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2019

## ADA News Convention Daily - 2019 Day 2

American Dental Association, Publishing Division

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 Rep. Mike Simpson honored today

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**Disruption panel**  
 Dr. Jeffrey M. Cole moderates discussion on 'new normal' for dentistry



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**Dental sleep medicine**  
 Two-day conference examines breathing issues

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# ADA NEWS

AMERICAN DENTAL ASSOCIATION WWW.ADA.ORG  
 CONVENTION DAILY

SEPTEMBER 5, 2019

VOLUME 29 NO.2

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## BRIEFS

### Win trip to Alliance's 2020 conference in South Carolina

Alliance of the American Dental Association members or those interested in joining can win a trip to Charleston, South Carolina, for the organization's 2020 Conference by visiting Booth 830 in the Exhibit Hall.

While at the Alliance's booth, they can renew their



2019 or 2020 membership or join the group to be entered into the contest.

The conference is March 12-14 at Charleston Harbor Resort and Marina in Mount Pleasant, South Carolina.

The prize will cover up to \$1,000 in airfare and accommodations for two to the conference.

The winner will be announced Sept. 12. ■

## ADA FDI 2019 kicks off today

BY MARY BETH VERSACI

The ADA FDI World Dental Congress commences today with events that tackle the dangers of opioids and bring dentists together from around the world to network and learn on the Exhibit Hall floor.

The Exhibit Hall is open from 9 a.m.-4:30 p.m. at the Moscone Convention Center, and continuing education courses begin bright and early at 7:30 a.m.

Oscar-nominated actor and producer Mark Wahlberg will give the keynote address at 5:15 p.m. during the Opening Ceremony and General Session at Moscone, highlighting his work with the Mark Wahlberg Youth Foundation, which travels across the U.S. to spread awareness about the dangers of opioid abuse.

The event, which is sponsored by Laurel Road, will feature award presentations and an international flag ceremony as well.

To check for available tickets, download the ADA Events mobile app or ADA.org/meeting. ■



**ADA FDI 2019:** ADA President Jeffrey M. Cole and FDI World Dental Federation President Kathryn Kell (front row, second and third from left) join members of the ADA Advisory Committee on Annual Meetings and the FDI Education Committee in Moscone Convention Center South in preparation for today's opening ceremonies.

## TODAY at a glance



- Opening Ceremony & General Session, 5:15-7 p.m., Moscone West, Level 1.
- Attendee registration, 7 a.m.-5:30 p.m., Moscone North, Lobby.
- New Dentist Conference, Moscone South, Level 2, Rooms 206 and 208.
- Shuttle service between Moscone and hotels, 7 a.m.-8:30 p.m.
- ADA Member Success Center is open from 9 a.m.-4:30 p.m.



**Converging:** Dr. Elham Kateeb, public health committee member, speaks during the FDI General Assembly Tuesday about the Refugee Oral Health and Care Project. This is the first time the ADA and FDI have held a joint meeting since 1996.



Photos by EZ Event Photography



# Saving for retirement may be easier than you think

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GE-2636329 (7/19) (Exp. 7/21) G522813

# ADA seeks nominations for Norton M. Ross Award

BY MARY BETH VERSACI

The ADA is accepting nominations for the Norton M. Ross Award for Excellence in Clinical Research.

Presented annually since 1991, the award recognizes an individual who has made significant contributions in clinical investigations that have advanced the diagnosis, treatment or prevention of craniofacial-oral-dental diseases, as well as outstanding research endeavors in other areas.

The award honors the memory of Dr. Norton Ross, a dentist and pharmacologist who elevated clinical research to a higher level of

scientific standard.

The Norton M. Ross Award is supported by Johnson & Johnson Consumer Inc.

