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ADA News

SEPTEMBER 16, 2019

AMERICAN DENTAL ASSOCIATION WWW.ADA.ORG

VOLUME 50 NO.17



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BRIEFS

Give Kids A Smile continues under Department of Corporate Social Responsibility and Philanthropy

The American Dental Association's charitable programs, including Give Kids A Smile, have a new home within the recently created Department of Corporate Social Responsibility and Philanthropy.

"In order to preserve and promote our highly valuable philanthropic activities such as Give Kids A Smile, a new



ADA American Dental Association®

department has been created under the ADA," then-ADA President Jeffrey M. Cole said in a letter to Give Kids A Smile supporters.

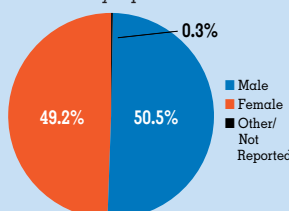
The formation of the new department comes after the ADA Board of Trustees voted in June to narrow the focus of the ADA Foundation to research and science in order to dedicate more resources to evidence-based dentistry and the health of the public. The ADA Science Institute and Volpe Research Center will be combined to

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JUST THE FACTS

Applications to Dental School by Gender

In 2018-19, prospective male and female students submitted applications to U.S. dental schools in nearly equal numbers.



Source: ADA Health Policy Institute, ADA.org/hpi, hpi@ada.org, ext. 2568

ADA, AAPD leaders pen letter opposing replacement of federal sealant measure

BY MARY BETH VERSACI

Washington — The American Dental Association and American Academy of Pediatric Dentistry are cautioning the Health Resources and Services Administration against replacing the Dental Sealants for Children Between 6-9 Years measure.

INSIDE

New ADA officers, trustees take office, Page 18

Leaders from both organizations sent a letter Aug. 27 to the administration in response to a request

for public comment on a proposed measure titled Primary Caries Prevention Intervention as Offered by Primary Care Providers, Including Dentists, that would take the place of the sealant measure.

"We are writing to express our concerns about the proposed replacement of the Dental Sealants

for Children Between 6-9 Years measure with CMS74v9," then-ADA President Jeffrey M. Cole, ADA Executive Director Kathleen T. O'Loughlin, AAPD President Kevin Donly and AAPD Chief Executive Officer John S. Rutkauskas

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ADA president: 'Dentists helping dentists — this is what the ADA is all about'



Installation speech: ADA President Chad P. Gehani addresses the House of Delegates Sept. 9 in San Francisco.

BY JENNIFER GARVIN

San Francisco — Standing before the House of Delegates at the ADA FDI World Dental Congress, new ADA President Chad P. Gehani said he considers it his "responsibility to ensure that the ADA remains the guardian of your life commitment to the profession — and I am not just talking about your dues dollars. The ADA must be a responsible custodian of your time as volunteers and of your talents as clinicians, researchers and educators."

"The ADA must be relevant to all of us," he said. During his installation speech, Dr. Gehani told the audience he takes "nothing for granted" in his life and promised to represent the "highest ideals" of the dental profession.

A native of Mumbai, India, Dr. Gehani looked back on his 40 years in organized dentistry, including a call he made to his father the day he became an ADA member — that he called a "key moment" in his life. He recalled starting a practice with his wife and fellow dentist, Rekha.

"We wished to achieve our American dream through ownership of our private practice," he said. "Thanks to our mentor — an ADA member who offered a room in his office for rent — we forged our way to financial and professional independence. We have never forgotten this ADA member's help, and throughout our careers, we have paid it forward by mentoring countless young dentists as they

See PRESIDENT, Page 23

Ransomware, phishing attacks target dentists

BY MARY BETH VERSACI

Two recent incidents serve as reminders that ransomware and phishing attacks can affect dentists.

Hundreds of dental practices were impacted Aug. 26 by a ransomware attack against DDS Safe, a data backup system provided by a subsidiary of the Wisconsin Dental Association, and PerCSoft, a technology provider in the dental industry.

In a message to Wisconsin Dental Association members Aug. 30, Executive Director Mark Paget said the Wisconsin Dental Association Insurance and Services Corp. and PerCSoft were investigating the scope of the attack with the FBI's Cyber Crimes Task Force to determine next steps.

As of Sept. 5, PerCSoft was continuing to put clients back online, with the goal of returning everyone to full operations as quickly as possible, corporation President Mara Roberts said in an email to DDS Safe customers.

The corporation and PerCSoft also were working with a national, independent forensic team to investigate the incident, ensure it was contained and prevent future attacks, Ms. Roberts said.

Ransomware is a type of malware that denies access to a computer system or data until a ransom is paid. Law enforcement does not recommend paying a ransom, but it is ultimately

See ATTACKS, Page 20

University of Pennsylvania researchers develop microscopic robots for removing dental plaque

BY MARY BETH VERSACI

Philadelphia — Microscopic robots could mean the end of scraping away plaque on dental patients.

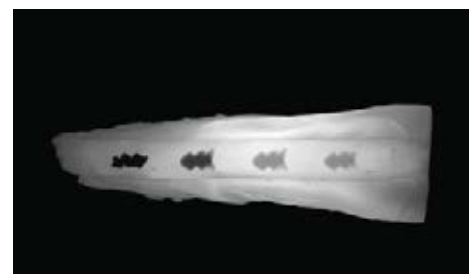
A team of University of Pennsylvania researchers have developed robots made of iron oxide nanoparticles that they have shown can kill, degrade and remove biofilm under laboratory conditions.

“This is the first time that ‘kill-degrade-remove’ is achieved simultaneously for complete biofilm eradication,” said Dr. Hyun (Michel) Koo of the school of dental medicine, one of the lead researchers. “It directly tackles all facets of biofilm resistance mechanisms, both the antimicrobial drug resistance and resistance to mechanical clearance of these sticky structures.”

The research was published in the April 24 issue of *Science Robotics* and led by Drs. Koo and Edward Steager of the school of engineering and applied science.

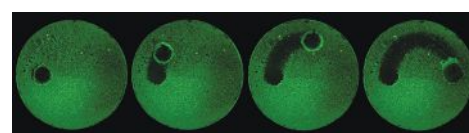
It was funded in part by the National Institutes of Health’s National Institute of Dental and Craniofacial Research and the National Science Foundation.

Biofilms are made up of bacteria that are



Courtesy of Alaa Baber, Elizabeth E. Hunter and Hyun Koo

Moving along: This time-lapse image shows a 3D-molded, helicoidal robot traveling inside a tooth canal.



Courtesy of Geelsu Hwang and Edward Steager

Cleaning crew: With a precise, controlled movement, microrobots clear biofilms on a glass surface, as shown in this time-lapse image.

encapsulated in a protective, sticky matrix. They adhere firmly to surfaces such as teeth and implants, causing infections that are difficult to treat. Currently, plaque biofilm is treated chemically with antimicrobials, manually with dental instruments or conjointly with the two.

“Existing treatments are ineffective because they are incapable of simultaneously degrading the protective matrix, killing the embedded bacteria and physically removing the biodegraded products,” Dr. Koo said. “These robots can do all three at once very effectively, leaving no trace of biofilm whatsoever.”

Researchers developed two types of robotic systems. One system suspends iron oxide nanoparticles in a solution of hydrogen peroxide and enzymes. The nanoparticles activate the hydrogen peroxide to release free radicals that can kill microbes and break down the matrix.

Once that catalytic disruption of the biofilm is initiated, the nanoparticles are

“This is the first time that ‘kill-degrade-remove’ is achieved simultaneously for complete biofilm eradication.”

controlled by a magnetic field to precisely plow through and remove the biofilm debris without damaging nearby host tissues or disrupting the healthy microbiota, Dr. Koo said.

For the second, researchers embedded nanoparticles into a gel to form 3D robots molded into specialized shapes to remove biofilms from confined spaces. After the systems were tested on flat glass surfaces and enclosed glass tubes, researchers tested them on extracted human teeth.

Researchers used automated magnetic fields to move the nanoparticle solution through the isthmus and 3D helicoidal robots through the tooth canal. Although in vivo studies and clinical testing still need to be conducted, the researchers are excited about possible applications.

The systems eventually could be used in dental prophylaxis, root canals and the cleaning of dental equipment, Dr. Koo said. ■

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Photo by EZ Event Photography

Sunshine state: Next year's ADA annual meeting is set for Orlando, Fla. From left, Ann White, Visit Orlando ambassador; Dr. Stephen Perez, of Clearwater, Fla.; and Dr. Yvette Godet, of Gainesville, Fla., man the Orlando 2020 booth Sept. 6 at the ADI FDI World Dental Congress in San Francisco. The ADA annual meeting will be held Oct 15-18, 2020, at the Orange County Convention Center. FDI World Dental Federation will hold its 2020 FDI World Dental Congress Sept. 1-4, 2020, in Shanghai. Orlando is home to more than a dozen theme parks. Chief among its claims to fame is Walt Disney World, comprised of parks like the Magic Kingdom and Epcot, as well as water parks. Another major destination, Universal Orlando, offers Universal Studios and Islands of Adventure, with the Wizarding World of Harry Potter straddling both.



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After nearly fatal beach accident, Give Kids A Smile ambassador receives leadership award

BY MARY BETH VERSACI

When Dr. Joseph Brofsky was knocked down by a wave and left face down in the water on a Dominican Republic beach in March, he did not know if he would survive.

The force of hitting his head on the sand had caused his neck to snap back, compressing his spinal cord. He could not move his arms or legs.

All Dr. Brofsky could do was pray to God to pull him through so he could meet his first grandson in June.

"I was floating in the water and talking to God, negotiating, 'Please don't take me,' because I thought it was over," said Dr. Brofsky, 62.

Thanks to the quick action of the friend who pulled him out of the water and the care provided by surgeons and physical and occupational therapists, Dr. Brofsky is now back on his feet, back at work and even back with his fellow Give Kids A Smile ambassadors.

He received a special welcome Aug. 5 during the 2019 Give Kids A Smile Ambassador Alumni Conference in Chicago when Dr. Jeff Dalin, St. Louis Give Kids A Smile co-founder, honored him with the inaugural Joan Allen Give Kids A Smile Ambassador Award for his work with the program.

"Dr. Brofsky exhibits all of the traits that are synonymous with those of our original GKAS executive director in St. Louis, Joan Allen," Dr. Dalin said. "He is hardworking and dedicated and has a huge heart filled with love for kids who are so desperately in need of dental care. Joe is a great asset to our national Give Kids A Smile program, always willing to help improve and build programs around the country."

The Joan Allen Award will recognize one ambassador every two years who has provided outstanding leadership on behalf of the Give Kids A Smile program.



Smile time: A child receives dental care at this year's Give Kids A Smile event in Long Island, New York, organized by Dr. Joseph Brofsky and sponsored by the Nassau County Dental Society.



Dr. Brofsky

Dr. Brofsky has volunteered with Give Kids A Smile for about 15 years, becoming an ambassador five years ago. He organizes an event each year in Long Island, New York, sponsored by the Nassau County Dental Society. It typically serves more than 1,000 children,

sometimes as many as 1,500.

Part of Dr. Brofsky's work with Give Kids A Smile over the last few years has focused on extending the program's care to children with disabilities.

"Now, just about every event in New York invites kids with special needs, and it's grown across the country," he said. "It's really a good thing that Give Kids A Smile has opened its doors to kids with special needs."

Those who are interested in getting involved with Give Kids A Smile can contact their state or local dental society to find an event near them or visit ADAFoundation.org.

org/gkas to learn more.

