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2012

## ADA News Convention Daily - 2012 Day 2

American Dental Association, Publishing Division

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**Mercedes-Benz**  
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**03**

**ADA Gold Medal Award**  
Dr. Greenspan receives it  
today



**06**

**Stop Zombie Mouth**  
This Halloween, hand  
out video game instead  
of candy

**10**



# ADA News

AMERICAN DENTAL ASSOCIATION WWW.ADA.ORG

## CONVENTION DAILY

OCTOBER 18, 2012 VOLUME 22 NO. 2



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RSS for breaking news

### BRIEFS

#### New ADA guide a primer on social media for dentists

A new e-book is available for download to help dentists master their use of social media to promote their practices.

"The ADA Practical Guide to Social Media Planning" (J045D) is downloadable in PDF format. It is \$9.95 for members and \$14.95 for nonmembers.

The first edition guide is a



resource that can be useful to both beginner and experienced social media users.

You can learn more in the ADA Catalog area in the Welcome Center in Moscone South.

Social media is proving

See BRIEFS, Page 14

## Opening General Session today

Photos by EZ Event Photography



**Hello from the City by the Bay:** Welcoming ADA Annual Session attendees to San Francisco are, from left, Drs. Dennis D. Shinbori, 2012 general chair, Committee on Local Arrangements; Richard K. Rounsaville, subcommittee chair, Local Arrangements and Meeting Logistics; Mark C. Huberty, 2012 program chair, Council on ADA Sessions; William Calnon, ADA president; Kent H. Percy, 2012 chair, Council on ADA Sessions; and David K. Okano, subcommittee chair, Visioning and Strategic Planning.

### Enjoy musical entertainment, distinguished speakers, ADA honorees

The Opening General Session and Distinguished Speaker Series begins this morning at 7:50 a.m. in Moscone West, Level 1.

This special event is free to all registered attendees. Doors open at 7:15 a.m. Seating is available on a first-come, first-served basis. Those attending must wear their Annual Session badge for admittance.

This ADA-exclusive special event begins with performances from San Francisco's longest running musical variety show, Beach Blanket Babylon. The audience will get a taste of this internationally acclaimed

See SESSION, Page 14

### TODAY at a glance



- All events (except where noted) are at the Moscone Center.
- Opening General Session and Distinguished Speaker Series, Moscone West, Level 1, 7:50 a.m.
- See zombie, take picture, Welcome Center, 10:30 a.m.-1:30 p.m.
- Work Smarter, Not Harder: Preventive Equipment Maintenance, ADA CE Hub, exhibit floor (course 5801), 10 a.m.-1 p.m. or 2-5 p.m. (course 5802)



**Strong teeth:** Anthony Crisostomo, 3, receives fluoride varnish from Radka Varmezova, third-year dental student at the University of California-San Francisco, at San Francisco General Hospital Wednesday. See story, Page 4.



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# Best in class

## ADA Business Resources announces endorsement of Mercedes-Benz

ADA Business Resources today announced its endorsement of luxury carmaker Mercedes-Benz.

As an added bonus, ADA members attending the Annual Session can enter to win a chance for a two-week test drive of a Mercedes-Benz vehicle.

The Mercedes-Benz endorsement gives ADA members between \$2,000 to \$4,000

new program for ADA members,” said Ms. Doherty. “Mercedes-Benz is one of the most well-known and established automotive brands in the world, and we are very proud to offer such a tremendous savings for our members.”

“Mercedes-Benz stands for quality, innovation, design and performance, all qualities we believe ADA members will understand and appreciate,” added Mick Morris of Mercedes-Benz USA. “We offer the most diverse lineup of vehicles in the luxury segment. We recognize that ADA members are leaders in their communities, and we look forward to serving every dentist’s automotive needs.”

During Annual Session, ADA members can enter to win a chance to drive an E-class Sedan or M-Class SUV for two weeks. A Mercedes-Benz Fleet Sales associate will deliver the winner’s choice of vehicle (E350 all-wheel drive or ML350 all-wheel drive) to their office or home on a Friday and pick the car up from the

same location two weeks later.

The drawing takes place at 5 p.m. on Saturday, Oct. 20, and the winner need not be present to win. Simply stop by Mercedes-Benz (Booth 1211) in the World Market-place to enter. (Some restrictions apply.)

ADA members can take advantage of the new program by visiting [ADA.org/mercedes](http://ADA.org/mercedes) to browse the vehicles and associated incentives. Members will need to have their ADA member number handy in order to log in and request an incentive form that is presented to the dealer. ■



## Mercedes-Benz

off the purchase or lease of a new vehicle. A worldwide leader in luxury vehicles, Mercedes-Benz offers more than 55 models to satisfy every driving style. Every class of vehicle will be eligible within the program for ADA members, including the popular C-Class Coupe and the flagship S-Class luxury sedan.

A luxury automotive benefit is one that is highly valued among ADA members, said Deborah Doherty, managing vice president of ADA Business Resources.

“We are thrilled to offer this exciting

## Attendance

**GRAND TOTAL 33,157**

Dental Team		Related Professionals	
U.S. Dental Business Assistants	1,970	U.S. Dental Dealers	113
Intl. Dental Business Assistants	84	Intl. Dental Dealers	33
U.S. Dental Assistants	4,641	Guests	1,009
Intl. Dental Assistants	103	Friends & Family	2,641
Dental Assistant Students	220	Alliance	36
U.S. Dental Hygienists	2,948	Allied Health Professionals	104
Intl. Dental Hygienists	97	U.S. Component Staff	93
U.S. Lab Technicians	60	U.S. Constituent Staff	176
Intl. Lab Technicians	16	Exhibitors	7,330
<b>Total</b>	<b>10,139</b>	<b>Total</b>	<b>11,722</b>

### Dentists

U.S. Member	9,287
U.S. Nonmember	330
Intl. Member	503
Intl. Nonmember	171
<b>Total</b>	<b>10,291</b>

### Dental Students

U.S. Member	826
U.S. Nonmember	125
Intl. Member	54
<b>Total</b>	<b>1,005</b>



**Teamwork:** Dentists work to rescue a “patient” at Wednesday’s pre-session course Recognize and Manage Complications During Minimal and Moderate Sedation. Looking on are faculty members who helped develop the course, Dr. Karen Crowley (center), an oral and maxillofacial surgeon from Londonderry, N.H., and Dr. James C. Phero (far right), dentist anesthesiologist and professor of clinical anesthesiology, pediatrics and surgery at the University of Cincinnati. The course emphasized airway/ventilation rescue to enhance dentists’ medical emergency preparedness.

Photo by EZ Event Photography

**ADA News**  
CONVENTION DAILY



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# Have you performed safety checks in the dental office lately?

BY KAREN FOX

The ADA is taking the opportunity this fall to remind dentists and staff members to perform routine safety checks in their offices.