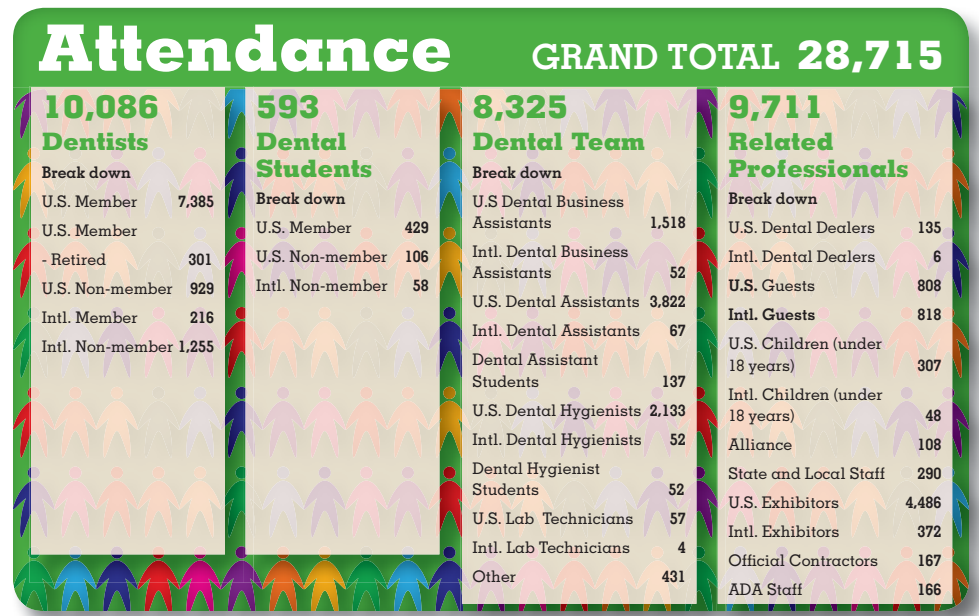
The recipient will receive \$5,000 and a plaque.

Nominations are due by Oct. 31.

The nominations must include a letter of support and curriculum vitae with publications.

To learn more about the award or to apply, visit [ADA.org/RossAward](http://ADA.org/RossAward) or contact Kelly Mangold at 1-312-440-2549 or [mangoldk@ada.org](mailto:mangoldk@ada.org).

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



## Fellowship to recognize leader in dental materials research

The ADA is looking for emerging leaders in dental materials science to apply for the 3M Innovative Research Fellowship.

Supported by 3M Oral Care, the recipient will be honored at a private event and receive \$20,000, or \$10,000 per year for two years.

The winner also will have the opportunity to present his or her research via a continuing education program.

Nominations are due by Oct. 31. They must include a letter describing the nominee's research interests and explaining why the nominee deserves to be recognized as an emerging leader in dental research, along with his or her curriculum vitae.

To learn more or apply, contact Kelly Mangold at 1-312-440-2549 or [mangoldk@ada.org](mailto:mangoldk@ada.org).



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# Bye bye wrinkles

## Dentists learn best practices on administering Botox to patients



**Hold still:** Dr. Jeffrey Adamson, right, marks the face of his wife, Beth Adamson. Dentists learned how to identify the anatomy in oral/maxillofacial areas for facial esthetics and pain.



**Mark me up:** Dr. Sandy Huang, right, uses Dr. Lans I as her patient Wednesday during Botox Therapy for Every Dental Practice (4203).

## JADA editor wins second place ADEAGies Editorial Award

BY MARY BETH VERSACI

Dr. Michael Glick, editor of The Journal of the American Dental Association, is the second-place winner of this year's ADEAGies Editorial Award for his editorial titled "Science Does Not Care What You Believe."

The award, presented annually by the American Association of Dental Editors and Journalists and the William J. Gies Foundation for the Advancement of Dentistry of the American Dental Education Association, recognizes the authors of the most valuable editorials published in a dental journal or periodical.

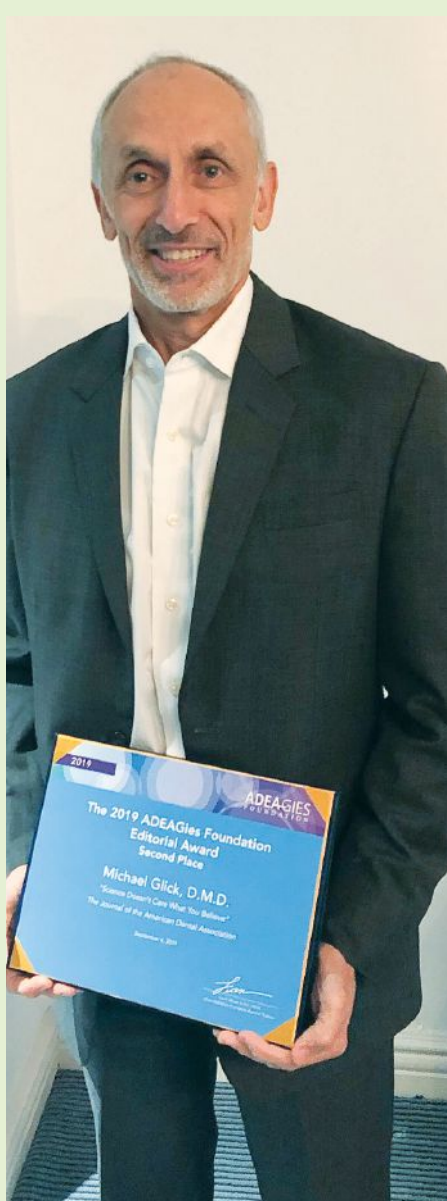
"It is very gratifying and humbling to be recognized in this manner by my peers," Dr. Glick said.

