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ADA NEWS

JANUARY 3, 2005

VOLUME 36 NO. 1

Tripartite update TGMI leaders urge more to volunteer

BY KAREN FOX

At year's end, the Tripartite Grassroots Membership Initiative counts 1,000 volunteers in 46 constituent sites.

"One thousand volunteers is a good number, but I personally would like to see more involved in the initiative," said Dr. Lidia M. Epel, Council on Membership chair. "Recruitment is

■ **Punjabi Dental Society reaches out to tripartite, page 14**

one-to-one. There are too many non-members out there for 1,000 volunteers to cover them all."

The TGMI launched in 2001 to

increase the market share of active licensed dentists to 75 percent by 2005.

End-of-year 2004 data is not yet complete, but to continue increasing membership numbers, retain current members and convey the value of membership, the ADA is offering several workshops for society staff
See TRIPARTITE, page 14



Dr. Epel: "Recruitment is one-to-one."

BRIEFS

CDT-2005: Changes published in the current Code on Dental Procedures and Nomenclature, CDT-2005, went into effect Jan. 1.

Improvements include 39 new codes and 47 revisions to procedure code nomenclatures or descriptors. Three codes have been deleted.

"The CDT manual itself has a host of improvements this year," says Dr. Alan E. Friedel, chair of the Code Revision Committee. The code is periodically reviewed and revised through the Code Revision Committee to reflect changes in dental procedures.

"We've added a section that clearly shows the changes to nomenclatures and descriptors; no need to place old and new manuals side by side anymore. There's also a postage-paid comments card to provide direct feedback."

All requests for changes arise from dentists, third-party payer organizations and other interested parties. Dentists and others can submit change requests to the ADA at "www.ada.org/goto/dentalcode", or call the ADA, Ext. 2753.

Because the code was designated as the national standard for reporting dental services by the federal

See BRIEFS, page 10



GKAS ambassador: Olympic champion Carly Patterson will spread the word about Give Kids A Smile.



First visit: Dr. Margaret Culotta-Norton of the D.C. Dental Society greets patient Maribeth Lobo at Noyes Elementary School Dec. 9. Story, page six.

GKAS goes for gold

BY KAREN FOX

Setting the bar higher, the ADA has named Olympic gymnastics gold medal winner Carly Patterson as the 2005 Give Kids A Smile ambassador.

"As an Olympic champion, Carly Patterson personifies what hope, strength and determination can do," said ADA Executive Director James Bramson.

"She will be an inspiration to the thousands of Give Kids A Smile volunteers and to the disadvantaged kids that we serve," said Dr. Bramson. "In addition, she has also expressed an interest in a dental career."

Current plans call for having Ms. Patterson appear at an event on Capitol Hill later this month to publicize Give Kids A Smile, as well as attend GKAS
See GKAS, page seven

Federal dental coverage

Bill authorizes 'voluntary' dental, vision plans

BY CRAIG PALMER

Washington—President Bush Dec. 23 signed legislation authorizing voluntary dental and vision coverage for federal employees, families and retirees starting in 2006.

The new law establishes a program through which federal and congressional employees and their annuitants can

purchase supplemental coverage for dental care that may be of the following types: diagnostic, preventive, emergency care, restorative, oral and maxillofacial surgery, endodontics, periodontics, prosthodontics and orthodontics.

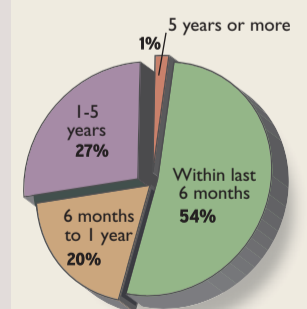
The bill, S. 2657, authorizes the Office of Personnel Management,

which administers the Federal Employees Health Benefits Program, to develop a new benefit program with enhanced dental and vision coverage at no expense to taxpayers.

Enrollees would pay premium costs. Dental coverage is unavailable in many plans offered to federal employees and is generally limited in scope. ■

JUST THE FACTS Public oral health

Length of time since last dental visit, 2001



Source: ADA Survey Center



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

New ways to save on the payroll

Is it time to outsource your payroll? The end of the year is the best time to sign up with a new payroll service.

The Internet has improved the process of outsourcing payroll. ADA Member Advantage endorses SurePayroll's online payroll service, which allows users to enter and view payroll information from anywhere at anytime, as long as they have access to a Web browser.

Here are some signs that you may be ready to outsource:

- Processing payroll is taking up too much of your time.
- You find it difficult to keep track of when you need to pay federal, state and local payroll taxes.

ADA MEMBER ADVANTAGE™

• Your practice has received payroll tax penalties for filing late or for other payroll errors.

• You've made errors calculating payroll and have had to re-issue payroll checks.

• You're having trouble keeping up with changes in payroll tax rules and regulations.

• Your employees have been asking for direct deposit.

Once the payroll data is entered in SurePayroll, the service automatically calculates, deducts, pays and files all federal, state and local taxes. Paychecks can be printed on the practitioner's

laser printer or can be routed directly to employees' bank accounts via direct deposit. W-2s are automatically prepared at the end of the year.

Employers have access to online payroll reports in real-time after logging into a secure Web site. Employees can also log in and access their payroll records. Also, new online payroll services like SurePayroll don't have the same cost structure as traditional services, so they can charge 30 to 50 percent less and save money by guaranteeing that you won't incur a payroll penalty.

With SurePayroll, ADA members are eligible for free set-up and free W-2s for the first year. Call toll-free for more information, 1-866-535-3592, or visit "www.surepayroll.com". ■

ViewPoint

MyView

Reflecting on our blessings

“We all have food in our refrigerators, clothes on our backs, and a roof over our heads, a place to sleep and a very good job. That makes us richer than 75 percent of the world.”

...a blessing that we share with you, our members, our colleagues, our friends.

As we celebrate the close of a very successful year at the ADA, and as we anticipate the wonderful feast that will soon be served to us, it is important that we take stock of our many blessings. We all have food in our refrigerators, clothes on our backs, a roof over our heads, a place to sleep and a very good job. That makes us richer than 75 percent of the world.

