American Dental Association

### **ADACommons**

ADA News

**ADA Products and Publications** 

6-3-2013

### ADA News - 06/03/2013

American Dental Association, Publishing Division

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

Part of the Business and Corporate Communications Commons, Dentistry Commons, and the History of Science, Technology, and Medicine Commons

### **Recommended Citation**

American Dental Association, Publishing Division, "ADA News - 06/03/2013" (2013). ADA News. 286. https://commons.ada.org/adanews/286

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



### BRIEFS

Showcase your speaking skills at Annual Session in New Orleans Do you have what it takes to speak at the 2013 ADA Annual Session?

The ADA is accepting speaker applications until June 21 for the 2013 New and Emerging Speaker Stage at the New Orleans Ernest N. Morial Convention Center during the ADA Annual Session Oct. 31-Nov. 3.



New Orleans

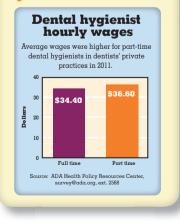
American Dental Association ANNUAL SESSION OCTOBER 31 - NOVEMBER 3, 2013

Up-and-coming professional educators should apply online for the chance to present a one-hour lecture at ADA.org/session/6929.aspx.

New and Emerging Speaker stage participants are seen by scouts from other dental meetings.

For more information or to register for the 2013 Annual Session, visit ADA.org/ session.

### **JUST THE FACTS**



### **Iowa effort yields success with noncovered services law**

#### **BY KELLY SODERLUND**

Des Moines, Iowa—It took three years, but the Iowa Dental Association was successful in having its interpretation of one of the country's more distinct noncovered services laws upheld by the state Supreme Court.

The Iowa Supreme Court on May 17 reversed a previous decision by a district court that sided with the insurance industry's interpretation of the noncovered services law passed in 2010. Noncovered services laws prevent insurance companies from controlling what a dentist may charge for services dental benefit plans don't cover.

"This was a huge victory for dentists and for small businesses," said Dr. Mary Mariani, IDA president. "This is a victory for our autonomy. It's the patients and the dentists making the decisions rather than the insurance companies."

The debate was over whether

### Fluoridation balloting pro and con, Page 7

the services in dispute were "reimbursed" or "reimbursable."

"Following enactment of this law, insurers continued imposing maximum fees on services that were actually reimbursed under their dental plans, such as semiannual teeth cleanings," according to the Supreme Court opinion. "But some insurers went further. They placed maximum fees on services that were potentially reimbursable but not actually reimbursed because of some plan limit, such as a frequency limit."

The law passed by the Iowa state legislature used the term "reimbursed" in defining what a covered

See IOWA, Page 14

# Photos courtesy of Chad Carter, OU dental student

### **BY CRAIG PALMER**

*Moore, Okla.*—Chad Carter, third-year student at the University of Oklahoma College of Dentistry, emerged from shelter with his and a neighboring family, his emergency gear and bags packed "because there had been a tornado the night before," and he had been dealing with that one when the next one roared through.

**Incoming storm:** "This is the last thing I saw getting into the shelter," said University of Oklahoma dental student Chad Carter. "I immediately sent it to my family saying, we will be hit. At this point the tornado was over the farms on the west side of Interstate 35."

### See TORNADO, Page 19



**Post storm:** Third-year student Chris Goelz, standing in front of the destroyed car he used to commute to University of Oklahoma College of Dentistry, talks with a neighbor on Ginger Road Plaza Towers Elementary School, which his oldest son attended, is in the background.

### all ceramic all options<sup>™</sup>



### Your best option for high-strength.

The company that brought you all-ceramics now brings you Zenostar, your premium brand choice for full contour zirconia restorations. The Zenostar pre-shaded, high translucency zirconia, provides you with a strong and versatile restorative solution that meets the high performance demands of the most challenging cases.

Prescribe the best zirconia – Prescribe Zenostar.



ivoclar vivadent passion vision innovation

Call us toll free at 1-800-533-6825 in the U.S., 1-800-263-8182 in Canada. © 2013 lvoclar Vivadent, Inc. lvoclar Vivadent is a registered trademark of lvoclar Vivadent, Inc. Zenostar is a trademark of Wieland Dental + Technik GmbH & Co. KG



#### JUNE 3, 2013

Volume 44, Number 11

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

Postmaster: Send address changes to the Ameri-can Dental Association, ADA News, 211 E. Chicago Ave., Chicago, Ill. 60611. © 2013 Ameri-can Dental Association. All rights reserved.

> **ADA** American Dental

Association<sup>®</sup>

America's leading advocate for oral health

PUBLISHER: Michael D. Springer ASSOCIATE PUBLISHER: James H. Berry NEWS EDITOR: Judy Jakush ASSOCIATE EDITOR: Stacie Crozier washington editor: Craig Palmer SENIOR EDITORS: Karen Fox, Kelly Soderlund, Jean Williams EDITORIAL ASSISTANT: Chrestine Johnson **CREATIVE DIRECTOR:** Peter Solarz

TECHNOLOGY MANAGER: Paul Gorski **PRODUCTION:** Bruce Barrett, Geralyn Novotny **PRODUCTION COORDINATOR:** Liz Grace **PRODUCTION MANAGER:** Rebecca Kiser **SENIOR DIRECTOR, SALES & MARKETING:** Gilbert Muño

ADVERTISING SALES MANAGER: Michelle Boyd MARKETING MANAGER: Jill Philbin **CIRCULATION CUSTOMER SERVICE REP:** Debbie I. Boehn

**REPRINTS & PERMISSIONS:** Karen London

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

ADVERTISING OFFICES: 211 E. Chicago ADVERTISING OFFICES: 211 E. Chicago Ave., Chicago, Ill. 60611. Phone 1-312-440-2740. Eastern region: Jim Shavel, S&S Media Solutions, 1554 Surrey Brook Court, Yardley, PA 19067, 215-369-8640 phone, 215-369-4381 fax, 215-499-7342 cell, "jim@ssmedia-sol.com". Western region: Allen L. Schwartz, S&S Media Solutions, 10225 NW Brentano Lane, McMinnville, OR 97128, 503-472-8614 phone, 503-961-0445 fax, 503-784-8919 cell, "allen@ssmediasol.com".

**SUBSCRIPTIONS:** Nonmember Subscription Department 1-312-440-2518. Rates—for tion Department 1-312-440-2518. Rates—for members \$8 (dues allocation); for nonmem-bers-United States, U.S. possessions and Mex-ico, individual \$91; institution \$135 per year. International individual \$125; institution \$170 per year. Canada individual \$109; institution \$153 per year. Single copy U.S. \$16, interna-tional \$18. ADDRESS OTHER COMMUNI-CATIONS AND MANUSCRIPTS TO: ADA News Editor, 211 E. Chicago Ave., Chicago, Ill. 60611.

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



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

### Healthy Smiles, Healthy Children accepting grant applications

Healthy Smiles, Healthy Children: The Foundation of the American Academy of Pediatric Dentistry is now accepting applications for its 2014 Access to Care Grants.

These single-year \$20,000 grants are a part of the HSHC's national effort to support community-based initiatives providing dental homes to children whose families cannot afford dental care.

HSHC funds may be applied to cover costs of dental care; clinic supplies and instruments; patient/parent/caregiver education materials; take-home supplies like toothbrushes, toothpaste, etc.; education and/or outreach to



recruit dentist participation in program activities; or other activities with clear, direct impact on child oral care.

HSHC will give special consideration to programs that have demonstrated success and have potential for replication in other communities, as well as initiatives that have illustrated collaboration with other institutions and organizations.

Grants must be expended within 12 months of award.

Guidelines and application instructions are available at www.GrantScorecard.com/ AccessCare2014.htm. Applications are due Aug. 1. For more information, contact Tracey Schilligo, grant and corporate relations manager, at 1-312-337-2169 or tschilligo@aapd.org.



digital perfection 20

### **NMDA staffer named Miss Indian World** Will serve as cultural ambassador

#### **BY KAREN FOX**

*Albuquerque, N.M.*—A staff member at the New Mexico Dental Association received a high cultural honor as a member of the Navajo Nation April 27.

Kansas Begaye was named Miss Indian World during the Annual Gathering of Nations, one of the largest powwows in the U.S.

"Miss Indian World is one of the most prestigious honors in the Native American and indigenous world, and the winner will serve as a role model for all Native Americans," said Melonie Mathews, coordinator of Miss Indian World.

As Miss Indian World, Ms. Begaye will represent all Native and indigenous people as a cultural goodwill ambassador who educates people about tribal and cultural traditions for the next year.

"We know that the same hard work and dedication she gives to her job daily at the NMDA will serve her well as she champions Native causes around the world, including those of Native oral health," NMDA Executive Director Mark Moores said of Ms. Begaye, NMDA's associate director of membership. "We could not be more proud of her achievement."

**Proud moment:** Kansas Begaye (second from left) poses with her colleagues at the NMDA headquarters. From left are Mr. Moores; Nancy Arenas, assistant director; and Michael Moxey, director of communications and advocacy.





**ADA** American Dental Association<sup>®</sup>



### Give Kids A Smile news

**3M and Give Kids A Smile:** John Stefanick, at right, director of industry and professional relations for 3M ESPE, presents a check to the ADA Foundation April 29 at the GKAS National Advisory Committee meeting at ADA Headquarters in Chicago. Accepting the donation are, from left, Dr. Gary Roberts, ADA 12th District Trustee; Gene Wurth, ADA Foundation executive director; and Dr. Jeff Dalin, GKAS National Advisory Committee chair.



**Fast track education:** A youngster shows off his new Spinbrush at the Kansas Speedway in Kansas City, Kan., April 20. Volunteers at the GKAS/NASCAR program handed out education materials and 2,800 Spinbrush Battery-Powered Toothbrushes donated by Church & Dwight Co. Inc. GKAS/NASCAR at track sponsors include the ADA and ADA Foundation, Henry Schein Cares and 3M ESPE Dental. In 2011, they joined forces with Greg Biffle and 3M Racing to take the Give Kids A Smile program to the NASCAR audience. The program will reach 600,000 individuals with oral health messages in 2013. See the list of events online at ada.org/news/8301.aspx.



