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CONVENTION DAILY

OCTOBER 30, 2013

VOLUME 23 NO.1



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Got the ADA2013 app?

The latest information on courses and exhibitors is just a touch away when you download the 2013 Annual Session mobile app. You can manage your schedule, navigate the exhibit hall, find show specials, connect with other attendees, read the ADA News Convention Daily, access House of Delegates information, and more. The mobile app works on iPhone, Android and BlackBerry smartphones, as well as



tablets. Find it on your mobile browser at m.core-apps.com/ada2013 or search for American Dental Association in the App Store or Google Play.

Other must-haves are the pocket-sized Official Guide and Exhibitor Guide, which offer complete listings of all things ADA13, including money-saving coupons in the Exhibitor Guide. Pick up your copies at an Attendee Resources kiosk in the Registration Area in Hall D, the Great Hall Lobby or the Hall D Lobby. ■

World-class meeting set to start tomorrow

Welcome to New Orleans and the 154th Annual Session of the American Dental Association.

"You'll have plenty of opportunities to experience what a world-class dental meeting can do for your profession," said Dr. Robert A. Faiella, ADA president. "We encourage you to attend the Opening General Session and Distinguished Speaker Series, featuring President Bill Clinton, one of the world's most dynamic and engaging speakers."

Tomorrow's Opening General Session and Distinguished Speaker Series begins at 9 a.m. in Hall B. Doors open at 8:15 a.m. Admission is free



See MEETING, Page 7

Dr. Faiella



President Clinton speaks Thursday

Opening session will also honor ADA humanitarian



Photo courtesy Ralph Alswang/Clinton Foundation

Kick off your Annual Session experience by attending the 2013 Opening General Session and Distinguished Speaker Series tomorrow morning in Hall B.

The American Dental Association will welcome President Bill Clinton to the Distinguished Speaker Series podium. President Clinton will share his insights as a former president and governor during the program.

ADA President Robert A. Faiella and President-elect Charles H. Norman will share how the ADA is advocating to help dentists navigate the latest developments affecting the profession—such as the Affordable Care Act and other legislative issues—and showcase the ADA's advocacy efforts in addressing the access to care issue through its Action for Dental Health campaign.

Dr. Sherwin Shinn, the 2013 ADA Humanitarian Award recipient, will also be honored during the program. See story, page 6.

The 2013 Distinguished Speaker Series is presented by Church & Dwight, the makers of ARM & HAMMER Spinbrush and ORAJEL oral care products.

The program begins at 9 a.m. in Hall B. Doors open at 8:15 a.m. Admission is free for registered attendees; everyone who attends must wear a registration badge. ■



New Orleans

American Dental Association
ANNUAL SESSION
OCTOBER 31 - NOVEMBER 3, 2013

TODAY at a glance



- All events (except where noted) are at the Ernest N. Morial Convention Center (MCC).
- Shuttle bus service runs between the MCC and ADA hotels not within walking distance of the MCC, 11 a.m.-6 p.m.
- Exhibitor registration, MCC, Hall D, 8 a.m.-5 p.m.
- Attendee registration and ticket sales, MCC, Hall D, 1-5 p.m.

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Big Easy Smiles MOM event set for Sunday

Volunteers set to transform lives of 1,000 Louisiana residents

About a mile from the Ernest N. Morial Convention Center, Mardi Gras World is a place where magic happens when ideas and fantasies turn into incredible parade floats for the city's annual Mardi Gras celebration.

On Sunday, hundreds of volunteers will gather there to roll up their sleeves and make magic happen for about 1,000 Louisiana area residents in desperate need of dental care at the first-ever national Mission of Mercy program.

"The ADA MOM program is a commitment to the public's oral health of the highest order," said Dr. Mark Huberty, a Sheboygan Falls, Wis., dentist and chair for the event. "While we're all bound by our commitment to the public, few other programs are so personal and felt so deeply as this very direct volunteering effort to help those most in need yet unable to help themselves. There are no barriers to care other than standing in line and being well enough to safely receive it. In addition, this program puts a face on a problem too big for any one of us alone to fix, but coming together we can make a difference."

The ADA is hosting the Big Easy Smiles MOM event from 5:30 a.m.-5:30 p.m. in conjunction with the America's Dentists Care Foundation with the support of the Louisiana Dental Association and the New Orleans Dental Association.

"This event will certainly let our community know that those in the dental profession continually seek ways to assist those who are most in need," said Dr. Maria R. Burmaster, a general dentist in Marrero, La., and one of the event's organizers. "We want to spread the message that we care about the health of our

neighbors and are eager to share our talents and abilities. This event will provide a platform for many in the New Orleans area to be introduced to dental care that they may otherwise never be able to afford. I am excited to work with colleagues from across the country."

Several generous sponsors have contributed funds, products and services to the ADA MOM event, including:

- CareCredit;
- Church & Dwight Company, Inc.;
- Colgate-Palmolive Company;
- Blue Cross and Blue Shield of Louisiana;

- Delta Dental of California;
- DentaQuest;
- Freeman Decorating Services, Inc.;
- Henry Schein Cares Foundation;
- Mardi Gras World;
- Patterson Foundation;
- Acadian Ambulance;
- Aribex;
- DEXIS;
- Entergy;
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- Henry Schein Dental;
- Iberia Bank;

- Johnson & Johnson;
- Kerr;
- Kerr Total Care;
- Lands' End;
- Loop Linen;
- Louisiana Dental Association Foundation;
- Louisiana State University Health Sciences Center School of Dentistry;
- Patterson Dental;
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ADA News
CONVENTION DAILY



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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.

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Student researchers to compete Saturday

For the 54th year, the best and brightest in dental student research will showcase their work at the ADA/DENTSPLY Student Clinician Research Program Saturday.

A student researcher from each participating U.S. dental school will present his or her winning research program in Hall B. Registered Annual Session attendees can earn 3 hours of continuing education credit by attending the open session for all student poster presentations from 1-4 p.m. (course 7399).

"The hallmark of our profession is scientific research," said Dr. Teresa Dolan, vice president and chief clinical officer at DENTSPLY International Inc. "It is critical that dental students have the opportunity to participate in research

and this program showcases the best work on a national and international level."

Dr. Dolan said that, as a past dental school dean, she knows firsthand that dental students not only reap educational and professional benefits from working with mentors in the research arena, they also gain perspective by attending and participating in a national dental meeting.

"These student clinicians not only see the value of evidence-based dentistry in action during the ADA Annual Session, they also have a wonderful learning experience through traveling to the meeting and participating in continuing education, networking with their peers and enjoying the events at the



Dr. Dolan

meeting."

Since its inception, the program has expanded to some three-dozen countries world-



Student researcher: Naveen Karim from Texas A & M Health Science Center, Baylor College of Dentistry, presents her research to Dr. Jane C. Puskas, SCADA president, at the 2012 ADA Annual Session in San Francisco.