We all woke up this morning with more health than illness, which makes us more blessed than the million people who will not survive this week.

We can all freely attend a church or community meeting, which makes us more fortunate than three billion people in the world.

We are all blessed to have family and other loved ones, someone's hand to hold, someone to hug.

We are all blessed to have a large contingent of American soldiers who are away from home, all over the world, protecting our nation.

We have much to be thankful for as we share in this meal of celebration together: the people who grew the food, the wonderful people who are serving us today, the blessings of a good job, our families and friends, and those to whom we turn for support and sustenance.

I'm thankful to count you as colleagues. And I'm thankful that we can share this meal together.

—Dr. James B. Bramson

Editor's note: As ADA staff sat down to a holiday luncheon last month, Executive Director James B. Bramson made a brief statement that hit home for many of us. It caused us to reflect on our lives and on the lives of our loved ones. Equally important, it reminded us of all those, the world over, who are less fortunate than we, and it kindled a deeper understanding of the true spirit of the season.

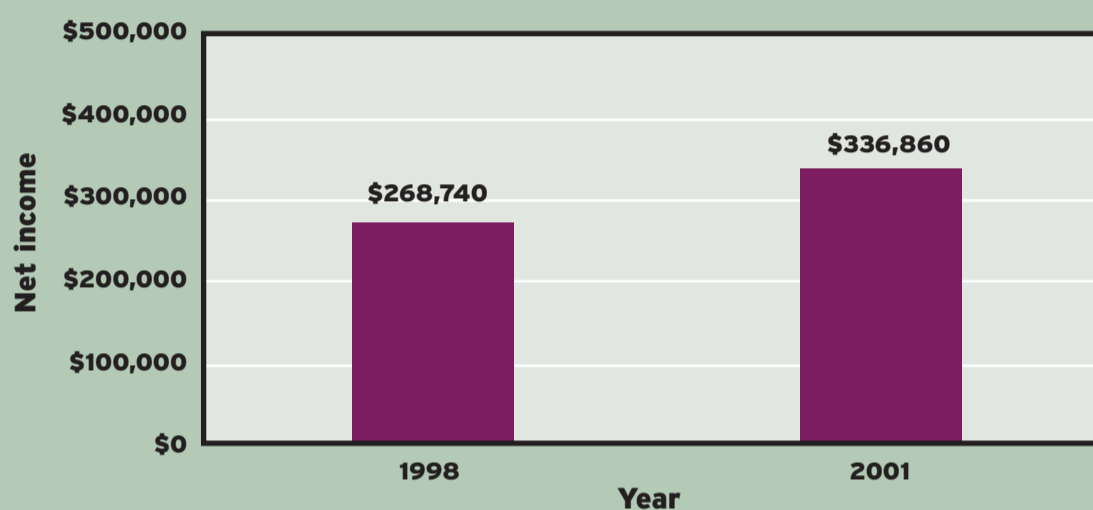
Dr. Bramson confided later that the statement had been adapted from another source, and he did not ask that it be published. That was our idea. We thought the sentiments expressed bore repeating—especially now, as we embrace the challenges and the promise of a new year. What follows, then, is Dr. Bramson's statement to staff, a

SNAPSHOTS OF AMERICAN DENTISTRY

Dental income

Nonsolo pediatric dentists who practice full-time report an average income increase of some 25.3 percent (\$68,120) between 1998 and 2001.

Average net income from the primary private practice of full-time, independent, nonsolo pediatric dentists by weekly hours worked: 1998 and 2001



Source: American Dental Association, Survey Center, Surveys of Dental Practice.

Letters

Hurricane relief

This letter is in regard to “Hurricanes Hit Florida Dentists” (Sept. 20 ADA News).

Craig Palmer, ADA Washington editor, and many others expended a lot of time making phone calls in order to get assistance to us during these difficult times.

Use of the mobile dental van became a reality through coordinated efforts by the ADA and ADA Foundation, Florida Dental Association and its foundation, the West Coast District Dental Association and Dr. Bobby McBride of Hilton Head, S.C. The dental unit turned out to be a real godsend to our patients and our practice. We were able to take care of our emergency patients and tend to their needs.

We want you to know how much we appreciate everything you did to make this happen. A big “Thank you” from our patients, our auxiliary staff and our dentists!

John L. Watters, D.M.D.
Port Charlotte, Fla.

Relief fund

On my recent trip to the ADA annual session in Orlando, Fla., I read the article “Hurricanes Hit Florida Dentists” (Sept. 20 ADA News) and

could not shake the chilling remembrance of the 2002 Labor Day tornado that disabled my dental practice.

My heart goes out to all the victims of the hurricanes. I know too well that when all the media hype ends, you are left to pick up the pieces of your life and bond them back

together. Choices one makes before such a life-altering disaster occurs will affect how smoothly and efficiently you resume your life and career.

I was blessed to be part of what I consider the greatest association in the world. The tripartite structure of our ADA allowed local, state and national resources to be called upon. I was amazed at the number of my colleagues that offered support: fiscal, mental, spiritual and financial. I can honestly say that this touched me deeper than friend and family support because one mistakenly

believes that we are entitled to their help. One feels a real sense of worth when a stranger offers help to someone they do not know.

My choice to be a member, first of the American Student Dental Association, then of the ADA, has been one of my greatest decisions I have made. Not only has this choice opened a world I would have never experienced, but also it has introduced me to lifelong friends, which I will cherish forever.

The Wisconsin Dental Association Insurance Programs Inc., with whom I had my all my insurance (building, office overhead and disability), was there to help immediately. I called that same day (Labor Day) and the message referred to me as “part of the family,”

and I can testify that they lived up to that promise. Tom Witkowski, the president of the insurance program, made and followed up with personal contacts throughout the rebuilding. My local society graciously pitched in to help, offering to treat any emergency patients. And the WDA board of trustees not only got me in touch with the ADA Disaster Relief Fund, but also gave me a generous gift of money which helped to feed my overworked and underpaid staff who, with from the CNA Insurance Co.'s adjuster, Denise Pranger, worked effortlessly to piece back our shattered

See LETTERS, page five

LettersPolicy

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”.

