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2019

## ADA News Convention Daily - 2019 Day 1

American Dental Association, Publishing Division

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**New Dentist Conference**  
Innovation experts to give keynote speeches

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**Humanitarian Award**  
Dr. Charles Craft to be honored



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Products available in Exhibit Hall

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# ADANews

AMERICAN DENTAL ASSOCIATION WWW.ADA.ORG

CONVENTION DAILY

SEPTEMBER 4, 2019

VOLUME 29 NO.1

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## BRIEFS

**Download ADA FDI 2019 mobile app for full meeting experience**

Attendees can easily navigate ADA FDI 2019 by downloading the ADA Events mobile app.

The app allows users to check schedules, add and verify continuing education courses, order event tickets and search for speakers, exhibitors, course locations, shuttle schedules and more.

Participants can download the app from their mobile device's app store by searching "ADA Events," opening the ADA FDI 2019 event and logging in with their email and confirmation ID. ■



## Welcome to the City by the Bay

BY MARY BETH VERSACI

Welcome to the ADA FDI World Dental Congress.



**Dr. Cole**



**Dr. Kell**

After more than 20 years, the American Dental Association and FDI World Dental Federation are once again combining forces to host a joint dental meeting. The last time was in 1996 in Orlando, Florida.

"How will this meeting be different from an ADA annual meeting or an FDI World Dental Congress?"

The unparalleled educational program will offer the full scope of lectures, workshops and hands-on

courses from both organizations,"

ADA President Jeffrey M. Cole, ADA Advisory Committee on Annual Meetings General Chair C. Roger Macias Jr., FDI President Kathryn Kell and FDI Education Committee Chair Jürgen Fedderwitz said in a statement to attendees.

The congress is an opportunity for dental professionals from around the world to mingle while exploring the Exhibit Hall and participating in networking events, giving them

See *WELCOME*, Page 13



Photo courtesy of San Francisco Travel

**Welcome:** Rich in natural beauty, arts, entertainment and multicultural attractions, San Francisco is an ideal site for the ADA FDI World Dental Congress. For more than 80 years, the Golden Gate Bridge has served as the city's iconic entryway.

## Mark Wahlberg to speak Thursday

BY MARY BETH VERSACI

Oscar-nominated actor and producer Mark Wahlberg will give the keynote address Thursday during the Opening Ceremony and General Session.

While he is best known for his film career, Mr. Wahlberg founded the Mark Wahlberg Youth Foundation in 2001 to benefit inner-city children and teens. The foundation travels across the U.S. to spread awareness about the dangers of opioid abuse.

"Mark Wahlberg has used his influence to make a difference in the lives of our nation's children," ADA President Jeffrey M. Cole said. "His foundation's efforts to curb opioid abuse in young people align with the tireless efforts of the ADA and dentists across the country. I can't wait to hear him speak. He's sure to inspire us all."

Doors open at 4:45 p.m. at the Moscone Center West, Level 1, and

Mr. Wahlberg will address attendees at 5:15 p.m. The event is sponsored by Laurel Road.

"I am delighted to have Mark Wahlberg as our keynote speaker," FDI President Kathryn Kell said. "His commitment to youth, supporting children to be the best that they can be, aligns with FDI's mission to support and improve

children's oral health and general health across the globe. I look

See *WAHLBERG*, Page 11

**Keynote speaker:** Oscar-nominated actor and producer Mark Wahlberg will give the keynote address at the Opening Ceremony and General Session.

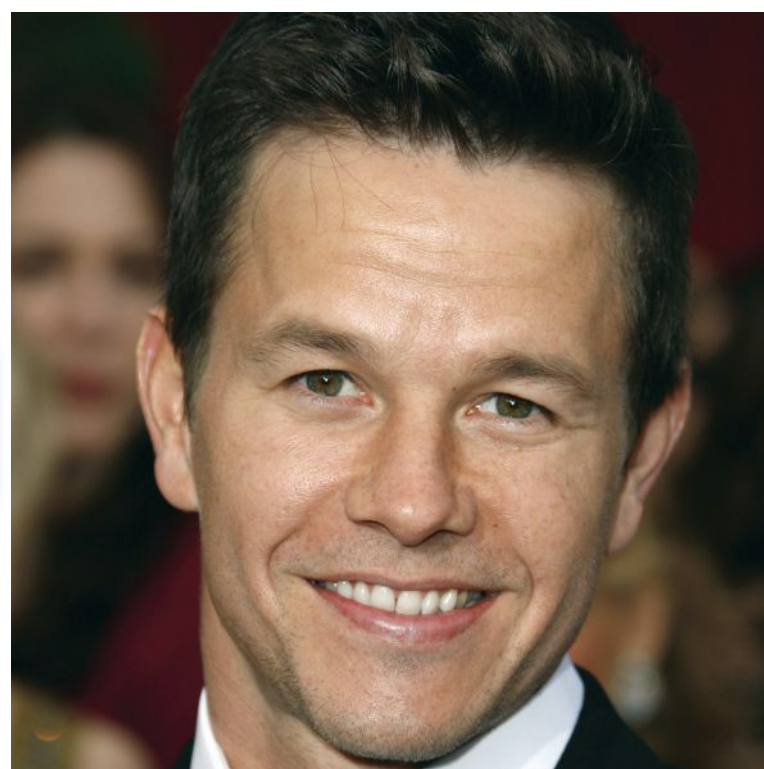
## TODAY at a glance



- Shuttle service between Moscone Convention Center and hotels, 7 a.m.-6 p.m.
- Attendee registration, 7 a.m.-5 p.m., Moscone Convention Center North lobby.
- Exhibitor registration, 8 a.m.-3 p.m., Moscone Convention Center North and South lobbies.
- In the event of an emergency, contact MCC Security Base by dialing 511 from any facility phone or calling 1-415-974-4021.

**INSIDE**

Special coverage from FDI, Page 10.





# Saving for retirement may be easier than you think

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# BMO Harris Bank offers 1% interest rate off applications through September

BMO Harris Bank, the ADA Member Advantage-endorsed lender for practice finance for Association members, is offering a full 1% interest rate reduction for loan applications received through the end of September for loans up to \$1 million.

Special custom pricing is available for loans over \$1 million.

ADA members attending the ADA FDI World Dental Congress can learn more about the special ADA rate offer, which is doubled from the 0.5% member savings as part of the ADA Member Advantage endorsement program.

BMO Harris Bank representatives will be at Booth 1345 in the Exhibit Hall. Dentists can also enter to win an Apple iPad after speaking with dental practice specialists about their financial needs.

The Association announced in January that ADA Member Advantage named BMO Harris Bank as its exclusively endorsed lender for practice financing for ADA members.

Through this agreement, ADA members will have access to preferred rates on practice financing, regardless of where their practice is in its life cycle — from dentists looking to acquire a practice to those looking to expand their practices.

BMO currently provides financial services to thousands of dental practices across North America, according to the ADA announcement.

In addition, ADA members have access to a dedicated team of professionals and advisory services, business and financial planning tools and financing options to support their



professional ambitions.

BMO's integrated customer experience model also provides financial value, simplicity and convenience to dentists and practice owners at each stage of their journey, according to ADA Member Advantage.

For more information on the new exclusive endorsement, visit [bmoharris.com/dentists](http://bmoharris.com/dentists). ■

## CODA hearing on proposed revised accreditation standards Friday

The Commission on Dental Accreditation is hosting a hearing on proposed revised Accreditation Standards from 11 a.m.-noon Friday at the Marriott Marquis Hotel, lower B2 level, Yerba Buena Salon 8.

The hearing on proposed standards provides an opportunity for ADA members and other stakeholders to comment on the updated version of the proposed revision to the Accreditation Standards.

Written comments may also be submitted by Dec. 1 to the Commission on Dental Ac-

creditation, 211 E. Chicago Ave., Chicago, IL 60611. Other proposed revised Accreditation Standards have a June 1, 2020, deadline.

To view and download the standards for which the commission is seeking comment, as well as the session agenda, go to [ADA.org/coda](http://ADA.org/coda) and click on "Hearings on Standards/Comments Due."

