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American Dental Association, Publishing Division

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ADA NEWS

AMERICAN DENTAL ASSOCIATION WWW.ADA.ORG

CONVENTION DAILY

NOVEMBER 2, 2013

VOLUME 23 NO. 4

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BRIEFS

ADA Business Resources endorses HealthFirst's Amalgam Recovery Program

ADA Business Resources has chosen HealthFirst (booth 2213) as its endorsed amalgam recovery service provider for ADA members.

ADA members will have the exclusive benefit of significant savings, a lifetime warranty on Rebec Environmental amalgam separators and an indemnification for wastewater pollution fines.

"We completed a rigorous evaluation of the leading providers in this space and due to the nature of the services involved additional due diligence steps were taken to ensure the program meets the ADA Business Resources' high standards for endorsed provider selection," said Deborah Doherty, managing vice president of ADA Business Resources, in a press release. "The solution provided by HealthFirst stood above the rest."

HealthFirst CEO Ken Rosenbloom and Tim Reber, president of Rebec Environmental, said they were thrilled and honored with

See HEALTHFIRST, Page 13

Campaign statements

Maxine Feinberg, D.D.S.

President-elect candidate

Keept the dentist in dentistry. That is our heritage and our future. It is our challenge and our opportunity. At the American Dental Association, it must be our first priority.

The ADA has seen its share of challenges and opportunities, but today we face unprecedented uncertainty. How will the Affordable Care Act ultimately impact our profession? How will we ensure that dental students can graduate without insurmountable debt? How can we help people from all walks of life go to dental school? How will we continue to increase our membership to ensure that the ADA remains the voice of dentistry?

To address these questions, we need a leader who truly understands the issues and has the expertise and the experience to hit the ground

See DR. FEINBERG, Page 6



A.J. Smith, D.D.S.

President-elect candidate

It is a privilege to be a dentist and to be part of a profession that has long advocated for prevention, science and high ethical standards. My roots run deep in the House of Delegates, and I've enjoyed being an integral part of developing policies that build and strengthen the dental profession and promote the health and well being of our patients. It was an honor to represent you as your ADA vice president with a voice and a vote on the ADA Board of Trustees. The ADA is the voice of dentistry and the respected authority on oral health. For the profession to remain strong and viable, the ADA must exert its leadership and use its voice, while collaborating effectively with other dental organizations, the public and government.

We have the programs, resources and people

See DR. SMITH, Page 6



Charles R. Weber, D.M.D.

President-elect candidate

Dentistry is a profession worth fighting for! I ask for your support to lead our Association during these challenging times.

Standing up for dentistry: Our profession is facing a perfect storm as the erosion of the dental team model, high student debt and the uncertainties concerning the implementation of the Affordable Care Act are set to collide. In addition, the ADA, our bulwark against the storm, is experiencing a decreasing market share, which could ultimately impact on our ability to withstand the storm. I believe we can be effective with a membership that reflects the demographics of the profession today. Many more dentists, particularly new dentists, are joining large corporate practices. The ADA can provide meaningful programs for this growing segment of our profession and still

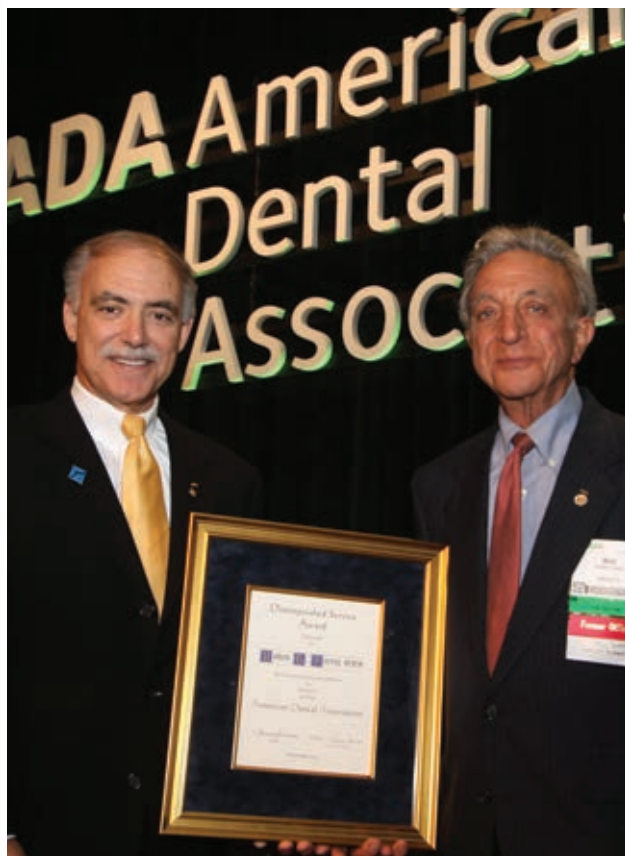
See DR. WEBER, Page 6



TODAY at a glance



- Hungry? Visit Bistro ADA, open from 11 a.m.-2:30 p.m. today, to satisfy your cravings.
- Don't forget to set your clocks back. Daylight saving time ends at 2 a.m. Sunday.
- Visit the Health and Fitness Center, hall G, booth 4019, at noon for a lunch and learn.
- Stop by the Dental Office Design Center to learn about practice construction and technology.



Honored: Dr. Robert Faiella (left) Friday presents the 2013 Distinguished Service Award to Dr. Robert Ferris. For coverage of Dr. Faiella's address to the House, see story, Page 4

Trustees elected

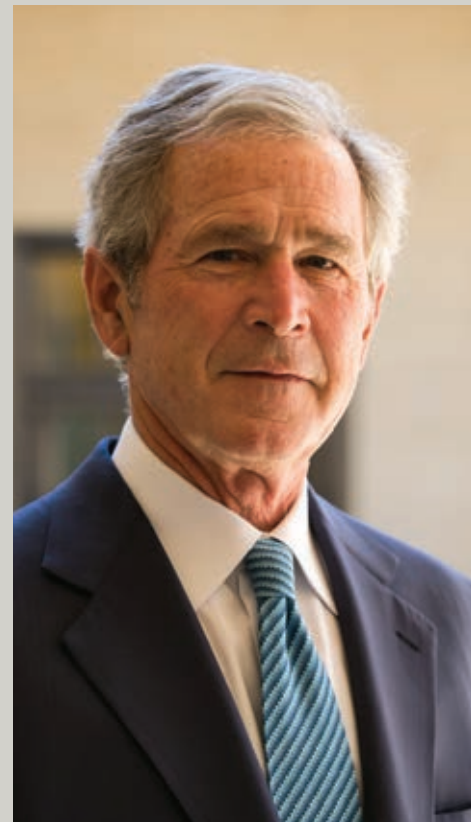
The 2013 House of Delegates on Friday declared these trustees elected: Drs. Andrew J. Kwasny, 3rd District; Jeffrey M.

INSIDE Second vice president candidate statements, Page 12

Cole, 4th District; Alvin Stevens, 5th District; and Gary E. Jeffers, 9th District.

Balloting for president-elect and second vice president is scheduled for Monday. Platform statements submitted this summer by the candidates for president-elect begin on Page 1 and those for second vice

See TRUSTEES, Page 14



ADA2014: Just announced, President George W. Bush is scheduled to address the ADA 2014 America's Dental Meeting in San Antonio, Texas.

