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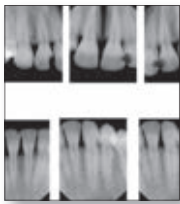


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Unidentified
NCMEC seeks dentists' help

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ADA News

AMERICAN DENTAL ASSOCIATION WWW.ADA.ORG

MAY 6, 2013

VOLUME 44 NO.9



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BRIEFS

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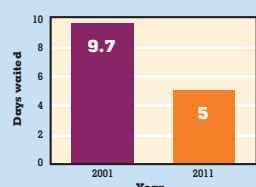
Together these tools address the specifics of complying with the complexities of OSHA regulations. They cover training employees, drafting an exposure control plan for pathogens, implementing a hazard

See OSHA, Page 7

JUST THE FACTS

Initial appointment wait

A patient of record waited an average of 9.7 days in 2001 and five days in 2011 for an initial appointment in a private practice (excluding emergency cases).



Source: ADA Health Policy Resources Center, survey@ada.org, ext. 2568

Dentists recount Boston bombing experiences

BY JEAN WILLIAMS

Boston—Dentists who had connections to the Boston Marathon on April 15 recounted being there or having their practices shut down during the ensuing bombing investigation that captured international attention. Here are some of their stories:

'It's a miracle they were not physically hurt'

Dr. Siobhan Sheehan, an orthodontist with a practice in Duxbury, Mass., had nearly finished the race when the first bomb detonated. She told the Massachusetts Dental Society about her experience in an April 17 email:

"I was running my 10th Boston Marathon as a member of Team Eye and Ear in memory of one of my sisters," she wrote. "I was feeling strong and sprinting toward the finish line when I heard and saw both bombs. I stopped in my tracks."

Dr. Sheehan's sister, brother-in-law and their children and Dr. Sheehan's 5-year-old son were at the finish line. They had planned to surprise her with their presence. She wouldn't know they were there until later when she finally was able to make phone contact with her mother and learned they had come to the marathon and were safe.

"They were right next to the second bomb and literally hit the ground for cover. They saw severely wounded people. It's a miracle they were not physically hurt," Dr. Sheehan wrote.

By phone later to the ADA News, Dr. Sheehan talked more about the day of terror and how it affected her family. "The poor little boy that was killed, he was standing almost in front of them," she said. "They didn't see it because my brother-in-law shoved them to

See BOMBING, Page 15



Stories from Boston: Dr. Siobhan Sheehan, above, and Dr. David Reichwage, left, two dentists who ran the Boston Marathon, were impressed with how people came together to help each other in a time of crisis. Both dentists had run the marathon for multiple years prior to the April 15 race.

Tampa Bay Times nets Pulitzer for pro-fluoridation editorials

BY STACIE CROZIER

New York—Confirming the adage that "the pen is mightier than

the sword," the editorials of two staffers at the Tampa Bay Times that helped educate voters in a fight to restore community water fluoridation to Pinellas County, Fla., have netted a Pulitzer Prize.

Editor of editorials Tim Nickens and columnist Daniel Ruth were honored April 15 for a series of 10 editorials over a nearly 14-month period that decried the Pinellas County Commission's decision to stop fluoridating its water.

The series delved into the cam-

paign of misinformation that anti-fluoride activists and county commissioners used as the basis of the Oct. 4, 2011, decision to halt fluoridation to some 700,000 residents. It educated readers with the facts and scientific evidence of the safety and efficacy of fluoridation. It examined the effects that discontinuing fluoridation had on the county, including health and financial consequences the decision had on local families as well as on the health department. It also advocated for vot-

ers to support county commissioner candidates in favor of fluoridation rather than two incumbents who were instrumental in the decision to stop fluoridating.

"With original reporting and persuasive arguments, Tim Nickens and Dan Ruth educated readers and delivered a clarion call for action on behalf of those who need fluoridated water the most: the poor families and the children of Pinellas County," said

See PULITZER, Page 7

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Early registration deadline approaching for New Dentist Conference

Denver—May 24 is the early bird registration sweepstakes deadline for the ADA 27th New Dentist Conference.

The conference takes place at Denver's Four Seasons Hotel July 18-20. Register by May 24 at ADA.org/newdentistconf to win early bird sweepstakes prizes that include one complimentary registration for the conference; three nights lodging at the Four Seasons Hotel from July 17-20; two complimentary registrations to ADA Annual Session in New Orleans Oct. 31-Nov. 3; or three nights lodging at the Sheraton New Orleans Oct. 31-Nov. 2.

The New Dentist Conference offers up

The American Dental Association 27th New Dentist Conference

Denver, Colorado | July 18-20, 2013

to 15 hours of continuing education, a full day of leadership development, an emerging speakers track, opening reception, breakfast and learn sessions, all-inclusive lunches and a night of baseball at Coors Field.

Past attendee Dr. Jonathan Pascarella, a 2008 graduate of the University of the Pacific

Arthur A. Dugoni School of Dentistry, said he's learned so many things from the connections he's made at the conference that he's made the business side of his practice more successful.

"I love the New Dentist Conference," said Dr. Pascarella. "The CE is geared toward dentists at the beginning of our careers, and it feels like a level playing field when you are alongside so many dentists that you can relate to."

For more information, visit ADA.org/newdentistconf, contact the New Dentist Committee at ext. 2779 or email newdentist@ada.org. ■



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Student shares thoughts on events in Boston



Lalita Nekkanti

I watched two airplanes crash into the World Trade Center through my school window. I was only 12 years old. I remember feeling sickened in the pit of my stomach when I smelled the burnt dead bodies being carried into downtown Jersey City, N.J. The same feeling returned on April 15. I was watching the Boston Marathon in honor of Patriots' Day and to support Dustin Bond, a fourth-year dental student at Tufts University School of Dental Medicine. It was getting a bit chilly at Copley Square, so I left the finish line a few hours before the explosions began.

I was back in my apartment, a few blocks away from the marathon when my friend received a text from her older brother asking if she was safe and far away from the marathon explosions. Afterward, both our phones kept buzzing with calls and texts from all our loved ones. I popped open The New York Times website and couldn't believe my eyes. At the very same spot where I was standing a few hours before was now a scene of massive bloodshed and devastation. I was in shock and disbelief.

This was the same 12-year-old, now 23 years old, who cried not only because her friends in Boston were safe but also because she felt helpless with all this turmoil around her.

I started hearing the sirens ring throughout the entire city. As some got closer and closer to my apartment, marathon victims were being rushed into Tufts Medical Center. Soon afterward, this very same hospital I walked through every day, received a warning of a bomb threat. I was unbelievably scared. I lived right next to the Tufts hospital. I didn't know what to do except go to my friend's apartment, a few floors below and watch the news in silence and horror.

