

## Fluoridation honors awarded at oral health conference

*Los Angeles*—More than 100 water systems in 32 states celebrated their golden anniversary of community water fluoridation by receiving a National Fluoridation "Fifty Year Award" May 3 at the National Oral Health Conference.

"Over the past several years, the ADA has been pleased to recognize the hundreds of water systems that have continuously fluoridated for 50 years," said Dr. Michael S. Swartz, chair, National Fluoridation Advisory Committee.

The ADA Council on Access, Prevention and Interprofessional Relations, in conjunction with the American Association of State and Territorial Dental Directors and the Centers for Disease Control and Prevention, bestowed a variety of fluoridation honors, including:

- **Fifty Year Awards**—recognizing 106 water systems in 32 states that reached 50 years of continuous water fluoridation during 2003;

- **State Fluoridation Quality Awards**—this year recognizing Indiana, Nevada and North Dakota for maintaining the quality of fluoridation during the year as determined by the ability of water systems to conduct monitoring and maintain optimal fluoride levels during 2003;

- **Community Fluoridation Initiative Awards**—recognizing 13 communities in seven states that adopted water fluoridation in 2003;

- **Community Fluoridation Reaffirmation Awards**—recognizing Monticello, Ark., Palo Alto, Calif. and Fort Collins, Colo.—communities that defeated initiatives to discontinue community water fluoridation or approved initiatives to maintain community water fluoridation in 2003;

- **State Fluoridation Initiative Awards**—this year recognizing Utah as the state that had the most new systems fluoridating and/or the state that had the greatest increase in population with access to optimally fluoridated water in 2003;

- **Fluoridation Merit Awards**—recognizing three winners for outstanding contribution toward the progress of fluoridation.

For more information on community water fluoridation awards or this year's winners, log on to [ADA.org/public/topics/fluoride/awards.asp](http://ADA.org/public/topics/fluoride/awards.asp). ■



# Efforts for dental community honored

BY STACIE CROZIER

Philadelphia—The Edward B. Shils Entrepreneurial Education Fund announced its first annual awards honoring individuals, organizations and programs that have significantly and positively affected the dental community.

Recipients include:

- Dr. Michael Alfano, dean of New York University College of Dentistry. Dr. Alfano was instrumental in developing the Oral Cancer Consortium, a group of 29 New York area health care institutions and professional societies that works to raise awareness of oral cancer and increase early detection and screening in New York, New Jersey and Pennsylvania. Consortium partnerships provide free oral cancer screenings at 35 locations.

- Dr. Marsha Butler, vice president, global professional relations and marketing, Colgate-Palmolive Co. Dr. Butler conceptualized, developed and implemented the worldwide oral health education program Bright Smiles Bright Futures to reach underserved children. Under her leadership, more than 80 countries have implemented programs that reach an estimated 50 million children each year.

- Delta Dental Plan of Wisconsin. The not-for-profit dental services corporation donated more than \$2.6 million to endow the new Informatics Center at the Marquette University School of Dentistry. The Center provides resources for the dental faculty's new dental practice management curriculum.

- The Hedwig van Amerigen Executive Leadership in Academic Medicine Program for

ADA | FOUNDATION

American Dental Association Foundation

Women. The only in-depth national program that focuses on preparing female faculty at American and Canadian medical and dental schools for senior leadership positions, nearly half of ELAM alumnae now hold positions as

dean, chief academic officer and vice president.

The Edward B. Shils Entrepreneurial Education Fund was founded in 2002 to honor Dr. Shils' outstanding contributions to the dental community. Dr. Shils founded the Wharton Entrepreneurial Center at the University of Pennsylvania, and is the George W. Taylor emeritus professor of entrepreneurial studies at the Wharton School, where he has taught for

more than 50 years. He is executive director of the Dental Dealers of America Inc. and director emeritus of Dental Manufacturers of America Inc. (now known as the Dental Trade Alliance), an organization for which he served as executive director for 50 years.

The Shils Fund Awards recipients will be recognized and take part in the Shils Fund Educational Seminar, "Social Entrepreneurship and the Public-Private Partnership," which will be held June 28 in Philadelphia.

The ADA Foundation administers the Shils Fund, which was established through the generosity of Dr. Shils' friends, colleagues and family.

Anyone wishing to contribute to this fund in honor of Dr. Shils should call the ADA Foundation toll free, Ext. 4717 or e-mail "adafoundation@ada.org" for information. ■

## Liberty dental conference set

Philadelphia—The 2004 Liberty Dental Conference will convene June 24-26 at the Philadelphia Marriott Hotel.

Sponsored by the Philadelphia County Dental Society, the conference is the society's 73rd annual meeting. The line-up includes experts on clinical topics, practice management and electronic transactions as well as technical exhibits. Fees increase after June 10, when pre-registration closes.

For more information, go to "www.philcodent.org" online or contact Teresa F. Ravert, executive director, Philadelphia County Dental Society at "travert@philcodent.org" or call 1-215-925-6050, or fax 1-215-925-6998. ■

## Tell us what you think

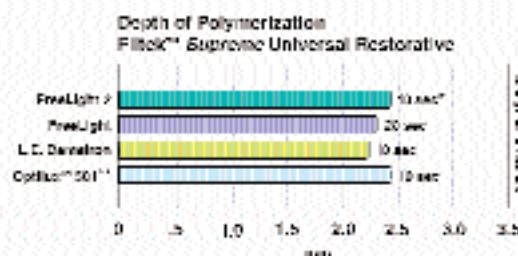
The 2004 Membership Needs and Opinion Survey was mailed to a random sample of ADA members beginning in February. It asks for members' opinions on a wide range of topics, including current perceptions about the ADA and the Association's ongoing and future initiatives. Members who receive the survey are asked to complete and return it as soon as possible.

Members with questions about the survey can call the ADA Survey Center toll-free, Ext. 2568, or dial 1-312-440-2568. ■



Cures compatible materials in 50% of manufacturers' recommended cure time!

- Small, lightweight, and ergonomically designed, it's comfortable to use
- Cord free, so you can carry it from room to room
- No bulb means no fan, minimal heat and silent operation
- Unique heat sink technology cools the LED



†† Depth of cure was determined using a cross-sectioning technique. See www.3M.com for more information.

To order, contact your 3M ESPE authorized distributor. For additional information, visit [www.3MESPE.com](http://www.3MESPE.com) or call 1-800-631-2249.

Elipar™  
FreeLight 2  
LED Curing Light

3M ESPE



# Amalgam and the states

## Legislative and regulatory actions on waste vary across country

BY MARK BERTHOLD

Currently, only a few states and localities require dentists, by law and rules imposed by environmental agencies, to install amalgam separators. Where mandatory controls do exist, the requirement generally applies to dentists who place or remove amalgams.

Regulators in approving amalgam separators tend to follow ISO Standard 11143, which requires separators to have at least a 95 percent removal efficiency in laboratory testing. All sep-



arators listed in the article, "Laboratory Evaluation of Amalgam Separators," which appeared in The Journal of the American Dental Association in May 2002, meet or exceed this standard.

The ADA continues to evaluate new separators as they reach the market. The ADA Foundation's Research Institute is preparing a comprehensive scientific report for publication that will include 12 additional separators, tested since 2002, that also meet the International Organization for

Standardization standard. For more information, visit "www.ada.org/goto/amalgamseparators" or contact the ADA Division of Science at "science@ada.org" or Ext. 2878.

The following is a list of states and localities believed to mandate amalgam separators, but the list is by no means an exhaustive one. For questions regarding local implementation of BMPs or mandatory controls, including amalgam separators, contact your state or local dental society.

See STATES, page 22

THINK OF IT AS HIGH SPEED ACCESS TO SUCCESS



THE NEW 3-DAY CONTINUUM  
AT THE PANKEY INSTITUTE

It's a fast paced world. It can be difficult to leave your practice and your family for extended periods of time. In just three days at the Pankey Institute, you can gain comprehensive, life-changing knowledge on all aspects of dental practice—clinical, behavioral and managerial, that will empower you to take your practice to the next level. Our hands on mentoring program provides one-on-one time with some of the profession's leading experts. Our new Web based "virtual classroom" offers you extended learning opportunities and personalized support in the comfort of your home or office. The Pankey Institute's new 3 Day Continuum means less time away from home and more time to spend on building your success.



**The Pankey Institute for Advanced Dental Education**  
ACCELERATING YOUR SUCCESS.

For more information, visit [www.pankey.org](http://www.pankey.org) or give us a call at 1 800 472 6539.

ADN 2004

## Dental societies undertake voluntary BMP efforts

BY MARK BERTHOLD

A few state dental societies have worked to create a cooperative agreement with environmental regulators toward dentists' voluntary installation of amalgam separators.

The following list may not be all-inclusive, and agreements are ongoing. If your state or locality is entering into its own program of voluntary installation, please let the ADA know by contacting Joseph Nicosia, Department of State Government Affairs: "nicosiaj@ada.org", Ext. 2532.

- In Minnesota, the Minnesota Dental Association partnered in 2002 with the Metropolitan Council Environmental Services, a Twin Cities regulatory agency, to create the Voluntary Amalgam Separator Installation Program and urge dentists to install amalgam separators.

In 2003, the MDA took the program statewide, and created a booklet that incorporated the program into its longstanding recommendations to follow Best Management Practices and recycle amalgam waste.