It’s part of the Safety Awareness Campaign that began earlier this year with the goal of encouraging members to regularly inspect equipment and supplies in the dental office. The ADA is timing safety reminders when daylight savings time changes the clock in the spring and fall.

“This is an initiative aimed at maintaining the safety of dental equipment and supplies throughout the year for the good of office staff and patients,” said Dr. Michael Edwards, a member of the ADA Council on Dental Education and Licensure who chaired the former Ad Hoc Committee on a Safety Awareness Campaign.

With the assistance of the councils on Communications, Dental Practice, Membership and Scientific Affairs, the ADA developed a safety checklist for dental teams which includes guidance on how to safety

Safety Checklist for Dental Equipment	
NOTE: Always check state regulations and the manufacturers and suppliers of the equipment.	
Equipment	What to Check
X-Ray	<input type="checkbox"/> Check for cracks in lead aprons and shields. <input type="checkbox"/> Properly dispose of processing chemicals, lead foil/shields/aprons. <input type="checkbox"/> Check condition of phosphorous plates, digital sensors, cords, etc.
AED	<input type="checkbox"/> Make sure batteries and adult and pediatric pads are good. Have at least one AED easily accessible. <input type="checkbox"/> Review operations with dental team. <input type="checkbox"/> Check for software updates.
Emergency Drug Kits	<input type="checkbox"/> Check that armamentarium is complete. <input type="checkbox"/> Check expiration dates on drugs. Properly dispose of unused/expired drugs. <input type="checkbox"/> Have kit easily accessible.
Amalgam Recovery Protocols	<input type="checkbox"/> Check chair side traps, vacuum screens or separators that collect and recover amalgam.
Autoclave/Sterilization Equipment	<input type="checkbox"/> Check all safety devices, safety interlocks and fittings. <input type="checkbox"/> Check that cycle complete signal is visible and doors cannot be opened until cycle is complete. <input type="checkbox"/> Check that cycle temperatures and pressures are within expectations. <input type="checkbox"/> Verify biological spore testing guidelines and maintenance of records. Records are up to date and accessible.

**Guide:** The Safety Checklist for Dental Equipment is at [ADA.org/1692.aspx](http://ADA.org/1692.aspx). ■



**Dr. Edwards**

increased regulation,” said Dr. Edwards. “The Safety Awareness Campaign is another way to do that instead of having it become mandated by outside agencies. I think this is a great service that we offer to our members.”

Dr. Edwards has received positive feedback from members who regularly observe safety awareness in their practices. “Whether it’s been implemented as part of the office manual or if the checklist has been laminated and posted in a common area as a reminder to dental teams, the message is getting out.”

A copy of the Safety Checklist for Dental Equipment can be downloaded at [ADA.org/1692.aspx](http://ADA.org/1692.aspx). ■

check nitrous oxide equipment, X-ray equipment, automatic external defibrillators, dental unit waterlines, sterilization equipment, amalgam recovery protocols, and medications in medical emergency and drug kits.

“We as dentists have always been good about monitoring ourselves without having



# 'Living up to its name by giving kids a smile'

BY KELLY SODERLUND

"Pretend this is toothpaste."

It was a request that mystified a class of first-graders at E.R. Taylor Elementary School Tuesday. Especially since the "toothpaste" was a bottle of orange juice.

But in order to get their oral education message across, volunteers with the ADA's Give Kids A Smile event needed the students to suspend belief. It took a second for the students to process the wacky request but they soon bought into it and launched into a song on how to brush your teeth.

"A dab of toothpaste on the brush. Take your time, no need to rush," the students sang along with the volunteers, which included local dentists and members of the San Francisco Dental Society and dental hygiene students from Chabot College in Oakland, Calif.

Tuesday's screening, where around 790 students were seen, was part of a three-day GKAS event in San Francisco preceding Annual Session. Events were also held Monday at Gordon Lau Elementary School and Wednesday at San Francisco General Hospital. Around 150 dentists, hygienists, dental students, dental staff and other volunteers were expected to participate to provide 2,000 San Francisco children with oral



**Presidential gift:** ADA President William Calnon hands fifth-grader Paulina Esquivias a backpack filled with oral health supplies.



**Team effort:** GKAS San Francisco Dental Team Volunteers pose at Gordon Lau Elementary School Monday.



**Celebrity visitor:** Dr. Courtney Fitzpatrick, president of the San Francisco Dental Society, and Dr. Jeffrey Jang, chair of community dental health for the SFDS, pose with Abby Cadabby from "Sesame Street" Wednesday at a screening event at San Francisco General Hospital.

health screenings, education and treatment.

"When you think about the name of the program itself, it's living up to its name by giving kids a smile," said ADA President William Calnon, who attended Tuesday's event with President-elect Robert Faiella and ADA Executive Director Kathleen O'Loughlin. "I was impressed with the way all of the various sponsors and volunteers have worked so well together to pull this off."

The screenings are a collaboration between the ADA; Colgate's Bright Smiles, Bright Futures; the National Children's Oral Health Foundation; Sesame Workshop, the nonprofit company behind "Sesame Street"; San Francisco Department of Public Health; and San Francisco Dental Society. SFDS has an extensive program in place, where every kindergartener in the San Francisco Public Schools is screened.

On Monday, volunteers were on hand at Gordon J. Lau Elementary School, which has a primarily Chinese American population of around 730 students. Dr. Jeffrey Jang, chair of community dental health for the SFDS, described Monday's screenings as "absolutely awesome" and said "the kids absolutely loved it."

At each of the schools, every student received oral health education, and pre-kindergarten, kindergarten, second- and fifth-graders were screened and those who needed additional treatment were referred to an outside dentist, Dr. Jang said. Every child also took home a backpack with a toothbrush and toothpaste donated by Colgate and a Sesame Street DVD featuring Elmo, Abby Cadabby and families modeling healthy behavior, activity sheets for the children and tips for parents.

At E.R. Taylor, screenings were conducted on the stage in the school library and in a Colgate van parked outside the school. The students waited patiently to be seen, reading picture books, giggling and talking with their friends to pass the time.

"I love connecting to the children and seeing how receptive they are to receiving care," said Dr. Courtney Fitzpatrick, SFDS president.

The goal was to not only educate the students on oral health care but to transfer the positive messages to their parents, who ultimately make the decisions on dental care for their children.

"I don't see any fear in their faces," Dr. Faiella said. "If they can get a little bit of information about oral health care that they can carry with them the rest of their lives, it'll be worth it."

Wednesday's event was at San Francisco General Hospital, where some 200 families received oral education, screenings, fluoride varnish and other treatment as needed through the WIC program. WIC provides federal grants to states for nutrition education and health care referrals.

The Colgate van was parked outside and parents and children filed in to be screened by volunteer dentists. Dr. Ben Amini, a San Francisco dentist, said the program is beneficial to the community because it creates awareness on why it's important to visit the dentist.

"It's a great starting point for a lot of families who haven't been to a dentist," Dr. Amini said. "It's also a great resource to find out where they can receive free care."