A resident of Lynbrook, New York, Dr. Brofsky is the section head of pediatric dentistry at Cohen Children's Medical Center in Queens and the owner of a private pediatric dental practice in Woodmere, New York.

He is back to working full time at the hospital and part time at his private practice, but he continues to receive occupational therapy in the hopes of being able to perform procedures such as fillings again, in addition to the exams he is already able to give.

In June, Dr. Brofsky was able to hold his grandson, Isaac, after strengthening his arms through weight training.

"I cried like a baby," he said. "It was pretty exciting."

As Dr. Brofsky continues on his road to recovery, he knows his next Give Kids A Smile event, coming up in February 2020, will be especially meaningful.

"People think it's a miracle, my recovery, and it might be; it depends on what you believe. I believe in God, and I thank God every day for being able to be back," he said. "This year's Give Kids A Smile is going to be pretty special for me because up until a couple of months ago, I couldn't even think about it." ■

—versacim@ada.org

ADA well-being conference focuses on keeping burnout at bay

BY DAVID BURGER

Burnout can plague dentists at various stages of their career, but the ADA is hoping to convey some tips on how dentists can avoid it.

"Wellness is something every dentist, every human, is striving for," Dr. Brett Kessler told the attendees at the ADA Dentist Health and Well-Being Conference Aug. 16 during his keynote address.

The overriding theme of the day was burnout and the ways some people cope with burnout, with many turning to substance abuse.

The Council on Dental Practice, which hosted the conference, organized the conference as a call to action to manage and prevent burnout in dentistry.

"No one should have to suffer in silence," said Dr. Stacey K. Van Scoyoc, chair of the council.

The speakers shared many tips on how dentists can stave off burnout:

- Practice mindfulness-based stress relief.
- Eliminate the stressors in your life.
- Find the humor in everyday life.
- Discover your passion.
- Reward yourself.
- Believe in your goodness.
- Acquire leadership and delegation skills.
- Make a bucket list and cross one off every year.
- Maintain positive relationships in your life.
- Master your personal and practice finances.
- Establish a boundary between work and home.

The presentations are available for anyone to view and download. Scroll to the bottom of the page listed below and click on the accordion for "Presentations": Success.ada.org/en/education/ada-dentist-health-and-well-being-conference. ■



Convening: A group of residents from the Advocate Illinois Masonic Medical Center relax during a break at the ADA Dentist Health and Well-Being Conference Aug. 16 at ADA Headquarters.

Beyond the Mouth goes beyond with second season

BY DAVID BURGER

Dr. Joy Poskozim, a Chicago dentist, said she is an avid listener to podcasts and has found them to be a practical way to learn while on the road visiting nursing homes.

That made her a willing participant in one of the episodes of the ADA Center for Professional Success-produced podcast Beyond the Mouth, which launched its second season Sept. 4.

Beyond the Mouth, which was downloaded more than 3,000 times last season, has a mandate where the only topic off-limits is clinical dentistry. Everything else related to dentistry is fair game.

"Beyond the Mouth is doing a great job of thinking outside the box, if you will, when it comes to dentistry," said Dr. Poskozim, who is the featured guest in an episode dealing with elder care. "It is a pleasure to listen to my colleagues' paths post-dental school on contributing to oral health. Everyone has been passionate about their calling, so to speak. I am honored to be considered one of them."

This season, speakers and topics include:

- Dr. Chad P. Gehani, ADA president, "A Path to Presidency."

- Heidi Nickisch Duggan, director of ADA Library & Archives, "Stranger Things and Great Info in Your Dental Library."

- Dennis McHugh, ADA Center for Dental Benefits, Coding and Quality, "Dental Benefits Superhero Part 2: In-office Dental Plans."

- Kirk Dewart, BMO Harris Bank, "Know Your Numbers: How to Apply for a Practice Loan."

- Dr. Katie Vincer Sears, past recipient of ADA's 10 under 10 award, "Volunteering: Practice with Your Head and Heart."

- Dr. Bill Claytor, member of the ADA Dental Well-Being Advisory Committee, and Dr. Jim Willey, retired dentist, "The Burnout Episode."

- Dr. Joy Poskozim, general dentist, "Geriatric Dentistry: How One Dentist Treats a Growing Population."

- Peter Aiello, ADPAC Grassroots & Digital Advocacy, and Sarah Milligan, ADPAC director, "Leadership through Advocacy — Get Started Advocating for Public Health and Dentistry."

New episodes, moderated by Dr. Elizabeth "Betsy" Shapiro, director of the ADA Center for Professional Success, will be released every two weeks through Dec. 11. Topics are chosen in response to member questions and interests, with a goal of covering a variety of practice management and work/life balance areas.

The Beyond the Mouth podcast is available at ADA.org/BeyondTheMouth and is distributed through most major podcast channels, including Google Podcasts, Spotify and Apple Podcasts.

The first season, archived on the website, includes episodes on parental leave, dental benefits, wellness, finding and hiring dental staff, contracts and more.

The podcast complements another ADA-produced podcast, Tooth Talk, a series designed to keep dentists and dental professionals informed on all the latest news in Washington. To listen to the Tooth Talk podcast, visit its website at toothtalkshow.com.

You can also listen on iPhone or Android devices and on Spotify. ■

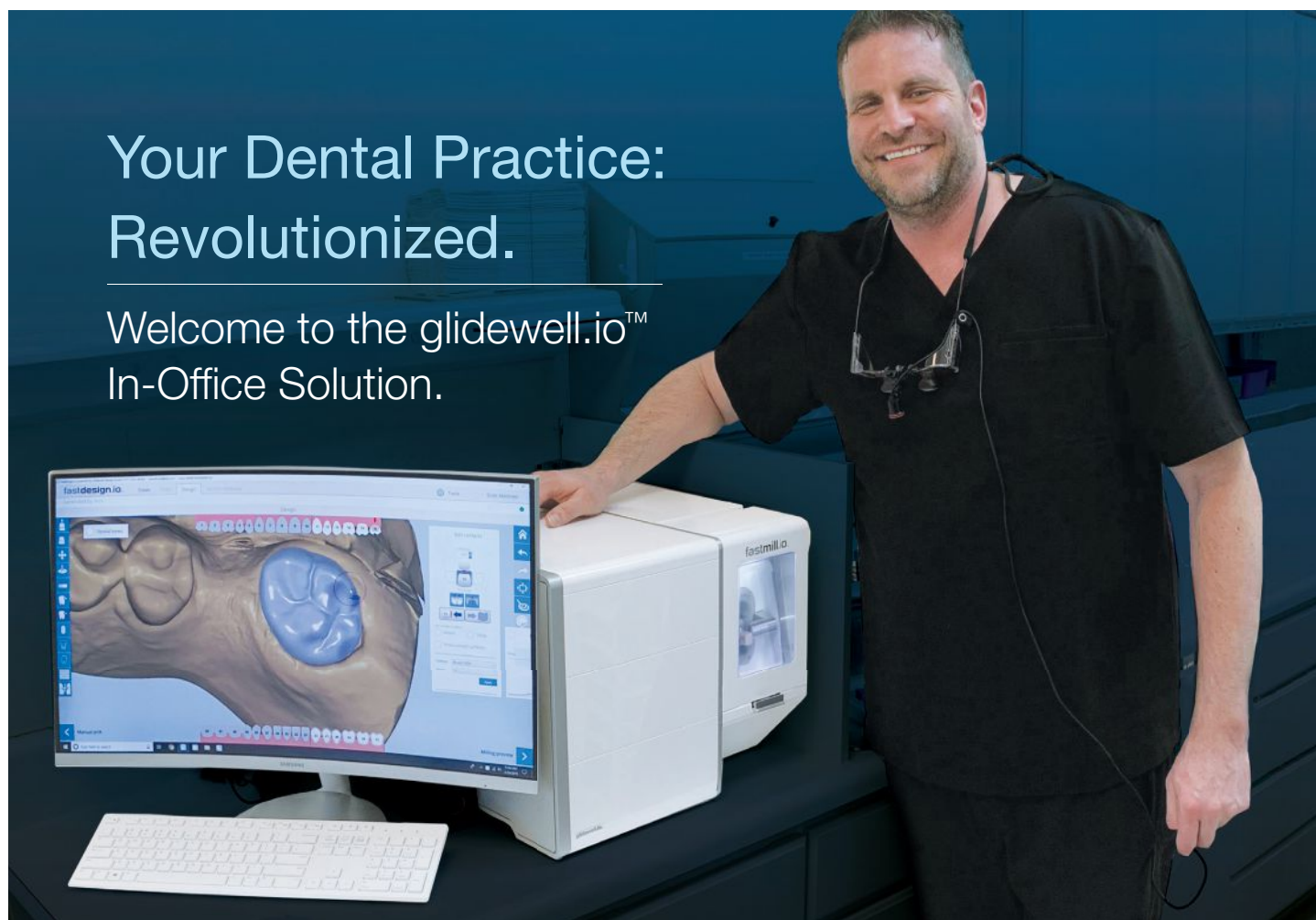
—burgerd@ada.org

Podcast: Dr. Joy Poskozim, left, talks about treating older patients with podcast host Dr. Elizabeth Shapiro during a recording of an episode of Beyond the Mouth. The ADA will post the episode during the second season of the podcast.



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International visit: On Aug. 16, 12 students from the College of Dentistry at King Saud University in Saudi Arabia visited ADA Headquarters. They were in the United States for a summer educational exchange with the Indiana University School of Dentistry and wanted to learn more about how the ADA empowers the profession of dentistry and promotes the oral health of the public. While hosted by the Council on Advocacy for Access and Prevention, the students attended presentations by Government Affairs, the American Student Dental Association, the Science Institute and other areas of the ADA.

Tarrson awards applications due Nov. 1

BY DAVID BURGER

Student leaders of dental school-based community outreach programs are encouraged to apply by Nov. 1 for an E. "Bud" Tarrson Dental School Student Community Leadership Award.

Awards of \$5,000 to \$20,000, depending on the number of applicants, will be made to dental schools/colleges. Only one application per school will be accepted.

The Tarrson awards annually highlight significant dental student outreach to vulnerable communities within the U.S.

Award funds must be expressly used to enhance student service learning and outreach to underserved populations.

Dental student groups enrolled in a predoctoral dental education program accredited by the Commission on Dental Accreditation that are involved in a program to vulnerable communities within the U.S. are eligible.

Visit ADAFoundation.org/how-to-apply to learn more or apply. ■

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Comments invited on application to recognize dental anesthesiology as specialty

BY KIMBER SOLANA

The National Commission on Recognition of Dental Specialties and Certifying Boards is inviting public comment on two applications for specialty recognition requesting that orofacial pain and oral medicine be recognized as dental specialties.

Written comments on the applications, submitted by the American Academy of Orofacial Pain and American Academy of Oral Medicine, are due Oct. 28.

The National Commission is inviting public comment for a 60-day period according to its Application Process for Recognition of a Dental Specialty protocol based on the applicant's compliance with the ADA Requirements for Recognition of Dental Specialties.

Submit comments to Catherine Baumann, director, National Commission on Recognition of Dental Specialties and Certifying Boards, 211 E. Chicago Ave., Chicago, IL 60611 or baumannca@ada.org.

To review the American Academy of Orofacial Pain application and the American Academy of Oral Medicine application, visit ADA.org/nrcdscb. ■

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Reference: 1. Chapman JA, Roberts WE, Eckert GJ, et al. *Am J Orthod Dentofacial Orthop*. 2010 Aug;138(2):188-94. DOI:10.1016/j.ajodo.2008.10.019.