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PBHS offers free branding, online marketing consultations

A practice's brand establishes recognition with patients, communicating a mission, philosophy and professional approach.

To help ensure your practice's brand is consistent on your website, social media and advertising, PBHS has several staff members at the World Marketplace Exhibition (booth 2207) to offer complimentary analyses of your practice's branding and online presence.

"Basic information like a well designed logo, set color scheme, practice name, address, and phone numbers, not only helps optimize your content for the search engines, but it also provides consistency for the people reviewing any of your marketing collateral, and website, constantly reminding them who



you are and what your practice represents," said Jay Levine, president of PBHS, the ADA Business Resources-endorsed website design and practice marketing firm.

The more personal you are with your branding, the more approachable you are to patients, Mr. Levine added.

Mr. Levine will conduct two free seminars in the ADA Welcome Center in the Exhibit hall. He will speak on the topic of "Managing your Online Reputation" on Saturday from

noon-1 p.m.

ADA members receive a \$500 discount on website design packages from PBHS. ■

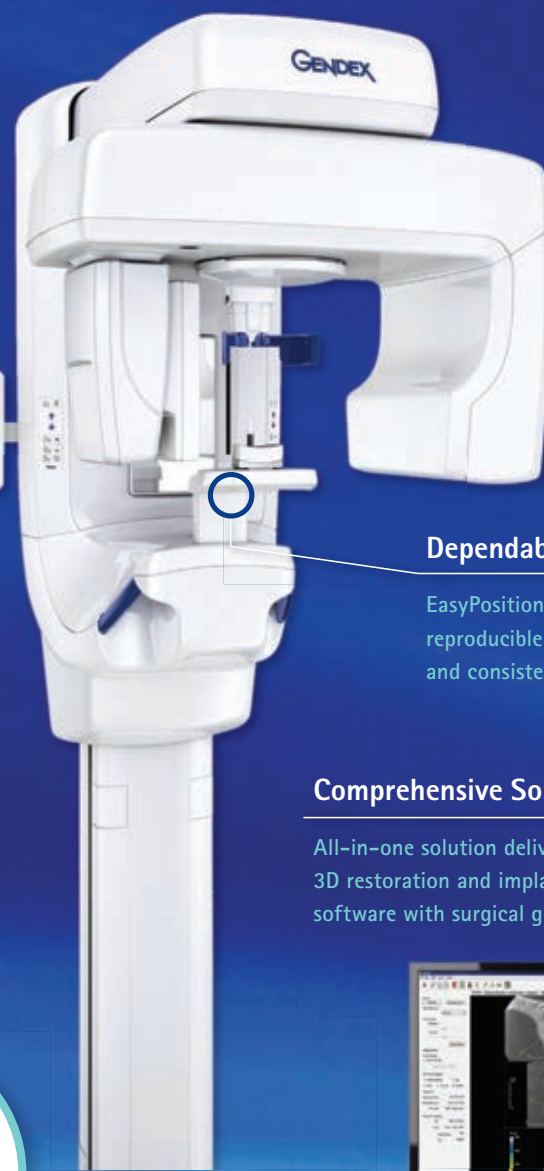
Attendance

GRAND TOTAL 23,460

Dentists		Dental Students		Dental Team		Related Professionals	
U.S. Member	6,419	U.S. Member	603	U.S. Dental Business Assistants	1,569	U.S. Dental Dealers	88
U.S. Nonmember	287	U.S. Nonmember	205	Intl. Dental Business Assistants	46	Intl. Dental Dealers	12
Intl. Member	416	Intl. Member	37	U.S. Dental Assistants	1,837	Guests	1,344
Intl. Nonmember	90	Intl. Member	205	Intl. Dental Assistants	49	Friends & Family	1,558
Total	7,212	Total	845	Dental Assistant Students	130	Alliance	141
				U.S. Dental Hygienists	1,867	Allied Health Professionals	85
				Intl. Dental Hygienists	52	U.S. Component Staff	124
				U.S. Lab Technicians	39	U.S. Constituent Staff	174
				Intl. Lab Technicians	5	Exhibitors	6,126
				Total	5,594	Other	157
						Total	9,809

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Continuing Innovation

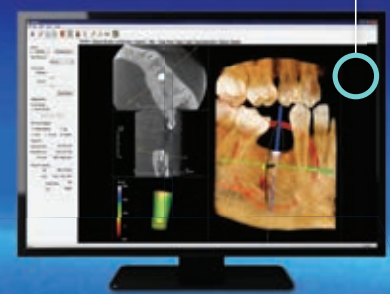
Intuitive user interface with SmartLogic™ stores the most frequently used settings for optimized workflow. The new SRT™ reduces artifacts from metal and radio-opaque objects to provide clean, crisp images.

Dependable Performance

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ADANews



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ADA President Faiella addresses 2013 House of Delegates

Says core values, strategic thinking keys to Association success

BY JAMES BERRY

The ADA and the dental profession it represents face present and future challenges and opportunities that require a strategic, visionary approach to problem solving, ADA President Robert A. Faiella told the House of Delegates Friday.

“The stewardship of our profession is based entirely upon our commitment, as leaders at this point in time, to identifying challenges and embracing opportunities” through a strategy centered on the ADA’s core values.

Shortly after taking office, Dr. Faiella appointed a Strategic Planning Steering Com-

mittee—which included House members—to oversee development of a new strategic plan to take effect in 2015.

“Although their work began immediately on development of an environmental scan,” he noted, “my concern was that our work at the Board was immersed primarily in management and review activities, leaving little time for true strategic discussion.”

So he called on the ADA Health Policy Resources Center to create a data-based reason to reassess the strategic and visionary role of the Board of Trustees that would allow the Board to “look over the horizon to identify

and engage opportunities to plan for solutions tomorrow.”

The resulting presentation, “Dentistry at the Crossroads,” encouraged the Board to “think freely and create change in how we begin to focus on the emerging forces facing the profession in the coming years.”

Issues that require strategic attention in dentistry are numerous and difficult. Most pressing among them, said the ADA president, is the challenge to remain “relevant by providing value to our members at all stages of their careers.”

Later, he noted that, “with challenges come

tremendous opportunities.” The ADA and the dental profession will meet those challenges,” he said, “if we are cognizant of the conventional wisdom, plan actively and strategically, and have the courage to think differently.”

Dr. Faiella took a moment in his address to hail the revitalization of the ADA Foundation under the leadership of its president, Dr. Dave Whiston, and executive director, Gene Wurth. He also cited the contributions of a past Foundation president, Dr. Tony Volpe, noting that the ADA’s research facility in Maryland has been renamed the Volpe Research Center.

“His dedication and vital contributions to enhancing the public’s oral health, to clinical research globally and to the future of dentistry cannot be overstated,” the ADA president said of Dr. Volpe.

Dr. Faiella then outlined what he described as dentistry’s three “greatest immediate” challenges:

The power of membership

The ADA’s membership market share has fallen in recent years, while the actual number of members has risen by some 7,000 dentists in the last decade. But that increase has not kept pace with market growth.

To curb this decline, he said, ADA membership growth must meet or exceed the overall rate of market growth.