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wide and has had more than 5,200 student participants. Former clinicians have gone on to become leaders in dental education, research, organized dentistry and industry.

Participants receive an all-expense paid trip to a national dental meeting for student winners, participation in the poster clinic competition and global recognition for their dental research accomplishments. They then become alumni members of the Student Clinicians of the American Dental Association. SCADA alumni receive the Expressions newsletter, access to the SCADA directory, graduate study financial assistance, networking opportunities and international mentoring.

Student researchers, Dr. Dolan added, have the opportunity to gain visibility for their work and build their skills in critical thinking and communications.

"Participating in research during dental school is a wonderful opportunity above and beyond the normal curriculum," Dr. Dolan said.

A complete list of presenters and topics will be available in Hall B. For more information, visit ADA.org/session. ■

Get on the bus Shuttles begin today

Free shuttle bus service is available for registered attendees between official ADA hotels not within walking distance of the New Orleans Ernest N. Morial Convention Center.

An ADA meeting badge is required for boarding. No passes are necessary.

Shuttles will drop off and pick up in front of Halls D and E. They will operate:

- Today, 11 a.m.-6 p.m.;
- Thursday, 5:30 a.m.-6:30 p.m.;
- Friday and Saturday, 6:30 a.m.-6:30 p.m.;
- Sunday, 7 a.m.-1:30 p.m.;
- Monday, 6:30 a.m.-6:30 p.m. (Hilton Riverside only);
- Tuesday, 6:30 a.m.-noon (Hilton Riverside only).

Attendees requiring special transportation assistance can contact the ADA Shuttle Information Desk outside the entrances of Halls D and E or call 1-310-274-8819, ext. 216. At least 24 hours advance notice is needed.

Wheelchairs for use at the convention center are available by inquiring at the information desk in the Hall D Lobby. Wheelchairs or scooters for use outside the convention center can be rented at the UPS Store at the Morial Convention Center Hall E Lobby; 1-504-670-8941, store6216@theupsstore.com, www.theupsstorelocal.com/6216. ■

Scary good fun in the exhibit hall

Enjoy Halloween festivities, shopping, food and more

Attendees are in for a treat when they head to the opening day of the ADA World Marketplace Exhibition on Halloween.

March into the exhibit hall tomorrow morning immediately following the Opening General Session and Distinguished Speaker Series, led by the Wendell Brunious Jazz Band and its repertoire of traditional New Orleans Dixieland jazz. Take time to vote for the booth showing the best Halloween spirit. Voting is open to all Annual Session attendees (exhibitors excluded). Ballots are included in your registration materials and can be deposited at the information desk in the ADA Welcome Center by 5 p.m. Thursday. The winner will be announced in the hall at 5:30 p.m.

The ADA Welcome Center offers one-stop access to a variety of ADA activities and services. Visitors can stop by the Welcome Center in Hall D to have a professional portrait taken, check out the new ADA Center for Professional Success, save up to 15 percent on all ADA Catalog products, learn how to use MouthHealthy.com as a patient education resource and learn more about how to get more value from your ADA membership. Don't forget to pick up your free New Orleans souvenir pin.

Shop and save by using valuable coupons from the 2013 Exhibitor Guide. Tear out the

pages in the back for great deals available on the show floor.

Need lunch and a place to relax? Head to Bistro ADA in Hall G. Bistro ADA offers an all-inclusive buffet lunch and advance table reservations, offering a great place to relax, eat, meet and network. A variety of delicious soups and salad options, entrees, seasonal vegetables and side items are available every day. Lunch is offered at \$25 per meal, which includes beverages and desserts.

Log on to BistroADA.com to view menus and purchase seats online. Or visit the Bistro ADA counter at the ADA information

counter in Hall D Lobby.

A variety of food court options are also available on the exhibit floor. Dental professionals can save \$5 Friday only on food court items using the coupon included with their mailed registration materials. The coupon is redeemable at either of the food courts located within the Exhibit Hall—at the back of Hall F or the front of Hall G.

Other food courts include the Hall C Lobby Atrium Food Court, Hall E Lobby (coffee and pastries), Hall F Lobby Food Court and coffee carts with grab-and-go food options located throughout the center. ■

Join the discussion at ADA Town Hall

An ADA Town Hall (6320) is scheduled for Friday from 8:30-9:30 a.m. in Hall C in the back of the 100 aisle. There is no fee for the course, and participants can earn one hour of continuing education credit.

ADA President Robert Faiella, President-elect Charles Norman and Executive Director Kathleen O'Loughlin will provide an update on where the ADA is headed and the Association's positions based on resolutions from the House of Delegates. Participants are encouraged to ask questions, and dentists, dental team members, students, guests and exhibitors may attend. ■

Party with a purpose at ADAF GKAS Gala Friday

The joint will be jumping when New Orleans jazz maven Lena Prima headlines the ADA Foundation Give Kids A Smile Gala Friday from 7-11:30 p.m. at the Hilton New Orleans Riverside.

A notable networking event, the ADAF GKAS Gala carries on the tradition of the ADA Presidential Gala, honoring ADA President Robert Faiella and the ADA Board of Trustees. But it does much more, creating

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the right environment for attendees to have fun and serve a greater purpose as the event also raises funds for Give Kids A Smile, the ADA's premier access-to-care program.

One hundred dollars from each ticket sale will support the future of the GKAS program. In 2012, the event raised more than \$82,000 in new funds to support the GKAS program. That same year, an estimated 10,000 volunteer dentists and their teams treated more than 400,000 children at nearly 1,600 sites nationwide.

For tickets, visit the ADA Convention Services Office located at the Hilton New Orleans Riverside, Level 3-Melrose, or stop by the ADA Foundation booth in the Morial Convention Center, Hall D Lobby. ■



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Glidewell Laboratories	Newport Beach, CA	800-854-7256	AccuTech Dental Lab	Reynoldsburg, OH	614-751-9888
Harrison's Dental Lab	San Jose, CA	408-360-9453	ROE Dental Laboratory	Garfield Heights, OH	800-228-6663
Nicols Dental Laboratory	Glendale, CA	800-936-8552	Albensi Laboratories	Irwin, PA	800-734-3064
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'My life totally changed in Nepal'

Dr. Sherwin Shinn to receive 2013 ADA Humanitarian Award tomorrow

BY STACIE CROZIER

Gig Harbor, Wash.—On the last day of a six-week mountain-climbing vacation in the Himalayas in 1990, Dr. Sherwin R. Shinn was 11,500 feet above sea level when he realized his life's mission was to save lives by providing dental care and education to the less fortunate in his community and worldwide.

Dr. Shinn, a staff dentist at Lindquist Dental Clinic for Children in Tacoma, Wash., and founder of three international dental charities, has received the 2013 ADA Humanitarian Award.

"On the very last day of my trip in Nepal, I heard a little child crying in the lodge I was staying in," remembered Dr. Shinn. "It was the first time in six weeks I'd heard a child in distress. I followed the sound and came to a room where a very young girl was crying and her aunt and uncle were looking in her mouth."