Some of the children's teeth were good enough to be screened and sent on their way. But those who needed treatment were sent upstairs to a clinic run by the Native American Health Center. Children who needed more extensive care were referred to the center itself down the street.

"We have a very strong outreach program," said Dr. Carolyn Brown, dental director for Native American Health Center. "We're very proud of our pediatric dental program."

Some of the younger children were naturally nervous around some of the strangers giving them care but it all seemed to be worth it when Abby Cadabby from "Sesame Street" showed up. ■

—soderlundk@ada.org



## New coding resources at the ADA Catalog in the Welcome Center

Order new coding resources at the ADA Catalog in the Welcome Center and receive a special Annual Session San Francisco discount.

Newly published, CDT 2013: Dental Procedure Codes refines the process of understanding the current dental codes and how to use the codes properly—even in complex treatment situations. Significantly revised content is presented in a streamlined format, edited with the assistance of active dental professionals.

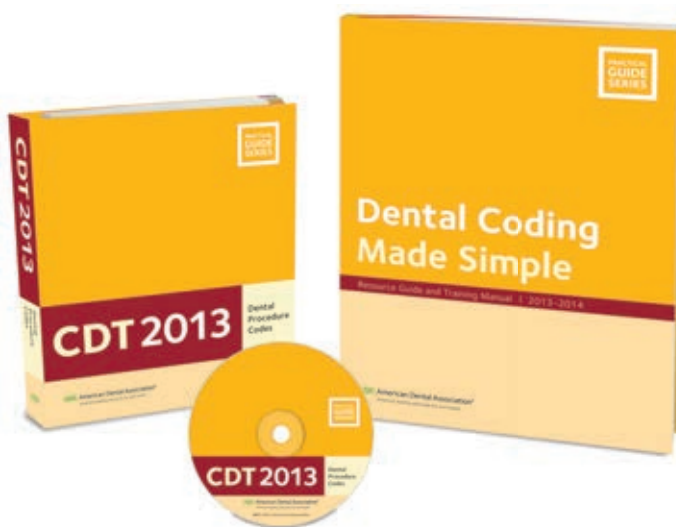
Key updates include 35 new, 37 revised and 12 deleted codes along with seven new or revised service categories/subcategories.

New this year is Dental Coding Made Simple: Resource Guide and Training Manual, 2013-2014. Key features include 151 of the most common questions and answers; more than 25 coding exercises; an illustrated implant section; a new HIPAA compliant 2012 ADA dental claim form with completion instructions, continuing education exam with five CE credits, and more.

CDT 2013: Dental Procedure Codes (J933) is \$39.95 for members and \$59.95

for nonmembers. Dental Coding Made Simple: Resource Guide and Training Manual, 2013-2014 (J443) is \$49.95 for members and \$74.95 for nonmembers.

Buy the CDT/ Dental Coding: Workbook and Training Manual Kit (K019) and save \$14.90 on the two books. The kit is \$75 for members and \$112.50 for nonmembers. ■



## Hungry?

**G**rab a meal or snack at one of 13 restaurants located in the Moscone Center.

These cafés, coffee shops and snack bars offer a variety of foods, from hot entrees, pizza, panini sandwiches, pre-made sandwiches, salads, snacks, specialty coffees, hot and cold beverages, pastries and more.

See page 139 in the Official Guide for locations and menus. ■

## Corporate forums highlight dental sleep medicine, orthodontics technologies

**L**earn the latest in dental sleep medicine and orthodontics technologies from the manufacturers who developed them by participating in a Corporate Forum.

Dr. Steve Carstensen and Wesley E. Fleming, M.D., will present Dental Sleep Medicine Protocols for General Dentists today from 8 a.m.-5 p.m. The course is designed to help participants become certified in SomnoDent therapy and understand how to implement dental sleep medicine protocols in the dental office (course 6601).

Dr. David Gates will present Invisalign Clear Essentials I Saturday from 8 a.m.-5 p.m. This one-day course is designed specifically for the general practitioner and team members who wish to incorporate the Invisalign system into their practice (course 7601).

Dr. Ben Miraglia will present Invisalign: Clear Essentials II Sunday from 8 a.m.-5 p.m. This highly interactive one-day course is for dentists looking to build on their Invisalign case experience and includes insights from colleagues that can augment participants' expertise, contribute to patient success and enhance practice economics (course 8601).

Participants must be registered for the ADA Annual Session in order to enroll in the Corporate Forums, which do not qualify for ADA CERP Continuing Education credit. Participating companies have designed their own courses and selected their own speakers. The information and opinions presented are solely those of the participating companies and do not represent the opinions of and are not endorsed by the American Dental Association. ■

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# Researcher wins Gold Medal Award for pioneering work in oral AIDS

BY JEAN WILLIAMS

**D**r. John S. Greenspan's curriculum vitae is 67 pages, but it will likely spill over to 68 pages. In June, he was named recipient of the 2012 Gold Medal Award for Excellence in Dental Research.

"This award acknowledges Dr. Greenspan's groundbreaking research in the oral aspects of AIDS and the role of viruses in oral lesions," said ADA President Dr. William Calnon. "His findings have contributed greatly to our understanding of this disease and have very positively affected global health for many populations."

Dr. Greenspan will receive the Gold Medal Award today at the Opening General Session. Doors open at 7:15 a.m. in Moscone West.

"When I contacted Dr. Greenspan, he impressed me with his very humble acceptance of this award," Dr. Calnon said. "He obviously is a man of great integrity and humility."

The ADA Gold Medal Award for Excellence in Dental Research was established in 1985 and is presented once every three years to honor individuals who contribute to the advancement of the dental profession or who help improve the oral health of the community through basic or clinical research. The honoree receives \$25,000 and a gold medalion. Additionally, the recipient serves a three-year term on the ADA Council on Scientific Affairs.

Church & Dwight Co. Inc., has sponsored the Gold Medal Award with the ADA since 2005. The company manufactures the Arm & Hammer, Spinbrush and Oral-B brands of oral care products.

"A lifetime of dedication to advancing research and the worldwide education on oral health solidifies Dr. Greenspan's nomination and inclusion in this prestigious circle of Gold Medal Award recipients," said Timothy Seitter, vice president, oral care, Church & Dwight.

In simply reflecting upon being recently named the Gold Medal Award recipient, Dr. Greenspan continued to pile on proof of his worthiness and the humility that Dr. Calnon noted.

"The kind letter I received from ADA President William Calnon says that it is for my work in HIV science, notably the oral aspects of the AIDS epidemic, for mentoring scientists, scholarly publications and lecturing in my field," Dr. Greenspan said. "I would like to see it as recognizing the efforts of everyone I have worked with for the 30 years of



**Dr. Greenspan:** "I see it also as an honor for my institution," UCSF. The Gold Medal appears at right.

AIDS, indeed for the entire 45-plus years of my career, as well as our patients and research project participants.