Attendees are encouraged to print a copy of the documents and bring them to the hearing. No print documents will be provided. ■



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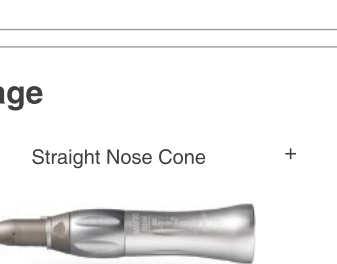
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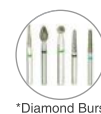
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CONVENTION DAILY



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# Doctors share story from the heart

BY JENNIFER GARVIN

Dr. Joseph Massad calls it “the gift of a challenge.”

Four years ago, the Tulsa, Oklahoma-based dentist received a call from the Oklahoma Veteran Affairs and oral and maxillofacial surgeon Dr. Brett Shirley. They were looking for a dentist who could help reconstruct the nose and jaw/teeth of a Vietnam veteran. The patient, George Purifoy, had received radiation therapy and undergone multiple surgeries for a nasal squamous cell carcinoma that resulted in a total rhinectomy and the loss of his front teeth. He was also in terrible pain from the after-effects of the radiation.

“I was literally living without a nose and had to wear a surgical mask everywhere I went to avoid all the pointing and whispers,” said Mr. Purifoy, who at the time was traveling between parts of Oklahoma, Arkansas, Louisiana and Texas for various medical and dental treatments.

The story of how Drs. Massad and Shirley teamed up to reconstruct Mr. Purifoy will be featured as part of the Live-Patient Series continuing education courses at the ADA FDI World Dental Congress. The course, Oral Facial Reconstruction of Complete Nose and Maxilla (5151), will take place from 1:30-4 p.m. Thursday in the Moscone Center West, Level 2, Room 2004.

Dr. Massad is also one of the instructors for a second Thursday course, Implant and Prosthesis Delivery: A Live Patient Event (5137). That course is scheduled for 9:30 a.m.-noon in the Moscone Center West, Level 2, Room 2004, and will feature speaker Dr. David Little.

It had been a long journey for Mr. Purifoy. Some initial misdiagnoses delayed his treatment — which were documented in a 2015 article in USA Today. Dr. Massad wanted to help.

“I felt like I could do this, but I would need to work with his oncologist and oral surgeon,” Dr. Massad said.

“When I saw him, he had pretty advanced osteonecrosis, as advanced as it gets in his maxilla,” said Dr. Shirley, a maxillofacial oncology and reconstructive surgeon who began treating Mr. Purifoy in 2015 when he worked at a VA facility in Shreveport, Louisiana. “There were no other options besides removing all of the dead bone — you can’t save that. And unfortunately, the teeth are encased within that, so they had to go too. Essentially all of his upper teeth were affected.”

“The trickiest thing was figuring out how we can rebuild what had to be removed given the complexity of the defect. George had some medical problems that prevented us from being able to use microvascular tissue transfer,” Dr. Shirley continued. “What makes this so complex is normally when you

lose your upper teeth and a portion of your maxilla, you can make a denture or implants for a denture. But if you don’t have any remaining maxilla or nose to support a prosthesis, then you don’t have many options. [Mr. Purifoy] did have a prosthetic nose, but it needed to have some support from the upper jaw or it would just fall off.”

Dr. Shirley proceeded with removing the dead bone. During the six weeks after, as Mr. Purifoy worked on healing, he relied on a temporary partial denture (flipper).

For about a year following the surgery, Dr. Shirley continued removing diseased teeth and replacing them with implants in the posterior maxilla where possible. It was around this time that he was introduced to Dr. Massad.

“Dr. Massad and I talked, and I told him my plan was to sequentially remove the rest of George’s upper teeth and place as many dental implants as I could and then have a full upper denture/obturator made that would be retained by these locators. The tricky thing is it needed an arm that would stick up into his nasal fossa for the nose to snap onto. This would give nasal prosthesis something to attach onto by the use of a magnet.”

For his part, Dr. Massad envisioned creating a prosthetic nose that would attach to a stem.

“This was new territory for me. It wasn’t a matter of simply getting a pre-made nose and gluing it on; it had to be a highly custom job,” Dr. Massad said. “I thought I might be able to use the dental prosthetic device to support the nose and, with the entire nasal cavity gone, I knew I’d need some sort of internal piece attaching the nose to the much lower dental prosthetic. Everything would need to connect precisely and perfectly.”

He started by making a provisional denture.

“[Mr. Purifoy] was still without a nose, but we had to do things one at a time,” Dr. Massad said. “I made the impressions, poured the model, articulated the jaw to ensure we had the correct space, and all the while made certain to ask him what he wanted and to involve him in the process.”

“By the second visit he was already taking impressions and working on a denture so I’d be able to eat,” Mr. Purifoy said. “I’ll always remember Dr. Massad telling me, ‘We’re going to make it work.’”

The next step was to send Mr. Purifoy — along with his provisional prosthesis — back to Dr. Shirley to finish extracting the remainder of his teeth and insert the provisional denture, which would hold his jaw in position.

Along the way, Mr. Purifoy continued to experience health problems. He had bypass surgery on his legs and also was diagnosed



**Connection:** Drs. Brett Shirley, left, and Joseph Massad, center, share a moment with George Purifoy and Paul Gunderson. Both patients are Vietnam veterans who were treated by the doctors. Dr. Massad will discuss the case tomorrow.

with lung cancer, which prompted chemotherapy and radiation — in addition to what he’d already received for the nasal carcinoma.

During the process of integration, Dr. Massad began making renditions of prosthetic noses.

“I knew from talking to [Mr. Purifoy] and looking at old photos that his nose had been quite small, and the challenge became making a nose of a suitable size that would still cover what was a significant scar line,” he said. “It was a learning process from start to finish. I learned what he wanted, learned what would and wouldn’t work and, more often than not, went back to the drawing board to make everything as perfect as possible.”

Dr. Massad said he initially built the stem with an acrylic material and had a metal casting made to serve as a framework that would be inside the denture but would then come out of the denture like a stem, using two magnets. He first tested this model after Mr. Purifoy had five of the implants in place. But because Mr. Purifoy had only back teeth and implants and no premaxillary, he had trouble eating with the new prosthesis. In the end, Dr. Massad decided to use a single snap and magnet. It would take four trials until he got this right.

The next challenge was ensuring the stem was sufficiently hollow so that Mr. Purifoy could breathe properly and feel comfortable.

For the final design, Dr. Massad used silicone attached to a metal frame, which housed a retention magnet and locator that would snap onto Mr. Purifoy’s denture prosthesis.

That was the functionality part. Next came making the nose look as realistic as possible. Dr. Massad made several prostheses for Mr. Purifoy in different skin tones that he could use depending on the situation. Thinking outside the box, Dr. Massad decided to consult with a makeup artist, Elizabeth Bender-Bey, whom his son knew from working in the film industry.

He and Ms. Bender-Bey spent hours matching tones and getting it just right.

A self-described perfectionist, Dr. Massad knew he wouldn’t be satisfied until the nose looked and felt natural, in and out of various types of lighting.

“I was a pariah, and I had resigned myself to wearing a mask for the rest of my life,” he said. “My wife and I never went anywhere, and all my old friends disappeared from my life. Today, I have a nose, I can eat, I can communicate, and my wife and I have already gone out to dinner five or six times. I just put on my nose, and away I go.”

Dr. Shirley called Mr. Purifoy a “once-in-a-lifetime” patient.

“Sometimes in cases like this, you can get burned out,” he said. “But George was so happy to have someone willing to give him a shot, it helped give us perseverance, and Dr. Massad was a true blessing to work with that seems to never tire or lose his enthusiasm for a difficult case.”

*Editor’s note: Mr. Purifoy’s comments in this story were part of an interview he did with Dr. Massad’s staff for educational purposes. ■*

## Celebrate award winners at ADA Science Reception

BY MARY BETH VERSACI

This year’s ADA Science Reception will celebrate the contributions of ADA members and highlight the accomplishments of the Science Division over the past year.

The free, ticketed event for congress attendees will take place from 7:30-8:30 p.m. Thursday in the Yerba Buena Salons 2-6 at the Marriott Marquis, 780 Mission St., San Francisco.

The event will feature the ADA and American Association for Dental Research’s Evidence-Based Dentistry Faculty and Prac-

tice Awards, which acknowledge dental school faculty and practitioners who have made significant contributions to implementing and advancing evidence-based dentistry.

The awards are supported by an unrestricted educational grant from Colgate.

Member dentists also can learn more about the ACE Panel and meet with current members over drinks, appetizers and casual conversation.

The ACE Panel is a network of member dentists interested in sharing their personal practice habits, clinical techniques and

brand preferences.

