

American Dental Association

ADACommons

[ADA News](#)

[ADA Products and Publications](#)

2013

ADA News Convention Daily - 2013 Day 1

American Dental Association, Publishing Division

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



Part of the [Business and Corporate Communications Commons](#), [Dentistry Commons](#), and the [History of Science, Technology, and Medicine Commons](#)

Recommended Citation

American Dental Association, Publishing Division, "ADA News Convention Daily - 2013 Day 1" (2013). *ADA News*. 446.

<https://commons.ada.org/adanews/446>

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



Distinguished Service Award
Dr. Robert T. Ferris is the 2013 recipient

6

Dental Office Design Competition
Wells Fargo Practice Finance announces winners



14

Group practice
Forum examines growth of concept



15

ADA News

AMERICAN DENTAL ASSOCIATION WWW.ADA.ORG

CONVENTION DAILY

NOVEMBER 1, 2013

VOLUME 23 NO.3

Join us on Facebook American Dental Association

Follow us on Twitter

RSS for breaking news

BRIEFS

Head to ADA CE Live on the show floor

Make the most of every hour at the Annual Session by taking advantage of a variety of free courses, demonstrations and hands-on learning at ADA CE Live on the exhibit hall floor.

Learn more about the role of

point-of-service blood and salivary screenings in the dental office at the Professional Product Review presentation, Chairside

Screening: Putting Science to Work in Everyday Practice.

Other free continuing education opportunities include the Health and Fitness Center; two-hour instruction modules at the Laser Pavilion; in-depth three-hour courses on regular upkeep and maintenance of dental office equipment at the Preventive Equipment Maintenance Zone; two-hour live-patient demonstrations of CAD/CAM technology; and a dozen one-hour sessions at the Pride Institute Technology Expo.

Check the mobile app or the Official Guide for details on all of these free courses, beginning on Page 46. ■



Thousands help ADA kick off 154th meeting



Early risers: Thousands crowd the Morial Convention Center ballroom for the 2013 Opening General Session and Distinguished Speaker Series. Session-goers began lining up in Hall B more than an hour before the doors opened Thursday morning.

BY JAMES BERRY

“Good morning, colleagues, and welcome to New Orleans and the ADA’s 154th Annual Session,” said ADA President Robert A. Faiella, addressing a massive, overflow crowd Thursday at the Morial Convention Center in New Orleans for the Opening General Session and Distinguished Speaker Series.

“We have a great week planned for you, and I hope you enjoy it, absorb it and take lessons home with you,” said Dr. Faiella, also welcoming colleagues from around the world observing events through ADA365, an online extension.

Thousands of ADA members and guests answered an early call Thursday to help kick off the 2013 annual meeting, with festivities hosted by Dr. Faiella and keynote remarks delivered by President Bill Clinton, founder of the Clinton Foundation and 42nd president of the United States.

See THOUSANDS, Page 4

TODAY at a glance



- Provide input on the next ADA Strategic Plan at the Strategic Plan Open Forum, 6:30-7:30 a.m., Hilton New Orleans Riverside, Riverside Ballroom.
- Voice your opinion on dental issues at the ADA Town Hall, 8:30-9:30 a.m., Hall C, back of the 100 aisle.
- Information booths are located in the Hall D, Great Hall and Hall F lobbies and the Welcome Center.



Presidential: President Bill Clinton addresses a question after his keynote address Thursday.



Honored: Dr. Sherman Shinn (left) accepts the ADA Humanitarian Award for 2013 from ADA President Bob Faiella. Dr. Shinn has helped the needy in more than 40 countries worldwide.

Photos by EZ Event Photography

Introducing

Virtual[®] XD *Extra Definition*



Make your first impression your best impression!

Introducing Virtual XD, an advanced vinyl polysiloxane impression system featuring "Extra Definition" wash materials providing:

- **Optimized flow characteristics** for deeper penetration into the sulcus and improved coverage of the preparation.
- **Advanced wetting ability** for precise detail reproduction of both soft and hard tissue.
- **High tear strength** to maintain the integrity of preparation margins and fine detail upon removal of the impression.

**Come see us
at Booth 2739!**

Try Virtual XD and see your next case in Extra Definition!
Visit ivoclarvivadent.com/virtual for your **FREE SAMPLE!**

100% CUSTOMER SATISFACTION
GUARANTEED!



ivoclarvivadent.com

Call us toll free at 1.800.533.6825 in the US, 1.800.263.8182 in Canada
©2013 Ivoclar Vivadent, Inc. Virtual is a registered trademark of Ivoclar Vivadent, Inc..

**ivoclar
vivadent[®]**
passion vision innovation

Photo by EZ Event Photography



Interactive: Special Care Issues in Geriatric Patient Care was the focus of Thursday morning's discussion in the Learning Labs, Room 215. From left are Dana Riley, Covington, La., dental hygienist; host Dr. Gretchen Gibson, Fayetteville, Ark.; Dr. Maria Guilda Lherrisson, Port Au Prince, Haiti; and dental student Anne-Charlotte Lafontant, Port Au Prince, Haiti. The Learning Labs are designed to allow in-depth exploration and discussion.

ADA reference committees to convene Saturday

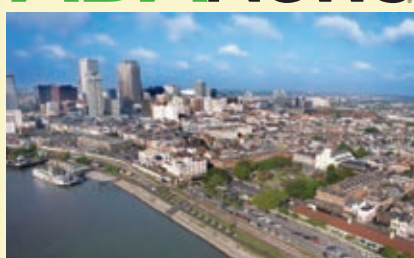
The ADA House of Delegates will hold reference committee hearings Saturday at the Hilton New Orleans Riverside. All ADA members may attend and participate in these important hearings. Hearing times are staggered so that members may attend multiple hearings if desired.

The reference hearings schedule follows:

- Budget, Business and Administrative Matters: Grand Ballroom D, 7-9 a.m.
- Legislative, Health, Governance and Related Matters: Grand Ballroom A, 9-11 a.m.
- Dental Education, Science and Related Matters: Grand Ballroom C, 10 a.m.-noon.
- Dental Benefits, Practice and Related Matters: Grand Salon A (Sections 1-6), 11 a.m.-1 p.m.
- Membership and Related Matters: Grand Ballroom B, noon-2 p.m.

In addition, a Commission on Dental Accreditation open hearing will be held from 8-9 a.m. in Grand Ballroom C. ■

ADA News Convention Daily



Friday, November 1, 2013
Volume 23, Number 3

Published daily Oct. 30 through Nov. 2 during the 154th Annual Session of the American Dental Association in New Orleans.

The ADA News Convention Daily office is located in Room 256, Ernest N. Morial Convention Center, 900 Convention Center Blvd.; phone 1-504-670-6770; fax 1-504-670-6775; or e-mail adanews@ada.org.

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

Attendance

GRAND TOTAL 23,227

Dentists		Dental Students		Dental Team		Related Professionals	
U.S. Member	6,356	U.S. Member	590	U.S. Dental Business Assistants	1,554	U.S. Dental Dealers	88
U.S. Nonmember	285	U.S. Nonmember	203	Intl. Dental Business Assistants	47	Intl. Dental Dealers	8
Intl. Member	402	Intl. Member	37	U.S. Dental Assistants	1,830	Guests	1,270
Intl. Nonmember	89			Intl. Dental Assistants	49	Friends & Family	1,540
Total	7,132	Total	830	Dental Assistant Students	129	Alliance	142
				U.S. Dental Hygienists	1,856	Allied Health Professionals	87
				Intl. Dental Hygienists	51	U.S. Component Staff	124
				U.S. Lab Technicians	37	U.S. Constituent Staff	173
				Intl. Lab Technicians	5	Exhibitors	6,118
				Total	5,558	Other	157
						Total	9,707

Your Imaging Future Starts Today

Continuing Innovation | Dependable Performance | Comprehensive Solutions

Continuing Innovation

Complete your patient scans in just a few simple steps: using the touchscreen control panel, select the imaging projection, choose the appropriate patient size, and take the scan.