"I see it also as an honor for my institution, University of California, San Francisco, the place that nurtured and supported us even in the early days when there was so much fear, marginalization and stigma to having AIDS. Those who were working on AIDS were looked upon negatively, and this institution has always supported that work, as has the Association."

Dr. John D. B. Featherstone, dean of the UCSF School of Dentistry, nominated Dr. Greenspan for the Gold Medal Award.

"I could go on and on with details of the contributions that Professor Greenspan has made to the profession of dentistry, to the oral health of the world, and to health in general," Dr. Featherstone wrote in his nomination letter.

Indeed, he could. Dr. Greenspan's work in the arena of oral disease in relation to the human immunodeficiency virus and AIDS is regarded as pioneering and seminal, to say the least. Along with his team of cohorts—including Dr. Deborah Greenspan, his spouse and colleague—Dr. Greenspan has blazed many trails in dentistry.

He "created an entirely new field of oral and dental science," wrote Dr. Featherstone in nominating Dr. Greenspan. Dr. Featherstone also noted in the nomination that Dr.

Greenspan is the founder of the field of oral AIDS research and the co-discoverer of oral hairy leukoplakia.

"Dr. Greenspan's elucidation of the nature, frequency, prognostic significance and etiology of oral HIV lesions and the discovery and exploration of hairy leukoplakia represent one of the most important scientific developments in the field of oral and cranio-facial science in the last 30 years," wrote Dr. Featherstone.

Dr. Greenspan was born in London, where he was educated and spent his early career and where the couple started a family. The Greenspans' daughter, Louise Greenspan, M.D., is a pediatric endocrinologist in San Francisco, and their son, Nicholas Greenspan, is a management consultant in London. Also a luminary in dentistry, Dr. Deborah Greenspan is a past recipient of the ADA's Norton M. Ross Award for Excellence in Clinical Research.

Early in his career, Dr. Greenspan began a long association with UCSF School of Dentistry, where he is a distinguished professor of oral pathology in the Department of Orofacial Sciences, associate dean for Global Oral Health, School of Dentistry, and a distinguished professor of pathology, School of Medicine.

Dr. Greenspan joins the pantheon of Gold Medal Award recipients as the 10th prominent researcher to be honored.

"I actually was privileged to be present when Dr. Basil Bibby received his award in 1988," Dr. Greenspan said. "I was president of the American Association for Dental Research, and I was invited to the ceremony."

Dr. Greenspan said it is with surprise that he received the news that he'd been named recipient. He was in Brazil, attending the International Association for Dental Research annual meeting, when he got Dr. Calnon's congratulatory call.

"Yes, certainly, I was truly surprised," he allowed. "There are so many superb people who deserve to be recognized, and previous awardees include some of my personal heroes in the field of academic dentistry and dental research, so it is a little humbling, perhaps in-

timidating to be chosen.

"I must say that I am delighted actually and impressed that HIV science, the oral and dental aspects, oral pathology and oral medicine are being recognized. What a wonderful way to encourage young and new investigators and clinicians to work in these fields, not to mention showing the public the importance of those areas of our profession and our science."

In addition to his work with HIV/AIDS, Dr. Greenspan's research has centered on Sjogren's syndrome. He and colleague Dr. Troy Daniels recently established a Sjogren's syndrome registry. "The two are linked," he said of his research efforts in both HIV/AIDS and Sjogren's. "The AIDS work arose in part out of my original Sjogren's and other oral medicine work."

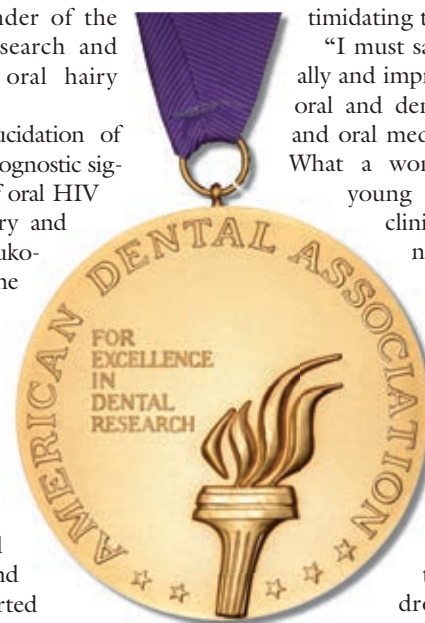
He also leads and coordinates global oral health at USCF with an initiative within the Consortium of Universities for Global Health. The initiative addresses the streamlining of the international dental education process and also working in "low resources" environments, Dr. Greenspan said.

"I see that as the challenge for the coming generation, and I know the Association is taking that very seriously," he said.

Dr. Greenspan's core work in HIV/AIDS also continues to evolve with his involvement with the Oral HIV/AIDS Research Alliance, an AIDS Clinical Trials Group project, which seeks to develop low-cost treatment for oral candidiasis, warts and other lesions in the many cases of HIV oral disease that continue to occur, Dr. Greenspan said.

"There are still 25 million people with HIV infection," Dr. Greenspan said. "There are still millions of people acquiring infections, one every few minutes. Every one of those, if not fully treated with the modern antivirals, is destined to get oral manifestations. There is a lot more to be done in understanding these lesions and in preventing and treating them in the context of HIV infection. There's also a lot to be learned from the oral lesions about immunodeficiency and immunosuppression." ■

—williamsj@ada.org



## New dentist reception set for Friday

**H**ere's an opportunity for new dentists to connect with colleagues in dentistry and enjoy a casual gathering place during the ADA Annual Session.

The New Dentist Reception takes place tomorrow from 5:30-7 p.m. at the trendy ROE Restaurant, 651 Howard St., San Francisco's premier boutique nightclub and lounge destination located just a half-block from Moscone Center. Dentists who graduated from dental school less than 10 years ago and dental students are invited to attend.

"The New Dentist Reception is a wonderful opportunity to network, reconnect with colleagues and enjoy camaraderie that is second to none," said Dr. Matt Niewald, a member of the New Dentist Committee and an ex-officio member of the Council on ADA Sessions who attended the

event in Las Vegas last year. "This unique experience brings together new dentists from all facets of the profession in a social setting that will provide for a memorable evening at Annual Session."

Tickets are \$15 each (limit two per person), include light fare and two beverage tickets per person, and may be purchased at registration in the Moscone North lobby. The New Dentist Reception is provided by the generous support of Wells Fargo Practice Finance. ■

**New dentists:** Attendees enjoy the reception held during the 2011 Annual Session in Las Vegas. From left are Dr. Jennifer Tran of New York, Dr. Marc Hayashi of Washington and Dr. Valerie Harada of California.



Photo by EZ Event Photography



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**Caulk® Post&Core Kit**  
Adhesive Core Build-up System



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# Vote on top programs, win prizes at the ADA Foundation booth

Cast your vote for your favorite ADA Foundation program today, Friday or Saturday at the ADA Foundation booth located in the concourse between Moscone North and Moscone South. Your vote puts you in the running for a bounty of prizes.