Want to reduce stress?



ADA Seminar Series course teaches how

Dr. Ben Bernstein

BY ARLENE FURLONG

The patient is nervous. He's clutching the armrests, clenching his jaw.

Your dental assistant faces him; eyebrows knit together, a white-knuckled grip on the suction.

Suddenly you notice a kink in your neck and realize you haven't taken a breath in awhile. Sound familiar?

Incorporating patients' stress is a reaction common to members of the dental office staff, says Ben Bernstein, Ph.D. The psychologist and ADA Seminar Series speaker teaches dentists how to identify patient stress before it can spread.

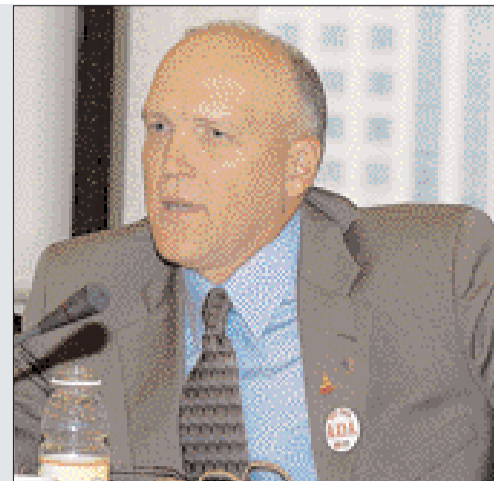
"When stress levels are too high, performance suffers," explains Dr. Bernstein. "The two are always related."

Dr. Bernstein tells dentists and members of the dental office staff how to become aware of their patients' stress and take immediate steps to reduce it. He's been teaching dentists and other professionals in high-stress, high-performance occupations, such as actors, speakers and singers for some 20 years.

"I pull it together for the professionals by teaching things that aren't covered in their professional training; staying calm in body, confident in mind and focused in spirit," explains Dr. Bernstein.

To schedule "You Can Be a Star! Performance Coaching to Reduce Stress and Improve Production," as part of the ADA Seminar Series, or any other course through the ADA Seminar Series, call Tina Martinez toll-free, Ext. 2908, e-mail "martinez@ada.org" or Susan Barthel, Ext. 2927, or e-mail "barthels@ada.org".

The ADA Seminar Series is partially underwritten through a grant from Sullivan-Schein, a Henry Schein Co., and Patterson Dental Supply Inc. ■



Useful and productive: That's how Dr. Michael Stuart (far right), chair of the Council on Dental Practice, described the council's annual get-together with representatives from the American Dental Hygienists' Association at the Nov. 15-18, 2004, council meeting. Dr. Billie Sue Kyger (far left) is among council members questioning ADHA president Helena Tripp and ADHA lobbyist Timothy Lynch (center).

Letters

Continued from page four

dental practice.

I encourage all of you to be proud of your membership, and because the benefits will always return more than we give, please renew your dues when the notice arrives.

If you know nonmembers or nonrenew members, encourage them to join. I also encourage all to give generously to the ADA Foundation Emergency Fund, so our colleagues in Florida and elsewhere can benefit from your generosity. You never know when you may become a recipient.

*Blane R. Christman, D.D.S.
Ladysmith, Wis.*

Give Kids A Smile events begin

D.C. pre-screens 500, highlighting need, funding woes

BY KAREN FOX

Washington—District of Columbia Dental Society volunteers pre-screened almost 500 children for Give Kids A Smile on Dec. 9, finding that a full two-thirds will require follow-up care Feb. 4.

“We had a lot of children who had never seen a dentist in their lives,” said Dr. Sally Cram,



DCDS immediate past president and 2005 Give Kids A Smile chair. “We saw quite a lot of decay, too. On Give Kids A Smile day, we’ll do everything from fillings to extracting teeth, and evaluate severe bite problems that will need orthodontic evaluation.”

For the third year in a row, DC Dental Society is partnering with the Howard University Col-



Photo by Anna Ng Delort

Dr. Rouse: “In the past two years we’ve had success beyond my wildest dreams, and we’ve received a wonderful response from the community.”

lege of Dentistry for Give Kids A Smile, the ADA’s national access-to-care program for disadvantaged children.

“What’s great about having it at Howard is the opportunity for dentists in the community to work with and mentor the junior and senior dental students and show them how important it is to give something back to the community,” said Dr. Cram. “It also provides access to the pediatric dental residents and orthodontic residents. It’s a great opportunity to get the care that these kids need to move forward.”

Added Dr. Leo Rouse, Howard University dental school dean: “Give Kids A Smile is part of our community outreach program. In the past two years we’ve had success beyond my wildest dreams, and we’ve received a wonderful response from the community.”

As an added bonus, the event also provides an opportunity to mentor youth.

“Bringing the children here is a chance for me to identify future scientists and researchers and clinicians,” said Dr. Rouse. “It’s very important to provide children with an informal introduction to science, math and dentistry to pique their interest. That’s how it happened with me. I was in third grade and my dentist back in New Jersey encouraged me to play with his dental instruments and ask questions.”

For Give Kids A Smile, the DCDS and Howard focus on two elementary schools in Northeast DC—Noyes and Webb—to ensure that care is extended to the neediest children.

“Both schools are in the same ward where access to care is a major issue,” said Dr. Cram. “There are a lot of minority children here, and many are covered by Medicaid but still don’t get care due to inadequate access to Medicaid providers.”

Participating in Give Kids A Smile for the past two years has benefited the DC Dental Society in three distinct areas: building community among its membership, raising the profile of dental needs in the District and emphasizing the inadequacy of public funding for oral health services.

“Our volunteers have been able to see face-to-face the desperate need, and realize that these children really don’t have any way to



In crowd: District of Columbia Dental Society volunteer dentists and their staff members pose with DC Councilmember Vincent B. Orange (center), school staff and a group of Noyes Elementary students who were pre-screened for Give Kids A Smile on Dec. 9, 2004.

obtain dental care," said Dr. Cram. "It's also a great opportunity for camaraderie, and interacting with other dentists who you don't see on a regular basis. It's professionally rewarding."