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Changing lives at University of California San Francisco Community Dental Clinic

BY KIMBER SOLANA

San Francisco — An infection a few years ago caused Maria Martinez to lose nearly all of her teeth — except for three that remain on the bottom jaw.

“It makes it hard to eat,” said Ms. Martinez, 34, adding she’s a little self-conscious about it. When asked to smile, her lips always remain closed.

The University of California San Francisco Community Dental Clinic, which partners with

community organizations assisting local underserved populations throughout the city, is working to fix that.

On Sept. 4, Ms. Martinez was among nearly 50 adults and children who received preventive and restorative dental care from the student-run clinic, thanks in part to a grant from the ADA Foundation, along with support from Henry Schein Cares and the Alliance of the ADA.

Since spring, Ms. Martinez has visited the clinic 10 times. The goal: for her to have a complete maxillary denture and a removable partial mandibular denture. Something, she said, that would not be possible without the clinic. “I’m very thankful for them,” she said of the dental students and dentists at the clinic. “They’re very good, the clinic and the people.”

What began as a bimonthly oral health screening clinic for the Multi-Service Center, the city’s largest homeless shelter, it has since evolved into a weekly comprehensive dental clinic that serves five Bay Area community partners — serving about 20 patients every Wednesday evening.

The student-run clinic, which began in 1993 as a collaboration between the UCSF School of Dentistry and School of Medicine, now also provides services to many other underserved groups, including undocumented immigrants, political refugees, victims of domestic violence and human trafficking, as well as underserved children.

“I interview dental school candidates for admission and many say they want to serve the underserved,” said Dr. Melissa Tuft, director of the Community Dental Clinic and UCSF assistant professor. “This is a way to put their money where their mouth is and prove it. And they show up. We have very dedicated students who are interested in improving their communities.”

Each Wednesday night, on the third floor clinic of the dental school, dental students, assistants and specialty residents volunteer to provide a full range of free dental services, including exams, cleanings, restorations, crowns, root canals, extractions, dentures and implants. Fourteen student leaders work together during two-year tenures to plan and organize the clinic. On average, 18 to 22 adult patients and three to five kids are seen each night.

This year, the ADA Foundation awarded the dental clinic a Collaboration Grant of \$20,000 to support an increase in the number of patients seen during the ADA FDI World Dental Congress, held Sept. 4-8 in San Francisco. It’s part of the ADA’s efforts to support a philanthropic program or organization in the location of each year’s annual meeting.

“I think it’s wonderful the dental clinic is using the opportunity while the ADA and FDI are here for the World Dental Congress to reach out and help out those individuals who are in need,” said then-ADA President Jeffrey M. Cole. “When we talk about access to care and about expanding oral health, it’s important that we’re actually doing it.”

The grant also provides funds for continuity of oral health care for 12 months for the patients.

“Continuity of care beyond the basic preventative, cleanings and fillings care has been an ongoing challenge,” said Dr. Biana Roykh, predoctoral clinic director and UCSF associate clinical professor. “Many of our patients require tooth replacement to restore reasonable function and esthetics.”

The grant, Dr. Roykh said, will support the clinic with laboratory costs associated with fabrication of crowns, dentures, bridges and partial dentures.



Photos by EZ Event Photography

Dentures: UCSF dental student Gaby Desantiago-Vazques, left, gives Maria Martinez a denture to try Sept. 4 at the dental school’s Community Dental Clinic. Ms. Martinez lost nearly all her teeth due to an infection.



Kits: Shay Collins, 4, receives a Head 2 Toe Kit from dental student Sapna Saini. The kits were provided by the Alliance of the ADA and included toothbrushes, toothpaste, socks, hats, gloves and gift cards.

“Some of our patients will be able to get a job because they will now have their front teeth and be able to smile,” she said. “Some will be able to chew properly again and improve their nutrition.”

A 2017 San Francisco point-in-time census estimated the total homeless population at about 7,500 people.

“So the needs of this region for access to health care are significant,” Dr. Roykh said. “The [dental clinic] has had an impressive impact on the lives of its target vulnerable and underserved population.”

According to UCSF, the clinic provides some \$100,000 in dental services each year, totaling more than \$1 million over the clinic’s lifetime.

The Alliance of the ADA, in collaboration with the ADA Foundation, provided Head 2 Toe kits to patients during the Sept. 4 event. These kits included toothbrushes, toothpaste, toiletries, socks, hats, gloves and gift cards.

Four-year-old Shay Collins was excited to receive the kit and immediately showed it off to his mom, Jane Kelly. Ms. Kelly had taken Shay to the clinic three times since February.

On Sept. 4, Shay received a cleaning, was checked for tooth decay and had two discol-

ored teeth observed. The dental student who worked with Shay said both teeth were normal and that Shay had no cavities.

“The dental students, the dentists and everyone in the clinic has been very professional and very nice,” said Ms. Kelly, who was referred to the clinic through the Irish Pastoral Center.

The night’s event also received support from Henry Schein, which made an in-kind product donation to the UCSF Community Dental Clinic valued at about \$12,500.

“We, in collaboration with the ADA and the ADA Foundation, are proud to support UCSF in its efforts to provide preventative and restorative care to the people who need it most,” said A.J. Caffentzis, North American Dental Group at Henry Schein president. “Since its inception in 1993, the UCSF Community Dental Clinic has provided dental health services to the underserved population, and its mission aligns with Henry Schein’s commitment to expanding access to care. We look forward to seeing the accomplishments of the team at UCSF as they continue to help health happen.” ■

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CONTRAINDICATIONS: Do not use in pediatric patients under age 6 years unless recommended by a dentist or physician.

WARNINGS: Prolonged daily ingestion may result in various degrees of dental fluorosis in pediatric patients under age 6 years, especially if the water fluoridation exceeds 0.6 ppm, since younger pediatric patients frequently cannot perform the brushing process without significant swallowing. Use in pediatric patients under age 6 years requires special supervision to prevent repeated swallowing of toothpaste which could cause dental fluorosis. Pediatric patients under age 12 should be supervised in the use of this product. Read directions carefully before using. Keep out of reach of infants and children.

PRECAUTIONS:

General: Not for systemic treatment. **DO NOT SWALLOW.**

Carcinogenesis, Mutagenesis, Impairment of Fertility: In a study conducted in rodents, no carcinogenesis was found in male and female mice and female rats treated with fluoride at dose levels ranging from 4.1 to 9.1 mg/kg of body weight. Equivocal evidence of carcinogenesis was reported in male rats treated with 2.5 and 4.1 mg/kg of body weight. In a second study, no carcinogenesis was observed in rats, males or females, treated with fluoride up to 11.3 mg/kg of body weight. Epidemiological data provide no credible evidence for an association between fluoride, either naturally occurring or added to drinking water, and risk of human cancer. Fluoride ion is not mutagenic in standard bacterial systems. It has been shown that fluoride ion has potential to induce chromosome aberrations in cultured human and rodent cells at doses much higher than those to which humans are exposed. *In vivo* data are conflicting. Some studies report chromosome damage in rodents, while other studies using similar protocols report negative results.

Potential adverse reproductive effects of fluoride exposure in humans have not been adequately evaluated. Adverse effects on reproduction were reported for rats, mice, fox, and cattle exposed to 100 ppm or greater concentrations of fluoride in their diet or drinking water. Other studies conducted in rats demonstrated that lower concentrations of fluoride (5 mg/kg of body weight) did not result in impaired fertility and reproductive capabilities.

Pregnancy: Teratogenic Effects: Pregnancy Category B. It has been shown that fluoride crosses the placenta of rats, but only 0.01% of the amount administered is incorporated in fetal tissue. Animal studies (rats, mice, rabbits) have shown that fluoride is not a teratogen. Maternal exposure to 12.2 mg fluoride/kg of body weight (rats) or 13.1 mg/kg of body weight (rabbits) did not affect the litter size or fetal weight and did not increase the frequency of skeletal or visceral malformations. There are no adequate and well-controlled studies in pregnant women. However, epidemiological studies conducted in areas with high levels of naturally fluoridated water showed no increase in birth defects. Heavy exposure to fluoride during *in utero* development may result in skeletal fluorosis which becomes evident in childhood.

Nursing Mothers: It is not known if fluoride is excreted in human milk. However, many drugs are excreted in milk, and caution should be exercised when products containing fluoride are administered to a nursing woman. Reduced milk production was reported in farm-raised fox when the animals were fed a diet containing a high concentration of fluoride (98-137 mg/kg of body weight). No adverse effects on parturition, lactation, or offspring were seen in rats administered fluoride up to 5 mg/kg of body weight.

Pediatric Use: The use of PreviDent® 5000 Ortho Defense™ in pediatric age groups 6 to 16 years as a caries preventive is supported by pioneering clinical studies with 1.1% sodium fluoride gels in mouth trays in students age 11 to 14 years conducted by Englander et al.^{1,2} Safety and effectiveness in pediatric patients below the age of 6 years have not been established. Please refer to the CONTRAINDICATIONS and WARNINGS sections.

Geriatric Use: Of the total number of subjects in clinical studies of 1.1 % (w/v) sodium fluoride, 15 percent were 65 and over, while 1 percent were 75 and over. No overall differences in safety or effectiveness were observed between these subjects and younger subjects, and other reported clinical experience has not identified differences in responses between the elderly and younger patients, but greater sensitivity of some older individuals cannot be ruled out. This drug is known to be substantially excreted by the kidney, and the risk of toxic reactions to this drug may be greater in patients with impaired renal function. Because elderly patients are more likely to have decreased renal function, care should be taken in dose selection, and it may be useful to monitor renal function.³

ADVERSE REACTIONS: Allergic reactions and other idiosyncrasies have been rarely reported.

OVERDOSEAGE: Accidental ingestion of large amounts of fluoride may result in acute burning in the mouth and sore tongue. Nausea, vomiting, and diarrhea may occur soon after ingestion (within 30 minutes) and are accompanied by salivation, hematemesis, and epigastric cramping abdominal pain. These symptoms may persist for 24 hours. If less than 5 mg fluoride/kg body weight (i.e., less than 2.3 mg fluoride/lb body weight) has been ingested, give calcium (e.g., milk) orally to relieve gastrointestinal symptoms and observe for a few hours. If more than 5 mg fluoride/kg body weight (i.e., more than 2.3 mg fluoride/lb body weight) has been ingested, induce vomiting, give orally soluble calcium (e.g., milk, 5% calcium gluconate or calcium lactate solution) and immediately seek medical assistance. For accidental ingestion of more than 15 mg fluoride/kg of body weight (i.e., more than 6.9 mg fluoride/lb body weight), induce vomiting and admit immediately to a hospital facility. A treatment dose (3 thin ribbons) of PreviDent® 5000 Ortho Defense™ contains approximately 2.5 mg fluoride. A 3.4 FL OZ (100 mL) bottle contains approximately 605 mg fluoride.

DOSAGE AND ADMINISTRATION: Follow these instructions unless otherwise instructed by your dental professional:

1. Adults and pediatric patients 6 years of age or older, apply a thin ribbon of PreviDent® 5000 Ortho Defense™ to a toothbrush. Brush teeth thoroughly twice daily for two minutes in place of your regular toothpaste.

2. After use, adults expectorate. For best results, do not eat, drink, or rinse for 30 minutes. Pediatric patients, age 6-16, expectorate after use and rinse mouth thoroughly.