The MDA's program has been "widely accepted by the dental community," says Dick Diercks, MDA executive director. "Since the program is voluntary, it avoids the red tape and costliness of legislative and regulatory agency requirements."

It's also been done "in partnership with the major wastewater regulator in the state, so dentists who install an amalgam separator can rest assured they will not be harassed by a regulator," he says. "And, most importantly to Minnesota's dentists, by installing an amalgam separator, they know they're helping to protect the environment. Already, 75 percent of Minnesota's dentists have voluntarily responded affirmatively to the program."

- In Massachusetts, the Massachusetts Dental Society worked with regulators and amalgam separator vendors to create "a hybrid between law and voluntary compliance," says Dr. Robert Boose, MDS executive director.

"The state has the clout to force dentists to install amalgam separators, but we've created a very positive working relationship to instead strongly encourage dentists to install them and help clean up the environ-

See VOLUNTARY, page 23



# ADA resources for dentists

BY MARK BERTHOLD

Dr. Art Jeske, chair of the ADA Council on Scientific Affairs, says more dentists are voluntarily adhering to the ADA's Best Management Practices for Amalgam Waste because "they are good citizens who are concerned about protecting the environment. The ADA is their partner in this effort."

Adds Dr. George Stratigopoulos, chair of the Council on Dental Practice, "The ADA is a preeminent source of information for dentists on the issue of wastewater management.



Dr. Jeske



Dr. Stratigopoulos

Providing BMPs to our member dentists is our goal and responsibility, and we will continue to update our members on appropriate compliance."

The ADA is prepared to help. The following are resources to assist dentists in adhering to the BMPs and, if necessary to purchase an amalgam separator, valuable information to members:

- To download the ADA's Best Management Practices for Amalgam Waste as a PDF file, visit "www.ada.org/goto/amalgamBMP".

- To download a list of amalgam recycling companies as a PDF file, visit "www.ada.org/goto/amalgamrecyclers".

- To download the Association report, Mercury Hygiene Recommendations, by the Council on Scientific Affairs as a PDF file, visit "www.ada.org/prof/resources/pubs/jada/reports/report\_mercury.pdf".

- For other online resources, such as the purchase and maintenance of amalgam separators, visit "www.ada.org/goto/amalgamseparators". See *RESOURCES*, page 23

## BMP

*Continued from page one*

doing to protect the environment. The profession wishes to show regulators that voluntary measures like BMPs work. If dentists cannot achieve reductions in amalgam discharge, regulators may insist on mandatory controls.

In that scenario, the letter reads, dentists could be required by law and/or regulatory action to install amalgam separators. Dentists also might have to pay for costly testing of their office discharge to check whether they are achieving a certain numerical level of mercury in the wastewater. This level can be measured in units as small as parts per trillion, and fines and penalties for exceeding it can be expensive.

But the Association is working with the federal Environmental Protection Agency and state and local authorities to convince them to rely on dentists' voluntary measures—instead of mandatory controls. And that's where the BMPs come in.

The ADA's Best Management Practices for handling amalgam waste are listed in a simple do-and-don't format. There's also a practical guide to integrating BMPs into your practice, a straightforward introduction that covers the most salient issues, an explanation of types of amalgam waste and additional resources.

"The BMPs were developed as a tool to help the dental community integrate environmentally conscious practices and procedures into their daily routine," says Dr. Art Jeske, chair of the ADA Council on Scientific Affairs.

The BMPs also include steps for recycling amalgam waste and important questions to ask amalgam waste recyclers. "The good news," the brochure notes, "is that amalgam waste, kept separate from other wastes, can be safely recycled. ... The ADA strongly recommends recycling as a best management practice for dental offices."

Though dentistry contributes less than one percent of mercury released to the environment from human activity, according to the EPA's Office of Air Quality Planning and Standards, and following the BMPs is no guarantee that regulators will not impose mandatory controls, the Association is working with the EPA and regulators to convince them to rely on dentists' voluntary measures.

"The very foundation of our arguments," write Drs. Sekiguchi and Bramson, "is our often-expressed belief to regulators that we can effectively deliver the message to dentists to follow BMPs."

The president and executive director add, "We hope that in the near future, compliance with BMPs will be as commonplace in the dental office as masks and gloves." ■

## Bioplast

### A Breakthrough in Thermoplastic Technology

#### The Choice is Yours...

**M**onomer-free thermoplastic is ideal for any removable partials, full dentures and unilateral partials. It can also be used in combination with cast metal frame partials. Made from a thermoplastic nylon resin you and your patients can choose between various ethnic shades (clear, light pink, medium pink, and mahogany) and different flexibilities for optimal comfort and strength. Because Bioplast is lightweight and visibly transparent, it will blend perfectly with your patients gums.

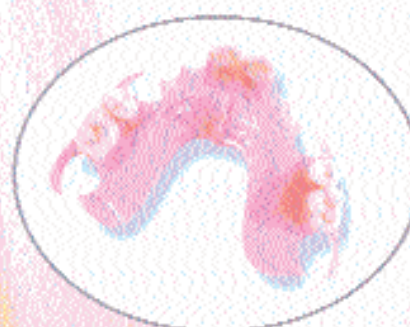
- More lightweight and transparent than before
- Can be relined and repaired
- Easy to adjust
- Non-Allergenic for patients
- Comes in different shades and flexibilities

**20% Off your first case!**

See page 12 of starter kit for more details.

**FREE Starter Kit, Supplies,  
and Overnight Shipping  
to our Lab**

Bioplast 2 is registered trademark of Continental Dental Laboratories



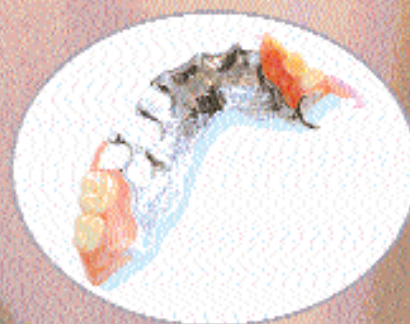
**Partial  
Complete**  
incl. premium teeth

**\$149**  
per arch



**Premium  
Dentures**  
incl. premium teeth

**\$155**  
per arch



**Combination  
Partial**  
incl. premium teeth

**\$165**  
per arch

**CONTINENTAL**  
Dental Laboratories

1873 Western Way  
Torrance, CA 90501

[www.continentaldental.com](http://www.continentaldental.com)

**Call Today for More Information**

**1-800-443-8048**



# States

Continued from page 20

• Maine was among the first states to pass a statute requiring amalgam separators, and it was the Maine Dental Association that introduced the legislative bill.

"Because the 121st Maine legislature was actively seeking ways to reduce the amount of mercury to zero percent, we introduced legislation to come up with a reasonable approach to lessening the amount of amalgam particles in dental wastewater, and assure that dentistry would have a major voice in statutes concerning mercury abatement," says Frances Miliano, MDA executive director.

The 2003 law requires any dental office that places, removes or modifies amalgam to install

## Best Management Practices for amalgam waste

an approved separator by Dec. 31, 2004. The separator must meet the ISO 11143 standard.

"Oral and maxillofacial surgeons are exempt in the statute, and other specialists, such as orthodontists, may also be exempt by definition," says Ms. Miliano. "Since the law was passed, the state department of environmental protection has

found other requirements for amalgam separators, which led to questions from vendors. The DEP then shut down its Web site that had listed approved amalgam separators for three months to sort out the questions raised. We are meeting with DEP May 11 to discuss their not aggressively enforcing the Dec. 31 deadline since dentists have lost several months to be in compliance."

• In Connecticut, lawmakers in June 2002 passed HB 5539 requiring all dental offices that place or remove amalgam to install amalgam separators by July 2003. In addition, the law states, dentists must adopt Best Management Practices for handling and disposal of amalgam. The state department of environmental protection accepted, as being in full compliance with this law, any separator that meets ISO Standard 11143.

"We have a long history of close cooperation with DEP. We've met with DEP at the capital, and they've attended our environmental safety meetings here at the CSDA," says Dr. Monroe Rackow, co-chair of the Connecticut State Dental Association's Environmental Safety/Infection Control Committee.

"Working hands-on with regulators," he adds, "we try to help craft how their directives are stated, on the actual verbiage, and we keep members notified. We hope to continue this cordial and productive relationship, on behalf of members."

• In New Hampshire, a 2002 law mandating amalgam separators is still in the process of being translated into approved rules for the separators.

"We have insisted that the rules be science-based and have worked closely with all interested parties, including state officials," says James Williamson, executive director of the New Hampshire Dental Society. "When they are finally approved, the NHDS will assist our members in fully complying with the rules and will continue to encourage our members to follow the ADA's Best Management Practices, which we have been promoting here for the past few years. Also, we will continue our presence at the table with state regulators, as good citizens, and to assure that the approaches taken are based on good science."

• In the Milwaukee area, the Milwaukee Metropolitan Sewerage District established new wastewater discharge rules Jan. 26 in response to requirements established by the state's department of natural resources. The rules apply to dental offices that place or remove amalgam. Offices must implement BMPs, with certification in early 2005, and install amalgam separators by Feb. 1, 2008. Before this deadline, dentists would also have to report their progress regarding installation.

"The Wisconsin Dental Association is working with the MMSD to guide dentists; putting forth our best effort to provide meaningful information to members so they know what questions to ask and which separator to choose," says Mara Brooks, director of WDA's government services.