Later that night, long after all the threats subsided, I came back to my apartment and saw the Tufts emergency helicopter land on its pad. Because my apartment is located on the 20th floor, I got a clear look at the person being transported. He was a Boston Marathon runner with missing limbs. I called my dad back in New Jersey. My 12-year-old self returned as I cried into the phone. This was the same 12-year-old girl who ran to her father with tears streaming down her face because she finally knew he was safe and

See MY VIEW, Page 5

SNAPSHOTS OF AMERICAN DENTISTRY

Nondentist staff per dentist

Among all dentists in private practice, the average number of nondentist staff per dentist increased from 3.6 in 1990 to 4.6 in 2011.



Source: American Dental Association, Health Policy Resources Center, 2012 Survey of Dental Practice.

Letters

Pew responds

Dr. James Gillcrust raised concerns ("My View: Tennessee Sealant Experience at Variance with Pew Report," March 4, ADA News) about the data and benchmarks to assess state performance in our report, *Falling Short: Many States Lag on Dental Sealants*. The Pew Charitable Trusts stands by its report, its methodology and conclusions.

Pew used the federal government's Healthy People 2010 sealant goal—instead of the 2020 goal—because we felt it was unfair to grade states on a benchmark more than seven years before it was supposed to be achieved. Further, Pew did not use sealant data for low-income children—data that was collected by the Centers for Medicare and Medicaid Services—because officials there informed us that they did not have a high level of confidence in the quality of these 2010 statistics. In addition, relying on these data would underestimate state efforts because many sealant programs do not seek reimbursement from Medicaid.

Questions were also raised about whether sealant programs are obstructed by rules requiring a dentist's prior exam before hygienists apply sealants. In 2009, Pew com-

missioned a report in which 35 experts—ranging from state dental directors to sealant program managers—were interviewed about barriers to expanding their school-based efforts. These experts concluded that reducing restrictions on dental hygienists was "without question the most frequently noted [policy]" that would help expand school-based sealant

and allowed them to reach more children.

Sealants are high on the list of evidence-based health approaches that states can use to stem the tide of decay. Yet almost everywhere they are poorly funded, fragmented and rarely reach most low-income children. Our nation can do better.

While Pew's first two 50-state reports included benchmarks on sealants, we chose to focus our third solely on sealants to raise the visibility of this preventive measure, provide a research basis for policymakers and assist advocates in improving sealant programs in their states.

A number of states have succeeded. Oral health advocates in Hawaii have drafted legislation to expand sealants.

Stakeholders in Florida are using the Pew report this year as a catalyst for resolving Medicaid-related billing problems for sealant programs.

After Pew released its 2010 report, Arkansas legislators enacted laws to expand community water fluoridation, discard the prior exam requirement and reimburse medical staff for providing fluoride varnish to young children.

The state senator who sponsored these bills specifically cited Pew's



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; email to ADANews@ada.org.

See LETTERS, Page 5

Letters

Continued from Page 4

“F” grade as the impetus for his efforts. In fact, Pew gets more complaints about high grades—which may slow momentum if policymakers are think the problem is “solved”—than low grades. Effective advocates can use low grades to argue for more funding and a stronger set of policies. Sealants are a cost-effective strategy for reducing decay in children’s molars, their most cavity-prone teeth. Pew’s report uses valid benchmarks, the best available data and specific state case studies to paint a picture for policy-makers that more needs to be done. Pew is proud to join the efforts of advocates, dental providers, and state officials like Dr. Gilchrist in making sure that happens.

Shelly Gehshan
Pew Children’s Dental Campaign
Washington, D.C.

Dr. Oz

Why is it that people such as “Dr.” Oz (I refuse to acknowledge that he deserves the title of Dr.) can go on TV and spout half-truths and question-

MyView

Continued from Page 4

not at work in Manhattan. This was the same 12-year-old, now 23 years old, who cried not only because her friends in Boston were safe but also because she felt helpless with all this turmoil around her. After a series unfortunate events, the situation improved greatly for Boston the same week. Experiencing the marathon tragedy and the following lockdown felt very apocalyptic. The entire week, the streets kept ringing with sirens. On the day of the marathon, the streets were covered with blood and on the day of the lockdown the streets were empty, resembling a ghost town or a scene straight from Cormac McCarthy’s “The Road.” Now a week later, Boston is back to normal. But this historical Beantown will never forget this tragedy nor the people who were forced to lose more than just their limbs, but their very passion in life and life itself.

Ms. Nekkanti is a second-year dental student at the Tufts School of Dental Medicine in Boston. Details of dentists’ experiences during the marathon start on Page 1.

July fly fishing, CE in Montana

Dillon, Mont.—The 2013 Montana Fly Fishing Seminar July 11-13 here will feature Dr. Kirk J. Robertson speaking on pediatric dental materials. The conference offers continuing education credits and the opportunity for fly fishing. For more information, contact Dr. John B. McCollum at 1-406-683-5125 or visit the website, www.beaverhead.com/ffc. ■

able studies that inflame the public just to boost their ratings (“The Doctor Oz Show” Features Sensationalistic Segment on Dental Amalgam,” April 15 ADA News)? Statements such as “50 percent of the mercury contamination comes from silver fillings”; “amalgams are linked to memory loss and mood swings,” etc. are not true by any scientific, factual study, but these pseudo-scientists can use them to alarm the unknowing public. Many well-done studies and the National Institutes of Health have all gone on record as to the safety of amalgam. Shouldn’t the ADA and other scientific organizations take the offensive and sue Oz for libel or slander to a profession who, above all, places the interests

of patients first? This is not so different than when Oz attacked the apple industry saying that apple juice was contaminated. He was forced to back down. He attacks and ruins many professions and lives for the almighty dollar. Let’s hit him where it hurts in the name of honesty and truth. For once, let the ADA take the offensive. Robert Gherardi, D.M.D. Albuquerque, N.M.

Editor’s note: “The Dr. Oz Show” rejected the ADA’s efforts to have credible scientific experts participate in the program that aired March 28. On the day of the broadcast, the ADA Division of Communications issued

a statement emphasizing that the Association strongly objects to the program “and its reliance on sensationalism while ignoring sound science.” The statement included a number of useful links for dentists and members of the dental team, such as public statements from a number of organizations that agree that, based on extensive scientific evidence, dental amalgam is safe and effective for patients (ADA.org/8426.aspx); the ADA Council on Scientific Affairs statement on amalgam (ADA.org/1741.aspx); and information on all forms of restorative materials at the ADA’s website at www.MouthHealthy.org. To read the statement, visit ADA.org/8448.aspx.