It is free to join and helps dentists gain awareness and insight on new dental products and techniques.

The reception also will highlight a new book from the ADA titled “How to Use Evidence-Based Dental Practices to Improve Your Clinical Decision Making,” an educational resource that will help dentists, dental professionals and dental students learn how to harness the power of the latest scientific information and apply it to patient care. ■

—versacim@ada.org

## Save \$20 on ADA CE Online

Attendees can save \$20 on an ADA CE Online subscription if they subscribe on-site at ADA FDI 2019.

ADA CE Online is a comprehensive library of more than 200 continuing education courses available on demand for dentists and team members. ADA members can find a variety of live-patient dental procedures and case study examples to enhance their distance learning experience.

Subscribe at [ebusiness.ada.org/education](http://ebusiness.ada.org/education) and use promo code “MEETINGNEWS19” to get a full year of CE for only \$99. ■



# Donate items to homeless as part of Head 2 Toe Project

BY MARY BETH VERSACI

Congress attendees can donate personal care items to those in need in San Francisco as part of the Alliance of the American Dental Association's Head 2 Toe Project.

The Alliance, which is made up of ADA member spouses, partners and families, hosts the philanthropic effort each year in conjunction with the ADA annual meeting.

This year's benefiting organization is The Suitcase Clinic, which promotes the health and well-being of low-income and homeless



individuals through service provision, cooperative learning and collective action among community and professional volunteers, students and participants.

The clinic supports three drop-in centers that offer various services.

Items being sought include gift cards, socks, hats, gloves and toiletries such as bath soap, shampoo, conditioner, toothbrushes, toothpaste, disposable razors, shaving gel/cream, deodorant and feminine hygiene products.

These items can be dropped off until 4 p.m. Saturday at Booth 830 in the Exhibit Hall.

Monetary donations also are welcome. Checks can be made payable to AADA Head 2 Toe, P.O. Box 1982, Brandon, FL 33509.

An Amazon registry has been established for this project as well.

Items include blankets, medicine and more. Find the complete list at [AllianceADA.org/head\\_2\\_toe.php](http://AllianceADA.org/head_2_toe.php).

The items can be shipped to The Suitcase Clinic, 2504 College Ave., Apt. A, Berkeley, CA 94704.

The Alliance also is collaborating with the ADA Foundation to provide Head 2 Toe kits to patients during the Foundation-supported University of California, San Francisco, dental clinic event today.

To learn more about The Suitcase Clinic, visit [suitcaseclinic.org](http://suitcaseclinic.org). For details on the Alliance, go to [AllianceADA.org](http://AllianceADA.org). ■

—[versacim@ada.org](mailto:versacim@ada.org)

## Earn bonus points with ADA Preferred Rewards Visa Signature Card

BY KIMBER SOLANA

Association members who use their ADA Preferred Rewards Visa Signature Card, the credit card endorsed by ADA Member Advantage, can earn bonus rewards during this year's ADA FDI World Dental Congress.

According to ADA Member Advantage, members who use the credit card from U.S. Bank for their hotel stays can earn 3x bonus points.

This includes room service and other hotel purchases.

In addition, cardholders can earn five reward points per \$1 spent on ADA purchases (minus credits and returns), including registration, continuing education courses and ADA Catalog items, such as the CDT Code book.

Through the end of September, cardholders can also earn 2x bonus points on retail purchases, such as souvenir shopping in San Francisco.

As always, ADA Visa Signature cardholders can earn one reward point per \$1 spent on eligible net purchases everywhere Visa cards are accepted, according to ADA Member Advantage.

Reward points can be redeemed for cash back (in the form of a statement credit), travel, gift cards and more.

ADA members, their families and staff are invited to apply for the ADA Preferred Rewards Visa Signature Card.

U.S. Bank is offering 25,000 bonus points, after cardholders spend \$5,000 within 120 days on the card, during the ADA FDI World Dental Congress.

ADA members can visit Booth 1339 to apply or for more details. Current cardholders can also visit to receive a free gift (while supplies last).

For more information about the ADA Preferred Rewards Visa, call 1-888-327-2265 or visit [adavisa.com](http://adavisa.com). ■

—[solanak@ada.org](mailto:solanak@ada.org)



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# 'The field values women in dentistry and wants them to succeed'

## Leadership series focuses on female dentists

BY DAVID BURGER

Women in dentistry have a powerful opportunity not only to model stress mastery techniques but also to contribute to a calmer, more mindful experience for their patients and staff.

That's the mantra of Heidi Hanna, one of three thought leaders scheduled to deliver keynote sessions as part of the Women in Dentistry Leadership Series.

Even though not one of the three keynote speakers are dentists, they said they are cognizant of the challenges and opportunities female dentists face in their workplaces and lives.

The series will, over three days, provide a tailored blend of lectures, workshops and chats with Ms. Hanna, Alison Ledgerwood, Ph.D., and Alison Levine that will help connect female dentists with one another.

All events, sponsored by Crest + Oral B, provide continuing education credit. Small group workshops and chats will follow each keynote.

"Women face specific challenges in dentistry, including being underrepresented in leadership positions and, as in many other professions, a wage gap," said Dr. Ledgerwood. "Providing conference programming geared specifically toward supporting women in the profession is an important step, both in terms of providing specific content that can help support women as well as in terms of communicating that the field values women in dentistry and wants them to succeed."

First on the docket on Thursday is Ms. Levine, team captain of the first American women's Mount Everest expedition and author of the best-selling book "On the Edge: Leadership Lessons from Everest and Other Extreme Environments."

Exploring the parallels between extreme adventure and success and discovering the importance of willpower and determination in meeting aspirations are the objectives of the session. "I'm going to give tips on how to overcome obstacles and tackle challenges in any kind of extreme environment," said Ms. Levine.

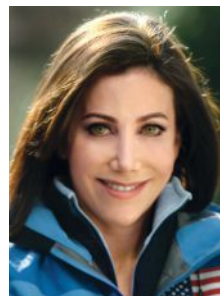
Second in the series, on Friday, is Dr. Ledgerwood, professor and Chancellor's Fellow at the University of California, Davis, and popular TEDx speaker, with her keynote called Getting Unstuck from Negative Thinking.



Ms. Hanna



Dr. Ledgerwood



Ms. Levine

other women [and] engage in conversations to explore similarities and possibilities for collaboration ... Which makes Women in Dentistry a perfect example of how the female brain can thrive and accomplish more in relationship with others."

Two networking and leadership lesson events will also be held in conjunction with the Women in Dentistry Leadership Series, an opportunity to network, share knowledge and learn from women dentists established in their fields in a structured format. They are scheduled on Thursday (5160) and Friday (6160) from 9:30-11 a.m. each day. One CE credit will be offered for each, and they are \$15 each.

The Women in Dentistry schedule is:

- Lessons from the Ledge (5161), Thursday, 1:30-3 p.m., Ms. Levine.
- More Lessons from the Ledge: A Fireside Chat with Alison Levine (5162), Thursday, 3:30-4:30 p.m., Ms. Levine.
- Getting Unstuck from Negative Thinking (6161), Friday, 1:30-3 p.m., Dr. Ledgerwood.
- Negative Thinking Workshop: Tools for Getting Unstuck (6162), Friday, 3:30 - 4:30 p.m., Dr. Ledgerwood.
- The Cure for Stress (7161), Saturday, 12:30-2 p.m., Ms. Hanna.
- Transforming Stress for Good Workshop (7162), Saturday, 2:30-4 p.m., Ms. Hanna.

The cost is \$50 per keynote session or all three for \$100. The Thursday fireside chat with Ms. Levine is \$25, while the Friday and Saturday workshops are \$75 each.

Crest + Oral-B is honored to sponsor the Women in Dentistry Leadership Series for the third year, said Stephanie Gans, North America professional and scientific relations manager for Procter & Gamble, in a statement. "Our goal is to provide women in dentistry the tools they need to excel and flourish as leaders in their communities. We hope participants will enjoy the opportunity to network and learn from accomplished female leaders who have been successful in their own right." ■

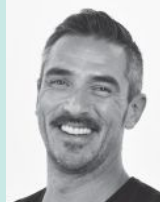
—burgerd@ada.org

## Innovation experts to speak at New Dentist Conference

BY DAVID BURGER

Two keynote speakers will grace the stage at the New Dentist Conference, aiming to inspire new dentists to new heights.