Last year, DC City Councilmember Vincent Orange took an interest in the event and encouraged the dental society to work with elementary schools in his ward. Councilmember Orange serves as honorary Give Kids A Smile chair this year.

"Now we're getting some inroads to those in government and the city council who are starting to pay attention and see there's a serious access issue and want to be part of solving that problem," said Dr. Cram.

"That's a big part of Give Kids A Smile," she continued. "The whole issue is that what's being reimbursed doesn't cover the costs of treating these children."

"Most dentists in the program are doing it out of the goodness of their heart, and you can't stay in business doing charity work," said Dr. Cram. "Government has a responsibility to step up to the plate and raise the rates so kids can get the care they need." ■

GKAS

Continued from page one
events in New York City Feb. 4. Plans are also in the works for Ms. Patterson to attend the ADA annual session in Philadelphia.

ADA President Richard Haught said that raising the profile of the generosity of dentists involved with Give Kids A Smile underscores the profession's commitment to meeting access needs.

"In its first two years, Give Kids A Smile has really served us well in our relations with state legislators, the U.S. Congress and other key audiences," said Dr. Haught. "We're hoping that bringing Carly to both the House and the Senate a week prior to this year's event will build on our previous success in educating our federal lawmakers about the great unmet dental needs of poor children and of the dental profession's leadership in changing that."

Carly Patterson was the 2004 Olympic All-Around Champion—Team USA's first Olympic all-around champion in 20 years. In Athens, Greece, she also garnered silver medals on the beam, her signature event, and in team competition.

The Baton Rouge, La., born gymnast has been competing since 1994. Ms. Patterson won back-to-back American Cup titles in 2003-2004 and was named 2004 U.S. Co-National Champion. Carly turns 17 on Give Kids A Smile day—Feb. 4, 2005. ■



Big check: ADA employees helped raise nearly \$15,000 for a dental charity this year in the annual staff raffle. The donation, which included a \$6,000 match by the ADA Foundation, was presented Dec. 17 to the Illinois Foundation of Dentistry for the Handicapped. Dr. James Bramson (far left), ADA executive director, and Barkley Payne (far right), senior director, ADA Foundation, present the check to Jennifer McKeag (left center), Donated Dental Service coordinator, and Dr. Susan Bishop, president of the Illinois Foundation of Dentistry for the Handicapped.

Eye on access for older adults

Deadline to apply for ADA/ADAF/GlaxoSmithKline grants is Jan. 31

BY STACIE CROZIER

Are you involved with a program that serves older adults who live at home and face barriers to dental care access?

If so, your program may qualify for a new grant established to address access issues for adults over age 65. But you need to act soon—the deadline for submitting a Request for Proposal is Jan. 31.

The new Access to Oral Health Care for Older Adults Initiative, established in a cooperative effort between the ADA and the ADA Foundation and

ADA | **FOUNDATION**

American Dental Association Foundation

funded by a \$250,000 grant from GlaxoSmithKline Consumer Healthcare, will award four or more pilot programs grants of up to \$50,000 each.

“We are very excited to issue these RFPs through the Foundation in conjunction with

GSK,” said Dr. James B. Bramson, ADA executive director. “Stemming from America’s changing demography and even our most recent House of Delegates, interest in and programs for older adult populations will be increasingly important.

I applaud our ADA Foundation, the Council on Access Prevention and Interprofessional Relations and GSK for making this happen.”

The ADA/ADAF/GlaxoSmithKline initiative seeks applications from innovative programs that address the oral health needs of the older adult population. An advisory committee will select programs for funding in 2005, with notification by May 15.

“As the U.S. population ages, oral care for older adults is of increasing concern,” said Dr. Ronald L. Rupp, senior manager of GSKCH professional relations, “so GSK is proud to support the development of programs to help older Americans gain access to much needed oral care.”

Unlike other age groups, few governmental programs cover dental services for older Americans. Only about 22 percent of adults over age 65 have private dental insurance. However, as more people keep their teeth, more will be at risk for dental diseases and will need more preventive, restorative and periodontal services.

According to a report by the U.S. Centers for Disease Control and Prevention, only about half of adults aged 65 and over visited a dentist in 2001, compared with the nearly 75 percent rate for children. About three out of 10 older Americans no longer have any natural teeth and over four out of 10 have gum disease. Gum disease, when not treated, can result in the loss of teeth.

Programs must be community-based, non-for-profit programs designed to promote, improve and maintain older adults’ oral health through education and treatment. Programs must be based in the United States and its territories.

Log on to “www.adafoundation.org” to download the RFP or view eligibility criteria, grant award criteria and more information. Or call Robert Czarnecki at the ADA Foundation toll free, Ext. 2544 or e-mail “czarneckir@ada.org”. Proposals must be postmarked no later than Jan. 31. ■

New oral health resources

Washington—The National Maternal and Child Oral Health Resource Center has two new resources for dental professionals.

“Child and Adolescent Oral Health Issues,” a two-sided, letter-sized flyer, offers information on access to care, treating special needs adolescents, dental caries, sealants and tobacco.

“Oral Health Resource Bulletin, Volume XI” is a 24-page booklet that includes a comprehensive list of materials available for consumers; meetings and conferences, policy, professional education and training, programs and research.

These publications are available at no charge from the Health Resources and Services Administration Information Center, 2070 Chain Bridge Road, Suite 450, Vienna, Va. 22182-2536; phone toll-free 1-888-ASK-HRSA; fax 1-703-821-2098; e-mail “ask@hrsa.gov”. Or log on to “www.mchoralhealth.org/materials/index.lasso” to download an electronic copy. ■

Past trustees Pollock, Stevens die

BY MARK BERTHOLD

Past ADA Trustees Dr. Robert J. Pollock Sr., 100, and Dr. Frank H. Stevens, 75, died Dec. 9 and Nov. 2, respectively.

