

American Dental Association

ADACommons

[ADA News](#)

[ADA Products and Publications](#)

11-8-2021

ADA News - 11/08/2021

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 - 11/08/2021" (2021). *ADA News*. 374.
<https://commons.ada.org/adanews/374>

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.

ADA News

THE NEWSPAPER OF THE AMERICAN DENTAL ASSOCIATION

11.08.21

ADA.ORG/ADANEWS

@THEADANEWS

@ADANEWS



SCIENCE AND TECH



ADA Seal of Acceptance celebrates 90th anniversary

BY MARY BETH VERSACI

For 90 years, the American Dental Association Seal of Acceptance program has evaluated the safety and efficacy of dental products.

After being formed in 1931 in response to exaggerated product claims that lacked supporting data, the program now boasts more than 400 products across 19 categories.

To earn the Seal, products must undergo independent laboratory or clinical testing to demonstrate they meet requirements developed by the ADA Council on Scientific Affairs and live up to the specific Seal claims on their packages.

Learn more about the creation of the Seal program and the milestones in its 90-year history below.

- 1866: ADA committee prepares

statement on toothpaste that questions whether extravagant claims about patented tooth powders and other supposed oral care remedies were “an imposition on the public.”

- 1930: ADA forms Council on Dental Therapeutics — now known as Council on Scientific Affairs — to “inform the public and the dental profession with regard to drugs, cosmetics, chemicals and pharmaceutical chemicals,” focusing on two criteria: safety and effectiveness. ADA also begins to scrutinize manufacturer labeling to ensure product claims are in line with performance.
- 1931: Council on Dental Therapeutics establishes ADA Seal of Acceptance program and awards first ADA Seal to brand of cod liver oil recommended as food supplement to promote

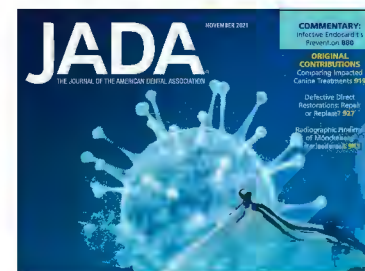
strong teeth and healthy gums.

- 1945: ADA unveils new design for Seal.
- 1964: First fluoride toothpaste earns Seal.
- 1990: “Home Alone” references Seal program when Kevin McCallister asks cashier if toothbrush is approved by American Dental Association.
- 1995: First natural toothpaste with fluoride and no artificial flavors, colors or preservatives earns Seal.
- 2007: First sugar-free chewing gum earns Seal.

See SEAL, Page 4

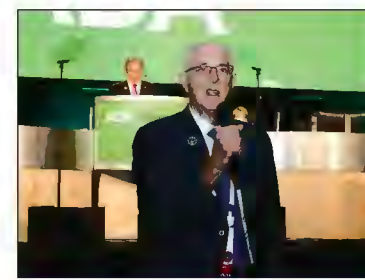
Explore an interactive digital timeline of the ADA Seal’s 90-year history.

ADA.org/ADASeal90th



03 JADA finds mouthrinses reduce SARS-CoV-2

Rinsing for 60 seconds can reduce salivary loads for 45 minutes.



27 George R. Shepley, D.D.S., is ADA president-elect

Mark Bronson, D.D.S., will serve as second vice president.

FREE CE & sample

The Naked Truth





SCIENCE & TECH

Forsyth Institute looks to establish dental innovation ecosystem

BY MARY BETH VERSACI

Finding the right use and market is key when developing successful dental technologies.

"My experience is that almost all great dental innovations — whether it's chairside crown design and manufacturing, digital scanners, bone regeneration materials, patient-monitoring devices, chairside 3D printing of crowns — are all based on a new context

that they created," said Dai Feng, co-founder and managing director of CareCapital Advisors Ltd., an investment company focused on the global dental care industry.

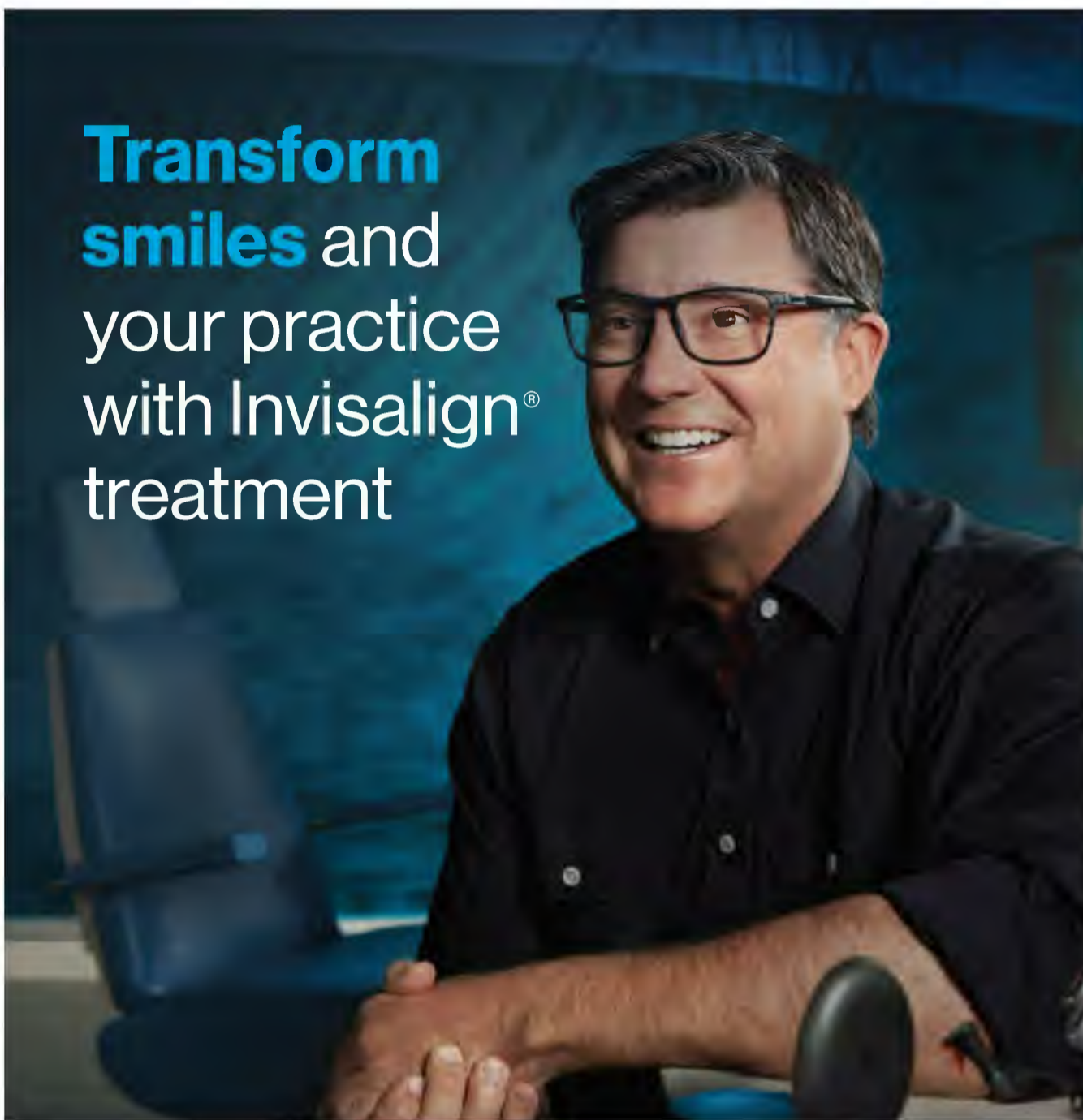
Mr. Feng was the keynote speaker at the Forsyth Institute's first Forsyth dentech, a dentistry-focused investment forum held Sept. 23 with a goal of creating an ecosystem for oral health innovation. The forum brought together more than 400 inventors, investors and other stakeholders from research, industry, academia



Photo courtesy of Josh Reynolds/the Forsyth Institute

Keynote: Dai Feng, co-founder and managing director of CareCapital Advisors Ltd., delivers the keynote address virtually Sept. 23 during the Forsyth Institute's first Forsyth dentech.

**Transform
smiles and
your practice
with Invisalign®
treatment**



After becoming an Invisalign provider, many dentists report having a closer relationship with their patients and seeing an increase in new patients. And we're here to make it easy with dedicated support every step of the way.

**Start your Invisalign provider journey today.
Visit [InvisalignClearAligners.com](https://www.invisalignclearaligners.com).**

align

©2021 Align Technology, Inc. All rights reserved. Invisalign, the Invisalign logo, SmartTrack, SmartForce, SmartStage, among others, are trademarks and/or service marks of Align Technology, Inc. or one of its subsidiaries or affiliated companies and may be registered in the U.S. and/or other countries. MKT-0006453



invisalign®
Transforming smiles, changing lives.

and venture capital firms, both in person and virtually, to spur innovation and investment in the dental technology market.

"Major players from across the oral health technology innovation ecosystem have gathered, united by a common goal to disrupt the industry and make care more accessible to more people and drive investment into this important and often overlooked area of health care," said Elyse D. Cherry, chair of the Forsyth Institute Board of Directors.

Wenyuan Shi, Ph.D., president and CEO of the Forsyth Institute, asked Mr. Feng how to get major biomedical investors interested in dentistry.

Mr. Feng said what interests investors about dentistry is that it is a basic need.

"Even in an economic recession, dentistry and dental care are still top of people's minds, so there's a lot of increasing interest from the investment community," he said.

Mr. Feng also shared what he considers to be the most important areas of dental technology innovation, including quality dental care for rural or underserved communities, bone growth and soft tissue repair, digital orthodontics, technologies catering to female dentists, same-day treatment, dental service organizations, continuing education, and daily preventive care.

A panel of dental leaders shared their thoughts on innovation as well.

Stanley M. Bergman, CEO of Henry Schein Inc., said he expects 3D printing to be a major disruptive technology in dentistry. While the technology is still in its infancy, advances in materials and printers could lead to increased uses within dentistry, including the chairside fabrication of permanent restorations.

"There's so much going on," Mr. Bergman said. "You have so many little companies, big companies, who knows who's going to be the next Apple computer in this field."

Rena N. D'Souza, D.D.S., Ph.D., director of the National Institute of Dental and Craniofacial Research, said COVID-19 has helped to show the importance of science and technology, particularly when innovations are directed toward specific uses.

"Everything we do in research must have a purpose and must have a use. Now, we as a profession have been very guided by curiosity-driven research, and the stars are now aligned to push us into the use-driven era," Dr. D'Souza said. "And that's why this is a very important time to get this think tank together, these brains at the table and everyone's voice to be heard. I think it's a perfect time."

The Forsyth Institute plans to host Forsyth dentech annually, and it has created a new networking platform to further promote interactions among inventors and investors. To learn more, visit forsyth.org/dentech2021. ■

—versacim@ada.org

ADA News

American Dental Association ADA News
(ISSN 0895-2930)

November 8, 2021 Volume 52, No. 11

Published monthly by the American Dental Association, at 211 E. Chicago Ave., Chicago, IL 60611, 1-312-440-2500, email: ADANews@ada.org and distributed to members of the Association as a direct benefit of membership. Statements of opinion in the ADA News are not necessarily endorsed by the American Dental Association, or any of its subsidiaries, councils, commissions or agencies. Printed in U.S.A. Periodicals postage paid at Chicago, IL and additional mailing offices.

Postmaster: Send address changes to the American Dental Association, ADA News, 211 E. Chicago Ave., Chicago, IL 60611. © 2021 American Dental Association. All rights reserved.

ADA American Dental Association®
America's leading advocate for oral health

PUBLISHER: Michelle Hoffman

NEWS EDITOR: Kelly Ganski

WASHINGTON EDITOR: Jennifer Garvin

SENIOR EDITORS: David Burger, Kimber Solana,
Mary Beth Versaci

CREATIVE DIRECTOR: Marie Walz

GRAPHIC DESIGN & PRODUCTION: Natalia Roubinskaia,
Mary Cummings

**DIRECTOR, ADVERTISING & PRODUCTION
OPERATIONS:** Rebecca Kiser

MANAGER, PRINT PRODUCTION: Raul Jirik

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

ADVERTISING OFFICES: Display - Print & Digital - 211 E. Chicago Ave., Chicago, IL 60611. Phone 1-312-440-2740. 2022 opportunities: John Dupont, Vice President, Strategy and Growth, Harborside, 94 North Woodhull Road, Huntington, NY 11743, Mobile: (516) 456-6127, Email: jdupont@hbside.com 2021 insertion orders: Eastern region: Jim Shavel, S&S Media Solutions, 1554 Surrey Brook Court, Yardley, PA 19067, 1-215-369-8640 phone, 1-215-369-4381 fax, 1-215-499-7342 cell, jim@ssmediasol.com. Western region: Allen L. Schwartz, S&S Media Solutions, 10225 NW Brentano Lane, McMinnville, OR 97128, 1-503-784-8919 cell, 1-503-961-0445 fax, allen@ssmediasol.com. Midwest/Southwest region: Bill Kitteridge, S&S Media Solutions, 21171 Via Alisa, Yorba Linda, CA 92887, 1-714-264-7386 phone, 1-503-961-0445 fax, bill@ssmediasol.com.

Classifieds - Russell Johns & Associates, Kim Ridgeway, Senior Media Sales Associate, 17110 Gunn Highway, Odessa, FL 33556, 1-877-394-1388 phone, kridgeway@russelljohns.com

SUBSCRIPTIONS: Nonmember Subscription Department 1-312-440-2867. Rates—for members \$22 (dues allocation); for nonmembers—United States, U.S. possessions and Mexico, individual \$101; institution \$142 per year. International individual \$138; institution \$179 per year. Canada individual \$120; institution \$161 per year. Single copy U.S. \$17, international \$19. ADDRESS OTHER COMMUNICATIONS AND MANUSCRIPTS TO: ADA News Editor, 211 E. Chicago Ave., Chicago, IL 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.

@THEADANEWS

@ADANEWS



November JADA finds mouthrinses reduce SARS-CoV-2 in saliva

BY MARY BETH VERSACI

Mouthrinses can reduce the SARS-CoV-2 viral load in saliva, according to a study published in the November issue of The Journal of the American Dental Association.

The cover story, "Estimating Salivary Carriage of Severe Acute Respiratory Syndrome Coronavirus 2 in Nonsymptomatic People and Efficacy of Mouthrinse in Reducing Viral Load: A Randomized Controlled Trial," looked at the viral load in the saliva of 201 people and detected SARS-CoV-2 in

23% of asymptomatic, 28% of presymptomatic, 99% of symptomatic and 60% of postsymptomatic participants.

The researchers randomly assigned symptomatic participants to use a mouthrinse containing 15 milliliters of normal saline, 1% hydrogen peroxide, 0.12% chlorhexidine gluconate or 0.5% povidone-iodine. All four reduced the SARS-CoV-2 viral load in saliva, with a median reduction of 61%-89% at 15 minutes after rinsing for 60 seconds and 70%-97% at 45 minutes.

To read the full JADA article online, visit JADA. ADA.org. ■



UNIVERSALLY STRONG.

UNIVERSALLY SIMPLE.

- IDEAL FOR ALL* INDIRECT RESTORATIONS
- HIGHLY RADIOPAQUE
- LOW FILM THICKNESS
- EASY CLEAN-UP
- HIGH DEGREE OF CONVERSION

SCAN TO LEARN MORE

*It is recommended to use BISCO's CHOICE™ 2 for veneer cementation. Rx Only.

LET'S BOND!

CALL OR VISIT US TO LEARN ABOUT OUR CURRENT PROMOTIONS:
1-800-247-3368 • www.bisco.com

MC-10179DU

SEAL continued from Page 1

- 2016: Council on Scientific Affairs updates product category requirements to reflect current state of science behind each product type.
- 2017: ADA redefines Seal program to re-establish market relevancy and enhance public awareness, debuting all-new look for Seal and corresponding claims on product packages.
- 2017: ADA awards first Seals in oral irrigator, powered toothbrush, home-use tooth bleaching and enamel erosion product categories.
- 2017: Council on Scientific Affairs introduces scientific requirements for drinking water filters and products to prevent or reduce enamel erosion.
- 2018: Council on Scientific Affairs introduces scientific requirements for temporary relief of dry mouth and temporary relief of oral discomfort product categories.
- 2019: ADA launches qualification program for laboratories and clinical facilities that perform studies for companies seeking Seal for products.
- 2019: ADA awards first Seal in dry mouth relief category.
- 2020: ADA launches ADA Science & Research Institute, which houses Seal program. Program includes more than 400 products.
- 2021: Seal program celebrates 90th anniversary and debuts redesigned webpage, which features new, clean interface making it easier for visitors to find products to fit oral needs. ■

—versacim@ada.org

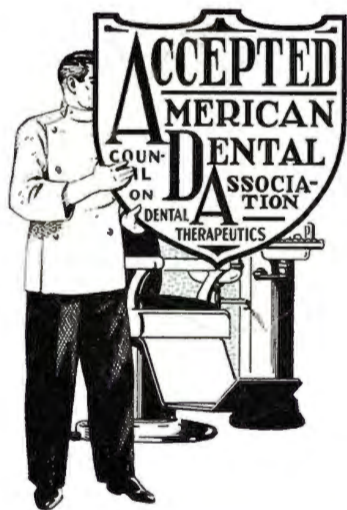


90 years: This illustration is from a 1990s pamphlet about the Seal program.



Celebrate: The ADA distributed this stuffed toy seal to SmileCon attendees during the Seal program's 90th anniversary celebration at the meeting.

Milestones: The illustration to the left is from a 1930s flyer about the Seal program, which was founded in 1931.



Introducing



• • A NEW DESIGN FOR THE SEAL

New look: This image from 1945 introduces a new design for the ADA Seal.

IMAGE CREDITS: VectorCookies/iStock/Getty Images Plus, Oleg Blokhin/iStock/Getty Images Plus

NIDCR-funded researchers win Nobel Prize in Physiology or Medicine

Recipients discovered receptors of temperature and touch

BY MARY BETH VERSACI

Two researchers who received funding from the National Institute of Dental and Craniofacial Research have won the Nobel Prize in Physiology or Medicine for discovering receptors of temperature and touch, according to an NIDCR news release.

David Julius, Ph.D., a professor and chair of the department of physiology and Morris Herzstein chair in molecular biology and medicine at the University of California, San Francisco, used capsaicin, the component of chili peppers that causes a burning sensation, to recognize a sensor in the skin's nerve endings that reacts to heat.

Ardem Patapoutian, Ph.D., a professor of neuroscience at Scripps Research in California, investigator at the Howard Hughes Medical Institute in Maryland and past member of NIDCR's Board of Scientific Counselors, used pressure-sensitive cells to identify a new class of sensors that respond to mechanical stimuli in internal organs and the skin.

Both investigators, independent of each other, also used menthol to discover an additional sensor that responds to cold, opening the door to new classes of thermal and mechanical receptors, according to the release.

They both received NIDCR funding that supported their winning research.

NIDCR funded Dr. Julius' work over an eight-year period in support of his exploration of substances that mediate signaling in nociceptive pathways and the genetic analysis of nociceptor function, the release stated.