The contest allows Annual Session attendees—dentists and other dental team members alike—to vote for the ADAF programs that they deem most critical. Prizes for participating include one of four \$50 gift cards, two tickets to the Give Kids A Smile 10th Anniversary Gala on Monday, or two bottles of wine and a gift certificate for a tour and tasting for four guests from Pride Mountain Winery.

To vote, pick up an Exhibitor Coupon Book from a kiosk outside exhibit hall entrances in Moscone North and Moscone

South. Inside the book, locate the green ADA Foundation voting coupon. Mark your favorite program category—choosing from access to care, allied dental scholarships, disaster and relief grants, or predoctoral scholarships—fill in your contact information, and then drop your

coupon in the corresponding slot in the ADA Foundation booth. Also learn more about these programs from ADA Foundation staff.

Votes will be tallied after the Annual Session and used to plan future Foundation grants activities.

In 2012, the ADA Foundation is expected to make more than 140 grants totaling more than \$800,000. Visit [www.adafoundation.org](http://www.adafoundation.org) for information on the variety of grant programs offered by the ADA Foundation. ■



## Dr. Gordon Christensen to demonstrate use of class II resins today

### Seats still available for many Education in the Round courses

Dr. Gordon Christensen kicks off the 2012 Education in the Round lineup this morning with Class II Resins Can Be Simple and Fast, 10 a.m.-1 p.m. in Moscone South Room 103 (course 5401).

The ADA's Education in the Round courses allow participants to experience live-patient procedures in a fully functional dental operatory in the Moscone Center.

Other courses set for the 2012 EIR lineup include:

- Live-Patient Demonstration of Immediate Lower Denture Stabilization Using Mini Dental Implants, by Dr. Raymond Choi, today, 2-5 p.m. (course 5402);
- Soft-Tissue Surgery for Augmentation of Keratinized Gingiva, by Dr. Jon B. Suzuki, tomorrow, 8:30-11:30 a.m. (course 6401);
- User-Friendly Techniques for Automatic Atraumatic Extraction of Teeth and Socket Grafting, by Dr. Lee H. Silverstein,

tomorrow, 2-5 p.m. (course 6402);

- Examination, Diagnosis and Treatment of the Restorative-TMD Patient, by Dr. James McKee, Saturday, 8:30-11:30 a.m. (course 7401);

- Lasers in the Dental Practice—A Live-Patient Demonstration, by Drs. Charles Hoopinger, David Roshkind and Donald Coluzzi, Saturday, 2-5 p.m. (course 7402).

For more details and course descriptions, see the Official Guide, Page 59. Attendees may purchase tickets at the ticket sales area in registration or the Satellite Ticket Sales Counter, Moscone West Lobby. ■



**Dr. Christensen**

## Party with a purpose at GKAS Gala Monday

For an evening of celebration and fun with a purpose, attend the ADA Foundation Give Kids A Smile 10th Anniversary Gala Monday from 7-11:30 p.m. at the Marriott Marquis.

The GKAS Gala will honor ADA leadership while supporting Give Kids A Smile. One hundred dollars from each ticket sale will support the future of the GKAS program. In 2012, an estimated

40,000 dentists and their teams are expected to treat more than 400,000 children at nearly 1,600 sites nationwide.

To inquire about ticket availability, visit the ADA Convention Services Office located at the Marriott Marquis San Francisco in Golden Gate A, or stop by the ADA Foundation booth in the lower level concourse between Moscone North and Moscone South. ■



## 2012 Golden Apple winners announced

BY KAREN FOX

The ADA recently announced the winners of Golden Apple Awards for 2012—recognizing dental societies, leaders and staff for their outstanding activities and excellence in leadership.

The Michigan Dental Association won the Golden Apple Award for Legislative Achievement for a constituent society with total membership of more than 1,000 dentists for its Grassroots Development Program.

The Golden Apple for Excellence in Membership Recruitment and Retention Activity in the category of recruitment also went to the Michigan Dental Association for its Nonmember Five Pillars Campaign. In the recruitment and retention category, the North Carolina Dental Society won for the Ambassador Program.

In the category of Excellence in Dental Health Promotion to the Public for a constituent society, the Massachusetts Dental Society won for its program Shining a Spotlight on Oral Health. In the component society category, the Seventh District (New York) Dental Society (Steuben County) won for Rock Your Smile with Rock and Bowl.

For Excellence in Member-Related Services/Benefits, the California Dental Association received the Golden Apple for Guide for the New Dentist.

In the category of Outstanding Achievement in the Promotion of Dental Ethics, the Texas Dental Association won for Dental Ethics: The Strength of our Profession.

The Maryland State Dental Association received the Golden Apple Award for Achievement in Dental School/Student

Involvement in Organized Dentistry for its program Every Step of the Way.

For Excellence in Science Fair Program Support and Promotion, the Washington State Dental Society/Kitsap County Dental Society won for their joint initiative Promoting a Science Fair.

Nominations were received for the Open Category in this year's Golden Apple Awards. The North Carolina Dental Society won the constituent award for Membership Focused Gazette, and the Greater Houston Dental Society won the component award for Media Relations Committee.

Winning the Golden Apple Award for Excellence in Access to Dental Care Programs in the constituent category was the North Carolina Dental Society for its MOM Program. In the component society category, the Nassau County (New York) Dental Society won for its Access to Care Program.

The Green Apple for Excellence in Environmentally Sustainable Programs and Education in the constituent category went to the North Carolina Dental Society for It's Not Easy Being Green.

The ADA presented a new Golden Apple Award this year, the Golden Apple for Outstanding Achievement in the Promotion of Diversity and Inclusion. The Maryland State Dental Association received the constituent society award for its program Wine, Women and Song; and in the component society category, the San Antonio District Dental Society won for Diversity in Dentistry Celebration. ■



—foxk@ada.org



## SCIENCE

# Get on your mark: ADA Seal puts dental products in running with consumers

BY JEAN WILLIAMS

**M**anufacturers of over-the-counter oral care products got an up-close look Wednesday at The ADA Seal of Acceptance Program during two Annual Session workshops designed to demonstrate how products earn the mark—the gold standard when it comes to evaluating the safety and efficacy of dental products.

“We want manufacturers to understand how the Seal can benefit their products,” said Clifford Whall, Ph.D., director of the Acceptance Program. “But we also wanted to dispel any misperception and emphasize that the Seal is not for sale. It’s not just a marketing tool that manufacturers can buy. It has real meaning. Products need to meet rigorous ADA criteria for safety and effectiveness before they can be awarded the Seal.”

Begun in 1930, the ADA Seal of Acceptance program created a mark of distinction that signals to consumers that dental products—toothpastes, mouthwashes, toothbrushes, etc.—do what they claim to do. For consumers, the Seal is an assurance that an independent scientific body—the ADA Council on Scientific Affairs—has evaluated a product according to objective criteria.