“We have challenges attracting ethnically and racially diverse dentists, women dentists and non-U.S. trained dentists,” he said. “We are also experiencing challenges when it comes to retaining the membership of mid-career general dentists.”

The president called for a stronger alignment of services within the tripartite, allowing each level of organized dentistry to do what it does best, eliminating duplication of effort.

Impact of the ACA

For dentistry, the Affordable Care Act (Obamacare) is “more important for what it does not do” than for what it does.

“While the ACA expands dental benefits for children in both Medicaid and health benefit exchanges,” said Dr. Faiella, “the impact for adults is less favorable due to the erosion of adult Medicaid benefits in recent years, and the lack of mandated coverage for adults within the exchanges.”

The ADA and its state constituents seek improved dental care utilization, optimizing the marketplace through Medicaid reforms and exchange plan design.

“Our expectations for the ACA marketplace on dentistry may ultimately be tempered by plan design, network engagement and forces outside the ACA,” said the president.

Action for Dental Health

Launched this year, “Action for Dental Health: Dentists Making a Difference” is a nationwide ADA campaign aimed at dramatically reducing the numbers of adults and children with untreated dental disease.

Dr. Faiella noted that the campaign is designed to address the dental care crisis in three distinct areas by:

- providing care now to people suffering with untreated dental disease;
- strengthening and expanding the public/private safety net to provide more care to more Americans;
- bringing dental health education and disease prevention into communities.

“I am pleased that so many states have rallied around this campaign, and I am encouraged by all of your ongoing efforts,” the president told the delegates.



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A conversation with the president-elect

Dr. Norman to lead ADA

Whether it's student debt, dental reimbursement, access to care, government regulation or building membership, the incoming president of the American Dental Association always faces a full plate of issues.

Dr. Charles H. Norman III, who will be installed as the 150th president of the American Dental Association Tuesday before the House of Delegates, is well versed in the issues facing the profession. The Greensboro, N.C., general practitioner has worked his way through every level of volunteer leadership in organized dentistry, believing that being involved was and is the way to make a difference.

"Early on in my career, I realized that to be successful, you have to invest in more than just going to the office and working from 8 to 5," he says in recalling what motivated him to reach out beyond his practice. "I felt there was much more to a career in dentistry than the traditional clinical practice. Whether you might be interested in teaching, volunteering in your community or taking a leadership role in organized dentistry, you must avail yourself of the opportunities and resources that will help you succeed. For me, organized dentistry provided the avenue to pursue my interest in giving back to my profession."

His life lessons started in Cary, N.C., when it was a small town of about 1,200 people. Located between Raleigh and the Research Triangle, it now numbers 135,000, but Dr. Norman recalls the small town days of his youth.

"There were only two dentists. They were leaders in our community and well respected.

"My dentist, Dr. Hubert Hatcher, encouraged me to consider a career in dentistry due to my interest in science. I was intrigued by the clinical skills required, as well as the opportunity to help people. When I was in high school, people would ask me what I wanted to do in life, and I said, be a dentist."

Dr. Norman attended the University of North Carolina, Chapel Hill, where he enrolled in a pre-dental program that fast-tracked into dental school. During his senior year of school, a part-time instructor, Dr. James Osborne, asked Dr. Norman to join him in starting a practice in Greensboro, N.C. They began their dental practice together in 1977, and by 1989 they had outgrown their initial office and decided to build a new facility. Due to the logistics of managing their large staff, they designed the space for two separate offices with a communicating door so they could maintain their close working relationship.

Early on in the life of the practice, they found the local dentists welcoming and often received referrals. More importantly, said Dr. Norman, "we were treated like colleagues and our neighboring dentists served as mentors and offered support and advice on running a private practice. All the local dentists belonged to the local society and we were encouraged to become involved as well. The help we received didn't surprise me because I had seen it in my own community growing up, where the only two dentists in town had offices right next to each other and were on call for each other." That kind of collegiality was the strength of organized dentistry then and it continues to be a strength today.

His first experience in dental leadership was chairing his local society regional educational seminar. He had to secure meeting space and speakers as well as take care of other planning details.

From there, he assumed more and more responsibility at different levels in the local and state dental organizations.

"The profession has been great to me and my

family. I was so proud when my son [Matt] chose dentistry as his career, and I am fortunate that we can practice together."

Dr. Norman is past ADA 16th District trustee (representing North Carolina, South Carolina and Virginia), and past president of the North Carolina Dental Society. He served on the boards of the ADA Foundation and the North Carolina Dental Health Fund.

He is a past chair of the ADA Council on Dental Practice, served as an ADA delegate from 1994-2008, and was on the boards of directors of the Dental Foundation of North



2013-14 leader: Dr. Charles H. Norman III will be installed as the 150th ADA president Tuesday.

Carolina, the UNC School of Dentistry and the North Carolina Services for Dentistry. He is a member of the Academy of General Dentistry, and he is also a fellow of the International College of Dentists, the Pierre Fauchard Academy and the American College of Dentists. He is a past member of the N.C. State Healthcare Commission and a past volunteer coordinator for Missions of Mercy free dental clinics in the state.

Besides his son Matt (wife, Chandler), who is in practice with him, he and his wife, Sharon, have a daughter, Emily, who is married (Brian Richards) and the mother of the Normans' only grandchild, Claire.

With his son in the practice, devoting himself to ADA business has been an easy transition for the president-elect. ■

Editor's note: This is an excerpt from a two-part interview published in the Oct. 7 and Oct. 21 ADA News and posted on ADA.org.

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Maxine Feinberg, D.D.S.*Continued from Page 1*

running. My background is diverse and deep, ranging from regulatory experience as a state board member and president, to having been the first elected chair of ADA's Audit Committee, chosen by my peers in acknowledgment of my financial expertise.

As the New Jersey Dental Association treasurer, the state's financial system was restructured to ensure sound management of our resources, transparency in operations and replenishment of reserves with nondues income.

As current chair of the ADA's Student Debt Taskforce, my familiarity with the complexity of the issues facing our students will be evident in the comprehensive report of the taskforce's finding and recommendations to the 2013 House of Delegates. There are many economic factors affecting the practice of dentistry: decreasing demand for services, declining reimbursement rates and the increase in corporate dentistry. Additionally, we are faced with issues of access to care and under-utilization of services.

From my early childhood when I suffered

from baby-bottle syndrome to the current privilege of seeking your support for the office of president-elect of the ADA, my journey in dentistry has been like many of yours: one of listening and learning with the persistence to create opportunities to get things done. Over the years, it has been a great joy for me to work with members of organized dentistry at the local, state, national and international levels.

Dentists are health care providers, small business owners, and community leaders. Without the ADA to provide a beacon of ethics and professionalism, it would be left to others to define who we are and what we do. Caring for our patients is a part of our esteemed profession and is the one reason we went to dental school. Our responsibility to ensure this opportunity to future generations is the fire which lights that beacon. Our profession and organization have a proud tradition of resilience in troubled times. Let us not now, not ever, allow our resolve to waver. Let us honor our heritage and build our future. Let us overcome our challenges and maximize our opportunities. Let us together keep the dentist in dentistry.