NIDCR, in addition to other National Institutes of Health sources, funded Dr. Patapoutian's work over a 15-year period in support of his research on nociceptive ion channels and

somatosensory receptors.

"NIDCR extends a heartfelt congratulations to Drs. Julius and Patapoutian," NIDCR Director Rena D'Souza, D.D.S., Ph.D., said in the release.

"We are proud to have supported the foundational work that led to these seminal discoveries." ■

—versacim@ada.org

“

We are proud to have supported the foundational work that led to these seminal discoveries.

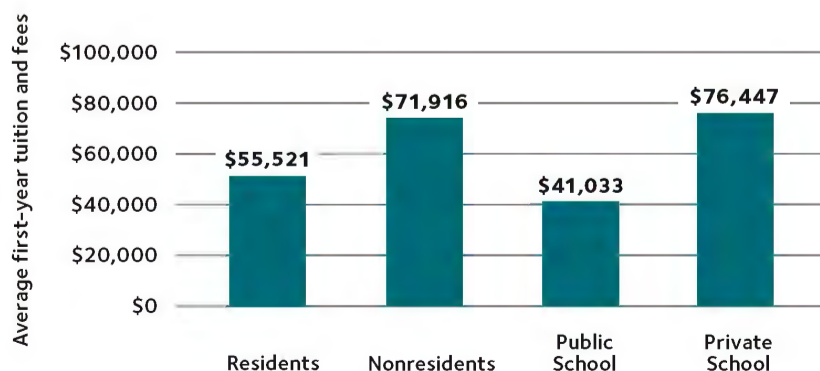
– Rena D'Souza, D.D.S., Ph.D., NIDCR director



HPI CORNER

AVERAGE FIRST-YEAR TUITION AND FEES

In the 2020-21 school year, average first-year tuition and fees were higher for nonresident students than resident students by \$22,396. A larger gap existed between public and private dental schools, with first-year tuition and fees at private dental schools costing \$35,414 more on average than at public dental schools.



Source: ADA Health Policy Institute, 2020-21 Survey of Dental Education Series, Report 2. Available at [ADA.org/en/science-research/health-policy-institute/data-center/dental-education](https://ada.org/en/science-research/health-policy-institute/data-center/dental-education).



White House framework eliminates dental benefit proposal from spending bill

BY JENNIFER GARVIN

The White House released a framework Oct. 28 on President Joe Biden's Build Back Better spending package that removes a proposal to create a dental benefit under Medicare Part B.

The ADA has urged lawmakers for months not to include a Medicare dental benefit in the legislation package because the Association

believes the proposed expansion would not benefit those low-income seniors who need dental care the most.

The ADA sent an Issues Alert email Oct. 29 to dentists with the news that the framework did not contain language creating a dental benefit.

"After intense ADA lobbying for a targeted benefit and strong grassroots efforts, a legislative outline of the 'Build Back Better' package was released by the White House

and House/Senate Leadership," the ADA wrote. "The package does not include a provision for a Medicare dental benefit at this time."

The ADA had proposed an alternative approach to expand access for seniors that adheres to the ADA's policy, which supports the oral health care of those 65 years old and older by including a range of services necessary to achieve and maintain oral health for beneficiaries with incomes up to 300% of the federal

poverty level.

As Congress continues to negotiate the legislation package the ADA said the Association "will continue to lobby against the inclusion of a Medicare Part B dental benefit and for ADA policy that seeks to provide oral health care for poor and low-income seniors."

For more information, visit ADA.org/Medicare. ■

—garvin@ada.org

Connecticut health center pays \$350,000 to settle improper billing allegations related to Medicaid dental services

A federally qualified health center in Connecticut has paid \$350,000 to resolve allegations it improperly billed the Connecticut Medicaid program for certain dental services, the U.S. Attorney's Office for the District of Connecticut announced in an Aug. 11 news release.

The payment was part of a civil settlement agreement with the state of Connecticut and U.S. governments, which allege Cornell Scott Hill Health Corp. implemented a policy that required Medicaid patients to receive prophylactic cleanings and dental examinations on separate days, resulting in the center getting paid two encounter rates instead of just one, according to the release.

Pursuant to federal requirements, the state of Connecticut compensates federally qualified health centers on an "encounter-based" reimbursement structure. For the provision of dental services, claims are limited to one all-inclusive encounter per day to include all dental services received by a patient on the same day, the release stated.

Cornell Scott Hill Health Corp. provides a variety of health care services, including dental services, to Connecticut Medicaid beneficiaries and other individuals.

In addition to the \$350,000 the center paid to the state and federal governments to resolve its liability for conduct allegedly occurring between 2017 and 2019, it has agreed to change its policy and offer all Medicaid beneficiaries the option of scheduling a prophylactic cleaning and dental examination on the same day, according to the release. ■

DEA: Single sheet 222 forms mandatory beginning Oct. 30

Beginning Oct. 30, the Drug Enforcement Administration mandates single sheet DEA 222 Forms for those providers who prescribe schedule 1 and 2 controlled substances.

Triplicate DEA 222 forms will no longer be available or utilized, according to the Code of Federal Regulations.

To order the single sheet forms, providers are instructed to visit the form request page at deaddiversion.usdoj.gov/drugreg/index.html#orderForm. They will need the information from their registration certificate in order to login.

For providers who still have unused triplicate DEA Forms 222, the DEA is asking them to send them to: DEA Registration Section, 8701 Morrisette Drive, Springfield, VA 22152. ■

THE FUTURE OF IMPLANT RESTORATIONS



The Implant Lab Management Team at Glidewell has a combined 536 years of experience.

As the largest, most experienced implant lab in the U.S., Glidewell has pioneered CAD/CAM technology and restorative materials that simplify even the most complex cases. Count on us for continued innovation and support as your practice strives toward a bigger future in implant dentistry.

- Predictable, flat-rate lab fees with **no hidden costs**
- Live courses, online CE and how-to videos to help you excel in implants
- **Highly experienced technical advisors** providing live, over-the-phone support
- **Lifetime, no-fault warranty**, from Hahn™ implant to BruxZir® restoration



Flat-rate pricing available for most major implant systems. See fix available at glidewell.com for specific implant systems covered by flat-rate pricing. Lifetime warranty applies to Hahn implant as well as custom abutments and BruxZir implant restorations produced by Glidewell. For more information, visit glidewell.com/policies-and-warranties.



Discover Our Full Range of Solutions
800-411-9721
glidewell.com/implant-solutions

Glidewell
Implant Solutions

MKT-013089_1 GL-2445701-101221

ADA weighs in on 21st Century Cures 2.0 Act

Advocates on other important oral health issues

BY JENNIFER GARVIN

The ADA is supporting the 21st Century Cures 2.0 Act, draft legislation to modernize the delivery of health care in the wake of the

coronavirus pandemic.

The draft legislation seeks to build upon the 21st Century Cures Act, which was signed into law in 2016.

In a July letter to Reps. Diana DeGette, D-Colo., and Fred Upton, R-Mich., then-ADA President Daniel J. Klemmedson, D.D.S., M.D., and Executive Director Kathleen T. O'Loughlin, D.M.D., said the Association supports the following sections:

- Sec. 102, National Strategy to Prevent and Respond to Pandemics: "It is critically important to develop a strategy



to prepare for the next pandemic. Such a strategy should include ways to ensure that the problems that occurred during the COVID-19 response do not happen again, including lack of access to testing and personal protective equipment."

- Sec. 104, Vaccine and Immunization Programs: The ADA told the lawmakers that it has worked to help dentists educate patients about the need for vaccination against COVID-19 and asked for a public awareness campaign.

- Sec. 201, Educational Programs and Training for Caregivers: "It is important to train caregivers on providing good oral health care to their aging, seriously ill, or disabled family member or friend," said Drs. Klemmedson and O'Loughlin, who added the training could be done through Community Dental Health Coordinators."

- Sec. 202, Increasing Health Literacy to Promote Better Outcomes for Patients: "The ADA strongly believes in the importance of oral health literacy," Drs. Klemmedson and O'Loughlin said. "Identifying culturally competent, evidence-based interventions is critical to improving oral health. CDHCs should also be involved in this work. Because many of them come from the same or similar communities in which they serve, they are uniquely positioned to help educate underserved populations on oral health literacy."

- Sec. 502, Research Investment to Spark the Economy: "The ADA is a science-driven organization that agrees that scientific research and innovation are key to growing the economy," Drs. Klemmedson and O'Loughlin said.

COALITION SUPPORTS BILL TO BOLSTER WORK FORCE FOR FUTURE PUBLIC HEALTH EMERGENCIES

The ADA and a coalition of more than 30 health care stakeholders — led by the HIV Medicine Association — are supporting HR 5602, the Bolstering Infectious Outbreaks Preparedness Workforce Act of 2021.

If enacted, the bill would help alleviate shortages to strengthen the country's workforce for future public health emergencies by addressing financial barriers that prevent health care professionals from pursuing careers in bio-preparedness and infectious diseases. It would provide loan repayment providers who spend at least 50% of their time engaged in bio-preparedness and response activities anywhere in the U.S. or 50% providing infectious disease care in medically underserved communities and federally funded facilities. Dentists would be eligible under the infectious disease care section of the bill.

"A strong and diverse [infectious disease] and bio-preparedness workforce (including physicians, pharmacists, physician assistants, advanced practice registered nurses, clinical laboratory professionals and dentists) is vital to a rapid, effective response to infectious disease outbreaks and to provide [infectious disease] care," the groups wrote in an Oct. 22 letter to lawmakers.

ADA SUPPORTS HEALTH ENTERPRISE ZONES

The ADA is supporting legislation to improve health disparities in minority and underserved communities.

In a July 22 letter to Rep. Anthony Brown, D-Md., Drs. Klemmedson and O'Loughlin thanked the lawmaker for introducing HR 4510, the Health Enterprise Zones Act.

"We offer our strong support for this legislation as we believe that it is vitally important to address health equity issues such as barriers to oral health care so that all Americans have the opportunity to become healthy," Drs. Klemmedson and O'Loughlin wrote.

"Dentistry is essential health care and integral to a person's overall systemic health," Drs. Klemmedson and O'Loughlin said.



Smile now, Pay-over-time.

Approving over 85% of patients
for dental financing.

No hard
credit check



sunbit.com/dental

*Subject to approval based on creditworthiness. Down payment required. 0-35.99% APR. Different rates for CO, MA, MD, ME, and NY. Not available in CT, VT, WV, or WY. 6 and 12-month 0% APR plans for well-qualified customers only. 18- and 24-month plans subject to interest. Account openings and payment activity reported to a major credit bureau. Loans are made by Transportation Alliance Bank, Inc., dba TAB Bank, which determines qualifications for and terms of credit.



OPTIC
WHITE
PROFESSIONAL



Extraordinary whitening made simple

NEW! Colgate® Optic White® Professional

New

Precise application

Patented formula in precision pen designed for **no tooth sensitivity, no gum irritation**, and no mess



New

Quick activation

Patented LED device accelerates whitening with a **short 10 minute** wear time



Dramatic results

Dramatically whiter teeth in just **5 days***



Order now at henryschein.com
Item code: 543-0261

*when used as directed
†Simulated whitening to show 5-shade improvement vs baseline as observed in a clinical study.



GOVERN *continued from Page 6***DENTAL COALITION ASKS CONGRESS TO PRIORITIZE PREVENT HPV CANCERS ACT**

The Organized Dentistry Coalition is urging Congress to pass HR 1550, the PREVENT HPV Cancers Act, which encourages the use of the human papillomavirus vaccine in order to reduce the risk for HPV-related cancers.

"We strongly support improving the oral health care of all Americans and believe [this bill] would help to do that," the dental groups wrote.

The organizations sent an Aug. 25 letter to House Speaker Nancy Pelosi, D-Calif., and Minority Leader Kevin McCarthy, R-Calif., urging the leaders to prioritize the bill. In the letter, the

groups noted that HPV is now associated with 9,000 cases of head and neck cancers each year in the United States, citing data from the Centers for Disease Control and Prevention.

ADA, AAPD FILE JOINT COMMENTS ON CMS PROPOSED RULE

The ADA and American Academy of Pediatric Dentistry submitted joint comments on July 28 to the Centers for Medicare & Medicaid Services on updates to the proposed 2022 notice of benefit and payment parameters for the Affordable Care Act.

In the letter to CMS the two organizations commented on three sections of the proposed rule:

- State exchange direct enrollment options:



The ADA and AAPD said they are relieved the current proposed rule repeals the exchange direct enrollment option because they believe it would've harmed consumers.

- Extending the annual open enrollment period: The two organizations said they support CMS extending the annual open enrollment period and implementing a 75-day period of enrollment beginning with the 2022 plan year.

- Proposed low-income special enrollment period to expand access to marketplace coverage: The ADA and AAPD support a plan to further expand access to marketplace coverage by creating a new special enrollment period for consumers who are eligible for advance premium tax credits and whose household income is under 150% of the federal poverty level.

DOCTORS OF COMMUNITY ACT

The ADA is also supporting new legislation that would permanently extend and expand the Teaching Health Center Graduate Medical Education program.

In July letters to the House and Senate, Drs. Klemmedson and O'Loughlin thanked the lawmakers for introducing HR 3671 and S 1958, the Doctors of Community Act, or DOC Act.

"The ADA strongly supports efforts to increase the dental workforce, especially in underserved communities and populations, through support for new and expanded dental residency programs," Drs. Klemmedson and O'Loughlin said.

Drs. Klemmedson and O'Loughlin explained that the Teaching Health Center Graduate Medical Education program trains dental and medical residents in "serving some of our country's most vulnerable populations in community-based settings" such as federally qualified health centers, rural health clinics and tribal health centers.

If enacted, the bill would direct funding to expand existing Teaching Health Center Graduate Medical Education programs and create new programs and residency slots.

COALITION SUPPORTS TOBACCO TAX EQUITY ACT

The ADA and more than 50 stakeholders are supporting S 1314, the Tobacco Tax Equity Act of 2021, which would increase the federal excise tax on cigarettes and set federal tax rates for other tobacco products at an equivalent level.



In a letter to Senate Majority Whip Dick Durbin, D-Ill., and Senate Finance Committee Chair Ron Wyden, D-Ore., the coalition said "this legislation would generate substantial benefits to public health by helping prevent young people from starting to use tobacco products and helping current users to quit" and would "increase federal revenues, including by closing existing tax loopholes that have created incentives for tax avoidance."

There is currently no federal tax on vaping products.

For more information on all of the ADA's advocacy efforts, visit ADA.org/Advocacy. ■

waterpik®



If it doesn't say waterpik... It isn't waterpik®

- ✓ Invented the original Water Flosser
- ✓ 80+ Peer-reviewed, published studies
- ✓ 60 years of developing and advancing Water Flosser products
- ✓ Over 700 patents in Oral Care including Waterpik® pulsating technology
- ✓ Invented the World's 1st Flossing Toothbrush
- ✓ Product options for every patient's lifestyle
- ✓ Variety of tips for every patient's need
General, Implants, Ortho, Perio, Implant Retained Dentures

No Other Water Flosser Brand Checks All the Boxes

Recommend a Waterpik® Water Flosser

waterpik®



A person in military uniform is operating a CEREC dental machine. The machine is a large, white, industrial-looking device with a transparent front panel. Inside, a hand is holding a small, white, cylindrical object, likely a dental restoration, over a rotating platform. The machine has a control panel on the right side with a small screen and a power button. The background is a plain, light-colored wall.

**FOR SOME ELITE SOLDIERS,
THIS IS A GAME-CHANGING WEAPON.**

As a dentist and officer on the U.S. Army health care team, you'll have access to advanced facilities equipped with technology like CEREC—which takes two-dimensional scans, creates digital impressions and manufactures restorations. You'll see a wide variety of patients, employ cutting-edge tools, learn about new treatments and work with some of the best specialists anywhere.

To see the benefits of being an Army dentist call 800-431-6712
or visit healthcare.goarmy.com/aqs1





Coordination of benefits demystified

Common source of frustration for dental offices can be alleviated through ADA resources

BY DAVID BURGER

Editor's note: Dental Insurance Hub is a series aimed to help dentists and their dental teams overcome dental insurance obstacles so they can focus on patient care.

In 2019, the ADA conducted a survey of dental office managers that asked, among other questions, which administrative burdens were causing the biggest problems at their offices for dentists and their staff.

What was the No. 1 answer?

Coordination of benefits.

Navigating the path of coordination of benefits can be a frustrating, confusing and time-consuming endeavor for dental offices trying to properly bill patients with more than one dental insurance plan.

Coordination of benefits is when a patient has more than one dental insurance plan and may be able to use all of them to cover dental



procedures. When this occurs, the plans should work together to coordinate benefits to eliminate overbilling or duplication of benefits.

"Coordination of benefits can be a common source of frustration for dental offices trying to submit claims when a patient presents with more than one dental plan," said Eugene Porcelli, D.D.S., member of the ADA Council on Dental Benefit Programs. "Offices that are fluent in coordinating benefits will minimize claim adjudication issues and maximize the benefit to which the patient is entitled."



Dr. Porcelli

The ADA has a

wealth of online resources to help answer questions from dentists and their dental office staff regarding how to handle coordination of benefits.

The ADA has a new online hub for ready-to-use dental insurance information, and dentists can find useful information on coordination of benefits at [ADA.org/DentalInsurance](https://ada.org/DentalInsurance). From there, the ADA Guidance on Coordination of Benefits is available on the "Understanding Dental Insurance Issues" page, where dentists will find a PDF containing ADA Guidance on Coordination of Benefits, which includes information on general coordination of benefits rules and types of coordination of benefits, among other subjects.

Dental Insurance HUB



A new COB dental insurance guide was also posted in October.

The ADA presented an Oct. 26 webinar about the need for dental offices to correctly coordinate benefits, especially considering the dominance of preferred provider organization plans in the market and many families having more than one dental plan.

The webinar, Coordination of Benefits (COB): Untangling the Mystery, will soon be available on the website.

In addition, a series of articles published in the ADA News between 2006-08 discussing dentists' top-10 concerns regarding dental insurance — including coordination of benefits — remains relevant today. A summary of the articles included perspectives from ADA members, National Association of Dental Plan members and ADA Council on Dental Benefit Program members.

One excerpt from the summary is important: "Coordination of benefits can be a win-win for both patients and dental practices. Patients with more than one dental benefits program from state licensed carriers are likely to visit their dentists more frequently, knowing all or at least a large majority of treatment costs will be covered by the combination of two programs. Out-of-pocket expenses for more complex and expensive procedures are reduced or sometimes even eliminated. And dental practices [may] receive payment in full for all treatment rendered when reimbursement from [all] plans is settled."

For links for the resources, visit the online version of this story at [ADA.org](https://ada.org). ■

—burgerd@ada.org

glidewell.io™: SAME-VISIT DENTISTRY



“

The glidewell.io™ In-Office Solution is a perfect way to mill in-office restorations. It's simple to use, and Glidewell's training and support made adopting the new technology stress-free.”

— Susan McMahon, DMD | Pittsburgh, PA
Graduate and past clinical instructor,
University of Pittsburgh School of Dental Medicine
Dr. McMahon has been a glidewell.io user since 2018.