Dr. Pollock was 8th District trustee from 1968-74. He also was a past president of the Illinois State Dental Society and led the establishment of the Legislative Interest Committee of Illinois Dentists, known today as DENT-IL-PAC.

Being actively involved in the political process on behalf of dentistry was integral to Dr. Pollock's five-decade career.

A 1929 graduate of Chicago's Loyola University dental school, Dr. Pollock recognized early in his career that dentists' participation in politics was critical to influencing the outcomes of major dental issues.

Dr. Pollock was



Dr. Pollock



Dr. Stevens

“straight on and very tenacious. He had a tremendous love of the profession,” says Dr. Robert Unger, past 8th District trustee (1980-86) and vice president (1973-74).

“He would always support and fight vigor-

ously for what he believed was best for the profession,” Dr. Unger continues. “You always knew where you stood with him and where he stood on the issues.”

Dr. Pollock is survived by a son, Dr. Robert Pollock Jr., and a daughter, Margaret.

Dr. Stevens was 6th District trustee from 1989-92. He also was a past president of the West Virginia Dental Association, was member of several ADA committees and a 15-year ADA delegate and helped found the West Virginia Alumni Association.

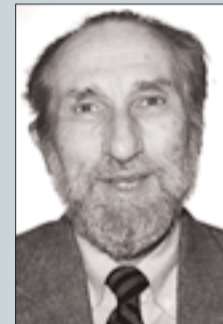
Dr. Stevens graduated first in his 1962 class at West Virginia University dental school. He opened a general practice in Bridgeport, W.V., and soon become involved in organized dentistry, serving as president of the Harrison County and Monongahela Valley dental societies. He returned to WVU after 23 years to teach, and became an assistant dean in 1989.

Dr. Stevens is survived by his wife Mim, daughter Laura and sons Jeff and Phil. Expressions of condolence may be sent to 131 Maple Lake, Bridgeport, W.V. 26330. ■

Dr. Hazelkorn dies

Winnetka, Ill.—Dr. Herbert Hazelkorn, an outspoken social critic, activist and champion of dental public health, died Dec. 7 at age 80.

In the 1980s, Dr. Hazelkorn founded the Dental Public Health program at the University of Illinois at Chicago.



Dr. Hazelkorn

Decades earlier, Dr. Hazelkorn had gained notoriety for his support of the civil rights movement as well as his staunch opposition to the conflict in Vietnam.

Dr. Hazelkorn is survived by his son, Bud, daughter, Ellen, and twin brother, Jules. A public memorial service is planned for Spring. ■

BRIEFS

Continued from page one
government under the Health Insurance Portability and Accountability Act of 1996, all payers must accept current codes. Revisions to the code are published and effective biannually, at the start of odd-numbered years.

Dental offices can purchase CDT-2005 by calling the ADA Department of Salable materials at 1-800-947-4746 or visiting “www.adacatalog.org”.

The cost is \$34.95 for members for the spiral-bound book, \$54.95 for nonmembers; \$39.95 for the hard-cover six-ring binder for members, \$59.95 for nonmembers. The member price for a CD-ROM is \$39.95; non-member price is \$59.95. ■

Access

N.D. dentist honored

BY STACIE CROZIER

Fargo, N.D.—Dr. Brent Holman, a “champion” for a dental access program that serves 60 communities in North Dakota and Minnesota, received the ADA Foundation’s 2004 E. Bud Tarrson Access To Oral Health Care Award.



Dr. Holman

A grant for \$2,500 in Dr. Holman’s name was donated to the Red River Valley Dental Access Project, which includes a volunteer dentist urgent care/walk-in dental clinic program that has served 1,625 patients since it began in June 2002.

One of the project’s most important missions, says Dr. Holman, is to alleviate emergency dental pain in the indigent and homeless through the urgent care/walk-in dental clinic.

“We’re very proud of our urgent care clinic,” he says. “Relieving pain is our basic, fundamental goal and then we can refer patients on for follow-up care if necessary.”

Dr. Holman developed a network of more than 50 dentists—about three-quarters of dentists in the area—who volunteer their time and services at the clinic, which is open every Tuesday evening and every other Friday afternoon. Patients pay a \$15 copayment and the project doesn’t seek reimbursement from Minnesota or North Dakota Medicaid programs.

The nonprofit program hires dental assistants and pays for rent and materials. Its expenses are funded by grants and donations.

“Dr. Holman has been instrumental in the development and continuation of this organization,” says RRVDAP Executive Director Gina

Nolte. “He has been the champion leading the way, in particular for our urgent dental care clinic, a collaboration with local private practice dentists volunteering their time to provide relief of pain to low-income, uninsured and Medicaid-eligible individuals. He spearheaded the effort,

recruiting dentists as well as soliciting the volunteer involvement of local dental specialists when needed. He and other local pediatric dentists accept referrals from this program as well.”

The Tarrson award, established in 2003 by ADA Foundation Board member Linda Tarrson in memory of her husband, E. “Bud” Tarrson, recognizes an individual each year who has demonstrated exceptional leadership and inspiration in gaining access to care at the grassroots level and who received a Council on Access, Prevention and Interprofessional Relations Access Recognition Award. ■

ADAF names new board members

The American Dental Association Foundation has named four new members to its board of directors.

Dr. Larry J. Ferguson, a general dentist from Charleston, S.C., will serve a two-year term. Dr. Ferguson is a member of the ADA Relief Fund Commission and secretary of the South Carolina Dental Association.

Dr. Kathryn A. Kell, a general dentist in Davenport, Iowa, will serve a four-year term. Dr. Kell is the ADA 10th District Trustee, past president of the Iowa Dental Association, the Davenport Dental Society and the American Association of Women Dentists.

Dr. Michael Perich, a retired orthodontist from Palm Springs, Calif., will serve a four-year term. Dr. Perich served as a member of the ADA’s senior management team and in 1993 received the ADA Distinguished Service Award—the highest award bestowed by the ADA Board of Trustees.