"The choice of separator," she notes, "comes



### Real People. Real Results.

*"Patients had decreased plaque, a rejuvenated mouth and a happier hygienist. And they're more relaxed. Normally, patients are so afraid of a lecture when they come, but now they're just excited. Even when I use it, I know I've done the best job possible."*

—Francesca Taupken, RDH, Chicago, IL

In a recent 90-day practice-based evaluation of Sonicare Elite<sup>®</sup>, RDHs observed a reduction in visible plaque accumulation in more than half of their patients. 7 out of 3 RDHs noted an improvement in their own overall oral health.\*

Stop Brushing • Start Sonicare



PHILIPS  
**sonicare**  
the sonic toothbrush

To review the comprehensive results of this Practice Based Evaluation, visit: [www.sonicare.com/elite](http://www.sonicare.com/elite)

\*Based on a 90-day practice-based evaluation of the use of Sonicare Elite<sup>®</sup> electric toothbrushes. Results may vary by individual use.

**■ "We have a long history of close cooperation with DEP. We've met with DEP at the capital, and they've attended our environmental safety meetings here at the Connecticut State Dental Association."**

down to how involved the individual dentist wants to be in the maintenance and recycling process, and we're trying to make it easy for dentists to find a separator that meets both their office configuration and their general expectations on cost and maintenance."

• In San Francisco, the county's public utilities commission complied with federal and regional authorities by lowering limits, from 50 parts per billion to 87 parts per trillion, of allowable mercury from all sources that could be released into the bay and ocean, beginning this past January.

Dentists have two choices: install an amalgam separator and follow BMPs, or submit to regular testing of their wastewater and follow BMPs. All dentists had to apply for a permit, specifying which route they would follow, or request exempt status.

Dentists who chose to install an amalgam separator must do so by July 1; those few who selected the "self-monitoring" testing option may



be visited for sampling and analysis within 30 days, though city engineers say they haven't yet done any testing.

"Compliance by SFDS members with the new regulations has been excellent and the regulators themselves have gone out of their way, with workshops and seminars and answering our questions, to make the regulations as simple and straightforward as possible," says Dr. Donna Hurowitz, chair of the SFDS wastewater committee.

She adds, "The CDA and SFDS were concerned that, with the expense of the test and its likelihood that dentists wouldn't pass due to the ultra low level of allowable amalgam, 50 parts per billion, that it would be in dentists' best interests to instead just install an amalgam separator."

● In Seattle, rules mandated in June 2001 by King County required all dental offices connected to the King County water treatment system to be in compliance by July 1, 2003, with discharge limits for mercury and silver.

"Offices can demonstrate compliance by following dental wastewater BMPs adopted by the county, including installation of an amalgam separator and proper handling of an X-ray fixer," says David Hemion, assistant executive director of the Washington State Dental Association. "Initial compliance is estimated to have reached more than 95 percent."

Regarding the whole state of Washington, the WSDA signed in August 2003 a "memorandum of understanding" with the state's department of ecology to reduce mercury in dental office wastewater.

Under the approved MOU, the WSDA and regulators are "working together to encourage dental offices to adopt updated wastewater BMPs and technology, including voluntary installation of separators," says Mr. Hemion. "The WSDA is conducting statewide BMP workshops and presentations, and information is being mailed to all dentists this month."

As the WSDA has agreed to train and instruct members on updated BMPs and use of separators, the department of ecology "has agreed to recognize those dentists for adopting BMPs and acknowledge their compliance," says WSDA president-elect Dr. Lawrence Lawton.

Dr. Lawton, who also chairs the WSDA task force on amalgam waste, notes that, "As I travel around the state instructing dentists, I find that most dentists are aware of what's going on and are following BMPs. They've found that recycling was really quite easy." ■



Dr. Lawton

## Voluntary

*Continued from page 20*  
ment," says Dr. Boose. "The unique part is, the faster we comply, the longer the state won't subject dentists to any additional compliance. We also worked with separator companies on discounts to give MDA members some financial incentives to comply."

● In Vermont, the Vermont State Dental Society worked with the National Wildlife Federation to develop and publish "The Environmentally Responsible Dental Office: A Guide to Proper Waste Management in Dental Offices," for which the VSDS

received an ADA Golden Apple award in 2000.

Using this document, the VSDS has joined with the Vermont Agency of Natural Resources to encourage dentists to follow Best Management Practices. The VSDS continues to work with the agency on a pilot project to evaluate several amalgam separators on the market, which is expected to be completed this summer.

"As Vermont dentists voluntarily consider the installation of amalgam separators, the VSDS believes this pilot project will provide them a basis for determining which separator will best meet the needs of their individual practice," says Peter Taylor, VSDS executive director. ■

## Resources

*Continued from page 21*

This link includes relevant articles from The Journal of the American Dental Association: "Dental Mercury Hygiene Recommendations" (November 2003), "Purchasing, Installing and Operating Dental Amalgam Separators: Practical Issues" (August 2003) and "Laboratory Evaluation of Amalgam Separators" (May 2002).

● In addition to the brochure enclosed in this issue (on page 21), the ADA and the Naval Institute for Dental and Biomedical Research are co-producing a short instructional video that provides step-by-step guidelines on how to implement BMPs on amalgam waste in the dental office. The video is funded by a grant from the Great Lakes National Program Office of the U.S. Environmental Protection Agency, with additional funding provided by the American Dental Association.

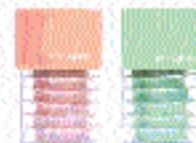
● As a companion piece to the video, the ADA is also producing a colorful poster suitable for display in an employee-only area of dental offices to remind staff of the "Dos and Don'ts" of handling amalgam waste. These informative materials will be on display at the ADA's 145th annual session in Orlando, Fla.

● For scientific questions regarding amalgam in dental wastewater or amalgam separators, contact the ADA Division of Science at "science@ada.org" or Ext. 2878. For questions regarding local implementation of BMPs or mandatory controls, including amalgam separators, contact your state or local dental society. ■

## Ooh La La!

Introducing

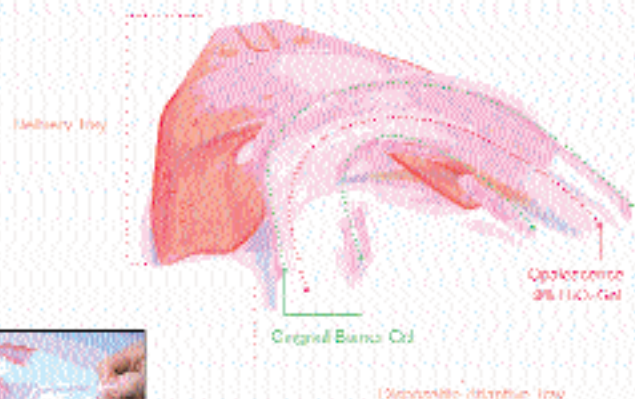
**tréswhite**  
by Opalescence



Trés Fit. Trés Fast. Trés Delicious. Introducing Tréswhite, the first pre-filled, adaptable, disposable whitening trays.

- Fast**
  - Active 9% hydrogen peroxide gel
  - No impressions, models, or lab time
- Fit**
  - Thin, comfortable tray easily adapts to fit all smiles (not just the front six teeth)
  - Delivery tray ensures proper placement
  - Protective gingival barrier gel ensures comfort for continual whitening
- Flavor**
  - Trés bon mint
  - Trés bon melon

Trés chic. Trés insignifiant. Trés bien.



**ULTRADENT**  
CORPORATION



# ADAF: 'Making lives better'

Access, education, research and charity programs benefit many

BY STACIE CROZIER

In today's world, \$1 million doesn't seem like a fortune.

But in fiscal year 2003, a total of \$1,080,282 in grants enabled 80-some grant

recipients to reach out to individuals nationwide with dental care, education, research initiatives and charitable assistance activities. The ADA Foundation's grants embody its vision: Improving health and making lives



**Making a difference:** Children in the Park Village Apartments in Stockton, Calif., receive oral health education in the Khmer language through an ADA Foundation grant to the Asian-Pacific Self-Development and Residential Association, which was also used to train five parents as oral health educators.

better, one person at a time.

In New York, 350 homeless children and their adult caregivers are receiving toothbrushes, toothpaste, floss, educational materials, group educational sessions and intensive personalized oral health counseling.

In Greensburg, Pa., 1,250 Head Start and Early Head Start children received ongoing dental health education using brushing puppets, books, bulletin boards and games.

In Chicago, a new training center for dental assistants is being established.

At the ADAF's Paffenbarger Research Center in Gaithersburg, Md., two undergraduate students were able to spend an intensive semester researching dental materials.

## ADA | FOUNDATION

American Dental Association Foundation

In Stockton, Calif., the Asian-Pacific Self-Development and Residential Association trained five parents as oral health educators and translated teaching tools in Khmer, serving more than 100 underserved children.

"Thanks to the continued generosity of our Annual Fund donors, the Foundation is able to provide grants that create, sustain and enhance programs in dental education, research, access to care, and assistance for dentists and their families in need," says Dr. Arthur A. Dugoni, ADAF president.

"Indeed, we're working together to improve health and make lives better, one person at a time."