The glidewell.io In-Office Solution was created to make same-visit dentistry more accessible to clinicians.

Explore the glidewell.io difference:

- **Skip staining, glazing and firing.** Deliver BruxZir® NOW crowns straight from the mill — just cement and move on.
- With CrownAI™ technology, you get **one-click designs** and don't have to learn anything you don't already know.
- Enjoy a **direct connection to the Glidewell lab** for training and support at any time.
- **Connect your preferred intraoral scanner** to create the workflow you need.

WHO includes three dental preparations in list of essential medicines for first time

GLOBAL RECOGNITION OF BENEFITS HAILED AS 'HUGE STEP FORWARD FOR ORAL HEALTH'

BY DAVID BURGER

The World Health Organization announced Oct. 1 updates to its Model List of Essential Medicines for Adults and Children, three of which — topical fluoride-containing preparations (such as

toothpaste), glass ionomer cement and silver diamine fluoride — are dental treatments featured for the first time.

The updated essential medicines list, which includes 20 new medicines for adults and 17 for children, had never deemed these dental preparations as essential until now.

"This marks a major achievement for oral health and public health," said Jessica Meeske, D.D.S., immediate past chair of the ADA Council on Advocacy for Access and

Prevention.

"As a practicing pediatric dentist who sees a large number of low-income, high caries-risk patients, I have seen the benefits of fluoride, glass ionomer cement and silver diamine fluoride, and I am glad that their usefulness is recognized globally as essential."

Under the leadership of Benoit Varenne, D.D.S., Ph.D., Dental Officer at WHO Headquarters in Geneva, Switzerland, the NYU Dentistry WHO Collaborating Center for



Dr. Meeske



Dr. Benzian

Quality-improvement, Evidence-based Dentistry supported the applications for all three dental treatments for submission to the WHO Expert Committee, which included coordinating contributors, gathering evidence and drafting the application dossiers.

Adding them to the list for adults and children is a "huge step forward for oral health" and the prevention and treatment of dental caries, said

Habib Benzian, D.D.S., Ph.D., co-director of the NYU Dentistry WHO Collaborating Center for Quality-improvement, Evidence-based Dentistry and research professor at the NYU College of Dentistry.

"With untreated caries affecting more than 2.5 billion people around the world, we need to change the paradigm towards priority for prevention and highly cost-effective care," he said. "With the new essential medicine list now in place, stakeholders must ensure the dental preparations reach those who need them. This will require the translation of the global recommendations to national policy and action, including universal availability, steady supply, affordability and use of the essential dental medicines in primary oral health care."

Sodium fluoride — without any further specification and as the only dental substance — has been on the WHO Model list since 1973 under the category of essential micronutrients, Dr. Benzian said, but the fact was not widely known and it had no visible public health effect. This update of the WHO essential medicines list includes a new section on dental preparation, he added, and the previous listing for fluoride was transferred from the section for essential micronutrients to the new section for dental preparations.

The executive summary of the report said that its executive committee noted that the burden of oral diseases, particularly untreated dental caries, represents a significant public health problem globally.

"The committee noted that these products offer relevant benefits and can be used in atraumatic restorative treatment techniques and in non-specialized settings in alignment with WHO guidance on oral health interventions," according to the summary.

The lists are updated every two years by an expert committee, made up of recognized specialists from academia, research and the medical and pharmaceutical professions.

The decision came months after WHO adopted a resolution on oral health calling for the development of a global strategy, action plan, and monitoring framework for improvement of oral health globally until 2031, its first resolution on oral health since 2007. ■

—burgerd@ada.org

FOR EVERY DENTIST

BruxZir® NOW

Pair your intraoral scanner with glidewell.io for only

\$49,995*

Only \$833/month with 0% APR financing for 60 months!

Plus, save \$10,000 or more on your 2021 taxes if you order by Dec. 31, 2021.

Special offers that include an intraoral scanner are also available.



**Limited-Time
0% Financing!**



Scan the code to see how easy glidewell.io makes same-visit crowns in our new three-part video series.

www.glidewell.io/advantages-q4

glidewell.io™
IN-OFFICE SOLUTION

www.glidewell.io | 888-683-2063

*Offer expires Dec. 31, 2021. Offer cannot be applied to previous purchases or combined with any other offers.

MKT-013088_1 GD-2472908-110121

ADA class action lawsuit against Delta Dental ongoing

ASSOCIATION ALLEGES THAT DELTA VIOLATED FEDERAL ANTITRUST LAWS TO RESTRICT COMPETITION, REDUCE REIMBURSEMENT AMOUNTS

BY DAVID BURGER

In November 2019, the ADA filed a class action lawsuit against the Delta Dental Plans and the Delta Dental Plans Association.

So, two years later, the question is, what is the status of the suit?

Under the court's current scheduling order, the earliest this case potentially could proceed to trial would be sometime in 2024, according to ADA's Division of Legal Affairs.

This extended timing is not unusual, said the

legal division, as class action lawsuits typically take years to be resolved, especially complex antitrust cases. There are motions, extensive document productions, fact depositions, expert witnesses, a class certification hearing, and then additional discovery and various pre-trial motions — all before you even get to a trial, and potentially an appeal after the trial.

The ADA's lawsuit alleges that Delta violated



federal antitrust laws by allocating territories of operation and dividing the national market in order to restrict competition and reduce reimbursement amounts.

The complaint goes on to allege that Delta's allegedly anticompetitive acts hurt both dentists and their patients by limiting the choices of dental care available to patients and making it more difficult for dentists to deliver the care that patients need and want.

Numerous individual dentists also filed class action complaints against Delta, and the allegations in the various complaints have since been combined into a single consolidated complaint. Judge Elaine Bucklo, in the federal district court for the Northern District of Illinois, is presiding over the consolidated pretrial proceedings in the litigation.

The Delta defendants filed a motion to dismiss the consolidated complaint, but Judge Bucklo issued an opinion denying Delta's motion in September 2020, and the case is now in the discovery phase.

The discovery process starts with exchanging and reviewing voluminous amounts of documents, and then taking depositions relevant to the issue of class certification. The court's scheduling order allows the parties to take up to 190 fact depositions, followed by briefing and a hearing for the court to decide whether the case should proceed as a class action, which is an important milestone in any class action lawsuit, according to the ADA's legal division.

The plaintiffs are asking the court to certify a class of all dental providers in the United States who were reimbursed by a Delta Dental defendant, so that all dentists who have been injured by Delta's allegedly anticompetitive conduct will be able to obtain appropriate money damages and benefit from an injunction making Delta change its practices.

Under the court's scheduling order, the court will hold a hearing on the issue of class certification sometime in 2023.

ADA News will continue to update members when there are developments in the case. ■

—burgerd@ada.org

AH Plus[®] Bioceramic Sealer

Ready, SET, Go!



Dentsply
Sirona

It is all about passion.

Bioactivity of bioceramic sealers is important but you need more to ensure a stable seal. The apical seal is only completed after the sealer sets predictably. Our sealer sets apart from others because it offers a 60% faster set time, has a high washout resistance and is 25% more radiopaque compared to current market leaders. Set your new standard with AH Plus[®] Bioceramic Sealer.

dentsplysirona.com/bioceramic-sealer #EndoPassion

PART OF A
Dental
Solution

Children's hospital agrees to pay \$80,000 to resolve potential violation of HIPAA standard

Children's Hospital & Medical Center in Omaha, Nebraska, has agreed to pay \$80,000 to settle a potential violation of the Health Insurance Portability and Accountability Act's Privacy Rule, according to a news release from the Office for Civil Rights at the U.S. Department of Health and Human Services.

In May 2020, a parent filed a complaint with the office alleging that the center, which provides pediatric health care services, had failed to provide her with timely access to her daughter's medical records.

The center provided some records but did not provide all of them despite the parent's multiple requests, the complaint alleged.

The Office for Civil Rights investigated and found that the center's failure to provide timely access was a potential violation of the HIPAA right of access standard, which requires a covered entity to act on a request within 30 days of receipt, or within 60 days if an extension is applicable.

The Office for Civil Rights said it is the resolution of its 20th investigation in its HIPAA Right of Access Initiative, an initiative to support individuals' right to timely access of their health records at a reasonable cost under the HIPAA Privacy Rule. ■

ADA Business Innovation Group names Tim Steffl as new president, CEO

BY KIMBER SOLANA

The American Dental Association Business Innovation Group, or ADABIG, announced Oct. 5 that it named Tim Steffl as its new president and chief executive officer.



Mr. Steffl

In this position, Mr. Steffl, who previously served as vice president of strategic development and finance of Delta Plans Association, is responsible for establishing short and long-term profitability and measurable growth of ADABIG to meet strategic and financial goals.

Mr. Steffl will also create a strategy for increasing and scaling ADA Practice Transitions, a service backed by the ADA focused on helping dentists make the process of joining or leaving a practice predictable and successful.

"I'm thrilled to be taking on this role with ADABIG and looking forward to contributing to the organization's continued success," said Mr. Steffl. "I am excited about the value that our product, ADA Practice Transitions, brings to dentists across the country. ADAPT launched nationwide in December of 2020 and the response has been tremendous. The future is very bright for ADA Practice Transitions and ADABIG."

In addition to Delta Dental Plans Association, Mr. Steffl previously served as president of Pivot Health Advisors, where he helped develop product and commercialization strategy for one of the nation's largest hospital systems. He also worked at the American Hospital for 16 years as chief operating and development officer and as vice president for AHA Solutions/Health Forum. He also serves as a mentor at MATTER, where he provides business expertise to start-up organizations in the health care space. He holds a Bachelor of Science degree in business administration with a specialization in finance from The Ohio State University.

"We are so happy to welcome Tim into this position and to the ADA," said Kirk Norbo, D.M.D., ADABIG board chair. "His extensive background in the health care industry, as well as business experience and expertise is perfectly aligned with the future direction of ADABIG. We're excited to have him on board and anticipate a smooth transition as he becomes our new president and CEO."

Mr. Steffl comes amid continued success for ADABIG and ADAPT, which recently reported it had exceeded its first and second quarter financial goals. ADAPT expanded the service nationally in December 2020 and to date, over 5,500 dentists from all 50 states have created an ADA Practice Transitions profile. In addition, 62 dentists have gone through transitions with ADAPT — from buying and selling dental practices to hiring associates and finding associateships.

Most recently, ADA Practice Transitions was

named a top 100 finalist for the 20th annual Chicago Innovation Awards, which recognize all companies and nonprofits that demonstrate the breadth of innovation in the Chicago region.

ADA Practice Transitions matches dentists who are looking to join a practice with owners who are seeking an associate or someone to purchase their practice.

The service offers dentists the tools, information and support that is vital to the dental practice transitions process while facilitating matches based on a shared practice approach.

To learn more about ADA Practice Transitions, visit ADAPracticeTransitions.com. ■

—solanak@ada.org

HPI releases research on Medicaid dental care programs

The ADA Health Policy Institute has released new data-driven research that underscores how different the Medicaid landscape is for children compared to adults and how much work needs to be done to improve adult dental benefits in Medicaid.

Marko Vujcic, Ph.D., HPI chief economist and vice president, and Chelsea Fosse, D.M.D., HPI senior health policy analyst,

presented the first look at the findings during an Oct. 4 webinar. They were joined by Zachary Hairston, D.D.S., from the Virginia Department of Medical Assistance.

In the webinar, HPI discussed new analyses on Medicaid programs in the U.S., including updated comparisons of Medicaid reimbursement to private dental insurance rates for child and adult services, revised methodology for measuring dentist participation in Medicaid incorporating the number of Medicaid patients served, and dental care use patterns among Medicaid-insured versus privately insured children and adults.

The research is available at ADA.org/hpi. ■

Crest + Oral-B®

TRANSFORM PATIENTS' GUM HEALTH, STARTING DAY 1

In a clinical study, 100% of patients moved to a state of healthy gums after just 12 weeks of use.

ALCOHOL FREE
Crest PRO-HEALTH™
CLEAN MINT MULTI-PROTECTION™
99% GERM™
250ml (8.4 FL. OZ.)

ALCOHOL FREE
Crest PRO-HEALTH™
GUM DETOXIFY™
CREAT-CLEAN™

Oral-B iO

Learn more at www.dentalcare.com/iO or contact your local Crest® + Oral-B® representative.

© 2021 P&G ORAL-28427

HIPAA does not prohibit health care providers from requesting COVID-19 vaccination status of patients, employees

BY MARY BETH VERSACI

The Health Insurance Portability and Accountability Act does not prohibit any businesses and individuals, including HIPAA-covered entities such as certain health care providers, from asking if someone is vaccinated against COVID-19, according to the U.S. Department of Health and Human Services' Office for Civil Rights.

The Office for Civil Rights issued guidance Sept. 30 to help the public understand when the HIPAA Privacy Rule applies to disclosures and requests for information about whether a person has received a COVID-19 vaccine.

The Privacy Rule only applies to HIPAA-covered entities, including health plans, health care clearinghouses and health care providers that conduct standard electronic transactions, and in some cases, their business associates. It regulates how and when they are permitted to use and disclose protected health information, including vaccination status, but not their ability to request that information from patients and visitors.

The Privacy Rule does not apply to employers and employment records, including records held by covered entities in their capacity as employers, and it does not prohibit an employer from requiring employees to disclose whether they are vaccinated against COVID-19, provide documentation of their vaccination and sign a HIPAA

authorization for a health care provider to disclose their vaccination record to the employer.

However, the guidance points out that other federal and state laws, such as federal anti-discrimination laws, do address terms and conditions of employment. The laws may require that employee vaccination information be kept confidential but "do not prevent an employer from choosing to require that all employees physically entering the

workplace be vaccinated against COVID-19 and provide documentation or other confirmation that they have met this requirement, subject to reasonable accommodation provisions and other equal employment opportunity considerations," according to the guidance. In general, HIPAA does not permit health care providers to disclose a patient's vaccination status to employers or other parties except with the individual's authorization or as otherwise permitted or required by the Privacy Rule.

"We are issuing this guidance to help consumers, businesses, and health care entities understand when HIPAA applies to disclosures about COVID-19 vaccination status and to ensure that they have the information they need to make informed decisions about protecting themselves and others from COVID-19," Office for Civil Rights Director Lisa Pino said in a news release.

The guidance on HIPAA, vaccinations and the workplace is available at hhs.gov/hipaa. ■

—versacim@ada.org



HPI: Dentists report economic impact of pandemic stabilizing

POLLING FOUND PATIENT VOLUME AT 90% OF PRE-COVID-19 LEVELS IN OCTOBER

BY KIMBER SOLANA

When asked to look ahead to the rest of the year, 3 in 4 dentists stated they're very or somewhat confident in the recovery of their dental practice, according to the Health Policy Institute's latest COVID-19 Economic Impact on Dental Practices polling.

Collected the week of Oct. 11, the results from the polling indicate a level of stability in key indicators when compared with recent months, according to HPI.

Other key findings include:

- Patient volume remained stable at 90% of pre-COVID-19 levels in October.

- To maintain financial sustainability, about 1 in 5 dentists have raised fees, while 16% have changed dental material suppliers/labs.
- Nearly 1 in 4 responding dentists intend to hire more staff in the next three months.
- The majority of dentists reported an increase in stress-related conditions among patients in their practice, such as bruxism (69% reporting an increase) and chipped or cracked teeth (63%).

To measure the effects of COVID-19 on the U.S. dental economy, the ADA Health Policy Institute has been conducting a regular poll of dentists on economic conditions

since the beginning of the pandemic. The poll quantifies how COVID-19 has shaped dentists' delivery of care, financial sustainability and overall attitude toward their

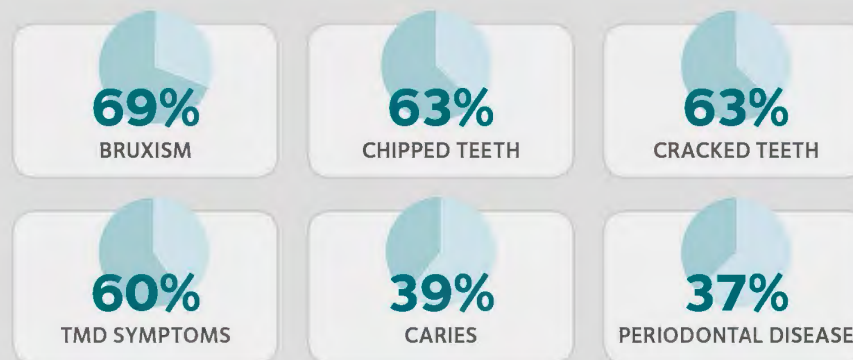
profession.

To review the full report, including breakdowns by gender, age and more, visit [ADA.org/hpi](https://ada.org/hpi). ■

—solanak@ada.org

HPI Health Policy Institute
ADA American Dental Association*

COMPARED TO BEFORE THE COVID-19 PANDEMIC, how has the prevalence of the following conditions changed among patients in your dental practice? (Percentage indicating "increased" prevalence.)



Source: American Dental Association Health Policy Institute. COVID-19: Economic Impact on Dental Practices. Wave 30 – week of October 11, 2021.

CEBJA: ADA Principles of Ethics & Code of Professional Conduct should guide dentists in pandemic

BY DAVID BURGER

The ADA Council on Ethics, Bylaws and Judicial Affairs said in an October statement that the ADA Principles of Ethics & Code of Professional Conduct should help aid dentists when addressing the ethical issues that arise from the presence of patients in the dental practice who are not vaccinated against COVID-19 and other communicable diseases.

During the ongoing COVID-19 pandemic, the ADA and the council have received numerous inquiries and comments on the topic of patients not being vaccinated and whether

dentists have an ethical obligation to treat them, said Robert J. Wilson, D.D.S., immediate past chair of ADA Council on Ethics, Bylaws and Judicial Affairs.

"Some feel very strongly that it is not ethical to deny treatment to an unvaccinated patient," Dr. Wilson said. "Against that backdrop, the council decided a statement on the ethics of inoculations was needed, and the revision of the council's earlier limited statement was an efficient way to proceed."



Dr. Wilson

The refusal of care altogether or dismissing patients is not per se unethical, said Dr. Wilson.

"For example, a practitioner who treats a population of highly vulnerable patients, perhaps including some for whom vaccination is

contraindicated, may conclude that the ethical obligation to those patients outweighs the ethical obligation to those who willingly choose not to be vaccinated and therefore may present a higher risk to the other patients," Dr. Wilson said. "Perhaps a doctor or staff person has a condition that precludes inoculation and renders them highly vulnerable to significant morbidity or mortality. Because of these very specific and unique circumstances a blanket statement to the effect that dismissing or refusing to care for an unvaccinated patient is unethical would not be appropriate."

The updated statement proposes that policies respect the Code's principles of autonomy, beneficence and nonmaleficence and be fair to all involved.

"Asking patients with active illness to defer appointments until they are no longer contagious, for example, would reflect respect for each of the principles outlined in the code," according to the statement. "Another possible solution would be to schedule unvaccinated patients at different times

than those patients who may be immunocompromised or who may not be able to get vaccinations and therefore depend on herd immunity."

Dental professionals can feel as if they have an ethical obligation to be vaccinated, Dr. Wilson added, while recognizing that there are some dentists — as well as patients — who are not able to be vaccinated.