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Great White Dental Lab	Santa Maria	CA	800-441-3522	DeLux Dental Laboratory	Reading	PA	800-541-5642
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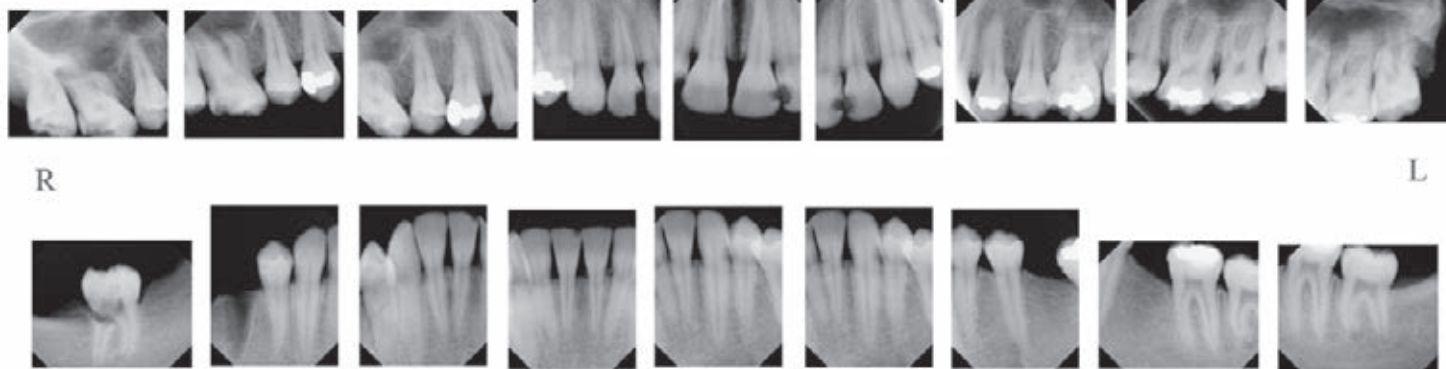
Do you recognize this woman?

BY KELLY SODERLUND

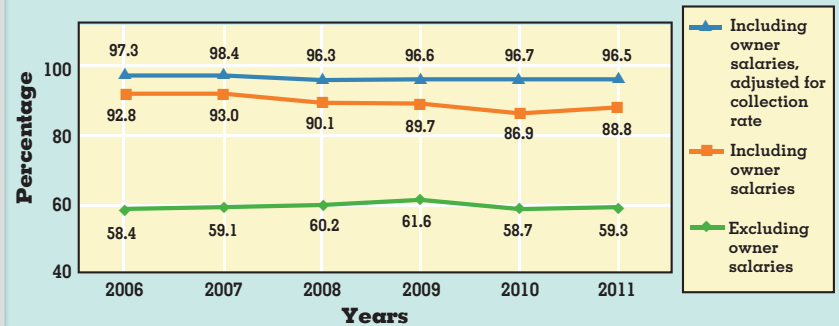
White Haven, Pa.—The National Center for Missing & Exploited Children is asking for dentists' help in identifying a pregnant woman found under a bridge 37 years ago here. The center released dental X-rays of the

woman's teeth and photographic and sketch facial composites created by forensic artists of what the woman may have looked like in real life.

The woman, who was estimated to be between 14 and 25 years old, was found on



Practice expenses as a share of gross billings, 2006-11



Source: American Dental Association, Health Policy Resources Center, Surveys of Dental Practice.

Correction: A chart on dental practice expenses that appeared in the March 18 ADA News had an inaccurate key. A correct chart appears above.

Dec. 20, 1976, along the Lehigh River under a bridge on Interstate 80.

She was in her third trimester of pregnancy when she was found and stood between 4 feet 11 inches and 5 feet 4 inches tall with dark brown hair and brown eyes, according to the center.

A dental exam revealed she had four molars extracted, likely before the age of 12, and some time after the extractions, she had sev-

eral cavities restored.

"At some point after that it appears she did not receive or seek any further dental care, evidenced by a visible fracture and decay found on other teeth that could have caused her pain," according to a poster released by the NCMEC.

The woman's race is undetermined; she could have been white, Asian, Native American or of mixed ancestry, and it's possible she's of European descent, perhaps Polish, Czech or Silesian.

She has a 2-inch scar on her left leg, just above her heel, a small circular mole above her left eyebrow and a mole on her left cheek. The moles on her face could have developed some time during her pregnancy, the center said.

Anyone with information should contact the National Center for Missing & Exploited Children's Forensic Services Unit at 1-800-843-5678 and reference NCMEC number 1104191 or National Missing and Unidentified Person System case number 8913.

The NCMEC is a nonprofit organization that assists law enforcement and families in finding missing children and reducing child sexual exploitation and victimization. ■

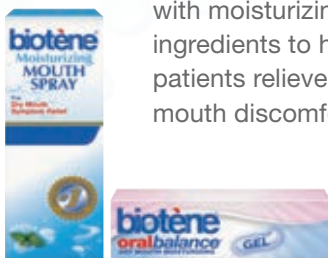
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Biotène Dry Mouth Gum helps stimulate saliva production, restoring saliva's natural protective qualities. When chewed throughout the day, the sugar-free minty flavour leaves patients' breath feeling fresh & clean.



Write the winning DARW slogan

The American Dental Assistants Association is holding a contest to choose a new slogan for Dental Assistants Recognition Week in 2014.

Dental team members or others working in dental-related fields—education, sales, service, etc.—are invited to submit their ideas for a new slogan that sums up the professional dental assistant's contribution to today's dental practice. The ADAA wants to replace its current slogan, "Key to Productivity: the Professional Dental Assistant," with something brief and energetic.

The winner receives a one-year paid membership to the ADAA. Submit entries to mcdono@adaa1.com before Aug. 10. ■

Pulitzer

Continued from Page 1

Tampa Bay Times Editor Neil Brown in his letter of nomination. "These editorials produced profound results. In a rare occurrence, voters in November ousted two incumbent commissioners who had voted to stop adding fluoride in the water and replaced them with two candidates who pledged to add it back. In their first meetings after the election, the new commissioners fulfilled their pledge. Another incumbent who was not on the ballot also switched his vote and supported fluoride. A county commission that had voted 4-3 a year ago to

stop adding fluoride voted 6-1 to resume adding it to the drinking water in March 2013.

"Without the Tampa Bay Times editorial board, hundreds of thousands of Pinellas residents still would be deprived of the most effective method of preventing tooth decay," Mr. Brown said. "The best editorials educate, call for action and achieve results. These editorials achieved all of those goals."

Mr. Brown's letter and links to the editorials can be found on the Tampa Bay Times website, www.tampabay.com.

According to the Pulitzer website, www.pulitzer.org, Mr. Nickens and Mr. Ruth were honored "For distinguished editorial writing, the test of excellence being clearness of style, moral purpose, sound reasoning, and power

to influence public opinion in what the writer conceives to be the right direction, using any available journalistic tool."

The announcement noted that the duo will receive a certificate and \$10,000 cash award "for their diligent campaign that helped reverse a decision to end fluoridation of the water supply for the 700,000 residents of the newspaper's home county."