Dependable Performance

EasyPosition™ system allows for reproducible patient positioning and consistent imaging results.

Comprehensive Solutions

The GXDP-300 features proprietary FOX™ technology to capture well-defined, high-quality images in an instant, with consistent magnification and image uniformity. The bitewing view comes standard along with Adult and Child Panoramic and TMJ projections.

**ADA
BOOTH
#1139**

**ASK US
about our ADA
Annual Meeting
SPECIALS**

GXDP-300™ Digital Panoramic

Schedule a DEMO today!

Call **1-888-339-4750**

or visit **www.gendex.com**

GENDEX
Always by your side



Our sponsor: Jim Craigie, chair and CEO of Church & Dwight, which sponsors the Distinguished Speaker Series, addresses the morning throng.



Next up: Dr. Chuck Norman, ADA president-elect, hails the tripartite system in his brief address Thursday morning.

Thousands

Continued from Page 1

Sponsoring the Distinguished Speaker Series in cooperation with the ADA is Church & Dwight Co., makers of Arm & Hammer, Spinbrush and ORAJEL oral care products—and introducing a new oral care system called Arm & Hammer Truly Radiant. The company markets 80 brands in nearly 100 countries around the world.

Early in the program, Dr. Faiella thanked Procter & Gamble for sponsoring a special commemorative edition of The Journal of the American Association, which has celebrated its centennial this year.

Members attending the meeting each received a ticket in their registration packets entitling them to one complimentary copy of

the special JADA edition.

“The ADA is proud of JADA’s contributions to the advancement of dental practice and science,” said the ADA president.

Dr. Faiella urged everyone to visit the exhibit hall and support the “exhibitors and sponsors instrumental in making this event happen.”

He then touched on a number of past and ongoing ADA activities on behalf of the membership and its patients, including a push for tax reform, and efforts to amend both the McCarran-Ferguson statute and ERISA, the Employee Retirement Income Security Act.

Dentistry also is “committed to improving access to oral health for the underserved,” he said.

Emphasizing the ADA’s role as America’s leading advocate for oral health, he noted that the Association this year launched Action for Dental Health, a comprehensive approach to addressing the nation’s dental health crisis.

Dr. Faiella then turned to what he dubbed “the elephant in the room”—the Patient Protection and Affordable Care Act, Obamacare.

“Over the past few months,” he said, “the ADA has been developing resources for our member dentists to make sure they have the information they need about the Act. We want them to fully understand how it will, and will not, affect them and their patients.”

Later he noted, “Our overarching goal of ADA advocacy with federal officials is to ensure a consumer friendly oral health benefits market in each state.”

The ADA president then introduced his successor—Dr. Chuck Norman of Greensboro, N.C., who will take office as president next week. In his brief remarks, Dr. Norman hailed



Have you done it yet this year?

In just 10 minutes, you can get an annual retirement check-up for your practice at booth #2311. No time? Schedule a post-convention annual retirement check-up at our booth or by going to www.axa-ada.mobi/m

Why an annual check-up? Your needs evolve, your practice grows, the investment world changes – nothing stands still. An annual check-up is a great habit to get into. Even if you’re not in the ADA Members Retirement Program now, AXA Equitable can help you consider how best to address your retirement goals. And there’s no charge for a retirement planning check-up consultation.

Why AXA Equitable? The ADA Members Retirement Program is the only retirement program endorsed by the ADA for its members. This program has provided thousands of ADA professionals with growth opportunities for their retirement assets as they grow their practices.



Scan or go to www.axa-ada.mobi/m to enter our daily drawing and/or schedule your annual retirement check-up



You can also call 800-523-1125, option 2, and ask for extension 7525 for a free consultation with one of our Retirement Program Specialists.

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-88342 (9/13) (Exp. 9/15) G31967

“Over the past few months, the ADA has been developing resources for our member dentists to make sure they have the information they need about the Act.”

the ADA tripartite system as “unique to the world of professional organizations,” able to “meet today’s challenges by drawing on the strengths of all three levels of our membership.”

Dr. Faiella then presented the ADA Humanitarian Award for 2013 to Dr. Sherwin R. Shinn “an inspirational leader” from Washington State, who has provided volunteer dental services and training for the needy in some 40 countries worldwide.

The huge crowd greeted the honoree with warm applause. “Wow,” he said. “This must be Halloween, because I’m feeling really scared right now.”

He later said he was accepting “this very prestigious award” on behalf of “all the thousands of dental professionals who are also doing what they can to help—and I accept it on behalf of all of you because you’re all heroes for what you do for and with people.”

A profile of Dr. Shinn appeared in Tuesday’s issue of the ADA News Convention Daily and can be read online at www.ada.org/session/9232.aspx

Jim Craigie, chairman and CEO of Church & Dwight, then introduced President Clinton.

President Clinton talked broadly about the worldwide efforts of nongovernmental organizations, such as his own Clinton Foundation, to foster economic growth, create opportunity, protect the environment and improve health.

He encouraged the development of networks of positive cooperation to facilitate change. ■

—berryj@ada.org

Understand changes to the CDT Code

BY KELLY SODERLUND

Learn about coming changes and how to better use the CDT Code in the dental practice.

Optimize Your Practice: CDT Code, Claims and More (course 6344) is scheduled for 2-5:30 p.m. Friday in room 218. There is no fee and participants are eligible to receive 3.5 hours of continuing education credit.

CDT 2014 is the Code on Dental Procedures and Nomenclature's latest version that is effective Jan. 1, 2014.

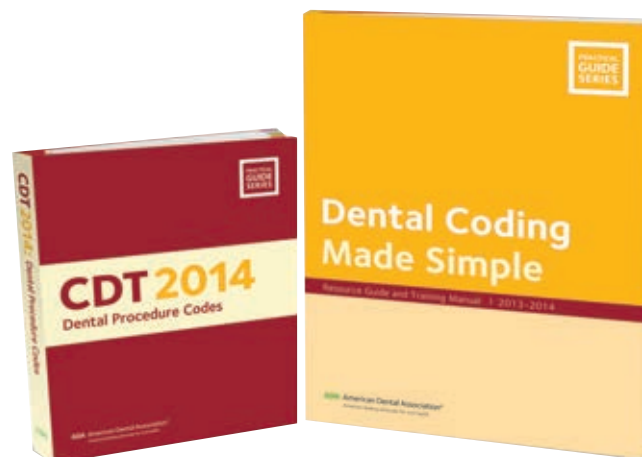
Visit the ADA Catalog booth in the Welcome Center to order your copy.

Dentists and dental team members who un-

derstand how the CDT Code is properly used are able to accurately document dental service, and avoid and resolve claim adjudication errors.

The CDT Code is ADA intellectual property and the ADA Council on Dental Benefit Programs oversees its maintenance. The federal government, under the Health Insurance Portability and Accountability Act of 1996, designated the CDT Code as the national terminology for reporting dental services.

Dr. Andrew Vorrasi, chair of the CDBP Subcommittee on the Code, and Dr. Ronald Riggins, subcommittee member, will moderate the course. ■



Affordable Care Act primer

Learn more about how the Affordable Care Act will affect dentistry and what the ADA Health Policy Resources Center has to say on dentists' incomes and dental care utilization at the Annual Session.

Dentistry at a Crossroads: The Affordable Care Act and Beyond (6311) is scheduled for today from noon-1 p.m. Attendees are eligible to earn up to one hour of continuing education credit. There is no fee for the course but a ticket is required for admission.

Marko Vujicic, Ph.D., managing vice president of HPRC, will present an analysis of the additional dental visits and expenditures the ACA will generate and discuss the effect of Accountable Care Organizations on how dental care will be delivered and paid for. The course will also cover the major factors bringing significant change to the dental profession and discuss how participants could seek policy action at the state and national level. ■

Gain an extra hour Sunday

Daylight saving time ends



Gain an extra hour for volunteering at the ADA Mission of Mercy, learning at continuing education courses, networking, sightseeing in New Orleans or just sleeping in as most of the U.S. "falls back" on Sunday.