"The principle of beneficence calls us to 'do good,'" Dr. Wilson said, referencing the Code. "The dentist's primary obligation is service to the patient and the public at large. Dentists are held to a high standard and are expected to be leaders in the community. By receiving a safe and effective vaccine, particularly during a pandemic, the dentist leads by example in promoting public health. The dentist will also be more likely to remain available to provide service to their patients. Further, the dentist will elevate the esteem of the profession by demonstrating their commitment to the welfare of their patients and the larger community." ■

—burgerd@ada.org



TRIDENT SAVES DENTISTS MONEY



Trident fees are 55% lower than average for an FCZ*. Turn these savings into money that goes back into your pocket.

Cut your lab expenses by 50% or more without sacrificing service or quality.

START SAVING NOW!

SCAN HERE
**REQUEST
A FREE
STARTER
KIT**



**FULL CONTOUR
ZIRCONIA**

\$67

*2021 LMT Fee Survey

(844) 299-7243 | www.tridentlab.com



ACCESS TO CARE

Fluoridation still vital in age of COVID-19

ARTICLE: 'TO PROTECT THE INTEGRITY OF EQUITABLE PUBLIC HEALTH INFRASTRUCTURE, COMMUNITY WATER FLUORIDATION IS IMPERATIVE'

BY DAVID BURGER

CCOVID-19 has reaffirmed the importance of disease prevention and the value of public health infrastructure, according to an article published in the Journal of Public Health Dentistry.

The pandemic also helps illustrate the

barriers standing in the way of — as well as the continued need for — another vital preventive program: community water fluoridation.

"Community water fluoridation is a population health program that is in a unique position to equitably prevent dental caries across all socioeconomic groups," wrote the authors. "As vaccinations for COVID-19 are

rolled out to communities, offering new opportunities for disease prevention, we recognize another milestone across the United States: the 76th anniversary of community water fluoridation."

The article, published Oct. 14, was co-authored by Howard Pollick, B.D.S., a fluoridation consultant for the California Department

of Public Health, a health sciences professor at the University of California, San Francisco School of Dentistry and a member of the ADA's National Fluoridation Advisory Committee. The other author was Tooka Zokaie, manager of fluoridation and preventive health activities for the ADA Council on Advocacy for Access and Prevention.

In an interview with ADA News, Dr. Pollick said that the COVID-19 pandemic exposed weaknesses in the country's public health infrastructure due to political naiveté, and that it requires much effort to overcome.

"While access to dental care is rebounding from the restrictions during the early phase of the pandemic, it may have been that community water fluoridation provided many with the main source of protection against tooth decay," Dr. Pollick said. "Much effort will be required going forward to expand the benefits of community water fluoridation."

In the article, the authors noted that barriers to an expansion of community water fluoridation are rooted in public perception, despite research continuing to show the safety and efficacy of this public health program.

"COVID-19 has added an additional challenge and exposed the lack of adequate and equitable funding for public health budgets," according to the article.

"As health budgets are given a closer look, one of the most equitable and impactful public

health programs is at risk in countless communities. To overcome the challenges facing this preventive measure, health professionals at the national, state and local levels will need to enhance their promotion of fluoridation and commit the necessary resources for equipment, personnel and training."



Dr. Pollick

COVID-19 interrupted many community services and public health initiatives, such as access to routine dental care in community health centers and school-based programs, the authors wrote.

"These interruptions disproportionately affected communities of color and lower socioeconomic communities," the authors wrote. "Studies have shown that populations from lower socioeconomic groups within fluoridated communities have less tooth decay when compared to peers in nonfluoridated communities. To protect the integrity of equitable public health infrastructure, community water fluoridation is imperative."

The authors concluded by saying that dental professionals promoting community water fluoridation are key factors in sustaining and expanding this health program.

Mask mandates and social distancing have been encouraged by public health leaders to reduce the rate of infectious disease spread, and the same advocacy can be done for fluoridation.

"Interprofessional collaboration at the local, state and federal level with trusted community partners could address health literacy, the culture of doubt and the spectrum of hesitancy," according to the article.

"It is imperative that dental public health advocates obtain the best evidence on community water fluoridation and continue to share the science of this important decay-preventing practice."

Evidence-based resources are available for community water fluoridation advocacy, such as the 2018 edition of "Fluoridation Facts" available at no cost at ada.org/fluoride. ■

—burgerd@ada.org

THE DENTAL WORLD
DIDN'T NEED ANOTHER
INTRA-ORAL SENSOR.
IT NEEDED AN
AFFORDABLE ONE THAT
INTEGRATED DIRECTLY
INTO EXISTING
SOFTWARE, SO WE
MADE IT.

JAZZ Imaging



See the math

Open camera on phone, hold over QR circle

Save \$18,000 versus Schick and
\$7,600 versus DEXIS over 5 years.

JAZZ
IMAGING

www.jazzimaging.com - (567) 234-JAZZ



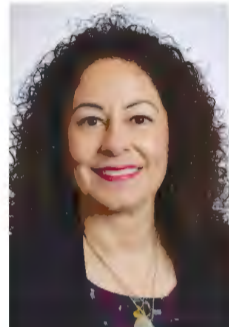
2022 National Children's Dental Health Month focuses on sealants

National observance brings people together in promoting good oral health

BY DAVID BURGER

February is National Children's Dental Health Month, with the 2022 theme dubbed "Sealants Make Sense."

The month is a national health observance that brings together thousands of dedicated professionals, health care providers and educators to promote the benefits of good oral health to children, their caregivers, teachers and many others.



Dr. Hilton

Irene Hilton, D.D.S., chair of the ADA Council on Advocacy for Access and Prevention's advisory committee on dental sealants, said sealants are an equitable way to prevent caries.

"Sealants on permanent molars reduce the risk of caries by 80%," Dr. Hilton said.

"If your dentist recommends dental sealants, it is part of a comprehensive caries management approach. I am excited that

this year's National Children's Dental Health Month theme is about dental sealants, so more families are aware of this cavity-preventing treatment."

The NCDHM Program Planning Guide, available in mid-November at ADA.org/ncdhm, provides program coordinators, dental

societies, teachers and parents with resources to promote the benefits of good oral health to children.

The guide includes easy-to-do activities, program planning timetable tips, a sample NCDHM proclamation and more. ■

—burgerd@ada.org



AROUND THE ADA

Follow the ADA News on Instagram

The ADA News launched Oct. 7 an Instagram account in an effort to help dental professionals stay up to date on dental news and information through the popular photo sharing app.

Through visual storytelling, photos and videos, the account, @TheADANews, allows the official newspaper of the American Dental Association to connect readers and Instagram users to timely information on scientific, social, political and economic developments affecting dentistry and health care.

The launch came just days before SmileCon, held Oct. 11-13 at the Mandalay Bay Resort and Casino in Las Vegas.

Those who followed @TheADANews saw some of the highlights as ADA News staff covered the ADA's reimagined annual meeting, including both opening and closing sessions, thought-provoking continuing education courses and fun activities throughout the event.

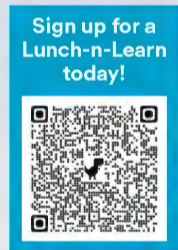
Follow the ADA News on Instagram at @TheADANews. ■

3M Science. Applied to Life.™

Find your route to restorative success.

In dental restorations, like so many things, it's not just the destination that matters – it's how you get there.

See how 3M Direct Restorative Solutions can help you give your patients the confidence of a beautifully healthy smile, while enhancing your productivity along the way.



3M is a trademark of 3M Company. © 3M 2021. All rights reserved.



Shade Selection



Technique Selection



Adhesive Application



Composite Placement



Light Curing



Finishing & Polishing



Protection



Celebrating 90 years of science, safety and smiles



To those who have earned the ADA Seal:

The ADA Seal of Acceptance was built upon safety, efficacy and keeping patients healthy. As we celebrate its 90th anniversary, that mission remains more important than ever — and supported by an extended team spanning the dental community.

We here at the ADA want to honor the oral health product leaders, researchers and everyone else along the way who have gone above and beyond to validate the safety and efficacy of oral care products. This extra step provides the profession and the public a vital, trusted resource to help advance oral health in homes across the country.

Your continued collaboration in research, professional outreach and patient education has helped make the program stronger than ever, and we look forward to an even healthier future together.

Your inspiration and dedication keeps us smiling. Thank you.



ADA American Dental Association®



'Science and facts would prevail eventually'

Iowa city reinstates community water fluoridation after terminating practice earlier in year

BY DAVID BURGER
Tama, Iowa

Six months after community water fluoridation was terminated by the Tama City Council, the caries-preventing program was reinstated in the area in October after another council vote.

The change in heart was due in large part to a coalition of pro-fluoridation advocates who flooded the small city of nearly 3,000 in central Iowa.

"Multiple members of the dental community provided testimony in favor of fluoridation," said Bob Russell, D.D.S., public health dental director and chief of the Iowa Department of Public Health's Oral & Health Delivery Systems Bureau. "The department strives to protect the health of Iowans, [and] the outcome was favorable to that mission."

Steven M. Levy, D.D.S., the Wright-Bush-Shreves Professor of Research and graduate program associate director of dental public health in the University of Iowa's College of Public Health, was part of a contingent from the state university that delivered testimony to the council pleading for reconsideration of its decision.

"I emphasized the caries-preventive benefits and the safety of community water fluoridation," said Dr. Levy, a member of the ADA's National Fluoridation Advisory Committee. "Those in low-socioeconomic status households and otherwise underserved will be hurt the most. Community water fluoridation helps all ages, and it is the most cost-effective approach to caries prevention."

ADVOCATES UNITE

The poverty rate of Tama sits at 15.5%, which is higher than the state's rate of 11.2%. Tama is also located a few miles from the Meskwaki Settlement, a significant American Indian community. Robert Bowers, D.D.S., assistant professor at the University of Iowa College of Dentistry and Dental Clinics, was previously the dental director at the Meskwaki Health Clinic, and he testified to the council on how much the community needed fluoridation.

On top of support from allies such as the American Fluoridation Society and the ADA, Iowa brought in another advocate from a neighboring state to help them develop strategies to bring back fluoridation: Wisconsin State Dental Director Russell Dunkel, D.D.S., who has overseen many fluoridation debates in his state brought on by a phalanx of anti-fluoridation activists.

"The department was aware of similar fluoridation challenges occurring in Wisconsin that ultimately were favorable towards water fluoridation," Dr. Russell said. "Dr. Dunkel was consulted on his approach in the public debate."

A unified and coordinated response was crucial, said Dr. Dunkel, because of the great need of those in Tama and beyond.

"Now, with the devastating effects of COVID-19, gaps or barriers to oral health care have intensified," Dr. Dunkel said. "With all these barriers to health care, especially for the under-resourced populations, now is definitely not the time to remove a proven safe and cost-effective method for reducing dental decay as this may be their only current access to any dental benefits."

TERMINATION THWARTED

The city discontinued fluoridation in April in a 3-1 decision, after the area's water superintendent showed a presentation to the council that included a video from a group of anti-fluoridation activists, Dr. Levy said.

On Oct. 4, the council voted 3-2 to reinstate



Dr. Russell



Dr. Levy



Dr. Dunkel

the practice.

One constant voice leading the charge, Sarah Petersen, community water fluoridation coordinator for the Iowa Department of Public Health, was ecstatic at the council's decision.

"I knew science and

facts would prevail eventually," she wrote in an email to supporters after the vote.

"It is always an uplifting moment when you are able to get fluoride reintroduced after it has been removed," Dr. Dunkel said. "Unfortunately, as the saying goes, 'We may have won the battle, but the war goes on.' We still have community water fluoridation issues in Madison (Wisconsin) and a host of other cities nationally and globally. The bottom line is that we are making headway through the help from health departments from other states along with private sector stakeholders like the ADA and AFS in turning back these challenges."

For more information on fluoridation and ADA advocacy of community water fluoride, visit ADA.org/fluoride. ■

cubeONE®

HIGH TRANSLUCENCY WITH HIGH STRENGTH ZIRCONIA

\$115/UNIT MONOLITHIC | \$95/UNIT MODEL-LESS



ALL INDICATIONS WITH ONE ZIRCONIA

- Optimum Translucency of 45% - Similar to That of Natural Dentition
- High Flexural Strength of >1,250 MPa's
- Ideal Esthetics with Less Graying
- Perfect Color Intensity for Darker Preps and Implant Abutments

Call 1.800.227.4142
to request a FREE DAL Starter Kit
with our Monolithic Crown Coupon Book!
(over \$1500 in savings!)



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



All cases are proudly fabricated in our laboratories located in the USA.

Make it e.max[®] Prime

For a difference you can see.

Place with
ZirCAD[®]
Cement



IPS e.max[®] Prime.

Dr Michael McMahon, DDS San Diego, CA
"I have been prescribing zirconia for over 5 years. When my lab specifically recommended IPS e.max Prime, I could immediately see that the esthetics improved greatly. Other zirconias are bland and do not have the same depth, and translucency that Prime delivers. I now use IPS e.max Prime exclusively on all my implant cases and where esthetics are of importance. When I ask for Prime, I know that I will get beautiful restorations that surpass my expectations."

For optimal strength, esthetics and multiple indications. – Make it e.max!



Learn more about
IPS e.max[®] Prime

ivoclarvivadent.com
Making People Smile

ivoclar
vivadent[®]

bento

ONE PLATFORM, BETTER DENTAL PLANS.



We missed you at ADA SmileCon™ 2021

Unable to make it this year? You can still learn how Bento can provide your practice with a simple way to bring in more patients while reducing office administrative work and increasing recurring revenue.

Learn More at bento.net/dentist

BENTO IS PROUD TO
BE ENDORSED BY THE

ADA American
Dental
Association®

SMILECON is a trademark of the American Dental Association

Dr. Sabates: A new day for dentistry

LAUNCH OF EFFORT TO MAKE ALL MEMBERS FEEL WELCOMED, EMBRACED BY ADA COMMUNITY

BY DAVID BURGER

The ADA's new brand campaign, "A New Day for Dentistry," is a celebration of the Association's vibrant community of dentists.

The campaign, launched by ADA President Cesar R. Sabates, D.D.S., during his speech at the Oct. 13 closing session of SmileCon, seeks to honor the dentists who power the Association this year and beyond.

"I want the ADA to be a welcoming and loving community for all of its members," Dr. Sabates said. "Everyone's voices, contributions and perspectives matter. When we unite on the common ground of our passion and purpose, we are primed to build our profession's future together. That's the central idea behind the campaign — that a new day for dentistry starts now, and there's a place for everyone in it."

The campaign kicks off with a new video that showcases members from across the tripartite. It commemorates the contributions dentists make to their communities and the profession every day. In the video, viewers will see the faces of their peers representing the diverse range of ages, career stages, practice paths and backgrounds that make the ADA what it is.

The campaign emphasizes several messages about the ADA's commitment to:

- Listening and creating solutions to meet dentists' needs.
- Continuing to showcase unique voices and perspectives on panels and discussions covering everything from wellness at work to clinical

perspectives and future ADA resources.

- Recognizing all of the dedicated dentists who are moving dentistry and patient care forward.

The video is available on the ADA YouTube channel, various dental trade websites and social channels that include Snapchat, TikTok and more. The URL is [YouTube.com/watch?v=SWsc7THsjN4](https://www.youtube.com/watch?v=SWsc7THsjN4). ■



3D Printed Removables Deliver Accuracy & Consistency!

OralArts
DENTAL LABORATORIES HUNTSVILLE, ALABAMA



TRUE FIT 3D Printed Denture

- ✓ Monolithic 3D Printed Dentsply Lucitone Resin is as strong as conventional Lucitone 199, yet with zero acrylic shrinkage
- ✓ \$50 Monolithic 3D printed tooth colored esthetic try-in represents exact palatal, gingival and tooth contours as final denture
- ✓ Traditional impression or digital impression workflows acceptable
- ✓ Available as a complete denture or immediate denture with no extraction fees
- ✓ Exact replica reprinted for \$150 if denture is lost or broken

TRUE SPLINT 3D Printed Splints



- ✓ 3D printed using a biocompatible material that is resistant to yellowing
- ✓ High resolution 3D printing offers a precise and highly accurate fit
- ✓ Durability and rigidity against occlusal forces
- ✓ Provides relief from TMJ, bruxism and more

oralartsdental.com | 800-354-2075 | Free Inbound Shipping

\$50 OFF* ONE ARCH OF TRUEFIT

*Retail price \$199. Send this coupon in with your next TrueFit case to receive \$50 off. One discount per doctor/per practice. Cannot be combined with any other offer or coupon.

COUPON CODE: **ADATF50**

\$10 OFF* ONE TRUESPLINT

*Retail price \$79. Send this coupon in with your next TrueSplint case to receive \$10 off. One discount per doctor/per practice. Cannot be combined with any other offer or coupon.

COUPON CODE: **ADATS10**

Former ADA trustee dies at age 77

BY MARY BETH VERSACI

Donald L. Seago, D.D.S., who served as an American Dental Association trustee from 2009 through 2013, died Aug. 19 at age 77.

Dr. Seago, who lived in Mississippi, had been the trustee for the 5th District. He also served the ADA as chair of the 5th District Caucus, member of the Reference Committee on Dental Education and Related Matters, and delegate in the ADA House of Delegates.

A former lieutenant commander in the U.S. Navy, Dr. Seago was president of the Mississippi Dental Association and a trustee and delegate for the American Association of Oral and Maxillofacial Surgeons.

Dr. Seago attended Mississippi State University and the University of Tennessee Health Science Center College of Dentistry, according to his obituary. He practiced oral surgery from 1973 until 2019.

Dr. Seago is survived by his wife of 55 years, Rosemary; four children, Paul (Gail), Lee (Gina), David (Stacy) and Andrew; nine grandchildren; and one great-grandchild. He was preceded in death by his parents and brother, according to his obituary. ■



Photo by EZ Event Photography

Dr. Cesar R. Sabates installed as ADA president

NEW OFFICERS, TRUSTEES JOIN ADA LEADERSHIP

BY KIMBER SOLANA
Las Vegas

Cesar R. Sabates, D.D.S., of Coral Gables, Florida, took office Oct. 16 as the 158th president of the ADA — becoming the Association's first Cuban-American president.

Dr. Sabates and the new and returning

officers were installed in their offices before proceedings of the ADA House of Delegates at SmileCon in Las Vegas.

During his address to the House of Delegates, Dr. Sabates told members that he stands before them as an example of the American Dream.

"As you may know, I was a child of Castro-era Cuba," he said. "At 7 years old, my family

boarded a freedom flight to the United States. My parents sacrificed everything to ensure that their children would have the chance to be free and educated here in the land of opportunities."

And as ADA president, Dr. Sabates said he pledges to give the Association his best to help it succeed.

"You can count on me to represent dentistry and to be steadfast in my advocacy, support and defense of our profession," he said. "I want to unite the ADA in protecting dentistry from excessive regulations and other outside influences that threaten the very principles of our work. I also want to unify the ADA for the sake of strengthening our professional family and our future."