Thank you for the serious consideration you have given my candidacy. I ask for your support and your vote. ■

A.J. Smith, D.D.S.*Continued from Page 1*

necessary to meet critical challenges, but innovation and fresh ideas from our dedicated volunteers and staff are still essential to our success. It has been enlightening to visit with so many of you in your home states and districts and by telephone the past few months. Thank you for sharing your thoughts, concerns and successes. I am impressed by your hard work and your proactive and thoughtful responses to our challenges. For most issues, the rubber meets the road at the local level, so we need teamwork, cooperation, and collaboration at all levels of the tripartite to create a synergistic win-win relationship for all. I have great confidence that working together, we can meet our concerns head-on to achieve our strategic goals.

Our primary focus must be on issues that matter most to our members. Our members are the life-blood of the ADA, and we must provide true value and relevance to them. Third-party intrusion into the doctor-patient relationship and into our business practices remains the number one concern for members in private practice. We must ensure that

the dentist remains the head of the team and the only one allowed to diagnose dental conditions and perform surgical or irreversible procedures. We must work to find and implement viable solutions to the complex student debt issue. Our members need business management resources to be more successful in their practices, and we must vigorously promote ethics especially when questionable practices are encouraged and incentivized by unscrupulous employers.

Advocacy remains a top priority. We face many uncertainties with the implementation of the Affordable Care Act. It is critical that we work proactively to shape good dental policies and that we react with passion against policies that are bad for dentistry and the public. To accomplish our goals, we must draw upon lessons learned in the past and develop new ideas and solutions, working together to build a great future for dentistry and the ADA.

We need strong leadership to energize and empower dedicated volunteers and competent staff, and to effectively represent the ADA to the public, key stakeholders, and government. I pledge that I will work tirelessly for you as your president. I ask for your support and your vote. Thank you. ■

Charles R. Weber, D.M.D.*Continued from Page 1*

continue to provide valuable programs for those in traditional practice settings. I am committed to expanding our diversity and inclusion programs to be sure that we receive input and serve every segment of our profession.

Caring for communities: Everyone deserves a dentist. A dentist is the only qualified person to lead the team that provides quality oral health for those we serve. A dental degree signifies the comprehensive training needed to diagnose and treat dental disease. Access to dental care is one of our profession's greatest responsibilities.

We must use technology and knowledge-based systems to develop more efficient ways of delivering care. If I am president, the ADA will continue to respond quickly and vigorously to misinformation presented by those who would seek to erode the dental team model.

The evidence is clear—no other model provides oral health care better than the current model with the dentist as the head of the dental team.

Taking the lead: The ADA has become the

leader in shaping access policies and forming coalitions with other stakeholders in the advancement of oral health of all citizens, and I pledge to our members that we will continue this position of leadership.

Our Association will respond vigorously to the challenges that impact our professional lives. As president, one of my first priorities will be to find creative ways to help students and new graduates manage their debts; advocate in Washington, D.C., for low interest student loans and the expansion of loan forgiveness programs.

The ADA must continue to fight for funding for dental education, dental residencies and graduate programs. It will be one of my goals that the new program that we started, the Center for Professional Success, will provide needed resources and training to help dentists at any stage of their careers to be more efficient and, hence, more successful. Efficient delivery of oral health care will become even more important as the effects of implementation of many of the provisions of the Affordable Care Act begin to be felt.

I am ready and eager to lead the fight for our profession, and I'm asking for your vote. Together we can make the ADA even better than it is today. ■

PROFILE

Current residence: Westfield, N. J.

Dental school attended: New York University

Year received dental degree: 1980

Postgraduate education/specialty: Anesthesiology and Periodontics

Years of ADA membership: 32

Other professional memberships:

- American College of Dentists
- International College of Dentists
- Pierre Fauchard Academy
- American Academy of Periodontology
- Academy of General Dentistry

Volunteer posts/elective offices held in organized dentistry:

- President, New Jersey Dental Association
- President, New Jersey State Board of Dentistry
- Chair, ADA Audit Committee & Task Force on Student Debt
- Chair, ADA Council on Members Insurance & Retirement Plans
- Delegate, FDI World Dental Federation

What are the three most critical issues

facing dentistry today?

1. An uncertain economic future. Many dentists have flat or decreasing incomes due to declining patient numbers; student debt is increasingly unmanageable; and practice model changes may not prove viable long term in the marketplace.

2. A volatile regulatory environment leading to further intrusions into the practice of dentistry. We must understand the Affordable Care Act and provisions such as the workforce pilot studies.

3. Evolving dental education. Innovations to dental education models may not stand the test of time, and new dental schools should not be accredited without a proven needs assessment.

What are your three main goals if elected?

1. Keeping the dentist in dentistry. The dentist must remain the head of the dental team in all practice models to maintain ADA's legacy of ethical dentistry.

2. Increasing ADA membership. This is not optional. As the voice of our

See DR. FEINBERG, Page 7

PROFILE

Current residence: Salt Lake City

Dental school attended: University of the Pacific

Year received dental degree: 1974

Years of ADA membership: 39

Other professional memberships:

- International College of Dentists
- American College of Dentists
- Academy of Dentistry International
- Pierre Fauchard Academy
- Pankey Institute

Volunteer posts/elective offices held in organized dentistry:

- ADA vice president, 2009-11
- Chair, ADA Council on Dental Practice, 1998
- ADA delegate/alternate 1990-2013
- President, Utah Dental Association 1993
- ADA Success program speaker 1998-2009

What are the three most critical issues facing dentistry today?

- Membership: Our numbers are declining. We must make member relevance and

value our top priorities.

- Health care reform: There are many troubling issues and unanswered questions. We need to be engaged to proactively shape our future.

- Third-party intrusion into the doctor-patient relationship: Third parties, including insurance companies, service corporations, DSOs and government are seeking to influence and control our practices. We cannot allow this to happen.

What are your three main goals if elected?

- The ADA must be a member-focused organization addressing the issues that touch most of our members in a tangible way each day. We must grow our membership for the ADA to remain the voice of dentistry. The dentist must remain the head of the team, making treatment decisions and supervising other team members.

- Prevent and minimize government and third-party intrusion into the doctor-patient relationship and the business of our

See DR. SMITH, Page 7

PROFILE

Current residence: West Chester, Pa.

Dental school attended: University of Pennsylvania School of Dental Medicine

Year received dental degree: 1969

Years of ADA membership: 47

Other professional memberships:

- Academy of General Dentistry
- American College of Dentists
- International College of Dentists
- Pierre Fauchard Academy

Volunteer posts/elective offices held in organized dentistry:

- ADA Third District trustee
- ADA Committee on Diversity, chair
- ADA Council on Dental Practice
- Council on ADA Sessions
- Pennsylvania Dental Association, president

What are the three most critical issues facing dentistry today?

1. High student debt. We must continue to pursue creative legislative initiatives to address this concern so that new practitioners' career choices will not be limited by the amount that they owe.

2. Erosion of the dental team. Well-meaning policymakers and stakeholders continue to drive a wedge between the doctor/patient/auxiliary team members in a misguided attempt to solve the access to care issue.

3. Lack of perceived value in ADA membership. Practitioners, old and new alike are facing increasing ethical, financial and personal pressures as the models and technology for delivering dental care rapidly evolve. We must be ready to provide new member services to enhance the return on the investment in membership.