During fiscal year 2003, the ADA Foundation funded the following grants to support access to care; education; research; and charitable assistance programs, including relief activities:

### Access to care

- Central Illinois Dental Education & Services, \$3,000;
- Children's Dental Health Project, \$10,000;
- Community Preventive Dentistry Award, \$14,774;
- Geriatric Oral Health Care Award, \$12,358;
- Harris Fund for Children's Dental Health Grant Program, \$190,000;
- Helping Hands Health Clinic, \$5,000;
- National Conference on Special Care Issues in Dentistry, \$10,000;
- National Foundation of Dentistry for the Handicapped, \$75,000;
- Northland Pines School District, \$1,078;
- Port Ministries, \$5,000;

**Clean up with Colgate®**

**Common Cents.**

**New standardized pricing! 69¢**

**Qualify for FREE paste and floss.\***

To order or for more information call **1-800-2COLGATE**  
(Use promotion code "ADN-03" when ordering.)

Receive our newsletter and special offers at [www.colgateprofessional.com](http://www.colgateprofessional.com)

\*Minimum point basis (4+ grams) required.  
Quantity of free Colgate items is based on quantity purchased. Offer good on national toothbrushes only.  
Offer pricing not for Colgate Total Advanced or Colgate Total Whitening. Not valid on other brands. Offer good on Colgate Professional Company 1045, the 1045 Light and the 1045 Whitening. Offer good on Colgate Professional Company 1045, the 1045 Light and the 1045 Whitening. Offer good on Colgate Professional Company 1045, the 1045 Light and the 1045 Whitening.

**#1 TOOTH PASTE**  
AS RECOMMENDED BY DENTAL PROFESSIONALS

**Colgate Total**



## ACCESSUPDATE

### Special Olympics Special Smiles

This year some 20,000-25,000 individuals across the U.S. and in 22 other countries worldwide will receive oral health screening through one of 100 or more Special Olympics Special Smiles programs.

More than 2,000 volunteer health providers and students will provide Special Olympics participants with dental screenings, dental hygiene education, goody bags of dental products and referral information for local dentists

who can provide them with regular care.

"After more than a decade, Special Olympics Special Smiles has really taken off and grown every year," says Dr. Stephen Corbin, Special Olympics University.

Dr. Corbin says that special needs athletes have a higher prevalence of periodontal infection, untreated dental decay and missing teeth than others in their age groups and up to 40 percent of those screened each year require care beyond routine as follow up after the event.

"The access to care, oral health education and data collection that SOSS generates is important to bring the needs of this population on the radar for policymakers."

For more information or to volunteer for a program near you, log on to "www.

specialolympics.org", click on the Health and Research link under the "Initiatives" section, then click on the Special Smiles link at the bottom of the page.

Or, call Shantae Polk, manager, Healthy Athletes, at 1-202-628-3630.

### New Chicago clinic

Dental indigent on Chicago's Southeast side will soon be able to access care two days a week through a new satellite dental clinic of the University of Illinois at Chicago, thanks to a federal Ryan White Title III grant.

The grant will enable the clinic to pay a dentist and purchase supplies. "It's a small but

comprehensive clinic which will have a counselor, an M.D., a nurse, social workers, people to help patients find services and of course the dentist," said Dr. Mario Alves, director of the Ryan White Clinic for HIV/AIDS patients and clinical professor of periodontics at the UIC College of Dentistry.

A local clinic will help ensure that neighborhood patients have more convenient care and will be more likely to return for follow-up care, Dr. Alves adds. "If patients have to come all the way to the College and drive and park or spend two hours on public transportation, they're not going to come for follow-ups if they feel good. But they'll go to a nearby neighborhood clinic."

—Reported by Stacie Crozier



**Improving oral health:** Hannah, an Early Head Start student in Greensburg, Pa., learns good oral health care skills in a program made possible in part by a grant from the ADA Foundation.

- St. Luke's Hospital & Health Network, \$4,000;
- The Care Clinic, \$3,000;
- University of Illinois Foundation, \$10,351;
- Webster County Health Unit, \$1,372.

#### Education

- American Dental Education Association, \$10,000;
- Dental Student Research Conference, \$40,922;
- National Museum of Dentistry, \$20,000;
- Oral Cancer Education Project, \$50,000;
- Scholarship Program, \$155,000;
- Superior Institute of Dental Education & Assistance, \$4,000.

#### Research

- ADA Symposium on Oral-Systemic Relationships, \$3,300;
- Guidelines on Preventing Bacterial Endocarditis, \$10,000;
- Health Screening Program, \$113,577;
- Paffenbarger Research Center, \$57,618;
- Norton M. Ross Award, \$12,198;
- Research Training Fellowship, \$35,000;
- Symposium on Xerostomia, \$3,300;
- Young Investigator Award, \$24,319.

#### Charitable assistance programs

- Relief Grants, \$186,115;
- Chemical Dependency Treatment Loan Program, \$10,000.

• GRAND TOTAL—\$1,080,282. ■

# "Over 2 million prescribed\*"



## BioTemps®

PROVISIONAL TREATMENT RESTORATIONS

"Isn't it time  
you prescribed  
them, too?"

5 Days  
In-lab

\$29

per unit



### Why choose BioTemps?

- 99.3% doctor satisfaction rate based on case remakes of 0.7% in the year 2001.
- Greater convenience and less stress for you because BioTemps are fabricated before you even prepare the teeth.
- Outstanding vital esthetics and 6-month guaranteed durability improves your provisional treatment results.



Before



After

\*Over two million units prescribed since 1988

Actual BioTemps full-mouth rehabilitation

For more info & nationwide pick-up

## 800.471.9757

Serving Dentists Since 1970



GLIDEWELL  
LABORATORIES

4141 MacArthur Blvd. • Newport Beach, CA 92660

See our full product line at [www.glidewell-lab.com](http://www.glidewell-lab.com)



# ADA on track

## Membership conference brings recent gains and future goals to the table



**Meeting of the minds:** Some of the 150-plus tripartite representatives at the Annual Conference on Membership Recruitment and Retention discuss matters March 26.

BY KAREN FOX

The ADA has made significant gains toward achieving its goal of increasing the Association's market share of active licensed dentists to 75 percent by 2005, but there's still work to be done.

Keeping the momentum alive and retaining the more than 2,000 members gained in the past year were ideas brought to the forefront during the Annual Conference on Membership Recruitment and Retention held March 26-27 at ADA Headquarters. More than 150 tripartite representatives attended the conference—a record turnout.

"We had the highest attendance at this year's conference, and that's positive," said Dr. William Lee, chair, ADA Council on Membership and conference speaker. "That's a true reflection on the positive effect that the Tripartite Grassroots Membership Initiative has had on state and local dental societies."

In addition to constituent and component representatives, attendees this year included staff and volunteers from the National Dental Association, the American Student Dental Association, American College of Prosthodontists, the Alliance of the American Dental Association and the Indian Dental Association.

ADA leaders celebrated gains made in particular groups of membership, including new dentists, student members, women dentists, minority dentists and federal dentists.

"An underlying theme throughout the conference was, once we have a new member, how do we keep that member?" said Dr. Lee. "Now we have work to do to get them active and involved in state and local societies, and find out what they want as members."

ADA President Eugene Sekiguchi praised the grassroots members working as team leaders and field representatives who participate locally in the day-to-day function of the Tripartite Grassroots Membership Initiative.

**■ "Now we have work to do to get them active and involved in state and local societies, and find out what they want as members."**

"Remember, we have managed to realize these gains at a time when the economy is uncertain and people are being very careful about their financial commitments," he said.

When reaching out to members and non-members, ADA Executive Director James B. Bramson encouraged the tripartite to continue the emphasis on value.

"We need to continue targeting key market segments," said Dr. Bramson. "With the new dentist market, it's important to remember that the new dentist of today may look a lot different from the graduates of a year ago."

Speakers at this year's conference included author/diversity expert Lawrence Otis Graham on "Using Proximity To Embrace Our Differences," Mark Levin on "Retention Wars: New Rules of Engagement" and Mary Byers on "How To Take the 'I' Out of Recruitment." Karen Burgess, ADA director of membership marketing, shared recent nonmember research with the group.

Dr. Jeffrey Seiver, a member of the Suffolk County Dental Society of New York's membership recruitment committee, attended the Annual Conference on Membership Recruitment and Retention for the second time.

"It's been very motivating," said Dr. Seiver. "In fact, two years ago we had only one member attend the conference. Then last year there were two. This year, our board of



# Compare

Our **rates**, our **benefits** and our **service** to your current professional liability coverage!

Assuming you're fully covered by your current malpractice insurance could jeopardize your financial security and your career. Protect yourself now because ... Inadequate coverage can leave you responsible for unexpected expenses!

**Call today for a quick rate quote**

Call **1-888-778-3981**  
or visit us on-line  
at **www.dentists-advantage.com/ada1**

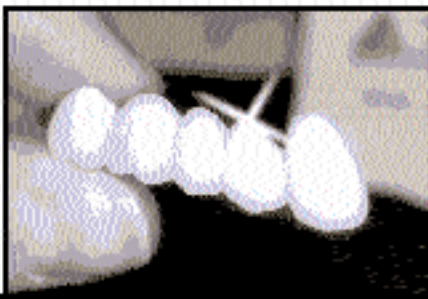
This material is for informational purposes only. All rates, terms, conditions, coverages and limitations are subject to underwriting. Policy exclusions may vary by state. Dentist's Advantage is a division of Affinity Insurance Services, Inc., in NY and RI, Affinity Insurance Agency, in MN and OK, Affinity Insurance Agency, Inc., and in CA, Affinity Insurance Agency, Inc. See Non-Direct Underwriting Administration License #0034426.