President-elect George R. Shepley, D.D.S., Second Vice President Mark Bronson, D.D.S., and four new trustees also assumed office: James M. Boyle, III, D.D.S., 3rd District; Frank J. Graham, D.M.D., 4th District; Marshall H. Mann, D.D.S., 5th District; and Michele M. Tulak-Gorecki, D.D.S., 9th District.

Fueled by hard work, persistence and determination, Dr. Sabates rose from being new to America and beating cancer in 2015 to becoming the president of the ADA.

Dr. Sabates received his dental degree from the University of Missouri-Kansas City School of Dentistry. He has been actively involved at the ADA for many years, previously serving as the 17th District trustee for the ADA Board of Trustees from 2016-20 and as a delegate in the ADA House of Delegates from 2000 to 2016. He is past president of the Florida Dental Association and South Florida District Dental Association.

Dr. Sabates is a member of the Academy of General Dentistry, Hispanic Dental Association, American College of Dentists, International College of Dentists and Pierre Fauchard Academy.

Born in Camaguey, Cuba, Dr. Sabates was the son of a dentist. The Sabates family moved to America in 1967, settling in Kansas City, Missouri, so his father could attend dental school.

Dr. Sabates told the ADA News in September that he initially studied electrical engineering at the University of Miami but ultimately gave into his birthright and enrolled in dental school at the University of Missouri-Kansas City.

He moved back to Miami, opened his solo practice and became more involved in organized dentistry. It was this community of dentists that helped him through as he underwent cancer treatment in 2015.

"My colleagues showed up for me," he said. "My peers took care of my patients when I couldn't. They helped me so I could focus on healing. During the greatest challenge of my life, this community embraced, and made me feel that my work mattered. That my patients matter. That I mattered. That's the impact that our dental family has had on me."

NEW TRUSTEES

Dr. Boyle, an oral and maxillofacial surgeon in York, Pennsylvania, has served as a member of the House of Delegates and as chair of the Commission on Specialty Recognition and Certifying Boards, Council on Dental Education and Licensure and the Continuing Education Registration Program. He also served as past president of the Pennsylvania Dental Association and the York County Dental Society.

Dr. Graham, an orthodontist in Teaneck, New Jersey, and in Bronx, New York, has served as chair of the Council on Government Affairs and the Council on Dental Practice, and as a member of the Board of the American Dental Political Action and the ADA House of Delegates. In addition, he served as president of the New Jersey Dental Association and Bergen County

Save Your Office Money



Simple One® Chairside Amalgam Separator

This easy to install system will eliminate build-up of hazardous mercury and waste in dental lines. Affordable, this separator saves money on filters and also saves on labor cost throughout the maintenance and recycling process. Become compliant with new Federal EPA rules with **The Simple One!**

- Use where needed on restorative chairs only
- No more filling your amalgam separator with prophy paste
- Quick, chairside installation; easy to maintain
- 100% self-contained separator; just 10 x 3.5 inches in diameter
- Connects to existing suction system
- Problems with clogs or buildups can be checked at individual lines preventing shut down of entire office
- Prevents hazardous mercury buildup from chair to central suction system
- Separator life is an average of 6 - 12 months
- Cost is a fraction of central system for both the unit itself and for installation
- No filters to clean
- ISO certified 11143
- Recycling service available
- Compliant in all 50 states

**Change from your current system in minutes,
Potential to save your office thousands**

For more information, visit our website
or give one of our representatives a call today!

DDS hg Solutions

DDS hg Solutions.com | 815-382-8333

Dental Society.

Dr. Mann, a general practice dentist based in Rome, Georgia, has served as a member on the Council on Members Insurance and Retirement Programs and multiple ADA committees, including the Subcommittee on Program Financials, Product Development and Budget Development. He also served as president of the Floyd County Dental Society, Northwestern District Dental Society and the Georgia Dental Association.

Dr. Tulak-Gorecki, a general practice dentist based in Warren, Michigan, has served on the House of Delegates since 2012 and in multiple committees, including the Budget, Business and Administrative Reference Committee, the Legislative, Health, Governance and Related Matters Reference Committee and the Dental Benefits, Practice and Related Matters Reference Committee. In addition, she also served as past president of the Michigan Dental Association and the Macomb Dental Society.

RETURNING OFFICERS, TRUSTEES

Maria C. Maranga, D.D.S., of Aquebogue, New York, succeeds Vincent U. Rapini, D.D.S., as first vice president. Dr. Maranga is a past chair of the ADA Council on Membership and past president of the Suffolk County Dental Society. In addition, she has served as a delegate in the ADA House of Delegates, president of the New York State Association of Endodontists and academic affairs director of the American Association of Women Dentists.

Ted Sherwin, D.D.S., continues for a second term as treasurer of the ADA. He has served as treasurer and president of the Virginia Dental Association, president of the Shenandoah Valley Dental Association and a member of the ADA House of Delegates.

W. Mark Donald, D.M.D., continues as speaker. He has served as speaker, president and an ADA delegate for the Mississippi Dental Association; as speaker and president of the Academy of General Dentistry; and as a member of the ADA Council on Dental Practice.

Richard J. Rosato, D.M.D., 1st District trustee, has served as chair of the ADA Council on Ethics, Bylaws and Judicial Affairs, as well as the ADA Election Commission. He also was president of the New Hampshire Dental Society and New Hampshire Oral and Maxillofacial Surgery Society.

Paul R. Leary, D.M.D., 2nd District trustee, has been a member of the ADA House of Delegates and served on the New York State Dental Foundation board from 2012-14. He is also involved with the Academy of General Dentistry, American College of Dentists and International College of Dentists.

Michael D. Medovic, D.D.S., 6th District trustee, has served as a member of the ADA House of Delegates and the ADA Council on Dental Practice and as chair of the ADA Council on Dental Practice's National Elder Care Advisory Committee. He also was president of the West Virginia Dental Association in 2001.

Chad R. Leighty, D.D.S., 7th District trustee, has served as program chair of the former Council on ADA Sessions, Indiana floor leader as a member of the ADA House of Delegates and 7th District representative to the ADA speaker of the house. He also was the president of the Indiana Dental Association from 2015-16.

Susan Becker Doroshov, D.D.S., 8th District trustee, served as chair of the ADA Council on Membership from 2008 to 2009 and as an ADA delegate. She was president of the Chicago Dental Society in 2015 and an Illinois State



Dr. Boyle



Dr. Graham



Dr. Mann



Dr. Tulak-Gorecki

Dental Society trustee from 2004-07.

Scott L. Morrison, D.D.S., 10th District trustee, has served as a member of the ADA Council on Members Insurance and Retirement Programs, the ADA Council on Government Affairs and the ADA House of Delegates, and as an American Dental Political Action Committee

action team leader and a Lobby Day participant. He also was president of the Nebraska Dental Association in 2005-14.

Linda J. Edgar, D.D.S., 11th District trustee, has served as a member of the ADA House of Delegates and ADA Council on Dental Practice. She was president of the Academy of General Dentistry from 2013 to 2014 and of the Seattle King County Dental Society from 2010-11, and she is a member of the Pierre Fauchard Academy.

Terry Fiddler, D.D.S., 12th District trustee,

has served as an ADA delegate, chair of the ADA Council on Communications and president of the Arkansas State Dental Association. He has received fellowships from the American College of Dentists, International College of Dentists and Pierre Fauchard Academy.

James D. Stephens, D.D.S., 13th District trustee, has served as a delegate in the ADA House of Delegates, president and trustee for the California Dental Association and as president, trustee and communications chair with the Mid-Peninsula Dental Society. He is a member of the American College of Dentists, International College of Dentists and Pierre Fauchard Academy.

Brett Kessler, D.D.S., 14th District trustee,

See OFFICERS, Page 38



Transform smiles and your practice with Invisalign® treatment

After becoming an Invisalign provider, many dentists report having a closer relationship with their patients and seeing an increase in new patients. And we're here to make it easy with dedicated support every step of the way.

Start your Invisalign provider journey today. Visit [InvisalignClearAligners.com](https://www.invisalignclearaligners.com).



align

© 2021 Align Technology, Inc. All rights reserved. Invisalign, the Invisalign logo, SmartTrack, SmartForce, SmartStage, among others, are trademarks and/or service marks of Align Technology, Inc. or one of its subsidiaries or affiliated companies and may be registered in the U.S. and/or other countries. MKT-0006453

invisalign®
Transforming smiles, changing lives.

Endorsed by **ADA Member Advantage™**

Credit Cards

✓ EARN

Earn up to 50,000 bonus points in the first 365 days.¹

**5X
POINTS**

on purchases made through ADA.org, state and endorsed partners²

**5X
POINTS**

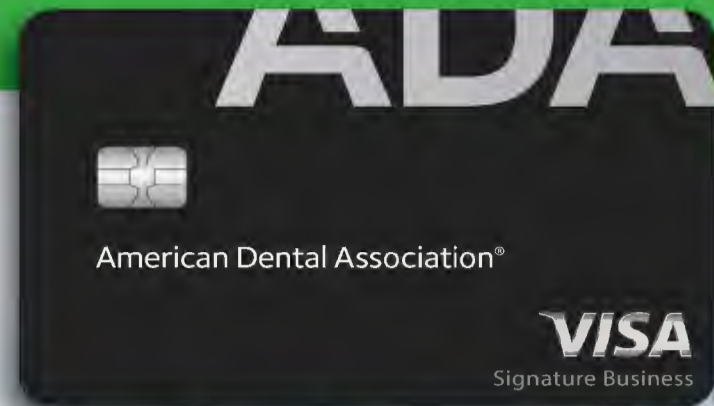
on prepaid hotel and car rental booked through our rewards site²

**2X
POINTS**

at dental supply providers like Benco, Schein, Patterson and more²

**1X
POINTS**

everywhere else Visa® is accepted³



You deserve rewards for your hard work.
Up to 5x the rewards, actually.



Use your ADA® Visa® Business Rewards Card and enjoy earning limitless points that can be redeemed for travel, gift cards and more. All with no annual fee and no foreign transaction fee.⁴

Apply today!

888-327-2265 ext. 37389 | adavisa.com/37389

ADA Member Advantage™

✓ RESEARCHED ✓ PROVEN ✓ ENDORSED

Products endorsed by ADA Member Advantage have been thoroughly vetted and we stand by our recommendations. If you experience any issues, we want to hear from you and we will advocate on your behalf.

800-ADA-2308

adamemberadvantage.com

¹ Earn up to an additional 50,000 bonus points in the first 365 days after account opening. Accounts will earn 1 bonus point in addition to the standard amount earned for each \$1 of eligible net purchases, up to 50,000 bonus points. These bonus points will be awarded on your monthly billing statement. This offer may not be combined with any other bonus offer.

² Some restrictions apply. Refer to your Program Rules at adavisa.com/tags for additional information. U.S. Bank cannot control how merchants choose to classify their business and reserves the right to determine which purchases qualify. In order to qualify for the (4) additional points on ADA purchases, the purchases must be from designated ADA Member Advantage endorsed, as determined by the provider. You will earn four (4) additional Points above base earn for every \$1 in eligible Net Purchases spent on prepaid car and hotel reservations in the Rewards Travel Center using your rewards credit card instead of Points. Prepaid car and hotel reservations in the travel center are not classified as a travel category merchant transaction and are only eligible for additional bonus points in the prepaid car and hotel reservation category. Please allow 1-2 statement billing cycles for your bonus Points to appear on your credit card statement. Reward points are earned with your ADA Visa credit card.

³ Some restrictions apply. Refer to your Program Rules at adavisa.com/tags for additional information. Reward points are earned with your ADA Visa credit card.

⁴ The APR may vary and as of 6/1/21, the variable APR for Purchases and Balance Transfers is 9.99% - 21.99% based on your creditworthiness. The variable APR for Cash Advances is 25.99%. Cash Advance fee: 5% of each advance amount, \$10 minimum. Convenience Check fee: 3% of each check amount, \$5 minimum. Cash Equivalent fee: 9% of each cash amount, \$20 minimum. Balance Transfer fee: 3% of each transfer amount, \$5 minimum. There is a \$2 minimum interest charge where interest is due. The annual fee is \$0. Foreign Transaction fee: None. We may change APRs, fees, and other Account terms in the future based on your experience with U.S. Bank National Association and its affiliates as provided under the Cardmember Agreement and applicable law.

ADA Member Advantage™ is a service mark of the American Dental Association. ADA Member Advantage is a program brought to you by ADA Business Enterprises, Inc. (ADABEI), a wholly-owned subsidiary of the American Dental Association. ADA is a registered trademark of the American Dental Association. The creditor and issuer of this card is U.S. Bank National Association, pursuant to a license from Visa U.S.A. Inc. ©2021 U.S. Bank National Association.

Director of Forsyth Institute's Center for Clinical and Translational Research wins Ross Award

ADA recognition honors significant contributions in clinical research

BY MARY BETH VERSACI
Las Vegas

The director of the Center for Clinical and Translational Research at the Forsyth Institute has won the American Dental Association's 2020-21 Norton M. Ross Award for Excellence in Clinical Research.

"I am truly honored and humbled to

receive such a prestigious award as a recognition of my dedication to clinical and translational research," said Hatice Hasturk, D.D.S., Ph.D.

"I am very fortunate to work with a wonderful team, colleagues and students who all have contributed to the success of our Center for Clinical and Translational Research at the Forsyth Institute. I have a deep passion for oral biology and dental research, overall

public health and the education of our young generation of dentists. The Norton M. Ross Award for Excellence in Clinical Research recognition motivates me further to continue with this passion."

In a letter announcing Dr. Hasturk's selection, then-ADA President Daniel J. Klemmedson, D.D.S., M.D., recognized her



Scientific leaders: Hatice Hasturk, D.D.S., Ph.D., left, and Laurie K. McCauley, D.D.S., Ph.D., winners of the 2020-21 and 2019 Norton M. Ross Award for Excellence in Clinical Research, respectively, are honored at an Oct. 11 luncheon.

TWO WAYS TO HELP PROTECT YOUR FAMILY AND YOUR SAVINGS FROM UNEXPECTED MEDICAL EXPENSES.



Hospital Indemnity Insurance with the Extended Care Rider: pays up to \$1,000 for each day of hospitalization, or for outpatient surgeries and ER visits. The Extended Care Rider pays benefits for up to 200 days to help cover home healthcare, skilled nursing and nursing facility expenses after hospitalization.¹

Critical Illness Insurance: pays up to \$50,000 in a lump sum cash payment to you if you or a covered family member are diagnosed with one of 17 covered illnesses. You can use it however you want and can help cover everything from high deductibles to copays to non-medical expenses.

ADA supplemental medical insurance helps you pay the bills your health insurance won't.
Contact an Insurance Plan Specialist to learn more or apply online:



866.572.6070



planspecialist@greatwest.com



insurance.ada.org/apply

ADA Members Insurance Plans

ADA members under age 65 are eligible to apply for the ADA supplemental medical insurance plans.

¹Benefits for confinement in a Skilled Nursing Facility or Home Healthcare will be payable only if such post-hospital confinement begins within seven days after at least three consecutive days of confinement in a hospital.

Effective June 1, 2019, certain insurance company members of the Protective Life group assumed administrative responsibilities for the ADA Members Insurance Plans issued by Great-West Financial[®].

This material is not a contract. Benefits are provided through a group policy (Nos. 1117GH-HIP Hospital Indemnity and 1127GH-CIP Critical Illness) filed in the State of Illinois in accordance with and governed by Illinois law, issued to the American Dental Association by Great-West Financial[®]. The ADA is entitled to receive royalties from the group policies issued to the ADA by Great-West Financial[®]. Coverage is available to eligible ADA members in all fifty states and US territories under the aforementioned group policy. Each Plan participant will receive a Certificate of Insurance explaining the terms and conditions of the policy. Great-West Financial[®] is a marketing name of Great-West Life & Annuity Insurance Company, Corporate Headquarters: Greenwood Village, CO; Great-West Life & Annuity Insurance Company of New York, Home Office: NY, NY, and their subsidiaries and affiliates. GWL&A is not licensed in New York, but eligible members residing in New York may apply for coverage under the aforementioned group policy. ©2021 Great-West Life & Annuity Insurance Company. All Rights Reserved. RO1342541-1020

ADA[®] is a registered trademark of the American Dental Association and Great-West Financial[®] is a registered trademark of GWL&A.

"seminal work on the link between periodontitis, heart disease, and type 2 diabetes" and the clinical trials she has led "into some of today's most pressing issues, including the potential link between periodontitis and Alzheimer's disease."

Dr. Hasturk has authored more than 100 articles in peer-reviewed journals, and as director of the Center for Clinical and Translational Research, she oversees the translation of oral health research into clinical use. She is also an adjunct associate professor at the Boston University Henry M. Goldman School of Dental Medicine and a diplomate of the American Board of Periodontology.

"All in all, a truly impressive résumé," Dr. Klemmedson said. "Your influential and forward-thinking work places you among the leaders of the profession."

Dr. Hasturk was honored Oct. 11 during an awards ceremony at SmileCon, together with 2019 winner Laurie K. McCauley, D.D.S., Ph.D., dean of the University of Michigan School of Dentistry.

Presented annually since 1991, the Ross Award recognizes an individual who has made significant contributions in clinical investigations that have advanced the diagnosis, treatment or prevention of craniofacial, oral or dental diseases, as well as outstanding research endeavors in other areas. Because of complications brought on by the COVID-19 pandemic, Dr. Hasturk's award spans two years instead of the typical one year.

The award honors the memory of Dr. Norton Ross, a dentist and pharmacologist who spent most of his career in academic and research positions and elevated clinical research to higher scientific standards. It is supported by Johnson & Johnson Consumer Inc. Recipients receive \$5,000 and a plaque.

For more information on the award, visit ADA.org. ■

—versacim@ada.org

“

I have a deep passion for oral biology and dental research, overall public health and the education of our young generation of dentists.

– Hatice Hasturk, D.D.S., Ph.D.

ADA Science Social honors leaders in evidence-based dentistry

AWARDS RECOGNIZE DENTISTS WHO HAVE MADE SIGNIFICANT CONTRIBUTIONS TO IMPLEMENT, ADVANCE EVIDENCE-BASED DENTISTRY

BY MARY BETH VERSACI

Las Vegas

The American Dental Association Science & Research Institute and the American Association for Dental, Oral and Craniofacial Research have awarded the Evidence-Based Dentistry Faculty and Practice Awards to three dentists who have made significant contributions to implement and advance evidence-based dentistry.

This year's winners include Margherita Fontana, D.D.S., Ph.D., recipient of the Evidence-Based Dentistry Accomplished Faculty Award; Marcelle Nascimento, D.D.S., Ph.D., recipient of the Evidence-Based Dentistry Mid-Career Faculty Award; and Brian Nový, D.D.S., recipient of the Evidence-Based Dentistry Practice Award. They, together with the 2020 award winners, were recognized Oct. 12 during the ADA Science Social at SmileCon.

The Evidence-Based Dentistry Faculty and Practice Awards acknowledge practicing dental educators and clinicians for their contributions to evidence-based dentistry in research, practice or education. The awards are supported by an unrestricted educational grant from Colgate.

The winners were selected by members of the ADA Council on Scientific Affairs Clinical Excellence Subcommittee, representation from the American Association for Dental, Oral and Craniofacial Research, and a nonvoting participant from Colgate. They received a commemorative plaque and \$1,000 honorarium.