Dr. Shinn will receive a plaque and a \$5,000 donation to For World Wide Smiles Thursday during the Opening General Session and Distinguished Speaker Series beginning at 9 a.m. in Hall B.

After being in tourist mode for a month and a half, Dr. Shinn said he watched the family and a light bulb went off in his head. He suddenly remembered he was a dentist and could help figure out what was wrong.

"She was a 5-year-old girl and was swollen from temple to armpit with a life-threatening, systemic infection caused by abscessed teeth," he said. "She was miserable and would probably die without some help."

Dr. Shinn was planning to spend part of his last day visiting Hillary Hospital in Khunde, founded by mountain climber, explorer and philanthropist Sir Edmund Hillary. The hospital was 2,000 feet up from the lodge. Dr. Shinn convinced the girl's relatives to let him take little Sonam Sherpa to the hospital to see if a doctor could help her.

"I was scared," he said. "She was really sick. I had to climb up 2,000 feet with her and I prayed all the way that nothing bad would happen to her while she was in my care."

When they arrived, Dr. Shinn said the doctor encouraged him to treat the girl himself. After digging around for awhile, the doctor handed Dr. Shinn a shoebox filled with broken dental instruments rusted together and covered with a fuzzy mold.

"He told me, 'You are a dentist, so you will know what to do.' There was no electricity or sterilization. No sutures. He handed me some glass vials with Chinese writing that I hoped was anesthetic. All I had was my pocket knife. It was an awkward situation. This was a hospital, and they didn't have anything for dental emergencies."

Dr. Shinn said the courageous little girl didn't cry and made it through the extractions with flying colors. Other people at the hospital asked him to look at their teeth, too.

"When it was time to go, I was a little frustrated," he said. "I had planned to take a picture of the sunset on Mount Everest and was running out of time to do that. I thought I would need to carry weakened Sonam back down the steep hill. We walked to the edge of the mountain and could see her village 2,000 feet below. When she recognized her house, she suddenly started running down the rocky switchbacks like an antelope. I was in the best physical shape of my life but there was no way I could have caught up with her! Somehow she knew she'd be OK now and was happily running back home."

"I stood in wonderment watching her and I felt an immense feeling of shame come over me," said Dr. Shinn. "How dare I be selfish enough to worry about taking a photo when kids were dying here every day from abscessed teeth? Tears were streaming down my face. I thought, 'I need to do something about this.'"

Dr. Shinn vowed he would return to Nepal with toothbrushes and educate teachers and families about the importance and the process of preventive oral health care.

"When I got home I started collecting toothbrushes. I went back 18 months later. A simple toothbrush there is a lifesaving tool. It is such a powerful thing to hand out. I saw the value of it and I was hooked. I wanted to do more."

He now averages about four international trips a year with volunteer teams providing dental care, teaching oral hygiene, training and supplying local providers, and improving maternal and infant health by upgrading conditions in rural labor and delivery rooms. He jokingly admits he feels very at home on an airplane. Since 1990 he has volunteered in some 40 countries, including Costa Rica, Bolivia, the Cook Islands, Microne-

He tells colleagues that volunteering leads to fulfillment, whether you're ladling out a meal in a local soup kitchen, serving as a big brother or big sister or working at a Special Olympics event.

"You don't have to crawl through the jungle to find fulfillment," he said. "It's right outside your door. And volunteering makes life so much more delicious and exciting and worth living. When you work for money, you can have all the things money can buy. When you work unconditionally, you get to have all the things money can't buy."

In 2002 he worked with Great Shape!, a non-profit organization that provides health care and education in Jamaica, to establish the 1000 Smiles Project—one of the world's largest international humanitarian dental projects that serves 15,000 Jamaicans each year.



sia, Guatemala, Jamaica and Uganda.

At home in Washington, he served as the dental director and is now a staff dentist for Lindquist Dental Clinic for Children, a community-based, private non-profit clinic that sees over 30,000 patient visits each year by children from low-income families.

"The volume of patients at the clinic speaks to the demand even in the United States," Dr. Shinn said. "We take care of them, give them a positive experience and give their parents a place to bring their children without worrying about how much it will cost. The per capita income in our area is higher than the national average and we still have a tremendous need. I can't imagine what it's like in more depressed areas suffering from the effects of today's economy."

Early on, Dr. Shinn set up a nonprofit foundation to establish dental health education and outreach programs in developing countries. He has trained and mentored hundreds of volunteers and says that many of them have gone on to start their own programs.

"I love to help other people have the same experience. It takes a lot of time to get people ready for their trips, from travel arrangements and accommodations to other details. You want it to be easy and predictable for volunteers, so they can show up and get right to work. Never in my wildest dreams did I think it would have grown into what it's like today. It's humbling to see how people are afflicted and know that you have the capability to fix it. That's what we dentists do."

"We are in our 10th year with 1000 Smiles and the model we developed focuses on prevention, training local health care workers, and lobbying with local governments to spend their health care budgets on prevention instead of emergency care. This model should be able to work in other countries and make an impact beyond the level of an individual village," he said. "At first it was exciting to me to go to a remote area and provide dental care. I was an adventurer. Treating Pygmies in Africa was an amazing experience, for instance. But as I get older, I see that having more people get involved in changing the culture of health care delivery in a country has a much more significant impact."

Dr. Shinn's travels also had a significant impact on his personal life. While volunteering in Uganda, he met his wife Faria. The couple has four children, Jim-Nasser, 8; Yasmeen, 6; Shaleena, 5; and Tomar, 2. Dr. Shinn also has two grown children, Josef and Michael, and four grandchildren.

"Having little kids around changes your perspective," he said. "Being with them changes your mindset, which in turn changes your body, making you younger. I've got to be able to play baseball with them. I can't lie around in my spare time anymore!"

It has been 22 years since Dr. Shinn treated Sonam Sherpa in Nepal. She recovered from her infection and went on to become a national badminton champion in Nepal. A few years ago, she and her parents and her sister moved to Ashford, Washington—about an hour and a half away



Family: Dr. Shinn (center) and his wife, Faria, gather with their children, from left, Shaleena, Yasmeen, Tomar and Jim-Nasser. Dr. Shinn met Faria while volunteering in Uganda.

from Dr. Shinn. She graduated from nursing school and her sister sometimes babysits for Dr. Shinn's children.

"My life changed totally in Nepal that day, and for the better," said Dr. Shinn. "I lived in an upper middle class community where people went to the dentist and had insurance. The vast majority of the world is suffering from a lack of dental care and a lack of understanding about it."

"The best jobs in developing countries are service industry jobs. It doesn't matter how qualified you are, you won't get the job if you don't have a pleasing smile. A nice smile adds to the ability to get a good job and take care of your family. If you teach preventive care to your children, they will have better nutrition and be healthier because they can chew painlessly. They will learn better in school, and have stronger immune systems. The cycle of dental disease impacts a family's success and longevity. But we know how to take care of it. We can change lives."