“We encourage companies with oral care products to contact the Council on Scientific Affairs if they have an interest in submitting their products for the Seal,” Dr. Whall said. Currently, about 300 over-the-counter products carry the ADA Seal.

The council encourages dentists and hygienists to refer their patients to the Seal Web areas on [ada.org/seal](http://ada.org/seal) and on the new consumer website, [MouthHealthy.org](http://MouthHealthy.org). Both provide information about products

that have earned the Seal.

“The same information is on [ADA.org](http://ADA.org) about the Seal as is on [MouthHealthy.org](http://MouthHealthy.org). But [MouthHealthy.org](http://MouthHealthy.org) is really meant for the consumer,” Dr. Whall said. “There is lots of useful product information for consumers there. They can look at every single product that has the Seal, and each product has a whole page of information on it telling

why we accepted it, what the ingredients are, and what it’s used for; and there’s a photo for each product. The site also has a feature where you can compare up to six products—for example, if you want to compare whitening toothpastes. And you can print out shopping lists of Seal products.”

Dr. Whall said a 2010 ADA survey of consumers who are familiar with the Seal found

that 73 percent said that they prefer products with the Seal; 69 percent said they would pay more for products with the Seal; and 64 percent said that they are more likely to buy products that their dentists and hygienists recommend.

For more information about the Seal program, visit [ADA.org/seal](http://ADA.org/seal), call 1-312-440-3528 or email [adaseal@ada.org](mailto:adaseal@ada.org). ■

**ADA**  
**Accepted**  
American  
Dental  
Association ®

## Exhibitors show products bearing the ADA Seal

During the ADA Annual Session, visit these exhibitors that have products with the ADA Seal of Acceptance:

- ACT/Chattem, Booth 2114
- Church & Dwight Co. Inc., Booth 2502
- Colgate, Booths 5384, 5744
- Dr. Fresh Inc., Booth 6809
- GlaxoSmithKline, Booth 802
- PHB, Booth 5722
- Plak Smacker, Booth 6461
- Procter & Gamble, Booth 6344
- Tess Oral Health, Booth 315
- Ultradent Products Inc., Booth 1326
- William Wrigley Jr. Co., Booth 2120 ■



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Disposable Prophylaxis Packs







# Zombies attack

## Video game maker teams with ADA for Halloween campaign

Don't be surprised if you encounter the walking dead at Annual Session this year.

Just in time for Halloween, the ADA's "Stop Zombie Mouth" campaign is in full swing. The Association is partnering with PopCap Games, makers of the popular "Plants vs. Zombies" video game, for the campaign to improve oral health habits among children and their families. Stop Zombie Mouth offers a fun Halloween-time promotion that serves as an alternative to sugary snacks.

Look for the zombie in the ADA Welcome Center from Thursday through Saturday (10:30 a.m. to 1:30 p.m.). Have your picture taken with a zombie, play a game of Plants vs. Zombies or pick up a Stop Zombie Mouth kit to take home.

The kits are free to ADA members. Each kit includes trading cards with tips to keep teeth

healthy and a redemption code for a free Plants vs. Zombies game download. The cards are inspired by the game's "fundeath" icons and new characters developed just for Stop Zombie Mouth campaign called the "Putrid Posse."

There are 50 sets of cards in a box along with a poster and tent card for office display. Downloadable coupons are also available from [www.stopzombiemouth.com](http://www.stopzombiemouth.com), and new content was recently added to the website.

The campaign also received kudos from a consumer watchdog group for nutrition and health, food safety and science.

"Changing eating habits among children is one of the most important yet difficult chal-



lenges that parents face today," said Margo Wootan, director of nutrition policy at the Center for Science in the Public Interest. "The ADA and PopCap Games have come up with a fun, clever and compelling approach that should appeal to young trick-or-treaters this Halloween. This campaign will help children recognize the relationship between healthy eating and healthy teeth, and provide one of the coolest alternatives to sugary snacks yet." ■

## CDT Code open forum

BY KELLY SODERLUND

An open forum tomorrow will allow dentists, team members and others in the dental community to voice their opinions and recommendations on the CDT Code.

Participants are encouraged to describe what they think is right and wrong with the CDT Code, what gaps exist and how it can be more useful.

CDT Code Open Forum: Identification and Discussion of Stakeholder Concerns and Recommendations (course 6349) is set for 11 a.m.-noon Friday in Moscone South, room 276. There is no fee for the

forum, which members of the Council on Dental Benefit Programs' Subcommittee on the Code will facilitate.

The Code on Dental Procedures and Nomenclature is ADA intellectual property. It has been designated by the federal government under the Health Insurance Portability and Accountability Act of 1996 as the national terminology for processing electronic claims for dental services and is recognized by third-party payers nationwide. CDBP oversees the Code Advisory Committee, which is charged with adding, changing or deleting items from the CDT Code. ■

—soderlundk@ada.org

## Play Super Sweepstakes for chances to win daily prizes, grand prize

Visit the kiosk between the North and South exhibit halls to pick up a game booklet for the new and improved Super Sweepstakes.

Play daily to win daily prizes of \$500 or play the Grand Prize Game for a chance to win \$5,000. So try your luck today through Saturday. ■

## Dental assistants' annual session tomorrow, Saturday

The ADA welcomes the American Dental Assistants Association, which holds its Annual Session tomorrow and Sat-

urday in conjunction with the ADA Annual Session.

Dental assistants in attendance have a chance to take advantage of continuing education opportunities, visit the ADA World Marketplace exhibition and attend ADA special events. The ADAA meeting headquarters is at the JW Marriott.

For more details and a meeting schedule, see the Official Guide, Pages 28-29. ■

## Latest advances on display in Product Showcase

Visit the ADA World Marketplace tomorrow and Saturday to hear about the latest advances in dentistry at the Annual Session Product Showcase.

Visitors can attend 30-minute presentations by participating dental companies on their latest products and enter to win a tablet computer.

Programs to be held at the Product Showcase Stage, Moscone South exhibit level will be presented by:

- AirTechniques, tomorrow, 11:30 a.m.-noon;
- LuxarCare, tomorrow, 12:15-12:45 p.m.;
- Quality Systems, tomorrow, 1-1:30 p.m.;
- Philips Sonicare and ZOOM, Saturday, 11:30 a.m.-noon;
- Quadex Pharmaceuticals, Saturday, 1-1:30 p.m. ■

## Health Screening Program walk-in service options

Take advantage of walk-in service for the ADA Health Screening Program from noon-3 p.m., today, Friday and Saturday, at Moscone Center South Building, Exhibit Level, Room 104.

Nonmember dentists, hygienists and chairside assistants may receive free basic screenings during the walk-in hours. The free basic screening is limited to clinical staff, but office managers and family members may receive the basic screenings for a discounted fee of \$150 during walk-in hours.

ADA member dentists with appointments will be seen from 7-11:30 a.m. each day. Limited appointments also are available on site.