**Kansas kids smile:** Students at J.A. Rogers Elementary School in Kansas City, Mo., learn the Ad Council's 2min2x slogan, encouraging kids to brush two minutes two times each day, April 18 during a GKAS/NASCAR interactive oral health education event for 900 students. Watch the ADA News for more details, visit the GKAS Facebook page, facebook.com/GiveKidsASmile, or follow GKAS on Twitter at #gkas or #givekidsasmile.

### San Francisco to host 'JADA Live' in July

#### **BY KELLY SODERLUND**

San Francisco—See the latest in office design technology at JADA Live in July.

Advancing Your Practice Through Office Design will be presented from 9 a.m. to 5:30 p.m. on July 19 at the Westin San Francisco Market Street. JADA Live, presented by the publishers of The Journal of the American Dental Association, is an educational in-person seminar that offers a variety of scienceand practice-based knowledge.

"This full-day event promises a packed agenda filled with relevant and practical information to help dentists better care for their patients," said Michael Springer, senior vice president of business and publishing at the American Dental Association. "Our JADA Live events in 2012 in Dallas, Oak Brook, Ill., and Philadelphia were quite a success thanks to dentists with a passion for learning about the hottest topics in dentistry. I encourage dentists across the country to make time to attend JADA Live seminars this year."

At JADA Live in San Francisco, Dr. Mark Tholen, former chief executive officer at T.H.E. Design, a dental office design firm that has created more than 3,000 offices in the U.S., Europe and Australia, will break down the office design process and teach techniques to increase office efficiency. Dentists will participate in interactive sessions and use financial calculators to understand the impact of the improvements to their dental offices.

JADA Live participants will receive six units of continuing education credit upon successful completion of the course. To register, visit

### Medicare EHR incentives reduced

*Washington*—Medicare electronic health record incentive payments to dentists and other eligible professionals will be reduced by 2 percent under sequestration's mandatory budget cuts, the Centers for Medicare & Medicaid Services said. Medicaid EHR incentive payments are exempt from the mandatory reductions.

Medicare EHR incentive payments will be reduced for reporting periods that end on or after April 1. The incentive programs provide incentive payments to eligible professionals, eligible hospitals and critical access hospitals as they adopt, implement, upgrade or demonstrate meaningful use of certified EHR technology. An electronic health record allows providers to record patient information electronically instead of using paper records.

Information on sequestration and the Medicare and Medicaid EHR Incentive Programs is posted at cms.gov.

www.jadalive.org or call 1-888-692-2631. Registration for each seminar is \$169 for ADA members and \$199 for nonmember dentists. The first 100 attendees to register for the San Francisco event will receive a copy of the ADA's bestselling new book, The ADA Practical Guide to Dental Office Design, which has a retail value of \$134.95.

—soderlundk@ada.org



**Day of learning:** More than 150 people attended the JADA Live seminar in Oak Brook, III., on Sept. 21, 2012. JADA Live events were also held in Dallas and Philadelphia in 2012.

Controlled tissue contouring for immediate loading including BioTemps<sup>®</sup> Provisionals



healing abutment, custom temporary

\*Price does not include shipping or applicable taxes.

For more information

800-411-9721

www.inclusivedental.com

custom impression coping, final custom

abutment, BioTemps Provisional,

abutment and ceramic crown.

### **INCLUSIVE**<sup>®</sup> Tooth Replacement System



A 3.7 mm X 11.5 mm Inclusive® Tapered Implant was placed in the surgical site for tooth #7, as well as tooth #10.



After four months of integration, the BioTemps and patient-specific abutments were removed, revealing very healthy pink tissue with trained tissue contours.



The final zirconia abutments were fabricated by the dental laboratory and torqued into

Clinical dentistry by Timothy F. Kosinski, DDS, MAGD

The Inclusive Tooth Replacement System is a convenient and effective method of promoting and preserving the ideal tissue contours throughout the implant treatment process. It includes treatment options for these clinical situations:

- Immediate loading with custom temporary abutment and BioTemps<sup>®</sup> Provisional
- Single-stage implant placement with custom healing abutment





CONTRACTOR



The BioTemps bridge #7–10 was seated, allowing for nice tissue healing prior to the final impressions.



The custom impression copings match the patient-specific soft tissue contours of the custom temporary components.



### The final implant-retained bridge was cemented into place.

### **Bluefield College plans dental school for Appalachian region, enrolling for 2015**

#### **BY KAREN FOX**

*Bluefield, Va.*—A new dental school is in the works at Bluefield College, a private Christian college in southwest Virginia.

The Bluefield College School of Dental Medicine plans to accept its first class of 60 students in 2015.

"The school has recently turned from an

idea to the beginning of reality," said Dr. Francis G. Serio, whom Bluefield College named its inaugural dental school dean last month.

The college has not applied for accreditation from the Commission on Dental Accreditation but is planning to do so. "We are literally just starting, and I am the first hire. Our plan is to have the application for initial accreditation filed by March of 2014."

He added that Bluefield College is engaged in the process of receiving appropriate accreditation approvals from the Southern Association of Colleges and Schools Commission on Colleges before accepting its first class.

The new school is envisioned as an institution that will train individuals to provide

INSURED





ADA. Members Insurance Plans



**Today's ADA Member Dentist:** Excels at orthodontics, rigging a sail, algebra homework help.

**Challenge:** Wants to protect her personal income and dental practice expenses should she become disabled and can't practice dentistry; has researched plans and prices.

**Solution:** ADA-sponsored disability income protection and office overhead expense insurance, each with a true "own occupation" definition of disability. At low, group rates from ADA Members Insurance Plans.

Let our Insurance Plan Specialists help you find your own solutions. Call us at 866.607.5330 or visit insurance.ada.org.

This material is an outline only and not a contract. Benefits are provided through respective Group Policy Nos. (1105GDH-IPP Disability Income Protection and 1106GDH-OEP Office Overhead Expense Disability) filed in the State of Illinois in accordance with and governed by Illinois law, issued to the American Dental Association, and insured by Great-West Life & Annuity Insurance Company. Coverage is available to all eligible ADA members residing in any U.S. state or territory. Income Protection premiums increase every 5 years and Office Overhead Expense premiums increase every 10 years. Each Plan participant will receive a Certificate of Insurance explaining the terms and conditions of the policy.

 $\mathsf{ADA}^{\otimes}$  is a registered trademark of the American Dental Association

critical dentistry needs to the underserved; address the growing shortage of dentists and dental care professionals in southwest Virginia and central Appalachia; conduct communitybased research; and spur economic development.

"This position allows me the opportunity to help bring a tremendous resource to southwest Virginia that will train general dentists for the region and help set up a system to provide care not only at the dental school clinic in Bluefield, but also across the region in select community health centers," said Dr. Serio, who is currently a professor of dentistry, interim vice dean and associate dean for clinical affairs at the East Carolina University School of Dental Medicine.

The college intends to contract with a network of existing CHCs in southwest Virginia, many of which do not currently offer dental care. As a community-based school, Dr. Serio said Bluefield College "will be looking at community-based research, such as research into demographic disease patterns. I see us doing



more public health research to improve oral health in communities, not traditional applied science or basic science research."

In a statement, Bluefield College said that Dr. Serio is experienced in dental school development and administration, having worked with ECU during the construction of its new dental school building

DI. DUIIO

and the opening of the school in 2011, and has a strong commitment to providing care to the underserved.

"We are blessed to have Dr. Frank Serio coming as the inaugural dean of the School of Dental Medicine at Bluefield College," said BC President David Olive. "His vast experience, including the launch of a new dental program at ECU, and his heart for service and lifelong commitment to giving back to the community make him the ideal person to found this new program."

Dr. Serio is an editor of and contributor to the International Dental Volunteer Guide, an ADA publication that educates dental practitioners about volunteer opportunities. He is the founder and past director of the Dominican Dental Mission Project, a volunteer program providing dental care to the rural poor of the Dominican Republic, which garnered the President's Volunteer Action Award from President George H.W. Bush and Daily Points of Light Award from President George W. Bush.

Between construction of a dental school facility, hiring of staff and bringing in students, Dr. Serio said the new school will also help boost economic development in the region. Tazewell County officials have collaborated with Bluefield College on plans for the school.

"This dental school is important to Tazewell County and our region," said Jim Spencer, county administrator for Tazewell County. "I had the opportunity to meet Dr. Serio a few weeks ago and spend some time with him. I was impressed with his abilities and vision for the new school. This is a huge step forward with the announcement [of his appointment] being made today."

### Portland voters say no to fluoridation

#### **BY STACIE CROZIER**

*Portland*, Ore.—The city of Portland will remain unfluoridated.

Unofficial returns show that voters May 21 rejected a bid to fluoridate by a margin of 60 percent to 40 percent.

The special ballot marked the first time in three decades that residents voted on the issue. In 1980, voters repealed a 1978 voterapproved decision to add fluoride to the water. Fluoride was never added to the city's water supply. In the latest debate, the Portland City Council approved a plan to fluoridate the water in September 2012 but those opposed to it quickly organized and successfully gathered enough signatures to get the issue on the ballot for 2014.

In January, the city council voted to expedite a water fluoridation vote, setting it for



this May, a year earlier than planned.

Since the city council approved a fluoridation plan in 2012, a contentious and emotional campaign on both sides of the issue developed, which attracted national media attention. The initial momentum seemed to be with Healthy Kids, Healthy Portland, a pro-fluoridation coalition of more than 100 community organizations that raised some \$850,000 in cash and in-kind contributions to conduct an informational campaign for the election. Clean Water Portland, a group representing fluoridation opponents, raised significantly less money, about \$270,000. In the end, voters rejected the ballot measure, keeping Portland as one of the most populated U.S. cities not to provide residents the benefit of community water fluoridation.