New dentists — dentists who graduated from dental school within the past 10 years as well as dental students — will hear Dr. Miguel Stanley on Thursday and Marko Vujicic, Ph.D., on Friday.



Dr. Stanley



Dr. Vujicic

Dr. Stanley's address, titled "Are Consumers and Technology Driving the Future of Dentistry?," will explore how consumer expectations and digital dentistry, along with the sharing economy of our profession, are shaping the future of dentistry.

Dr. Stanley will share his philosophies on the global community of dentistry, dental artistry versus profit and how dentistry is changing lives. He is the host of the first National Geographic documentary on dentistry.

Dr. Vujicic's keynote, titled "The Generational Shift: 5 Things Dentists Need to Know About the Changing Dental Patient," will bring attendees the latest and greatest data showing the shifting paradigm young dentists are going to grapple with in their practice careers.

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

Prior to joining the ADA, he was with The World Bank, where he directed the global health workforce policy program.

The rest of the New Dentist Conference will provide participants an ideal opportunity to network and focus on issues that concern them as new dentists, while allowing them to take advantage of the overall ADA FDI World Dental Congress experience. ■

—burger@ada.org

## What to do: San Francisco highlights

BY MARY BETH VERSACI

Dentists, their teams and their families can enjoy San Francisco's many sights as they turn ADA FDI 2019 into a vacation in sunny California.

"You'll find out why Tony Bennett left his 'heart in San Francisco,'" said Dr. Dennis Shinbori, a San Francisco dentist who is the chair of the ADA Committee on Local Arrangements.

Below are some of Dr. Shinbori's suggestions of must-see attractions in the City by the Bay.

• **Golden Gate Bridge:** For more than 80 years, the bridge has served as a bright gateway to San Francisco. Take a stroll across the famed structure, check out exhib-

its at the welcome center and explore the natural beauty of the Golden Gate National Parks at either end of the bridge. For a different view, book a ticket on a San Francisco Bay cruise.

• **Painted Ladies:** Whether you're a fan of historical architecture or the opening credits from the classic sitcom "Full House," you'll want to snap some pictures of this block of Victorian homes at Hayes and Steiner streets, one of the most photographed sites in the city.

• **Alcatraz:** Instead of escaping Alcatraz, why not venture inside and see the notorious federal penitentiary for yourself? Tours are offered both during the day and — for the brave — at night.

• **Cable cars:** Take a ride on one of the only moving historic landmarks in the U.S. The cars are the world's last manually operated cable car system.

• **Hills:** San Francisco may be the City by the Bay, but it's also a city of seven hills. One of the most famous is Russian Hill, which includes the winding turns of Lombard Street, said to be the most crooked street in the world.

• **Pier 39:** Shop 'til you drop at the many retailers here, and see some sunbathing sea lions lounging on the boat docks while you're at it. The Aquarium of the Bay also offers plenty of fishy fun for visitors.

• **"Beach Blanket Babylon":** See this long-running pop culture and political satire famous for its enormous hats before the curtain closes for the final time Dec. 31. ■



**Historic ride:** San Francisco's cable cars are one of the only moving historic landmarks in the U.S.

Courtesy of San Francisco Travel



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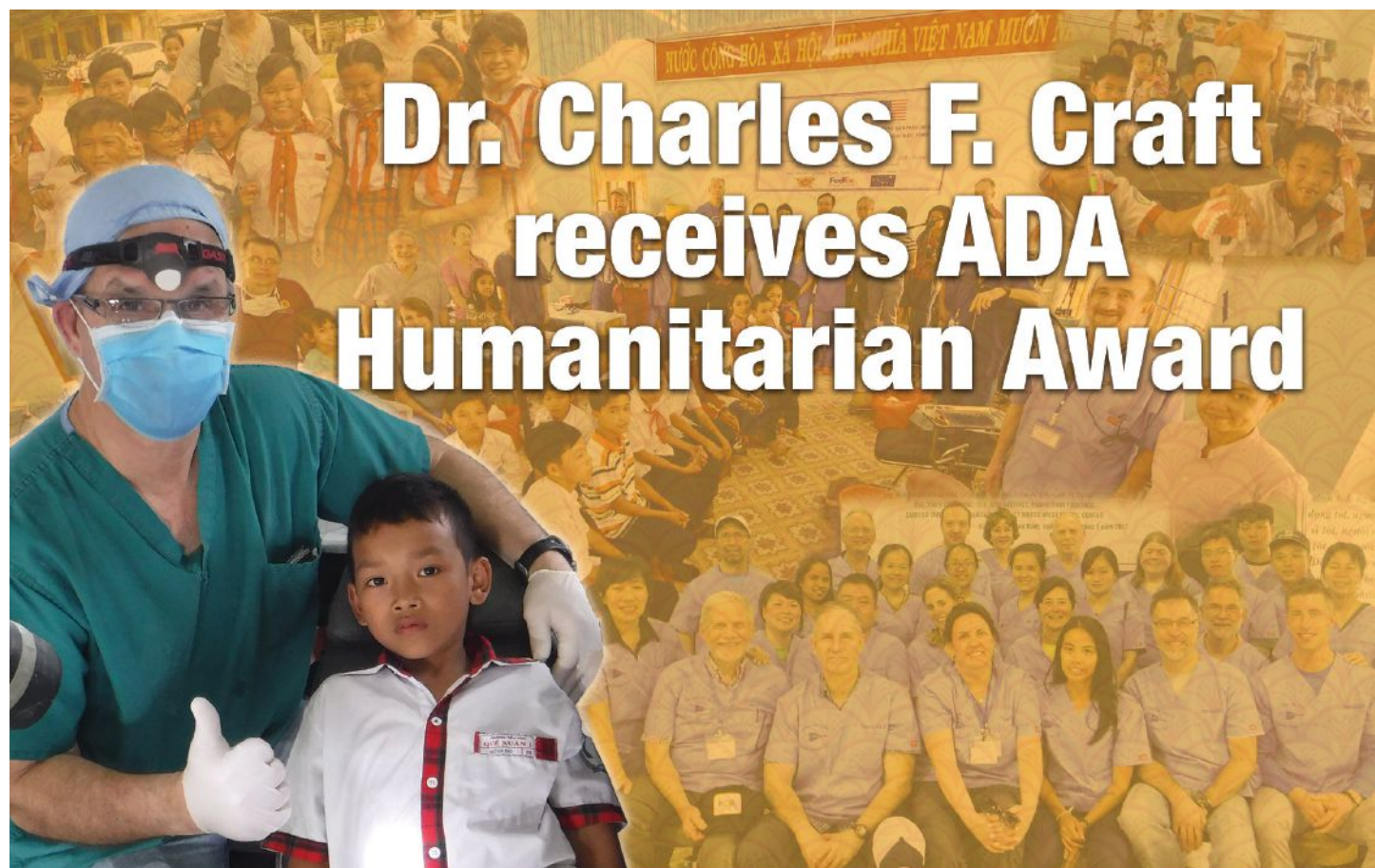
Offers valid for USA customers at ADA Meeting 2019 only. Not to be combined with any other offers and are subject to change. To redeem offers, email a copy of your invoice to Michelle Bartlett, [mbartlett@septodont.com](mailto:mbartlett@septodont.com), or fax to 717-560-3480. Questions about Septodont products? Call our friendly customer service reps at 800-872-8305 or visit [septodontusa.com](http://septodontusa.com).

1. I.K. Bachoo, D.Seymour, P. Brunton A Biocompatible and Bioactive replacement for dentine: is this a reality? The properties and uses of a novel calcium-based cement. BDJ 214, E5 (26 Jan. 2013)  
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# Dr. Charles F. Craft receives ADA Humanitarian Award

BY DAVID BURGER

*Da Nang, Vietnam* — Dr. Charles F. Craft lives in Nebraska, but much of his heart resides in Vietnam.

As founder of the East meets West Dental Program in Vietnam, in 1996 the member dentist and ambassador of goodwill directed the first American humanitarian dental project to be permanently based in Vietnam following the Vietnam War.

The program, which focuses on training Vietnamese dental providers and enhancing the local oral health care infrastructure — not to mention treating the local rural population — is thriving. To date, the program has welcomed the services of more than 1,200 volunteer dentists, hygienists and students from around the world, treating in excess of 160,000 patients and providing more than \$30 million of free dental care.