Past ADA News stories also chronicled the actions in Pinellas County: "Two Florida Cities Take Two Different Fluoridation Paths," Nov. 7, 2011 ADA News, ADA.org/news/6555.aspx, and "After One Year, the Tide Turns on Fluoridation," Dec. 10, 2012 ADA News, ADA.org/news/8002.aspx. ■

—croziers@ada.org

Korean War vets sought

The Department of Defense 60th Anniversary of the Korean War Commemoration Committee seeks to honor veterans with an official certificate of appreciation before the end of 2013.

To receive a certificate, email the following information: full name as you would like it to appear on your certificate; branch of service; rank upon discharge; and mailing address to Joni Smith, Department of Defense 60th Anniversary of the Korean War Commemoration Committee, at joni.m.smith9.ctr@mail.mil. ■

OSHA

Continued from Page 1

communication program, keeping compliance records and responding appropriately to OSHA inquiries.

The kit is \$335 for members and \$502.50 for nonmembers—a discount of \$75 off the individual products. A discount of \$50 will be applied to purchases of the complete kit made through May 30 using promotional code 13111.

For more information, visit ADAcatalog.org or call 1-800-947-4746. ■

Medicare claim denial process delayed for now

BY CRAIG PALMER

Washington—Medicare officials announced a temporary delay "due to technical problems" of the scheduled May 1 ordering/referring provider edits reported in the April 15 ADA News print edition and April 8 on ADA.org.

These edits would have checked Medicare Part B claims from laboratories, imaging centers and DMEPOS (durable medical equipment, orthotics and supplies) that have an ordering or referring physician/nonphysician provider and Part A home health agency claims that require an attending physician provider, the Centers for Medicare & Medicaid Services said.

"CMS will advise you of the new implementation date in the near future," said the e-news notice posted at the CMS Medicare Learning Network website. "In the interim, informational messages will continue to be sent for those claims that would have been denied had the edits been in place," CMS said.

The Association offers member resources on Medicare enrollment and Medicare opt-out procedures at ADA.org and will continue to update information on the Medicare ordering and referring denial edits at ADA.org and in ADA News print editions.

The CMS notice Temporary Delay in Implementing Ordering and Referring Denial Edits also offers tutorials and resources on the Internet-based Provider Enrollment, Chain and Ownership System PECOS. ■

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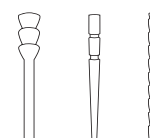


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Presession course covers Botox in dental practice

New Orleans—Dentists who practice in states that allow them to administer Botox, clinically known as botulinum toxin, can learn more about its applications in dentistry by choosing a daylong education course, Botox Therapeutic for Every Dental Practice.

Dr. Louis Malcmacher and faculty members of the American Academy of Facial Esthetics will present this hands-on course (course 4101), jointly sponsored by the ADA and the AAFE. It will be held Oct. 30, the day before the opening of the ADA's 154th Annual Session, at the Ernest N. Morial Convention Center.

"TMJ, headaches and facial pain often frustrate patients and dental clinicians alike to the point where many dentists ignore these symptoms hoping they will just go away," said Dr. Malcmacher. "Many patients have mild to severe levels of facial pain, whether it is from migraines, stress, occlusion or TMJ dysfunction. This presents a diagnostic dilemma for most health care professionals. It is even more confusing when you treat the patient with conventional therapies and the pain still exists. This course will teach dentists how to properly treat the facial muscles with botu-



New Orleans

American Dental Association
ANNUAL SESSION
OCTOBER 31 - NOVEMBER 3, 2013

linum toxin for improved patient outcomes in facial pain treatment while balancing facial esthetics. The AAFE is proud to partner with the ADA on this presession course."

This anatomically based course will demonstrate, using live patients, how to use Botox for dental esthetic and therapeutic purposes in oral and maxillofacial areas as well as how to incorporate Botox use into the practice. Participants will learn to evaluate, treatment plan and inject live patients for best therapeutic outcomes; understand the anatomy of the oral and maxillofacial areas; and learn proper dosaging, reconstitution and delivery techniques for precise treatment.

"The Council on ADA Sessions has seen a lot of interest from ADA members on facial esthetics with Botox, and many of our patients are inquiring about it," said Dr. Gregory J. Peppes, 2013 program chair. "So, who better to partner with than the American Academy of Facial Esthetics, a leader in training dentists and all other health professionals in nonsurgical and noninvasive facial esthetic techniques with Botox?"

The course will run from 8 a.m.-5 p.m. and break for lunch (lunch is not provided). Cost is \$1,797 for dentists and \$295 for team members. Attendance is limited. Visit ADA.org/session to register and find more information on this course or other Annual Session courses and events. ■



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ADA.org/session

July 31 deadline for student ethics video contest

The ADA Council on Ethics, By-laws and Judicial Affairs is accepting entries for the 2013 Student Ethics Video Contest. The deadline to submit entries is July 31.

CEBJA has annually sponsored the contest since 2010 to draw student attention to the ethical dilemmas that dental students and professional dentists may encounter and to provide an exercise focusing on appropriate responses based on the ADA Principles of Ethics and Code of Professional Conduct, available at ADA.org/ethicsconduct.

The contest is open to degree-seeking students at, or new graduates of, any ADA-accredited dental school who are 18 or older, U.S. citizens and members in good standing of the American Student Dental Association.

To qualify, videos should be no more than four and a half minutes and must portray the application of one or more principle, code or advisory opinion contained in the ADA Principles of Ethics and Code of Professional Conduct.

The 2013 first place winner will receive \$2,000. An honorable mention video will be awarded \$1,000. CEBJA will announce the winners at the 2013 ADA Annual Session in New Orleans.

For more information, contest rules and entry forms, contact Earl Sewell at sewelle@ada.org.

"The Unprofessional 2" and "The Spirit of Dentistry," the 2012 grand prize winner and honorable mention winner, respectively, can be viewed on ADA.org/4064.aspx. ■

Illinois issues regulations on how dentists can participate in Groupon

BY KELLY SODERLUND

Springfield, Ill.—Illinois is the latest state to issue regulations on how health care providers, including dentists, can participate in social couponing websites without violating fee-splitting laws.

The Illinois Department of Financial and Professional Regulations on April 10 issued a statement that says as long as health care providers follow certain rules, advertising their services using vouchers does not constitute unethical fee-splitting. Under the traditional business models for entities like Groupon and Living Social, the social couponing compa-

nies generally keep a percentage of the revenue from patients, remitting the remainder to the dentist, which could be deemed illegal fee-splitting under state law.

Illinois health care providers can advertise their services through a social coupon if they ensure that the negotiated fee between the voucher advertising company and themselves represents a reasonable compensation for the cost of advertising. They also must clearly and conspicuously incorporate the following terms and conditions in all ads:

- a disclosure of the discounted price in comparison to the actual cost of services;

- a disclosure that all patients may not be eligible for the advertised health care service and that decisions about health care should not be made in haste. It should also state that the health care provider will determine the care for the patient on an individual basis;

- a disclosure to prospective patients that, if it is later decided that the patient is not a candidate for the previously purchased health care service, the patient's purchase price will be refunded in its entirety. If the patient does not claim the service, then the patient's purchase price must still be refunded in its entirety. In the event that the voucher advertising company does not refund

the purchase price in its entirety, it will be the sole obligation of the health care provider to refund the entire purchase price.