To learn about the ADA Center for Evidence-Based Dentistry, visit EBD.ADA.org.

EVIDENCE-BASED DENTISTRY ACCOMPLISHED FACULTY AWARD

Dr. Fontana is the Clifford Nelson Endowed Professor of Dentistry in the Department of Cariology, Restorative Sciences and Endodontics at the University of Michigan School of Dentistry. As director of the school's cariology courses, she emphasizes the use of evidence in active student learning activities that focus on critical thinking and problem-solving.

Outside the classroom, Dr. Fontana has authored numerous evidence-based research manuscripts, including the 2016 ADA clinical practice guideline on the use of pit-and-fissure sealants and the 2018 ADA clinical practice guideline on nonrestorative caries treatments. She chairs the expert panel responsible for the upcoming ADASRI clinical practice guideline on caries prevention and belongs to the expert panel developing the upcoming ADASRI clinical practice guideline on restorative caries treatments.

EVIDENCE-BASED DENTISTRY MID-CAREER FACULTY AWARD

Dr. Nascimento is an associate professor of restorative dental sciences and director of the



Photo by EZ Event Photography

Science Social: The winners of the 2021 Evidence-Based Dentistry Faculty and Practice Awards include, from left, Marcelle Nascimento, D.D.S., Ph.D.; Margherita Fontana, D.D.S., Ph.D.; and Brian Nový, D.D.S.

Dental Clinic Research Unit at the University of Florida College of Dentistry. As an educator, she empowers students to integrate evidence into clinical practice and decision-making so that they become lifelong learners and critical thinkers.

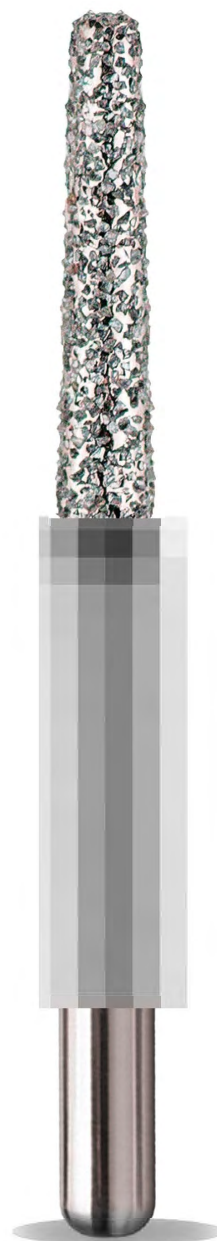
As a researcher, Dr. Nascimento contributes to dentistry's evidence base through her study of the ammonia-producing capabilities of oral bacteria. She authored the 2018 ADA clinical practice guideline on nonrestorative caries treatments and is a co-author of the upcoming ADASRI clinical practice guidelines on caries prevention and restorative caries treatments.

EVIDENCE-BASED DENTISTRY PRACTICE AWARD

Dr. Nový practices full time as chief dental officer at the Alliance Dental Center of the Massachusetts Public Employees Fund in Quincy, Massachusetts. He conducts salivary assessments of his patients to monitor their oral health and uses this evidence to inform the treatment and patient education he offers chairside.

Outside the clinic, Dr. Nový authored the 2018 ADA clinical practice guideline on nonrestorative caries treatments. He holds faculty appointments at the Harvard School of Dental Medicine and Western University of Health Sciences College of Dental Medicine. ■

THE NAKED TRUTH



Single-Patient-Use burs are better! Get the facts.

DirtyDentalSecrets.com/ndada

(Free sample and CE credit)

PRODUCT NEWS



Kee your patients smiling with Vivera retainers. A premium, long-term retainer solution from the makers of Invisalign aligners. Help patients maintain the beautiful smile you've created with a retention program that works for them and your practice. Vivera retainers are custom-made with the same process used to make Invisalign clear aligners. A precise, smooth, comfortable fit is tailored made for each patient with features such as pontics, bite ramps, and more.

ALIGN
888-822-5446
Invisalign.com/ViveraRetainers



Intelliscan 3D is transforming digital dentistry. We offer the most affordable, open-source, AI-enabled scanner on the market. Our Intelligent Scanning and Superior Support sets us apart. Our scanner is fast, has realistic color, powderless, user-friendly, and motion-controlled, perfect for both experienced and new doctors. Intelliscan offers the best warranty available and a risk-free trial. Our mission is to make digital dentistry within reach of every practice at just \$9,999.

BAYSHORE DENTAL
855-939-1116
<https://hubs.ly/H0ZOnXw0>



TheraBase is a dual-cured, calcium and fluoride releasing, self-adhesive base/liner. TheraBase contains MDP, chemically bonds to tooth structure, and utilizes THERA technology. It is radiopaque allowing for effective identification on radiographs. Its dual-cure ability ensures the material will cure even in deep restorations where light cannot reach!

BISCO
800-247-3368
www.bisco.com



New Colgate Optic White Professional is extraordinary whitening made simple. Help patients achieve a dramatically whiter smile in just 5 days, when used as directed. ALL-NEW patented technology designed for no tooth sensitivity, no gum irritation, and no mess. Available exclusively through dental practices.!

COLGATE
800-468-6502
www.colgateprofessional.com/products/optic-white



The Simple One Amalgam Separator connects to existing suction systems. It prevents problems with clogs or buildups from chair to central suction system. It is isolated to each chair, preventing shutdown of the entire office. The separator life averages 6-12 months, and the cost is a fraction of central systems for both the unit itself and for installation.

DDSHGSOLUTIONS
815-382-8333
www.ddshgsolutions.com



DAL Second Nature Partial dentures leverage CAD/CAM technology with the durable, metal-free Zirlux acetal material to produce accurate, esthetic and comfortable partial dentures. The Zirlux acetal framework is a millable thermoplastic material that possesses high tensile and flexural strength, fatigue resistance, low moisture absorption, and excellent dimensional stability. DAL Second Nature Partial dentures can be made with a tooth-colored framework (in most VITA shades) or with a clear framework.

DENTAL ARTS LAB
800-227-4142
www.dentalartslab.com



ProTaper Ultimate is the latest generation of the world leading ProTaper family. ProTaper Ultimate is an endodontic system to predictably treat the widest range of anatomies. The system includes the NEW AH Plus Bioceramic Sealer which has a fast predictable set time of 2-4 hours – outperforming the market leader!

Shop the ProTaper Ultimate System now!

DENTSPLY SIRONA
800-662-1202
www.dentsplysirona.com



Glidewell.io is the only way to mill BruxZir crowns right in your practice — in fewer steps and less time than other systems. The fastdesign.io Software provides you with ready-to-mill designs auto-generated by Glidewell's proprietary CrownAI technology. Set your practice apart with single-appointment, lab-quality restorations. glidewell.io is available at half the price of competitor systems — and with 0% financing for a limited time. Visit glidewell.io/advantages-q4 or call 888-683-2063 to learn more.

GLIDEWELL DENTAL
888-683-2063
www.glidewell.io/advantages-q4

PRODUCT NEWS



The NEW Reduced Glare EndoRing II features a Black Metal Ruler. The laser etched REDUCED GLARE metal ruler is attached to the EndoRing II. The ruler's black color reduces head lamp glare while operating with surgical telescopes. Increased contrast improves instrument calibration.

JORDCO
800-752-2812
www.jordco.com



NeoDiamond: #1 Single-Patient-Use Diamond. Thirty years ago, we changed the industry when we introduced the single-patient-use NeoDiamond and it quickly became the industry standard. Not only do we make the most trusted choice in diamonds, we also strive to make dentistry better.

#SPU4U. SPU means ONE bur. ONE patient. EVERY procedure. NO Reuse.

NO cross-contamination. ALWAYS safer. ALWAYS better dentistry.

MICROCOPY DENTAL
800-235-1863
MicrocopyDental.com



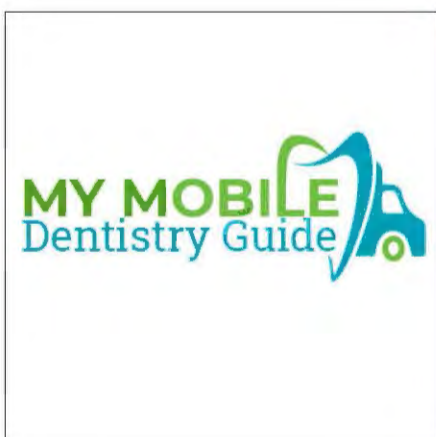
TrueFit 3D Printed Denture meshes the future with removable dentistry. Fabricated using monolithic 3D Printed Dentsply Lucitone Resin that is as strong as conventional Lucitone 199, with zero acrylic shrinkage. With no changes to preparation, impression work remains up to the doctor's preference. TrueFit is perfectly suited for both final and immediate dentures. Exact replicas can easily be reprinted if a denture is lost or broken.

ORAL ARTS DENTAL LAB
800-354-2075
www.oralartsdental.com/blog/truefit



Predicta Bioactive Bulk is a dual-cure, bulk-fill resin composite that releases fluoride, calcium and phosphate ions to stimulate mineral apatite formation and remineralization at the material-tooth interface. It recharges and releases fluoride ions, has unlimited depth of cure, is polishable and fluorescent for a natural appearance. Predicta Bulk is radiopaque and indicated for Class I, II, III, IV, and V restorations. Visit parkell.com or call (800) 243-7446

PARKELL
800-243-7446
www.parkell.com



We envision a world in which dentistry is accessible to all. Our mission is to further the scope of dental professionals' practice, through guidance, education and knowledge outside of the traditional office. We will guide you through the basic steps to get your mobile dental practice started. Visit us at www.mymobiledentistryguide.com or for more information call us at 1-248-513-7046.

PORTABLE DENTAL SERVICES
248-513-7046
www.mymobiledentistryguide.com



Oral-B iO comes with 2 brush heads that are only compatible with Oral-B iO. The Ultimate Clean brush head has twisted tufts of bristles and longer filaments for an outstanding clean, including in hard-to-reach areas. The Gentle Care brush head uses thousands of fine filaments for an extra gentle clean that patients will love.

PROCTER & GAMBLE
<https://dentalcare.com/io>



The Aurora sensor, V.I.P packaged is our leading digital x-ray sensor solution paired with an affordable rental program. Our Versatile Intraoral Plan is your solution for digital x-ray for under \$200 a month. Our Aurora Digital X-Ray Sensor provides high-quality digital images with an ultra-fast response time. You will receive exceptional support and a full coverage, no worries warranty. Aurora Digital X-ray works seamlessly in all major imaging software.

SODIUM DENTAL
800-821-8962
getauroravip.com



FUTURABOND U – VOCO's Dual-cure Universal Adhesive is the world's first truly universal adhesive system in a SingleDose delivery system. It maximizes ease-of-use in terms of application and consistent results that achieve long-term bond strengths. Indicated for use across all substrates as a self-, selective-, or total-etch bonding agent, Futurabond U is nano-reinforced, requiring only a single layer application in just 35 seconds to ensure high total-etch bond strengths and superior wettability.

VOCO
888-658-2584
www.vocoamerica.com

SmileCon attendees fill backpacks for underserved children with food, oral health goodies

BY MARY BETH VERSACI
Las Vegas

SmileCon attendees took time out of their busy course schedules Oct. 12 to pack 1,000 backpacks with healthy food and oral hygiene products for underserved children in the Las Vegas area.

Through its Give Kids A Smile program, the American Dental Association collaborated with Nevada nonprofit organizations Future Smiles and Three Square to host Pack & Give Back.

"This is a great event; it's one of the fun things that we get to do when we're here," then-ADA President Daniel J.

Klemmedson, D.D.S., M.D., said. "This is clearly something that is important to us, through our Give Kids A Smile program — our ability to collaborate with Three Square and Future Smiles, who have apparently collaborated before. They both do wonderful things."

Future Smiles is a nonprofit organization that

provides oral health care services to vulnerable children throughout Nevada. Its goal is to instill positive oral health behavior by providing educational and dental tools that children need to develop strong dental hygiene habits.

When the COVID-19 pandemic hit, Future Smiles partnered with Three Square to distribute brushing supplies and personal protective equipment with food at schools. Three Square is a nonprofit organization and a member of Feeding America. It is southern Nevada's only food bank and the area's largest hunger-relief organization.

"I believe that there is a great synergy between oral health and the power of food," said Terri Chandler, founder and executive director of Future Smiles. "One thing that this pandemic has taught all of us is that health truly matters, which includes food. If we have a healthy community, we have a strong community. We will all thrive together."

Three Square planned to distribute the backpacks from Pack & Give Back on an upcoming Friday to children who might otherwise go without food during the weekend. Each backpack included four meals, two snacks and an oral health goody bag.

"One in five children in our community are living in food-insecure homes," said Dan Johnson, senior development officer of Three Square.

Pack & Give Back was sponsored by Henry Schein, Colgate and the Dental Trade Alliance Foundation. ■

—versacim@ada.org

SMILECON
LAS VEGAS 2021
ADA



Fill it up: Tamara Button, D.D.S., of Michigan City, Indiana, center, fills bags with supplies with Lauren Billings, right, a dental business assistant from Suffolk, Virginia, and Daisy Adin, a guest at the Pack & Give Back event Oct. 12.

SmileCon panel highlights emerging technologies in dentistry

BY MARY BETH VERSACI
Las Vegas

Dentistry is in the midst of rapid advancement, from the introduction and use of digital technologies in the office to the improvement of dental materials and more.

"It continues to be ever more incredible to be part of this profession and health care," The Journal of the American Dental Association Editor-in-Chief Tim Wright, D.D.S., told the audience of Emerging Science in Oral Health — From the Research Labs to the Clinic on Oct. 12 during SmileCon.

Moderated by Michelle Hoffman, vice president of publishing for the ADA, the session included Dr. Wright, who is the Bowden Distinguished Professor in the division of pediatric dentistry and public health at the University of North Carolina at Chapel Hill Adams School of Dentistry; Jack L. Ferracane, Ph.D., editor-in-chief of JADA Foundational Science and professor and chair of the department of restorative dentistry and director of the division of biomaterials and biomechanics at Oregon Health & Science University School of Dentistry in Portland, Oregon; Hatice Hasturk, D.D.S., Ph.D., winner of the 2020-21 ADA Norton M. Ross Award for Excellence in Clinical Research and director of the Center for Clinical and Translational Research at the Forsyth Institute; and Laurie K. McCauley, D.D.S., Ph.D., winner of the 2019 Ross Award and dean of the University of Michigan School of Dentistry.

Drs. Wright and Ferracane led Drs. Hasturk and McCauley in a discussion of the emerging technologies they find the most exciting based on their potential impact on clinical practice.

Dr. McCauley highlighted several areas, including oral microbiome research, salivary diagnostics, 3D printing, augmented intelligence, teledentistry and more.

"We're in a period of really rapid change in our profession, and that is really exciting," she said. "But it also means that we need to,

more importantly than ever, look to the science to guide us as we move forward."

Dr. Hasturk said she expects to see technological innovations and clinical applications become available more quickly than in the past because businesses are interested in solving public health issues.

"Right now, the corporate world and the science world are starting coming together," she said.

Dr. Ferracane addressed advances in dental materials, including materials that are anti-microbial or assist with tooth remineralization.

"That's where the exciting stuff is for us in materials right now is trying to figure out can we actually harness these ideas and get products out there that really do what we think they're doing?" he said. "It won't be too long, I don't think, before you're going to be seeing a lot more products."

The topics discussed during the panel offered a preview of the innovations and clinical advances the editors expect to present in JADA and JADA Foundational Science.

"The journals that we're involved in, I would suggest that the primary responsibility we have is to provide current, relevant, up-to-date and scientifically valid, as best as we possibly can, information to health care providers and to the public," Dr. Wright said. "So that's a huge responsibility actually." ■

—versacim@ada.org



Dental scientists convene: The panel for Emerging Science in Oral Health — From the Research Labs to the Clinic share a laugh Oct. 12. From left are Laurie K. McCauley, D.D.S., Ph.D.; Hatice Hasturk, D.D.S., Ph.D.; Jack L. Ferracane, Ph.D.; and Tim Wright, D.D.S.

MY MOBILE
Dentistry Guide

Tired of insurance
companies **CONTROLLING**
how you treat patients?

Do you want to limit your overhead costs?

Are you looking to have a more flexible schedule and increase your profitability, all while helping your patients?

Learn how to
do what you love
in a mobile setting
by using My Mobile
Dentistry Guide!

Visit mymobiledentistryguide.com
or call 248-513-7046 to get started!

New Dentist Committee chair now full member of ADA Board of Trustees

CHAIR HAS FULL VOTING PRIVILEGES DURING MEETINGS

BY JENNIFER GARVIN

The New Dentist Committee chair is now a full member of the ADA Board of Trustees, according to a resolution adopted by the 2021 ADA House of Delegates.

The chair of the New Dentist Committee has participated in ADA Board meetings consistently since 2015. Following the passage of Resolution 53H, the NDC chair will have full voting privileges at meetings, receive access to all board materials and sessions, including

executive and closed sessions as well as participate in orientation and the board retreat.

The chair's one-year term is concurrent with their year on the ADA Board. Prior to being NDC chair, they typically participate for three years on the committee. All NDC members are nominated and confirmed by the ADA Board of Trustees.

"New dentists comprise nearly 30% of the ADA, and it's crucial for that membership segment to have a vote," said Daniel Hall, D.M.D., the 2020-2021 NDC chair. "This resolution, which was fully supported by the ADA

Board, shows the Association recognizes the value that early career dentists bring to our profession."

The ADA House of Delegates easily passed the resolution during its Oct. 13-16 meeting in Las Vegas. The move mirrors that of many state dental societies.

"New dentists can offer new perspectives that established dentists don't always consider," said Seth Walbridge, D.M.D., NDC chair for the 2021-22 term. "For instance, many new dentists aren't practice owners. They are more likely to work as associates or at dental support

organizations. They may also better relate to issues such as student loan debt. It's important to have that voice represented."

"This resolution is the result of many passionate dentists who have served on the New Dentist Committee over the years," Dr. Hall said. "In particular, past chairs Emily Mattingly, D.D.S., Ray Jarvis, D.D.S., Nipa Thakkar, D.M.D., Emily Ishkanian, D.M.D., and Chris Hasty, D.M.D., who participated at the Board meetings, should be thanked for their tireless efforts and contributions." ■

—garvinj@ada.org

Teledentistry policy amended to align with Code of Ethics

BY DAVID BURGER
Las Vegas

The ADA policy statement on teledentistry was amended by the 2021 House of Delegates so a potential conflict with the ADA Principles of Ethics and Code of Professional Conduct is avoided.

The amendments were submitted by the ADA Council on Ethics, Bylaws and Judicial Affairs because the council believed that portions of the teledentistry policy adopted by the House of Delegates in 2020 conflicted with part of the ethical principles in the Code.

"The role of the Council is to ensure our policies and governance documents are consistent and aligned with our principles and ethical code," said Meredith Bailey, D.M.D., chair of CEBJA. "The amendments to the ADA teledentistry policy eliminated previous conflicts while maintaining a broad policy that can be utilized by every state."