**Dentist's Advantage**  
PROFESSIONAL LIABILITY INSURANCE

© 2004 Affinity Insurance Services, Inc. A-10-CBT1

## You Can Have Beautiful Restorations Back in Your Office in 3 Days!



- One Certified Dental Technician Completes Your Casework In Two Days...  
**No Interruptions  
No Delays  
No Assembly Line**

- Your Finished Restorations Are Back In Your Office On The Third Day

Call Aaron Or Sandy At  
**800-252-0232**

<b>Porcelain-Fused-To</b>	
Base Alloy .....	\$79
Noble Alloy .....	\$95
High Noble White ....	\$105
High Noble Yellow ....	\$110
"Pinnacle/Captick" .....	\$105
All-Ceramic Frame .....	\$115
Gold Inlays/Crowns .....	\$90
Porcelain Veneers .....	\$90
Porcelain Inlays/Crowns ..	\$99
Nano-Hybrid Composites ..	\$75
"Shine-Temp" Provisionals ..	\$25
<i>Fees Include All Alloys</i>	

Aaron A. Anderson, CDT  
Production Manager

Sandy Lammendörfer  
Technical Service Coordinator



**TRIPALAY**  
DENTAL LABORATORY, INC.

Baypointe Business Center,  
6600-1 Youngmans Circle  
Jacksonville, FL 32214  
(904) 771-1684



delegates sent four members.”

Representatives from the Maryland State Dental Association took home practical tips on creating the personal touch in communication with members.

“Most helpful to us was the idea of personal contact—making sure that everyone gets hands-on service and actually gets a phone call or face-to-face type service,” said Dr. William Martin III, MSDA’s membership chair and a team leader for the TGMI.

“We’ve already begun doing that from the central office for non-renew dues. Right now everyone who doesn’t renew gets a phone call,” added Dr. Martin. “We’d like to take it one step further and start a program where board members and leaders drop in dental offices and make personal contact with members.” ■



**Statagizing:** Kathy Ridley, left, Illinois State Dental Society staff, chats with Dr. Andrew Browar, Tripartite Grassroots Membership Initiative team leader, Chicago Dental Society.



**Speaking out:** Author/diversity expert Lawrence Otis Graham shares his views on “proversity” with the conference attendees.

## Are you blocking pop-ups on ADA.org?

If you are running pop-up blocking software on your computer, you may be missing out on all your Association’s Web site has to offer.

Pop-ups—extra Web browser windows that open automatically when visiting a Web site or selecting a hyperlink—are used extensively on the World Wide Web to display supplementary information, messages, advertising and other content. The Association’s Web site, ADA.org, employs pop-ups to display external Web sites, downloadable documents and forms.

Software applications or Web browser plug-ins designed to block pop-ups can prevent access to such content. Pop-up blocking software is available in stand-alone applications, as a component of Web browser toolbars available from Google, Yahoo!, MSN and others and through Internet service providers such as America Online and EarthLink.

Many pop-up applications include an option to selectively allow pop-ups from specific Web sites or compile a list of sites from which pop-ups are allowed. When visiting the Association’s Web site, please ensure that pop-up blocking software you may be using is set to allow pop-ups from ADA.org. ■

## Practice tips ADA wants to know

Do you have a practice management secret? Share it with the ADA. Share it with your colleagues.

What re-energizes your staff? What keeps your practice humming? Both innovative and traditional practice and staff management techniques are welcome contributions. The ADA wants to hear about all of your success strategies and urges you to share them with your peers.

The ADA Council on Dental Practice and ADA Salable Materials Department will compile these ideas in a new publication.

To submit an idea, call Candace Robertson, Department of Salable Materials, toll-free, Ext. 4719 or e-mail “robertsonc@ada.org”. ■

An advertisement for Crest Whitestrips Supreme and Glide Floss. The background is a solid blue. In the upper right, a box of Crest Whitestrips Supreme is shown, tied with a white ribbon. A white string is tied around the box and extends down to a box of Original Glide Floss in the lower left. The text "WE'VE TIED IT ALL TOGETHER." is written in white capital letters across the middle. To the right of the floss box, there is text about the #1 floss and where to order it. At the bottom right is the Crest logo and the tagline "Healthy, Beautiful Smiles For Life".

**WE'VE TIED IT ALL TOGETHER.**

**The #1 floss\* has joined the Crest family.** This means you can provide a complete oral care regimen to your patients with convenient ordering from one company.

Order Glide today through your local Crest Representative, online at [dentalcare.com](http://dentalcare.com), or by calling Crest at 1-800-543-2577.

**Crest**

Healthy, Beautiful Smiles For Life

\* The #1 recommended brand of dental floss among U.S. dental professionals. The 50M Glide Floss is also the #1-selling item of floss in U.S. grocery and drug stores.

© 2004 P&G PGC-1434 C/JAND0047



# Annual Session

## ADA tours serve up juicy attractions

BY STACIE CROZIER

Orlando, Fla.—The world's No. 1 tourist destination has so many attractions to explore, you might be wondering where to start.

Annual session hours are Thursday, Sept. 30, 8:30 a.m.-5 p.m.; Friday, Oct. 1, 8 a.m.-5:30 p.m.; Saturday, Oct. 2, 8:30 a.m.-5 p.m.; and Sunday Oct. 3, 8:15 a.m.-5 p.m. The ADA Marketplace exhibition will also be open Oct. 1-3. In addition, the ADA has created 24 different tours—specially designed to give annual session goers a chance to explore the best of Central Florida's theme parks, restaurants, shopping, culture, history and recreation.

Start with this great introductory tour:

- “Welcome to Orlando! Presentation” is a great 45-minute interactive presentation that introduces you to Orlando's many recreations. Tickets are \$5 per person; Sept. 30, 8-8:45 a.m. and Oct. 1, 9:30-10:15 a.m.

Then, choose from 23 other great getaways that will help you make the most of your stay in Orlando:

- “Airboat Adventure at Old Florida Fish Camp” gives you a chance to travel into the Everglades to spy on a variety of birds, reptiles and plants, including alligators. Tickets are \$55 per adult and \$45 per child (ages 3-11); Sept. 30 and Oct. 2, 8:30 a.m.-12:30 p.m.

- “Biking and Blading on West Orange Trail” offers a self-paced workout with views of citrus groves and expansive landscapes along a 19-mile trail. Tickets are \$34 per person; Oct. 1, 1-4:30 p.m. and Oct. 4, 9 a.m.-12:30 p.m.

- “Chalet Suzanne and Historic Bok Sanctuary” combines fabulous dining and a guided tour of Chalet Suzanne, an enchanting 70-acre estate, followed by a visit to the 128-acre gardens of the Bok Sanctuary. Tickets are \$54.75 per person; Oct. 1 and Oct. 3, 10:30 a.m.-4:30 p.m.

- “Cirque Du Soleil” blends acrobatics, music and drama into one world-renowned performance at the La Nouba Theater in Downtown Disney. Tickets are \$85 for adults, \$50 for children (9 and under) for Tier 1 seating and \$72 for adults and \$42 for children (9 and under) for Tier 2 seating; Sept. 30, 6-7:30 p.m. and 9-10:30 p.m.

- “Disney's Gardens of the World” gives gardening enthusiasts a behind-the-scenes look at how the landscaping “show” sets the stage for Disney magic. Tickets are \$79.75 per person (ages 16 and over); Oct. 1, 12:30-4:30 p.m.

- “Disney's Grand Floridian Tea & Shopping” offers an elegant afternoon that begins with a high tea at Disney's Grand Floridian Resort and Spa followed by a trip to Downtown Disney's Marketplace, where waterfront shops hold treasures from around the world. Tickets are \$49.50 per adult and \$39.50 per child (ages 3-11); Oct. 1 and Oct. 3, 1:30-5:30 p.m.

- “Disney's Innovation in Action” showcases the accomplishments of Disney founder Walt Disney, from his first talking cartoon in 1928 to his vision of an Experimental Prototype Community of Tomorrow. Tickets are \$104.75 per person (ages 16 and over); Sept. 30, 1:30-5:30 p.m. and Oct. 4, 9 a.m.-1 p.m.

- “Harry P. Leu Gardens” features 57 acres of lovely gardens and a turn-of-the-century restored house and museum. Tickets are \$24.75 per adult and \$20.75 per child (ages 3-11); Oct. 1 and Oct. 2, 8:30 a.m.-12:45 p.m.

- “Hidden Treasures of the World Showcase” offers in-depth study of the cultures of Epcot's



**Florida-style fun:** From the space-age wonders of the Kennedy Space Center (top left and rotating clockwise), to the largest formal rose garden and camelia collection in the South at the Harry P. Leu Gardens, to ancient American antiquities at the Orlando Museum of Art, to the wet wonderful fun of SeaWorld Orlando, ADA tours offer a glimpse of Orlando's best attractions.

international community, including art, architecture and costumes. Tickets are \$79.75 per person (ages 16 and over); Oct. 2, 1:30-5:30 p.m.

- “House of Blues' Gospel Brunch” lays out a lavish Mississippi Delta-style buffet plus inspirational music by local gospel groups—an event billed to feed the body and the soul. Tickets are \$43 per adult and \$34.75 per child ages 3-11; Oct. 3, 10 a.m.-1 p.m.