The editorial, published in the October 2018 issue of JADA, discusses what science is and is not.

"In today's world in which we are constantly assailed with statistics and 'facts' from varied and assorted sources, it is not possible to stay informed without an understanding of the scientific language, method, and thinking," Dr. Glick said in the editorial. "Our discomfort with ambiguity should not result in a belief in a nonscientific claim to have an answer; instead, we need to accept that science may not have all answers."

Dr. Kerry K. Carney, editor of the Journal of the California Dental Association, came in first and third places for her editorials "End First Exposure: Dentistry's Biggest Opportunity in the Opioid Crisis" and "Why We Change: Kirk vs. Spock," respectively. Both were published in the Journal of the California Dental Association, the first-place piece in July 2018 and the third-place piece in January 2018.

Drs. Glick and Carney received their awards and stipends Wednesday during the American Association of Dental Editors and Journalists Annual Conference in San Francisco. ■



**Honoree:** Dr. Michael Glick poses with his second-place ADEAGies Editorial Award. Dr. Glick is the editor of The Journal of the American Dental Association.



**Easy does it:** Dr. Jessica Schellinck, left, learns how to draw Botox from a vial from instructor Dr. Elizabeth Slocum.



**Example:** Dr. David De Jongh holds up a syringe during the all-day course.

# Cellerant Best of Class winners herald 'new era in dentistry'

## First-timers to repeat innovators showcased

BY MARY BETH VERSACI

The Cellerant Best of Class Technology Awards will showcase advances in dental techniques and materials.

The awards were created by Dr. Lou Shuman, CEO of Cellerant Consulting Group, to make dental professionals aware of the most innovative products available and to inform dental manufacturers of what experts consider to be the leading technologies.

"We are entering a new era in dentistry — one that will change how we diagnose, treat and manage our patients and practices," Dr. Shuman said. "This was a breakthrough year in product and services technologies."

The 2019 winners feature some repeat recipients, as well as new and emerging winners. They are:

### Seven-time winner

- 3Shape TRIOS 4.

### Six-time winners

- Bien-Air iOptima INT.
- Liptak Digital Inc. DDS Rescue.
- Ultradent VALO Grand.

### Five-time winner

- Shofu Dental Corporation EyeSpecial C-III.

Tight 3D Fusion.

### New winners

- Ivoclar Vivadent Bluephase G4.
- exocad ChairsideCAD.
- Carestream Dental CS 9600.
- Tokuyama OMNICHROMA.

- Dentsply Sirona Primescan.
- Henry Schein ONE TechCentral OmniCore.
- DEXIS Titanium by KaVo.
- SleepArchITx Turnkey Sleep Solution.
- LED Apteryx XVWeb + 3D.
- Patient Prism.

### New emerging winners

- Bausch Articulating Papers Inc. OccluSense by Bausch.
- BlueLight Analytics checkup.
- Vista Dental Products Phasor Composite Heating System.
- SICAT GmbH & Co.KG SICAT Software Suite.

Attendees can meet with dental technology experts to learn what makes the winners stand out in the industry and enjoy live demonstrations, hands-on experiences with the winning technologies and live podcast interviews, all in the Best of Class Alley.

Enter the alley between booths 726 and 727, near the Digital Future of Dentistry area.

The award winners will host a reception for new dentists from 4-5 p.m. Friday in the alley, featuring deals only available during the event. ■



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2019

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# ADA honors Rep. Mike Simpson with its highest honor: 2019 Distinguished Service Award

BY JENNIFER GARVIN

Dr. Mike Simpson was reading the paper one morning when something caught his eye: the local city council had two open seats and only one candidate had filed.

Something stirred inside the former political science major who'd followed his father and uncle into dentistry. That was the moment when Simpson the dentist started to become Simpson the legislator.

"I won with 1,016 votes to 1,008," he said. "If my dad and my mom and my brother and sister and me and [wife, Kathy] had voted for the other guy, I would still be practicing dentistry."

City council led to the state legislature, which led to the U.S. House of Representatives, where he is currently serving his 11th term in Idaho's 2nd Congressional District.

"And I would never have run again had I not won that first election," said Rep. Simpson, a Republican who grew up in Blackfoot, a town of about 12,000 known as the world's potato capital. Today, the ADA Board of Trustees will honor Rep. Simpson with the ADA Distinguished Service Award at the ADA FDI World Dental Congress. The award is the highest honor the ADA Board of Trustees can bestow on a member.