Daylight saving time ends Sunday, Nov. 3 at 2 a.m., so before you go to bed on Saturday night, be sure to set your electronic devices to the correct time if they aren't designed to automatically adjust to the time change. ■

Powerful prescriptions for snoring and sleep apnea

Silent Nite® Slide-Link

\$99*

- Our No. 1 prescribed snoring and sleep apnea appliance
- Connectors are interchangeable by the patient
- Free six-month replacement warranty

aveoTSD®

\$139‡



- A brilliantly simple, low-cost treatment for snoring
- Gently suctions to the tongue, preventing it from falling back and blocking the airway
- Requires no impressions or adjustments

EMA®

\$189*



- Appliance for snoring or OSA
- Elastic straps are interchangeable by the patient
- Elastic strap strength is matched to the patient's musculature

TAP® 3 Elite

\$359*



- Appliance for snoring or OSA
- Greater range of adjustment than previous TAP devices
- More lateral movement for improved patient comfort and compliance

Orders will not be fulfilled without a valid dental license. *Price does not include \$14 round-trip overnight shipping or applicable taxes. ‡aveoTSD volume pricing/unit: (1-4) \$139; (5-9) \$129; (10-19) \$119; (20+) \$115.

aveoTSD is a registered trademark of Innovative Health Technologies (NZ) Limited. EMA is a registered trademark of Frantz Design Inc. TAP is a registered trademark of Airway Management Inc.

For more information

888-974-5368

www.glidewell dental.com



**GLIDEWELL
LABORATORIES**

Premium Products - Outstanding Value

3004349_01

Dr. Robert T. Ferris to receive ADA Distinguished Service Award

BY KELLY SODERLUND

It started with a simple job shadow.

Dr. Robert T. Ferris spent the summers of his youth following around his uncle, Dr. Alfred Ferris, in his Springfield, Mass., dental practice. He watched him treat and interact with patients and hobnob with local and state dignitaries who passed through town.

"The thing that stuck out more than the dental treatments was the kind of relationships he had with patients. They weren't just customers; they were friends," said Dr. Ferris, 76. "What a wonderful thing, to have people trust you so much."

The experience sparked a passion in Dr. Ferris and launched a more than 50-year career in dentistry that has yet to expire. It's been a career with many pit stops along the way, taking Dr. Ferris to dental laboratories, the U.S. Navy, periodontics, academia and leadership in organized dentistry.

Dr. Ferris will make another pit stop at the House of Delegates meeting at ADA Annual Session when he receives the ADA Distinguished Service Award for 2013. Presented annually, the DSA is the highest honor conferred by the Board of Trustees.

Dr. Ferris said he was "absolutely stunned" to hear he was the DSA recipient this year, not believing it was ADA President Robert Faiella calling to notify him of the honor.

"I know so many deserving people who have made major contributions to the profession, that it would take an hour just to list them," Dr. Ferris said. "At first, I considered the possibility that this was a practical joke and that one of my friends was impersonating Bob Faiella. Seriously. When I realized that it was the real thing, I wanted to tell my daughter and my son, but I didn't because it would have been unseemly. So I sat back and remembered all of the colleagues and friends who opened doors for me and made this possible."

Dr. Ferris attended dental school at Emory University and graduated in 1961. He signed up for the U.S. Navy Reserve in 1960 and was commissioned as a lieutenant in the U.S. Navy Dental Corps. Dr. Ferris was stationed at Oceana Naval Air Station in Virginia Beach, Va., for two years while he was a general dentist for enlisted and Navy personnel.

He fostered an interest in periodontics and received a master's degree in the field from Ohio State University in 1965. Following an internship in oral surgery, Dr. Ferris received



Fifty years in dentistry: Dr. Ferris began practicing dentistry in 1961.

a Ph.D. in immunology from Ohio State. He said his natural inclination was to continue in academic dentistry, which he did at Case Western Reserve in Cleveland, serving in the microbiology department in the medical school and as chair of periodontics department in the dental school until 1971.

That was the year Dr. Ferris opened a solo periodontics practice in Altamonte Springs, Fla. In 1976, he assumed a position as a clinical professor of periodontics at the University of Florida College of Dentistry.

"For a long time I've been able to walk both sides of the street in academic dentistry and clinical practice," Dr. Ferris said. "There's an enormous benefit in being able to do both. A private practice can be very rewarding and fulfilling, but it puts you in what I call a cottage mentality because dentistry can be so rewarding it becomes habituating. But being part time in academics all those years kept up my views of what was happening in the profession: the new research, the new clinical tools. So I always felt like I had the best of both worlds."

Dr. Ferris eventually added a third tier of interest: organized dentistry. His resumé includes a long list of appointments and leadership positions, including: liaison for the Florida Dental Association to the Florida State Board of Dentistry; two appointments by two governors from opposing political parties to the Florida State Board of Dentistry; president of the American Association of Dental Examiners; president of

the Florida Dental Association; president of the American Academy of Periodontology; director and chair of the American Board of Periodontology; and ADA delegate.

"Because of all of this, he's very knowledgeable; not only about a great many of the issues that affect dentistry but he also has an innate knowledge of how to play in political circles, which is a whole different game," said Dr. S. Timothy Rose, past ADA president, who's known Dr. Ferris since dental school. "He is also very visionary. He can not only look at what may be coming up on the horizon and predict where we're going to be but he has the ability to sit down with people from different perspectives and come to some common agreement to what it all means."

Dr. Ferris was elected 2nd vice president of the ADA in 2004 and served as 1st vice president from 2005-06. When asked if he would describe himself as ambitious, Dr. Ferris pointedly said no.

"Virtually every time one of these opportunities arose, some people persuaded me that I should do it," Dr. Ferris said. "They always pointed out that if I didn't, someone else would fill in that spot, and they just had more confidence in me. When they said they had confidence in me, it was a boost to the ego. I would think, 'Maybe I can do that job.'"

Dr. Ferris is now a minimal participant in organized dentistry, preferring to mentor up-and-coming leaders within the profession. Dr. Larry Nissen, a colleague of more than 20 years, said Dr. Ferris's devotion to dentistry is unparalleled.

"Not only has he served, he has also mentored many inexperienced volunteers, coaching and encouraging them throughout their careers. Bob's extensive knowledge and his ability to assimilate this knowledge into easily understandable conversation is a very unique characteristic of him," Dr. Nissen said. "He is always available to advise, counsel or just listen, whatever the situation may require. Our profession needs more people like Bob Ferris, and hopefully this recognition of him will remind us of the responsibility each of us has to our profession and our colleagues."

Dr. Ferris has not only impressed his friends and colleagues with his leadership skills, he's charmed them with his humor and personality.

"Dr. Ferris has a bright sense of humor and he embodies the idea of taking his responsibilities seriously, without taking himself too seriously," said Dr. Alan Friedel, who served in various leadership roles alongside Dr. Ferris.

"Bob has worked hard over the years to maintain a consistently high standard of care for his patients; never forgetting that the root of the word doctor is teacher. He is a highly ethical man who can be forgiving and has always shown respect to all others, especially to those who were his political adversaries. He remains generous with his time, generous in sharing his gifts both intellectual and financial and is the very model of what a true professional should be. I am proud to call him my friend."

Dr. Ferris has certainly been generous to dentistry. He donated \$1 million in 2006 to benefit both the Florida Dental Health Foundation and the American Academy of Periodontology Foundation. Both foundations were partner organizations of a national campaign to secure the future of dental education.

"I think it's important for everyone in the dental family to understand the pressing needs of the dental education system in our country," Dr. Ferris said at the time. "I hope that this gift will encourage people to ask questions, identify needs in education and make their legacy gift to a dental education project that is important to them."