Dr. Shinn has received many accolades for his work, including the Washington State Dental Association 2003 Citizen of the Year and the 2003 National Jefferson Award, the nation's highest honor for public service. He is the co-founder of "International Smile Power," and the co-founder and current president of "For World Wide Smiles," which is planning trips to Uganda, Jamaica and Haiti in 2013. He is also the author of "Confessions of a Modern Dentist" and lectures on "How to Make Your Dreams Come True," "Raising Self-Esteem and Empowering Yourself and Others," and "Maximizing the Fulfillment Factor in Dentistry and Life Through Volunteerism."

"I would like to sincerely thank Dr. Shinn for his contributions to the dental profession, and congratulate him on being the 2013 recipient of the American Dental Association Humanitarian Award," said Dr. Robert A. Faiella, ADA president. "This prestigious award is designed to recognize an ADA member who has made a lasting impact on the oral health of their fellow human beings. It is clear that Dr. Shinn has changed the lives of individuals, and motivated other health care professionals to get involved and to give their time and resources to those in need."

"I can't say how humbled and appreciative I am to receive this award," Dr. Shinn said. "When Dr. Faiella called me, I had tears running down my face. I was so amazed by this huge honor and I so much appreciate it. I will make sure I continue to work to deserve it. I'm really, really blown away by the whole thing."

Hear more from Dr. Shinn during course #6336, "I Do, I Teach, I Volunteer," 9-11:30 a.m. tomorrow in Hall B.

For more information on the Humanitarian Award, contact the Division of Global Affairs at 1-312-440-2726 or international@ada.org. ■

Visit the ADA 2014 booth to plan for a trip to Alamo City

Be part of the ADA's historic launch of its brand new annual meeting experience: ADA 2014—America's Dental Meeting.

Visit the ADA 2014 booth in the Hall D lobby, where San Antonio Convention and Visitors Bureau representatives and members of the 2014 Committee on Local Arrangements will be on hand to offer travel information. Visitors can receive a free photo magnet by visiting the booth during exhibit hall hours on Thursday and Friday. Attendees who enter by Saturday at 3 p.m. can win free airfare, hotel and registration for two to ADA 2014; free dental office registration for up to 20 employees; or free office registration for up to 10 employees.

Registration for ADA 2014—America's Dental Meeting opens May 2014. ■

Annual Session name change unveiled

Say hello to ADA 2014—America's Dental Meeting

Beginning at the ADA's 155th Annual Session in San Antonio Oct. 9-14, 2014, the American Dental Association meeting's official name will be ADA 2014—America's Dental Meeting.

"The council's mission," said Dr. James E. Galati, 2014 chair-designate for the Council on ADA Sessions, "is to create a world-class dental experience that incorporates value, innovation and diversity of attendees and location to the benefit of the entire dental community."

"The ADA meeting is the only meeting that



that members identify strongly with the ADA more than the meeting itself. In addition, members frequently refer to the annual meeting as "ADA" rather than "Annual Session," whether they attend or not.

"By emphasizing the ADA name and the concept that we are America's Dental Meeting, we will help our members make a stronger connection to our annual meeting and to feel more engaged with the Association when they are seeking a world-class learning and networking experience," Dr. Galati said. ■

moves around the country to give members nationwide a chance to attend," he added. "It offers award-winning, innovative continuing education formats not found anywhere else, and it's the only dental event that includes the annual meeting of the ADA House of Delegates, where members can advocate for decisions that affect the dental profession."

Research conducted in 2012 showed

Meeting

Continued from Page 1

for registered attendees; everyone who attends must wear a registration badge.

The 2013 Distinguished Speaker Series is presented by Church & Dwight, the makers of ARM & HAMMER Spinbrush and ORAJEL oral care products.

In addition to more than 300 continuing education courses scheduled tomorrow through Sunday, the Annual Session also features a variety of exclusive programs and events, including: six live-patient Education in the Round courses; free hands-on Preventive Equipment Maintenance Zone courses; seven hands-on cadaver workshops; two Open Clinical and Science Forums on dental implants and antibiotic prophylaxis; and the New and Emerging Speaker Series.

New this year are two Learning Labs and follow-up Super Sessions that will provide participants the chance to take an in-depth look at special care issues in geriatric patient care and issues impacting women in dentistry.

Attendees can also focus on their work/life balance at a variety of Health and Fitness Center courses.

Many special events are planned for this week, including the House of Delegates, the New Dentist Reception Friday evening, the ADA Foundation Give Kids A Smile Gala Friday night and much more.

More than 600 exhibitors will showcase their products and services in the ADA World Marketplace Exhibition, where attendees can compare products, shop and network with vendors and colleagues. The World Marketplace is open tomorrow, 10:30 a.m.-6 p.m.; Friday, 9:30 a.m.-5:30 p.m. and Saturday 9:30 a.m.-3 p.m.

Enjoying the Annual Session, which begins on Halloween, should be a real treat, said Dr. Michael M. Blicher, 2013 chair, Council on ADA Sessions.

"Many of our exhibitors have chosen to decorate their booths and even wear costumes," said Dr. Blicher. "We want attendees to vote on the best booth!"

Beyond the convention center, New Orleans and all its magic await. Visitors are encouraged to enjoy the city's cultural gumbo of unique architecture, attractions, dining and nightlife.

Enjoy your stay and thank you for attending the ADA Annual Session. ■

Booth #1345

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PRODUCT NEWS



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ADA-SPONSORED INSURANCE PLANS
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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



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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



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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

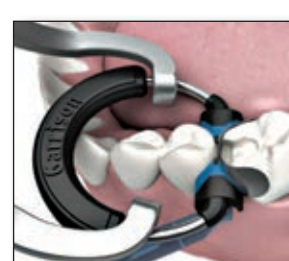
help dentists qualify for all of the available government meaningful-use money. DentiMax Co-founder Lee Varney explains, "By combining our new Dental EHR software with our consultative services, you can make qualifying for the entire \$63,750 government incentive a whole lot easier."

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
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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.

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Booth #3219



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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
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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
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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
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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.