The American Dental Association's legal department cautions that, even under these criteria, there are other legal and ethical issues that a dentist must consider before using social coupons to promote his or her dental practice. A dentist is advised to consult with an attorney familiar with such issues in the state where the dentist is located before moving forward with social coupons.

To learn more about these issues, visit www.ada.org/members/6502.aspx. ■

Nominees sought for annual Norton M. Ross clinical research award

The nomination period is open for the 2013 Norton M. Ross Award for Excellence in Clinical Research, and the submission deadline is June 14.

Established in 1991, the annual award commemorates Dr. Norton M. Ross, a dentist and pharmacologist who spent most of his career in academic and research positions. It recognizes investigators whose clinical research has influenced some aspect of clinical dentistry in a meaningful way.

The 2013 recipient will receive a \$5,000 honorarium and a plaque. Since the award's founding, 22 investigators have received the honor. Dr. Peter Milgrom received the honor in 2012.

The ADA sponsors the Norton M. Ross Award with support from Johnson & Johnson Healthcare Products, Division of McNeil-PPC Inc.

Nominate a candidate by submitting a letter explaining his or her impact on clinical dentistry research, curriculum vitae and a list of publication in refereed journals to Kathleen Alexandrakis, The Norton M. Ross Award, American Dental Association, 211 E. Chicago Ave., Chicago, IL 60611, email alexandrakisk@ada.org. ■

Time to apply for ADA Foundation Harris Grants

The ADA Foundation is accepting applications for its Samuel Harris Fund for Children's Dental Health Grant Program. Applications are due June 10.

Nonprofits that sponsor education programs for mothers and caregivers to help reduce the incidence of early childhood caries are eligible. The Foundation will award the competitive grants solely for prenatal and postnatal oral health instruction for mothers and caregivers.

The Foundation will award approximately 17 grants of up to \$5,000.

Application templates and more information is available at www.adafoundation.org. ■

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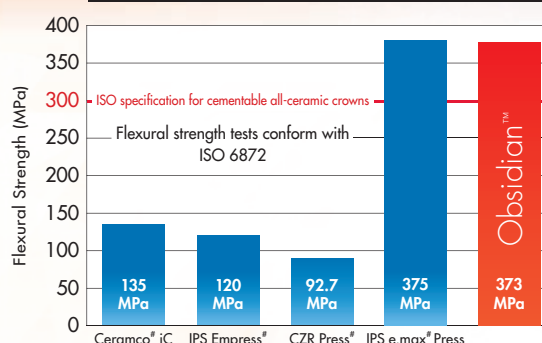
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IPS Empress data cited from: Sorensen JA, Choi C, Fanuscu MI, Mito WT. IPS Empress crown system: three-year clinical trial results. *J Calif Dent Assoc.* 1998;26(2):130-6.
Noritake CZR Press data cited from: www.noritake-dental.co.jp/materials/features/czr_press.html
IPS e.max Press data cited from: Berge HX, Sorensen JA, Edelhoff D. Split energy factor theory in fracture analysis of dental ceramics. *J Dent Res.* 2001;80:57.
Obsidian data cited from: CoorsTek Biaxial Flexural Strength Test Report, March 15, 2012 (unpublished, data on file)

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Dr. Dominick DePaola, educator and researcher, dies

Palm Beach Gardens, Fla.—Dr. Dominick P. DePaola, a renowned dental educator and researcher, died unexpectedly April 16 at his home here. He was 70 years old.

"This is a sad day for dental education and research," Dr. Richard W. Valachovic, executive director of the American Dental Education Association, said in an email to ADEA leaders.

Dr. DePaola was the first person elected by his peers to the office of president of the ADEA. He also was elected president of the American Association of Dental Research and was the first person to hold both the ADEA and AADR presidencies. In 2005, ADEA pre-

sented Dr. DePaola with its Distinguished Service Award, one of many honors and awards earned in his lifetime.

At the time of his death, Dr. DePaola was academic dean of the Nova Southeastern University College of Dental Medicine in Fort Lauderdale, Fla. From 1998-2007, he was



Dr. DePaola

president and chief executive officer of Boston's Forsyth Institute, an independent research organization.

Earlier in his career, Dr. DePaola served as dean of three U.S. dental schools: the Dental School at the University of Texas Health Science Center at San Antonio; the New Jersey Dental School at the University of Medicine and Dentistry at New Jersey; and the Baylor College of Dentistry, Dallas. During his tenure in San Antonio, Dr. DePaola also was acting dean of the Graduate School of Biomedical Sciences.

He was highly regarded for his research on nutrition as it relates to oral health and

disease—work that earned him an honorary membership in the American Dietetic Association, the only dentist so honored.

Dr. DePaola published more than 80 scholarly articles and textbook chapters, and also edited two texts. He delivered more than 1,000 national and international lectures, seminars and special education courses. He also was a founding member of the Santa Fe Group, a think tank on dental policy and advocacy.

In 2009, he received the Gies Award for Outstanding Achievement in Global Oral Health and Education from the ADEAGies Foundation.

Born in Brooklyn, N.Y., Dr. DePaola received a bachelor's degree in 1964 from St. Francis College, Brooklyn Heights. In a 2011 interview for *Inside Dentistry*, Dr. DePaola lauded the education he received at St. Francis as preparation for a career in service to others.

"Essentially, they made it clear that we had a lot of opportunities ahead of us in life and one of them could be caring for people," he said. "So that experience pushed me into thinking about what kind of profession I wanted to go into."

He earned his dental degree in 1969 from the New York University College of Dentistry and later completed a general dentistry internship at Beth Abraham Hospital in New York City. He also earned a doctorate in nutritional biochemistry and metabolism from the Massachusetts Institute of Technology.

Asked what advice he would offer today's dental graduates, Dr. DePaola told *Inside Dentistry* that new dentists should "train to be careful, critical thinkers."

He added, "They have to understand life-long learning and be prepared for the unexpected, because change is imminent and continuous. They also need to really care about the health of the public."

A funeral mass for Dr. DePaola was held April 20, at Brooklyn's St. Francis of Paola Church, followed by burial at Calvary Cemetery in Greenpoint, Brooklyn.

Dr. DePaola is survived by his wife, Rosemary, and their daughter, Alexis. Donations can be made to the Dominick and Rosemary DePaola Scholarship Fund, St. Francis College, Office of Development, 180 Remsen St., Brooklyn Heights, N.Y. 11201. ■

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— R. Todd Erickson, D.D.S.