Robert C. Henderson, Ph.D., of Wilmette, Ill., secretary-general of the National Spiritual Assembly of the Bahá’ís of the United States, will serve a four-year term. Dr. Henderson is a founder and former senior vice president of Air Atlanta, the first African-American owned airline in the United States. He also served as a federal commissioner of the Martin Luther King Jr. Federal Holiday Commission. ■

Dentists with a Dream

Practitioner, father supports brain tumor research

BY STACIE CROZIER

Biddeford, Maine—As a dentist, Dr. Bill Noyes has always been an active volunteer in the community.

As a father, Dr. Bill Noyes has become the champion for a charitable cause now close to his heart.

Dr. Noyes is encouraging dentists throughout New England to donate their proceeds from a day's work to help support research and treatment for children with brain tumors.

In June 2002, his son Matt, a college freshman, began complaining of headaches and blurred vision. He was diagnosed with an anaplastic astrocytoma—a very aggressive, stage III brain tumor.

The next day, Matt had surgery to successfully remove the entire visible tumor. Dr. Noyes' wife Nancy, a nurse practitioner, sent Matt's pathology report to a colleague at St. Jude's Children's Research Hospital in Memphis, an institution that sees more childhood brain tumors than any other cancer center in the United States. Matt's type of

cancer generally has a very poor prognosis, says Dr. Noyes, but St. Jude's is a pioneer in brain tumor research and treatment.

Within one week of Matt's surgery, he and his mom packed up and headed for Memphis, where they spent 10 weeks as Matt underwent chemotherapy and radiation treatments. What impressed the family, explains Dr. Noyes, is that St. Jude's provided airfare, lodging and meals, in addition to treatment, at no cost to his family. Although insurance payments are accepted at St.

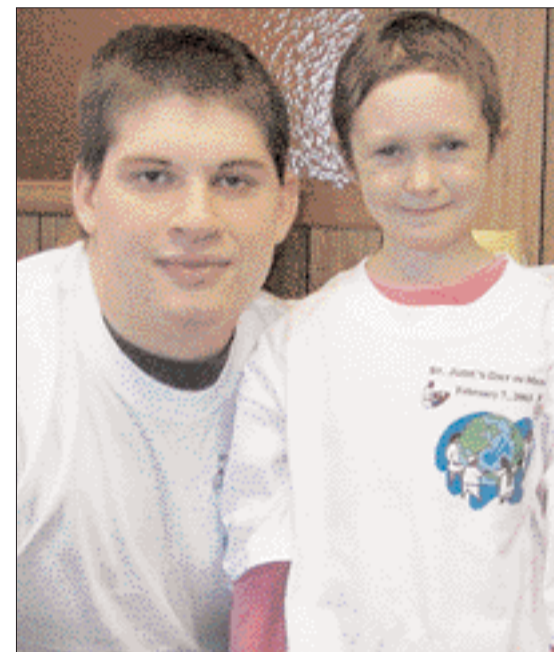
Jude's, no one is turned away for their medical care because of the inability to pay for treatment.

Now 21 years old and a junior at the University of New Hampshire, Matt remains tumor-free and returns to St. Jude's for checkups every four to six months.

"We are so grateful," says Dr. Noyes. "The hospital offered us tremendous comfort, allowing us to concentrate on Matt's recovery instead of the tremendous financial burdens that families face when they have a child with cancer."

Dr. Noyes wanted to find a way to express his gratitude, to give back and to help continue in the effort to find better treatments and even a cure for brain tumors. He began by donating the proceeds from a normal day's work to the brain tumor program two years ago.

"I chose a day in February, appropriately during National Children's Dental Health Month, when we would normally not see patients, and my staff volunteered their services. All of our proceeds went



Best friends: Matt Noyes and Lizzie Dorschel, both brain tumor patients, forged a fast friendship while being treated at St. Jude's Children's Research Hospital. Lizzie, who was diagnosed at age 8, is now a 12-year-old fifth-grader in Suffolk, Va.

to the brain tumor program at St. Jude's."

Two colleagues and friends of Dr. Noyes, Dr. James Waterhouse and Dr. James Murray and their staffs also volunteered their time. They also alerted the community about the charitable day. Combining the money raised from the dental practices, plus donations from local residents and organizations, the program raised nearly \$25,000 in 2003. In 2004, the program raised nearly \$50,000.

Although the money donated so far doesn't even cover Matt's initial treatment costs, which reached hundreds of thousands of dollars, Dr. Noyes is determined to keep expanding his efforts, this year in New England, and then further expanding this to dentists in the United States in 2006.

"St. Jude's was the first pediatric institution to place doctors, scientists and patients all under one roof, thus creating a worldwide model for bench-to bedside research and treatment of cancers and other life-threatening diseases in children," he says. "The hospital has a daily budget of nearly a \$1 million dollars. Because of generous donations to the hospital, doctors don't have to worry about insurance constraints or budget concerns when they develop treatment plans and they can spend quality time with their patients. They can provide the very best for every child, no matter what the cost."

This fall, Dr. Noyes sent 1,500 personal letters to New England dentists, including all dentists in Maine, explaining his goal to begin an organization entitled, "Dentists with a Dream," to support the St. Jude's brain tumor research and treatment program.

"I just would like all the dentists to know that one day of their proceeds can make a large difference in saving a child's life," he says.

See DREAM, page 13

Treasures await

Philadelphia—Does the City of Brotherly Love contain the clues to the location of a hidden treasure?

If you've seen the new hit movie "National Treasure," you've accompanied the hero Benjamin Franklin Gates (played by Nicolas Cage) on a whirlwind, worldwide search that leads him to Philadelphia as he traces the path of clues handed down through generations of his family to unearth a treasure hidden by our nation's founding fathers.

But the real national treasures in Philadelphia are the city's historic sites. And those treasures are yours to enjoy without having to steal the Declaration of Independence when you attend the ADA's 146th annual session Oct. 6-9, at the Pennsylvania Convention Center.

Here's a brief guide to a movie-inspired tour of Philadelphia's national treasures, as detailed on the GoPhila Web site: "www.gophila.com".