Dr. Ferris's professional interests go beyond dentistry. He previously owned several hundred apartments at the University of Central Florida; developed and owned a chain of convenience stores in central Florida; and helped organize and sell three commercial banks.

"The wonderful thing about the practice of dentistry is you can make room for those other things in your life," said Dr. Ferris, who has two children, Leah Yankus, Ph.D., a psychologist, and Robert L. Ferris, M.D., Ph.D., the chief of head and neck cancer at the University of Pittsburgh Medical School.

Dr. Ferris, who enjoys golf and fly fishing, has been with his domestic partner, Jennifer Corey, for 16 years and still practices dentistry three days a week in Deland, Fla. He has no plans to retire and said a quote from the golfer Jack Nicklaus has resonated with him, where he talks about his amazement over being paid to do something he loves so much.

"That always stuck with me because I've never known someone who was excellent at what they did and didn't love it," Dr. Ferris said. "It's like that saying, 'If you love what you do, you'll never work another day in your life.' It's a great career." ■

—soderlundk@ada.org

ADA Foundation board approves new members

At its September meeting, the ADA Foundation Board elected four new members to serve four-year terms.

The new members are:

- Dr. Nona I. Breeland of Chapel Hill, N.C.
- Dr. William R. Calnon of Rochester, N.Y. (past ADA president, 2011-12).
- Dr. Fotinos Panagakos of Piscataway, N.J. (representing Colgate-Palmolive Company).
- Dr. Bernard McDermott of Washington, D.C.

Additionally, John Stefanick of 3M Corporation will complete an unexpired one-year term.

According to the Foundation's bylaws, the



Dr. McDermott



Dr. Panagakos



Dr. Calnon



Mr. Stefanick



Dr. Breeland

ADA President will name an additional board member.

Dr. Ernest L. Garcia, Jr. (2007-13); Dr. Leo E. Rouse, (2007-13); and Dr. Charles L. Smith (2009-13) retired from the board in

September.

The ADAF Board term of Dr. Donald Seago, ADA 5th District trustee (2009-2013) will end with the close of Annual Session.

To learn more about the ADA Foundation,

including grants, awards, fundraising and the Dr. Anthony Volpe Research Center (formerly the Paffenbarger Research Center), visit the ADA Foundation booth in the Morial Convention Center, Hall D Lobby, through Saturday afternoon.

Visitors can vote on their choices of the most important ADAF funding categories and register to win one of several prizes.

For more information about the ADA Foundation, visit adafoundation.org. ■

Educate patients with new, revised materials from the ADA Catalog; visit Welcome Center for free samples

Help patients understand their dental conditions and diseases and your plan for treatment with new and revised patient education materials from the ADA Catalog.

Stop by the ADA Catalog in the Welcome Center and take home free samples of new patient education materials for your practice.

Featured new and revised products this year include:

- The Chairside Instructor (W013, W014 Spanish, W013D and W014D digital editions);

- The Chairside Instructor App for iOS (W013i);

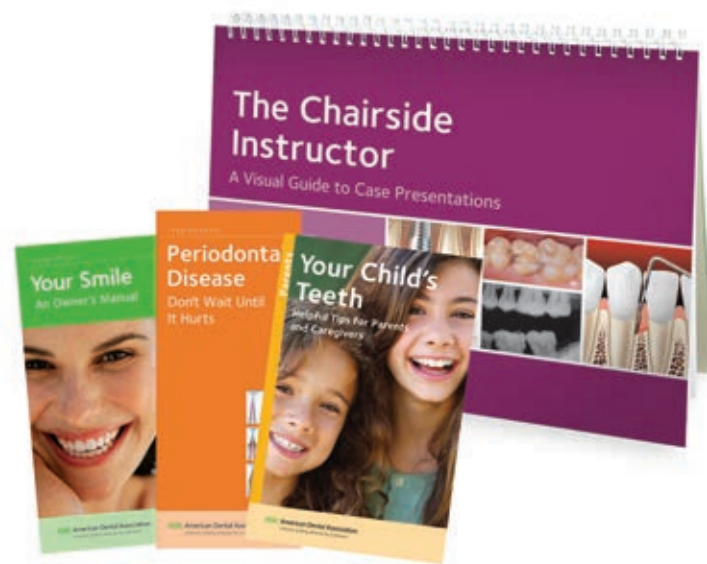
- 21 new and revised patient education brochures;

- 14 new and four revised personalized brochures, now with online proofing available at ADAcatalog.org.

ADA Catalog hours in the Welcome Cen-

ter are 9:30 a.m.-5:30 p.m., today; and 9:30 a.m.-3 p.m., Saturday. All on-site orders receive a New Orleans discount.

For more information, visit the ADA Catalog in the Welcome Center or online at ADAcatalog.org. ■



ADAA also meeting in New Orleans

The ADA welcomes the American Dental Assistants Association, which holds its 89th Annual Session through Sunday in conjunction with the ADA Annual Session.

Dental assistants in attendance can take advantage of continuing education opportunities, visit the ADA World Marketplace Exhibition and attend ADA special events.

The ADAA meeting headquarters is at the Westin New Orleans Canal Place.

For more details on the ADAA meeting, visit dentalassistant.org. ■

Affordable Care Act questions and answers continue online



Q: Based on what we see now, how will the Affordable Care Act and other market forces affect dentists as health care practitioners, health care consumers and employers?

See the answer to this question and numerous future reports in the continuing series on the ACA implementation in a format accessible to members at Success.ADA.org/en/practice/operations/regulatory.

The fourth and most recent report, "ACA: Status of Marketplace Implementation," appeared in the Sept. 16 ADA News. The News will offer information on access to future reports as it becomes available.

The ADA invites member questions on ACA implementation at the email address healthreform@ada.org. ■



Ritter Dental
THE DENTAL EXPERTS

Booth #1345

The Ritter Implant & Crown Kit

Minimum 15 Kits/Month.
No Hidden Fees!



ivoclar vivadent
e.max
Ivoclar e.max Or Zirconia Crown



Ritter Surgical Kit



Ritter Implants



Implant Kit Total Cost
\$595
No Hidden Fees!

Ritter Implant & Crown Kit Includes:

<ul style="list-style-type: none"> Ritter Implant Ivoclar Crown Ritter Surgical Kit Restoration Abutment Abutment Analog 	<ul style="list-style-type: none"> Temporary Cap Waxing Sleeve Annual Supply of Burs & Drills Lab Service No Hidden Fees
---	---

www.RitterDentalUSA.com | Call: 855-807-8111



no procedure
should be
without



ENTER TO WIN ISOVACTM FOR YOUR OPERATORY
RAFFLE EVERY HOUR, EVERY DAY OF SHOW
BOOTH #3227

isolite SYSTEMS

Better Isolation = Better Dentistry®

A reliable Isolation Technique (IT) gives you control of the oral environment so you can do your best dentistry. IT manages the tongue. IT improves visibility and access. IT controls moisture and oral humidity. IT minimizes sources of contamination. IT helps protect the safety of your patients.

Isolite Systems' state-of-the-art dental isolation keeps the working field as dry as a rubber dam without any of the hassle. With isolation this good, you'll never want to work without IT.

www.isolitesystems.com | 800-560-6066



VISIT
BOOTH
#3227

to win dental isolation
for your entire practice!

PRODUCT NEWS



Protect your income from a disabling accident or illness by taking advantage of a valuable benefit of your ADA membership – exclusive access to affordable ADA-sponsored disability insurance. It can replace your income if you are unable to perform your "own occupation" – the duties of your specialty of dental practice!

ADA-SPONSORED INSURANCE PLANS
866-607-5330
www.insurance.ada.org
Booth #2401



Have you done it yet this year? Stop by booth #2311 and get an annual retirement check-up for your practice. Why an annual check-up? Your needs evolve, your practice grows, the investment world changes -- nothing stands still. An annual check-up is a great habit to get into. Even if you're not in the ADA Members Retirement Program now, AXA

Equitable can help you consider how best to address your retirement goals. And there's no charge for a retirement planning check-up consultation.