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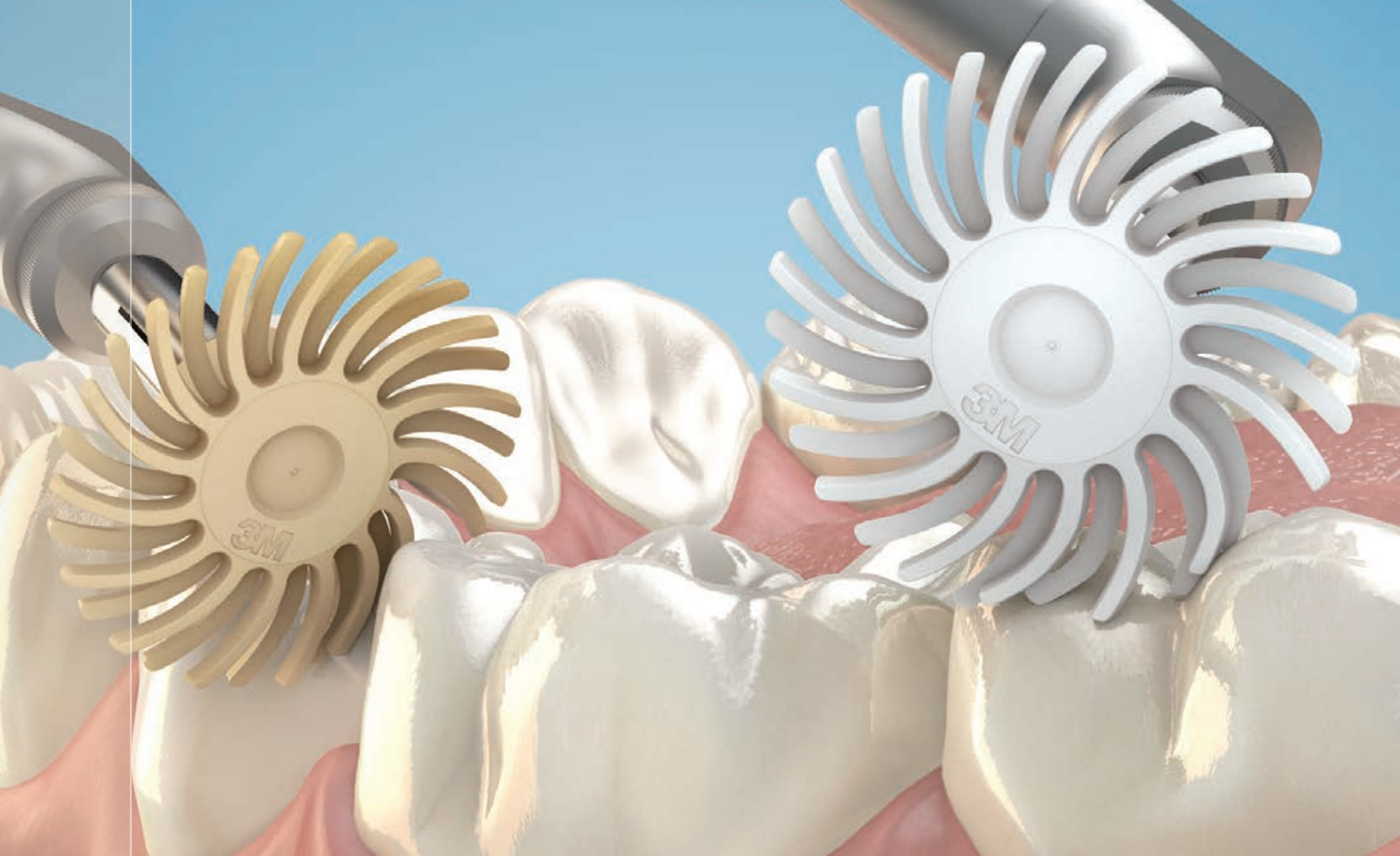
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Colloquium focuses on strengthening dental care delivery

Washington—Participants of the sixth U.S. National Oral Health Alliance's leadership colloquium will discuss strengthening the dental care delivery system when they gather June 17-18 at the Grand Hyatt Washington.

The colloquium topic is one of six priority areas developed by a diverse group of stakeholders at the 2009 ADA-convened Access to Dental Care Summit and adopted by the Alliance. The ADA is a partner organization. The other colloquia focused on medical and dental collaboration, prevention and public health infrastructure, oral health literacy, metrics and financing models for oral health.

Registration is free. Space is limited. The Grand Hyatt Washington offers a special room rate of \$225 for participants if booked by May 21. For more information, to register and make hotel reservations or to download summaries for past meetings, visit usnoha.org. ■



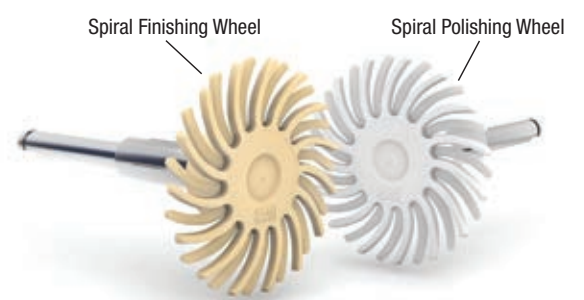
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Insurance for your paycheck

May is Disability Insurance Awareness Month

BY KAREN FOX

A disabling illness or accident is often the furthest thing from a dentist's mind; but the effects of one can be staggering.

May is Disability Insurance Awareness Month, and the Council on Members Insurance and Retirement Programs—which sponsors the ADA Disability Income Protection and Office Overhead Expense benefit plans—is taking the time to remind dentists and dental students to examine their resources in case of a life-altering event.

“At any stage of your career, you should expect that it could happen,” said Dr. Thomas Paumier, chair of the Council on Members Insurance and Retirement Plans. “You may be unable to continue to practice in the manner you did in the past, and when you lose income you lose the ability to support your practice and your family.”

In fact, becoming disabled—even partially—may be more common than you think. A statistic that appears on ADA Members Insurance Plans' website says that “1 out of 3 dentists will be disabled long enough to collect benefits at some point before retirement, and you're five times more likely to be disabled during your working years than you are to die before age 65.”

“That isn't just a general statistic; it's based on years of disability claims by ADA members,” said Dr. Paumier. The source is Great-West Financial, underwriter of the ADA disability insurance plans.

experience with disability insurance. A past chair of the CMIRP, Dr. Fink carried the ADA-sponsored Office Overhead Expense Plan from Great-West Financial. Disability Income Protection protects your personal income, while Office Overhead Expense coverage helps you keep the doors of your practice open during a period of disability by reimbursing up to \$25,000 of business expenses (employee sala-

ries, lease/mortgage, utilities and loans).

“As the underwriter for the plan, I felt like Great-West Financial really cared about my well-being as an ADA member dentist; not just their bottom line,” said Dr. Fink. “My Office Overhead Expense Plan was a life saver and it helped protect my dental practice and my staff during that difficult time.”

Disability Income Replacement and Office

Overhead Expense insurance complement each other to provide the maximum protection for members.