—croziers@ada.org

### Massachusetts towns remain fluoridated

*Templeton, Mass.*—For the third straight year, voters in Templeton, Mass., a town of about 8,000 located about 60 miles west of Boston, overwhelmingly rejected an article to stop fluoridating its water supply.

Voters at the Templeton town meeting May 21 also rejected two additional citizen petition articles on fluoridation; one requiring the local water provider to place a notice in water bills informing customers that Templeton's water is fluoridated and could cause dental fluorosis in children under age 6; and one that would have created a bylaw requiring town meeting approval of fluoridation.

On the state's southern coast, voters in Duxbury opted to continue fluoridating the town's water supply. After an hour of discussion at a town meeting March 11 that included two local dentists speaking in favor of fluoridation, voters in this Boston suburb rejected a bid to stop fluoridation.

"As dentists, our first concern is our patients' health," said Dr. Robert A. Faiella, ADA president. "It's difficult to watch people suffer needlessly from a disease that could have been prevented with access to fluoridated water."

Dr. Faiella, who has a dental practice in Duxbury, sent a letter supporting continued fluoridation to the town's board of health in February.

The board also received information on the safety and efficacy of community water fluoridation from the ADA and the World Health Organization. Duxbury has been fluoridated for more than a quarter of a century.

"The bottom line is that community water fluoridation remains the single most effective public health measure to prevent tooth decay.

"That is why organizations such as the American Dental Association, as well as more than 100 other international organizations, recognize the public health benefits of fluoridation."

### That bites.

'County fair food' becomes 'completely unfair food' when it breaks a tooth. But step right up, because today's post and core procedure will use **Pentron's FibreKleer 4x**. That means the final restoration will have the flexural modulus of dentin, tenacious core retention, and lifelike results. Talk about an attraction that deserves a blue ribbon!

Check out our complete line of products at Pentron.com or call 800-551-0283 to speak with a Sales Representative.





FibreKleer<sup>®</sup> 4x<sup>™</sup>





#### **ALL-BOND UNIVERSAL®**

"I have found no bonding agent that exceeds All-Bond Universal in ease-of-use and efficacy." -Dr. Ross Nash, Huntersville, NC

#### TheraCal<sup>®</sup> LC

"An easy to use product with proven effectiveness; what more could a clinician want?"

-Dr. Ron Jackson, Middleburg, VA

"With the biomemetic properties of this unique liner, I place this routinely in my deep direct and indirect restorations prior to either glass ionomers or composites."

### -Dr. Lou Graham, Chicago, IL

"TheraCal LC has become a routine part of my restorative procedures. I love having a material that protects the pulp, reduces sensitivity and can be placed the same day as the final restoration. I can't imagine going back to practicing without it." -Dr. Lee Ann Brady, Phoenix, AZ

#### **DUO-LINK UNIVERSAL™**

"Duo-Link Universal's high dark cure conversion potential makes it an ideal material for bonded posterior tooth colored restorations."

-Dr. Jeff Brucia, San Francisco, CA

"A truly dual cure luting resin cement, self-cures in less than 3.5 minutes and is compatible with all available adhesive systems and dental primers. Excellent for bonding all-ceramic restorations." -Dr. Nasser Barghi, San Antonio, TX

#### Z-PRIME<sup>™</sup> Plus

"Z-Prime Plus is the only material we use when we want to adhesively bond zirconia restorations to teeth. We have done some primary research that will soon be published that showed excellent bond strength initially and increasing bond strength over time. NO other Zirconia bonding system preformed as well."

-Dr. Edward McLaren, Los Angeles, CA

#### SELECT HV<sup>™</sup> ETCH

"Select HV Etch has been my go to product for quite sometime thanks to its' viscosity and tip size that allow very precise placement of the etch during a selective etch technique. It is also an added reassurance to know the etch contains BAC, a known antimicrobial agent."

-Dr. Lee Ann Brady, Phoenix, AZ

#### CHOICE<sup>™</sup> 2

"The most complete light cure luting resin for bonding anterior indirect esthetic restorations such as ceramic veneers. It is truly a color stable luting resin, user friendly and well tested by dentists around the globe."

-Dr. Nasser Barghi, San Antonio, TX

\* Industry leaders featured have NOT been compensated for their contributions to this literature.

\*\* Limit 1 promotional offer per product. Must be a product never before purchased. Discounts cannot be combined with any other offer. U.S. customers only. Offer expires: 09/15/2013. Promo code 13SUMMER.

www.bisco.com BISCO

#### ACE<sup>®</sup> ALL-BOND TE<sup>™</sup> (ALL-BOND 3<sup>®</sup>)

who\*?

Veneer Cement REF C-411A2 4.59

2

"Today, total-etch using All-Bond 3 is my go to adhesive system in the minimally invasive dental world we need to be adhering to."

-Dr. Brian LeSage, Beverly Hills, CA

"All-Bond 3 has been our gold standard total-etch bonding system for several years. We also use it for Immediate Dentin Sealing and for final adhesion for ceramic restorations. The clinic's success rate even with new clinicians are unparalleled."

-Dr. Edward McLaren, Los Angeles, CA

"I've been an All-Bond user for over 22 years. They keep on making it even better."

-Dr. Robert Margeas, Des Moines, IA

"25 years ago it was the standard for adhesive agents that everyone else tried to mimic. Today, it is still the very best and no other product has even come close."

-Dr. David S. Hornbrook, San Diego, CA

#### CORE-FLO™ DC

SAL

SELECTIENVETCH

JNIVERSA

UNIVER

**Resin Luting Cement** 

"Efficiency is about doing highly competent work with as little time and effort as possible and Core-Flo DC is one of the most versatile products we use in our quest for efficient excellence." -Dr. Jack D. Griffin, Eureka, MO

Dual-Cured

BISCO

ht-Cured Dental Ad

-BOND

#### D.T. LIGHT-POST<sup>®</sup> ILLUSION<sup>™</sup> X-RO<sup>®</sup>

"I have found none better than the D.T. Light-Post Illusion X-RO in terms of radiopacity, light transmission and ease of placement."

MC-10133BI

-Dr. Ross Nash, Huntersville, NC

### **Cavity Cleanser**<sup>™</sup>

"With all the research on how 2% chlorhexidine can prolong bond strengths, this has become routine in all my adhesive restorations after total or selective-etching or prior to my self-etching procedures. Seriously, why wouldn't you be using this?"

-Dr. Lou Graham, Chicago, IL

### Buy 1, Get 1 Free! Try something new!\*\* TO ORDER CALL: 1-800-BIS-DENT

Rx Only

### Washington Leadership Conference ADPAC awards



2nd District: Dr. Steven Gounardes. ADA 2nd District trustee (3rd from left), accepts contribution award for Dr. Richard F. Andolina, ADPAC Board 2nd District, from Dr. Matt Campbell, ADPAC membership committee chair, and Dr. Gordon Isbell and Dr. Loren Feldner, ADPAC co-chairs.



5th District: Dr. James Russell Dumas, Jr., ADPAC Board 5th District (3rd from left), accepts membership award from Dr. Matt Campbell (left), ADPAC membership committee chair, and Dr. Gordon Isbell and Dr. Loren Feldner, ADPAC co-chairs.



8th District: Dr. Betsy Shapiro, ADPAC Board 8th District, accepts membership award from Dr. Matt Campbell (left), ADPAC membership committee chair, and Dr. Gordon Isbell and Dr. Loren Feldner, ADPAC co-chairs



### MS Degree in Orofacial Pain and Oral Medicine and MS Degree in Geriatric Dentistry

The University of Southern California Ostrow School of Dentistry has launched two innovative 37-month hybrid online and face-to-face graduate training programs in Orofacial Pain and Oral Medicine and in Geriatric Dentistry. The programs allow practicing dentists from across the world to gain expertise in treating complex Orofacial Pain and Oral Medicine or Geriatric patients using an evidence based medical model.

The program is specifically designed for the full-time practicing dentist who wants to develop competency in treating patients with orofacial pain and oral medicine conditions or geriatric patients.

For more information please contact us or visit our websites. **Dulce Acosta Distance Learning Office Manager** Ostrow School of Dentistry at USC Email: ofpom@usc.edu, geriden@usc.edu Phone: (213) 821-5831 Website: http://uscnow.usc.edu/programs/ostrow.html



ADA American Dental Association

Washington-Awards presented during the May 13-15 Washington Leadership Conference in the nation's capital recognize grassroots activity by American Dental Political Action Committee dentists.

• Single state district with the highest ADPAC membership percentage, Illinois 39 percent, award accepted by Dr. Betsy Shapiro.

Multi-state district with the highest membership percentage, 5th District, award accepted by Dr. James Russell Dumas, Jr.

16th District: Dr. Bruce Hutchison, ADPAC Board 16th District (3rd from left), accepts contribution award from Dr. Matt Campbell (left), ADPAC membership committee chair, and Dr. Gordon Isbell and Dr. Loren Feldner, ADPAC co-chairs.

• Single state with most money contributed to ADPAC, New York \$141,000, award accepted by Dr. Steven Gounardes.

• Multi-state district with most money contributed to ADPAC, 16th District, award accepted by Dr. Bruce Hutchison.

## **Get Excited About** Your Future.

### NAPB can make it happen.

We're experts in dental practice brokerage and transitions and have decades of experience successfully transitioning thousands of practices nationwide. Selling your practice is an exciting time of new possibilities let NAPB make it a cause for celebration.

Request a FREE Transition Consultation. Contact us at 888.407.2908 or www.napb.org





Washington meeting: Community Dental Health Coordinator Angela Black, who now works as services-at-large outreach coordinator at the Chickasaw Nation Medical Center in Ada, Okla., meets with Rep. Tom Cole, R-Okla., in Washington. Ms. Black was in the nation's capital May 15 as the ADA launched its Action for Dental Health: Dentists Making a Difference initiative to address the oral health crisis for underserved people in the United States. Rep. Cole is a fifth generation Oklahoman and an enrolled member of the Chickasaw Nation. He is currently one of the only Native Americans serving in Congress.