ADA MEMBERS RETIREMENT PROGRAM
800-523-1125, option 2
www.axa-equitable.com/ada
Booth #2311



At booth #2301 CareCredit, the healthcare credit card exclusively endorsed by ADA Business Resources, has free personalized Practice Performance Reviews for dentists who accept CareCredit. Dentists will discover how they compare with others in their area as well as practices in the top 10% based on production. Upon completion, practices will receive a free Swampy and Ducky Pillow Pet set. Dentists yet to add CareCredit can get started for only \$25 and receive a free Pillow Pet set with their completed CareCredit enrollment form.

CARECREDIT
800-300-3046
www.carecredit.com
BOOTH #2301, 2309, CR1



HEALTH Clinical Gum Protection Toothpaste and Crest PRO-HEALTH Multi-Protection Rinse

The Clinical PRO-HEALTH SYSTEM for Gingivitis. Clinically tested to virtually eliminate gingivitis and help patients reach peak gingival health. The Clinical PRO-HEALTH SYSTEM for Gingivitis contains: Oral-B Professional Precision 5000 Electric Toothbrush with SmartGuide, Oral-B GlidePRO-HEALTH Clinical Protection Floss, Crest PRO-

CREST
800-543-2577
www.dentalcare.com
Booth #1739, 1853, CR18



Discover the PureSmile Aligner System by DDS Lab – a virtually invisible alternative to braces. PureSmile is a series of clear, removable aligners designed for esthetic alignment of anterior teeth. DDS Lab's experienced team of orthodontic technicians utilizes state-of-the-art CAD/CAM technology and 3D printing to ensure a precise fit. Digital impressions from most major systems are accepted. Visit our booth to learn how PureSmile can offer your patients a comfortable solution for a more beautiful smile.

DDS LAB
877-337-7800
<http://puresmilealigner.com>
Booth #2050



Aquasil Ultra Cordless is the first and only Tissue Managing Impression System that does not require tissue retraction. No need for cord. No need for paste. Just an easy, one-step system that places super high tear strength wash material precisely into the sulcus within seconds for a less stressful experience that delivers incredibly accurate marginal detail. For more information contact DENTSPLY Caulk at 1.800.LD.CAULK, visit www.aquasilultracordless.com or call an authorized DENTSPLY distributor.

DENTSPLY CAULK
800-LDCAULK
www.aquasilultracordless.com
Booth #2501, 2601



DentiMax has released ONC certified, electronic health records (EHR) software specifically created for dentists. With the purchase of this new EHR software, dentists who have 30% or more of their visits from Medicaid patients can qualify for an initial \$21,250 government payment. In addition, DentiMax also offers consultative services to help dentists qualify for all of the available government meaningful-use money. DentiMax Co-founder Lee Varney explains, "By combining our new Dental EHR software with our consultative services, you can make qualifying for the entire \$63,750 government incentive a whole lot easier."

DENTIMAX
800-704-8498
www.dentimax.com/ehr
Booth #2256



DMG America – makers of the market-leading temporary crown & bridge material Luxatemp – has created a new, three-in-one composite; Constic. Engineered for multiple clinical procedures, new Constic offers etching, bonding and filling in a single step. This enhanced efficiency not only saves you time, but it helps eliminate potential mistakes by simplifying the application procedure. Constic is indicated for use on class I & II restorations, for application as a baseliner under traditional composites or for pit & fissure sealing.

DMG AMERICA
800-662-6383
www.dmg-america.com
Booth #2033



Garrison Dental Solutions introduces the latest innovation in sectional matrix systems: the Composit-Tight 3D XR Sectional Matrix System. The Composit-Tight 3D XR Sectional Matrix Ring is an ultra-retentive matrix ring designed for use with short or malpositioned teeth, including areas between the canine and first bicuspid. The enhanced, Soft Face silicone ensures true matrix band adaptation which reduces both flash and finishing time, while improving contacts. In addition, the dynamic tip angle allows for proper tip alignment with the buccal and lingual surfaces for precise adaptation. While the 3D XR ring was designed for use with difficult dentition, clinicians will find that it works exceptionally well with standard height teeth.

GARRISON DENTAL SOLUTIONS
616-842-2244
www.garrisdental.com
Booth #1021



Your clear path for growth begins with the GXDP-700 Series. This dynamic system starts with a digital panoramic with sophisticated styling and an ergonomic design including an advanced touchscreen interface. The GXDP-700 is a modular system, upgradeable from 2D panoramic to Cephalometrics or 3D Cone Beam with flexible field-of-view, or both. The new Gendex GXDP-700's SRT image optimization technology received the Best of Class Technology Award from Pride Institute. This Scatter Reduction Technology delivers 3D scans with a new level of clarity and detail, by reducing artifacts generated by metal or radio-opaque objects.

GENDEX
800-323-8029
www.gendex.com
Booth #1139



When placing implants, stop using generic healing abutments that lead to an unnatural emergence profile. The Inclusive Tissue Contouring System is an efficient way to produce esthetic gingival margins and a predictable prosthetic outcome. For use with most major implant systems, this flexible solution consists of a custom healing abutment that is ready to seat and easy to adjust, along with a matching custom impression coping to capture the gingival contours for the final restoration. Add a surgical stent for restorative-driven implant positioning, or even a custom temporary abutment with BioTemps provisional crown for immediate temporization in esthetically demanding cases.

GLIDEWELL LABS
949-440-3809
www.glidewell dental.com
Booth #3219



Sensodyne Repair & Protect toothpaste builds a robust reparative layer over and within dentin tubules. The layer begins to form from the first use, and provides proven, lasting protection from dentin hypersensitivity.* Think beyond pain relief and recommend Sensodyne Repair & Protect toothpaste. * with twice daily brushing.

GLAXOSMITHKLINE
412-200-4000
www.dental-professional.com
Booth #1625

PRODUCT NEWS



HealthFirst's new SM-Z Emergency Medical Kit provides organization and mobility to a practice's medications, devices, first-aid supplies, oxygen and AED. It is designed for the dental practice that wants to be fully prepared for an emergency that may occur in or near the office. Its contents represent today's standard-of-care and meet recommendations from Dr. Stanley Malamed. The SM-Z includes the essential set of medications required to treat the most common medical emergencies that occur in the dental office, as well as the quickest and easiest medication delivery devices. It also provides essential life-saving devices and an auto-refill system.

HEALTHFIRST
425-771-5733
www.healthfirst.com
Booth #2213



Just introduced; a simple, economical solution to free-handed implant placement from innoDent. With this in-house, guided implant calibration system, the surgical guide is set-up on the patient's model and ready for surgery in minutes with a cost comparable to acrylic stents. Utilizing a sophisticated calibration station, this adjustable surgical guide functions in all three planes of space, is compatible with dental implants on the market today, functions with cone beam imaging or standard x-rays and results in the most accurate path for implant placement. Visit the innoDent booth to view this INNOVATIVE SOLUTION to guided implant surgery!

INNODENT
855-802-3989
www.innoDentCo.com
Booth #229



For practices and clinics who want the advantages of state-of-the-art dental isolation, Isovac is Isolite Systems' most versatile and affordable clinical option. Debuting at this year's ADA Annual Session, the new adapter modifies a standard HVE so that any of the family of Isolite Mouthpieces can be easily attached. Its unique design makes it super easy to clean and sterilize. Isovac is an excellent addition to hygiene or for affordably extending state-of-the-art isolation to additional operatories in your practice. See the debut of this exciting new product at Isolite Systems booth.

ISOLITE SYSTEMS
800-560-6066
www.isolitesystems.com
Booth #3227



For each pink Bluephase Style curing light sold during the month of October, \$100 will be donated to breast cancer research. The pink Bluephase Style will be highlighted at the Ivoclar Vivadent booth during the 2013 American Dental Association (ADA) Annual Session in New Orleans, LA, from October 31 through November 3. The Bluephase

Style LED curing light is the latest advancement in dental curing lights. Its Polywave technology allows thorough, efficient curing of all dental materials, and its specially designed light probe easily accesses posterior teeth. The Bluephase Style can be used cordless or corded, and its slim design and intuitive two-button operation is lightweight, very small, and cures all.