HOW SUPPLIED: 3.4 FL OZ (100mL) in plastic bottles. Mild Mint: NDC 0126-0289-92

STORAGE: Store at Controlled Room Temperature, 68-77°F (20-25°C)

REFERENCES: 1. American Dental Association, Accepted Dental Therapeutics Ed. 40 (Chicago, 1984): 405-407. 2. H.R. Englander et al., JADA 75 (1967): 638-644. 3. H.R. Englander et al., JADA 78 (1969): 783-787. 4. H.R. Englander et al., JADA 83 (1971): 354-358. 5. Data on file. Colgate Oral Pharmaceuticals.

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Mark Wahlberg shares passion for curbing opioid abuse

BY KIMBER SOLANA

San Francisco — Oscar-nominated actor and producer Mark Wahlberg has suffered the loss of friends from the opioid crisis.

“I’ve known people who you’d never think would ever be interested in any kind of drug use but had an accident or surgery and suddenly become addicted,” he told the crowd Sept. 5 during the Opening Ceremony and General Session of the ADA FDI World Dental Congress.

“Nobody is immune to it. So anything that we can do to raise awareness will hopefully create a solution,” he said.

While best known for his film career, Mr. Wahlberg started the Mark Wahlberg Youth Foundation in 2001 to benefit inner-city children and teens. The foundation was established to raise and distribute funds to youth service and enrichment programs. The foundation also travels across the U.S. to spread awareness about the dangers of opioid abuse.

Mr. Wahlberg — on stage with then-ADA President Jeffrey M. Cole and outgoing FDI President Kathryn Kell — shared why he started the youth foundation, and how his upbringing in Boston and his hard-earned fame has shaped and influenced the causes he champions.

“Every town, every city, every state across the country, we’re losing people at a rapid rate,” Mr. Wahlberg said. “It’s a terrible epidemic.”

His foundation’s work in addressing the crisis, which includes the creation of the National Youth Summits on Opioid Awareness events targeting middle and high school students, made Mr. Wahlberg a fitting guest at the ADA FDI World Dental Congress.

The foundation’s efforts align with the ADA’s efforts in working with legislators, government agencies and other stakeholders to keep prescription opioid pain medications from becoming a source of harm. The Association adopted a 2018 policy that called for mandating continuing education and initial prescribing limits for opioids for dentists — becoming the first major health professional organization to do so.

The ADA policy also supports limiting the dose and duration of initial opioid prescriptions for acute pain and the use of state prescription drug monitoring programs. This was built on a 2016 ADA policy on the use of opioids, stating that dentists should consider nonsteroidal anti-inflammatory analgesics, or NSAIDs, as the first-line therapy for acute pain management.

“I just wanted to focus on the thing that was close to me, that affected me personally,” said Mr. Wahlberg on why his foundation centers around youth and their well-being. “I couldn’t ignore what was happening in my own backyard. There are a lot of kids out there not getting a fair shake.”

Mr. Wahlberg’s address capped off the ADA FDI World Dental Congress Opening Ceremony and General Session, which was sponsored by Laurel Road. Prior to his keynote, the general session included a flag ceremony, celebrating the 135 countries present at this year’s joint meeting.

Symbolizing a passing of the torch, the ceremony included a traditional medallion hand-off from outgoing Dr. Kell to the incoming FDI president, Dr. Gerhard Seeberger, a native of Germany now living in Italy.

Dr. Cole also presented Dr. Mike Simpson, who serves in the U.S. House of Representatives representing Idaho’s 2nd Congressional District, the Distinguished Service Award. The award recognized Rep. Simpson’s efforts in Congress to improve oral health programs that benefit patients across the country, including leading efforts in Congress to help



Keynote: Actor Mark Wahlberg discusses his Mark Wahlberg Youth Foundation Sept. 5 during the Opening Ceremony and General Session.



Pride: Dentists from Canada were among the loudest during the flag ceremony at the Opening Ceremony and General Session.



New president: Outgoing FDI President Kathryn Kell, right, hands off the medal to Dr. Gerhard Seeberger, incoming FDI president — symbolizing a passing of the torch. Dr. Seeberger, a native of Germany who now lives in Italy, will assume the role of FDI president this year.

pass the Action for Dental Health Act.

In addition, then-ADA President-elect Chad P. Gehani honored Dr. Charles F. Craft with the ADA Humanitarian Award for his volunteer work around the globe. Dr. Craft founded the East Meets West Dental Program in Vietnam in 1996, treating more than 160,000 patients and providing more than \$30 million of free dental care.

Mr. Wahlberg, who came from a family of nine children, spent a lot of time in his youth

in his local Boys and Girls Club of America. He credited his positive experience at the club for his success as an adult, which influenced his decision to create a foundation that specifically helps young people achieve their goals.

Despite the serious subject of addressing the opioid epidemic, there were plenty of moments of levity during Mr. Wahlberg’s conversation with Drs. Cole and Kell.

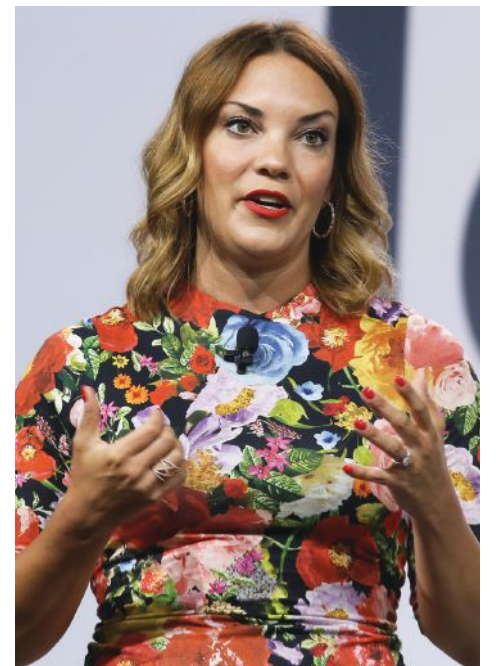
Mr. Wahlberg revealed he has a dental-specific nickname.



Honor: Then-ADA President-elect Chad P. Gehani, left, gives Dr. Charles F. Craft the ADA Humanitarian Award for his volunteer work around the globe, especially in Vietnam.



Service: U.S. Rep. Mike Simpson, left, receives the Distinguished Service Award from then-ADA President Jeffrey M. Cole. Dr. Simpson was recognized for his work in Congress to improve oral health programs.



Welcome: Alyssa Schaefer, Laurel Road chief marketing officer, introduces Mark Wahlberg.

“People literally call me the Tooth Fairy,” he said, due to his generosity in paying for others to resolve their dental issues.

Growing up poor, Mr. Wahlberg said there weren’t many trips to the dentist in his youth. Today, that has changed.

“I’m a real big teeth guy. I have my bag with my toothbrush and floss backstage,” he said, receiving a loud applause from the crowd.

“I actually have a teeth cleaning on Monday,” he added. ■

Photos by EZ Event Photography

Ahlstrom Award winner's research supports ADA standards report on radiographic systems

BY MARY BETH VERSACI

An endodontist's evaluation of the American Dental Association's standards for radiographic systems has earned her the 2019 Robert H. Ahlstrom New Investigator Award for Dental Informatics Research.

Dr. Ashley Barrineau of Roanoke, Virginia, who recently completed her endodontics residency at the University of California, Los Angeles, School of Dentistry, presented her research Sept. 4 during the ADA Standards Committee on Dental Informatics meeting



Dr. Barrineau

preceding the ADA FDI World Dental Congress in San Francisco.

Through her research poster titled "Systematic Evaluation of Commercially Available Sensors Using Standardized Image Quality Parameters," Dr. Barrineau validated ADA SCDI

Technical Report No. 1094, Quality Assurance for Digital Intra-Oral Radiographic Systems, by testing its recommendations on calibrating and adjusting a digital radiographic system to get the best-quality image at the lowest possible radiation exposure to the patient.

"Given recent and justified public concern about radiation exposure from dental radiographic examinations, it is paramount that the appropriateness of radiographic exposures is justified," Dr. Barrineau said. "This study validates ADA standards to improve patient

health and allay patient apprehensiveness on the use of radiation in dental exams."



The Ahlstrom Award, which is named after the first chairman of the Standards Committee on Dental Informatics, highlights the crucial role dental informatics plays in dentistry. The winner receives a \$1,000 honorarium.

Dr. Barrineau thanked her advisers, Drs. Sanjay Mallya, associate professor and chair of the UCLA Section of Oral and Maxillofacial Radiology, and Peter Mah, president of Dental Imaging Consultants, for their mentorship, as well as Dr. Nadia Chugal, clinical professor and chair of the UCLA Section of Endodontics, for her support during residency training. ■

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¹Molina, B., Five steps to cutting your expensive cable TV bill. (2018, Jan. 12), usatoday.com

²Hamm, T., Don't eat out as often (188/365). (Updated 2017, Oct. 18), thesimplifiedollar.com

³The monthly premium shown is for \$1,000,000 of ADA Term Life without options at the preferred rate and rounded to the nearest dollar. Premiums increase annually based on age, are effective as of 1/1/19 with a monthly billing frequency and include a 48% Premium Credit discount that shares favorable financial results with Plan participants. The Premium Credit discount is not guaranteed, but reevaluated periodically.

⁴How to cut the average cell phone bill by more than 80%. (Updated 2019, Feb. 7), howlifeworks.com

⁵Millennials spend more on coffee than retirement plans. (2017, Jan. 18), foxnews.com

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JADA editor wins second-place ADEAGies Editorial Award

BY MARY BETH VERSACI

Dr. Michael Glick, editor of The Journal of the American Dental Association, is the second-place winner of this year's ADEAGies Editorial Award for his editorial titled "Science Does Not Care What You Believe."



Dr. Glick

The award, presented annually by the American Association of Dental Editors and Journalists and the William J. Gies Foundation for the Advancement of Dentistry of the American Dental Education Association, recognizes the authors of the most valuable editorials published in a dental journal or periodical.

"It is very gratifying and humbling to be recognized in this manner by my peers," Dr. Glick said.

The editorial, published in the October 2018 issue of JADA, discusses what science is and is not.

"In today's world in which we are constantly assailed with statistics and 'facts' from varied and assorted sources, it is not possible to stay informed without an understanding of the scientific language, method, and thinking," Dr. Glick said in the editorial. "Our discomfort with ambiguity should not result in a belief in a nonscientific claim to have an answer; instead, we need to accept that science may not have all answers."

Dr. Kerry K. Carney, editor of the Journal of the California Dental Association, came in first and third places for her editorials "End First Exposure: Dentistry's Biggest Opportunity in the Opioid Crisis" and "Why We Change: Kirk vs. Spock," respectively. Both were published in the Journal of the California Dental Association, the first-place piece in July 2018 and the third-place piece in January 2018.

Drs. Glick and Carney received their awards and stipends Sept. 4 during the American Association of Dental Editors and Journalists Annual Conference in San Francisco. ■

2019 House actions enhance state-based advocacy, financial stability of ADA

Association treasurer emphasizes that budget supports members' success, improves public's oral health

BY JUDY JAKUSH

San Francisco — The ADA House of Delegates closed its 2019 session Sept. 9 with a balanced budget, adopting policies designed to support state-based advocacy, enhance the digital member experience and continue efforts to strengthen the financial stability of the Association.

The budget calls for \$133,353,000 in expenses, with an \$11 increase in the dues rate for ADA active members. Resolution 34H-2019 sets 2020 national dues at \$565.