### **Dental leaders air concerns with legislators**

Bioz

High Translucency Zirconia from DAL

#### **BY CRAIG PALMER**

Washington - Dental leaders and members of Congress talked of "compromise" and "frustration" at the May 13-15 Washington Leadership Conference. Some 550 dentists and state dental leaders registered for the annual springtime event in the nation's capital.

"We're holding Congress accountable," Dr. Joseph Gay told dentist/Rep. Paul Gosar, R-Ariz., one of five House and Senate members who spoke at the WLC. "Right now, Congress isn't doing its job."

The lawmakers seemed to agree, at least with the problems if not solutions.

Rep. Mike Simpson, R-Idaho, practiced dentistry for 22 years in Blackfoot, Idaho, before turning to politics and eventual party leadership in Congress. He closed the WLC with an invitation to the nation's dental leaders "to get to know your member of Congress," even run for a seat in Congress. "Your ability to do your job is dependent on a lot of things we do in Congress."

But right now Congress isn't getting much done, the congressman said. "We've got kind of a financial problem ... There are no easy answers ... We can't keep living from crisis to crisis ... I guess the thing that disturbs me most about Congress is we're getting more and more partisan ... It is very frustrating for successful businesspeople to work in this process."

"I'm proud to be a dentist because we're problem solvers." But "the reality of the political world [is that] it's very frustrating." . . . . . . . . . . . . . . . .

"You come here during a very frustrating time," Rep. Jim McGovern, D-Mass., told WLC attendees, many of them leaders of dental political action teams in local congressional districts. "There's nothing wrong with partisanship. But what we're faced with now are ideological battles I thought we were done with years ago. This city is so politically charged that we're paralyzed."

"No matter where you fall on the political spectrum, I believe we share the same goals," Sen. Ron Johnson, R-Wis., said. "But let's at least start a conversation without questioning each other's motives."

Sen. Bernie Sanders, I-Vt., expressed frustration with what he described as "a major dental care crisis in America" and said he will reintroduce dental legislation offered in the last Congress. "Access to dental care is a national problem," he said. "I hope to work with you to address this very serious issue."

"With the help of the ADA, my journey continues," said Rep. Gosar, a practicing dentist before his election to Congress and 2012 re-election to a second term. "I'm proud to be a dentist because we're problem solvers." But "the reality of the political world [is that] it's very frustrating," he said, expressing particular frustration with the budget process.

The WLC dental leaders queried congressional speakers on health reform, budget, taxes and other issues. But when it came to dentists' questions and lawmakers' responses about "the nature of compromise," "your idea of compromise" and "the spirit of compromise" it was as if the word had little meaning or understanding.



Rep./Dr. Gosar



Rep./Dr. Simpson



Rep. McGoverm

Rep. Johnson

Sen. Sanders



#### BioZ<sup>x2</sup> Zirconia FC Solid Zirconia

- Monolithic Solid Zirconia for Maximum Strength
- Maximum Translucency for Improved Esthetics
- Ideal Alternative to All Metal, Metal Occlusal and PFM's
- Conservative Prep with Feather Edge Margins

### **BioZ**<sup>x2</sup> **Zirconia PFZ**

Porcelain to Zirconia

- Translucent Shaded Cores with Layered Ceramics for Maximum Esthetics
- Single Crowns & Bridgework up to a Full Roundhouse
- Consistent, Accurate Shades
- Conventional Cementation



<sup>\$</sup>369/unit

### Screw Retained BioZ<sup>x2</sup> FC

A one piece option to cemented implant restorations, BioZ<sup>x2</sup> Screw Retained Implant Crowns unite the abutment and the crown into one single restoration.



Dental Arts Laboratories, Inc. 241 NE Perry Avenue, Peoria, IL 61603-3625 www.dentalartslab.com

Call today for case pick-up! 1.800.227.4142

All DAL Products Are Fabricated in Our Laboratories Located in the USA 🗾

### SCIENCE

### **ADA researchers present at IADR conference**

#### **BY JEAN WILLIAMS**

Seattle—ADA scientists and researchers presented 14 scientific abstracts and other works March 20-23 during the 91st annual General Session & Exhibition of the International Association for Dental Research here.

IADR met in conjunction with the 42nd annual meeting of the American Association for Dental Research and 37th annual meeting of the Canadian Association for Dental Research.

The ADA Foundation Paffenbarger Research Center, located in Gaithersburg, Md., presented the following at the joint meeting:

• Assessment of Adhesive Effects on Marginal-gap Formation by  $\mu$ CT, an oral presentation by Dr. Gary Schumacher; Jirun Sun, Ph.D.; Heather Gula, former PRC intern; and Sheng Lin-Gibson, Ph.D., National Institute of Standards and Technology;

• Centrifuge Salivary F Should Be Used to Measure Topical Efficacy, an oral presentation by Gerald Vogel, Ph.D.; Laurence Chow, Ph.D.; and Dr. Schumacher;

• Identifying Functions of TiO<sub>2</sub> Nanoparticles in Photo-Polymerization of Dental Resins, an oral presentation by Dr. Sun and David Allsop, a former PRC intern;

• Initial Trial of a Multi-Tooth Dynamic Reactor for Investigating Secondary Caries, presented by Burton Schmuck, Dr. Schumacher, Ms. Gula and Clifton Carey, Ph.D., the



**ADA researchers:** Henry Lukic and Victoria Ong present abstracts at the 91st annual IADR meeting in Seattle in March.

University of Colorado;

• SEM Backscatter Imaging for Quantitative Hydroxyapatite Mineral Density Measurement, an oral presentation by Mr. Schmuck, Ms. Gula and Ellen M. Sanin, a high school student volunteer;

• A New Fluorapatite and Calcium Silicate Cement for Endodontic Treatments, a poster and oral presentation by Dr. Chow; Shozo Takagi, Ph.D.; Weijia Wang, a high school student; and Stanislav Frukhtbeyen;

• Synthesis of a Novel Cross-Linking Monomer for Use in Dental Resins, poster presentation by Dr. Rafael Bowen;

• Fluoride Deposition From Experimental Calcium and Fluoride-containing Prophylaxis Paste, poster presentation by Dr. Takagi; Stacy Coleman, former PRC associate; and Dr. Chow. Members of the ADA Division of Science also presented:

• Examining the Depth of Cure for Bulk Fill Composite Materials, a poster presentation by Dr. Greg Zeller and Amer Tiba, Ph.D., of the ADA and Albert Hong, Arizona School of Dentistry and Oral Health, A.T. Still University student.

• Evaluation of Wear Indicators on Disposable Handpieces, a paper presentation by Henry Lukic, Julia Anglen and Spiro Megremis, Ph.D.;

• Testing of Performance Characteristics for Air-Turbine Handpieces of Various Designs, a poster presentation by Daniel Edward Halpin, Mr. Lukic, Henry Shepelak, Victoria Ong and Dr. Megremis;

• Determination of Transformation-Temperature-Ranges of Orthodontic Nickel-Titanium-Archwires Using the Bend-and-Free-Recovery Test, a poster presentation by University of Illinois at Chicago College of Dentistry faculty Grace Viana and Drs. Maria Therese S. Galang and Carla A. Evans; Noor Aminah Obaisi, UIC orthodontic postgraduate resident; Mr. Lukic; and Dr. Megremis;

• Method for Measuring Toothbrush-Head-Retention-Force of Powered-Toothbrushes Both Statically and Dynamically, a

See RESEARCHERS, Page 13



Think beyond pain relief and recommend Sensodyne<sup>®</sup> Repair & Protect toothpaste.

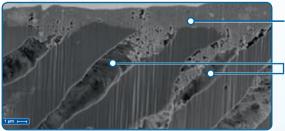
Visit www.dental-professional.com/RPA to learn more.

Introducing Sensodyne<sup>®</sup> Repair & Protect toothpaste

### Our new layer of protection for dentin hypersensitivity

Sensodyne<sup>®</sup> Repair & Protect toothpaste builds a robust reparative layer over and within dentin tubules.<sup>+1,2</sup> The layer begins to form from the first use, and provides proven, lasting protection from dentin hypersensitivity.<sup>+2,3</sup>

† with twice daily brushing.



Layer **over** exposed dentin

Layer penetrates within the tubules at the surface

In vitro SEM image of dentin cross section after a single brushing.

#### References:

Earl J et al. Am J Dent 2013, Special Issue A. In press.
Burnett G et al. Am J Dent 2013, Special Issue A. In press.
Parkinson et al. Am J Dent 2013, Special Issue A. In press

© 2013 GlaxoSmithKline Consumer Healthcare

### **Dental students explore research career options at ADAF conference**

#### **BY JEAN WILLIAMS**

Gaithersburg, Md.-The ADA Foundation's Paffenbarger Research Center hosted 48 dental students April 21-23 for the 49th Annual Dental Students' Conference on Research. Students from across the U.S. and Canada attend the conference each year to network with dental researchers and scientists and to learn about wide-ranging career options in oral health research. The students also participate in poster



presentations. "This conference is a terrific opportunity to introduce future oral health researchers to a full spectrum of scientific activities and career opportunities in oral health research," said ADA Foundation President Dr. David Whiston. "The ADA

Career options: Student Foundation strong-Barbara Graham presented ly supports today's a poster at the conference. dental students as

they pursue tomorrow's scientific explorations in oral health research for the benefit of the general public and future generations."

Scientists from the ADA, the ADAF Paffenbarger Research Center, National Institute of Standards and Technology, the National Institute of Dental and Craniofacial Research and other oral health industry leaders were on hand to network with students. Most of the program took place at the ADA Foundation's

### IADR and AADR award, fellowship deadlines announced

Alexandria, Va.—The International Association for Dental Research and the American Association for Dental Research are accepting applications for their 2014 awards and fellowships.

Deadlines for the various awards start in September 2013 and end in January 2014. Awards and fellowships range from \$250 to up to \$75,000.

A list of awards and fellowships is available at iadr.org/awards. For more information, contact Institutional Liaison, Grants and Awards Manager Sheri S. Herren at sherren@iadr.org.