"As the longest-serving dentist member of Congress, Mike Simpson has been a friend of dentistry, and the patients we serve, for decades," said ADA President Jeffrey M. Cole. "His leadership efforts in Congress to help pass the Action for Dental Health Act will provide access to federal funding for projects that strengthen the safety net and help eliminate barriers to care like Missions of Mercy and emergency room referral programs. With his work on the House Appropriations Committee and the respect he has in the House as a leader that can work with everyone, he has been instrumental in seeing that the oral health programs that benefit patients across the country are funded. Our profession owes a great deal of gratitude to Mike for all he has been able to accomplish."

Federal programs supporting oral health that Rep. Simpson has pushed for increased

funding include the Centers for Disease Control and Prevention's Division of Oral Health, Health Resources and Services Administration, and Indian Health Service.

"Mike has been an outstanding advocate on Capitol Hill for the profession and the public's oral health," said Mike Graham, ADA senior vice president for government relations, who's known Rep. Simpson for more than 20 years. "The work that he does on Capitol Hill, he does because he knows it's the right thing to do. He doesn't do it for the glory; he doesn't do it for the limelight. In fact, he probably shuns it more than most members of Congress that I know. But he is the person that absolutely deserves to receive this award because he is so humble and because he has done so much for the profession and the public."

"I think it's undeserved," said Rep. Simpson, who chairs the House Subcommittee on Energy and Water Development and also serves on the Interior, Environment and Related Agencies and Labor, Health and Human Services, Education, and Related Agencies subcommittees. "I feel like I'm just doing my job."

Growing up, Rep. Simpson said he never dreamed of running for Congress. After working for years juggling the state legislature (which is part time in Idaho, as in many states) and dentistry, he figured he'd go back to being a full-time dentist. Maybe run for governor one day. He certainly didn't want to leave his beloved mountains. Then he learned incumbent Mike Crapo was planning to vacate the seat to run for the U.S. Senate, and the wheels started spinning.

"I came home and said, 'Kathy, you know all that work you did to put me through dental school? We've built a good practice; we've got a good life. How would you like to give all that up for a place about half the salary that we had before, and every two years you've got to ask people to send you back?'"

"And she said to me, it kind of surprised me, she said, 'You're happier those 10 weeks when you're in session. So, let's go try it.'"

That was 1998. He's been in Washington ever since.

"There's nobody in Congress more aware of the importance of working across the aisle than Mike Simpson," Mr. Graham said. "In everything he does, he looks to reach across the aisle to his Democrat colleagues to establish relationships and to partner with them on key issues."



**Rep. Simpson:** The dentist-legislator will receive the ADA Distinguished Service Award today.



**Mountain love:** Rep. Simpson in one of his favorite places in Idaho.

An example of that came in 2015, when President Barack Obama signed legislation into law protecting the Boulder-White Clouds area which, among other things, created three new wilderness designation areas totaling 275,665 acres.

Getting the legislation passed was no easy feat. It took 15 years of working with Congress as well bringing different parts of his Idaho constituency together.

"That's the thing that I'm most proud of," he said. "We actually had people talking to each other that before we started would never have sat in the same room. Conservationists and ranchers. We brought them all together, and now they actually consult with one another on things."

Though no longer practicing dentistry, he takes pride in being a dentist and worries about the future for younger generations entering the profession saddled with debt. It's a priority for him and many of his fellow lawmakers.

"One of the things that really concerns me is the cost of going to dental school anymore and what these students owe when they get out of dental school," Rep. Simpson said. "It's almost made it prohibitive to go into private practice by yourself anymore because you have those costs on top of what it costs to build a practice and stuff. It's not just true in dentistry, but it's true throughout the college level. We've got to do something about that and try to bring down those costs so that they're not indebted for the rest of their lives."

**Energy in motion:** Rep. Simpson visits the U.S. Department of Energy.

He's proud of the work he's done in his home state, particularly in advancing the work of the Idaho National Laboratory, which is the nation's leading center for nuclear energy research and development, according to the U.S. Department of Energy. In 2018, the lab renamed University Boulevard in Idaho Falls "MK Simpson Boulevard" in honor of Rep. Simpson and Kathy Simpson, a longtime (now retired) employee of the lab.

When away from the office, Rep. Simpson decompresses by reading — usually historical fiction that he balances out with the occasional James Patterson novel.

Real books or Kindle?

"I read books. I've got to have the smell of the book. I've got to be able to turn pages. I've got to be able to underline, write things in the margin, all that kind of stuff," he said.

He also enjoys howling with his dog, Charlie. Yes, howling.

"I FaceTime him every night," he said. "I actually call on the phone, and the dog knows the FaceTime ring. He'll be in the other room and get up, and he will run and sit on the back of the chair by Kathy's desk and wait. I'll answer and I will start howling at him, and he'll start howling back. People think that's kind of weird. I said, 'No, it's true.'"