"The House has shown support for the priorities in the new five-year strategic plan,

Common Ground 2025," said ADA President Chad P. Gehani after the meeting. "We are able to support key initiatives for states, helping them through efforts to streamline the dues process as well as to enhance advocacy efforts."

Dr. Daniel J. Klemmedson, ADA president-elect, expressed his appreciation of the group's actions. "The ADA House of Delegates once more through their collective wisdom acted on behalf of our membership to advance the mission and values of our Association," he

said. "Prominent in those actions were efforts to assure fiscal sustainability. Modifications in dues structure contributed by both ends of the career spectrum combined with annual cost-of-living adjustments will help provide the resources necessary for ADA and member priorities."

Dr. Ted Sherwin, ADA treasurer, emphasized that the budget is a blend of programs that support members' success and help improve the oral health of the public. "The House actions mean we can go for-

ward with new initiatives such as supporting states against third-party intrusion; initial work on a new clinical data registry; and enhancement to our digital interactions with members. We are putting more resources into helping our members be successful and for our constituent societies to be successful."

These and other 2019 House actions will be reported in greater detail in upcoming issues of the ADA News, in print and online. ■

Dr. W. Mark Donald elected Speaker of the House

San Francisco — Dr. W. Mark Donald, a general dentist in Louisville, Mississippi, was elected Speaker of the House of Delegates Sept. 9.

Dr. Donald has served as speaker, president and an ADA delegate with the Mississippi Dental Association. In addition, he served as speaker and president with the Academy of General Dentistry and as president of the Academy of General Dentistry Foundation.

Other experience includes serving as a member of the ADA Council on Dental Practice in 2018 and as Mississippi Mission of Mercy Project chair in 2011, 2013 and 2019. Dr. Donald is a 1988 graduate of the University of Mississippi School of Dentistry where he has also taught as an adjunct faculty since 2015.

Dr. Donald replaces outgoing Speaker Glen D. Hall, of Abilene, Texas, who served two terms. Per ADA Bylaws, the speaker may hold the office for two consecutive three-year terms. ■



Elected: Dr. W. Mark Donald thanks the House of Delegates Sept. 9 in San Francisco for their vote.

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Disruption panel: Dentists need to adapt to changing profession

BY KIMBER SOLANA

San Francisco — Is disruption the new normal for dentistry?

Based on a panel discussion held Sept. 5 at the ADA FDI World Dental Congress, the answer is clearcut: yes.

From shifting patient and provider demographics and changing consumer expectations to the fast-evolving technological advances, dentists and the profession should be prepared to anticipate and adapt.

Then-ADA President Jeffrey M. Cole moderated the Is Disruption the New Normal for Dentistry?, which involved Marko Vujicic, Ph.D., chief economist and vice president of the ADA Health Policy Institute; Dr. Lou Shuman, CEO of Cellerant Consulting Group; and Tom Seery, founder and CEO of RealSelf, an online resource that connect patients with doctors.

“The business and practice of dentistry is constantly changing, and changing dramatically,” Dr. Cole said, welcoming about 300 attendees. “From the effects of consumerism resulting in on-demand services like Uber and Lyft, and in our field, do-it-your dentistry and mail-order orthodontics to some of the most exciting advances in science and technology.”

Other disruptors include economic pressures to drive costs down, professional uncertainty when non-dentists conduct dentistry and outside influences such as third-party payers and regulators.

The panel, however, presented practical ways for dentists to address these disruptions and make their practices more consumer friendly.

For example, Dr. Vujicic said, providers can offer appointment booking online to make the process more convenient for patients.

“Who here still calls restaurants to make a reservation?” he said, adding that that was not the case not too long ago. Dentists can adapt

that into their practice.

Panelists added that some larger dental companies also are bringing dental care directly to patients through visiting workplaces with mobile dental or hygiene units.

Mr. Seery encouraged dentists to be more engaged with their patients through social media, providing information about their services and practice.

Disruptors task dentists and organized dentistry leaders to continue to drive the profession forward in the most positive manner, Dr. Cole said.

“Disruption can be good a thing,” he said. “It forces new ways of doing business, awak-

ens us to new opportunities, pushes us to take risks and drives innovations that make us better.” ■

Disrupting dentistry: Marko Vujicic, Ph.D., chief economist and vice president of the ADA Health Policy Institute, makes a point during the Sept. 5 panel discussion. He is joined by panelists Dr. Lou Shuman, center, CEO of Cellerant Consulting Group, and Tom Seery, founder and CEO of RealSelf.



Photo by EZ Event Photography

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CE course highlights oral health community's role in HPV vaccinations

BY KIMBER SOLANA

Sometimes, all it takes is a poster.

“Data shows that if we put a little poster about [human papillomavirus], its association with oral cancer and about the HPV vaccine in our waiting rooms, that on its own has the ability to help start the conversation when the patient sits on the dental chair,” said Dr. Alessandro Villa, of the Harvard School of Dental Medicine and Brigham and Women’s Hospital.

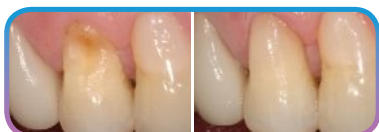
It’s among the ways dentists can play a role in screening for oral cancer in patients and to encourage them to get the HPV vaccine, said Dr. Villa, who presented the continuing education course on HPV Vaccination and the Oral Health Care Community to about 90 attendees Sept. 6 at the ADA FDI World Dental Congress.

Considering there are more than 34,000 new HPV-related cancer diagnoses made every year in the U.S. — with oral cancer the most prevalent cancer caused by HPV infection — health care providers, including dentists, have a big part to play.

“Last year, only 51% completed all the required doses for the HPV vaccine,” Dr.



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Dr. James Chae, Diamond Bar, CA

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See HPV, Page 13

Leaders in evidence-based dentistry honored at ADA FDI 2019

BY MARY BETH VERSACI

San Francisco — Three individuals were celebrated Sept. 5 for their work in evidence-based dentistry during the ADA Science Reception at the ADA FDI World Dental Congress.

Established by the American Dental Association and American Association for Dental Research, the Evidence-Based Dentistry Faculty and Practice Awards acknowledge practicing dental educators and clinicians who have made significant contributions to implement and advance evidence-based dentistry in research, practice or education. The awards are supported by an unre-



Dr. Veitz-Keenan



Dr. Cunha-Cruz



Dr. Paumier

American Association for Dental Research and a nonvoting participant from Colgate. They received a commemorative plaque and \$1,000 honorarium.

Evidence-Based Dentistry Accomplished Faculty Award

Dr. Analia Veitz-Keenan is a clinical professor in the department of oral and maxillofacial pathology, radiology and medicine at the New York University College of Dentistry, where

she also is the director of evidence-based dentistry in the department of epidemiology and health promotion.

She trained in evidence-based practice at McMaster University in Ontario, Canada, and the Centre for Evidence-Based Dentistry in Oxford, England, and completed the ADA and Forsyth Institute course for evidence-based dentistry.

Dr. Veitz-Keenan, who has a general dental practice in Brooklyn, New York, presents nationally and internationally on evidence-based dentistry topics in education and implementation, and she also served as a critical summary reviewer for the ADA Center for Evidence-Based Dentistry. She regularly contributes to the journal Evidence-Based Dentistry and the Journal of Evidence-Based Dental Practice.

Evidence-Based Dentistry Mid-Career Faculty Award

Dr. Joana Cunha-Cruz, Ph.D., a dentist and epidemiologist focused on researching inequities in oral health and health care, is a research associate professor in the department of oral health sciences at the University of Washington School of Dentistry, with a joint appointment in the School of Public Health.

She teaches critical thinking and evidence-based practice methods and applications and serves as the dental school's curriculum lead for evidence-based dentistry, directing the integration of evidence-based practice and critical appraisal of literature in the dental curriculum across all academic years.

Dr. Cunha-Cruz has published several systematic reviews and critical appraisals of evidence, taught evidence-based dentistry courses, and used and generated new evidence through her research.

Evidence-Based Dentistry Practice Award

A past president of the Ohio Dental Association, Dr. Thomas Paumier has been in private practice in Canton, Ohio, since 1988.

He co-authored the 2015 ADA evidence-based clinical practice guideline on the use of prophylactic antibiotics prior to dental procedures in patients with prosthetic joints, served on the voting panel for the 2016 American Academy of Orthopaedic Surgeons' "Appropriate Use Criteria for the Management of Patients with Orthopaedic Implants Undergoing Dental Procedures" and co-authored the ADA's upcoming "Evidence-Based Clinical Practice Guideline on Antibiotic Use for the Urgent Management of Pulpal- and Periapical-Related Dental Pain and Swelling." ■

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HPV

Continued from Page 12

Villa said. "So there is still a lot of work to be done."

Part of this work is to follow a policy the ADA adopted in 2018 that urges dentists to support the use and administration of the HPV vaccine, recognizing it as a way to help prevent infection of the types of HPV associated with oropharyngeal cancer.

The vaccine could prevent nearly 90% of HPV-related cancers in the U.S.

"Us as providers, including pediatricians and primary care physicians, do not recommend this vaccine," Dr. Villa said, adding that needs to change. "But data shows, as dental providers, we are willing to incorporate HPV in the discussions with our patients."

Dr. Villa encouraged dentists to routinely look for signs and symptoms of HPV-associated oropharyngeal carcinoma in the patients through extraoral examinations. ■

A tale of two boroughs

Fluoridation succeeds in one Pennsylvania community, faces defeat in another



BY DAVID BURGER
Shippensburg, Pa. — The Shippensburg Borough Council decided to continue its community water fluoridation program

despite threats of ending the practice in early September.

It was months after the neighboring town of Quarryville voted to nix fluoridation in its water supply, with fluoridation proponents rallying and lobbying local officials in both Pennsylvania communities.

Shippensburg, with a population of 5,500, is

about 150 miles west of Philadelphia, in southern central Pennsylvania. Quarryville, with a population of 2,500, is about 60 miles west of Philadelphia, in the eastern part of the Keystone State.

The Shippensburg meeting in which continuing fluoridation was essentially approved showcased a powerful alliance, said Dr. Gary S. Davis, an ADA member dentist in Shippensburg and Pennsylvania Dental Association trustee, although the first notice about a possible termination to fluoridation came only two weeks before the vote.

“The attendance from the dental community, the medical community and from all those that were contacted by the Pennsylvania Coalition for Oral Health and from the Pennsylvania Dental Association was amaz-

ing,” said Dr. Davis. “We had around 50 pro-fluoride supporters at the meeting. And the testimony in favor of fluoridation was amazing, informative and very valid.”

He added that he received additional support from the local Cumberland Valley Dental Society and that the ADA was instrumental in sending him the latest science-based facts about the safety and efficacy of fluoridated water.

Dr. Davis was gratified by the outcome — the issue did not even come up for a vote — and hoped another threat to fluoridation doesn’t come soon. Shippensburg residents faced a similar challenge to community water fluoridation in 2012.

“I believe the community came out because they believe in the benefits of fluoride and they care about their children and our senior population,” he said.

The vote in Quarryville was dispiriting for fluoride advocates, with a decisive three members of the five-member water authority (appointed by the borough council)

voting to discontinue water fluoridation, said Dr. Thomas Regan, an ADA member and retired dentist in the community.

“I think that Quarryville wanted to end community water fluoridation because of an underlying suspicion of fluoridation coupled with pushback on government-

mental interference with local government,” Dr. Regan said. “The [chair] referred to community water fluoridation as ‘forced medication.’ The chair said, ‘We should have done it years ago.’ They certainly didn’t understand it and thought it was a nuisance.”