### Researchers

#### Continued from Page 12

paper presentation by Ms. Ong, Dr. Megremis, Mr. Lukic and Mr. Shepelak.

Additionally, Kamyar Nasseh, Ph.D., health economist in the ADA Health Policy Resources Center, presented Dental Care Utilization Increased Among Children, Decreased Among Adults in the Past Decade.

For more information, contact the ADA Division of Science by email at science@ada. org. For more information about PRC posters and presentations, call 1-301-975-6806 or email PRC@ada.org.

### **ADA** Foundation

ter on the National Institute of Standards and Technology campus in Gaithersburg, Md. A second day of educational sessions and other activities took place at the National Institutes of Health in Bethesda, Md.

Paffenbarger

Research Cen-

Conference speakers included Dr. Whiston; Dr. Gary E. Schumacher, PRC director of administration; and Gene Wurth, ADA Foundation executive director.

Other conference speakers included Anne

Plant, Ph.D., chief, Biosys-Dental Education | Access to Care | Research | Charitable Assistance tems and Biomaterials Division, Materials Measurement Laboratory, NIST; Sheng Lin-Gibson, Ph.D., deputy chief, Biosystems and Biomaterials Division Leader, Biomaterials Group, Materials Measurement Laboratory, NIST; Li Mao, M.D., associate dean of research, University of Maryland School of Dentistry; Dr. Paul Krebsbach, Ph.D., professor of dentistry and biomedical engineering, University of Michigan School of Dentistry, and vice president

and board member, American Association for Dental Research; Dr. Svetlana Farrell, Ph.D., section head, Clinical Research for Oral Care, Procter & Gamble; Dr. Michael L. Glick, dean, University of Buffalo School of Dental Medicine, and editor, The Journal of the American Dental Association; and Dr. Leo E. Rouse, dean, College of Dentistry, Howard University.

PRC presenters included Dr. Schumacher, Jerry Vogel, Ph.D.; Jyotsnendu Giri, Ph.D.; Wojtek Tutak, Ph.D.; and Burton Schmuck.

Arts

DENTAL LABORATORIES HUNTSVILLE, ALABAMA All Indications, All Monolithic, All for \$109 per Unit!

BruxZir<sup>®</sup> Solid Zirconia

### Lava Ultimate

Lava Ultimate is a resin nano ceramic indicated for implant crowns, inlays, onlays, and single unit crowns. Easily adjust or add chair-side using everyday resin composite techniques. CDT/ADA Coded as a ceramic restorative material!

BruxZir is the trusted name for Solid Zirconia with a lifetime guarantee against fracture. Ideal for crown under cast partials, bridges, screw retained crowns, or use on esthetic cases with a labial cutback in porcelain. Labial cutback in porcelain is \$143.



IPS e.max lithium disilicate the material of choice for anterior crowns or veneers.



IPS e.max Select Crowns 6-11.

**Both Wavs** 

Dentistry performed by Dr. Myra Stafford.

Call today for your Free New Doctor Kit and Case Pickup!

800-354-2075 • www.oralartsdental.com

### lowa

Continued from Page 1

service is. The IDA interpreted it to mean that, for example, if a patient had a plan that allowed for only two cleanings in a year, and wanted a third one, the third cleaning would be considered a noncovered service because it would not be reimbursed by the patient's insurance plan, even though it was a service that would ordinarily qualify for coverage, said Larry Carl, IDA executive director. Therefore, the insurance company could not determine what a dentist charged for that extra cleaning.

The insurance companies, however, took the law to mean that if they had ever covered a specific service, they should be able to determine what the fee is, said Dr. Mariani.

After the law was enacted in 2010, the insurance companies placed maximum fees on services that were potentially reimbursable but were not actually reimbursed because of a plan or frequency limit.

In 2011, the IDA asked the state insurance commissioner to rule that an insurer cannot impose a maximum fee for services that are not actually reimbursed by the dental plan due to contractual limitations such as waiting periods, frequency limitations, deductibles and maximum annual benefits.

Meanwhile, the Federation of Iowa Insurers, which represents Wellmark Blue Cross and Blue Shield of Iowa, Delta Dental of Iowa

"This was also a victory for the patients of Iowa because it's just one less thing the insurance companies can have their nose in."

and Principal Financial Group among others, lobbied on behalf of the insurance companies and was able to sway the insurance commissioner to rule in its favor.

The IDA took its case to a district court judge, who also ruled on the side of the insurance companies.

The IDA then appealed the decision to the Iowa Supreme Court, which ultimately struck down the district court's ruling and the opinion of the insurance commissioner.

"This was also a victory for the patients of Iowa because it's just one less thing the insurance companies can have their nose in," Dr. Mariani said. "We may have clinked Goliath's armor just a little bit."

Mr. Carl described Iowa's law as "unique among the 30 noncovered services statutes around the country" because it has the language and now the state Supreme Court's backing of not allowing insurance companies to dictate fees for any service not covered under a patient's plan. IDA member dentists were willing to see their state association use resources to fight this case out of principle, Mr. Carl said.

"Based on feedback from the dentists, most of them wouldn't charge more than what they charge for, say, the first and second cleaning but their position is that the law is the law and, as usual, the insurance carriers are wanting to interpret the law the way they want and dentists weren't about to have that in Iowa," Mr. Carl said.

The American Dental Association legislatively opposes the practice of capping fees on noncovered services. The ADA opposes any third-party contract provisions that establish fee limits for noncovered services, according to Resolution 79H-2010, passed by the House of Delegates.

### Final opioid webinar for 2013 in June

The ADA will offer its final opioid prescribing webinar for this year from 2-3 p.m. CST June 19.

Dr. Theresa Madden, Ph.D., will present Strategies in the Dental Office for Safer Management of Patients at Risk for Opioid-Seeking Behavior. Dr. Madden will discuss how dentists do not want to contribute to opioid misuse, dependence, overdoses or diversion.

Dr. Madden seeks to fill in the gaps between what dentists were taught in dental school, residency or continuing education about properly prescribing opioids.

Attendees will receive suggested treatment contracts, health history forms and examples of correspondences, and Dr. Madden will discuss how dental team members can help by changing the language they use when discussing pain medication. The webinar will cover how to interact with pain and addiction specialists and present a step-bystep approach on how dentists can appropriately react when asked for a specific opioid prescription. The webinar is eligible for one hour of continuing education credit through the American Dental Association's Continuing Education Recognition Program. Future CE opportunities in opioid prescribing include the 2013 ADA Conference on Dentist Health and Wellness, where participants can receive up to 10 units of CE credit.

To join the webinar or learn more about the ADA Conference, please provide a name and email address to Alison Siwek at siweka@ada.org or 312-440-2622.

### Maximum beauty Minimally invasive

Lumineers<sup>®</sup> provide maximum beauty using a minimally invasive esthetic approach. With proprietary design technology and advanced production methods, Lumineers ultra-thin veneers create consistently beautiful smiles with the greatest preservation of tooth structure.



ACTUAL PATIENT

It's time to re-think Lumineers. DenMat's new *Thin*novation™ CE course teaches a multi-disciplinary and comprehensive approach to minimally invasive esthetics.



### Enroll in a Thinnovation Course Today!

JUNE 21-22 LOS ANGELES, CA 21-22 TORONTO, CN 28-29 CHICAGO, IL JULY 26-27 CLEVELAND, OH AUGUST 2-3 HOUSTON, TX 2-3 MIAMI, FL

SEPTEMBER 20-21 ATLANTA, GA 20-21 LOS ANGELES, CA 27-28 ARLINGTON, VA 27-28 CHICAGO, IL



To enroll in *Thin*novation, call **888-325-4979** or visit **denmat.com/education** 

### ADA News June 3, 2013 15

### Major gift creates Septodont Lecture Hall at New York University Renovations include new lighting and more

*New York*—The New York University College of Dentistry has named its Saklad Auditorium the Septodont Lecture Hall in honor of a major gift the dental product development and manufacturing corporation made last month.

Renovations that include technology

upgrades, new lighting and other amenities are under way on the 443-seat lecture hall and expected to be completed in August.

To perpetuate the memory of Dr. Maurice J. Saklad, NYU alumni trustee and longtime member of the college's prosthodontics faculty, the area adjacent to the hall has been renamed the Saklad Atrium.

"Since its establishment in 1979, the Saklad Auditorium has been the site of nearly 32,000 classes for more than 28,000



**Support:** Chris Corsette (left), director of marketing for Septodont, poses for a photo with NYU College of Dentistry Dean Charles N. Bertolami.

students," said Michael P. O'Connor, executive vice dean for administration and finance.

"Thirty-four years of extreme utilization have contributed to extensive wear and tear, and the once-splendid auditorium facilities have become worn out and antiquated. Septodont's visionary gift will allow NYUCD to transform the space into a 21st-century facility that boasts the latest in technology, design and function."

"Our contribution to the modernization of the new Septodont Lecture Hall is an opportunity to further enhance the excellent educational environment that NYU is known for around the world," said Oliver Schiller, third generation heir to Septodont and current CEO. "We recognize the quality of dentistry that comes out of this fine school as well as cuttingedge research that will make such a positive difference in how dentistry is practiced in the future."