Maybe someone can FaceTime the award ceremony for Charlie, which will take place during the Opening Ceremony and General Session at ADA FDI 2019.

The event will be held in the Moscone Center West, Level 1, 5:15-7:15 p.m. today. Doors open at 4:45 p.m. ■

—garvinj@ada.org



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# ADA Member Advantage offers specials, discounts and more on exhibit floor

Prizes, discounts and more are part of the ADA Member Advantage experience at ADA FDI 2019 this week.

Visit five of the ADA Member Advantage-endorsed provider booths to receive a free gift and be entered to win a premium prize (one drawing per day). Visit the ADA Member Advantage staff at Booth 1239 to pick up an entry form.

ADA Member Advantage, which vets products and services endorsed for ADA members, is inviting members to explore and visit endorsed-providers' booths in the Exhibit Hall.

The endorsed providers deliver ADA member-exclusive discounts on products to keep the office running smoothly as well as those that will enhance time spent outside the practice. The ADA Member Advantage staff is also available to support and advocate for members utilizing endorsed products and services, should there ever be an issue.

Participating endorsed providers and their ADA FDI 2019 offerings are:



## BMO Harris Bank (Booth 1345):

Learn more about special ADA rate offers and potential savings and work with on-site specialists who can answer all of your questions. Visitors can also enter to win an Apple iPad after speaking to a dental practice specialist about financial needs. BMO Harris Bank provides ADA members financing for practice expansion and acquisitions.

**PBHS (Booth 1344):** Receive a \$25 Amazon gift card when you are one of the first 20 dentists (each day) to receive a demo of ADA TV. Dentists will also be entered for a chance to win one of three \$300 Amazon gift cards. PBHS, the marketing and website services endorsed by ADA Member Advantage, is offering a zero-money down show special that includes a subscription to ADA TV. Dentists can also ask about the PBHS SecureMail platform, the endorsed solution to assist ADA members in achieving Health Insurance Portability and Accountability Act compliance. Access to SecureMail starts at \$10 a month (without contracts) and can integrate with Microsoft Outlook.

**Lands' End (Booth 1231):** Lands' End

will be introducing uniform scrubs designed in new bright, solid colors and print patterns. Visitors can also review coordinating front-of-office uniforms with their scrub care team line, including a durable lab coat. ADA members can save on retail product prices and logo fees and take advantage of the exclusive show promotion of 20% off and free shipping. Lands' End staff can also offer information in building your brand awareness with uniforms, logo customization and a free custom practice webstore.

**AHI Travel (Booth 1334):** Learn about the exciting destinations on the ADA's 2020 itinerary. Those who book a 2020 trip within two weeks of the conference will receive an additional \$250 discount. Most trips through AHI already offer a \$250 ADA discount, giving ADA members the opportunity to save \$500 per person on trips to destinations around the world.

**Lenovo, Whirlpool Inside Pass and UPS (Booth 1326):** Peruse these products and offers to enter for a chance to win prizes. Lenovo will give away an ultrathin Yoga C930 14" laptop, which retails starting at \$1,779. Whirlpool Inside Pass will hold a drawing for two chances to win a Nespresso by KitchenAid machine for your office or home. Additionally, dental offices can save 45% on express shipments and 25% on ground shipments, with no volume requirements through the ADA Member Advantage-endorsed UPS program.

**OnPay (Booth 1247):** ADA members can receive free payroll service for the rest of the year for those that enroll in the endorsed payroll provider. Visit the booth for live demos and more information on OnPay's award-winning payroll service.

**CareCredit (Booth 1127):** Enroll in CareCredit to receive a free Pillow Pet (one per practice while supplies last), practical tools to make patient financing easier and an audio compact disc that



includes advice from leading dental educators. Practices who sign up for CareCredit can also get started with a \$30 one-time enrollment fee.

**Chase Merchant Services (Booth 1227):** Save on credit and debit card processing costs with exclusively discounted rates. Visit the booth to learn about the latest in payment trends, mobile wallets, fraud prevention tools and more. ADA members can also sign up for a complimentary account review to see how much members can save with Chase.

**DDS Safe (Booth 1245):** Learn why the average ADA dentist can save \$4,500 per year on cloud backup when they switch to DDS Safe. Visitors can also receive a \$25 Amazon gift card when they sign up for a free backup assessment. ADA members who sign up for the service will receive an additional \$100 Amazon gift card. Dentists can also learn more about the Digital Dental Record PDF forms, including HIPAA forms, dental

and medical history forms, patient registration forms and more, which are available in English and Spanish. Members who sign up for eDentforms will receive their first



month free.