IVOCCLAR VIVADENT INC.
716-691-2233
www.ivoclarvivadent-us.com
Booth #2739



Higher taper Nickel Titanium instruments designed for mechanical removal of dentine using your current variable torque slow speed hand piece. Features brass handles with color coded size ring, taper marking, NiTi strength and flexibility, and loose spirals for smooth easy cleaning of canal. Mity Roto T4 (.04 taper) has yellow stops and Mity Roto T6 (.06 taper) has blue stops for easy identification. Both are available in 21 and 25 mm lengths in sizes 15 thru 40 as well as assorted.

JS DENTAL
800-284-3368
www.jsdental.com



MacPractice DDS 4.4 64 bit provides MacPractice users with even more Mac native digital imaging solutions of all kinds. MacPractice's 'Practenvironment' inter-operates with Patient Check-In, MacPractice Clipboard and MacPractice iEDR iOS 7 compatible apps for iPad. A dentist can now discuss current conditions and treatment plan

with a patient while viewing their x-rays and photos on an iPad. New options include dental Inventory integrated with a barcode scanner and the office's fee schedule, and Time Clock. Use newly released Dragon Dictate Medical for Mac 3 with Notes, MacPractice's own word processor, and EDR. TransWorld integration facilitates collections. PracticeVine facilitates online registration.

MACPRACTICE
877-220-2418
www.macpractice.com
Booth #1657



National Dentex (NDX) introduces the NTI-tss Plus - a superior alternative to bite guards. The NTI-tss Plus protects teeth, muscles and joints by suppressing parafunctional muscle contraction. Delivery is easy as 1-2-3 with most dentists reporting less than 10 minutes of total chairtime. It simply and effectively treats patients suffering from brux-

ism, clenching, tension and migraine headaches by reducing the intensity of jaw clenching while they sleep. Stop by our booth to request a free sample!

NATIONAL DENTEX
877-942-5871
www.nationaldentex.com
Booth #127



The industry's most intuitive practice management software is now even more user-friendly - Patterson Dental announces Eaglesoft 17. New features to simplify your daily routine include customized medical history, Eaglesoft Newsfeed, Patterson Auto Update via the web instead of using a disc to install updates, CareCredit bridge providing

a direct link to process credit applications, and integrated Clinician Lite for Eaglesoft Clinician users. Visit www.Eaglesoft.net for more information.

PATTERSON EAGLESOFT
651-686-1715
www.Eaglesoft.net
Booth #2539



QSIDental Web cloud-based technology provides anytime, anywhere access to patient data and enterprise management. With no upfront infrastructure costs, it significantly reduces your capital investment. This innovative technology offers integrated all-in-one clinical administrative data management for your practice by making it easier

to access and view patient records, digital chartings, and patient data. With advanced graphical charting you have the ability to enter conditions and treatments easily, and plan procedures during the exam by completing convenient, easy-to-use forms. The tech-savvy patient registration tool delivers online data entry that is securely imported to the QSIDental Web database.

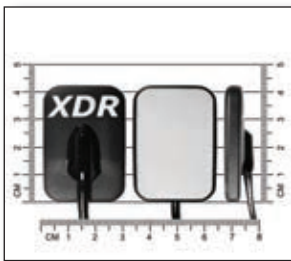
QSIDENTAL
800-888-7955
www.qsidentalweb.com
Booth # 119



At United Concordia Dental, we focus on our customer in everything we do. We apply technology to deliver on-demand, personalized experiences like our mobile apps, digital tools and our responsive-designed website that makes it easy for consumers to connect with us - when, where and how they prefer. We are partners with our dentists in the pursuit

of better overall health through the oral health and wellness of our members.

UNITED CONCORDIA
717-260-7438
wwwsecure.ucci.com/ducdws/home.xhtml
Booth #912



XDR Radiology, your complete imaging solution, introduces the Anatomic Sensor. Uniquely designed by dentists, its maximized mesial imaging area helps you capture challenging canine-premolar contacts, its rounded and beveled corners broaden the contact zone for increased patient comfort, its white face eases intraoral visibility, and the sleek

button on its immersible shell is easier to clean. The sensor is direct USB and has a durable yet replaceable Kevlar-reinforced cord. In synergy with XDR Software, the high signal to noise ratio and 19 micron pixel size mean you'll see both the subtlest of lesions and the tip of your #6 file.

XDR RADIOLOGY
888-XDR-DGTL (888-937-3485)
www.XDRAnatomic.com
Booth #700

Sue Ryser to take helm as AADA president

BY STACIE CROZIER

Cottonwood Heights, Utah—Sue Ryser's passion is to serve her community and make life better for residents in the Salt Lake City area.

Her drive to reach out with dental health education, legislative advocacy and leadership has prepared her to serve as the next president of the Alliance of the American Dental Association.

Mrs. Ryser will be installed Saturday at the New Orleans Downtown Marriott, in a year that the Alliance makes a significant national leadership structure change.

"My favorite part of serving the Alliance is community involvement," Mrs. Ryser said. "I began a program in Salt Lake City that educated seniors about good oral health. The Salt Lake Council on Aging gave me a grant to put together oral hygiene kits for seniors living in senior housing units. Advocacy for oral health is critically important right now. I have found most legislators are poorly informed on oral health issues and appreciate our efforts to provide them with information. Every little bit that we can do through the Alliance helps—even a letter or simple phone call."

Mrs. Ryser graduated from Brigham Young University and worked in employer relations and job development. In addition to her work with



Mrs. Ryser

the Alliance, she has served as a church youth leader and a Cub Scout leader.

She has been involved with community planning for many years. She served as the chair of the Salt Lake County Community Council and as a city planning commissioner. She has also been a member of the Utah State Women's Legislative Council and a committee chair for a national women's conference.

Mrs. Ryser joined the Alliance as soon as her

husband, Dr. Ralph Ryser, finished his oral surgery residency.

"At that time, the local Alliance met about eight times a year and was very involved with dental health education in the local schools," she said. "I served on the Dental Health Education Committee for several years and also on several state and local Alliance boards. I organized an Alliance project to donate a tree to the Primary Children's Hospital Festival of Trees, where decorated Christmas trees are auctioned off at a huge four-day festival. Our tree was the second-highest bid tree. I served the following year as the local Alliance president."

Mrs. Ryser also served as chair of the Alliance Council on Government Affairs for four years, serving as the liaison to the ADA Council on Government Affairs. She has also been national vice president and is currently the president-elect.

She said she has seen a lot of changes in the programs and the focus of the organization during her years of service.

"When I first joined the Alliance, the focus was largely on support, education and friendship for spouses," she said. "The community focus centered primarily on teaching oral care in the elementary schools. Our focus now is

very outward oriented. Our purpose is to organize spouses and their talents and resources to be advocates for oral health in any way that is needed. We are stressing the importance of legislative advocacy to every member and emphasizing how significant even the little efforts are. We are raising money to fund dental health education projects that will benefit the communities in which we live."

Dr. and Mrs. Ryser have one son and four daughters—all married with children of their own—and 16 grandchildren who are scattered from California to Connecticut. Their son, Mark, is also an oral and maxillofacial surgeon in practice with his father.

Mrs. Ryser said her goal is to reach out to state and local dental associations to help them learn how a strong Alliance can strengthen and support their work.

"There is such a great need for good oral health education, from children, to young mothers to the elderly. Spouses today are very diverse with many talents. As president, it is my desire to better organize that talent to advocate for the profession, and to work for better oral health in this county and our communities."

For more information on the Alliance or its activities, visit www.allianceada.org. ■

AADA programs to help New Orleans citizens in need

The Alliance of the American Dental Association will launch a new program in conjunction with its 2013 Convention and the ADA Annual Session to help expectant moms and babies learn the hows and whys of good oral health.