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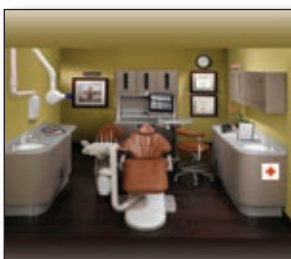
MacPractice DDS 4.4 64 bit provides MacPractice users with even more Mac native digital imaging solutions of all kinds. MacPractice's 'Practenvironment' inter-operates with Patient Check-In, MacPractice Clipboard and MacPractice iEDR iOS 7 compatible apps for iPad. A dentist can now discuss current conditions 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
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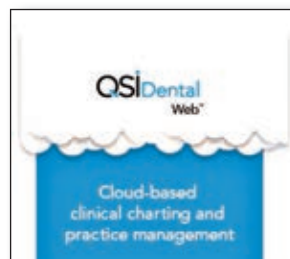
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www.nationaldentex.com
Booth #127



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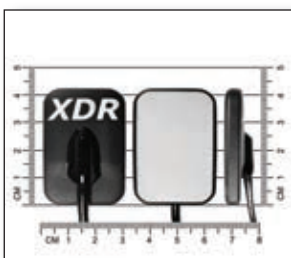
QSIDental Web cloud-based technology provides anytime, anywhere access to patient data and enterprise management. With no upfront infrastructure costs, it significantly reduces your capital investment. This innovative technology offers integrated all-in-one clinical administrative data management for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

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Booth # 119



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www.XDRAnatomic.com
Booth #700

Dine New Orleans style

Committee on Local Arrangements offers list of favorites

The Council on ADA Sessions Committee on Local Arrangements welcomes you to the Big Easy and hopes that you will take time to explore and enjoy the wide range of cuisines available during your stay. The committee has chosen their favorite dining spots and highlights them here.

“It’s really hard to have a bad meal in New Orleans,” said Dr. Robert E. Barsley, general chair for the committee. “The city is famous for its food. We whittled down an extensive list to offer this group of gems—places we have tried and enjoyed and that are close to downtown and the convention center. These restaurants have a good reputation for good service and good food and we hope that Annual Session-goers enjoy every bite of their stay in New Orleans.”

Restaurants are listed by cuisine and include addresses, phone numbers and price ranges. For more information on New Orleans restaurants and other attractions, visit the information kiosk in the Hall D Lobby.

\$ = under \$10, \$\$ = \$11-30, \$\$\$ = \$31-60, \$\$\$\$ = \$61+ for a meal for one (including one drink, tax and tip)



Restaurants: Hungry for adventure? New Orleans is famous for its world-class cuisine, from po’ boy sandwiches to Cajun/Creole to fine dining.

- American**
- 7 on Fulton, 700 Fulton St., 504-525-7555, \$\$\$;
 - Ernst Café, 600 South Peters St., 504-525-8544, \$;
 - The Grill Room, 300 Gravier St., 504-522-1992, \$\$\$\$;
 - Sun Ray Grill, 1051 Annunciation St., 504-566-0021, \$;
 - Zea Rotisserie & Grill, 1525 St. Charles Ave., 504-520-8100, \$.

- American Regional**
- Mila, 817 Common St., 504-412-2580, \$\$\$.

- Burgers**
- Walk-On’s Bistreaux & Bar, 1009 Poydras St., 504-309-6530, \$.

- Café**
- Cafe Reconcile, 1631 Oretha Castle Haley Blvd., 504-568-1157, \$;
 - La Petite Grocery, 4238 Magazine St., 504-891-3377, \$\$\$.

- Cajun/Creole**
- Antoine’s Restaurant, 713 St. Louis St., 504-581-4422, \$\$\$\$;
 - Arnaud’s Restaurant, 813 Bienville St., 504-523-5433, \$\$\$;
 - Bon Ton Café, 401 Magazine St., 504-524-3386, \$\$\$;
 - Bourbon House, 144 Bourbon St., 504-522-0111, \$\$\$;
 - Brigtsen’s Restaurant, 723 Dante St., 504-861-7610, \$\$\$;

- Broussard’s Restaurant, 819 Rue Conti, 504-581-3866, \$\$\$;
- Cafe Adelaide & the Swizzle Stick Bar, 300 Poydras St., 504-595-3305, \$\$\$;
- Cochon Restaurant, 930 Tchoupitoulas St., 504-588-2123, \$;
- Commander’s Palace Restaurant, 1403 Washington Ave., 504-899-8221, \$\$\$\$;
- Court of Two Sisters Restaurant, 613 Royal St., 504-522-7261, \$\$\$;
- Crescent City Brewhouse, 527 Decatur St., 504-522-0571, \$;
- Emeril’s Delmonico Restaurant & Bar, 1300 St. Charles Ave., 504-525-4937, \$\$\$;
- Emeril’s Restaurant, 800 Tchoupitoulas St., 504-528-9393, \$\$\$;
- French Market Restaurant, 1001 Decatur St., 504-525-7879, \$;
- Gumbo Shop, 630 St. Peter St., 504-525-1486, \$;
- Huck Finn’s Café, 135 Decatur St., 504-529-8600, \$;
- Iris, 321 North Peters St., 504-299-3944, \$\$\$;
- Jacques-Imo’s Café, 8324 Oak St., 504-861-0886, \$;
- Joey K’s Restaurant, 3001 Magazine St., 504-891-0997, \$;
- K-Paul’s Louisiana Kitchen, 416 Chartres St., 504-596-2530, \$\$\$;
- Mother’s Restaurant/Mother’s Next Door, 401 Poydras St., 504-523-2917, \$;
- Mr. B’s Bistro, 201 Royal St., 504-523-2078, \$\$\$;
- Muriel’s Jackson Square, 801 Chartres St., 504-568-1885, \$\$\$;

- NOLA, 534 St. Louis St., 504-522-6652, \$\$\$;
- Palace Café, 605 Canal St., 504-523-1661, \$\$\$;
- Pierre Maspero’s, 440 Chartres St., 504-524-8990, \$;
- Remoulade, 309 Bourbon St., 504-523-0377, \$;
- Restaurant R’evolution, 777 Bienville St., 504-553-2277, \$\$\$\$;
- SoBou, 310 Chartres St., 504-552-4095, \$;
- Tujague’s Restaurant, 823 Decatur St., 504-525-8676, \$\$\$.

- Continental**
- Coquette, 2800 Magazine St., 504-265-0421, \$\$\$;
 - Luke Restaurant, 333 St. Charles Ave., 504-378-2840, \$;
 - Ralph’s on the Park, 900 City Park Ave., 504-488-1000, \$\$\$.

- Creperies**
- Crepes a la Cart, 1039 Broadway St., 504-866-2362, \$.

- Deli**
- Central Grocery Co., 923 Decatur St., 504-523-1620, \$.

- Eclectic**
- The Pelican Club, 312 Exchange Place, 504-523-1504, \$\$\$;
 - Upperline Restaurant, 1413 Upperline St., 504-891-9822, \$\$\$;

- French**
- Apolline, 4729 Magazine St., 504-894-8881, \$\$\$;
 - Café Degas, 3127 Esplanade Ave., 504-945-5635, \$\$\$;
 - Dominique’s on Magazine, 4213 Magazine St., 504-891-9282, \$\$\$;
 - Galatoire’s, 209 Bourbon St., 504-525-2021, \$\$\$;
 - Herbsaint Bar & Restaurant, 701 St. Charles Ave., 504-524-4114, \$\$\$;
 - Le Foret, 129 Camp St., 504-553-6738, \$\$\$\$;
 - Lilette Restaurant, 3637 Magazine St., 504-895-1636, \$\$\$;
 - Martinique Bistro, 5908 Magazine St., 504-891-8495, \$\$\$;
 - Rene Bistrot, 700 Tchoupitoulas St., 504-613-2350, \$\$\$;
 - Restaurant August, 301 Tchoupitoulas St., 504-299-9777, \$\$\$\$;
 - Tomas Bistro, 755 Tchoupitoulas St., 504-527-0942, \$\$\$;
 - Tommy’s Cuisine, 746 Tchoupitoulas St., 504-581-1103, \$\$\$.