The Code indicates that it is unethical to abandon a patient who is undergoing a course of treatment. However, in certain instances, CEBJA believed the teledentistry policy adopted in 2020 could lead to the abandonment of patients undergoing treatment.

Under the principle of nonmaleficence in the Code, it says of patient abandonment: "Once a dentist has undertaken a course of treatment, the dentist should not discontinue that treatment without giving the patient adequate notice and the opportunity to obtain the services of another dentist. Care should be taken that the patient's oral health is not jeopardized in the process."

According to the background statement submitted by the council, the conflict between the 2020 teledentistry policy and the Code puts the dentist in an untenable situation — either the dentist ignores the teledentistry policy in favor of proceeding in accordance with the guidance of the Code, or ignores the ethical guidance of the Code and adheres to the 2020 teledentistry policy.

The amendments submitted by CEBJA and passed by the House of Delegates in Resolution 86H-2021 extinguished that conflict. ■





Our Aurora Sensor, VIP Packaged

Our Versatile Intraoral Plan is a risk free method to get the best in digital x-ray technology for \$145 a month. Our Aurora Digital X-Ray Sensor provides high-quality digital images with an ultra-fast response time. You will receive exceptional support and a full coverage, no worries warranty.

- HIGH QUALITY
- SIMPLY COMPATIBLE
- SMART FOR DENTAL

GETAURORAVIP.COM

If it's broken, we can fix it.

Sodium Dental was the first company to offer sensor repair. We've successfully repaired thousands of digital x-ray sensors for practices all around the world. Save thousands of dollars by repairing your broken x-ray sensor with Sodium.

BRANDS WE SERVICE INCLUDE:

- > Dexis
- > Carestream
- > Gendex
- > Planmeca
- > Suni
- > + Many More

GET FREE SHIPPING WITH THE COUPON CODE "ADA2021"

WWW.SENSORREPAIR.COM

Contact Us

- > sales@sodiumdental.com
- > 1-800-821-8962
- > www.sodiumdental.com

Dental Office Shopper

For advertising information, call: 877.394.1388 or email us at: adanews@russelljohns.com

Disclaimer: Classified advertisements in ADA News are limited to job opportunities for dentists and auxiliaries, continuing education, professional services, practice and equipment sales and offices for rent. Advertising that appears to discriminate on the basis of race, religion or gender will be rejected. The publisher reserves the right to decline, withdraw or edit copy at its discretion.

Opportunities Available

Rehoboth Beach, Delaware is a wonderful place to live and work. An Outdoor enthusiast's dream, we have hiking/biking on trails, kayaking, fishing in protected National and State forests/wetlands, and the Atlantic Ocean. Top quality restaurants in abundance.

- Do you want to practice in a location which will challenge you to keep your practice skills at the cutting edge and the highest levels of excellence?
- Are you interested in a practice with a sophisticated audience with a taste for excellence and quality in their dentistry, but also with a balance of quality of life?

Consider then this exciting opportunity for a talented, leadership minded dentist to join our amazing dental practice in Rehoboth Beach!

A fee-for-service practice with an incredible patient base, talented clinical team and new patients that are on a waiting list, are just some of the perks of this incredible opportunity. "A practice of excellence" molded after many continuing education years at:

- The Pride Institute
- The Pankey Institute
- Spear Education

If highly motivated, reach out to us, we would be happy to discuss the opportunity!

Please note: A Delaware license is required. The Boards are scheduled in January and June annually.

Email: dockj@comcast.net

Vero Beach Dentist needed immediately in a very busy office.

Our practice specializes in General Dentistry. We are looking for an outgoing, kind, general dentist to join our team!

This is a full-time position with compensation of \$150,000.00 to \$400,000.00 plus. Our office accepts PPO insurances and discount programs. The qualified applicant will have the following: DMD or DDS from accredited dental school.

Must have state of FL License and controlled substance license. Competent in all facets of general dentistry. Strong focus on clinical excellence.

Please email your resume to drtiffanyspallone@gmail.com and indicate at least 2-3 dates and times that you would be available to meet or talk.

FLORIDA — Endodontist. A multi-Doctor/multi-location practice in Central Florida is looking for an Endodontist. **If you are interested, please send your CV to dentaljob0711@gmail.com or fax (877) 991-1841.**

GEORGIA — Associate Dentist. GDC Smiles is seeking a qualified Associate Dentist! We provide comprehensive general dentistry with a heavy volume of extractions and implants. Our friendly and energized staff is committed to provide the highest quality dental care to our community. **Please contact Ana Urrego at careers@galldental.com or (770) 534-6933.**

MINNESOTA — Dentist. HealthPartners Dental Clinics' approach to care is built on evidenced-based care with a focus on disease management, risk assessment and risk reduction. For more than 30 years we've been recognized as a leader in innovative dentistry. We're committed to finding the most effective ways to improve dental health. We offer an excellent compensation and benefits package. **Call: (952) 883-5151, email: angie.m.blackowiak@healthpartners.com or visit: healthpartners.com/careers.**

NEVADA — Associate. Las Vegas. Private dental practice looking for Associate leading to buy-in. **If interested please email: nhdds1@yahoo.com.**

Opportunities Available

Career Opportunity Dental Director and Dentist

Provides comprehensive coordinated dental services across the lifespan.

- Leads and manages an eight operatory dental program.
- Licensed in the State of Alaska.
- Three years post-graduate practice experience preferred.
- Salary DOE; generous benefits including malpractice coverage

For more information:
Visit our website at www.InteriorCommunityHealth.org

Call Melissa Stuvek at (907) 455-4567 or email her at melissa.stuvek@nhc.org



Awarded HRSA Health Center Quality Leader

100% Smoke Free/No Tanning

Health care with a heart



Interior Community Health Center

Quality primary care accessible to all

NEW YORK — Associate Oral Surgeon. Long Island Merrick. For busy Insurance based practice. F/T position preferred, but will consider P/T if the schedule works. Practice has been open for over 40 years. Newly renovated facility. Practice focus is primarily Dentoalveolar and Implants. We truly would like the associate to become a partner, and will be offered to the right person. **To request practice specific and more info, email Sdabundo23@gmail.com.**

NEW YORK — Associate. Private practice in Bayside Queens is looking for a part-time associate with at least 2 years of experience to work two or three days a week doing general dentistry. Willing to train the associate with all the newest and latest technology. **Contact our office at (718) 423-7009, Monday to Saturday from 9 to 5.**

Opportunities Available

TENNESSEE — Associate. Associate wanted for busy practice in rural West Tennessee. Office has six operators, lab, central sterilization and x-ray room. Busy practice that has been in business for 38 years with great established patients. Unlimited potential for growth as an associate or to purchase. Located in a safe, quiet and friendly town with great schools and low property taxes. Close to Kentucky Lake to enjoy boating, fishing and hunting. **For more information, please call (731) 584-5211 or (731) 441-3705.**

We are looking for a motivated associate to join our general dentistry practice. Haye Dental Group has served South Central Wisconsin for over 50 years. We have been voted the #1 Dental Office in Rock County along with being awarded "Office Design of the Year" in Dental Economics. Our two office locations, 6 doctor practice, offers Dental Implant Placement and mentorship, Endodontics, Oral Surgery, 3D Scans, Cosmetic and General Dentistry. Salary packages begin at \$230,000 with Health Insurance and 401K benefits. **GREAT OPPORTUNITY!!!** Dental Student inquiries are welcome. On site fitness center and golf simulator.

www.HayeDental.com
Call Dawn at (608) 752-7931 or email CV to: dmarro@hayedental.com

Professional Services

REDUCE YOUR CREDIT CARD PROCESSING FEES



Rates as low as .05%*

Accept EMV/NFC (Apple Pay, ETC), EBT, Snap, Checks and more

Next Day Funding with weekend settlement

OPTIONAL PROGRAMS:

Make the same profit margin with cash and non-cash payments!

- Cash Discount
- NAB makes it easy to make the same profit from non-cash payments as you do with cash payments with our cash discount program.

- Curbside Ordering
 - Point of Sale Systems
- Recommendations, Solutions & Integrations

- ✓ FREE Credit Card Terminal Placement Wireless/Landline/High-Speed/Dial-Up
- ✓ Easy setup (with no setup fees and quick approvals)
- ✓ Seamless integration with your current POS
- ✓ \$295** towards your early termination fee (if you have one) with your current processor
- ✓ Access to Payments Hub - our secure, online merchant portal
- ✓ Free paper**

SINGLE SOLUTION TERMINAL ACCEPTS CREDIT & DEBIT PLUS CareCredit



- FREE NFC & EMV-Ready Terminal & Pin Pad or wireless terminal.
- Accept payments in-store, online, or on-the-go.



GROW YOUR BUSINESS. PARTNER WITH NAB TODAY!

866.481.4604

©2020 North American Bancard is a registered ISO of Wells Fargo Bank, N.A., Concord, CA, and The Bancorp Bank, Philadelphia, PA. American Express may require separate approval. *Durbin regulated Check Card percentage rate. A per transaction fee will also apply. **Some restrictions apply. This advertisement is sponsored by an ISO of North American Bancard. Apple Pay is a trademark of Apple Inc.

North American BANCARD

WWW.NYNAB.COM



GET CASH For Unwanted Handpieces & Attachments



Clear Out Your Cluttered Drawer!

3 EASY STEPS

- 1 Request Free Shipping Box
- 2 Send Items You Want to Sell
- 3 Approve Offer & Get Paid CASH



Bill\$forDrills.com

Click or Call Today!

Bill\$forDrills.com
1-855-544-1900



INTRAOURAL X-RAY SENSOR REPAIR/SALES

We repair broken sensors. Save thousands in replacement costs. Specializing in Kodak/Carestream, and major brands. We also buy/sell sensors.

American SensorTech
919-229-0483 www.repairsensor.com

Equipment

NATIONWIDE — Wanted: Dead or damaged Statim 2000, 5000, Midmark M9 & M11s. Easy, secure prompt payment. **Just call, text, or email. autoclaveshop@yahoo.com, Dan: (630) 605-8613.**

Diox Handheld X-Ray

FDA Approved / 3 Year Warranty
\$3795 See Full Specs at www.DDSprices.com
Ask Dr Scott for a free 2nd opinion
1-800-508-4050

Practices/ Offices Available

NATIONWIDE — Large Practice Sales. (855) 533-4689. Silent partners invest in great practices. Your value might shock you! **Email: classified@largepracticesales.com, www.LargePracticeSales.com.**

ALASKA — New opportunity! Kenai Peninsula. 5 operator practice collects \$600,000. Great growth potential. Beautiful modern facility. Stand-alone building is optionally also available. This family oriented community is the best Alaska has to offer. **paul@mydentalbroker.com or (866) 348-3811.**

ALASKA — We represent general and specialty practice purchase opportunities in Alaska, Hawaii, Washington, Oregon, Idaho and Montana. **Consani Associates: www.mydentalbroker.com, (866) 348-3800, info@mydentalbroker.com.**

CALIFORNIA — Central, CA. Dental practice with a long history of goodwill, mostly Crown & Bridge, and low overhead in Central CA. Attractive ~1,700 square foot stand alone office with 5 plumbed operatories, reception area, sterilization area, lab, CAD-CAM CEREC, CBCT, Laser, and digital x-rays. Long standing staff and Dr. will help facilitate transition. The practice operates SoftDent as their practice management software. The practice revenues approximately \$1.4M. **Send CV to Centralvalleydmd@gmail.com.**

SAN DIEGO

Location, Location, Location! Busy North County San Diego dental office with room to grow!

This private dental practice is located in a country setting yet is close to the city amenities. 5 Ops, 3 ½ days/week. Practice revenues in 2021 to be over \$750K with profitability over 40%. Many specialties referred out. No HMO's or Medical. Owner willing to stay on, PT, for a year if desired.

**Send resume to:
pobox12545@gmail.com
(No corporations please.)**

FLORIDA — Boca Raton General Practice for Sale. Modern, 30 year established 5 operator, CBCT, scanner, all fee service, excellent lease, neighborhood and patient mix. Fantastic Opportunity! **Email immediately: BocaDental1@gmail.com.**

FLORIDA — General practice for sale, Broward County. Fantastic opportunity to live your dream. FFS/Modern/well established. Great reputation and enormous potential. **Email CV/ references: DRMNDSS@aol.com. No brokers.**

FLORIDA — Turnkey office condo in Melbourne. Why buy a practice? Huge population of tech and defense industries means recession proof area. Beautifully remodeled, 6 operatories, low CAM, 2,554 sq. ft., located on a main drag. Property only, no patients. **Curri Commercial: (239)699-8879.**

HAWAII — We represent general and specialty practice purchase opportunities in Hawaii, Alaska, Washington, Oregon, Idaho and Montana. **Consani Associates: www.mydentalbroker.com, (866) 348-3800, info@mydentalbroker.com.**

IDAHO — Great Opportunity in central Idaho mountain town. Great cash flow. 5 operator practice. Cone beam already in place to be able to place implants. **Contact Jared at: (208) 949-0868, Jared@mydentalbroker.com.**

IDAHO — We represent general and specialty practice purchase opportunities in Idaho, Montana, Oregon, Washington, Alaska and Hawaii. **Consani Associates: www.mydentalbroker.com, (866) 348-3800, info@mydentalbroker.com.**

MASSACHUSETTS — \$800,000- Berkshire County. High-end fee-for-service restorative dental practice located in idyllic western New England town. State-of-the-art facility with 4 operatories operating for over 39 years. Stand alone building (also for sale) with attached revenue generating apartment. Seller flexible in transition process, including providing mentoring or collaborating on a part-time basis in addition to outright walk away purchase. No buyer fees! **Please contact Dr. Mike at (203) 744-9581 or e-mail at drmike@usdentalpractices.com.**

MASSACHUSETTS — Periodontal Practice for Sale. Well-established Periodontal practice, paperless, utilizes Eaglesoft practice management software. It offers a busy hygiene schedule and wonderful long-term patients. Staff can be retained as well. **Please respond to email address listed: periodontalpractice@yahoo.com.**

MISSOURI — Practice for sale. Established 1962. 4 operatories, Pano xray and solid patient base. Located in Memphis, MO, a small town in NE Missouri. **Call (660) 465-7770 for details.**

MONTANA — We represent general and specialty practice purchase opportunities in Montana, Idaho, Oregon, Washington, Alaska and Hawaii. **Consani Associates: www.mydentalbroker.com, (866) 348-3800, info@mydentalbroker.com.**

MONTANA — Office is a small fully equipped log cabin. Live in small town and make a great living at the same time. Doctor needs to transition soon. Fishing and hunting all around. **Call Dr. Jared: (208) 949-0868, jared@mydentalbroker.com.**

NEW MEXICO — Practice for Sale-Taos, historic resort town, world class uncrowded ski area, great outdoor recreation and restaurants. 2019 \$850,000 collections, 5 operatories, 2 EFDAs. **Email: vollfee@yahoo.com.**

NEW YORK — Westchester. General/Cosmetic, well-established (25yrs), solo practice with unlimited growth potential. Gross \$1.8M. Professional office building with 5 operatories and new massage chairs, Sirona, Dextrix, Cerec, Mill, digital X-ray, Weave patient management system, located in the heart of the beautiful Hudson Valley, 20 miles north of NYC. **Contact: robertleeann2021@gmail.com.**

OREGON — Eugene —Springfield. 5 operator clinic in a high traffic location. Collects over \$600,000 with great cash flow. Beautiful leasehold improvements and buildout. **Call Adam: (541) 520-5507, adam@mydentalbroker.com.**

OREGON — Portland Metro North. 4+ operator clinic collecting over \$1m. Highly visible corner lot and stand-alone building with plenty of parking. **Call Adam: (541) 520-5507, adam@mydentalbroker.com.**

OREGON — We represent general and specialty practice purchase opportunities in Oregon, Washington, Idaho, Montana, Alaska and Hawaii. **Consani Associates: www.mydentalbroker.com, (866) 348-3800, info@mydentalbroker.com.**

PENNSYLVANIA — Dental Lab (Removable) business for sale. 20+years of customer loyalty. Gross annual sales \$250,000 (profitable). Great growth potential and opportunity for experienced technician. **Email: Prosthetics2021@gmail.com.**

VERMONT — Solo, 75 year general family practice looking for associate to purchase practice. All of New England's activities at your doorstep. Rural, 3 hygienists, 6 operatories, \$1.1 gross, continually growing. **Email: 6operatories@gmail.com.**

VIRGINIA — Sterling, turn-key dental office with real estate and all improvements and equipment including 3D Xray. Most suitable to all aspects of general dentistry, oral surgeon, pedodontics, periodontist, and orthodontist. **Kian Veissy, kian@comcast.net, (301) 956-6004.**

WASHINGTON — Island living! San Juan Islands. Idyllic live – work opportunity. Excellent general practice with 4 operatories in new building. Over \$600,000 revenue. Real estate is also available. **Please contact Dr. Dan Byrne: dan@mydentalbroker.com or (206) 992-0580.**

WASHINGTON — Kitsap Peninsula. Nicely updated three (3) operator GP practice long established for over 30 years. Annual revenue \$450,000. Real estate opportunity. **Call Dr. Dan Byrne: dan@mydentalbroker.com or (206) 992-0580.**

WASHINGTON — Long established OMS practice. Doctor able to assist in a transition. Practice collects over \$600,000. High traffic location. Strong opportunity. **Call Paul at: (206) 458-8505 for details. paul@mydentalbroker.com.**

WASHINGTON — Pedo. Seattle Metro. Newly available high volume Pediatric opportunity with amazing profits. **Please call Dr. Dan Byrne or e-mail: dan@mydentalbroker.com, (206) 992-0580.**

WASHINGTON — SE King County. Long established 5 operator practice opportunity. \$850,000 collections. Solid profitable practice. Stand-alone building with private parking. **Please contact Dr. Dan Byrne: dan@mydentalbroker.com, (206) 992-0580.**

WASHINGTON — We represent general and specialty practice purchase opportunities in Washington, Oregon, Idaho, Montana, Alaska and Hawaii. **Consani Associates: www.mydentalbroker.com, (866) 348-3800, info@mydentalbroker.com.**

WASHINGTON — Well established 5 operator clinic in standalone building with plenty of parking. Lots of new equipment. CBCT. Collections over \$1mm. **Call Adam: (541) 520-5507 or adam@mydentalbroker.com.**

Chicago Tribune names ADA as top workplace

HONOR EXTENDED TO
ORGANIZATION FOR SECOND TIME

BY DAVID BURGER

The American Dental Association has been named a top workplace for 2021 by the Chicago Tribune.

The honor is a repeat one, as the ADA was named a top workplace in 2019 by the newspaper.

"The ADA has once again been named as a top workplace by the Chicago Tribune," said Cesar R. Sabates, D.D.S., ADA president. "It should come as no surprise to the dentists and the public. The past 19 months have been challenging in a way no one had ever experienced, but the employees of the ADA stepped up and have gone above and beyond to help its members succeed. It's a well-deserved honor."

This year's recognition comes in the Chicago Tribune's 12th annual Top Workplaces special report, in which, as the Tribune said in a June 2021 story, "we explore how organizations create and sustain a positive and productive culture."