Healthy Smiles from the Start will launch Nov. 4 at the Louisiana State University Health New Orleans School of Dentistry. The Alliance is working with the ADA and Henry Schein Cares to create the program.

Alliance members will be able to request the Healthy Smiles from the Start materials to distribute locally to hospitals and community health centers with established prenatal education classes. The materials will include educational brochures and a DVD for the educator to use. Alliance members have set a goal have Healthy Smiles from the Start materials in at least three prenatal classes per state within the first year, and increasing that to ten per state by the end of 2016.

The Alliance will also donate 3,000 oral health kits for clients of the New Orleans Metropolitan Center for Women and Children for its second national Head-to-Toe project.

With support from the dental community and volunteers from around the country the Alliance received many donations in advance. As of Aug. 28, contributors had already sent 3,433 toothbrushes, 1,908 flosses, 2,110 tubes of toothpaste and countless other items for the program.

"Promoting a project in which we give to our communities, in this case our host city, is what distinguishes the Alliance and its long history," said Johanna Manasse, co-creator of the H2T project.

New Orleans METRO serves abused women and their children throughout New Orleans, offering them emergency services as well as shelter and counseling. ■



Alliance to laud Thelma Neff winners

The Alliance of the ADA will honor four members with the 2013 Thelma J. Neff Distinguished Service Award today at noon at the New Orleans Downtown Marriott.

The recipients, AADA members for more than 10 years, were chosen for their significant contributions in leadership, dental health education, legislative advocacy and the well-being of the dental family.

• Julie Olinger, LaOtto, Ind.—Julie has been an active Alliance member for 21 years, holding every local board position at least once. Her favorite position was Ways and Means chair, through which she established the Make IT, Bake IT, Buy IT fundraising program for the Alliance of the Isaac Knapp District Dental Society. She and her husband, Dr. Timothy Olinger have been married for 28 years and have two college-age daughters, Lara and Hannah.

• Laurie Osborn, Knoxville, Tenn.—Laurie has encouraged local members to get involved with state and national projects, like distributing children's dental health books to local agencies and the national Head-to-Toe project. She is initiating an "Adopt a School" to help local kids. She and her husband, Dr. John Osborn, have been Remote Area Medical volunteers for more than 20 years, from Tennessee to Haiti and the Aleutian Islands of Alaska.

• Tammy Fussell, Douglas, Ga.—Tammy has supported dental health education projects since her husband, Dr. Timothy Fussell, was in dental school. She has educated school children and seniors in nursing homes. Each February, Tammy presents a newborn dental care basket to the first baby born at Coffee Regional Medical Center to kick off National Children's Dental Health Month. She has served as state president and mentors future dentists and their spouses.

• Teresa Theurer, North Logan, Utah—Teresa has been a member for 29 years and made significant contributions on the local, state and national levels. Te-



Julie Olinger



Tammy Fussell



Laurie Osborn



Teresa Theurer



resa has served as local dental health chair, president of both the local and state Alliance, national reference committee chair and member of national bylaws committee. In the coming year, she will serve

on the inaugural leadership committee, which will replace the national board of directors.

For more information about AADA, visit www.allianceada.org. ■

Learning about screening at the Professional Product Review

BY KELLY SODERLUND

This year's Professional Product Review is focused on prevention and screening.

Dentists who visited the PPR, located in Hall D, booth 1857, learned how to screen for diabetes and heart disease by using a few simple machines and processes. Participants went through the screening themselves and learned how to conduct their own screenings in their offices.

Dr. Kevin Kays, of Marion, Ill., visited Thursday to learn more about what he could take back to the public health arena but was initially attracted to the booth after seeing Dr. David Wong, who was there promoting research on saliva diagnostics.

Dr. Wong, a professor and associate dean of research at the University of California-Los Angeles, said he and his colleagues are in the process of developing a chairside diagnostic tool that would determine whether a patient with dry mouth has an autoimmune disease like Sjogren's Syndrome. Current technology is available for a dentist to test and determine right away whether the patient should be referred to a medical professional or can be treated in the dental office.

"Early detection is the key and having the ability to screen for medical conditions in a noninvasive atmosphere is great," Dr. Wong said.

Dr. Kays agrees, adding he's impressed with Dr. Wong's research and developments.

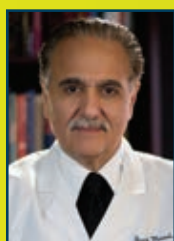
"I think it's a significant improvement on diagnostics," Dr. Kays said. ■

Talking products: Dr. David Wong, left seated, talks with Dr. Ronald Hull and his wife, Laurie Rant-Hull about saliva diagnostics at the Professional Product Review Thursday.



BOOTH 127

mini-sessions with



Dr. Joseph J. Massad

Adjunct professor at Tufts University since 2002 with over 38 years of private practice experience.

Thursday, 10/31 at 3:30PM

"Clinical Techniques for an Esthetic Smile"

and



Dr. Larry C. George, Jr.

Director of Education for NDX with an advanced prosthodontic degree from The Ohio State University.

Friday, 11/1 at 1:30PM • Saturday, 11/2 at 11:00AM

"Migraine Therapy and the NTI"



Let's get physical: A man stretches Thursday at the Health and Fitness Center, which has a number of sessions designed to help people achieve a work/life balance.



Centennial: Dr. Michael Glick, editor of The Journal of the American Dental Association, displays a special issue of JADA commemorating its centennial year, 2013. The special issue was funded by Procter & Gamble and is available to members with a ticket received in their registration packets.



Learning the latest: Dr. Martin Jablow presents Technology to Rev Up Your Practice at the Pride Institute Technology Expo Thursday morning. See Page 50 of your Official Guide for all Tech Expo offerings located in Hall C, booth 201.

Dental office design competition winners announced here

Wells 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. John F. Dahm, Hutchinson, Kansas;
- Dental Office Design of the Year—Group Practice: Drs. Jack Lewright and Brent Lewright, Lewright Family & Cosmetic Dentistry, San Angelo, Texas;
- Outstanding Achievement for a New Dentist Practice: Drs. Charles Parrish and Jennifer Parrish, Parrish Dentistry, Llano, Texas.

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 office. The Dental Office Design of the Year grand prize winners receive a \$2,500 bonus marketing fund, media exposure and an engraved plaque. Out-

standing Achievement award winners also receive awards and media coverage. Information about the competition, including current and past winning practices, can be found at wellsfargo.com/dodc. Wells Fargo Practice Finance is the only practice financing company endorsed by ADA Business Resources. ■



Local expertise: The 2013 Committee on Local Arrangements pose before the convention center this week. From left are Drs. David C. DeGenova; David J. Hildebrandt; William A. Hadlock, vice chair; Robert E. Barsley, general chair; Kay Jordan; Peter L. Glaser; and Gerald A. Williams. Not pictured is Dr. Edward J. Hebert.



2013 Council on ADA Sessions: ADA President Robert A. Faiella joins council members this week. Pictured are (from left, front row) Scott Levitz (American Student Dental Association liaison); Drs. John Pietrasik, Grace A. Curcucu, Barry I. Cohen, Robert E. Roesch, Michael M. Blicher (chair), Robert A. Faiella, James E. Galati, Risé L. Martin, Sidney R. Tourial, and Brian M. Schwab. Second row from left: Drs. S. Shane Samy, Steven E. Parker, Hugo F. Bertagni, Neil E. Torgerson, James H. Van Sicklen Jr., Robert E. Barsley, William E. Lee, T. Harold Lancaster and Calbert M. B. Lum. Not pictured; Dr. Gregory J. Peppes.

Photos by EZ Event Photography

Forum examines predicted growth of group practice

BY KELLY SODERLUND

Group practices may only make up a small share of the dental market, but all signs point to the concept growing, according to panelists at a forum Thursday.