- “Universal Studios Florida Islands of Adventure Exclusive VIP Tour” gives you a day of unrivaled fun at the Islands of Adventure theme park that includes priority entrance and preferred seating for at least eight attractions. Tickets are \$195 per adult and \$185 per child (ages 3-11); Sept. 30, 9:30 a.m.-3:30 p.m.

- The “Kennedy Space Center” tour will include the visitor complex, the observation gantry, the Apollo/Saturn V Center and the IMAX Theater. Participants can also explore a variety of self-paced exhibits on their own, including the rocket garden and a full-scale replica of the space shuttle. Tickets are \$51.75 per adult and \$44.75 per child (ages 3-11); Sept.

30 and Oct. 2, 8:30 a.m.-4:30 p.m. and Oct. 3, 9:30-5:30 p.m.

- “Lakeridge Winery & Vineyards Tour and Tasting” gives a thorough look at the harvesting and winemaking processes that have won over 180 medals in wine competitions worldwide, plus a chance to sample Lakeridge's distinctive Florida wines. Tickets are \$17.50 per person; Sept. 30 and Oct. 2, 1-4:15 p.m.

- “Ming Court Restaurant Sushi Demonstration and Luncheon” will introduce you to the simple and delicious world of sushi, from learning to prepare traditional favorites to modern adaptations. Includes a bamboo rolling mat and lunch. Tickets are \$49 per person; Oct. 2 and Oct. 4, 11 a.m.-2:30 p.m.

- “Orange County Regional History Center” in the historic 1927 county courthouse offers a state-of-the-art, interactive journey from 12,000 years ago to the present, highlighting how diverse residents and visitors share a sense of community. Tickets are \$24.75 per person; Sept. 30 and Oct. 2, 12:30-4:30 p.m.

- “Orlando Museum of Art” in Loch Haven

Park includes collections from the ancient Americas, American portraits, landscapes, and contemporary art as well as traveling exhibits. Tickets are \$24.75 per person; Oct. 1, 1-4 p.m.

- “Outlet Shopping” will let shoppers hunt for bargains at the best outlet shopping centers in the area, including the Belz Factory Outlet, the Bass Pro Outlet and the Orlando Premium Outlet Center. Tickets are \$17 per person; Oct. 3, 1-5 p.m.

- “SeaWorld's Animal Rescue” gives you a look at the park's rescue and rehabilitation program for manatees and sea turtles, plus a tour of the quarantine, lab and surgery facilities in the state-of-the-art center. Then, spend the rest of the day exploring the rides, shows and exhibits at SeaWorld Adventure Park. Tickets are \$75 per adult and \$68 per child (ages 3-11); Oct. 1 and Oct. 3, 9:30 a.m.-4:45 p.m.

- “Shopping at The Mall at Millenia” gives you access to more than 150 upscale fashion shops and restaurants covering 1.2 million square feet, including Neiman Marcus, Bloomingdale's and Macy's. Tickets are \$16 per person; Oct. 1, 9:45 a.m.-2:30 p.m.

- “‘Talking’ Dolphin Pontoon Cruise” takes you from a desert sand ridge to an ancient ocean floor to dense woods and then to the St. Johns River. Hear dolphins talking to each other over your pontoon's hydrophone system as you cruise around the Merritt Island National Wildlife Refuge. Tickets are \$62.75 per adult and \$49.75 per child (ages 3-11); Oct. 3, 12:30-5:30 p.m. and Oct. 4, 8 a.m.-1 p.m.

- “Truffles & Truffles Cooking Class,” takes you to one of the Food Network's top five cooking schools in the nation where Marci Arthur, chef and owner of Truffles and Truffles Inc. will teach her pupils that cooking can be “a joyful, creative and relaxing experience that keeps on giving.” Enjoy lunch from the menu and shopping in College Park before returning. Tickets are \$69 per person; Sept. 30, 11 a.m.-3 p.m.

- “Winter Park Culture Tour” takes you to the artists' haven and vacation retreat of Winter Park. Enjoy a scenic boat tour, followed by a visit to the Charles Hosmer Morse Museum of American Art with the world's most comprehensive collection of Tiffany leaded and art glass. A French cuisine lunch at Chez Vincent and shopping along Park Avenue are also included. Tickets are \$60 per person; Sept. 30 and Oct. 2, 9 a.m.-4:45 p.m.

- “Wolfgang Puck Café Cooking Demonstration & Luncheon” gives you a chance to try your hand at Puck-style innovative cooking at the Wolfgang Puck Café in Downtown Disney West Side. The class is taught by the restaurant's executive chef and sous chefs, who have been trained under Puck's direction. Includes lunch, recipe cards and a chance to shop after lunch. Tickets are \$69.75 per person; Oct. 3, 11 a.m.-3:30 p.m.

Full details on all tours are available through the ADA's annual session Web site at “[www.ada.org/goto/session](http://www.ada.org/goto/session)”. Tour reservations and tickets are available through Hello Florida! Inc. and can be made online, by mail or by fax. You must be registered for annual session to participate in the tour program.

To request an annual session Preview, please call 312-440-2707, e-mail “[annualsession@ada.org](mailto:annualsession@ada.org)” or download from the Web site in PDF format. The deadline for advance registration and advance tour ticket purchase is Friday, Aug. 20. ■

Photos courtesy Orange County Convention and Visitors Bureau



# Orlando

*Continued from page one*  
and attractions of one of the world's most popular family vacation destinations."

"Come attend the ADA meeting, learn some new skills and enjoy the sun and fun of Orlando," says Dr. James B. Bramson, ADA Executive Director. "The meeting promises to be one of our best, a place where you can hear world-class clinicians, visit the new ADA Marketplace to inspect the latest in dental equipment and technology, and even take in a special event like the Bill Cosby concert. I'll see you there!"

The high-profile sunshine and attractions of Central Florida set a shining backdrop for some exciting ADA-exclusive events, says Dr. John Olmsted, chair of the Council on ADA Sessions and annual session general chair.

"We're excited to offer some unparalleled entertainment, including former British Prime Minister John Major and astronaut James Lovell as this year's ADA/Sonicare Distinguished Speakers, the comedy of Bill Cosby and a private evening at Universal Studios for ADA attendees and their families," says Dr. Olmsted. "Those attending can also focus on how to enhance their clinical skills, their practice and their personal lives through special programs like the Women's Health Conference and the all-new Men's Health Conference, Tech Day, Team Building and the all-new ADA Marketplace—an innovative design for technical exhibits that will make your shopping experience easy and convenient."

Special attractions for annual session 2004 include:

- The ADA/Sonicare Distinguished Speaker Series, featuring former British prime minister John Major on Friday, Oct. 1, at 8 a.m., and Capt. James Lovell Jr., captain of the Apollo 13



**Island-hopping fun:** Islands of Adventure, part of Universal Orlando, features rides and shows on five different islands.

personal asset—your health. The HSP is available Sept. 30-Oct. 2, 8 a.m.-4 p.m. and Oct. 3, 8 a.m.-noon.

- Four full days of continuing education, more than 230 programs, including participation workshops, conferences, registered clinics

and no-fee programs on a comprehensive range of clinical, practice management and enrichment topics. New this year, all fee and no-fee courses require a ticket.

- "Integrated Office Technology: The Key to Success in the Modern Dental Practice"—a new

three-part continuing education series that offers practical advice on how to integrate the latest technologies into your dental practice in three no-fee 1-1/2-hour sessions.

- Post-session seminars: "Update In Esthetic Restorative Materials" by Dr. Terrence E. Donovan and "How Dentists Lose Money Every Day," by Joy Millis, at the Ritz-Carlton Grande Lakes Resort Oct. 4 and 5.

Continuing education offers something for everyone, says Dr. James R. Williamson, program director. "I'm so excited about some new things we're offering this year," he says. "We've got some innovative programs that will help you address issues emerging in dental practice."

Offered for the first time, a full-day Aging Conference Oct. 1, "Maintaining Oral Health See *ORLANDO*, page 46



**Food for body and soul:** The House of Blues Gospel Brunch is a Sunday tradition in Orlando.

lunar mission, on Sunday, Oct. 3, at 8:15 a.m.;

- The all-new ADA Marketplace—a new concept for the meeting's technical exhibition that makes it more convenient to find the products and services you're seeking (See story, page 46.);

• Special events, including the "Disney's Epcot Dining Experience and Illuminations: Reflections of Earth," Thursday, Sept. 30, including cuisine from France, Italy, Japan, Mexico and Morocco, followed by Epcot's famous fireworks spectacular; the Oct. 1 ADA/AADA luncheon fundraiser event, "Dishing up Smiles;" an evening of comedy with Bill Cosby on Oct. 1; an ADA exclusive evening at Universal Studios Orlando on Oct. 2; and the Presidential Gala on Monday, Oct. 4 featuring dinner, entertainment by CIRQUE musicians and performers and dancing.

- The 41st annual ADA Foundation Health Screening Program, which gives you four days to take advantage of a free health screening worth up to thousands of dollars, but priceless in protecting your most important business and



American Dental Association

## If you don't tell your patients about DR, who will? The Tooth Fairy?



- Direct Reimbursement (DR®) is a freedom-of-choice, fee-for-service dental plan promoted by the ADA.
- DR is a simple, cost effective alternative to traditional dental insurance.
- DR means no preauthorization requirements, no waiting periods and no question about what's covered.
- DR lets you plan treatment with your patient alone, with no interference from a third party. It can also reduce paperwork and red tape in your office.
- The ADA and many dental societies have developed free resources to assist your dental office in promoting Direct Reimbursement (DR) to patients.