Added Dr. Charles N. Bertolami, NYU dean:

"We are confident that our academic community and visitors will appreciate the new look and feel of the space for years to come."  $\blacksquare$ 

### **Fluoride**

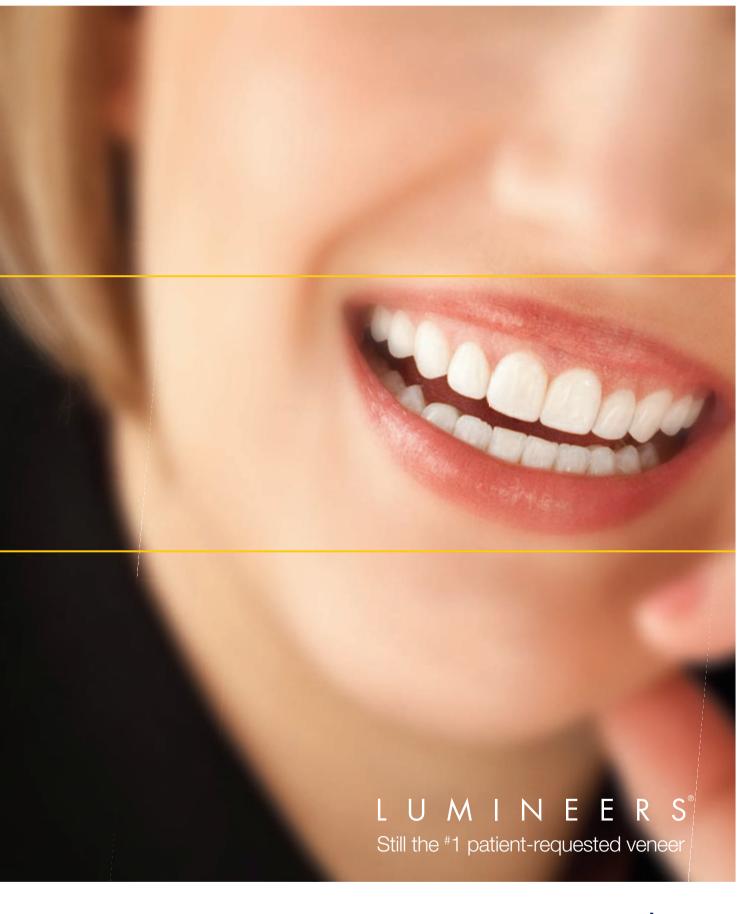
Continued from Page 7

In North Carolina, Graham and Mebane, two towns in Alamance County that share a water system, examined the issue of fluoridation after the Graham City Council voted to stop fluoridating.

The Mebane City Council collected input from residents and health experts, including several local dentists, before voting unanimously in March to continue fluoridating. Since both communities would have to agree to stop fluoridating, Mebane's positive vote meant fluoridation will continue.

"Dentists need to be prepared to deal with fluoridation challenges," said Dr. Steve Slott, a dentist in nearby Burlington, N.C., and one of the dentists who provided scientific information and testimony to the Mebane City Council.

"Our dental credentials aren't always going to be enough to sway local leaders, so we need to be able to present the science that answers any misinformation that policymakers receive when considering the issue and protect our patients and residents who are underserved and would be most hurt by removal of fluoride in the water system."



DenMat Education is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing edu membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The 02013 DenMat Holdings, LLC. All rights reserved. 801320100 05/13SN DenMat<sup>®</sup>

### **Dentist cited as inspiration behind Jackie Robinson story**

#### **BY KAREN FOX**

It turns out that a dentist may have played a role in integrating the game of baseball.

When he made an impression on a visionary executive years before the Brooklyn Dodgers would sign Jackie Robinson to Major League Baseball, Dr. Charles Thomas was known as "Cha" or "Tommy," a two-sport athlete at the Ohio Wesleyan University who would go on to become a dentist.

Born in West Virginia in 1881, Dr. Thomas' family moved to Zanesville, Ohio, when he was 3 years old. In high school, he was a star athlete in baseball, football and track, and in 1903 began college at Ohio Wesleyan University in Delaware, Ohio, where he played fullback on the football team. There he met Branch Rickey, the future Brooklyn Dodgers' executive, himself a two-sport college athlete. As Mr. Rickey's playing days wound down, he became Ohio Weslevan's baseball coach and successfully recruited Dr. Thomas to replace him as the team's catcher.

At the time, Dr. Thomas was Ohio Wesleyan University's only black ballplayer. "On numerous occasions, Thomas-led teams were refused admission onto their opponents' field because of the color of his skin," reads a biography of Dr. Thomas on Black College Nines, a website celebrating the history of African-Americans in college baseball.

In spite of the racism he endured, Dr. Thomas had a stellar career at Ohio Wesleyan. Quoting from an OWU transcript, his biography on Black College Nines states that: "more than one game has been won by Thomas' timely mitting. He

knows the game, and plays it in a cool-headed manner. His good judgment of the batter has held Webb [Ohio Wesleyan's top pitcher] level many times. Together, Webb and Thomas form the best all-around college battery in the state."

Many agree that Branch Rickey's vision of integrating America's pastime stemmed in part from his time with Ohio Weslevan in the early 1900s. In fact, by several accounts, Dr. Thomas had a lasting impact on the future Hall of Famer.

During a 1903 road trip, the Ohio Weslevan baseball team traveled to South Bend, Ind., where Dr. Thomas was refused lodging at a hotel with his white teammates. Instead, Mr. Rickey prevailed on the hotel to allow Dr. Thomas to sleep on a cot in his room. Ohio Wesleyan University gave an account of the incident in a 2011 news release:

"In Rickey's words: 'He looked at me and said, "It's my skin. If I could just tear it off, I'd be like everybody else. It's my skin; it's my skin, Mr. Rickev!"

Years later, Mr. Rickey told the Brooklyn Dodgers broadcaster Red Barber about Dr. Thomas, which Mr. Barber recounted in "Baseball: A Film by Ken Burns."

"For 41 years, I have heard that young man crying," Mr. Rickey told Mr. Barber. "Now, I am going to do something about it."

The hotel incident is recalled in the movie, "42," where Mr. Rickey is played by Harrison Ford and Mr. Robinson by Chadwick Boseman.

"Even though he doesn't mention Dr. Thomas by name, the Branch Rickey character talks about Charles Thomas as a young man he knew from his coaching days and how he never forgot his words," said Mark Moores, the executive director of the New Mexico Dental Association.

Mr. Moores was instrumental in having a story on Dr. Thomas-who practiced dentistry for 40 years in Albuquerque-published in the Albuquerque Journal in April as baseball celebrated Jackie Robinson Day, an annual event honoring the day that Mr. Robinson made his major league debut.

"It's even more remarkable for the era that Dr. Thomas lived in," said Mr. Moores. "This was a time when being a professional was difficult for an African-American. As one of Pioneer: Charles Thomas picthe first black dentists in New Mexico, Dr. Thomas helped desegregate dentistry. He had a significant impact on our na-

tional history and the dental profession."

And Branch Rickey kept his word. In 1945 as president and general manager of the Dodgers, he signed Jackie Robinson to a minor league deal and brought him up to the majors in 1947.

According to Black College Nines, in Mr. Robinson, Mr. Rickey hand picked a pioneer in the mold of Dr. Thomas: "Both excelled in multiple sports, and equally important, each exhibited the intellect, maturity and temperament necessary to handle the physical and mental pressures of racism."

After Ohio Wesleyan and while he studied dentistry, Dr. Thomas continued his baseball career by playing on a number of "Negro baseball teams," as they were known at the time, including the Columbus Black Tourists and the Philadelphia Giants. In 1908, he earned his dental degree from Starling-Ohio Medical College dental school, which in 1914 would become part of the Ohio State University College of Dentistry.

ADA records show that he practiced dentistry in St. Louis from 1910-17 then moved to Albuquerque around 1928.

Dr. Thomas remained friends with Branch Rickey until Mr. Rickey's death in 1965. In Dr. Thomas' obituary, the

Albuquerque Tribune quotes Dr. Thomas' neighbor and friend as saying that "whenever Rickey passed through Albuquerque, he would look Thomas up and they would share a meal and some memories."

Mr. Rickey was posthumously inducted into the Baseball Hall of Fame in 1967. Dr. Thomas died in 1971.

### **50% OF SALIVA MAY BE LOST** BEFOR PATIENTS COMPLAIN

Waiting for complaints isn't enough. Patients may lose up to half of their protective saliva before they become aware of their discomfort.<sup>1</sup> Many patients don't even realize they are coping with reduced saliva,<sup>1</sup> and frequently carry candies or sip water throughout the day.

If Dry Mouth goes unmanaged, it can lead to bad breath, mouth infections, and a 3x greater risk of cavities.<sup>2-4</sup> That's why it's important to be proactive, and talk to patients about doing more than coping.

Asking the right questions is the first step. In fact, the ability to identify Dry Mouth can increase from 54% to 75% when patients are asked three questions besides oral dryness.<sup>5</sup> Do they regularly do things to keep their mouth moist? Are they getting out of bed at night to drink fluids? Does their mouth become dry when they speak? Knowing these answers can help you identify Dry Mouth patients before it's too late.

tured in uniform from the 1905

Ohio Wesleyan University varsity

baseball team photo.

A daily Biotène<sup>®</sup> routine can help protect your patients from the consequences of Dry Mouth. Biotène is a specifically designed system of products for dry mouth. So help patients manage Dry Mouth properly by recommending the Biotène family of products.



**Moisturizing Relief** Everyday Protection Saliva Stimulation



1) Guggenheimer J, Moore PA. Etiology, recognition and treatment. JADA. 2003;134:61-69. 2) Papas AS, et al. Caries prevalence in xerostomic individuals. J Can Dent Assoc. Feb. 1993;59(2):171-9. 3) Wind DA. Management of Xerostomia: An overview. Jnl Prac Hygiene Sept/Oct 1996:23-27. 4) Cassolato SF, Turnbull RS. Xerostomia: clinical aspects and treatment. Gerodontology.2003;20:64–77. 5) Dry Mouth The Malevolent Symptom: A clinical Guide. Ed. Sreebny LM, Vissink. Blackwell Publications 2010:pg 55



### **Pew Children's Dental Campaign issues 'correction'**

#### **BY CRAIG PALMER**

Washington—The Pew Children's Dental Campaign "revised and corrected" an issue brief challenged by the Association as using "erroneous calculations to buttress its arguments that New Zealand's use of dental therapists is responsible for better oral health among New Zealand children than those in the U.S."

Pew introduced the revised issue brief at pewstates.org, "Dental Therapists in New Zealand: What the Evidence Shows," with this "Correction: An earlier version of this brief used mislabeled data from a 2012 report produced by the U.S. Centers for Disease Control and Prevention, or CDC, to compare dental health outcomes for children in the United States and New Zealand. This brief and the original CDC source report have been revised and corrected."