- Independence Visitor Center—Start your tour here by getting free tickets (with specified visiting times) to enter Independence Hall, plus find more information on tickets for guided tours by trolley, double-decker bus and water vehicles.

- Franklin Institute Science Museum—The Franklin Institute offers rare artifacts of Benjamin Franklin, hands-on experiments, a working steam engine, a planetarium show and more.

- Old City—Combining historic row houses and modern-day renewals, this neighborhood is home to an interesting variety of arts and crafts, shops and cafes. On every first Friday of the month, merchants host open house receptions from 5 to 9 p.m.

- Liberty Bell Center—Showcased in a brand new glass pavilion, the Liberty Bell is a must-see attraction. The pavilion also offers films, exhibitions and a historic collection.

- Independence Hall—Immerse yourself in our nation's history when you enter Independence Hall, where our forefathers drafted the United States Constitution. Independence Hall also houses precious treasures like George Washington's "Rising Sun" chair, an original copy of the U.S. Constitution and the inkwell used to sign the Declaration of Independence.

- Curtis Headquarters—Today an office building, this is the former home of the Curtis Publishing Company, where *The Saturday Evening Post* was published. The real treasure here is in the lobby, where a 100,000-piece Tiffany glass mosaic recreation of *The Dream Garden* by Maxfield Parrish is displayed.

- Washington Square—This park is one of William Penn's original squares and served as a burial ground for the unknown. By 1815, the city planted trees and later named it for the nation's first president. The center of Washington

Square is home to the Tomb of the Unknown Soldier from the Revolutionary War.

- Old Pine Presbyterian Church—Once called the church of the patriots with congregation members that included John Adams, the church's original structure, built in 1768, was a simple Georgian red brick building. The British used



Photo by Bob Krist for Greater Philadelphia Tourism Marketing Corp.

the church as first a hospital, then a stable, and burned most of its interior.

- Reading Terminal Market—Come hungry to this old railroad terminal underneath the convention center, where some 800 merchants sell fresh meats, produce, baked goods, flowers, cheesesteak sandwiches, pizza, Amish meals, soft pretzels, beers and many more delectable treats. Some vendors also have gifts, books and crafts.

Mark your calendar to be a part of history on Oct. 6-9, at ADA05Philadelphia. For more information, log on to "www.ada.org/goto/session" or call 1-800-232-1432. ■

Patchwork history: Old Pine Street Church served as a church, a British Revolutionary War hospital and stable before it gained its Corinthian columns in an 1830 renovation.

Dream

Continued from page 12

Dr. Noyes and staff will be hosting a booth at the Yankee Dental Congress in Boston Jan. 27-30, to describe his mission and encourage dentists to participate. Each dental office that participates at a level of \$750 or more will be invited to a special "Celebration of Life" gala dinner on Feb. 5 in Portland, Maine. For more information on "Dentists With a Dream," contact Dr. Noyes by calling his office at 1-207-282-6185 or log on to St. Jude Children's Research Hospital at "www.stjude.org/celebrationoflife". ■

Membership

Group dynamics

Punjabi society gathers other ethnic dental associations to explore ADA resources, benefits

BY KAREN FOX

Brea, Calif.—The Punjabi Dental Society expanded its audience for the fall continuing education program and in so doing gave a boost to tripartite membership.

The Nov. 13 event that preceded the program drew more than 100 members from the Punjabi Dental Society as well as the Indian, Korean and Hispanic dental associations.

"This was the first time that we invited ADA and California Dental Association representatives to a meeting," said Dr. Ranjeev Salwan, PDS president. "This is the right forum for the ADA and California Dental Association to use to reach non-members from ethnic dental associations, and we urged those in attendance to take this membership spirit back to their members."

At least five new members have joined the tripartite since the meeting, and the CDA indicates more applications are on the way.

The meeting is just one of the ways that the tripartite is demonstrating its ability to reach out to underrepresented groups of dentists to ensure that membership is inclusive of all practitioners. ADA and CDA staff, ADA Past President Eugene Sekiguchi, 13th District Trustee Roddy N. Feldman and CDA President Russell Webb attended the Punjabi Dental Society meeting.

"I'm a long-time member of the ADA, but I want others to understand that everyone benefits by becoming a member. Our strength is in numbers," said Dr. Salwan. "At the same time, the ADA needs to make sure all dentists feel welcome. If we are welcomed as part of the organization, we will want to contribute our time, effort and money."

Topics of discussion at the PDS meeting included advocacy in Washington, D.C., the CDA's support of legislation to fight reduction of the Denti-Cal reimbursement rate and its proactive stance in getting funding for adult dental coverage.



Getting involved: From left, Dr. Russell Webb, California Dental Association president; Dr. Ranjeev Salwan, Punjabi Dental Society president; Dr. D. P. Singh Nagra, PDS chairman; and Dr. Roddy N. Feldman, ADA 13th District Trustee; gather at the Nov. 13, 2004, Punjabi Dental Society meeting.

For Dr. Salwan, born and educated in India and who came to the United States in 1981, the meeting was culmination of years of attempting to bridge the gaps between cultures in the tripartite.

"I'm proud to be a dentist. This is my profession. If I'm not actively involved, someone else will speak for me," he said. "We need to be under the umbrella of the ADA, because as small groups, we can do very little."

The mission of the 900-member Punjabi Dental Society is to provide continuing education, sponsor dental awareness camps, promote Punjabi culture in Southern California and support charitable activities in the Punjab region of India.

The presence of the ADA and constituent and component societies at meetings like that of the Punjabi Dental Society is part of the Tripartite Grassroots Membership Initiative's goal of reaching out to diverse groups. This year, ADA leaders and staff members have attended meetings of the National Dental Association (for the seventh year),

Hispanic Dental Association (for the third year) and Indian Dental Association.

"It is our intention to show the members of these organizations that they will be valued members of the ADA," said Dr. Lidia M. Epel, chair, ADA Council on Membership. A native of Argentina, Dr. Epel has been practicing in the United States for 30 years.