Dr. Regan said he and the Quarryville community, too, were given little notice that termination was imminent.

“I got a letter with the water bill for my office in Quarryville stating that the water authority was going to discontinue community water fluoridation,” Dr. Regan said. “The reason stated in the letter was that fluoride was readily available from other sources and was no longer needed in the public water supply. The notification came about eight to 10 days prior to the meeting at which they were going to vote to remove.”

Shippensburg and Quarryville were not the only Pennsylvania communities faced with opposition to fluoride this year.

Earlier this year, the West Manchester Township Board of Supervisors was notified that the Shiloh Water Authority has decided to move forward with the removal of fluoride from the water system without the board’s approval, according to the township’s website.

“Township staff has verified with the Pennsylvania Department of Environmental Protection that approval from the local legislative body is not required, as first requested by the Shiloh Water Authority,” the website said. “The board of supervisors previously made a recommendation to the Shiloh Water Authority that fluoride not be removed from the water system until more compelling information be presented to substantiate this change.”



Dr. Davis



Dr. Regan

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Helping patients breathe better

BY KIMBER SOLANA

San Francisco — Healthier children. Partners who stopped snoring moving back into the bedroom. Patients who are more productive at work. And people who no longer drive home tired at night.

Dentists practicing dental sleep medicine can expect thanks for all of the above.

Sleep-related breathing disorder — the disruption in airflow through the upper airway — can also potentially decrease a person's life by 15 years, said Dr. Ken Berley, one of the speakers at the ADA Dental Sleep Medicine Conference Sept. 4 at the ADA FDI World Dental Congress.

"This is serious," said Dr. Berley. "You can save your patients' lives."

In collaboration with the ADA Council on Dental Practice, the conference drew about 100 dentists and dental team members the first day of the two-day conference, where attendees earned 14 hours of continuing education credits over two days.

Airway problems can increase the likelihood of depression, stroke, heart failure, severe obesity, drug-resistant hypertension, coronary artery disease and Type 2 diabetes, said Dr. Steve Carstensen, the Washington state-based cofounder of Premier Sleep Associates, a dental practice dedicated to treating obstructive sleep apnea and snoring, and conference speaker.

The American Academy of Dental Sleep Medicine estimates that about 30 million adults in the U.S. have obstructive sleep apnea, making dental sleep medicine one of the hot topics at this year's ADA FDI World Dental Congress. Dr. Berley added that chronic sleep disorder costs Americans \$20 billion a year in expenses and \$100 billion a year in lost productivity.

Participants, on the first day, heard leading experts in dental sleep medicine explain the reasons people have sleep-related breathing disorders, how to screen and test for it, its risk factors and each point in the ADA policy statement on sleep-related breathing disorders while supporting practical wisdom and the latest in medical science, professional guidelines and protocols.

In 2017, the ADA House of Delegates approved a policy statement addressing dentistry's role in sleep-related breathing disorders. The adopted policy emphasizes that "dentists are the only health care provider with the knowledge and expertise to provide oral appliance therapy."

"This course seemed like a good calibra-

tion tool to bring together all the other information about dental sleep medicine," said Dr. Erin Cherry, of Denver. Dr. Cherry said her practice has been doing dental sleep medicine for a year now, but it was important for her to attend the conference.

"There's a lot of information floating around about sleep medicine," she said. "I wanted to know what the ADA had to say about it."

During the conference, Drs. Berley and Carstensen were joined by Glennine Varga, a sleep medicine coach and expert.

Ms. Varga told the audience that she believes dentists and dental teams need to be trained in identifying and managing sleep disorders and should collaborate with physicians on the best treatment plan.

"The most attractive thing with this conference is that the ADA is able to gather the best information on the topic and pass it along efficiently to dentists," said Dr. Carol Anderson, of Brandt, South Dakota, and conference attendee.

Dr. Anderson, a former Wyoming Dental Association president, has been in practice for 25 years and said she's interested in implementing dental sleep medicine in her work.

"I would definitely like to do it, but it's good to be familiar with all the aspects before jumping right in," she said. "It's a very important aspect of dentistry. We're talking about helping people breathe."

Dr. Berley, who is also a licensed attorney with over 22 years of legal experience and a member of the bar in Arkansas and Texas, discussed the legal ramifications of the ADA policy statement at the conference.

Dr. Carstensen said despite the ADA policy, there's no rule dentists have to practice



Photos by EZ Event Photography

Classroom learning: Drs. Ubonwan Saeling, left, and Earl Bogrow take notes during the ADA Dental Sleep Medicine Conference Sept. 4.



Talking sleep: Drs. Ken Berley, left, and Steve Carstensen discuss sleep-related breathing disorder during the first day of the two-day conference.

dental sleep medicine.

"The word they use is encourage," he said. "But once you learn about it, it's difficult to go back to your practice and not see it in your patient population because we're dentists and we want our patients to be healthier."

Key components of the 2017 policy include assessing a patient's risk for the disorder as part of a comprehensive medical and dental history and referring affected patients to appropriate physicians. In children, the dentist's recognition of suboptimal early craniofacial growth and development or other risk factors may lead to medical referral or orthodontic/orthopedic intervention to treat and/or prevent the disorders.

The policy also covers evaluating the appropriateness of oral appliance therapy as prescribed by a physician; recognizing and managing appliance side effects; continually updating dental sleep medicine knowledge and training; and communicating patients' treatment progress with the referring physician and other health care providers. ■



Photo by EZ Event Photography

Cheese: Dr. Michelle Tang, of Oakville, Canada, and Paul Shin stop for a selfie at the ADA FDI World Dental Congress in San Francisco.

NYU duo, including ADA member dentist, receives grant to further study oral cancer pain

BY DAVID BURGER

New York — An ADA member who founded the New York University Oral Cancer Center was among researchers who received a \$2.5 million grant to study the role of the protein artemin in oral cancer pain and growth.

The grant is from the National Cancer Institute, which is part of the National Institutes of Health. The principal investigators, Dr. Brian L. Schmidt, M.D., Ph.D., and Donna Albertson, Ph.D., seek to improve oral cancer treatment and alleviate pain, said Dr. Schmidt, through investigation of one specific protein.

"I am unable to adequately manage oral cancer pain with the therapies that are currently available," said Dr. Schmidt, ADA member, professor of oral and maxillofacial surgery at the NYU College of Dentistry and director of the NYU Oral Cancer Center. "Ever-greater opioid doses are required as drug tolerance develops."

Drs. Schmidt and Albertson began their investigation of artemin when a molecular analysis of oral cancers from patients seen at the center revealed high expression of artemin in tumors of the patients with pain. Dr. Schmidt said the discovery "invigorated the pace of our work because the follow-up studies required to scientifically test the role of artemin are readily achievable over the next five years. This is an extremely productive time for scientists in the fields of molecular biology and genomics, and we hope to lead commensurate advances in cancer treatment."

Dr. Schmidt, who founded the NYU Oral Cancer Center in 2013, studied people with oral cancer who volunteered to participate in an ongoing investigation of cancer pain. Prior to surgery, Dr. Schmidt measured pain using a validated patient questionnaire. A sample of the patient's cancer and normal oral tissue were collected during surgery and compared at a molecular level.

After analyzing the questionnaire and molecular data, Drs. Albertson and Schmidt discovered a correlation between artemin levels and pain. They also found that artemin pro-

moted growth of oral cancers.

Dr. Albertson, professor of oral and maxillofacial surgery at the NYU College of Dentistry, said in a NYU news release that "we compared tens of thousands of genes in normal tissue and in oral tumors. The vast majority of genes remain unchanged but the gene that codes for artemin is highly expressed in oral cancer."

"Artemin became the obvious target to simultaneously address cancer growth and pain," she said in the release.

Dr. Schmidt said that oral cancer patients endure severe chronic pain during everyday

function such as chewing and speaking.

"For unknown reasons, oral cancer pain is often more severe than pain generated by any other type of cancer," he said, spurring him to seek new treatments through research.

"Debilitating side effects degrade quality of life in a population of patients who also face an ominous five-year survival rate," he said.

Dr. Schmidt has investigated oral cancer pain at the molecular level since 2002 to alleviate pain in patients through improved pharmacologic therapy.

He earned his dental, medical and doctoral degrees from the University of California,

San Francisco.

The American Cancer Society estimates there were more than 51,500 people with cancers of the mouth, throat, tonsils and tongue in 2018. The ADA Head and Neck Cancer Oral Health Topic page, at ADA.org/en/member-center/oral-health-topics/cancer-head-and-neck has additional information.

The National Institute for Dental and Craniofacial Research provides an oral cancer examination protocol for dental practitioners at nidcr.nih.gov/sites/default/files/2017-09/detecting-oral-cancer-poster.pdf. ■



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ADA Humanitarian Award nominations due in October

The deadline to nominate a dentist for the ADA Humanitarian Award has been extended to Oct. 15.

The ADA Humanitarian Award recognizes member dentists who have distinguished themselves by giving at least 10 years to improving the oral health of underserved populations in the United States and abroad.

Any individual may nominate any active, life or retired ADA member in good standing by submitting a nomination to ADA International Relations by Oct. 15 for consideration by the ADA Board of Trustees.

The 2019 recipient is Dr. Charles F. Craft, of Lincoln, Nebraska.

For more info or to submit a nomination, visit ADA.org/en/member-center/international-activities/for-us-dentists/awards-and-recognition/humanitarian-award. ■

ADA officers, trustees take office in San Francisco

BY DAVID BURGER

San Francisco — ADA President Chad P. Gehani, President-elect Daniel J. Klemmedson, Second Vice President Vincent U. Rapini and Speaker W. Mark Donald assumed office Sept. 9 in ceremonies before the 2019 House of Delegates in San Francisco.

Four new trustees also took office: Drs. Richard J. Rosato, 1st District; Craig Armstrong, 11th District; Terry Fiddler, 12th District; and Brett Kessler, 14th District.



Dr. Gehani



Dr. Klemmedson



Dr. Rapini



Dr. Donald



Dr. Herre



Dr. Armstrong

President

Dr. Gehani, who has served as a delegate from 2000-14, is a past trustee of the ADA's 2nd District. Dr. Gehani previously served as president of the New York State Dental Association and the Queens County Dental Society. In addition to the ADA, Dr. Gehani is a member of the American Association of Endodontists and the Indian Dental Association.

Dr. Gehani received his dental degree from Columbia University College of Dental Medicine. He is the recipient of the Ellis Island Medal of Honor, which recognizes Americans who dedicate their lives to community and is bestowed by the Ellis Island Honor Society.

President-elect

Dr. Klemmedson is an oral and maxillofacial surgeon from Tucson, Arizona.

Before becoming president-elect, Dr. Klemmedson was trustee for the 14th District and was a delegate in the ADA House of Del-



Dr. Rosato



Dr. Kessler



Dr. Fiddler



Dr. Sherwin

egates. He is a past president of the Arizona Dental Association, the Southern Arizona Dental Society, the Western Society of Oral and Maxillofacial Surgeons and the Arizona Society of Oral and Maxillofacial Surgeons.

Over the course of his career, Dr. Klemmedson has earned a number of awards from prominent organizations, including the Dentist of the Year award and the Hall of Fame Service award from the Arizona Dental Association. In 2018, he received the Gerald E. Hanson Outstanding Service Award from the Oral and Maxillofacial

Surgery Foundation.

He graduated from the University of Southern California and also earned his medical degree at the USC School of Medicine.