For this, and for his other volunteer work around the globe and in his own community, the ADA Board of Trustees has named Dr. Craft the recipient of the 2019 ADA Humanitarian Award. He will receive the honor Thursday at the Opening Ceremony and General Session at Moscone Convention Center West, Level 1.

Dr. Craft told the ADA News shortly after being notified of the award that while he was grateful for the award, the honor should be shared with the dentists and students he served with and the patients they treated. “I don’t want to sound like I’m special,” he said. “I was just in the right place to help people.”

Dr. Craft continued: “I want to express my appreciation to the rural Vietnamese people who suffered so much during the war but welcomed so many volunteers back to their beautiful country to assist them on the road to recovery. It has been a professional honor to uphold the trust they have given us to treat their children with proper care and compassion.”

“Dr. Craft has dedicated his life to providing access to care for needy populations both in the U.S. and abroad, truly creating a legacy of service,” said Dr. Jeffrey M. Cole, ADA president.

“The Board of Trustees and I were impressed by his East meets West Dental Program in Vietnam, where Dr. Craft’s ability to forge personal and political alliances, navigate local culture and lay the groundwork for his program under difficult conditions have and will continue to inspire countless others to get involved.”

Established in 2008, the ADA Humanitarian Award annually honors an ADA member for creating a legacy of volunteer work and is

one of the Association’s highest honors.

The award includes a \$10,000 donation to the dental project of the recipient’s choice — the East meets West Dental Program, in Dr. Craft’s case — a bronze cast statue and about \$5,000 in travel support for the winner and his family to attend the award ceremony at the Opening Ceremony and General Session of the ADA FDI World Dental Congress. In addition to Vietnam, Dr. Craft has served on other volunteer dental mission trips in Afghanistan, Borneo, Cambodia, East Timor, Indonesia, Jamaica, Mongolia, Madagascar, Nepal, the Philippines, Russia, Samoa, Sri Lanka and Thailand, as well as in his home state of Nebraska.

## Colleagues’ support

Many of his colleagues commended Dr. Craft’s volunteerism in Vietnam.

“His humanitarian work has had enormous impact,” said Dr. Stan Shulman, a dentist in Washington, D.C., who first met Dr. Craft when the two served together in 1980 in the U.S. Public Health Service in Alaska. He nominated Dr. Craft for the award. “It has improved the dental health of countless thousands of patients overseas, it has made new friends for America, and it has even helped foster peace.”

Dr. Craft’s dedication to serving the underserved began right after he graduated from the University of Nebraska Medical Center College of Dentistry in 1980.

That year, Dr. Craft began his dental career serving as a dental officer in the U.S. Public Health Services Indian Health Service. He provided care to Eskimo, Indian and Aleut patients in some of the most remote regions of Alaska, largely using portable dental units via airplane, boat or snowmobile.

“I joined the U.S. Public Health Service because I wanted to help people who had overwhelming need,” Dr. Craft said. “I wanted to challenge myself.”

A few years later he began volunteering in the first of more than 15 countries overseas, but was especially passionate about his work in Vietnam.

Why Vietnam? Dr. Craft said that the devastation he witnessed in that country went far beyond what he saw in other developing countries. “People were just existing day to day,” he said. “There was no color, no smiles from the children and no hope for the future. As an American, I felt partially responsible for that.”

Memories of the Vietnam War were strong for him, as the homecoming king of his small high school was killed in action in 1971.

According to Dr. Shulman’s nomination letter, “From 1975 to 1995, there was an international embargo and Vietnam became a closed, economically isolated country. Only minimal post-war development or reconstruction was possible during this period. In 1993, Dr. Craft was one of the first American dentists to travel throughout post-war Vietnam.

He observed a devastated health care structure, especially in the countryside. People were barely able to exist day to day, let alone find access to dental services. In 1995, Dr. Craft returned to Vietnam and met administrators at the National Dental University in Saigon, who told him the entire population desperately needed dental care, but especially those in the rural central region of the country, where the war had been exceptionally intense and brutal. Directors at the Village of Hope and Peace Village, Da Nang centers for displaced children, also asked for his urgent assistance to help their children.

He gave his word that he would return with supplies and personnel to help.”

Return he did.

## East meets West meets growth

With public health dental friends from Alaska, Dr. Craft set up the first American dental clinic since the end of the war. The clinic, located near the central city of Da Nang on China Beach, partnered with the Vietnam Red Cross and overcame multiple demanding local administrative challenges from the suspicious locals who still had fresh memories of the hostilities between the two countries.

On March 25, 1996, the East meets West Dental Program opened with two Vietnam-

ese dentists and one dental nurse, trained by Dr. Craft. They treated about 1,000 patients in the first year and operated on a budget of about \$15,000, mostly donated by Dr. Craft’s parents.

In 1999, Dr. Craft moved overseas to be closer to his Vietnam clinic. He supported himself by working as the chief dental officer at an international dental clinic in Cambodia, which provided care to the U.S. Embassy in Phnom Penh. This allowed him to travel to Vietnam more frequently, thereby helping to expand the program more rapidly.

By 2010, the program had evolved to the point where the Vietnamese staff were now capable of running the program without his direct supervision. Dr. Craft assumed the role of founder and senior program adviser.

In 2012, the dental program celebrated its 100,000th patient and moved into a new clinic, the East meets West Dental Center in Da Nang. The team now consists of 15 full-time staff members: four dentists, six dental nurses and five administrative support staff. The East meets West dental team continues to receive ongoing technical assistance from over 20 dental advisers from Ho Chi Minh City, the U.S., Canada, England and numerous other countries.

## Back stateside

Dr. Craft returned to the U.S. in 2012 and continued to lead fundraising and coordinate volunteers from all over the world — including more than 20 international dental universities. He has continued to return many times, often with students from the dental school at his alma mater.

After returning from Cambodia, Dr. Craft was selected to be the Nebraska state dental director for the Office of Oral Health and Dentistry at the Department of Health and Human Services.

He now volunteers as a faculty instructor at the University of Nebraska College of Dentistry in Lincoln and the Creighton School of Dentistry in Omaha and often joins both schools at their many charity and outreach events.

“We are well aware of Dr. Craft’s overseas humanitarian efforts and are happy to state that he also demonstrates this same spirit of volunteer service within the state of Nebraska,” said David O’Doherty, executive director of the Nebraska Dental Association, in a recommendation letter.

Dr. Craft served as a commissioned dental officer for more than 25 years with the U.S. Public Health Service, reaching the rank of Captain (O-6) and is a veteran of Operation Enduring Freedom in Afghanistan.

Dr. Craft’s honor won’t allow him to rest on his laurels, with many more trips to Vietnam already in the works. “I will always be involved in public health dentistry,” he said.

To explore international oral health volunteer opportunities, go to the ADA Foundation’s International Dental Volunteer Organizations website: [internationalvolunteer.ADA.org](http://internationalvolunteer.ADA.org). ■

—burgerd@ada.org



From us to you: Dr. Charles Craft, left, and Dr. Bob Allen with rural Vietnamese schoolchildren in 2017.



# Cast your vote in inaugural ADA Design Innovation Awards

Make your vote count.

ADA members attending the ADA FDI World Dental Congress are encouraged to cast their votes for the inaugural ADA Dental Innovation Awards to recognize dental facilities that seamlessly combine esthetics appeal, function and design.

The ADA Council of Dental Practice narrowed the top three contenders in two categories from a field of applicants.

In the category of best new build, the choices are: Fresno Dental Professionals in Fresno, California, Drs. Nooshin F. Julian, Michelle B. Asselin, Jeremy E. Grabe and Joseph W. Moss; Jones Family Dental in Norwalk, Iowa, Dr. Aaron Jones; and Toothbar in Austin, Texas, Drs. Kimberley Barclay and Lauren Jacobsen. The dental practice that receives the most votes wins the top prize.

In the category for best remodel, the choices are: Eagle Dental LLC in Eagle, Wisconsin, Dr. Ryan C. Dulde; Kidz Dental Care SCV in Santa Clarita, California, Dr. Shukan Kanuga; and Robin J. Henderson, DDS in Clarkson, Washington, Dr. Robin J. Henderson.

Judging criteria for the contest include esthetics appeal, such as use of color, light/windows and theme; utilization of technology; function and efficiency; innovation; and how well the design has accomplished the entrant's objective.

Attendees can vote at the electronic kiosks by the ADA Practice Excellence area on the Exhibit Hall floor (Booth 5300) where a number of photos from the six finalists are available for review.