The original issue brief asserted that "among 5- to 11-year-olds, the treatment disparity is the most dramatic. In New Zealand, 3 percent of children in this age range have untreated tooth decay, compared with 20 percent of U.S. kids."

While New Zealand's 3 percent rate may be accurate for permanent teeth, the report referenced by Pew (2009 New Zealand Oral Health Survey) notes that 17 percent of primary teeth in New Zealand's 5- to 11-year olds have untreated decay, the Association said in a May 6 press release.

That adds up to a total of 20 percent, which is a reading of the data confirmed by the Centers for Disease Control and Prevention, the ADA said.

"Ultimately, a 20 percent rate of untreated decay in children is unacceptable in any country," ADA President Dr. Robert A. Faiella said.

The ADA press release said Pew's "significant error" is "unfortunately glaring ... in assuming that the 20 percent figure represented permanent teeth only (originally reported by the CDC in May 2012; corrected in June), when in fact the CDC reports the statistic is for both primary and permanent teeth."

"Unfortunately, debates about midlevel providers have threatened to drown out discussions of how to extend known, proven solutions to greater numbers of Americans who lack access to dental care, many of them suffering with untreated disease," Dr. Faiella said.

A separate Association letter to the Pew Charitable Trusts chief executive officer pointed to "highly flawed interpretations of data."

An "errata" statement posted May 7 at pewstates.org said, "Pew has been made aware of an unpublicized revision to a report by the U.S. Centers for Disease Control and Prevention (CDC) which was used in the analysis and preparation of the ... issue brief" and that two charts "appear to have been mislabeled, one referring to the rate of untreated tooth decay in permanent teeth and one referring to the rate of tooth decay in permanent teeth among children of varying income levels."

The "errata" statement said Pew is "working with the CDC to gain a fuller understanding of the unpublicized revision that was apparently made last summer and how it impacts the findings of the report, as well as analyzing any additional relevant data or data that have been released since the brief was issued."

The addition of an "errata" statement was the only observable change in the is-

sue brief posted online May 8.

Pew later replaced the "errata" statement with the "correction" and made editorial changes to the conclusion of the issue brief that included this additional statement: "Although both countries need to work to improve oral health outcomes for their youth, New Zealand is achieving outcomes similar to those in the United States using different providers and a far more costeffective system of care."

The Association said in a May 3 letter to Ms. Rebecca Rimel, president and CEO

of Pew Charitable Trusts, "We hope you agree that it is in everyone's interest that the [Pew Center on the States' Children's Dental Health] Campaign takes steps to correct this error as intently and purposefully as it did in promoting the [issue] brief.

"Because the Campaign has made the New Zealand comparison a centerpiece of its advocacy for dental therapists in the media, state legislatures and elsewhere, we too will work to correct the record publicly through those same channels—with the media, lawmakers and others who share our larger goal," said the letter signed by Dr. Faiella, ADA president, and Dr. Kathleen O'Loughlin, executive director.

The letter noted that the ADA and Pew "share an overarching common goal, improving the oral health of our nation's children" and said in closing, "We are grateful that Pew has lent its powerful presence to this effort, and we look forward to continuing our work together through the many strategies on which we agree."

-palmerc@ada.org



### Authorized Comfort H/S Bite Splint Laboratories

LABORATORY	CITY/STATE	PHONE	LABORATORY	CITY/STATE	PHONE
Burdette Dental Lab Inc.	Birmingham, AL	800-624-5301	Artistic Dental Lab	Allen Park, MI	800-437-3261
Oral Arts Dental Laboratories, Inc.	Huntsville, AL	800-354-2075	Harrison Dental Studio	West St. Paul, MN	800-899-3264
New West Dental Ceramics	Lake Havasu City, AZ	800-321-1614	Trachsel Dental Studio	Rochester, MN	800-831-2362
A&M Dental Laboratories	Santa Ana, CA	800-487-8051	Becker Dental Laboratory, Inc.	Herculaneum, MO	800-931-6691
Atlas Dental	Gardena, CA	866-517-2233	Gateway Dental Lab	Saint Charles, MO	636-922-1333
BDL Prosthetics	Irvine, CA	800-411-9723	Keller Laboratories, Inc.	Fenton, MO	800-325-3056
Beverly Hills Dental Studio	Beverly Hills, CA	800-215-5544	Mallow-Tru Dental Studio	Lee's Summit, MO	800-444-3685
Bigler Dental Ceramics, Inc.	Tustin, CA	714-832-9251	Contours & Shades Dental Lab	Mc Leansville, NC	336-697-5771
Burbank Dental Laboratory Inc.	Burbank, CA	800-336-3053	Preferred Dental Laboratory	Roseland, NJ	973-228-7777
California Complete Dental Labs	Santa Clarita, CA	866-955-5227	Ideal Dental Laboratory	Albuquerque, NM	800-998-6684
Custom Dental Laboratory	Fountain Valley, CA	877-466-3522	Las Vegas Dental Studio	Las Vegas, NV	800-455-1598
Demont Dental Lab	Modesto, CA	209-408-0949	Las Vegas Digital Dental Solutions	Las Vegas, NV	800-936-1848
Dental Masters Laboratory	Santa Rosa, CA	800-368-8482	Crane Dental Laboratory	Rochester, NY	866-311-3731
G&H Dental Arts, Inc.	Torrance, CA	800-548-3384	MobileTek Dental Labs	New York, NY	917-747-7519
Glidewell Laboratories	Newport Beach, CA	800-854-7256	AccuTech Dental Lab	Reynoldsburg, OH	614-751-9888
Harrison's Dental Lab	San Jose, CA	408-360-9453	ROE Dental Laboratory	Garfield Heights, OH	800-228-6663
Nicols Dental Laboratory	Glendale, CA	800-936-8552	Albensi Laboratories	Irwin, PA	800-734-3064
Precision Ceramics Dental Laboratory	Montclair, CA	800-223-6322	DeLux Dental Laboratory	Reading, PA	800-541-5642
Reide's Dental Lab	Oxnard, CA	805-604-0857	O'Donnell Dental Studio	Broomall, PA	610-359-1375
<b>Riverside Dental Ceramics</b>	Riverside, CA	800-321-9943	Thayer Dental Laboratory	Mechanicsburg, PA	800-382-1240
Robertson Dental Lab	Lompoc, CA	800-585-3111	Sherer Dental Laboratory	Rock Hill, SC	800-845-1116
TLC Dental Lab	Campbell, CA	800-488-7667	<b>R-Dent Dental Laboratory</b>	Bartlett, TN	877-733-6848
True Function Laboratory	La Mesa, CA	877-887-8522	Choice Dental Lab	Houston, TX	832-467-2929
Wences Dental Laboratory	Santa Ana, CA	714-547-3100	Oral Designs Dental Laboratory	San Antonio, TX	800-292-5516
Autry Orthodontic Appliances	Panama City Beach, FL	850-230-6696	PCB Dental Lab	Richardson, TX	672-671-3894
Hantz Dental Designs	Pensacola, FL	850-780-6400	Stern Empire Dental Laboratory	Houston, TX	800-229-0214
Knight Dental Group	Oldsmar, FL	800-814-2043	Art Dental Lab	Chantilly, VA	703-378-8555
Classic Craft Dental Laboratory	Savannah, GA	877-552-7238	Biotech Lab	Edmonds, WA	425-741-1624
Dental Arts Laboratories, Inc.	Peoria, IL	800-227-4142	JWS Dental Lab	Richland, WA	509-628-0376
Oral Image Dental Studio, Inc.	Chicago, IL	877-235-9740	Pacific Dental Arts	Olympia, WA	877-438-1882
Ottawa Dental Laboratory	Ottawa, IL	800-851-8239	Ziemek Aesthetic Dental Lab	Olympia, WA	866-943-6357
Vitality Dental Arts	Arlington Heights, IL	800-399-0705	INTERNATIONAL LABS SERVICING		
Lumident, Inc.	Indianapolis, IN	866-586-4336	Smith-Sterling Dental Laboratories	Cartago, Costa Rica	800-479-5203
Keller Laboratories, Inc.	Louisville, KY	800-292-1894	Pacific Edge Dental Laboratories	Baja California, Mexico	800-889-9323

### Dental groups join Oklahoma outreach

#### **BY JEAN WILLIAMS**

The Association, the ADA Foundation and other members of the dental community offered kind words of support and a variety of disaster relief resources to dentists and others who suffered damage or grave losses due to a horrific May 19 tornado that slammed Moore, Okla.

"The people of Oklahoma have faced trag-

edies in the past; and while their sorrow is overwhelming, they are once again demonstrating remarkable courage and resilience," said ADA President Robert Faiella in an Issues Alert distributed to ADA members and others in the dental community.

The alert encouraged dentists affected by the disaster to consider a number of potential sources of aid within the dental community, including the ADA Foundation and the Oklahoma Dental Association.

The ADA Foundation Emergency Disaster Grant Program is designed to quickly provide up to \$2,000 in aid to dentists with immediate emergency need for food, water, clothing, shelter and counseling in the wake of a declared disaster. Eligible dentists may apply by submitting a simple application form (available at www.adafoundation.org) directly to the Foundation.

To support the Foundation, call 1-312-440-2547 or visit adafoundation.org and select the How to Help page where donations can be made using the PayPal button labeled Donate Now.

ODA is offering assistance through its OK

Dental Relief & Disaster Grant Program and encouraged affected dentists to apply online for assistance at www.okda.org.

Members of the dental supply industry also stepped up with financial contributions and other relief resources. Henry Schein donated \$5,000 to the ADA Foundation for tornado relief and opened its Relief Hotline on May 21 for dentists, physicians and veterinarians experiencing operational, logistical or financial issues due to the tornado.

"As in times of all disasters affecting our customers and their patients, Henry Schein Cares stands ready to provide whatever assistance we can to help Oklahoma City-area dentists, physicians and veterinarians re-engage their practices to serve those in need in the community," said Steve Kess, vice president, Global Professional Relations for Henry Schein.