"I am so proud of my colleagues for making the ADA one of the best places to work in Chicago," said Kathleen O'Loughlin, D.M.D., outgoing ADA executive director. "The team is vital to the ADA's mission and vision, and the entire profession benefits greatly from the teamwork, innovation and problem-solving that happens on a daily basis at the ADA."

Raymond A. Cohlmiya, D.D.S., incoming ADA executive director, echoed Drs. Sabates' and O'Loughlin's sentiments.

"I am ecstatic that the ADA, under Dr. O'Loughlin's stewardship, is being recognized as a top workplace," Dr. Cohlmiya said. "I've always known the Association's professional team to do excellent work on behalf of the ADA's members, and I look forward to working alongside them in continued advancement of the organization and the profession."

Companies in the greater Chicago area with more than 100 employees and that agreed to participate distributed a confidential survey to employees earlier this year. The Tribune's research partner, Energage, an Exton, Pennsylvania-based workplace survey and improvement specialist, developed the survey and calculated the list of top workplaces.

There is no fee to participate, and more than 350 companies participated, according to the Tribune.

The ADA as a company, with locations besides Chicago including Washington, D.C., and Gaithersburg, Maryland, was awarded the honor, and all locations participated in the survey. The Tribune's award is for results from the Chicago office. ■

—burgerd@ada.org

SmileCon summit tackles diversity in dentistry

PANELISTS SHARE WAYS ADA CAN CREATE INCLUSIVE CULTURE WITHIN PROFESSION

BY MARY BETH VERSACI

Las Vegas

Panelists shared various ideas for how the American Dental Association can create a culture of inclusion and belonging within the dental profession during the Diversity and Inclusion Summit on Oct. 12 at SmileCon.

Moderated by Todd Ester, D.D.S., assistant dean for diversity, equity and inclusion at the University of Michigan School of Dentistry, the panel included Tawana Ware, D.D.S., ADA Diversity and Inclusion Committee member and ADA Institute for Diversity in Leadership graduate; Maritza Morell, D.M.D., ADA Diversity and Inclusion Committee member and ADA Institute for Diversity and Inclusion graduate; Michael Farmer, D.M.D., ADA Institute for Diversity in Leadership graduate; and Kelley Hollingsworth-Ryals, D.D.S., president-elect of the New Mexico Dental Association.

"Diversity in dentistry means taking that feisty, bright person like I was growing up,



Diversity in dentistry: Moderator Todd Ester, D.D.S., from left, and panelists Tawana Ware, D.D.S.; Maritza Morell, D.M.D.; Kelley Hollingsworth-Ryals, D.D.S.; and Michael Farmer, D.M.D., gather Oct. 12 for the Diversity and Inclusion Summit at SmileCon.

having the resources — so we can have a path, but there have to be resources involved — to allow people to take that path to open doors," Dr. Ware said.

Dr. Morell said she received scholarships that supported her along her educational

journey, and she emphasized the importance of scholarships and mentorships to welcome a more diverse population into the dental profession and help them succeed.

"This is the product of diversity and inclusion and what things can do for you with scholarships and support," she said.

Dr. Farmer pointed to steps the ADA can take to make LGBTQ dentists feel more welcome, such as holding events for LGBTQ den-

said. "And I think the key is bridging that gap into the ADA whenever they finish and having something for them there as well."

As a dentist practicing in a dental service organization setting, Dr. Hollingsworth-Ryals mentioned the importance of the ADA broadening its acceptance of dentists choosing this career path.

Because many recent dental school graduates are joining DSOs, it is important for the

ADA to address the unique needs of these dentists, she said.

"If you're an LGBTQ student looking for a school and they have those kinds of programs, it's definitely going to encourage you to apply there and encourage you to go there," he

ADA to address the unique needs of these dentists, she said.

"If we're not capturing this DSO ADA component, then we're going to be starting to lose members rapidly," Dr. Hollingsworth-Ryals said. ■



Over 40 Years of
Outstanding Products
& Exceptional Service

800-752-2812

PERFECT COMPANION PRODUCTS!

Jordco Family of Products

Simplify the delivery of care
Improve staff safety
Reduce cross contamination

EndoRing®
FileCaddy®
Endodontic File Storage Device

EndoRing® II

Hand-held Endodontic Instrument
with Reduced Glare Black Metal Ruler



Contact your dental supply dealer
Or order online at jordco.com for FREE shipping!
Visit our Facebook page for special discounts!
facebook.com/jordcoinc



Experts discuss transformative power of AI during SmileCon session

Dental industry is 'ripe' for implementation

BY MARY BETH VERSACI

Las Vegas

From helping dentists interpret radiographs to speeding up the adjudication of dental insurance claims, augmented intelligence is poised to transform dentistry.

"To call it transformative, we really need to ascribe some functionality to it," said Robert Faiella, D.M.D., chief dental officer of Overjet and past president of the American Dental Association.



Sharing expertise: Speakers at the AI Panel Discussion: Augmented Intelligence discuss the future of AI technology. From left are Gregory G. Zeller, D.D.S.; Kyle Stanley, D.D.S.; Christopher Smiley, D.D.S.; and Aruna Ramesh, D.M.D.

"Today, we hope to give you an introduction on several areas where it's currently being used, as well as areas where we have visions for the future."

Dr. Faiella moderated AI Panel Discussion: Augmented Intelligence on Oct. 12 during SmileCon. Session panelists included Aruna Ramesh, D.M.D., associate dean for academic affairs and professor

in oral and maxillofacial radiology at Tufts University School of Dental Medicine; Christopher Smiley, D.D.S., general dentist and editor of the Journal of the Michigan Dental Association; Kyle Stanley, D.D.S., chief clinical officer of Pearl; and Gregory G. Zeller, D.D.S., professor emeritus of oral health practice at the University of Kentucky College of Dentistry.

"As we take a look at AI, it's an incredible tool that we can use chairside with our patients to help assemble diagnostic information," Dr. Smiley said.

For example, AI programs can annotate radiographs during an appointment to show decay, bone loss or more — all factors that go into making a clinical diagnosis, he said. AI-certified diagnoses could speed up approval of dental insurance claims, and dentists can also show the annotations to patients to better communicate with them.

AI also facilitates the sharing of patient information among dental and medical practitioners.

"I think AI has the potential to actually have the ability to break silos in health care because if we had access to every health detail and data of a patient, as a dental health care provider, we can treat this patient better," Dr. Ramesh said.

Standards developed by the ADA help to facilitate the consistent collection and transfer of this data.

"If you are going to aggregate data, you need to do it in a standardized manner," Dr. Zeller said.

Dentistry is particularly well suited for the use of AI because of relatively easy access to data from private practices not burdened by bureaucracy or politics, a tolerant customer base of dentists who perform several tasks within their

practices and are not concerned about losing their jobs if AI assists with some of those tasks, and easy implementation that again is not burdened by the dynamics of larger institutions, Dr. Stanley said.

"The dental industry is really ripe for AI to be implemented," he said. ■

Endorsed by **ADA Member AdvantageSM** for
Student Loan Refinancing

✓ **SAVE**

0.25% ADA Member Rate Discount²
on current loan consolidation.

Education is priceless, but dental
school was expensive.
Refinance your student loans.



Save thousands on your student loans¹ by refinancing.

Take advantage of Laurel Road's student loan refinancing program to reduce your existing federal and private undergraduate and graduate school loans at a 0.25% discount² on Laurel Road's already low rates. Get started with a free online application with no obligation to accept and no origination or prepayment fees. Minimum loan size: \$5,000, no maximum. You can check your rate in five minutes online today, no hard credit pull required.³

855-277-6771 | laurelroad.com/ada

ADA
Member AdvantageSM

✓RESEARCHED ✓PROVEN ✓ENDORSED

Products endorsed by ADA Member Advantage have been thoroughly vetted and we stand by our recommendations. If you experience any issues, we want to hear from you and we will advocate on your behalf.

800-ADA-2308 | adamemberadvantage.com

1 Savings vary based on rate and term of your existing and refinanced loan(s). Refinancing to a longer term may lower your monthly payments but may also increase the total interest paid over the life of the loan. Refinancing to a shorter term may increase your monthly payment but may lower the total interest paid over the life of the loan. Review your loan documentation for total cost of your refinanced loan.

2 The 0.25% American Dental Association (ADA) member interest rate discount is offered for applications from active ADA members. The rate discount will end if ADA notifies Laurel Road that borrower is no longer in good standing. Offer cannot be combined with other offers, except any discount for making automatic payments. The partner discount will not reduce the monthly payment; instead, the discount is applied to the principal to help pay the loan down faster.

3 Check your rate with Laurel Road only requires a soft credit pull, which will not affect your credit score. To proceed with an application, a hard credit pull will be required, which may affect your credit score.

Laurel Road is a brand of KeyBank, N.A. Member FDIC.

ADA Member AdvantageSM is a service mark of the American Dental Association. ADA Member Advantage is a program brought to you by ADA Business Enterprises, Inc. (ADABEI), a wholly-owned subsidiary of the American Dental Association. ADA is a registered trademark of the American Dental Association.

SmileCon sessions celebrate dental community



Photos by EZ Event Photography

To the beat: Drumbots kick off the SmileCon opening session Oct. 11 in Las Vegas. After a year and a half of facing the unprecedented challenges caused by the COVID-19 pandemic, the dental community came together in celebration during the session, which featured videos highlighting ADA members' stories and honored winners of the Association's 10 Under 10 Awards and Distinguished Service Award.



Humanitarian: Theresa Cheng, D.D.S., founder of Everyone for Veterans, receives the ADA Humanitarian Award from ADA President Cesar R. Sabates, D.D.S., during the SmileCon closing session Oct. 13. Martha Somerman, D.D.S., Ph.D., also was recognized as the winner of the ADA Gold Medal Award for Excellence in Dental Research. During the session, Dr. Sabates launched the ADA's new brand campaign, A New Day for Dentistry, which celebrates the Association's vibrant community of dentists and seeks to make all members feel welcomed and embraced.

OFFICERS *continued from Page 25*

has served as an ADA delegate, vice chair of the ADA Council on Dental Benefit Programs, consultant to the ADA Council on Dental Practice's Health and Well-Being Advisory Committee and president of the Colorado Dental Association. In 2010, he received the ADA's Golden Apple Award for outstanding leadership in mentoring.

Craig S. Armstrong, D.D.S., 15th District trustee, has served as a delegate in the ADA House of Delegates and as chair of the ADA Council on Government Affairs. He also was president of the Texas Dental Association in 2015, the Greater Houston Dental Society in 2004 and the Texas Academy of General Dentistry in 2010.

Gary D. Oyster, D.D.S., 16th District trustee, has served as an ADA delegate, an American Dental Political Action Committee board member and the vice president of the North Carolina Dental Society. He also is a member of the Academy of General Dentistry.

Rudolph T. Liddell, D.M.D., 17th District trustee, a general dentist based in Brandon, Florida, has served as a member of the ADA House of Delegates and chair of the ADA Council on Dental Practice. He also was president, secretary and a trustee for the Florida Dental Association. Dr. Liddell is a member of the American College of Dentists, International College of Dentists and Pierre Fauchard Academy. ■

—solanak@ada.org

Dr. Ted Sherwin re-elected to second term as ADA treasurer

BY DAVID BURGER
Las Vegas

Ted Sherwin, D.D.S., ran unopposed for ADA treasurer and was re-elected Oct. 13 for a second three-year term by the 2021 House of Delegates.



Dr. Sherwin

"It is an incredible honor to serve as ADA treasurer," Dr. Sherwin said.

The Virginia dentist said the treasurer works with the ADA professional team, designs a budgetary process and oversees the finances of the Association, as

well as advises on and communicates financial matters to the Board and House.

"I really enjoy my work, particularly from the strategic sense of ensuring that the finances of the Association are adequate to the task of meeting our needs today and well into our future. My goals are [to] successfully implement the strategic plan through the budget process, maintaining the trust in our financial systems through effective communication, transparency and accuracy, and providing appropriate leadership in the financial life of the Association.

The ADA community can be proud of how

well the Association has served the profession and the public through the COVID-19 pandemic, he said.

"Financially the ADA did a stellar job of managing assets and funding core activities during the crisis," he said. "This year we are seeing a strong financial recovery."

Dr. Sherwin, of Orange, Virginia, is a past president and treasurer of the Virginia Dental Association. Dr. Sherwin served on the ADA's Special Committee of Financial Affairs and on the ADA Board committees of finance, strategic planning and budget before his election as treasurer.

In addition, he was author and member of ADA House Resolution 97H Workgroup, which studied the House budget process and strategic planning.

He served on his district caucus budget and business matters team for 14 years and as chair six times.

Dr. Sherwin is also a past chair of the Virginia Dental Association's Council on Finance. A graduate of the Medical College of Virginia, Dr. Sherwin completed his executive scholar certificate in nonprofit management at Northwestern University's Kellogg School of Management in 2017.

Dr. Sherwin is a fellow of the International College of Dentists, American College of Dentists, Pierre Fauchard Academy and Academy of General Dentistry.

Per ADA Bylaws, the treasurer may hold the office for two consecutive three-year terms. ■

—burgerd@ada.org

SmileCon 2022 to blast off in Houston

LONE STAR STATE TO HOST ADA, TDA, GHDS STAR OF THE SOUTH MEETINGS OCT. 13-15

BY DAVID BURGER

Since three are better than one, mark your calendars for Oct. 13-15, 2022, when the George R. Brown Convention Center in Houston will host a trio of annual meetings, including ADA SmileCon 2022.

trade shows and to create a more impactful event for attendees and exhibitors.

The ADA has a long-standing policy that encourages state and local societies to work with the ADA as the annual meeting — now known as SmileCon — travels to cities around the country.

Closely linked with NASA's Space Center, the



The Texas Dental Association Meeting and the Greater Houston Dental Society Star of the South Dental Meeting are combining their meetings with SmileCon, bringing three large dental conferences under one roof.

All organizations involved are partnering together to consolidate the number of dental

Houston area is home to a variety of attractions, including the Houston Museum of Natural Science, the Museum of Fine Arts, the Children's Museum of Houston and the Kemah Boardwalk.

Registration will commence in early summer. Details will be shared at SmileCon.org early in 2022. ■

FDI General Assembly elects trio of ADA members

BY DAVID BURGER

The FDI World Dental Federation's General Assembly elected Gregory Chadwick, D.D.S., past president of the ADA, as FDI president-elect at the virtual FDI 2021 World Dental Congress — Special Edition, hosted by the Australian Dental Association Sept. 26-29.

The assembly also elected Chad Gehani, D.D.S., also a past president of the ADA, to the FDI Council, as well as Irene Marron-Tarrazzi, D.M.D, past ADA vice president, to the FDI Membership Liaison & Support Committee.

Dr. Chadwick was elected on the first ballot, which past FDI President Kathryn Kell, D.D.S., called unusual and added that it is a testament to his experience and qualifications.

"I have known Dr. Greg Chadwick as president of ADA and it's wonderful he will now be president-elect of FDI for two years and then automatically be president for two more years," said Dr. Kell. "He will be great for the FDI and I have every confidence he will continue to lead the world to optimal oral health. I'm so excited for his presidency."

Dr. Chadwick served for six years as speaker of the FDI General Assembly, and he is another American president, with Dr. Kell serving as FDI president from 2017-19.

Dr. Chadwick, a native of North Carolina, is dean of the East Carolina University's School of Dental Medicine and served as ADA president from 2001-2002 and trustee from 1996-2000.

In an interview with ADA News, Dr. Chadwick said he looks forward to the next two years, when he can do on-the-job training for the leadership role, and sees opportunities — not challenges — in the future.

Leading the organization through COVID-19 and its aftermath will be high on his list.

"In the short term, I want patients back in dental offices and offices back in business," he said.

The shortage of allied staffing is another opportunity he wants to address.

"It's an international issue, not just an Illinois issue or a North Carolina issue," Dr. Chadwick said.

Dr. Gehani knows Dr. Chadwick well, and said his friend is a "wonderful leader and good human being. He served the ADA very well and the FDI is in good hands."

As for Dr. Gehani, he said that now that his term as ADA president is over, he will shift his attention to oral hygiene around the world as an FDI councillor.

"I believe in equal treatment for all, every member of the world," he said.

"I want to make a difference in the world," Dr. Gehani added. "I was born in a city where there was no running water, and there are still parts of the world where there are similar [situations]. I want to reach out to them."

The FDI Council, according to the FDI website, "leads FDI in harmony with its vision and mission." It comprises the FDI president, president-elect, treasurer, and 10 councillors, all elected by the General Assembly. The speaker of the General Assembly and the FDI executive director are non-voting members of Council.

Dr. Marron-Tarrazzi, as a member of the FDI Membership Liaison & Support Committee, said she hopes to help be a bridge between the FDI and other national dental organizations,



Dr. Chadwick



Dr. Gehani



Dr. Marron-Tarrazzi

and said she is happy about Dr. Chadwick's election.

"Dr. Chadwick has over 20 years of experience with the FDI, as councilmember, speaker of the House and treasurer," Dr.

Marron-Tarrazzi said. "He knows the anatomy and physiology of how the FDI operates. His experience in private practice, organized dentistry and as a dean will give the FDI a leader with a solid background and a fresh perspective."

FDI has five standing committees, each with a particular sphere of activity and expertise. Dr. Marron-Tarrazzi's committee, which reports to the FDI Council, monitors and advises the council on communications and support to FDI members, according to the

FDI website. The committee monitors member needs, expectations and performance in advocating FDI's oral health policies and manages the Travel Grant Project. It consists of six FDI members, plus one liaison councillor.

Much like the ADA House of Delegates, the FDI General Assembly is the supreme legislative and governing body of FDI that meets once a year to approve the budget, hold elections, set FDI policies and the strategic plan, missions and aims, and monitors progress on their achievement.

The FDI World Dental Federation is comprised of approximately 200 national dental associations, including the ADA, from more than 130 countries. It represents the voice of over 1 million dentists worldwide. ■

—burgerd@ada.org

FIRST FLOWABLE — **THEN IMMEDIATELY SCULPTABLE**

WARM IT — **FLOW IT** — **SCULPT IT**

- Thermo-viscous Technology (TVT): Initially flowable for optimal adaptability, then immediately sculptable.
- Bulk-fill with 4mm depth of cure speeds up the procedure
- Easy-Access-Capsule with long and narrow tip for hard-to-reach areas and bubble-free application
- New TVT polymer technology:
 - fast viscosity change
 - the ability to flow
 - low shrinkage and excellent wear
- Monoblock concept: one highly filled material from bottom to top

VisCalor bulk 2-in-1 Thermo-viscous bulk-fill restorative



Call 1-888-658-2584

VOCO • 1245 Rosemont Drive • Suite 140 • Indian Land, SC 29707 • www.vocoamerica.com • infousa@voco.com

VOCO
THE DENTALISTS



Blu-Mousse®

Nothing Makes an Impression
Quite Like It.



Blu-Mousse®

With **MILLIONS SOLD** worldwide*, Blu-Mousse is a legacy VPS bite registration with a light and fluffy consistency that allows patients to naturally close with zero resistance.



* Based on internal sales data

For more information, visit parkell.com
or contact your local authorized Parkell distributor

parkell®