The winning practice in each category will receive recognition in the ADA News, a photo feature in the ADA's Dental Practice Success digital publication and a \$1,000 prize.

Those who voted are also invited to pick up their "I Voted" sticker at the kiosk and present themselves at the ADA Member Ad-



vantage Booth 1239 for a small gift.

The ADA Design Innovation Awards is sponsored by the ADA, ADA Member Advantage and BMO Harris Bank, the endorsed practice financing provider for Association members.

Visit the BMO Harris Bank booth (1345) in the Exhibit Hall to speak with dental financing specialists and to learn more about practice expansion or acquisitions. ■

## ADA Dental Drug Handbook available at meeting

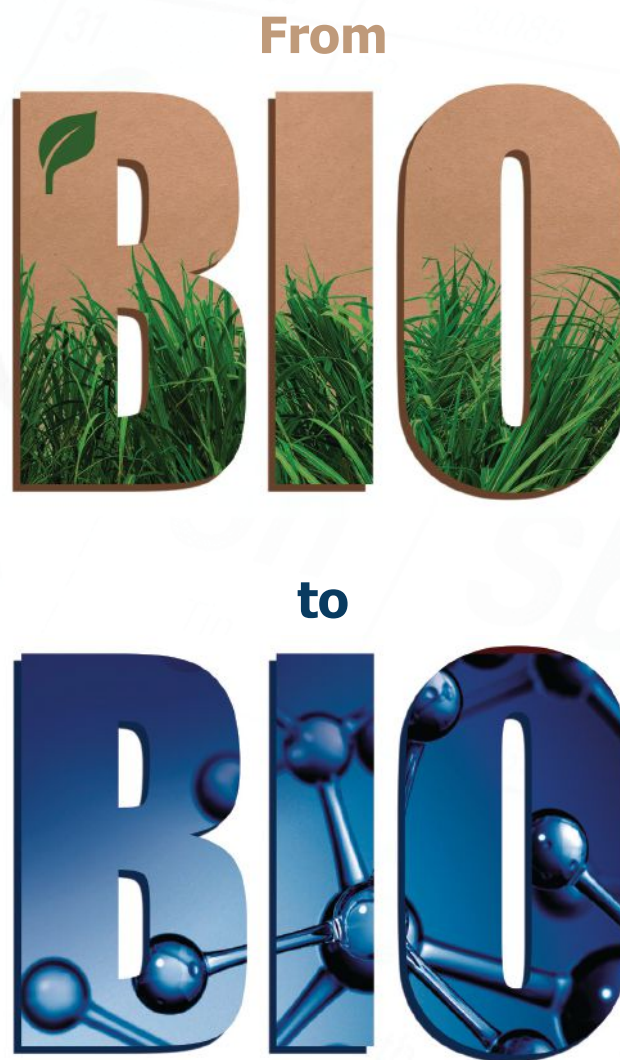
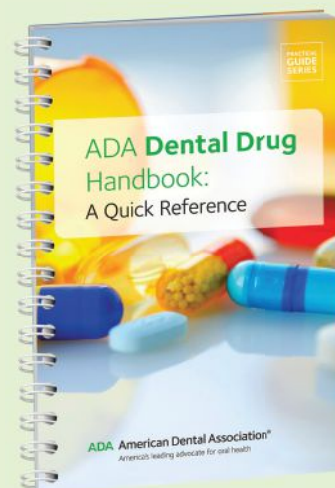
The ADA Dental Drug Handbook: A Quick Reference is an essential guide that contains the latest information from dental pharmacology's leading experts.

The handbook covers the drugs most commonly used in a dental practice, with information about dosage, possible interactions, potential complications and more.

The guide's hand-held format makes it easy to use whether a dentist is in the operator or catching up in between patients.

To order, visit the ADA Catalog in the Member Success Center (Moscone North and South Exhibition Level, Booth 827) or at [ADAcatalog.org](http://ADAcatalog.org).

When ordering online, save 15% by using promo code 19124 by Nov. 8. ■



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## ADA Seal-accepted products available in Exhibit Hall

Dental professionals have easy access to ADA Seal-accepted products in the Exhibit Hall.



The ADA Seal of Acceptance Program helps dentists and consumers choose products that are proven to be safe and effective.

The following exhibitors feature products with the Seal:

- ACT/Sanofi, Booth 5881.
- Arm & Hammer, Booth 5763.
- Benco Dental Company, Booth 1543.
- Colgate, Booth 5845.
- Crest + Oral-B, Booth 427.
- GlaxoSmithKline, Booth 1327.
- Johnson & Johnson Consumer Products Company, Booth 5753.
- Philips Sonicare, Booth 1527.
- Quip, Booth 353.
- Rowpar Pharmaceuticals Inc., Booth 1959.
- Water Pik Inc., Booth 5771.
- Wrigley, Booth 5250.

Each booth has an award on display to indicate the company has a Seal-accepted product.

For more information about the Seal Program, visit [ADA.org/Seal](http://ADA.org/Seal). ■

Join us at **ADA Booth 5374** and stay tuned for tomorrow's issue.



SPECIAL  
FROM **fdi**

# Take a selfie with Toothie for chance to win free registration to FDI World Dental Congress in China

Toothie, the FDI World Dental Federation mascot, will be waiting for you at the FDI booth.

For your chance to win free registration to the 2020 FDI World Dental Congress in Shanghai, China, take a selfie together and post the photo on social media with #ADAFDI. The winners will be chosen and notified after the congress.

You may even see Toothie roaming the congress center: if you do, seize the opportunity to take your selfie and enter the competition.

Who's Toothie?

Toothie is a cartoon beaver and star of



Mouth Heroes for Schools, a teacher's resource for children from 5 to 9 years old. Mouth Heroes gives teachers everything they need to deliver engaging lessons to make sure

children take good care of their teeth and mouth. Poor oral health can negatively affect how a young mouth develops and leads to more than 50 million school hours lost each year.

Good oral health habits start early: children must learn how to care for their teeth and mouth to maintain their overall health and well-being.

Tooth decay is the most common childhood disease worldwide. Global estimates indicate that 486 million children suffer from tooth decay (caries) in their primary teeth. Poor oral health can affect school performance, and children who have poor oral health are 12 times

more likely to struggle in school due to associated illness.

Toothie takes children on a journey to develop health-related life skills. By the end of their Mouth Heroes lessons, children will know how to take care of their mouth, avoid certain foods that can harm their teeth and body, take more responsibility for their own oral health, and feel empowered to practice healthy behaviors — now and in the future.

The Mouth Heroes resources are also available to download at [fdiworlddental.org/mouth-heroes](http://fdiworlddental.org/mouth-heroes). While the program is designed for teachers, lessons can be adapted to suit the dental practice setting. ■

## Sports medicine: Where do dentists fit in?

A symposium on understanding the dentist's role in sports medicine is scheduled for 11 a.m.-noon Friday in the Moscone Convention Center South, Upper Mezzanine, Room 157.

Sports Dentistry Symposium (6173) will also include a Q&A on national examples of integrating sports dentistry into the wider field of sports medicine and take-home resources, developed with support from Sunstar, on sports dentistry for dentists and sports medicine physicians, elite and amateur athletes, and sports organizations. Attendees can earn one hour of continuing education credit.

"A healthy mouth contributes to a healthy body," said FDI President Dr. Kathryn Kell. "Poor oral health can have disastrous effects on overall health and athletic performance. We want to build upon this understanding and make sure it's part of the conversation between oral health professionals and their patients."

Ignoring oral health impacts athletic performance in several ways. Poor oral health affects quality of life and well-being, two key elements for strong athletic performance.

Tooth decay and gum disease can cause or maintain inflammations and infections



in the body.

Some athletes are also at an increased risk for oral and dental trauma and injuries when practicing contact and combat sports without proper protection.

Oral injury or trauma are not the only dental dilemmas that arise while practicing sports: sports-related stress can lead to dehydration, dry mouth and bruxism. Energy beverages and certain foods and supplements contain added sugars and acidic ingredients, which can cause caries and increase the risk of periodontal disease and tooth erosion. A dental emergency — such as a dental abscess, infected tooth or wisdom tooth eruption — before an athletic competition can impair performance or even prevent the athlete from participating at all.

Dentists and other oral health professionals all have a role to play in ensuring that good oral health is recognized as a key determinant of optimal sports performance. ■

## Session: How oral health professionals can support better oral cancer treatment, care

An FDI session on oral cancer will provide participants with a detailed understanding of the different elements of care, how prevention and early detection of oral cancer is essential for saving lives and how improvements in care can provide a better quality of life for affected patients and reduce the burden of this pathology.