The Growth of Group Practice gathered Dr. Howard Bailit, Ph.D., professor emeritus at the University of Connecticut Health Center, Marko Vujicic, Ph.D., managing vice president of the ADA Health Policy Resources Center, and Jon Holtzee, director of state government affairs at the ADA, to discuss how group practices are growing in the United States and why more dentists are interested in working for them.

"Can we as a profession retain some sameness and also adapt to change?" asked moderator Dr. Todd Marshall, member of the ADA Council on Dental Practice, who also serves on the board for Park Dental, a group practice in Minnesota owned solely by dentists.

Dr. Bailit discussed the factors that influenced the growth of group practice in medicine and whether they apply to dentistry.

The largest similarity is the need for health organizations to be bigger in order to have more leverage when negotiating with insurance companies, Dr. Bailit said.

This is already happening in medicine, and Dr. Bailit predicts it will grow within dentistry; with more dentists joining or forming group practices so they are more powerful against third-party payers.

HPRC is in the midst of studying different group practice models and why dentists choose to start their own group practice or join an existing one.

While the research isn't complete, Dr. Vujicic said HPRC is studying whether there are differences in efficiencies between different care delivery models; differences in dentists' satisfaction, earnings or work/life balance; and any measureable differences on the patient side.

HPRC recently conducted an environmental scan of the dental profession to help the ADA Board of Trustees develop a strategic plan for 2015-20.

A panel of experts was convened—including dental and health economists, CEOs of dental service organizations and other outside experts—and asked their thoughts on the future of group practice.

"Unequivocally, this panel of experts said this is a segment that's going to grow," Dr. Vujicic said.

This growth will specifically be driven by new and younger dentists, and there will be more demand on organizations geared toward helping them navigate the ins and outs of starting and managing a practice and business, Dr. Vujicic said.

While student debt is an important driver of the decisions of new graduates—including whether to start a solo practice or join a group practice—gender, race and where students attended dental school play a larger role in their choices after graduation, he said.

To read the environmental scan and to watch a video detailing its findings, visit www.ada.org/escan. To read HPRC research briefs, visit www.ada.org/1442.aspx. ■

—soderlundk@ada.org

Group setting: From left, Marko Vujicic, Ph.D., managing vice president of the ADA Health Policy Resources Center, Dr. Howard Bailit, professor emeritus at the University of Connecticut Health Center, and Dr. Todd Marshall, ADA Council on Dental Practice member and course moderator, listen during The Growth of Group Practice, a forum discussing the future of the concept.



Photo by EZ Event Photography



Oral-B Deep Sweep™

where advanced performance meets the technique patients crave

- When used on a Professional™ Precision 5000™ handle, removes up to 76% more plaque in hard-to-reach areas vs. Sonicare® FlexCare
- Fits all Professional Series electric toothbrush handles



Features Triple-Zone Cleaning Action

- Angled power tip
- Manual-like stationary bristles
- Wide-sweeping bristles



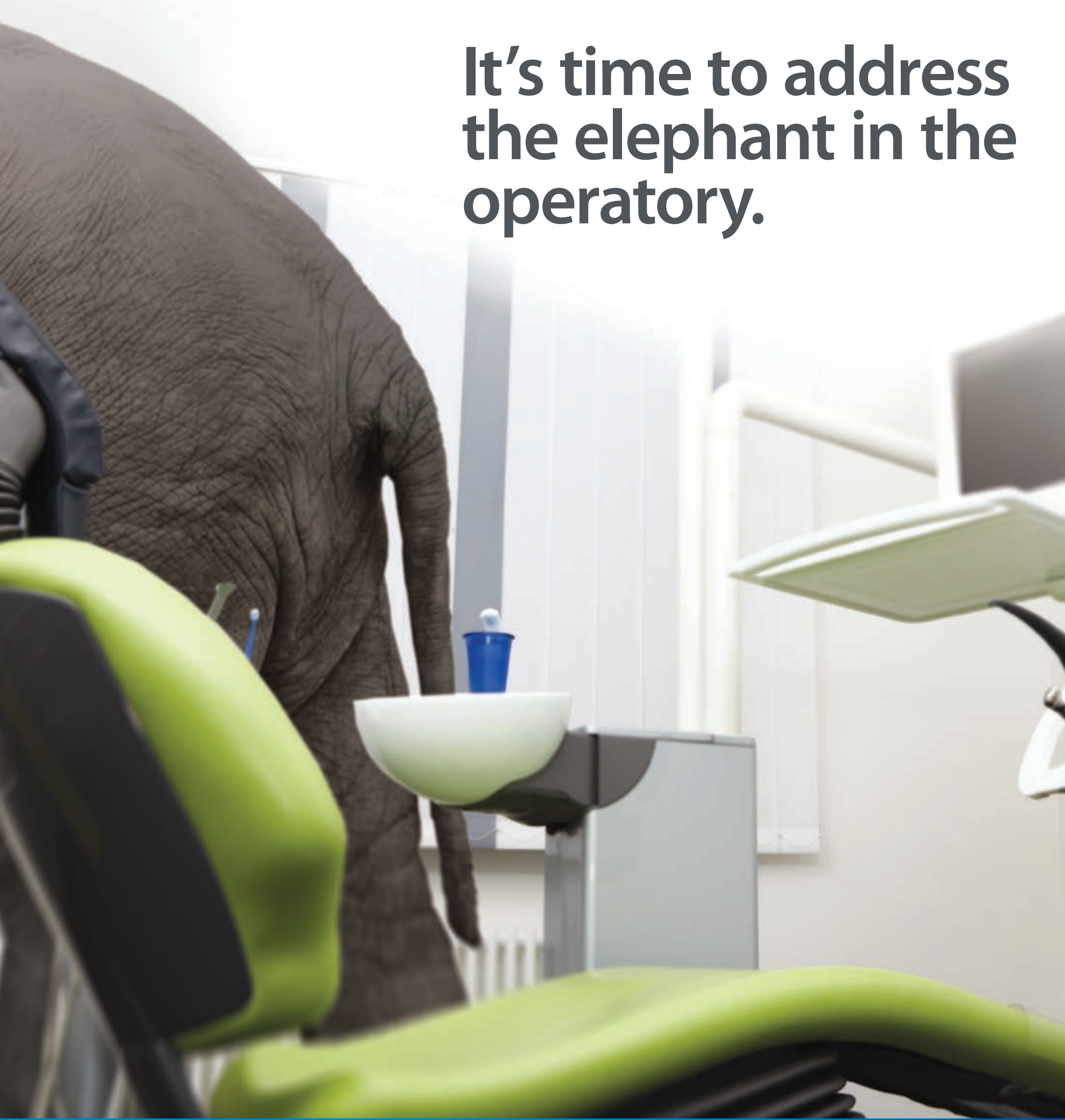
EXPERIENCE THE NEW CREST + ORAL-B BOOTH #1739—LAUNCHING AT THE ADA ANNUAL SESSION!

To learn more about the Oral-B Deep Sweep brush head, visit dentalcare.com or talk to your Oral-B representative.

Sonicare is a registered trademark of Philips Oral Healthcare, Inc. © 2013 P&G ORAL-13557

continuing the care that starts in your chair



A large elephant is standing in a modern dental office. The elephant's head and trunk are visible, and it appears to be looking at a dental sink. The office has white walls, a green dental chair, and a dental light fixture.

It's time to address the elephant in the operatory.

Do you have a Quality Amalgam Recovery Plan?

Booth #2213

HealthFirst
compliance for your practice, your patients, your planet.™

1-800-331-1984 | HealthFirst.com

9241-1, v.1 09/2013

RESEARCHED.
PROVEN.
ENDORSED.
for ADA Members

ADA
Business Resources™
Connecting dentists with business solutions

ADA Business Resources™ is a service mark of the American Dental Association. ADA Business Resources is a program brought to you by ADA Business Enterprises, Inc., a wholly owned subsidiary of the American Dental Association. ADA is a registered trademark of the American Dental Association.