Visit us online at  
**[www.ada.org/DR](http://www.ada.org/DR)**  
 Or call the ADA's Dental Benefit  
 Information Service at ext. 2746  
 to order your free brochures.





# Opening Oct. 1

## All-new ADA Marketplace will make its debut at annual session

BY STACIE CROZIER

Orlando, Fla.—A new shopping experience awaits you at annual session as the ADA launches a new name and a whole new way of doing business on the exhibit floor—the New ADA Marketplace.

This year you'll be able to navigate the 700-plus exhibitors' booths at ADA Marketplace easily and conveniently with a new color-coded arrangement that helps you shop, compare and

buy in four basic categories.

"This year the ADA Marketplace will be the place for you to touch and feel dental products and supplies before you purchase them," says Dr. John Olmsted, annual session chair. "With over 700 companies organized to make your exhibition experience more efficient and enjoyable, the ADA Marketplace offers the most choices of business solutions for your practice, in a new way that helps optimize your time."



Looking for over-the-counter and pharmaceutical products? Check out the red section of the ADA Marketplace. Dental Services can be found in the Blue section; Materials and

Infection Control in the Purple section; and Instrument and Equipment in the green section.

Shop Friday, Oct. 1, 9 a.m.-5:30 p.m.; Saturday, Oct. 2, 8:30 a.m.-5 p.m.; and Sunday, Oct. 3, 9 a.m.-4 p.m.

The ADA

Marketplace will feature exhibitor discounts, rebates and specials, a chance to win a trip for two to Super Bowl XXXIX and much more.

Check out the New Product Showcase to see the latest, most innovative products that have just hit the market—all in one convenient location.

You can also earn continuing education credits in a variety of one-and-a-half-hour programs on the latest technologies and office designs. Start off your Saturday with the Exhibitor Power Breakfast at 8:30 a.m. where you can network with exhibitor representatives and get a jump on shopping over a complimentary continental breakfast. And make sure you put the newly redesigned ADA Pavilion on your must-see list, where you can learn more about a variety of ADA member services and take a chance to win a new car.

You can start planning your shopping right now. Log on to "www.ada.org/goto/session" for a virtual visit to the ADA Marketplace, complete with a list of exhibitors, company overviews and product descriptions and a tool to help you create a shopping list. ■

## Orlando

Continued from page 45

For A Lifetime: The Challenge of Alzheimer's Disease" and a half-day program, "Caregiver Awareness in the Dental Office," are designed to help dental professionals address the needs of older patients and their caregivers.

Other new programs include "A Day with the Pankey Institute: Creating Beautiful Long-lasting Results"; the special day-long program for new dentists, "Making the Right Choices As A Young Dentist: The Dentist as CEO"; "Team Building Conference IX" with five new speakers who will add a new dimension to a seasoned annual session favorite; a dozen hour-long "rising star" lectures presented by emerging specialists on a variety of cutting edge clinical topics, and much more.

Outside the convention center, you'll want to explore the wonders of Orlando and Central Florida.

"Late September and early October should have some wonderful weather for you to enjoy," says Dr. Hutson E. McCorkle, chairman of the committee on local arrangements. "Annual session entertainment is designed for both adults and youngsters alike, so plan to bring your family and staff. We expect a very large crowd, so please make your plans and reservations early. You may even want to stay a little longer and enjoy all of Central Florida."

The ADA's tour program offers a slice of everything that makes Florida special, from theme parks to natural wonders to dining to shopping to culture. See a complete list of tours on page 44.

Advance registration is open now. Register by mail, fax or online. Check out your new annual session Preview, a 128-page full color guide to annual session CE, special events, tours, hotels and much more that should be reaching your office this month. Or log on to "www.ada.org/goto/session". ■

### UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF FLORIDA MIAMI DIVISION

IN RE:  
MANAGED CARE LITIGATION

THIS DOCUMENT RELATES TO  
1190VILN TRACK CASES ONLY

MDL NO.: 1884  
MASTER FILE NO.:  
00-1334-MU-MOHLNO

#### SUMMARY NOTICE OF PROPOSED SETTLEMENT WITH AETNA INC.

IF YOU ARE A DENTIST OR DENTIST GROUP WHO PROVIDED COVERED SERVICES TO ANY INDIVIDUAL ENROLLED IN OR COVERED BY AN AETNA DENTAL CARE PLAN AT ANY TIME BETWEEN AUGUST 15, 1995 AND APRIL 23, 2004, PLEASE READ THIS NOTICE CAREFULLY. THIS CLASS ACTION AND THE PROPOSED SETTLEMENT MAY AFFECT YOUR RIGHTS.

If you are or have been a dentist or dentist group who actively practiced in the United States at any time since August 1995 or a dentist or group that includes such dentists, your rights may be affected by a proposed settlement with Aetna Inc. ("Aetna") in a class action lawsuit known as *MDL v. Aetna Inc.*, Master File No. 00-1334 MD MOHLNO (the "Action"), which is part of a federal multi district litigation that is pending in the U.S. District Court for the Southern District of Florida (the "Court") called *In re: Managed Care Litigation*, MDL Docket No. 1884 (Provider Track Cases). The class representatives and the American Dental Association ("ADA") have agreed to settle all claims against Aetna in the Action in exchange for Aetna's adoption of a number of changes to its business practices and the establishment of a settlement fund against which members of the Class (as defined below) can make either claims for a settlement payment or contributions to a charitable foundation. The Court has scheduled a hearing to consider the fairness, reasonableness and adequacy of the proposed settlement with Aetna, together with certain other matters, to be held on July 20, 2004 at 2:30 p.m. at the United States Courthouse, U.S. District Court for the Southern District of Florida, 801 N. Miami Avenue, Miami, Florida. You may be a member of the Class who therefore would be entitled to receive the benefits of the proposed settlement. As a member of the Class, however, you will also be bound by the release and other provisions of the settlement if it is approved by the Court. You may elect to opt out of the Class and the settlement, as explained below. You also have a right to object to the settlement or to the applications for attorneys' fees and representative plaintiffs' fees that counsel for the Class intend to make to the Court, but only if you comply with the procedures described in this notice or the other resources it refers to.

#### WHAT IS THE LITIGATION ABOUT?

The Action has been brought by the representative plaintiffs, who are practicing dentists, and the ADA, on behalf of dentists and dentist groups, against Aetna. The complaint alleges that between 1995 and 2003, Aetna improperly denied, delayed and/or reduced payment to dentists by engaging in several types of allegedly improper conduct, such as alleged improper automobile bundling and downcoding of dental procedure codes, alleged violation of applicable prompt pay statutes, and alleged underpayment for out of network services. The complaint seeks relief on behalf of a purported nationwide class under various theories arising under federal and state statutory and common law.

#### WHO IS INVOLVED?

The proposed settlement, which is only with Aetna, will be on behalf of a class (the "Class") consisting of any and all dentists and dentist groups who provided covered services to any individual enrolled in or covered by a plan offered or administered by Aetna during the period beginning on August 15, 1995 and ending on April 23, 2004 (the date that the Court entered its order preliminarily approving the proposed settlement and directing that this notice be provided to you). While the total number of Class members is not yet known, the parties estimate that the total number could reach or exceed 150,000.

#### THE PROPOSED SETTLEMENT

Under the proposed settlement, Aetna has agreed that it will make significant changes to certain business practices. In addition, Aetna will fund a settlement fund from which donations will be made to a charitable foundation and against which dentists who are members of the Class will be able to make claims for a settlement payment according to a formula that is set forth in the settlement agreement. This settlement consideration is described more fully in a longer notice that has been mailed directly to the members of the Class. If you have not received the mailed notice, you can access it and other information about the settlement at [www.aetna.com](http://www.aetna.com), [www.pomerantzlaw.com](http://www.pomerantzlaw.com) or use the resources described below. Only claims against Aetna will be resolved in the Action if the settlement is approved.

#### YOUR RIGHTS

If you want to participate in the proposed settlement fund, you must complete a Proof of Claim form, sign it in the presence of a Notary Public, and return it to the Settlement Administrator **POSTMARKED NO LATER THAN JULY 2, 2004**. The form and the address to which it must be sent can be obtained on Aetna's website, [www.aetna.com](http://www.aetna.com), through the website

of Class counsel at [www.aetna.com](http://www.aetna.com), or on the website of the Settlement Administrator at [www.bardonclaims.com/claims](http://www.bardonclaims.com/claims). If you submit a claim form or if you do not do anything, you will be considered a participant in the proposed settlement, but you will only be entitled to payment if you timely submit a proof of claim form. In either case, you will be bound by all orders of the Court relating to the settlement and if the settlement is approved, certain possible legal claims you may have against Aetna (which Aetna disputes), will be resolved and forever released.