What are your three main goals if elected?

1. To position the ADA to be the primary source of information for all practitioners through enhanced technology, such as the ADA Center for Professional Success.

2. Continue to advocate forcefully and respond vigorously to "junk" science claims and misguided public policy.

3. To look for creative and innovative

See DR. WEBER, Page 7

Maxine Feinberg, D.D.S.

Continued from Page 6

profession, ADA programs must be relevant to all dentists in all practice models. 3. Expand advocacy and public education efforts. We must help states understand the Affordable Care Act while increasing efforts to educate employers and patients on the benefits of good oral health.

What are your main qualifications for the office you seek?

My dedication and passion for organized dentistry, combined with the following unique expertise:

1. Serving in state and national leadership; prudently managing limited financial resources; and representing dentistry effectively before policymakers and the media.
2. Serving on the ADA Audit Committee; rebuilding a sound financial base to restore trust in the ADA and credibility with our members.
3. Serving as chair of the Student Debt Task Force; working with students, young members, American Dental Education Association leadership and all stakeholders to develop viable solutions.

Why do you want to be an ADA officer?

Like so many of us, I came from humble beginnings and am grateful to be where I am today. We may be headed into a perfect storm of challenges which will try us personally and professionally. I have the vision, knowledge and experience to be an effective leader and, with your help and support, we will bring action—not just words—to ensure a productive future for our organization and our profession. I respectfully ask for your vote and your support.

A.J. Smith, D.D.S.

Continued from Page 6

practices. We must proactively participate in discussions that affect the future of dentistry. We have a stewardship responsibility to protect the profession and keep it strong for the benefit of our patients and for future generations of dentists.

- Develop improved synergy and transparency between the Board and the House. Ensure open communication among volunteers and staff throughout the Association.

What are your main qualifications for the office you seek?

- As a long-standing member of the ADA House of Delegates, I have actively participated in shaping ADA policy. I have authored,

co-authored and given testimony in support of numerous resolutions that have become policy and enhanced the culture of the ADA.

- As ADA vice president and a member of the Board of Trustees, I was a strong voice representing the House of Delegates and the profession. As vice president, I was actively engaged in a varied and critical mix of committee, workgroup and liaison assignments.
- My leadership style, developed as president of my state dental association, chair of the Council on Dental Practice and other committees, fosters consensus building through respecting and discussing divergent viewpoints.
- Service on the ADA Budget and Finance Committee has given me perspective into managing the financial challenges facing the ADA.
- As a practicing dentist, I experience the

same rewards, challenges, and frustrations as most of our members.

Why do you want to be an ADA officer?

My values, work ethic, resolve and personality have helped me earn respect in past positions. They also make me uniquely qualified and will drive me to be a tireless advocate for the ADA and our profession.



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Charles R. Weber, D.M.D.

Continued from Page 6

solutions to the issue of burgeoning student debt.

What are your main qualifications for the office you seek?

1. Relevance: As an actively practicing general dentist, I am acutely aware of the issues that impact our practices.
2. Experience: My experience on the ADA Council on Dental Practice has given me additional insights into the wants and needs of the practitioner.
3. Team builder: As chair of the ADA Diversity and Inclusion Committee, I have provided an avenue for respectful dialogue and consensus building.
4. Understanding: As liaison to the New Dentist Committee and American Student Dental Association, I am aware of the challenges they face.
5. Leadership: During my tenure as president of the Pennsylvania Dental Association, we instituted biennial leadership conferences and our board made the transition to an all-electronic communication platform.

Why do you want to be an ADA officer?

I believe the ADA matters. It matters to our members, our profession and the community. I realized even while in dental school that I could make a difference when I became involved in projects that I truly believe in. I have clearly demonstrated the kind of leadership necessary to lead the ADA through the challenges ahead. Our profession is one worth fighting for!

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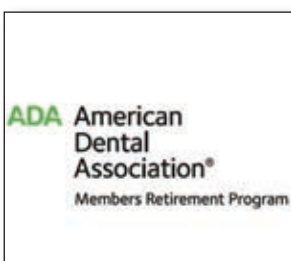
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PRODUCT NEWS



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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.

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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.

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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.”

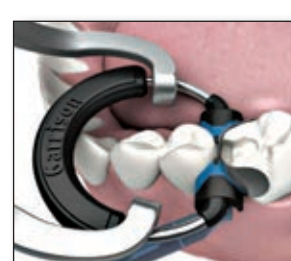
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view, or both. The new Gendex GXDP-700's SRT image optimization technology received the Best of Class Technology Award from Pride Institute. This Scatter Reduction Technology delivers 3D scans with a new level of clarity and detail, by reducing artifacts generated by metal or radio-opaque objects.

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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.

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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.

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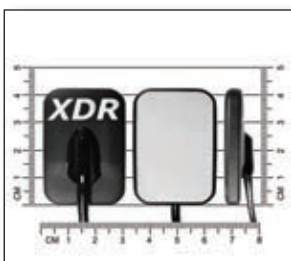
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Campaign statements, second vice president

Bert W. Oettmeier Jr., D.D.S.

Second vice president candidate

The future of our profession is critically dependent on the future of our Association. The American Dental Association is the voice of our profession. Much of what we enjoy today is because of the unified voice of our organization. For that voice to remain strong, it must represent a significant market share of all U.S. dentists. Not individually, nor in small groups, can we accomplish what is possible with a strong ADA. The greater the commitment to participation by all members, the more effective we become.

We are in an ever-changing environment. Issues, concerns and challenge continue to confront our profession; among them are health care reform, third-party interferences, alternative workforce models, student debt and declining member market share. Our advocacy efforts are critical to effectively respond to the issues we face.

We must develop strategies to lessen the financial burden on our new graduates. We must be relevant to a broad spectrum of dentists if our market share is to grow. It is important that we determine and address the unmet needs of our diverse profession in order to continue to increase the value and benefits of membership. The newly developed Center for Professional Success is an example of the



commitment of our Association to increasing tangible benefits.

I am very supportive of the efforts of the ADA and Council on Ethics, Bylaws and Judicial Affairs in their promotion of ethics and professionalism. Ethics and professionalism are critical for us to maintain the high level of trust and respect our profession has earned. Such programs as the ADA Success Dental Student Program, the Ethics Hotline, Student Ethics Video Contest and the JADA Ethical Moment make me proud to be a member.

I am committed to ensuring a strong future for our profession and our organization. Our organization needs experienced and dedicated leaders who will be responsive to the needs of our members, leaders who will insure that the voice of our members is heard loud and clear, leaders who will be fiscally responsible, leaders who understand the tremendous duty-bound responsibility to represent the best interests of the membership and leaders who are committed to crafting fair and equitable solutions to internal issues.

My many leadership roles in the ADA, American College of Dentists and other professional associations have given me a valuable insight into the dynamics of efficient and effective organizations. It has provided me with additional problem solving skills that have enhanced my ability to develop creative and effective solutions.

Most importantly, I am a dentist who has similar needs, wants and expectations as you do. With over 35 years of active dental practice, I care what happens to our profession and our organization. It is my desire to continue to serve our membership as ADA second vice president, and I respectfully ask for your support and vote. ■

Jonathan D. Shenkin, D.D.S.