- International**
- Stella!, 1032 Chartres St., 504-587-0091, \$\$\$\$.

- Irish**
- The Irish House, 1432 St. Charles Ave., 504-595-6755, \$.

- Italian**
- Chef Duke’s Cafe Giovanni, 117 Decatur St., 504-529-2154, \$\$\$;
 - Domenica Restaurant, 123 Baronne St., 504-648-6020, \$;
 - ELEVEN 79, 1179 Annunciation St., 504-299-1179, \$\$\$;
 - Maximo’s Italian Grill, 1117 Decatur St., 504-586-8883, \$\$\$;
 - Pascal’s Manale Restaurant, 1838 Napoleon Ave., 504-895-4877, \$\$\$.

- Light Fare/Fast Food**
- Café Maspero, 601 Decatur St., 504-523-6250, \$;
 - Johnny’s Po-Boys, 511 St. Louis St., 504-524-8129, \$.

- Modern American**
- Bayona, 430 Dauphine St., 504-525-4455, \$\$\$;
 - Root, 200 Julia St., 504-252-9480, \$\$\$.

- Seafood**
- Acme Oyster House, 724 Iberville St., 504-522-5973, \$;
 - Borgne, 601 Loyola Ave., 504-613-3860, \$\$\$;
 - The Crazy Lobster, 500 Port of New Orleans Place, 504-569-3380, \$;
 - Drago’s Seafood Restaurant, 2 Poydras St., 504-584-3911, \$;
 - GW Fins, 808 Bienville St., 504-581-FINS, \$\$\$;
 - Red Fish Grill, 115 Bourbon St., 504-598-1200, \$\$\$;
 - Superior Seafood & Oyster Bar, 4338 St. Charles Ave., 504-293-3474, \$.

- Spanish**
- Galvez Restaurant, 914 N. Peters St., 504-595-3400, \$.

- Steaks/Chops**
- Besh Steak at Harrah’s Casino New Orleans, 4 Canal St., 504-533-6111, \$\$\$;
 - Charlie’s Steak House, 4510 Dryades St., 504-895-9323, \$\$\$;
 - Chophouse New Orleans, 322 Magazine St., 504-522-7902, \$\$\$\$;
 - Dickie Brennan’s Steakhouse, 716 Iberville St., 504-522-2467, \$\$\$;
 - Morton’s The Steakhouse, One Canal Place/365 Canal St., 504-566-0221, \$\$\$\$;
 - Ruth’s Chris Steak House, 525 Fulton St., 504-587-7099, \$\$\$.

ADA Catalog

New products showcased in Welcome Center

The new ADA Catalog features an array of new and revised products this year for Annual Session attendees.

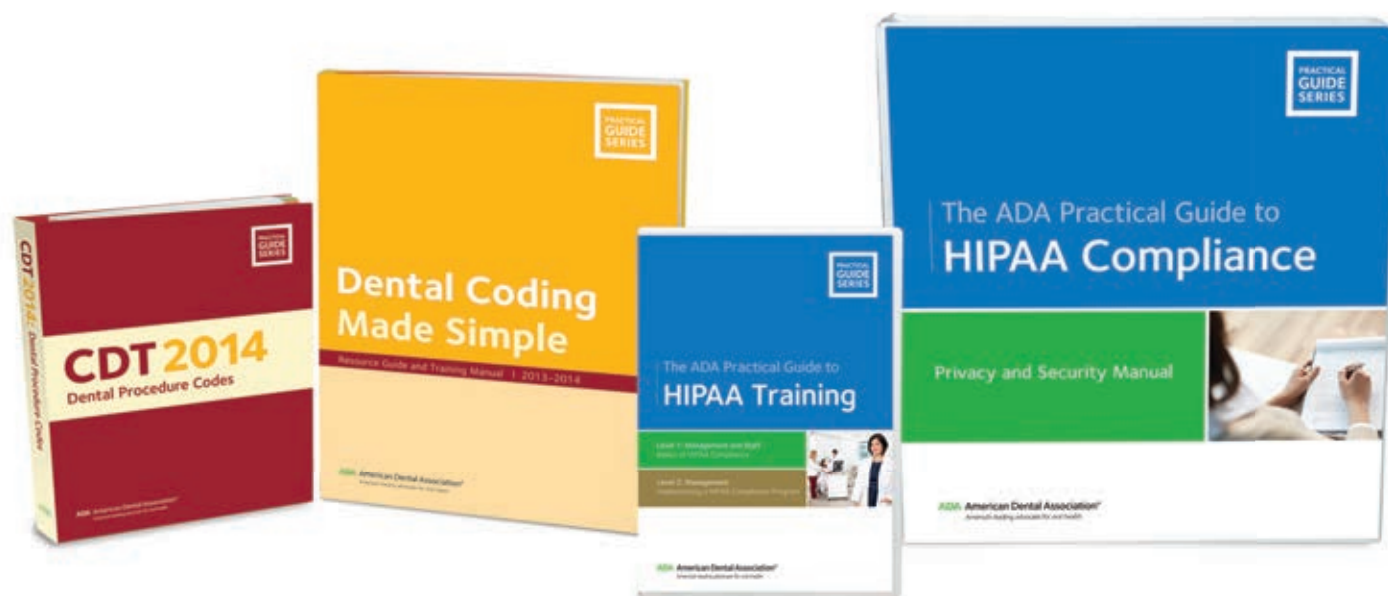
Visit the ADA Catalog in the Welcome Center for ADA professional resource, patient education and personalized products that can support dental practice success.

Key new products include:

- An array of CDT products, including the CDT 2014: Dental Procedure Codes (J014); the CDT 2014 Kit (K214); and CDT Code Check App;
- The ADA Complete HIPAA Compliance Kit (J598);
- The ADA/PDR Dental Therapeutics Online (X064);
- Three revised books in the Practical Guide Series: Dental Letters (J053), Valuing a Practice (J060) and Associateships (J045);
- The Chairside Instructor (W013) with 49 new images—available now as an app for iOS (W013i);
- New Toothflix 2.0 (X830) and PatientSmart (X100)—both now available with Spanish.

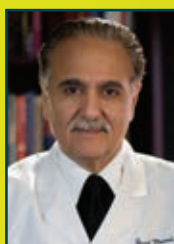
ADA Catalog hours in the Welcome Center are 10:30 a.m.-6 p.m., Thursday; 9:30 a.m.-5:30 p.m., Friday; and 9:30 a.m.-3 p.m., Saturday. All on-site orders receive a New Orleans discount.