Participation in the ADA Health Screening Program qualifies clinical staff participants for one free continuing education credit. ■



**Prevention:** Dr. Frederick Eichmiller of Stevens Point, Wis., performs a screening on Dr. Erich Mosig of Redondo Beach, Calif., during the Health Screening Program at the 2011 Annual Session in Las Vegas.

Photo by EZ Event Photography



## ANNUAL SESSION

# Get in the zone in the ADA CE Hub

## Preventive equipment maintenance is focus of new session CE course

BY STACIE CROZIER

Preventive maintenance in a successful practice doesn't just apply to patients—dental professionals who take care of their office equipment can save time and money.

Dentists, hygienists and assistants can learn about how to incorporate a preventive equipment maintenance program into a practice with the new Annual Session course, Work Smarter, Not Harder: Preventive Equipment Maintenance. The new course will be presented six times in the Preventive Equipment Maintenance Zone in the ADA CE Hub on the exhibit floor.

"Great prevention is nearly impossible to see but not at the PEM Zone," said Dr. Mark Huberty, 2012 program chair for the Council on ADA Sessions. "When a program can be integrated and implemented with such little effort for such a great return it becomes easier to see its value. You almost can't afford not to be at this meeting and take a course like this as the PEM program pays for itself year after year, many times over."

The course will focus on how to perform regular upkeep and maintenance on the key equipment in the dental office and how preventive maintenance can save an office thousands of dollars in the long term. Participants will rotate through six stations to learn how to perform upkeep for the treatment room, X-rays, sterilization, mechanical room, handpieces and small equipment. Presenters will provide a brief lecture and a chance for participants to practice hands-on maintenance skills at each station.

"Our mission is to improve the lives of those we touch by focusing on practice care so dental professionals can focus on patient care," said Tom McCulloch, regional manager for Henry Schein Dental's Orange/South Los Angeles area.

"We're very excited about this initiative



and we believe in its success."

Course dates, times and codes are today, 10 a.m.-1 p.m. (course 5801) or 2-5 p.m. (course 5802); tomorrow, 10 a.m.-1 p.m. (course 6801) or 2-5 p.m. (course 6802); and Saturday, 10 a.m.-1 p.m. (course 7801) or 2-5 p.m. (course 7802).

Visit the ticket sales area in Registration, Moscone North Lobby, or the Satellite Ticket Sales Counter, Moscone West Lobby, to check on availability of this course. ■

—croziers@ada.org



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The ADA Members Retirement Program (contract form #5108) is funded by a group variable annuity contract issued and distributed by AXA Equitable Life Insurance Company, NY, NY. AXA Equitable does not provide tax or legal advice and is not affiliated with the ADA.

GE-66177 (12/11) (Exp. 12/13)

G30232

## Hear rising star speakers, earn CE credit

**H**ead for the ADA CE Hub on the exhibit floor to hear presentations by ADA member dentists who are looking to expand their professional speaking opportunities at the New and Emerging Speaker Stage.

A total of 15 one-hour presentations are scheduled today through Saturday and those who attend will earn one CE credit for each lecture. No ticket is required for attendance.

The New and Emerging Speaker Stage gives aspiring speakers a chance to present a one-hour lecture and have the opportunity to be seen by scouts from other dental meetings. See the Official Guide, Pages 56-57, for a complete list of courses, speakers and times. ■

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# INNOVATIONS

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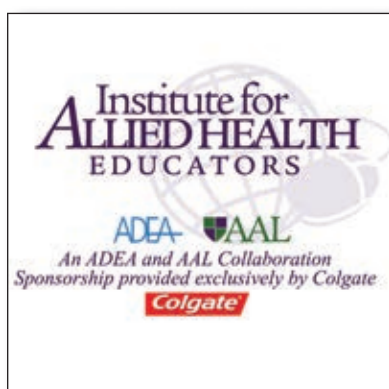
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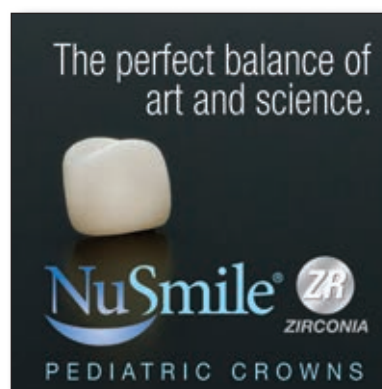
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Exhibit Hall Closing Reception.....4-5:30 p.m.

## Location:

Moscone Center, San Francisco, California





**Volunteering some smiles:** From left, Drs. David Frost, Marshall Gallant and Lilliana Stojic laugh Wednesday at the ADA's 2012 Volunteer Symposium: Increase Oral Health Gains by Volunteering. The seminar took participants beyond the nuts and bolts of international volunteering by emphasizing the importance of creating and supporting sustainable programs that will continue to serve people in need long after volunteers have returned home.



Photos by EZ Event Photography

**Leading the charge:** Dr. Amphayvanh Homsavath speaks at the ADA's 2012 Volunteer Symposium Tuesday. The pre-session program allowed participants to earn 12 hours of continuing education credit and included an overview of sustainable development projects, training in cross-cultural communications and implementing primary health programs using proven health promotion methods.

## Briefs

*Continued from Page 1*

pivotal in how patients find and evaluate dentists, and dentists can use social media to promote their services. The guide provides tutelage on using social media with existing communications and marketing plans. It also includes:

- Details about how social media impacts business and why it's important to participate;
- Business-focused social media planning tips;
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- Tips about how to manage your professional reputation on social media sites;
- ADA resources to use on social platforms;
- Helpful links for beginners;
- A goal planning worksheet;
- A content calendar template.

To purchase and download a copy of the social media guide, visit [ADAcatalog.org](http://ADAcatalog.org) or call 1-800-947-4746 to order. ■

## 2012 Dental Office Design competition winners named

**W**ells Fargo Practice Finance announced the winners of the 13th Dental Office Design Competition on Wednesday.

Selected by a panel of industry experts, the winners are:

- Dental Office Design of the Year—Small Practice: Dr. Todd Hohlen, Ridge Point Dental, Lincoln, Neb.;
- Dental Office Design of the Year—Group Practice: Drs. Craig and Marcy Goldin, Cosmetic Dentistry Institute, Troy, Mich.;

- Outstanding Achievement for a New Dentist Practice: Dr. Michelle Reynolds, The Tooth Ferry, Friday Harbor, Wash.;

- Outstanding Achievement for a Specialty Practice: Dr. Phoebe Good and Dr. Chad Sears, Good + Sears Orthodontics, San Francisco;

- Outstanding Achievement in Design Efficiency:



Dr. Todd Hohlen, Ridge Point Dental, Lincoln, Neb.

The Dental Office Design Competition recognizes dental facilities that most effectively express the practice philosophy of their practitioner(s) and demonstrate a thoughtful assembly of design characteristics associated with an up-to-date dental of-

fice. The Dental Office Design of the Year grand prize winners receive a \$2,500 bonus marketing fund, media exposure and an engraved plaque. Outstanding Achievement award winners also receive awards and media coverage.