**Custom Message On Hold from InTouch Practice Communications (Booth 1332):** ADA members who visit the booth and place an order on the show floor will receive the first year of the unlimited changes program Flex Plus for free (a \$300 value). Dental scriptwriters are available to help member dentists develop a custom program that educates patients and promotes their practice. A custom on-hold program can help educate callers about additional services and products, and highlight those things that separate a member's practice from others in their area.

**U.S. Bank (Booth 1339):** Flash the ADA Preferred Rewards Visa Signature card and receive a gift from U.S. Bank. ADA Preferred Rewards Visa is offering three times the reward points for hotel stays at any of ADA's official hotels during this year's convention. For ADA members who don't yet have an ADA Visa, learn more about its travel program and apply for the card to receive a show-special bonus reward points offer. U.S. Bank represen-

tatives will be at the booth to answer any questions and accept your application.

**Mercedes-Benz (Booth 1139):** Through the ADA Member Advantage endorsement program, members are eligible for exclusive Star Access savings between \$500 and \$3,500 on the purchase or lease of a new Mercedes-Benz. Visitors can also view offers on a selection of new 2019 and 2020 Mercedes-Benz vehicles.

**CyraCom (Booth 1330):** Offering access to qualified language interpreters can help a practice comply with Section 1557 of the Affordable Care Act. Signing up for language interpretation service from CyraCom Language Solutions is free. ADA members receive a 70% discount over the nonmember rate.

**HealthFirst (Booth 1145):** ADA members receive exclusive savings when they buy an emergency medical kit on the Practice Partner Program. They receive 10% off and get two bag-valve-mask resuscitators (adult and child). Receive 50% off from HealthFirst on Rebec Amalgam Separators. Members who do not have a separator should stop by the booth to see if their practice must install one to comply with the new FDA ruling going into effect next year. Finally, receive 50% off the 18 Gallon Sharps mail-back container. ■

## CDT kit gets dentists ready for 2020 changes

Get the ADA's Complete CDT 2020 Kit at the ADA FDI World Dental Congress for more accurate coding, fewer claim rejections and speedier reimbursements at the desk or on the go.

The Complete CDT 2020 Kit includes the:

- CDT 2020 Dental Procedure Codes enables dentists to record procedures with increased precision.
- CDT 2020 Coding Companion, a self-guided training tool with answers to many coding queries, has been updated to include new coding scenarios and descriptions of coding changes for 2020.
- CDT 2020 Code Check app puts complete CDT codes on the phone or tablet and lets dentists bookmark their favorites.

CDT 2020 is the most up-to-date coding resource and the

only HIPAA-recognized code set for dentistry.

It pays to be prepared — on and after Jan. 1, 2020, claims using deleted codes will be automatically rejected.

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 19125 by Nov. 8. ■



# Disruption panel today to help dentists adapt to 'new normal'

BY MARY BETH VERSACI

Is Disruption the New Normal for Dentistry? will shed some light on disruptions in the field of dentistry and what they mean for the profession.

The panel (5170) is scheduled for 1-2 p.m. today in the Moscone Center West. ADA President Jeffrey M. Cole, D.D.S., M.B.A., will lead the discussion.

"I am excited to facilitate this timely conversation on an issue that is rapidly shifting the dental landscape," Dr. Cole said. "When we understand the drivers behind market disruption, our profession is in a much better position to adapt."

Panelists include Thomas Seery, founder and CEO of RealSelf; Dr. Lou Shuman, founder and CEO of Cellerant Consulting Group; and Marko Vujicic, Ph.D., chief economist and vice president of the ADA Health Policy Institute.

"Disruptive innovation generally is changes in the business model of dentistry or the way we pay for dentistry, but in a substantive way that challenges the status quo," Dr. Vujicic said.

One major disruption is the changing attitudes of patients, who are placing more emphasis on convenience and affordability and less on doctor loyalty, particularly millennials, he said. On the provider side, dentists are working in larger practices with the capital to invest in technology, marketing and the user experience.

"I see those two trends really pushing the market to a lot of change," Dr. Vujicic said.

The panel will present practical ways for dentists to address these disruptions and make their practices more consumer friendly.

For example, providers can offer appointment booking online to make the process

more convenient for patients, Dr. Vujicic said. Some larger dental companies also are bringing dental care directly to patients through

visiting workplaces with mobile dental or hygiene units.

While these changes have come on gradually, dentists should be prepared for the disruptions to accelerate over the next five years, he said.

"Disruption can be good," Dr. Cole said. "It drives us toward innovations that help us meet our patients' ever-changing expectations. It also provides the opportunity to look at new ways of doing business while at the same time keeping the foundations of our profession strong. If we adapt to disruption, dentistry will continue to thrive."