"I think we have created a good dialogue at these events, and participants now have a better understanding of membership benefits and the value of organized dentistry," she added. ■

ADA

American Dental Association
www.ada.org

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2005

ALDA

ALABAMA DENTAL ASSOCIATION
WWW.ALDAONLINE.ORG

Birmingham District Dental Society
www.bdds.org

Custom decals

This year, constituent societies had the option of ordering membership window decals that reflect all three levels of the tripartite. The choices included:

- ADA and constituent and component society names/logos;
- ADA and constituent society name/logo;
- ADA logo only.

Seventeen societies ordered decals featuring all three levels of the tripartite, 19 ordered decals with ADA and constituent logos, and 18 ordered ADA-only decals.

The decals will be distributed with the 2005 membership cards. Watch your mail for your decals—a members-only benefit. ■



Kudos: Dr. Clifton O. Dummett (center) receives the honorary Doctor of Science degree at Meharry Medical College's 129th Fall Convocation in October. Dr. Dummett is dean emeritus of Meharry's School of Dentistry. Presenting the degree are Dr. William Butler (left), dean of the School of Dentistry, and Dr. John E. Maupin Jr., president of Meharry.

Dr. Dummett honored

Nashville, Tenn.—Dr. Clifton O. Dummett, distinguished emeritus professor of dentistry at the University of Southern California, received a Meharry Medical College honorary doctorate Oct. 11 for his exemplary 63-year career in dentistry.

Dr. Dummett became the youngest dean of the Meharry Medical College School of Dentistry in 1947. Under his administration, the dental school received full approval of the ADA Council on Dental Education in 1945—a first for an African-American dental school. Dr. Dummett went on to become the first African American to integrate the faculty at the University of Alabama in 1965.

Dr. Dummett is featured in the Samuel D. Harris National Museum of Dentistry's "The Future is Now! African Americans in Dentistry" exhibit. His research and documentation of African Americans in dental history was used as a source of information for the exhibit. He and his wife Lois are the authors of a National Dental Association Foundation publication, "NDA II: The Story of America's Second National Dental Association." ■

Tripartite

Continued from page one

and volunteers. Four new TGMI workshops are being offered:

- **Cultural Proficiency**—Covers the changing demographics of the profession and developing an understanding of how cultural proficiency is tied into recruitment efforts.
- **Retention**—Reaching out to current members to ensure they will remain members.
- **Student Conversion**—Ways to get students involved and ways to facilitate a smooth transition to tripartite membership.
- **Leadership**—Workshop in basic leadership skills to assist in building membership initiative teams. Includes team interactive exercises that encourage team building and sharing.

The TGMI Volunteer Field Representative Workshops provide an introduction or re-introduction to the basics of membership recruitment and retention.

Workshops are about two hours long and can be modified to fit groups of any size. Modules can be incorporated into a membership committee meeting or a larger event such as a leadership conference or general meeting. Each state has a TGMI manager at the ADA. Contact your TGMI manager for details or go to "www.adadentalsociety.org".

In addition, applications for the 2005 ADA Institute for Diversity in Leadership will be available next month. Working with faculty at the Kellogg School of Management at Northwestern University, the Institute is a personal leadership development program that provides a year-long educational experience for dentists who are members of racial, ethnic and/or gender groups that have traditionally been underrepresented in leadership roles.

The Institute is made possible through the ADA Foundation with generous contributions from Procter & Gamble, Sullivan-Schein, GlaxoSmithKline and Colgate-Palmolive Co.

For information or to be added to the list for an application, contact the ADA at "starsiaks@ada.org" or Ext. 4699. ■

SUNY Buffalo faculty thanked for dental care

BY KAREN FOX

Buffalo, N.Y.—The Office of the Assistant Secretary of Defense honored three faculty members of the State University of New York at Buffalo School of Dental Medicine Nov. 10, 2004.

The OASD National Committee for Employer Support of the Guard and Reserve awarded Patriotic Certificates to Buffalo faculty who arranged and provided oral health care for soldiers of the 402nd Civil Affairs Battalion (Tonawanda, N.Y.) prior to their overseas deployment.

The award states that these faculty "played an active and crucial role in the preparation of the 402nd CABN's deployment. [Their] hands-on involvement in the arrangement of dental care for the soldiers had a palpable and very positive impact on the overall performance of the organization in the theater of war. [Their] selfless actions are good examples of citizenship and patriotism at their best."

Those honored are Dr. Sebastian Ciancio, chair and distinguished professor, Department of Periodontics and Endodontics; Dr. Jude Fabiano, director, Advanced Education in General Dentistry Program; Dr. Maureen Donley, director, Patient Admissions; and Staff Sgt. Alan E. Lav-

ille, U.S. Army Reserve 402nd Civil Affairs Battalion, Tonawanda, N.Y. (also a UB student in the School of Arts and Sciences). ■



Thanks: Staff Sgt. Laville (from left) presents Drs. Donley, Ciancio and Fabiano in November 2004 with their patriotic certificates.

JDR expands content with publications merger

Alexandria, Va.—Beginning with the January 2005 issue, the Journal of Dental Research will include research reports from the formerly independent publication, Critical Reviews in Oral Biology and Medicine, the International and American Associations for Dental Research announced Dec. 21.

Critical Reviews, which has been an online only, bimonthly journal for the past two years, will no longer be published independently following its consolidation with JDR, the organizations' flagship publication.

The merger of the two periodicals takes place under the leadership of new JDR editor Anthony J. Smith, Ph.D., who took the reins of the international dental journal in April. Dr. Smith is a professor of oral biology at the University of Birmingham, England. ■

Hinman meeting set for March

Atlanta—The 93rd Thomas P. Hinman Dental Meeting is set for March 17-19 at the Georgia World Congress Center and will feature about 63 speakers, 900 technical exhibits and more than 40 participation courses.

There are also two new course formats to optimize continuing education credits and course content: a seminar series and a "town hall" lecture.

For more information, call 1-404-231-1663, fax 1-404-231-9638, e-mail "kimryan@bellsouth.net" or visit "www.hinman.org". ■

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