Second vice president

Dr. Rapini, of St. Louis, served as a delegate to the ADA House of Delegates from 2011-19. In addition to being a past president of the Missouri Dental Association and the Greater St. Louis Dental Society, he has been a fellow with the American College of Dentists, International College of Dentists and Pierre Fauchard Academy. A graduate of the University of Missouri-Kansas City School of Dentistry, Dr. Rapini is currently a clinical assistant professor in the department of clinical dentistry at the Southern Illinois University School of Dental Medicine.

Speaker

Dr. Donald, a general dentist in Louisville, Mississippi, succeeds Dr. Glen D. Hall of Texas, who served two terms.

Dr. Donald has served as speaker, president and as an ADA delegate with the Mississippi Dental Association. In addition, he served as speaker and president with the Academy of General Dentistry and as president of the Academy of General Dentistry Foundation.

Other experiences include serving as a member of the ADA Council on Dental Practice in 2018 and as Mississippi Mission of Mercy Project chair in 2011, 2013 and 2019.

Dr. Donald is a 1988 graduate of the University of Mississippi School of Dentistry, where he has also taught as an adjunct faculty since 2015.

First vice president

Dr. Craig W. Herre of Leawood, Kansas, succeeds Dr. Richard Huot of Florida as first vice president. Dr. Herre has served as chair of the ADA Council on Communications, as a member of the ADA's National Oral Health Literacy Advisory Committee and as a delegate from 2010-18. He was named Dentist of the Year by the Kansas Dental Association in 2017 and previously served as the organization's president. Dr. Herre received his dental degree from the University of Missouri at Kansas City School of Dentistry.

New trustees

Dr. Rosato, 1st District trustee, is an oral and maxillofacial surgeon practicing in Concord and Peterborough, New Hampshire. Dr. Rosato has held a number of leadership positions within the ADA. He has served as chair of the ADA Council on Ethics, Bylaws and Judicial Affairs as well as the ADA Election Commission. Dr. Rosato has previously served as president of the New Hampshire Dental Society and the New Hampshire Oral and Maxillofacial Surgery Society.

Dr. Armstrong, 11th District trustee from Houston, has held many leadership positions within the ADA, including most recently chair of the Council on Government Affairs. Since 2002, he has been an alternate delegate and delegate in the ADA House. He was also chair of an ADA Reference Committee in 2015. In 2015, Dr. Armstrong was the president of the Texas Dental Association, and he was also the president of the Greater Houston Dental Society in 2004 and the Texas Academy of General Dentistry in 2010.

Dr. Fiddler, 12th District trustee, from Conway, Arkansas, has served on the House of Delegates for more than two decades and was chair of the ADA Council on Communications. Dr. Fiddler has also served as the president of the Arkansas State Dental Association and founded the Arkansas Forensic Identification Team and the Arkansas State Dental Association Peer Review. He has been a fellow with the American College of Dentistry, the International College of Dentistry and the Pierre Fauchard Academy.

Dr. Kessler, a general dentist practicing in Denver, has served as a delegate in the ADA House since 2008 and has been a consultant to the Council on Dental Practice's Health and Well-Being Advisory Committee since 2007. In 2010, Dr. Kessler received the ADA Golden Apple Award for outstanding leadership in mentoring. He most recently served as the vice chair of the Council on Dental Benefit Programs. Dr. Kessler is also a past president of the Colorado Dental Association.

Returning treasurer

Dr. Ted Sherwin is a general dentist based in Orange, Virginia, and continues as treasurer of the ADA. He has served on committees at the national, state and local levels. His experience in financial leadership includes twice serving as treasurer at the Virginia Dental Association, for a total of five years. He has also served on the ADA Board Finance committees and two years on the House Special Committee of Financial Affairs. He also is a former president of the Shenandoah Valley Dental Association, and has been a member of the ADA House of Delegates for 14 years, serving as the District 16 budget chair six times.

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Returning trustees

Dr. Paul R. Leary, of Smithtown, New York, 2nd District trustee, has been a member of the ADA since 1985. Dr. Leary is also involved with the Academy of General Dentistry, New York State Dental Association, Suffolk County Dental Society, the American College of Dentists and the International College of Dentists. He served on the New York State Dental Foundation Board from 2012-14 and is the co-editor of the Suffolk County Bulletin.

Dr. Linda K. Himmelberger, of Devon, Pennsylvania, 3rd District trustee, has been an active member of the ADA since 1982, serving as chair of the ADA Council on Ethics, Bylaws and Judicial Affairs, ADA Election Commission and co-chair of the Bylaws Revision Subcommittee. She also served as president of the Pennsylvania Dental Association, which awarded her its Distinguished Service Award in 2015.

Dr. George R. Shepley, of Baltimore, 4th District trustee, served as chair of the ADA Council on Communications. He previously served as president of the Maryland State Dental Association from 2013-14 and as a member of the MSDA Foundation, MSDA Dental Association Company Board and the MSDA Member Legislative Committee.

Dr. John F. Harrington Jr., of Milledgeville, Georgia, 5th District trustee, has been an active member of the ADA since 1984 and has served on the ADA Council on Government Affairs. Dr. Harrington is a former president of the Georgia Dental Association and served in the U.S. Air Force Dental Corps from 1984-87.

Dr. Roy Thompson, Murfreesboro, Tennessee, 6th District trustee, is a former chair of the (former) ADA Council on Access, Prevention and Interprofessional Relations. He is also former president of the Tennessee Dental Association and received its Jack E. Wells Dedication to Dentistry Award in 2016.

Dr. Billie Sue Kyger, of Gallipolis, Ohio, 7th District trustee, previously served on the ADA Board of Trustees Budget and Finance Committee. She was the Ohio Dental Association president in 2002-03 and now serves on the Ohio Dental Association Foundation Board of Trustees. She is also involved with the Academy of General Dentistry and the American College of Dentists.

Dr. Susan Becker Doroshow, of Skokie, Illinois, 8th District trustee, served as chair of the ADA Council on Membership from 2008-09. Dr. Doroshow is a member of the American College of Dentists, International College of Dentists, Illinois State Dental Society, Chicago Dental Society and the Odontographic Society of Chicago. She served as Chicago Dental Society president in 2015 and as an Illinois State Dental Society trustee from 2004-07.

Dr. Julio H. Rodriguez, of Brodhead, Wisconsin, 9th District trustee, served as president of the Wisconsin Dental Association in 2013. Dr. Rodriguez graduated from dental school at the National University of San Marcos in Peru in 1976 and served as a dental officer in the Peruvian Air Force before immigrating to the United States.

Dr. Kenneth McDougall, of Jamestown, North Dakota, 10th District trustee, has served as the chair of the (former) Council on ADA Sessions. He also served as chair of the American Dental Political Action Committee and was the president of the North Dakota Dental Association in 2000. He is a member of the International College of Dentists.

Dr. Linda Johansen Edgar, of Federal Way, Washington, 11th District trustee, has been a member of the ADA since 1992 and served as a House delegate from 2005-18. Dr. Ed-

gar most recently served on the ADA Council on Dental Practice. She is a member of the Washington State Dental Association and the Pierre Fauchard Academy. Dr. Edgar served as president of the Academy of General Dentistry from 2013-14 and as president of the Seattle King County Dental Society from 2010-11.

Dr. James D. Stephens, of Palo Alto, California, 13th District trustee, has been an ADA member since 1982 and served as a delegate from 2007-18. Dr. Stephens is a member of the California Dental Association, Mid-Peninsula Dental Society, American College of Dentists, International College of Dentists and the Pierre Fauchard Academy. He has served as president and trustee

with the California Dental Association and as president, trustee and communications chair with the Mid-Peninsula Dental Society.

Dr. Richard C. Black, of El Paso, Texas, 15th District trustee, is past chair of the ADA Council on Government Affairs. Some of his previous positions include president of both the Texas Dental Association and El Paso District Dental Society. He also served as a member of the ADA Council on Ethics, Bylaws and Judicial Affairs and was the recipient of a presidential citation from the ADA president in 2010.

Dr. Kirk M. Norbo, of Purcellville, Virginia, 16th District trustee, previously served on the ADA Bylaws Review Taskforce and as a delegate. He has been an ac-

tive member of the Virginia Dental Association and was its president in 2012-13. He is a master in the Academy of General Dentistry and an adjunct faculty member at the Virginia Commonwealth University School of Dentistry.

Dr. Cesar R. Sabates, of Coral Gables, Florida, 17th District trustee, has served on the ADA Budget Finance and Administrative Review Committee and was chair of the (former) ADA Council on Access, Prevention and Interprofessional Relations. He was the Florida Dental Association president in 2010-11 and president of the South Florida District Dental Association/East Coast District Dental Society. ■

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New Dentist Conference: Embracing the evolution of digital dentistry



Photo by EZ Event Photography

Learning opportunity: Drs. Zainah Shaker, left, of St. Paul, Minn., and Sara Stuefen, of Vinton, Iowa, listen Sept. 5 at the New Dentist Conference.

BY KIMBER SOLANA

San Francisco — Only a handful of hands had gone up when Dr. Miguel Stanley asked his audience how many of them have used an intraoral scanner.

“How about who has never used an IOS scanner?” he asked.

This time, a majority of the attendees at the Sept. 5 New Dentist Conference — the first day of the two-day event — raised their hands.

“OK, guys,” he said. “That’s got to change. That scanner gives you access [to patients].”

Dr. Stanley, the conference’s first keynote speaker, explored how consumer expectations and digital dentistry, along with the sharing economy of the profession, are shaping the future of dentistry.

“We have a moral responsibility to treat our patients with the best scientific evidence, clinical evidence, and technology and materials available to them — not the technology from 20 years ago,” said Dr. Stanley, creator of the No Half Smiles philosophy and the Slow Dentistry concept. He also hosted the first National Geographic documentary on dentistry.

Nearly 140 new dentists — those who graduated from dental school less than 10 years ago — registered for the annual event. And most came to hear Dr. Stanley share his

philosophies on the global community of dentistry, dental artistry versus profit, and how digital dentistry is changing patients’ lives.

“[Dr. Stanley was] very charismatic,” said Dr. Hashim Gibril, of Bloomfield, Connecticut. “The public and dentists need to understand how technology is progressing the field. Dr. Stanley is on the right path in motivating dentists to do that.”

More things have happened in the last five years in dental technologies, Dr. Stanley said, than in the last 300 years, citing the advent of virtual reality to augmented vision microscopes.

“It’s changing the way we’re learning and the way we’re communicating,” he said.

However, despite the advances and the need for dentists to embrace the changes, Dr. Stanley underscored to the audience that technology does not necessarily make one a better dentist.

“The first 10 years is tough,” he said. “I’ve had a lot of trials and tribulations in my profession. And the one thing that saved me is doing the right thing by my patients. Not marketing, not Facebook, not Instagram — dentistry.”

The Sept. 5 New Dentist Conference

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Attacks

Continued from Page 1

up to businesses to decide if the risks and costs of paying are worth the possibility of getting their files back, according to the Federal Trade Commission.

DDS Safe facilitates secure data backups for dental practice computer systems. It is provided by The Digital Dental Record, which offers IT products and services to dentists.

The investigation had not detected any type of data compromise as of Sept. 5.

“If that changes, and investigators confirm that the attack released private business and patient data vs. simply locking it, DDS

Safe and PerCSoft will immediately communicate that to impacted clients and assist them in complying with the appropriate next steps,” Ms. Roberts said.

“The team is fully aware of the possible reporting rules and deadlines, and is working tirelessly to determine the extent of notification — if any — that may be required.”