Second vice president candidate

Every day as dentists we enhance the quality of life for children and adults by offering the highest standard of oral health care.

For well over a century, the American Dental Association has been the leading voice in dentistry while telling the story of our commitment to improving oral health outcomes.

Through a series of outreach initiatives that include expansions into social media, major media and public policy, we inform the public about the importance of oral health care, and we guide policymakers toward effective solutions for oral health issues.

As most of us have witnessed, well-funded outside groups have succeeded in deceiving the media and state legislatures about oral health disparities. Rather than offering solutions, they wrongly target dentists as the source of most of our nation's oral health ills. The leadership of the American Dental Association must decide whether to continue to position the organization as the authoritative resource on oral health. I believe these efforts are crucial for the organization, our profession and for our patients.

Leading policy discussions and developing legislative priorities on both the state and federal levels will help strengthen our standing. We must do our part to develop and imple-



ment evidence-based solutions that result in improved oral health outcomes. At the same time, we must continue to be front and center in providing information on the link between oral health and overall health.

Enhancing the public's perception of our profession will translate into member benefit, which, in turn, will address one of our more critical internal issues: growing member market share.

A number of other issues are on the horizon. The call for increased access to care over a decade ago resulted in a dramatic increase in training programs for both dental hygienists and dentists. But there were no concurrent increases in funding for dental care, particularly among adults and children with lower incomes.

Escalating student debt and fewer opportunities to practice will have profound impacts on our members, while a growing population of idle dental hygienists will result in even more calls for expanded duties.

Health care reform will result in greater numbers of adults with Medicaid benefits, as the trend to decrease dental benefits under this program continues. Our profession will be measured by our ability to keep adults out of emergency rooms and reduce their burden of disease.

As an organization, we must be prepared for these challenges as well as those brought about by the evolution of dental practice. We need to improve member benefit and adjust our offerings to a range of dentists representing a more diverse demographic. And, most importantly, we must keep our commitment to and our focus on improving the oral health of all Americans.

The Board of Trustees of the American Dental Association needs strong leaders to address the multifaceted and often complicated issues before us. I will provide the leadership and experience to help us build upon the progress we have made. I ask you for your vote of support. ■

PROFILE

Current residence: Stillwell, Kan.

Dental school attended: University of Missouri-Kansas City

Year received dental degree: 1978

Years of ADA membership: 35

Other professional memberships:

- American College of Dentists
- American Equilibration Society
- L.D. Pankey Alumni Association
- Spear Study Club
- Kansas Fifth District Dental Society and Study Club

Volunteer posts/elective offices held in organized dentistry:

- Chair, ADA Council on Dental Benefit Programs
- Chair, ADA Code Revision Committee
- Chair, ADA Code Advisory Committee
- Regent and Treasurer, American College of Dentists
- President, Kansas Dental Association

What are three most critical issues facing dentistry today?

- Membership—For our Association to continue to be the voice of our profession, it must be relevant to a broad spectrum of dentists, and our market share must be such that it represents an overwhelming majority of all dentists. Educating all dentists about the value of membership should be a high priority for both the Association and individual members.
- Third-party intrusion into the practice of dentistry—We must protect the patient-doctor relationship and the

patient's freedom of choice to select their own dentist and make their own treatment decisions. We must stand firm in our policy that diagnosis, treatment planning and the delivery of surgical/irreversible procedures must be performed by a licensed dentist only.

- Dental education—With skyrocketing costs of a dental education and subsequent debts that new graduates face, we need to look for solutions to lessen the burden on our new colleagues, the future of our profession.

What are your three main goals if elected?

- I will faithfully represent the voice of the House of Delegates before the Board of Trustees in a professional, ethical and collegial manner.

- I will be a strong advocate for the policies of the American Dental Association and will work diligently to insure that our advocacy efforts further increase the value of membership.

- I am dedicated to the goal of ensuring a strong future for our Association and will always make decisions based on what is best for our members and our Association.

What are your main qualifications for the office you seek?

- Leadership and experience
- Ten years as a member of the House of Delegates
- Chair, ADA Council on Dental Benefit Programs
- Chair, ADA Reference Committee on Dental Benefits, Practice and Health

See DR. OETTMEIER, Page 13

PROFILE

Current residence: Freeport, Maine

Dental school attended: Columbia University

Year received dental degree: 1996

Postgraduate education/specialty: Pediatric Dentistry

Years of ADA membership: 21

Other professional memberships:

- American Academy of Pediatric Dentistry
- American Academy of Pediatrics
- American College of Dentists
- International College of Dentists
- Academy of General Dentistry

Volunteer posts/elective offices held in organized dentistry:

- Current chair, ADA Council on Communications
- Expert media spokesperson (pediatric dentistry) for the ADA
- Consultant on nutrition and community issues, ADA Council on Access, Prevention and Interprofessional Relations
- President, Maine Dental Association
- Board member, Maine Dental Political Action Committee

What are the three most critical issues facing dentistry today?

1. Increased pressure from outside entities to change the dental delivery system—Many states continue to be deluged with outside funding that has misinformed policymakers and legislators about how to achieve optimal oral health. Implementation of the Action for Dental Health campaign is critical

in offsetting this misinformation.

2. Declining membership—The ADA is faced with a slow but significant decrease in market share. Changing demographics, practice patterns and member engagement preferences of new dentists require us to be a more nimble organization.

3. Affordable Care Act—Many facets of health care reform will impact dentistry and change the profession more than any other piece of legislation. The ADA can help members become more familiar with the components of the law that will impact the dental field.

What are your three main goals if elected?

1. Improve member benefits—Continue efforts to adapt ADA programs to meet members' needs and preferences.
2. Enhance the ADA's reputation as the voice of dentistry—Strengthening the effectiveness of the State Public Affairs program to better assist states in warding off untoward public policy.
3. Strengthen ADA's advocacy—Continue to roll out the Action for Dental Health plan in order to improve oral health for all Americans.

What are your main qualifications for the office you seek?

1. Track record on enhancing the reputation of the ADA as an ADA spokesperson
2. Strong understanding of the public health arguments regarding oral health and the workforce
3. Hands-on role in disputing erroneous

See DR. SHENKIN, Page 13

HealthFirst

Continued from Page 1

the ADA Business Resources' endorsement. "Over the past 20 years, we have focused on two things at Rebec Environmental—designing the best amalgam separator possible and keeping our customers happy," said Mr. Reber. "We look forward to continuing this tradition with the ADA membership at large."

For more information, contact a HealthFirst compliance counselor at 1-888-963-6787 or visit healthfirst.com/ada. Visit booth 2213 to find out the specifics of your local regulations and to receive a free compliance guide. the ADA Business Resources' endorsement. ■



World Marketplace Exhibition: Thousands visit the trade show vendors in the Morial Convention Center.

Photo by EZ Event Photography

Dr. Faiella

Continued from Page 4

In closing, Dr. Faiella thanked Dr. Chuck Norman, the president-elect. He thanked the entire Board, Executive Director Kathy O'Loughlin and staff, the 1st Trustee District, the Massachusetts Dental Society, his many friends and supporters and his family.

He credited his wife, Kelli, with instilling in him a sense of balance and responsibility—and for reminding him from time to time that he was not "her president!" He thanked the many teachers and mentors who had encouraged him on his journey to the ADA presidency.