Register for the panel via the ADA Events mobile app, ADA.org/meeting or the Registration Desk. ■

—versacim@ada.org



**Dr. Cole:** He will facilitate the panel that will examine the drivers behind market disruption from 1-2 p.m. today in Moscone Center West.

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Stay tuned for tomorrow's issue!

## ADPAC booth invites members to visit

The American Dental Political Action Committee invites those interested in advocacy to visit the ADPAC booth today through Sunday. The booth is in the Golden Gate Foyer of the Marriott Marquis; hours are 8 a.m.-5 p.m. today; 7-10:30 a.m. and 12-5 p.m. Friday; and 8 a.m.-noon Saturday and Sunday.

This year, ADA grassroots advocates have sent more than 20,000 letters to Congress on issues ranging from McCarran-Ferguson reform, higher education and student loan debt, and helping children suffering from congenital anomalies and birth defects receive the treatments they need.

Members who can't attend the meeting in person are encouraged to sign up for the ADPAC Legislation Action Center at ActionCenter.ADA.org or by texting TOOTHPARTY to 444999. ■

## How can dentists help combat antimicrobial resistance?

An FDI session Friday on antimicrobial resistance aims to help dentists inform their patients about antibiotic use.

The Role of Dentists and Dental Teams in Mitigating Antibiotic Resistance (6166) is scheduled for 1:30-4 p.m. Friday in Moscone Center West, Level 2, Room 2000. Participants are eligible to receive 2.5 hours of continuing education credit.

This session, led by experts involved in the implementation of antibiotic stewardship programs, will review current surveillance data on antimicrobial resistance in dental infections, help dentists inform their patients about appropriate antibiotic use and discuss potential barriers to effective rational use of antibiotics in everyday practice. This session will show how antibiotic stewardship is a matter of behavior for everyone, especially health

professionals. Dentists should be involved in the development and implementation of national action plans to counter antibiotic resistance, as they prescribe almost 10% of all antibiotics. To optimize the use of antibiotics in dentistry, there needs to be global attention on stewardship policies that are achievable and consistently disseminated.

Antimicrobial resistance occurs when infection-causing bacteria adapt and develop a resistance when they are exposed to antibiotics. As a result, the drugs are unable to fight the infection, which continues to harm the individual and increases the risk of spreading to others. An estimated 700,000 people die every year from drug-resistant infections, and if not controlled and reversed, the trend is likely to lead to 10 million deaths annually by 2050 at a cumulative cost to the world economy of

\$100 trillion.

As dentists are among the most frequent prescribers of antibiotics, they are implicated in the fight against AMR, together with other health professionals. They have a responsibility to prescribe antibiotics only when they are needed and inform the patient of proper antibiotic use, associated risks and infection-prevention strategies. ■



## Brush Day & Night: A sustainable solution to improve oral health

An FDI course today will teach participants about a sustainable solution to improve oral health and toothbrushing habits.

Brush Day & Night Phase IV: Achieving Improved and Sustainable Oral Health Worldwide (5157) is scheduled for 1:30-3:30 p.m. in Moscone Center South, Level 2, Room 202.

Participants are eligible to receive two hours of continuing education credit.

In 2005, FDI and Unilever Oral Care launched a partnership to raise awareness about oral health around the world. Through a 21-day oral health education program in schools, Brush Day & Night teaches children and adults about the benefits of good oral hygiene and shows them how to brush their teeth twice daily with a fluoride toothpaste.

Brush Day & Night experts Paulo Melo, Ph.D., and Jo Frencken conducted a study on almost 8,000 schoolchildren to evaluate the effectiveness of the 21-day program.

Results showed a 25% improvement in twice-daily brushing after 21 days with further improvement seen when the program was repeated after six to 12 months. The study analysis revealed the effectiveness of the 21-day program in sustainably educating children to brush their teeth twice a day, with an optimal impact on 7- to 9-year-olds.

Brush Day & Night is currently in phase IV and is building on the success of phase III to improve the methodology, impact and outcomes of the program and set additional measurable objectives.

“Brush Day & Night is sustainable because it includes empowering activities that children enjoy,” Dr. Melo said. “The children play an important role and are rewarded for sharing their knowledge and promoting their good oral health behavior. Teachers and other school personnel are also well prepared and actively participate in the tooth-brushing workshops in order to help children maintain good brushing habits even when the Brush Day & Night team is not present. Finally, local responsibility for the program is important. While it is essential to have toothbrushes and toothpaste available at the start of the proj-

ect in order to establish good oral health habits, the community (school district, students’ families) or the government should ensure the continuity of these resources.”