Oral Cancer: Prevention, Early Diagnosis, and Patient Management (5158) is scheduled for 9:30-11:30 a.m. Thursday in Moscone Center South, Upper Mezzanine, Room 157. Participants are eligible to receive two hours of continuing education credit.

Oral cancer is a type of head and neck cancer and any cancerous tissue growth located in the oral cavity. About 500,000 new cases of oral and oropharyngeal cancers are diagnosed annually, three-quarters of which occur in the developing world. FDI is committed to reducing the oral disease burden and improving oral health outcomes worldwide.

FDI recognizes that oral health profession-

als play an important role in combatting oral cancer. The purpose of this session is to provide oral health professionals with concise, yet comprehensive, information about oral cancer prevention, risk factors and management. Survival rates for oral cancer can be improved

through early detection. Therefore, it is essential that oral health professionals understand the importance of conducting a thorough oral screening examination and potentially malignant lesions as part of their routine clinical assessments, even in younger populations considered at a lower risk

**"FDI: ... [I]t is essential that oral health professionals understand the importance of conducting a thorough oral screening examination for malignant and potentially malignant lesions as part of their routine clinical assessments."**

for oral cancer.

At the session, participants will be able to pick up a copy of the "Oral Cancer: Prevention and Patient Management" chairside guide, which was launched in 2018 by FDI and supported by industry partner Sunstar to facilitate early detection and swift treatment of oral cancer.

Readers may also consult and download the guide in several languages on the FDI website. ■

## Estonia Dental Association and Palestine Dental Association receive FDI Smile Awards

FDI World Dental Federation recognized the Estonia Dental Association and Palestine Dental Association with 2018 Smile Awards at the FDI General Assembly A Sept. 3.

Offered every year, the Smile Award recognizes FDI member national dental associations that have developed sustainable, long-term projects to improve oral health around the globe.

The Estonia Dental Association was awarded for its Children's Dental Health Project, which focuses on oral health education, prevention and promotion among children and adults. In Estonia, providing oral health education continues to be a challenge, and oral health outcomes continue to be poor, according to the

FDI. As part of the project, the Clean Teeth campaign provides a toothbrushing journal for kindergarten classrooms around the country, encouraging teachers to record each student's tooth brushing habits in the journal each day. So far, the campaign has reached close to 12,000 kindergartners. Preliminary results of the initiative indicate that the number of children brushing their teeth twice daily is increasing every month and participating children are enjoying the project. Next year, the project will aim to train all kindergarten teachers in Estonia on oral health education so that all kindergartners will receive oral health lessons on a regular basis.

The Palestine Dental Association was awarded for its Dental-Point Project, which provides urgently needed oral health care to people living in the Moria migrant camp on Lesbos island in Greece. Conditions in the camp are notoriously miserable, according to the FDI. The Dental-Point Project clinic is the sole provider of dental treatment and other oral health services within the camp. In addition to providing emergency dental treatment, the clinic also offers oral health education sessions to demonstrate tooth brushing techniques, offer dietary advice and show children how to take care of their oral health, especially in such difficult living conditions. The clinic regularly

distributes toothpaste and toothbrushes, and volunteer oral health professionals apply fluoride gel and silver diamine fluoride to patients' teeth. The project aims to recruit even more oral health professionals to ensure a continuity of care throughout the year.

The Smile Award is included within the scope of the FDI Whole Mouth Health Project, which advocates globally to promote oral health literacy as an important element of everyday prevention. Launched by FDI in 2019 and supported by Colgate, Whole Mouth Health aims to empower practitioners to deliver personalized oral health education in a way people can understand and apply to their daily lives. ■

# International volunteerism given international spotlight

Two continuing education courses at the ADI FDI World Dental Congress will offer insights on international volunteering — including one that presents international perspectives.

The FDI Public Health Committee/CDO Section Forum: Building Sustainable International Public Health Programs (6154) features ADA member dentist Dr. Dawn McClellan joined by Dr. Sara Hurley, chief dental officer of England, and Dr. Elham Kateeb of Al-Quds University in East Jerusalem.

The course is Friday from 1:30-4 p.m. and offers 2.5 hours of CE credit.

This lecture will cover a wide array of examples and topics with the overall goal of demonstrating how to identify and create public health programs that have impact and sustainability. The speakers will high-

light successful international programs from Sri Lanka and the FDI Public Health Committee, as well as look into the broader comprehensive approach, which includes multi-agency collaboration to enhance delivery and achieve sustainable outcomes.

International Dental Volunteer Projects: Best Practices (4500) runs today from 2-5 p.m. featuring Drs. Frank Serio and Karl Woodmansey. Dr. Serio is a past recipient of the ADA Humanitarian Award as well as the founder of the Dominican Dental Mission Project, which

brings oral health care to the underserved in the Dominican Republic.

This course, which offers three hours of CE credit, will suggest best practices for site selection, program design, working with local community representatives, infection control, participant and patient safety logistics and proper management of project funds.

To register for courses, go to the ADA Events mobile app, [ADA.org/](http://ADA.org/) meeting or the Registration Desk. ■



**Selflessness:** Dr. Frank Serio, past recipient of the ADA Humanitarian Award as well as the founder of the Dominican Dental Mission Project, will speak at a volunteerism course today.

## International dentists present research

Dentists and dental students will present their research on topics related to general dentistry, preventive dentistry, dental treatment and restorative dentistry, and oral surgery, medicine and cancer during FDI's free communication and poster sessions.

The sessions will take place Thursday-Saturday.

The poster sessions are in the lobby of the Moscone Center West, Level 2, with video screens displaying digital versions of the posters. Some screens also will have posters available to view anytime during the meeting. The free communication sessions are in small rooms next to the poster area. The session schedule is available in the ADA Events mobile app and the on-site guide.

ADA and FDI representatives will present four awards to the best posters in each abstract category during a ceremony at 12:30 p.m. Friday in the lobby of the Moscone Center West, Level 2.

All accepted abstracts are published and indexed in the abstract book, which is an e-supplement of the International Dental Journal, FDI's primary scientific publication. ■

## Wahlberg

*Continued from Page 1*

forward to hearing his take on how dentists can empower young people at home and abroad."

In addition to the keynote address, the Opening Ceremony and General Session will also celebrate ADA member accomplishments with the presentations of the ADA Humanitarian and Distinguished Service awards to Dr. Charles F. Craft and U.S. Rep. Mike Simpson, respectively, and highlight FDI member countries during the flag ceremony.

The event is free for all ADA members, dental teams and international attendees and \$40 for nonmember dentists from North America. Space is limited, and advance registration is required.

To check for available tickets, access the ADA Events mobile app or visit [ADA.org/](http://ADA.org/) meeting. ■



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## PHOTO COMPETITION

### Take a selfie with **TOOTHIE** for your chance to win free registration to FDI 2020 Shanghai

FDI's mascot for oral health is roaming around the Congress centre looking for friends to take to Shanghai.



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# From practice financing to payroll: Visit ADA Member Advantage new endorsements booths

BY KIMBER SOLANA

It's been a busy year for ADA Member Advantage, which launched two new endorsed products and services for Association members and significantly augmented the offerings of an existing endorsement since last year's ADA 2018 in Honolulu.

"We are very choosy about who we endorse," said Deborah Doherty, managing director for ADA Member Advantage. "These companies offer products and services ADA Member Advantage has heavily vetted and can really stand behind as recommended offerings for our members."

Members can learn more about these new endorsed products at the ADA FDI World Dental Congress.

BMO Harris Bank (Booth 1345) is the endorsed practice financing provider for ADA members. Through this endorsement, ADA members have access to preferred rates on practice financing, regardless of where their practice is in its life cycle — from dentists looking to acquire a practice to those looking to expand their practices. BMO Harris Bank currently provides financial services to several thousands of dental practices across North America. Visitors to the booth can learn more about special ADA rate offers and their potential savings with on-site calculations provided through BMO's dental calculator. BMO Harris Bank is offering a full 1% interest rate reduction for loan applications received through the end of September, for loans up to \$1 million. Special custom pricing is available for loans over \$1 million. Dentists can also enter to win an Apple iPad after speaking with dental practice specialists



about their financial needs.