"Serving as your president has, and always will be, my greatest professional honor," he told the House. "Thank you."

Dr. Faiella's presidential address can be read in full at www.ada.org/members/2013hodreports.asp. ■

Dr. Oettmeier

Continued from Page 12

- Four years as a member of the Board of Regents of the American College of Dentists; and now its treasurer
- Thirty-five years of full-time general practice

Why do you want to be an ADA officer?

I love dentistry and the American Dental Association and the many staff members, fellow council members, committee members, House delegates/alternates, trustees and officers that I have had the privilege to befriend over the past 10 years. I want to see our Association thrive, and I believe the strong bonds I have created over the years will allow me to be an effective voice.

Dr. Shenkin

Continued from Page 12

claims about oral health facts by outside entities in Maine

4. Developed the concept of ADA's national public affairs program and implemented it as chair of Council on Communications
5. Faculty member in health policy, health services research and pediatric dentistry at Boston University School of Dental Medicine for 10 years.

Why do you want to be an ADA officer?

The dental profession is facing a number of challenges that will have profound impacts on our profession in the years to come. My experience will help the Board, the organization and, in turn, the profession, navigate through these many issues and turn challenges into opportunities.



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"

Myths, realities of dental implants eyed

BY JAMES BERRY

Kicking off the first installment of the ADA's popular Open Clinical and Science Forums for 2013, an expert panel Thursday exchanged often-differing views on myths and realities associated with dental implants.

The forums, now in their fourth year, are hosted jointly by the ADA Council on Scientific Affairs and The Journal of the American Dental Association. A second forum convened Friday explored myths and realities connected with antibiotic prophylaxis.

Thursday's forum panel identified two factors that play a central role in the success or failure of implants: patient selection and practitioner knowledge.

Dr. Craig Misch, of Sarasota, Fla., an oral and maxillofacial surgeon and prosthodontist, talked about immediate versus conventional implants and the critical need to "identify which patients are low and high risk." He said cone-beam computed tomography has been a useful tool for making that determination.

Dr. Lyndon Cooper, a prosthodontist from the University of North Carolina, Chapel Hill, addressed the challenge of measuring what constitutes success with implant pro-

theses. What the practitioner may see as complication, he said, the patient may perceive as failure.

Experienced practitioners can address problems as they occur, "but they [complications] are real and they are part of daily practice," he said, estimating that even the most experienced practitioners will see a complication rate of about 10 to 15 percent.

Responding later to a question from the audience of about 400, Dr. Cooper observed, "If you're not really proficient with implants, don't be in a hurry to remove the patient's denture. Make a great denture!"

Dr. George Bruder III, an endodontist from Stonybrook, said one common myth is that implants are easy. "Implants are not easy," he said emphatically, pointing to various studies on their success and failure rates.

He dispelled the myth that endodontically treated teeth are "brittle," while stressing the value of "minimally invasive" endodontic therapy.

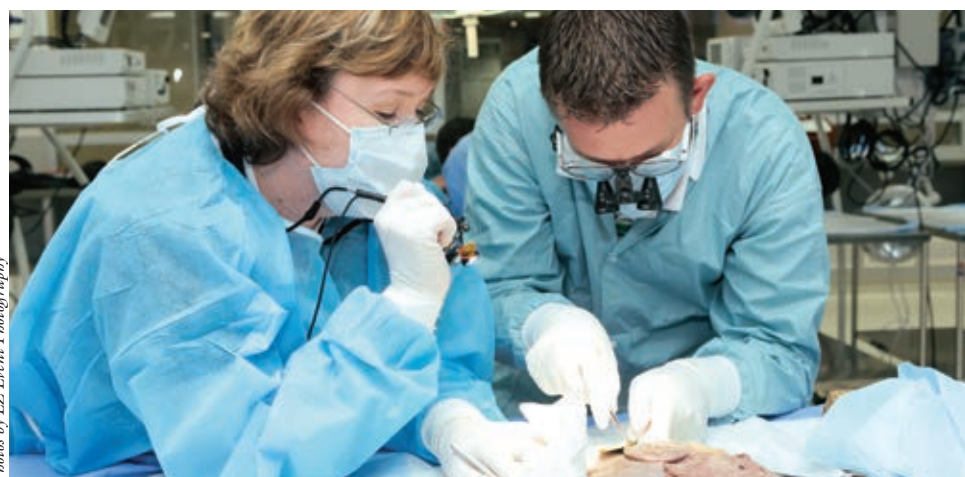
Dr. Stuart Froum, an endodontist from New York University, reported that 38.7 percent of implant patients experience complications after five years. "Dentists need to know how to handle complications," he said. ■



Dr. Misch: Immediate vs. conventional implants.



Dr. Cooper: Complications happen.



Body work: Dentists honed their clinical skills this week at the Hands-on Cadaver Workshop series at the Louisiana State University Health Science Center.

ADA Visa offers extra reward points on site

The ADA Signature Visa card, the only credit card endorsed by ADA Business Resources, can help make your Annual Session even more rewarding.

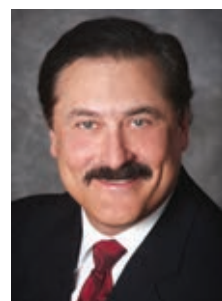
ADA Signature Visa cardholders can receive three times the rewards points when they use the card to check out of the ADA official hotels at Annual Session.

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purchases, including Annual Session registration, continuing education courses and catalog items.

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If you're already a cardholder, visit ADA Visa at booth 2105 in the Morial Convention Center to receive a free thank you gift from U.S. Bank. ■



Dr. Kwasny



Dr. Cole



Dr. Stevens



Dr. Jeffers

Trustees

Continued from Page 1

president on Page 12.

Brief biographies of those elected follow:

Dr. Jeffrey M. Cole, Wilmington, Del., 4th District trustee, has been a delegate or alternate delegate to the ADA House since 2004. He has also been a member of the ADA's Reference Committee on Dental Education, Science and Related Matters and the ADA Council on Dental Practice. Dr. Cole is a past president of Delaware Academy of General Dentistry, Oral Cancer Society and the Delaware State Dental Society.

Dr. Andrew J. Kwasny, Erie, Pa., 3rd District trustee, has been a delegate to the ADA House since 2003. He also served as a member of the ADA Council on Government Affairs, and 2009-10 president of the Pennsylva-

nia Dental Association. He has been recipient of the PDA's Presidential Citation four times since 2002.

Dr. Alvin Stevens, Birmingham, Ala., 5th District trustee, has been a delegate to the ADA House since 2006; alternate delegate from 1999-2002. He served on the ADA Council on Membership and is past president of the Alabama Dental Association and Alabama Society of Periodontics. The Birmingham District Dental Society named him Dentist of the Year in 2004.

Dr. Gary E. Jeffers, Northville, Mich., 9th District trustee, has served as curriculum consultant on the Commission on Dental Accreditation and is a past member of the Joint Commission on National Dental Examinations' National Board Test Construction Committee. He serves on editorial boards at the Journal of Dental Education and the Journal of Oral Surgery, Oral Medicine, Oral Pathology and Endodontics. ■



ADA Business Resources: Mercedes-Benz models are on display at booth 2201, next to other ADA Business Resources product and service offerings.