“Twenty percent of your colleagues are covered by the ADA's Income Protection Plan, so you have comfort in knowing that you will have that same security: the best insurance at the best value,” said Dr. Paumier. “It's likely that the savings you get from the ADA Members Insurance Plans will pay your entire membership dues for a year. That's member value.”

For more information on ADA Insurance Plans, visit www.insurance.ada.org. If you have questions, email ada@greatwest.com or call 1-866-607-5338 weekdays from 8 a.m. to 6 p.m. Central Time. ■

—foxk@ada.org



The ADA Disability Income Protection Plan offers protection at exclusive member-only rates that are among the lowest that dentists will find for comparable coverage. The plan features a true “own occupation” definition of disability that can pay benefits up until age 65. Own occupation means that if you become totally disabled from your specialized area of dentistry, you'll get full benefits, even if you choose to work in another area of dentistry or enter a new profession.

Even temporary disabilities are enough to wreak havoc on a dentist's financial outlook.

“For younger dentists with student debt, any disability that would keep them from working at the early stages of their careers could be catastrophic in their ability to maintain a practice,” said Dr. Paumier.

ADA student members are eligible for disability insurance coverage at no cost. Plus, once they are practicing, they will have the ability to convert to low-cost coverage in the ADA member plans without medical underwriting.

“Over 67 percent of members of the American Student Dental Association have ADA-sponsored Student Disability coverage,” said Dr. Paumier. “Should a student become disabled during his or her education years, there is a provision that will pay off their student loans in the event of disability. It really does meet a need that many don't think about.”

ADA-sponsored Members Insurance Plans are consistently ranked among the top benefits of ADA membership, and in the 2012 Member Value and Loyalty Survey were once again rated high when it comes to evaluating perceptions of benefits and factors that drive member value. There are more than 19,000 member dentists—representing 21 percent of membership—who are covered by the Disability Income Protection Plan alone.

Dr. Steven Fink is a dentist who has firsthand

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Photos courtesy of Ogemaw County Herald



Home care: A young patient (far left) shows off the bag of goodies he received from Dr. Jonathan Berns of West Branch, Mich., during Give Kids A Smile, while another patient giggles at the start of treatment. This year, Dr. Berns and his team provided exams, cleanings, X-rays, fluoride treatments and extractions worth more than \$6,000. "Although low-income children are usually covered by MiChild and Healthy Kids, some fall through the cracks. We are happy to fulfill this need," said Dr. Berns. "In addition to free care, we also help the eligible parents apply for MiChild and Healthy Kids Medicaid insurance."

QuickTakes

Summaries of ADA News stories published online

U.S. surgeon general endorses fluoridation

On April 22, Regina Benjamin, M.D., U.S. surgeon general, officially endorsed community water fluoridation as "one of the most effective choices communities can make to prevent health problems while actually improving the oral health of their citizens."



Dr. Benjamin

Dr. Benjamin made her endorsement via a letter read at the opening ceremony at the National Oral Health Conference in Huntsville, Ala.

To read the full story, visit ADA.org/news/8532.aspx. ■

Fertilizer plant explosion forces office closure for town's dentist

Gray smoke billowed over West, Texas, as Dr. Larry Sparks made his way home April 17.

West is a community of around 2,800 people about 20 miles north of Waco and sits higher than the land around it, so Dr. Sparks said he could see most of the town as he drove in after 7:30 p.m.

"If you've ever seen pictures of a dustbowl, that's what it looked like, except it was gray," Dr. Sparks said. "All of a sudden, it turned from gray to a red and orange mushroom fireball. It looked like the mushroom cloud you see when you look at pictures of an atomic bomb exploding. It filled the entire horizon."

That fireball came from a massive explosion at the West Fertilizer Plant, the force of which sent a shockwave through the town, blowing the windows and roofs off buildings and homes and demolishing others.

Dr. Sparks, the only dentist in West, was forced to temporarily close his practice because it was without water following the explosion. To read more about Dr. Sparks' experience, visit ADA.org/news/8529.aspx. ■

Oregon dental school names new dean

The Oregon Health and Science University April 23 announced the appointment of Dr. Phillip T. Marucha as dean of its School of Dentistry.



Dr. Marucha

He is the current associate dean for research and director of graduate studies at the University of Illinois at Chicago College of Dentistry.

To read the full story, visit ADA.org/news/8536.aspx. ■

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65 test positive for hepatitis C in Oklahoma

BY JEAN WILLIAMS

Tulsa, Okla.—Blood tests on patients of an oral surgeon under investigation here for infection control violations yielded 65 positive results for hepatitis C virus and three for hepatitis B, according to the Oklahoma State Department of Health.

Fewer than three tested positive for HIV, the health department said.

However, the source of the infections has not been confirmed from epidemiological data.

Based on current Oklahoma disease prevalence data for HBV, HCV and HIV, health officials recognize some of the positive screening tests are likely not related to dental procedures performed by the dentist under investigation, according to a statement posted April 25 on the OSDH website.

The OSDH, the Tulsa Health Department and the Oklahoma Board of Dentistry announced a joint investigation of the oral surgeon in a March 28 letter to patients on the OSDH website. The letter also said that

7,000 patients were being notified of potential exposure to bloodborne viruses.

So far, 3,568 patients have visited county health departments in Oklahoma for testing with lab results returned for 3,503.

The OSDH reported in the statement that in the “ongoing investigation” 65 people tested positive for hepatitis C, three tested positive for hepatitis B and an undisclosed number tested positive for human immunodeficiency virus.

Oklahoma state policy prohibits publicly

reporting fewer than three positive HIV results, the update said.

“This is a complex investigation,” said state epidemiologist Kristy Bradley, D.V.M., in the update. “The next phase will include more in-depth interviews of persons who test positive to determine the likelihood that their exposure is associated with their dental surgical procedure at the ... practice. We will certainly continue to keep the public informed as we learn more.” ■

—williamsj@ada.org

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ADEA gives awards to educators

Seattle—Supported by educational grants from the Colgate-Palmolive Co., the American Dental Education Association presented awards to dental educators during the 2013 ADEA Annual Session and Exhibition here in March.

“ADEA is pleased to recognize the accomplishments of these dental educators, with the support of the Colgate-Palmolive Co.

“The future of dental education depends on the hard work and habits of excellence which the awardees have demonstrated,” said Dr. Stephen K. Young, ADEA chair of the board.

The following awards were bestowed:

- The ADEA/Colgate-Palmolive Co. Allied Dental Educators Fellowship, which provides support for participation in the ADEA Leadership Institute or a three-month fellowship at the ADEA office in Washington, D.C.: Dr. Donna F. Homenko, Cuyahoga Community College.

- The ADEA/Colgate-Palmolive Co. Excellence in Teaching Award, which provides support to educators to enhance teaching efforts: Dr. H. Wayne Lambert, West Virginia University School of Dentistry.