OnPay (Booth 1247) provides a full-service payroll solution. The platform integrates with accounting, time keeping and attendance software and was recognized as a top payroll solution by PC Magazine and Entrepreneur, according to ADA Member Advantage. Support is available via chat, email and phone. OnPay is offering free Payroll for the

rest of the year and free data integration to ADA members who sign up for the service at the ADA FDI World Dental Congress. ADA members are invited to stop by OnPay's booth to view a live demo of the platform.

Lands' End Business Outfitters (Booth 1231) has been endorsed for many years as the provider of logo'd practice apparel for ADA members. This year, Lands' End introduced a new line of scrubs for dentists, which was created after Lands' End conducted research with dentists at the ADA annual meetings in Atlanta and Honolulu. Lands' End is offering free pant

hemming, and the line carries the company's satisfaction guarantee. Members are invited to stop by the Lands' End booth and peruse the new line in its various colors and receive a 20% discount along with free shipping.

In addition, ADA FDI World Dental Congress attendees are invited to visit the ADA Member Advantage booth (1239) and pick up an entry form. ADA members who visit five endorsed provider booths, all located in the same area of the Exhibit Hall, can receive a free gift and be entered to win a daily prize. ■

## All tickets now digital

New this year, all ticketing is done digitally.

Continuing education courses, along with access to most social events, are stored in the QR code or listed as an icon on attendees' meeting badges.

The ADA is not printing tickets for individual courses and events. Instead of handing in a paper ticket at the door, participants will have their badges scanned by congress staff.

Advance registration is required for all courses and events. ■

## Welcome

*Continued from Page 1*

extra opportunities to learn from their dental colleagues.

The leaders also encouraged attendees to take advantage of everything the host city of San Francisco has to offer.

"Rich in natural beauty, arts, entertainment and multicultural attractions, San Francisco is an ideal site for this historic joint meeting. Explore the city's fascinating neighborhoods or head out to nearby redwood forests, charming Sausalito or wine country," they said. "Thank you for joining us at the World Dental Congress — you're part of something extraordinary." ■



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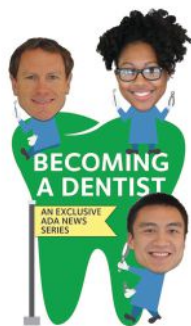
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# Learning from the patient's perspective



*Editor's note: In November 2017, the ADA News launched *Becoming a Dentist*, a series of stories that follows three dental students at the University of Maryland School of Dentistry — Dan Yang, LaShonda Shepherd and Ben Horn — during their journey to becoming dentists. See all the stories in the series at [ADA.org/BeADentist](http://ADA.org/BeADentist).*

BY JENNIFER GARVIN

The humanity of the dental profession is something that is stressed often. And nowhere is that more keenly felt than when playing the role of patient.

Dental students, like the dentists they are training to be, must never lose sight of what it feels like to be in the chair. And so, the first patients they learn to deliver anesthetic to are not really patients at all — they're their fellow students. And the dental anesthesia lab — humorously referred to as “stab lab” or the “stick ’em clinic” — is the place where they do it.

Here, everyone gets a chance to experience how it feels to be both doctor and patient. For the first time, the students will be working in real mouths.

“It’s different when you’re looking at a skeleton or pictures on a wall. Everyone has different anatomy, and everyone has a different jaw. Plus, now there’s tissue over everything,” said Dr. Cynthia Idzik-Starr, course instructor and clinical assistant professor in the department of oral and maxillofacial surgery, at the University of Maryland School of Dentistry. “They need to know how it feels for their patients. That’s what it’s all about.”

Dan, LaShonda and Ben have all eagerly anticipated this lab, albeit a little nervously.

“It’s good to be on this end, to see what it’s like,” said LaShonda.

For today’s lab, the students are charged with practicing four injections, including two blocks, using 27-gauge needles with Carbo-caine:

- A local infiltration on the second upper premolar.
- A posterior superior alveolar block — PSA for short.
- A palatal infiltration on the first upper molar.
- An inferior alveolar nerve block — or IAN.

Dr. Matthew Frykenberg, a clinical instructor in UMSOD’s department of oral and maxillofacial surgery, gets things started with a tutorial on how to properly load the syringe and cartridge.

“Let’s pick one of the premolars, maybe No. 4 or No. 5, and think about where the apex of the tooth root is,” said Dr. Frykenberg, holding up a mannequin head for a demonstration of a buccal infiltration. “You’re going to come in at a 45-degree angle, and you’re going to go in with the needle and aspirate. When we’re about to give an injection, first we place the needle in the area. In this case, we slide it into the tissue at the apex of the tooth, and we’re going to aspirate a little bit. What we’re looking for is a negative aspiration to make sure we’re not in a blood vessel.”

More than once, the students will be reminded of this: “Before you inject, aspirate.” The goal is not to damage any blood vessels and cause a possible hematoma for the patient or cause the epinephrine that’s in most anesthetics to directly enter the bloodstream.

“If you do aspirate blood into the cartridge, what do you do?” Dr. Idzik-Starr asked. “First, throw the cartridge out. Have



**Learning by doing:** Ben prepares to administer a posterior superior alveolar block on his lab partner, Erin Golueke, as instructor Dr. Matthew Frykenberg and fourth-year Sara Knox observe.



**Look here:** Dr. Frykenberg demonstrates during anesthesia lab as students Mimi Macauley, left, and LaShonda look on.



**Instrumental knowledge:** Sara, left, shows Erin how to use the mirror to figure out placement for an injection on Ben.

you done something wrong? No. This is why we aspirate, because we’re not Superman. We can’t see what’s going on. What you’re doing is seeing if you’re anywhere near a vessel. So make sure you’re aspirating.”

The two doctors share more tips:

- Keep your thumb back, not down.
- Use the mirror to feel your way.
- Figure out what works for you. There’s no one way to do this.

For the inferior alveolar nerve block — called the IAN, for short — the big signifier that you’re doing the injection properly is the shock.

“With IAN, you’re going to feel a couple carpet shocks,” Dr. Idzik-Starr said. “You want to tell the patient before you inject. Because patients, when they feel that shock, they think you’re doing something wrong. Now that they know what to expect, they’re going to feeling positive [about the shock] because they know they’re going to get nice and numb. I ask patients to raise their hand when they feel the shock.”

Once the demonstrations are done, the students head into operatory rooms in pairs where each pair is assigned a fourth-year dental student to walk them through the injections and answer any questions they have. Throughout it all, Drs. Idzik-Starr and Frykenberg supervise and provide encouragement.

“I’m more nervous about getting injected than giving the injection,” admitted Dan. “I knew I would be under solid supervision from the oral surgery faculty and the D4s, but I’ve always been sort of afraid of needles.”

After applying a topical anesthetic to his partner/patient Erin Golueke’s gums, Ben gets ready to execute his first injection — a buccal injection of the second upper premolar.

“Is this angle right?” he asks Sara Knox, his fourth-year guide.

“Perfect,” Sara said. “You want to be in the buccal vestibule and you want to hit a little bone and then, just inject.”

“And I’ll feel that bone?” Ben said.

“Yep. You’re not going into very deep because the canine eminence is there, too,” Sara replied.

And just like that, Ben completes his first injection, earning praise from his patient.

“Great job with the pressure, Ben,” Erin said. “That didn’t hurt at all.”

“Administering anesthesia will quickly become our bread and butter and to do it for the first time, is a pretty big milestone. I called my brother (an orthodontist) because he told me one of his best memories of dental school was injecting each other. He told me that if my hand is shaking to just tell Erin that I was mixing the carpule,” Ben said.

Next door, LaShonda climbs into the chair as her partner, Mimi Macauley, gets ready to perform an inferior alveolar nerve block — which they have deemed to be the most difficult of today’s four injections — with D4 Sam Dastrup guiding her all the way.

“Keep going until you’re about three-quarters of the way and you’re going to feel a little jolt,” Sam said as Mimi locked her thumb to begin the injection. “Go a little bit more, a little bit more, and you might feel bone. Keep going. Do you feel bone? OK, right there. Now, aspirate. No blood? OK, now slowly administer. The slower you go, the less pain they feel. That’s good.”

In addition to playing patient, LaShonda is actively trying to absorb Sam’s teaching.

“How’d you feel during that?” Sam asks LaShonda.

“Not too bad. I definitely felt the jolt. When you said, ‘Keep going,’ I thought, she can’t possibly have any place left to go, but it wasn’t too bad.” ■

Photos by Holly Selby.





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