Some affected dentists may have been contacted by outside consultants wanting to sell specialized IT and identity restoration services in the wake of the incident, but Ms. Roberts urged them to exercise caution when following advice from consultants who are not familiar with the details of this incident, as well as their practices and systems.

The corporation also advised impacted dentists to contact their business insurance, cyber insurance and professional liability carriers to determine if coverage is available and start the claims process.

“We regret the frustration and difficulty this situation has caused and have devoted all resources to resolving it as quickly and com-

pletely as possible,” Ms. Roberts said.

In a separate incident in late August, three American Dental Association members contacted the ADA to report they received a phishing email signed with then-ADA President Jeffrey M. Cole’s name that included the ADA logo in an attachment.

A phishing email disguises itself as coming from a trustworthy source in an attempt to obtain sensitive information, such as usernames and passwords, or to deploy malware by tricking the recipient into clicking on a link or opening an attachment. Dr. Cole did not send the email.

If recipients opened the attachments, clicked a link and entered their email address and password, they should change that password as soon as possible. If they use that same

password for any other online account, they should change those account passwords as well.

The Federal Trade Commission recommends that phishing victims forward phishing emails to spam@uce.gov and reportphishing@apwg.org and report the incident to the commis-

sion at FTC.gov/complaint.

This phishing scam appeared to be a targeted attack to capture dentists’ passwords, with no malware attached.

The ADA Center for Professional Success offers several ways member dentists can protect themselves against cyber attacks.

Steps include training staff on basic data security, backing up data regularly and keeping a copy off-site, being wary of attachments and web links included with suspicious emails, and maintaining cyber defenses such as anti-virus and anti-malware software.

To learn more, visit Success.ADA.org.

The ADA also offers a continuing education course on phishing and ransomware at ebusiness.ADA.org. ■

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“We regret the frustration and difficulty this situation has caused and have devoted all resources to resolving it as quickly and completely as possible.”

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Photo by EZ Event Photography

Mark me up: Dr. Sandy Huang, right, uses Dr. Lans I as her patient during the Sept. 4 Botox Therapy for Every Dental Practice continuing education course, held during the ADA FDI World Dental Congress. The hands-on workshop on botulinum neurotoxin and dermal fillers at ADA annual meetings has become one of the most popular continuing education offerings.

Letter

Continued from Page 1

said in the letter. “Research has shown that sealants are effective in preventing occlusal carious lesions in the molars of children when compared with controls without sealants.”

The letter points to an evidence-based clinical practice guideline released in 2016 by the ADA and AAPD that found sealants could minimize the progression of noncavitated occlusal carious lesions and effectively prevent and arrest pit-and-fissure occlusal carious lesions of primary and permanent molars in children and adolescents compared with the nonuse of sealants or use of fluoride varnishes.

“As noted, there is in fact evidence to suggest the superiority of resin-based fissure sealants over fluoride varnishes applied to prevent decay in permanent molars,” Drs. Cole, O’Loughlin, Donly and Rutkauskas said. “While both topical fluoride as well as dental sealants are important caries preventive modalities, we fail to see the agency’s rationale for removing the focus on improving sealant rates, especially given the improvement health centers have made.”

As reported by 1,362 administration-funded health centers, their performance improved more than 10 percentage points between 2015 — when the sealant measure was first adopted — and 2018. Nearly 53% of children 6 to 9 years old who are at an elevated risk for caries received the recommended

“Research has shown that sealants are effective in preventing occlusal carious lesions in the molars of children when compared with controls without sealants.”

sealants. Thirty-six states also have performed better by at least 5 percentage points on the measure from 2015 to 2017.

“However, we note that a performance gap continues to exist and regret to see the agency moving away from a focus on this measure when the structures and systems have been put in place to help us sustain and continue to scale this improvement,” Drs. Cole, O’Loughlin, Donly and Rutkauskas said.

The administration explained its rationale in a letter to health centers, stating the fluoride varnish measure would increase the target population from high-risk children who are 6 to 9 years old to children and adolescents as old as 20 and also include oral health preventative measures that health centers without dentists can employ.

“The application of fluoride varnish to the teeth of children reduces the risk of development of caries,” the administration stated. “Increasing the use of non-dental providers (i.e., primary care providers) providing fluoride varnish to their patients can reduce the incidence of caries and promote better oral health.”

However, the fluoride varnish measure would track only one application of varnish during the measurement period, contrary to evidence-based guidelines that state topical fluoride should be applied every three to six months in children at an elevated risk for caries, Drs. Cole, O’Loughlin, Donly and Rutkauskas said.

“The ADA and the AAPD encourage the

HRSA to only consider metrics that are supported by strong scientific evidence and further tested for validity, feasibility, reliability and usability,” they said.

The officials also said the sealant measure was developed and tested by the Dental Quality Alliance, an entity convened by the ADA that maintains the measure through a periodic review process to align it with emerging science and implementation experience.

“The use of measures that have not been adequately tested undermines confidence in measures among providers and consumers of health care,” Drs. Cole, O’Loughlin, Donly and Rutkauskas said. ■

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GKAS

Continued from Page 1

allow for a renewed focus on the creation and translation of scientific knowledge and the development of new products and technology.

In addition to Give Kids A Smile, the Department of Corporate Social Responsibility and Philanthropy will house international outreach, access to care and FDI World Dental Federation-related activities.

Located under the executive arm of the ADA, the department will provide “a highly visible home” for the Association’s charitable

work in the U.S. and abroad, Dr. Cole said.

The department will work closely with other ADA divisions and departments, such as corporate relations, integrated marketing and communications, government and public affairs and more to maximize the impact of the organization’s philanthropic efforts.

“These charitable activities are dependent upon the philanthropic mindset of the dental community, including dental industry. This is why Give Kids A Smile has been so successful over the last 17 years,” Dr. Cole said. “The ADA stands committed to continuing to support philanthropic access to care programs that support the advancement of the health of the public.” ■

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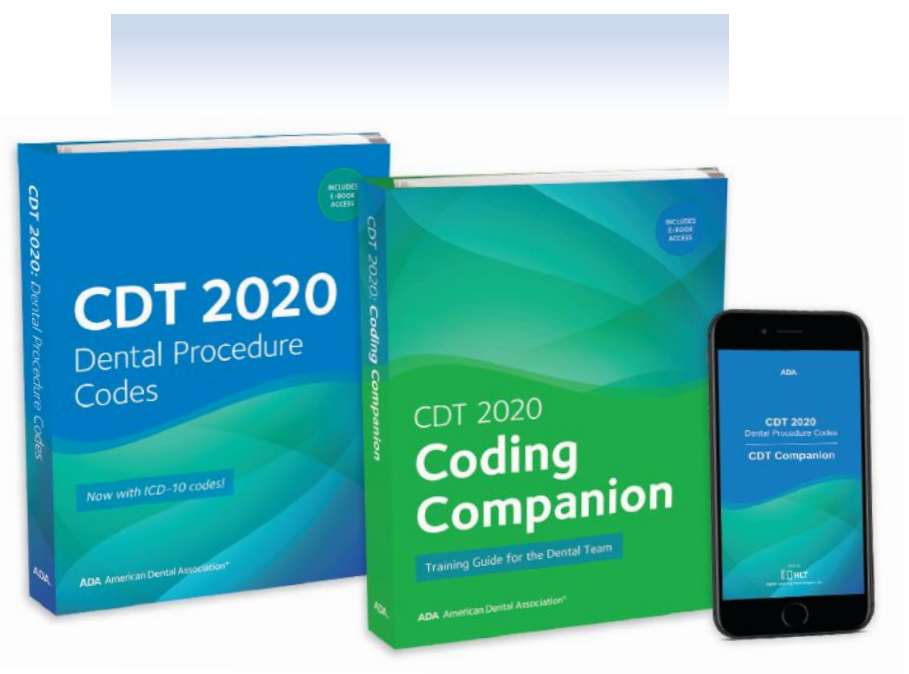
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New dentist

Continued from Page 20

also included breakout sessions for continuing education and the New Dentist Reception at Tabletop Tap House.

On Sept. 6, the New Dentist Conference will include the 10 under 10 award recognition and a keynote address by Marko Vujicic, Ph.D., titled “The Generational Shift: 5 Things Dentists Need to Know About the Changing Dental Patient.” Dr. Vujicic brought attendees the latest and greatest data showing the shifting paradigm young dentists are going to grapple with in their careers.

Dr. Vujicic is chief economist and vice president of the ADA’s Health Policy Institute, where he is responsible for overseeing all policy research activities.

“Dentistry is such a fascinating and growing field,” said Dr. Simiade Fabiyi, of San Francisco, a 2015 graduate of the University of California San Francisco School of Dentistry. “It is refreshing to have dentists from all around the world come together for one cause: providing honest and integral care to those in need.” ■

President

Continued from Page 1

get established on their way to fulfilling their dreams.

“Dentists helping dentists — this is what our ADA is all about.”

In addition to the Association’s responsibility to maintain the integrity of the profession, Dr. Gehani said the ADA will also continue to be the leading authority on oral health for dentists and their patients, the media and policymakers. He noted the critical need for this as “seismic shifts” — including do-it-yourself dentistry — encourage “the false sense that dentistry is so simple that no professional intervention” is needed.

“When profits motivate corporations to interfere with the doctor-patient relationship, we must intervene,” he said.

The new president also shared that the ADA will continue doing what it does best: driving dentistry forward.

“Every challenge we face — today or in the future, anticipated or not — requires us to develop new strategies to protect all dentists and to ensure that the patients receive the care they deserve.”

As the profession changes, he listed three constants that the ADA will continue to prioritize to sustain it:

- A commitment to evidence-based practice.
- A patient-first philosophy.
- The dentist at the center of care.

“Let me emphasize this: The dentist-patient relationship is the tentpole of our profession, and it must be respected. No matter what the trends may be, only a dentist — not an insurance company. A dentist — not a bureaucrat. A dentist and certainly not a for-profit business corporation. Only a dentist, and I repeat, only a licensed dentist, must be in charge of diagnosis and treatment of a patient and the entire dental team.”

“The ADA should be at the fingertips of every dentist,” he said. “The ADA exists so that no dentist has to face changing times alone in their offices. This is what our ADA is all about. Helping dentists succeed.”

Dr. Gehani concluded his speech by thanking his wife and business partner, Dr. Rekha Gehani, an orthodontist and chair of the ADA Council on Dental Education and Licensure.

“She is the mother of our three beautiful children — all of whom are doctors — and she is my only love,” he said. ■



Photo by EZ Event Photography

Keynote: Dr. Miguel Stanley discusses how consumer expectations and digital dentistry are shaping dentistry.

Boroughs

Continued from Page 14

Ms. Marsh said a coordinated response to the West Manchester situation “knocked it out of the park” by being “able to remove the issue entirely with their testimony and our network’s support and response.” She said it was the second time in eight years that fluoridation was endangered in that area.

“Pennsylvania has been heavily targeted by anti-fluoridation efforts for several years now,” she said.

Ultimately, there is a message for other dental professionals, Dr. Davis said, when

fluoride comes up for deliberation.

“I believe each community is unique and we have to listen to each community’s concerns and work with the community to help them solve the issues,” he said. “I also believe that dentists need to be active in their communities and have ongoing conversations and relationships with members of the local water authorities.”

The ADA has endorsed the fluoridation of community water supplies as safe, effective and necessary in preventing tooth decay since 1950. Fluoride is a naturally occurring mineral similar to salt.

For more information on water fluoridation, visit ADA.org/fluoride. ■

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