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



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"

Eat, meet & network

This year's Annual Session offers several dining options for attendees and exhibitors to meet and greet while enjoying a nice meal.

Attendees can satisfy their hunger at food court locations throughout the New Orleans Ernest N. Morial Convention Center. Dental professionals who registered before the advance deadline received a \$5 food coupon in their mailed registration packets. The coupon is valid for use on Friday and redeemable at food court locations inside the World Marketplace Exhibition (excludes Bistro ADA and lobby area concessions).

In addition to food court locations, the World Marketplace Exhibition also includes the new Bistro ADA, which features an all-inclusive buffet lunch and advance table reservations. The Bistro ADA is located at Hall G, booth 3639, and is open Thursday-Saturday, 11 a.m.-2:30 p.m.

Bistro ADA includes a variety of soup and salad options, entrees, seasonal vegetables and side items. Lunch is \$25 per meal, which includes beverages and desserts.

To view menus, purchase tickets and make reservations, visit BistroADA.com. ■

Analgesics and anesthetics expert named 2013 Norton M. Ross Award recipient

BY JEAN WILLIAMS

Dr. Paul Moore's career has been a 'real joy'—despite the fact that it has been filled with lots of pain.

In a career spanning some four decades, Dr. Moore has stood at the fore of dental research in the realms of analgesics and anesthesia, working to eradicate suffering and phobia in dental patients. In recognition of his laudable career and his many successes, the ADA has named Dr. Moore recipient of the 2013 Norton M. Ross Award for Excellence in Clinical Research.

A professor and former chair of the department of dental anesthesiology at the University of Pittsburgh School of Dental Medicine, he started in dentistry with a private practice in Oakmont, Pa. He soon turned to the academic setting and over the following 40 years earned many laurels in clinical research and spurred the advancement of safety and efficacy of drug therapy in dentistry.

"I have always been an inquisitive kind of person and I love research," Dr. Moore said. "I am delighted and always a bit surprised to see that my work has had an impact on dental practice. It's been a real joy. I've been fortunate enough to work at institutions like the University of North Carolina, Harvard, Forsyth and, of course, the University of Pittsburgh that have been willing to support me to pursue new knowledge and its application into the clinical setting of dentistry."

Dr. Moore graduated from the University of Pittsburgh School of Dental Medicine with a dental degree and Ph.D. in pharmacology. He later earned a Master of Public Health degree in epidemiology at the Graduate School of Public Health at the University of Pittsburgh.

His clinical expertise and areas of research include the safe use of local anesthetics in pediatric dentistry; pain management using long-acting local anesthetics; the development and U.S. Food and Drug Administration approval of the local anesthetic, articaine; the efficacy of the novel local anesthetic reversal agent, phentolamine; safe and effective use of nitrous oxide-oxygen analgesia and oral sedatives for pediatric dental patients;

clinical utility of transmucosal fentanyl; effective intravenous sedation in adults; and the efficacy of flumazenil for reversal of benzodiazepines.

His many accolades include serving as principal investigator or co-investigator on more than 40 clinical research projects sponsored by the National Institutes of Health and private industry. He also has authored more than 250 articles, books, chapters and research abstracts on the topics of clinical pharmacology and dental therapeutics; and he has presented his research findings in more than 150 invited lectures nationally and internationally on the topics of local anesthesia, antibiotics, analgesics, sedation, drug interactions and oral complications of diabetes. Dental reviewers, book authors and others often cite his clinical research findings.

"At every turn, Dr. Moore has demonstrated resoluteness in finding solutions to some of the greatest challenges associated with dental pain management and dental fear and anxiety," said ADA President Robert Faiella. "He brings a thoughtful and probing mind to his approach to clinical research, and he fully deserves to be honored with the 2013 Norton M. Ross Award for his many career accomplishments."

The ADA has presented the Norton M. Ross Award annually since 1991 to recognize investigators whose research has significant impact on some aspect of clinical dentistry. The late Dr. Norton M. Ross was a dentist and pharmacologist who made significant contributions to oral medicine and dental clinical research.

The ADA sponsors the award in Dr. Ross' honor with support from Johnson & Johnson Healthcare Products Division of McNEIL-PPC Inc., the makers of LISTERINE and REACH products.



Dr. Moore

"It is our pleasure to recognize Dr. Paul Moore with the Norton Ross Award," said Madeline Monaco, Ph.D., M.S., M.Ed., senior director, Global Research, Development and Engineering, Johnson & Johnson Consumer and Personal Products Worldwide. "Dr. Moore's clinical research has been critical to advancing safe and effective drug therapy in dentistry and his leadership in mentoring junior faculty in conducting clinical research is exemplary. Norton Ross would have been proud of Dr. Moore's impressive achievements and commitment."

Dr. Moore will receive \$5,000 and a commemorative plaque Saturday at a presentation luncheon.

Colleagues at the University of Pittsburgh School of Dental Medicine, Drs. Deborah Studen-Pavlovich and R. Donald Hoffman, nominated Dr. Moore. Dr. Studen-Pavlovich is a professor and chairs the pediatric dentistry department, and Dr. Hoffman is special assistant to the dean and president of the Pennsylvania Dental Association.

"Similar to Dr. Ross's career, Dr. Moore recognized the value of obtaining dual degrees in dentistry and pharmacology," wrote Drs. Studen-Pavlovich and Hoffman. "His contributions to the profession have focused on the development of drug therapies for the safe administration of local anesthesia, control of postoperative dental pain, and the elimination of dental fear and anxiety. It seems quite appropriate that Dr. Moore's clinical research contributions be recognized with this prestigious award."

While the bulk of Dr. Moore's work has centered on advancing pain and anxiety control in dentistry, of late he also has been keenly interested in developing educational strategies for preventing drug abuse and di-

version of opioids in dentistry. He has played pivotal roles in the development of a noninjectable local anesthetic that is administered as a nasal mist; demonstration of the safety of phentolamine when administered to young children; and development of a potentially safer lidocaine formulation that uses minimal vasoconstrictor.

Aside from clinical research projects, another joy for Dr. Moore has been his role as a dental educator. He has served as a research adviser and mentored more than 30 students and residents on their research projects.

"I am amazed and pleased when students come up and remember me and my lectures and the principles and issues of drug efficacy and safety," Dr. Moore said. "It's always nice to see that you've communicated well with your students. Some of them have continued down the road to academic appointments and some are now pursuing research careers."

With passion, Dr. Moore promotes the establishment of dental anesthesiology departments at all U.S. dental schools, such as the one at University of Pittsburgh School of Dental Medicine, a unique entity.

"I think for the next couple of years I will continue to advocate that every school in the United States develops separate departments of dental anesthesiology to broaden the scope of clinical research and improve educational opportunities for our predoctoral students, hygiene students and graduate students," he said.