If you want to be excluded from the proposed settlement, you must submit a request for exclusion. This must be signed by you and must include: your name, business address and telephone number and all Federal Tax Identification Numbers under which you have sought or received reimbursement from an insurance company. Any submissions on behalf of a group must identify (by name and Social Security Number) each individual dentist whose services were billed under the group's Tax Identification Number. Unless the individual dentist submits a separate request for exclusion, that dentist will not be excluded from the settlement for any other Tax Identification Numbers used by the dentist to submit claims to Aetna. The completed request must be **POSTMARKED NO LATER THAN JUNE 30, 2004**, and mailed to:

Managed Care Litigation Exclusions  
c/o Bardon Claims Administration LLC  
P.O. Box 9014  
Jericho, NY 11758 8914

The Court has scheduled a hearing to consider the proposed settlement and other matters, which will take place on July 20, 2004, at 2:30 p.m. at the U.S. District Court for the Southern District of Florida, 801 N. Miami Ave., Miami, Florida. At that hearing, the Court will determine, among other things, whether the proposed settlement with Aetna should be approved as fair, reasonable and adequate, whether the proposed settlement class should be certified, whether the Court should award attorneys' fees and expenses to plaintiffs' counsel or to the representative plaintiffs in the Action, and certain other matters. You may attend this hearing if you wish, but you do not have to attend in order to participate in the proposed settlement.

If you wish to object to the proposed settlement, or to appear at the settlement hearing to present such an objection, you must submit a written objection in accordance with the procedures and deadlines that are described in the longer notice. If you have not received that notice, you should request it from one of the sources identified below. If these procedures and deadlines are not followed, you may lose significant legal rights, including, but not limited to, the right to have your objections considered by the Court.

#### For Complete Information Write to:

D. Brian Hurlford, Esq. & Robert J. Axelrod, Esq.  
Pomerantz Haudick Black Grossman & Gross LLP  
100 Park Avenue  
New York, NY 10017 5516

#### Or Visit:

[www.aetna.com](http://www.aetna.com)  
[www.ada.org](http://www.ada.org)  
[www.pomerantzlaw.com](http://www.pomerantzlaw.com)  
[www.bardonclaims.com/claims](http://www.bardonclaims.com/claims)

#### For a Copy of the Full Notice and Proof of Claim contact the Settlement Administrator at:

Managed Care Litigation  
c/o Bardon Claims Administration LLC  
P.O. Box 9014  
Jericho, NY 11758 8914  
Phone: (800) 765 8330  
Fax: (516) 931 0810  
Website: [www.bardonclaims.com/claims](http://www.bardonclaims.com/claims)

PLEASE DO NOT CONTACT THE COURT DIRECTLY



# Book now for great hotel rates

*Orlando, Fla.*—Looking for a place to hang your hat (or store your bathing suit) while attending annual session activities?

The ADA has secured outstanding rates in 45 hotels in preferred locations throughout Orlando. To take advantage of the ADA rates and to receive an ADA Shuttle Pass, book your room through the ADA.

Hotels are listed in alphabetical order, along with the daily rate and distance from the convention center.

- Buena Vista Suites, \$119 per night, 4 miles from the convention center;
- Caribe Royale, \$149, 6 miles;
- Courtyard by Marriott, International Drive, \$129, 1 mile;
- Courtyard by Marriott, Lake Buena Vista, \$95, 6 miles;
- Courtyard by Marriott, Walt Disney World, \$149, 16 miles;
- Crowne Plaza Resort and Suites, \$89, 2 miles;
- Crowne Plaza Universal, \$125, 1.5 miles;
- Disney's Beach Club Resort, \$199, 8 miles;
- Disney's Port Orleans Riverside Resort, \$128, 7 miles;
- Doubletree Guest Suites Resort, \$139, 6 miles;
- Embassy Suites, Jamaican Court, \$149, 1 mile;
- Embassy Suites, Orlando International Drive, \$159, 0.5 miles;
- Embassy Suites Resort, Lake Buena Vista, \$149, 3.5 miles;

## Annual Session

- Grosvenor Resort, \$99, 7 miles;
- Hampton Inn Lake Buena Vista, \$80, 6 miles;
- Hampton Inn Convention Center, \$99, 0.5 miles;
- Hard Rock, A Loews Universal Hotel, \$174, 4 miles;
- Hilton Garden Inn at SeaWorld, \$109, 1 mile;
- Hilton Grand Vacations Club, a SeaWorld International Center, \$114 single/\$144 double, 2 miles;
- Hilton Walt Disney World, \$229, 15 miles;
- Holiday Inn International Drive Resort, \$125, 2 miles;
- Homewood Suites Hotel Orlando, \$119, 0.08 miles;
- Homewood Suites, Lake Buena Vista, \$109, 4 miles;
- Hotel Royal Plaza, \$109, 6 miles;
- J.W. Marriott Grande Lakes, ADA Co-Headquarters Hotel, \$225, 3.5 miles (not available for general reservations);
- LaQuinta Inn & Suites, Convention Center, \$92, 0.5 miles;
- Orlando Marriott World Center, \$199, 5 miles;
- Peabody Orlando, \$242, 0.25 miles (walkable);
- Portofino Bay, A Loews Universal Hotel, \$199, 4 miles;
- Renaissance Orlando Resort, \$189, 1 mile;
- Residence Inn, Convention Center, \$119, 0.5 miles;
- Residence Inn, SeaWorld, \$129, 2 miles;
- Ritz-Carlton Grande Lakes, ADA Co-Headquarters Hotel, \$260, 3.5 miles (not available for general reservations);
- Rosen Centre Hotel, \$210, 0.25 miles (walkable);
- Rosen Plaza Hotel, \$180, 0.25 miles (walkable);
- Royal Pacific Resort, A Loews Universal Hotel, \$165, 4 miles;

- Sheraton Safari Resort Hotel, \$99, 8 miles;
- Sheraton Studio City Hotel, \$130, 2 miles;
- Sheraton World Resort, \$155, 0.5 miles;
- Sierra Suites Hotel Pointe, \$119, 0.75 miles;
- Sierra Suites, Lake Buena Vista, \$109, 4 miles;
- Springhill Suites, Convention Center, \$119, 0.5 miles;
- Staybridge Suites, \$139 single/\$159 double, 0.5 miles;
- Walt Disney World Swan, \$195, 9 miles;
- Wyndham Orlando Resort, \$129, 0.5 miles;



Photo courtesy Orange County Convention and Visitors Bureau

- Wyndham Palace Resort, \$185, 10 miles.

For a complete listing of hotels and amenities, log on to "www.ada.org/goto/session" and click on the "View Hotel Descriptions" link. You can also access a PDF map and rate chart by clicking on the "Download Hotel Map and Rates" link. ■

**A close-up look:** View the opulent private homes and estates of Winter Park while cruising along beautiful lakes and canals.

**WANTED:**  
Professional to handle billing, payables, marketing,  
computer support and numerous other tasks.

**OCA OutSource**  
**1-866-OCA-4YOU**

### OBJECTIVE

To provide business solutions for dental professionals that will enable doctors to enhance their practice productivity leading to greater profits without increased hours.

### SKILLS

Collections  
Patient Billing  
Computer Software  
Software Support  
Bill Paying  
Employee Payroll  
Accounting  
Purchasing  
Consumer Marketing  
Lease Management  
Legal Support  
Practice Enhancement  
Free Implementation

### EXPERIENCE

Over 14 years of providing highest quality business services to doctors.  
New York Stock Exchange company.  
Largest provider of business services to dental and orthodontic practices, serving over 600 professionals worldwide.  
Develops specialized systems and software in-house, enabling continuous free updates and support as needed. Internet driven, so no expensive hardware required.  
Offers individual practices the purchasing power of a large corporation with discounts and unique benefits such as air miles for supply purchases.

### GET STARTED NOW

See more patients in the same amount of hours and have less paperwork with OCA OutSource. Enjoy the benefits of a large corporation with the individual attention of a small family business. OCA OutSource offers a one-year commitment to experience our systems working for you. For a free practice cost analysis to determine the financial benefits that OCA OutSource will provide, call 866-OCA-4YOU.

**OCA**  
**OutSource**

3850 North Causeway Blvd • Suite 800 • Maitland, FL 32751 • 866-OCA-4YOU



Available June 2004

# QuiXX<sup>®</sup>

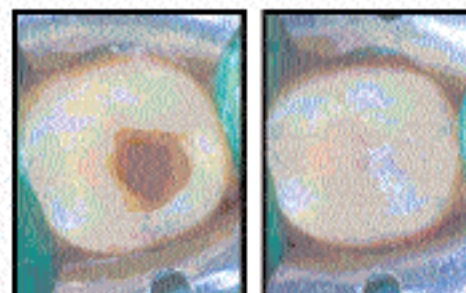
POSTERIOR RESTORATIVE

**Right on  
Target.**

**SPEED.  
DURABILITY.  
SIMPLICITY.**

**QuiXX<sup>®</sup> Posterior Restorative — the on-target system for you and your patients.**

- **Speed:** QuiXX<sup>®</sup> Restorative offers 4mm increments cured in 10 seconds.<sup>1</sup>
- **Durability:** QuiXX<sup>®</sup> Restorative provides wear resistance comparable to amalgam and low shrinkage (1.7%) for lasting restorations.<sup>2</sup>
- **Simplicity:** 4mm increments cured in 10 seconds, one chameleon-like universal shade, along with Xeno<sup>™</sup> III Single Step Self-Etching Adhesive, offers you a very simple procedure.



**Class I<sup>3</sup>**

To learn more about QuiXX Posterior Restorative,  
contact Caulk: 1-800-LD-CAULK (532-2855) ext. 794.  
[www.dentsply.com](http://www.dentsply.com)

<sup>1</sup> With an 800mW/cm<sup>2</sup> curing light.  
<sup>2</sup> Data on file.  
<sup>3</sup> Dr. B. Pellissier, M.D., University of Montreal

U.S. Patent No. 6,306,927  
©2004 DENTSPLY International Inc. All rights reserved. 15M004