The company also offers a disaster recovery guide to dentists whose practices have been destroyed or interrupted, donated medical supplies and suspended customer accounts payable by 90 days for those affected by the tornado. Dentists may contact Henry Schein's Relief Hotline at 1-800-999-9729 from 7 a.m.-7 p.m. Eastern time.

### Go to www.ada.org/news for the latest on the aftermath of the Oklahoma tornado.

Benco Dental also had plans to make financial contributions and to work directly with affected dentistry professionals. "The Benco team in the Oklahoma area is making every effort to help dentists and dental labs who have been hit," stated Benco Dental representative Julia Amendola. "We will continue to focus on instant and exceptional service to our customers."

At press time, Benco Dental and its employees were raising funds to contribute. "The collection will be ongoing for the next two weeks, so I do not have a total donation amount yet," said Ms. Amendola. "As with all fundraisers, Benco Dental generously matches what the employees raise."

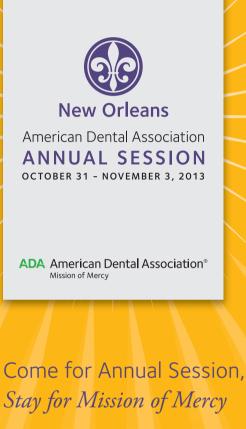
Patterson Dental's relief plan includes a number of options for relaxing payment schedules for affected customers. The company also donated more than 7,200 toothbrushes, toothpaste, dental floss, trash bags, surface disinfectant and other supplies.

"Distribution of these goods has been turned over to our great partners at the Oklahoma Dental Foundation with whom Patterson has a long-standing relationship," said Terry Gilchrest, Patterson Dental Oklahoma City branch manager. "The ODF is delivering our donated items to the impacted areas—Moore, Newcastle, Bethel Acres, Shawnee, etc."

Outside of dentistry, the Internal Revenue Service and the U.S. Small Business Administration offered disaster relief measures that may benefit affected dentists.

On May 21, the IRS announced that affected tax payers in Cleveland, Lincoln, McClain, Oklahoma, Pottawatomie and potentially other affected counties will receive special tax relief, including the postponement of various tax filing and payment deadlines, extending several to Sept. 30. Affected tax payers can find more information at disasterassistance.gov.

The SBA, as a result of the president's declaration of a major disaster for Oklahoma, is accepting applications for disaster loans from applicants in Cleveland, Lincoln, McClain, Oklahoma and Pottawatomie counties. For more information, contact the SBA's Customer Service Center toll free at 1-800-659-2955, visit the secure website at https://disasterloan. sba.gov/ela or email disastercustomerservice@ sba.gov.



For the first time, the ADA will host a free dental clinic in conjunction with the Annual Session in the hopes of treating 1,000 local residents without access to care.

Stay through Sunday and join your colleagues from across the nation in bringing *big easy smiles* to New Orleans.

We need you — dentists, dental hygienists and anyone 18 years or older — to contribute your own unique talents to help make this program a success.

To learn more and sign up to volunteer, visit **ADA.org/MOM**.



Sunday, November 3 5:30 a.m.-5:30 p.m.







### Tornado

#### Continued from Page 1

"We've been in shelters before but this one was louder, closer, much larger," he said of the tornado that struck an eighth of a mile shy of his home on May 20. He had an emergency vest and a strap for his chain saw, and "we started doing a search, me and four other neighborhood guys, cutting roads clear, cutting downed trees and removing trees from roads so emergency vehicles could get through."

This was 3:30 in the afternoon and they would be on a search and clear mission the next five hours 'till dark, Mr. Carter told the ADA News. Emergency vehicles weren't getting in because they couldn't navigate the debris so Mr. Carter and his colleagues went to work to improve access.

In an hour or two they had cleared Whispering Oaks and moved to Seventh then Sixth Street, Mr. Carter carrying an ax, a crowbar, a chain saw, extra gas, a tarp and a medical equipment kit.

"One guy fell and punctured his leg. I got his leg bandaged and made sure he wasn't in

Statement from Dr. Stephen K. Young, dean, University of Oklahoma College of Dentistry

Editor's note: Following the tornado in May, the University of Oklahoma College of Dentistry issued this statement from the dean, Dr. Stephen K. Young.

The University of Oklahoma College of Dentistry is deeply concerned for all individuals affected by the recent storms. The University of Oklahoma is currently housing 341 storm victims at the residence halls on the OU Norman Campus. The College of Dentistry was able to provide toothbrushes and toothpaste for those seeking shelter at OU.

Dr. Blaire Bowers, graduate student in Periodontics and Health Sciences Center Student Government Association president is coordinating the Health Sciences Center's donation of gift cards for storm victims. Several dental students are volunteering at various locations to assist with disaster relief.

Several members of our OU College of Dentistry family lost their homes and belongings in the recent tornadoes. In an effort to aid those who are trying to rebuild their lives, members of the OU community have come together to create a new program to help those affected by these devastating storms.

The Help OUr Neighbor Fund has been created to benefit OU faculty, staff and students who lost homes or personal property in the recent tornadoes in the Oklahoma City area.

Any and all donations received in this fund will go directly to those students or employees whose homes and property were lost. If you would like to donate online, you can do so http://tinyurl.com/ accessing bv outfoundation.

shock and made sure he had plenty of blood flow. I don't know what he thought about having a dental student treat his wound," he told the ADA News. "I stayed with him because he couldn't get back into his house."

"On Tuesday, we went back into the same area, and another guy from dental school, Rod Davies, and I asked him to grab bolt cutters and we started cutting down power lines blocking the roads. The power was off and these lines were dead. Some were on the ground and some were up in the air, hanging there. People were trying to drive around them and the power company wasn't getting through. We were able to get trucks and trailers in while the National Guard was holding traffic. We also got a roofing crew into an area

where we could."

When the ADA News reached Mr. Carter by telephone the afternoon of May 22, he said, "I'm in a truck with another guy from dental school, Chris Goelz, and we're going to his house next. My house is in the cordoned off area. It's fine. Just debris hit us. My wife and kids are picking that up and preparing food and getting it to the folks who are working in search and recovery. We don't have any power for the Internet. On Tuesday, the gas lines were still shooting gas. Today is the first day they've been able to shut anything off. Wednesday at noon was the first time we had porta potties and generators and lights."

That evening Mr. Carter sent an email message supplementing our earlier conversation. "I am able to get some data now. We are getting some power from a neighbor's generator. I would also point out that all OU dental students are involved with cleanup. I don't know what all is going on because I am still in here. My family's role has been doing what we can in the first 48 hours. As of this evening they have the staging ready for larger crews. Please report that there are many students involved with help all over including supply collecting."

Mr. Carter is an Air Force health professions scholarship student.

Dr. Stephen K. Young, dean of the OU College of Dentistry, describes the school's concern and response. (See story, this page.) —palmerc@ada.org



Data on File at w

Call 1-888-658-2584



VOCO · 555 Pleasantville Rd Suite 120 NB · Briarcliff Manor, NY 10510 · www.vocoamerica.com · infousa@voco.com

Four Star Award

# For *fast* hemostasis.

- Stops gingival bleeding and seepage that may interfere with impression taking
- Fast-acting
- Great for tissue management when seating restorations, placing rubber dams, bleaching teeth and restoring subgingival cavities
- Light green color makes the material easy to detect
- · Fraction of the cost of other retraction materials

**New!** Dryz<sup>™</sup> is terrific for use alone or in conjunction with retraction cord and compression caps. Dryz stops gingival bleeding and seepage from gingival crevicular fluid that may interfere with impression taking. Dryz is not only fast-acting, but it's also just a fraction of the cost of all other retraction materials on the market!

The light green color of Dryz contrasts nicely with gingiva, blood and tooth structure, making it easy to detect where the material has been placed. Dryz is also easily removed with an air/water syringe and leaves no residue to interfere with impressions or seating of restorations.

### **Using Dryz is a Breeze!**

Prior to taking your impression, rinse and dry the prep. Isolate the area and simply syringe Dryz into the sulcus directly from the syringe (we don't make you purchase a dispensing gun for extruding the material). Dryz will create a nice space between the gingival tissue and tooth surfaces while controlling any bleeding with its aluminum chloride.

If you prefer, you may also use compression caps for a little more "push" into the sulcus. Then, just let the material sit for a few minutes (depending on the amount of hemostasis that's necessary), rinse thoroughly, dry and make your impression!

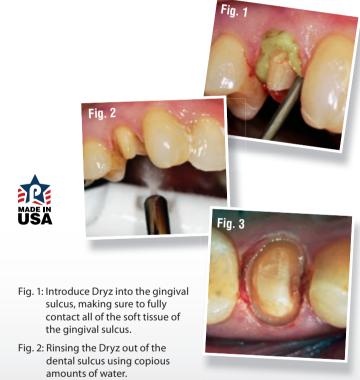
Dryz is also great for tissue management when you're seating restorations, placing rubber dams, bleaching teeth and restoring subgingival cavities.

### You be the judge— Dryz comes with a 45-Day Risk-Free Trial!\*

If you're not completely satisfied, just call us. We'll pick up the material and give you a full refund, including the ground shipping charges.\*

\* 45-Day Risk-Free Trial: If you're not satisfied, call us within 45 days. We'll have it picked up at our expense, and give you a full refund—including your original ground shipping charges (Express shipping will not be reimbursed). Trial offer valid only when product is purchased directly from Parkell, Inc.





s provided by Dr. Harry Long, Wayne, NJ

Fig. 3: The clean and retracted gingival sulcus, exposing the complete finished margin of the prepared tooth.

### **Order today!**

Call 1-800-243-7446 or online at Parkell.com

NEWD ryz <sup>™</sup> Gingival Hemostatic	
Retraction Paste (S180)	\$49.95
Includes 7 syringes and 15 applicator tips.	
Dryz <sup>™</sup> Luer Lock Applicator Tips (S181)	\$24.95

parkel *inc.* 1-800-243-7446 www.Parkell.com