ADA members save with Mercedes-Benz

Since ADA Business Resources announced its endorsement of Mercedes-Benz in 2012, the program has provided ADA members more than \$1 million in incentives. The program offers ADA members \$500 to \$4,000 off the purchase or lease of a new vehicle.

While in New Orleans for the ADA Annual Session, visit booth 2201 and drop off your business card to enter to win a chance to drive

an E-Class sedan or M-Class SUV for two weeks. Mercedes-Benz will even deliver the winner's choice of vehicle to his or her practice or home. The drawing will be held at 5 p.m. today. An entrant does not need to be present in order to win the raffle.

ADA members who are interested of the program, visit ADA.org/mercedes to browse the vehicles and associated incentives. ■

Thinking strategically

BY KELLY SODERLUND

Helping all members succeed.

The new draft mission statement for the ADA, developed by the ADA Board of Trustees Strategic Plan Steering Committee is simple and to the point.

“You say it twice, you’ll never forget it,” Dr. Hilton Israelson, chair of the planning committee, said Friday at the Strategic Plan Open Forum.

Nearly 150 people crowded a ballroom at the Hilton Riverside to hear about Members First 2020, the ADA’s strategic plan for 2015-20. Dr. Israelson outlined a draft version of the core precepts, goals and objectives of the plan and audience members asked questions about the development of the plan going forward.

The planning committee opted to retain the current vision statement for the Association: “The ADA: To be the recognized leader in oral health.” The new core values are commitment to members; integrity, excellence, commitment to the improvement of oral health; and science/evidence-based.

The new goals are:

- Membership: The ADA will increase member ownership and investment.

- Finance: The ADA will maintain financial sustainability.

- Organizational capacity: The ADA will have sufficient organizational capacity necessary to meet member needs.

The new objectives include:

- Increasing member market share to at least 70 percent of active licensed dentists;

- A 10 percent increase in assessment of member value from membership;

- Increasing the public’s perception of ADA members;

- Unrestricted liquid reserves will equal no less than 50 percent of operating expenses;

- Nondues revenue will be at least 65 percent of the total revenue;

- The roles and responsibilities of each ele-

ment of the tripartite will be clearly defined and agreed upon.

Dr. Ted Sherwin, of Virginia, wanted to explore the objective on the tripartite and asked committee members how the ADA plans to involve all levels of the tripartite in the strategic plan so that it’s not just focused at ADA Headquarters.

“The tripartite is an integral part of the new

program,” Dr. Israelson said.

Dr. Allen Hindin, of Danbury, Conn., encouraged the planning committee to develop a plan that the House of Delegates will be on board with.

“I’ve seen a lot of plans crash and burn at the House of Delegates over the years,” Dr. Hindin said. “You have to get the delegates to believe in the value and importance of change. It won’t work otherwise.”

A focus group was held Friday with members to discuss the plan, and committee members will meet with ADA staff and hold a webinar with state executives in November. The Board of Trustees will review and vote on the initial plan in April, which will then be used as a working document to develop the budget. The Board will grant final approval in July, Dr. Israelson said. ■



Strategizing for the future: Dr. James Stephens asks a question during the Strategic Plan Open Forum Friday.



Photos by EZ Event Photography

Future member: Zion Smith, of Chicago, holds a tote bag at the World Marketplace Exhibition Friday.

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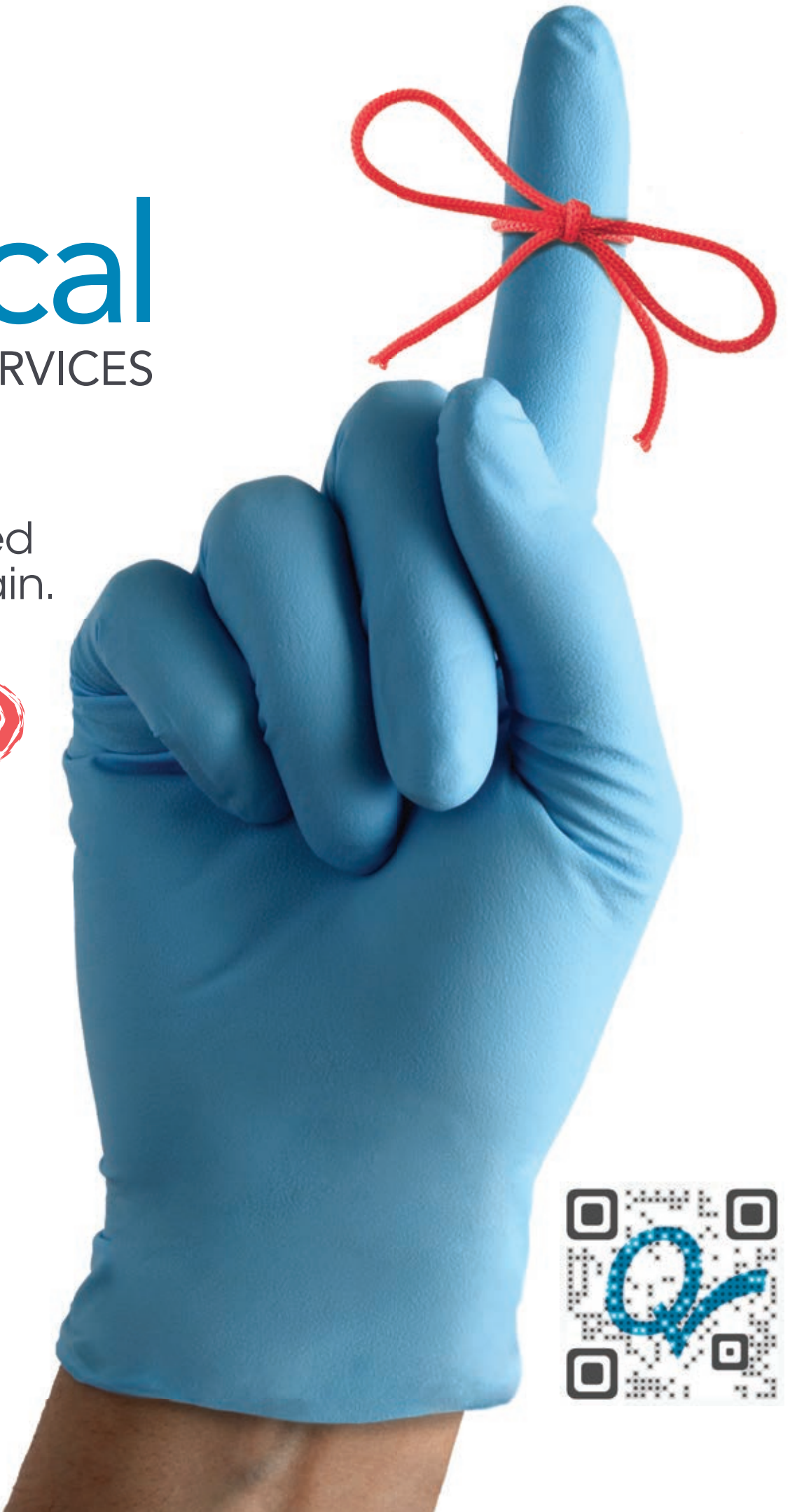


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