- The ADEA/ADEA Council of Students, Residents, and Fellows/Colgate-Palmolive Co. Junior Faculty Award, which provides support to educators to enhance teaching efforts: Dr. Jompobe Vuthiganon, Medical University of South Carolina James B. Edwards College of Dental Medicine.

“Colgate-Palmolive’s ongoing support of these awards exemplifies the dedication and commitment to dental education, dental educators and students that it shares with ADEA,” said Dr. Barbara Shearer, director of scientific affairs at the Colgate-Palmolive Co.

“We are proud to invest in the rising generation of dental educators, and offer our sincerest congratulations to Dr. Homenko, Dr. Lambert and Dr. Vuthiganon for their achievements.” ■

Bombing

Continued from Page 1

the ground. My sister is pregnant. He pushed her down on top of the kids. He jumped on them. Another stranger jumped on them and said, 'Don't move.' After a while, everyone got up and just ran."

Though still shaken by the violence and the close call, Dr. Sheehan also recalled the bright side of the tragedy.

"The one thing I did see from it is that there are so many good people in this world," she said. "People gave the shirts off their backs. It was amazing, the kindness of strangers. You saw the epitome of evil, and you saw the epitome of what is good in this world. I saw both sides that day."

'Next year in Boston, it could be one of the biggest [races] ever'

This year marked the 26th time that Dr. David Reichwage, a general dentist in Fort Wayne, Ind., participated in the Boston Marathon.

"It doesn't matter if it's No. 1 or 26, I tell you, you feel the exhilaration," Dr. Reichwage said by phone April 18. "You feel the excitement—that sense of accomplishment in just participating. The other thing is, every year, it's different."

Ordinarily, the differences have been contained to fluctuations in the weather, logistics and other innocuous elements, he said, not a deadly terrorist act.

He was nearly finished with the race, with under two miles to go, when the first bomb

detonated. "That overshadowed everything," he said. "All the happiness, the joyful exhilaration, the thrill of finishing and celebrating; all of that was pushed aside. Despite that horrific scene, the spirit of the people of Boston came through. I mean, it was incredible. People jumped in; they jumped in unselfishly into action to help the ones that were injured, to help law enforcement and any first responders. That was fantastic to see."

Dr. Reichwage said the terrorism will not dissuade him from participating in a 27th Boston Marathon.

"Absolutely not," Dr. Reichwage said. "I'll go to any of them, any time. I'll give it my best shot like I've always done it. I know that next year in Boston, it could be one of the

biggest Bostons ever. The people in Boston aren't going to put up with this kind of thing. They're going to turn out; they're not going to be afraid of it. They're not going to be intimidated by it. They're going to go for it."

Other dentists' accounts of the Boston Marathon bombings are shared on ADA.org:

- Dr. Alex Adeli tells how the early investigation halted his dental practice near the bombing site: ADA.org/news/8516.aspx;

- Dr. Morton Rosenberg comments on waiting for friends at the finish line when the first bomb blew: ADA.org/news/8517.aspx;

- Dr. Charles Badaoui relays how patient fear affected scheduling just days after the bombing: ADA.org/news/8522.aspx. ■

Antitrust exemption outdated, ADA tells Senate subcommittee

BY CRAIG PALMER

Washington—The Association urged Senate support for legislation "eliminating the unwarranted antitrust exemption that grants health insurers special status and permits them to ignore the competitive rules that apply to every other business in the United States."

Legislation offered in the House by dentist/Rep. Paul Gosar, R-Ariz., H.R. 911, would amend the 1945 McCarran-Ferguson Act with respect to the business of health insurance, including dental benefit plans. The McCarran-Ferguson law exempts the health insurance industry from antitrust laws.

That law is outdated, the Association told the Senate Judiciary subcommittee on antitrust, competition policy and consumer rights in written testimony offered for the record of an April 16 hearing on Oversight of the Enforcement of the Antitrust Laws.

"Whatever justification there may have been for the McCarran-Ferguson Act exemption originally, it serves no legitimate purpose today, especially because the insurance industry will be able to avail itself of the same 'safe harbors' that have been developed over the years and that are utilized by other businesses that are subject to the federal antitrust laws," the Association said.

An amended McCarran-Ferguson Act "would enable both the Department of Justice and the Federal Trade Commission to focus their attention on specific anticompetitive practices by insurers that may adversely affect patients and providers, thereby leveling the playing field and ensuring that providers and health plans are abiding by the same set of competitive rules," the Association said.

The ADA expressed support for the approach taken in H.R. 911, "as it narrowly targets the health insurance industry." The term "business of health insurance" as defined in H.R. 911 does not include the business of life insurance including annuities or the business of property or casualty insurance. H.R. 911 was referred to the House Judiciary Committee. There is no companion Senate legislation.

The Association asked the Senate antitrust panel to support introduction of a bill in that chamber. ■

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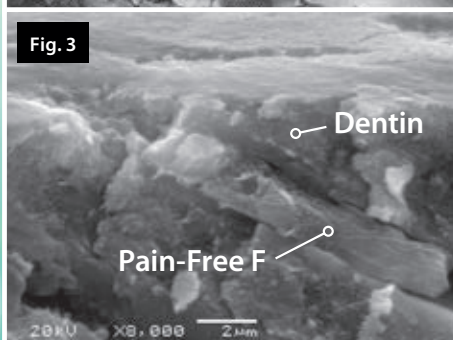
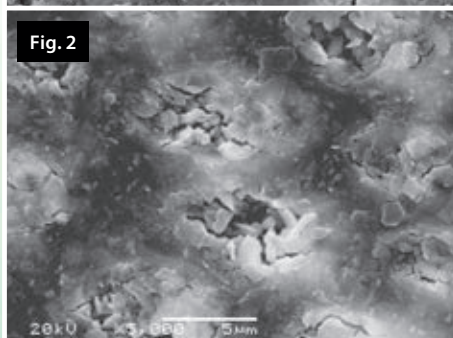
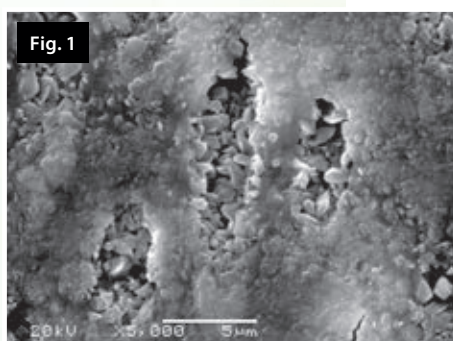


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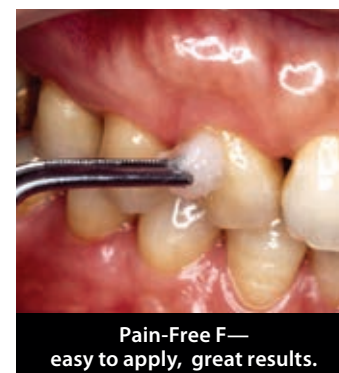
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