As for future studies and clinical research projects, he said, "I hope to be able to continue to investigate new agents that would be safe and effective for use in dentistry. There are several studies that I'm working on in terms of assessing post-operative pain. We have some interest in novel long-acting local anesthetic formulations. We have a project looking at that."

Dr. Moore goes quiet for a moment of further reflection and then quips, "And I'm thinking a lot about fishing for trout in Montana. I'm 66. I may now have time to dream about other challenges." ■

—williamsj@ada.org

Don't forget your tickets

Tickets are required for all Annual Session continuing education courses, including fee, no-fee, Education in the Round courses and workshops.

Tickets are available at Registration in Hall D today, 1-5 p.m.; Thursday, 6 a.m.-5:30 p.m.; Friday-Saturday, 7 a.m.-5:30 p.m.; and Sunday, 7:30-8:30 a.m. Check course availability on monitors located in Registration.

Visit a Badge Print Station to reprint badge and tickets if you did not receive them in the mail. Badge Print Stations are located in the Registration area in Hall D.

On-site tickets for fee courses, EIR courses and workshops can be purchased up to the scheduled start time of a course (based on availability) at Registration. Seating is reserved for the duration of the course. No-fee course tickets can be reserved up to the day before the scheduled course (based on availability) at Registration.

Seating is only guaranteed up to the published start time of the course. After that time, admittance will be on a first-come, first-served basis until the room is full.

For more details, see the mobile app or the Official Guide, Page 149. ■

Halloween safety tips

With New Orleans' legendary ties to witches, vampires and the paranormal, Halloween should add to the festive atmosphere during this year's ADA Annual Session.

However, safety still comes first. Here are some tips to keep in mind as you take in the sights and sounds in the French Quarter, Frenchman Street, Warehouse District and Central Business District:

- Pay attention to your surroundings. Walk purposefully and avoid staring at the ground or at your phone.
- Remove your convention badge before you leave the convention center.
- Always stay with people you trust. Do not go anywhere with a stranger.
- Avoid displays of wealth, such as expensive jewelry or a large amount of cash.
- Do not leave personal items unattended.
- Be aware of local laws regarding alcohol. If you choose to consume alcohol, please drink responsibly.
- Be cautious of potential scam artists and pick pockets. When indoors, pay attention to the location of all exits.
- While choosing to fight an attacker is a personal decision, most self-defense experts would encourage you to give in to an attacker with a weapon. Material possessions can be replaced.
- Carry a cell phone at all times in case of emergency. ■

Thanks for direct reimbursement

Say hello and thank you to four exhibitors that offer a direct reimbursement dental program for their employees.

Each of these companies offer direct reimbursement, a popular program among their employees:

- Burkhart Dental Supply, booth 2851, of Tacoma, Wash.;
- Custom Earpiece, booth 419, of Fort Walton Beach, Fla.;
- Global Surgical Corporation, booth 1829, of St. Louis;
- PREAT Corporation, booth 2808, of Santa Ynez, Calif.

Each of these companies will receive special badge ribbons for manufacturer booth personnel; have special exhibit hall signage; and be acknowledged in the official Annual Session guide.

Honoring the exhibitors follows House Resolutions 53H-2003 and 15H-2004, Incentives for Companies Providing Goods and Services to the Dental Community, which were intended to recognize exhibitors at Annual Session that have implemented patient and dentist-friendly dental programs for their employees. ■

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Dental practice courses planned

There are a number of free continuing education courses that can benefit dentists in their dental practice and in their personal lives.

- Retirement Plans and Investment Update (course 5320) Thursday from 3-5:30 p.m. in room R03. Portfolio fund managers will present their insights on investing in the financial market as well as their outlook for the economy.

- Your Estate Plan: What State Is It In? (course 6347) Friday from 2-4:30 p.m. in room R09. This crash course can help members begin or refine their estate plans and avoid common mistakes that could threaten their intended goals.

- 2013 Dental Risk Management Seminar (course 8365) Sunday from 8:30-11 a.m. in room 229. The program will focus on risk management techniques to maximize patient care and reduce the potential risk of allegations of dental malpractice.

- The Growth of Group Practice and Implications for the Profession (course 5375) is scheduled for Thursday from 11 a.m.-1:30 p.m. in room R03. Panelists will discuss what the growth of group practices—from partnerships of a few dentists to large multi-state organizations—forecast for the future of dental care delivery.

- Peer Review and Dispute Resolution (course 5365) is set for Thursday, 3-5:30 p.m. in room 264. This course explains the ADA's recommendations on the structure and operation of the peer review process. ■

CODA to hold two open hearings

Annual Session attendees are welcome to attend two Commission on Dental Accreditation open hearings to be held this week.

The first CODA open hearing is Thursday from 10-11 a.m., at the Hilton New Orleans Riverside, Grand Salon Section 3/6. The second open hearing will be held Saturday from 8-9 a.m., at the Hilton New Orleans Riverside, Grand Ballroom C.

The hearings are designed to provide CODA's communities of interest with an opportunity to comment on proposed revisions to accreditation standards for dental, allied dental and advanced dental education programs.

Those who wish to comment should bring a written copy to submit at either session. The



agenda for both hearings is the same.

Comments are due Dec. 1 on the following proposed standards for:

- Advanced Education Programs in General Dentistry (Appendix II)

- Advanced Education Programs in General Practice Residency (Appendix III)

- Advanced Specialty Education Programs in Oral and Maxillofacial Surgery (Appendix IV)

- Advanced General Dentistry Education Programs in Oral Medicine (Appendix V)

- Dental Therapy Education Programs (Appendix VI)

To view and download the standards for which the commission is seeking comment, go to www.ada.org/117.aspx.

Attendees are encouraged to print a copy of the documents and bring them to the open hearings. No print copies of the documents will be provided.

For those who do not provide comment at one of the hearings, they may submit written comment through Dec. 1 via email to CODA director Sherin Tookss, Ed.D., at tookss@ada.org or by U.S. mail to Director, Commission on Dental Accreditation, 211 E. Chicago Ave., Chicago IL 60611. ■

Invite colleagues to attend Annual Session online via ADA365

Bill Clinton's speech, other programs to stream live from New Orleans


Even friends and colleagues who are unable to be in New Orleans this week can experience many highlights online through ADA365, the online extension of the Annual Session.

Using ADA365, ADA members can watch President Bill Clinton's address during the Opening General Session and Distinguished Speaker Series tomorrow from 9-10:30 a.m.; view Education in the Round courses; see additional lectures and participate in live chats with the speakers; and virtually tour the exhibit floor.

Continuing education credit is not available on ADA365, but courses from the **ADA365** Pride Institute Technology Expo, as well as other select courses, will be available after the meeting on ADA CE Online, adaceonline.org, for credit.

ADA members should have received an email invitation to register for ADA365. Log on ADA.org/ADA365.

Those who have accessed ADA365 in the past can use their same login to view the site this year. New visitors should register at ADA.org/ADA365. Members and 2013 Annual Session attendees can register for free, and nonmembers can sign up for \$50. ■



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