Information about the competition, including current and past winning practices, and the 2013 competition, can be found at [wellsfargo.com/dodc](http://wellsfargo.com/dodc).

Wells Fargo Practice Finance is the only practice financing company endorsed by ADA Business Resources. ■

## Session

*Continued from Page 1*

San Francisco institution, complete with their extravagant costumes and outrageously huge hats.

Attendees will also be inspired by the patriotic performance of the award-winning George Washington High School Choir who will thrill the audience with their rendition of the National Anthem.

The Opening General Session will also celebrate the latest achievements by the profession and the ADA. Special honorees include Dr. Ron Lamb, the 2012 ADA Humanitarian Award recipient, and Dr. John S. Greenspan, winner of the Gold Medal Award for Excellence in Dental Research. The Gold Medal Award is sponsored by the American Dental Association and Church & Dwight.

The Distinguished Speaker Series, featuring Robert Reich and George F. Will, offers Annual Session-goers a chance to review the U.S. political climate just weeks before the presidential election.

After Mr. Reich and Mr. Will make their remarks, they will sit down with ADA leaders to answer questions submitted in advance by attendees.



**Mr. Reich**



**Mr. Will**

Professor of public policy at the University of California at Berkeley, Robert Reich has served for three national administrations, most recently as secretary of labor under Bill Clinton.

He also served on President Obama's economic transition board. In 2008, TIME magazine named him one of the 10 most successful cabinet secretaries of the past century.

Mr. Reich is the author of 14 books and more than 200 articles. He writes a weekly, nationally syndicated column for Tribune Media Services that focuses on the economy and which appears in major newspapers nationwide. His radio and television commentaries are heard frequently on public radio and CNBC. In 2003, Reich was



**Classic entertainment:** The Opening General Session will feature performances from San Francisco's Beach Blanket Babylon.

awarded the prestigious Vaclav Havel prize for creative dissent in Prague for his original contributions to economic thinking. In 2004, he was named one of America's three most influential opinion leaders on business and the economy, based on a study by

Accenture. In 2008, The Wall Street Journal named him one of the nation's top 10 thought leaders.

George F. Will is one of the country's most widely read political columnists. His popular twice-weekly column for The Washington Post syndicate reaches nearly 500 newspapers throughout the United States and Europe and he appears regularly on ABC's "This Week." He was a regular contributing editor of Newsweek magazine from 1976-2011.

In 1977, he won a Pulitzer Prize for commentary for his newspaper columns. Eight collections of Mr. Will's Newsweek and Washington Post columns have been published. He has also authored several books about Major League Baseball and was a member of Major League Baseball's Blue Ribbon Panel, examining baseball economics.

In 1981, Mr. Will became a founding panel member on ABC television's "This Week." Mr. Will has taught political philosophy at Michigan State University, the University of Toronto and Harvard University and served as a staff member in the U.S. Senate from 1970-72. From 1973-76, he was the Washington editor of National Review magazine.

The 2012 Distinguished Speaker Series is presented by Church & Dwight, the makers of ARM & HAMMER, Spinbrush and ORAJEL oral care products. ■



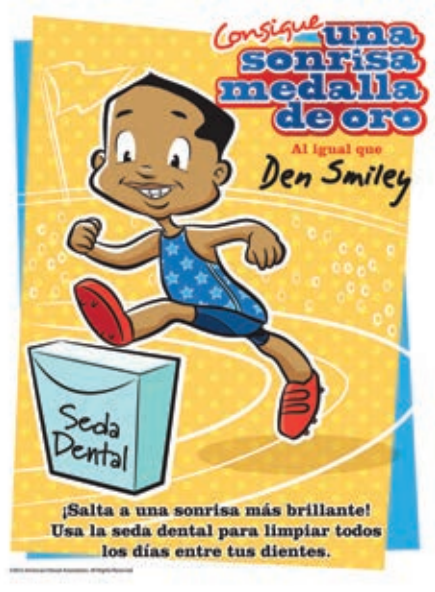
# National Children's Dental Health Month celebrates gold medal smiles

## Time to prepare for 2013 observance

Dentists nationwide can help their young patients "get a gold medal smile" by participating in the ADA's 2013 National Children's Dental Health Month.

This year's NCDHM campaign slogan, "Get a Gold Medal Smile," features the McGrinn Twins, Flossy and Buck, along with their best friends and next-door neighbors Den and Gen Smiley, going for the gold to get a winning smile.

The materials for teens and preteens feature junior athletes smiling because they just won the gold medal for the best smile. These versatile materials will help speakers, teachers and others who want to address both age groups.



Now in its 63rd year, this monthlong national health observance brings together thousands of dedicated dental professionals, health care providers and others to promote the benefits of good oral health to children and adults, caregivers, teachers and many others.

Free "Get a Gold Medal Smile" posters are available thanks to a grant from the ADA Foundation. Posters can be ordered online at [ADA.org/ncdhm](http://ADA.org/ncdhm).

A wealth of other free campaign materials, including a program planning guide, publicity resources, activity sheets for children and more are also available on the website. Many resources are available in both English and Spanish.

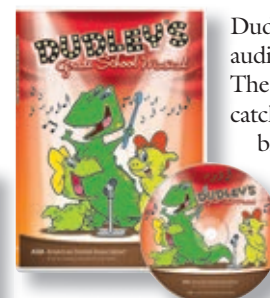
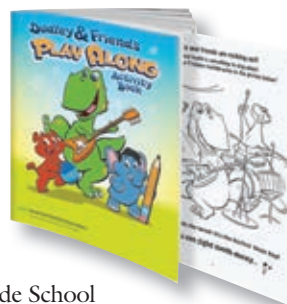
The ADA Catalog is offering a special NCDHM discount on all patient education products. Save 15 percent off all patient education products with campaign code 12212

until Nov. 30. New this year in the ADA Catalog are:

- Dudley and Friends Play Along Activity Book (W148)—The newest Dudley activity book will give young patients a fun challenge. The 12-page 8½ x 11-inch book has 10 pages of dental-themed games for kids to complete and/or color in, including: find the hidden toothbrush; connect the dots; cross-

word puzzle; word search; circle the difference; and word scramble. A personalized version (DAC009) is also available.

- Dudley's Grade School Musical DVD (X889)—Bring glee to children of all ages with this brand new oral health video featuring Dudley the Dinosaur.



Dudley and his friends audition for "Teeth: The Musical" and sing catchy songs about brushing and flossing; mouthguards; healthy eating; regular dental visits; and sealants. The eight-

minute DVD is guaranteed to make learning about oral health fun for kids preschool age through grade four. Cost is \$50 for members and \$75 for nonmembers.

For more information or to place an order visit [ADAcatalog.org](http://ADAcatalog.org) or call 1-800-947-4746. ■

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Option 2: 1 25 LPR Handpiece

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\*FREE merchandise must be of equal or lesser value of the lowest cost Complete Attachment purchased

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