During the session, Brush Day & Night project leaders will guide participants through their journey to implement Brush Day & Night over two years in 20 different schools.

Participants will also learn how local communities continue to benefit from the program. ■



## Make a pledge for World Oral Health Day 2020 in March

Visit the FDI booth (5925) in the Exhibit Hall to post your photo and pledge to contribute to better oral health outcomes worldwide in honor of World Oral Health Day 2020.

There is a photo booth and pledge wall, and participants will receive print copy of their pledge photograph to keep as a souvenir.

Dentists are uniquely positioned to encourage others to make their oral health a priority.

World Oral Health Day is celebrated every year on March 20. Organized by FDI World Dental Federation, WHOHD is the largest global awareness campaign on oral health. It spreads messages about good oral hygiene and risk-factor management to demonstrate the importance of optimal oral health in maintaining general health and well-being. Each year, the observance focuses on a specific theme and reaches out to the public, oral health professionals and policymakers, who all have a role to play in helping reduce the burden of oral disease.

Oral diseases will affect all people at some point during their lifetime, notes the FDI. It is particularly worrying to see an increasing number of children with tooth decay, which can lead to the development of early childhood caries, negatively affect how a young mouth develops and create lasting health issues for young children.

The FDI said, “We all have the power to take action to reduce the impact of oral diseases on individuals, families and communities,” citing WHOHD as the ideal platform to grow awareness and encourage people to take charge of their oral health and to ensure the voice of the oral health community is heard on and around March 20 each year.

In 2020, FDI wants to use the transformative power of pledges to show people how to take care of their mouth and body and empower them to create positive and lasting change. “We want everyone to make a pledge to look after their oral health. Through everyone’s collective pledges and efforts, we hope to reduce the burden of oral disease worldwide.” ■

**Brush up:** World Oral Health Day 2020 is on March 20 next year.



# Who's got the ADA Seal?

Here's a handy guide to exhibitors featuring accepted products at ADA FDI 2019

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). ■

## Don't forget these meeting tips

### Subscribe on-site for CE savings

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. Here 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. ■

### Download ADA Events app

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. ■

### All tickets are 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. ■

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WORLD ORAL HEALTH DAY

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WWW.FDIWORLDDENTAL.ORG



WORKSHOP

## Practice-based Data to Improve Oral Care: FDI Oral Health Observatory

The Oral Health Observatory (OHO) is a multi-country research project using a mobile app to collect data in the dental practice about oral care provision and patient's perceptions of their oral health and its impact on their quality of life. Currently running in 13 countries this workshop aims to understand how the data can be used to improve provision of oral care globally.

September	ATTEND THE WORKSHOP
6	Friday 6 September 15:00–17:00 2 CE credits

SESSION INFORMATION → <https://fdi.ngo/2XAcoZe>

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SYMPOSIUM

## How to Improve the Management of Periodontal Diseases

Delivery of effective periodontal care remains a challenge to general dentists. Leading international experts share the latest periodontal science, evidence-based clinical approaches and best practice in connection to the new classification of periodontal diseases and FDI's new chairside guide for periodontal care.

September	ATTEND THE SYMPOSIUM
6	Friday 6 September 09:30–11:30 2 CE credits

SESSION INFORMATION → <https://fdi.ngo/2FXkGV1>

WWW.FDIWORLDDENTAL.ORG



# GKAS continues under new ADA Department of Corporate Social Responsibility and Philanthropy

BY MARY BETH VERSACI

The American Dental Association's charitable programs, including Give Kids A Smile, have a new home within the recently created Department of Corporate Social Responsibility and Philanthropy.

"In order to preserve and promote our highly valuable philanthropic activities such as Give Kids A Smile, a new department has been created under the ADA," Association President Jeffrey M. Cole said in a letter to Give Kids A Smile supporters.

The formation of the new department comes after the ADA Board of Trustees voted

in June to narrow the focus of the ADA Foundation to research and science in order to dedicate more resources to evidence-based dentistry and the health of the public.

The ADA Science Institute and Volpe Research Center will be combined to allow for a renewed focus on the creation and translation of scientific knowledge and the development of new products and technology.



Dr. Cole

In addition to Give Kids A Smile, the Department of Corporate Social Responsibility and Philanthropy will house international outreach, access to care and FDI World Dental Federation-related activities.

Located under the executive arm of the ADA, the department will provide "a highly visible home" for the Association's charitable work in the U.S. and abroad, Dr. Cole said.

The department will work closely with other ADA divisions and departments, such as corporate relations, integrated marketing and communications, govern-

ment and public affairs, and more to maximize the impact of the organization's philanthropic efforts.

"These charitable activities are dependent upon the philanthropic mindset of the dental community, including the dental industry. This is why Give Kids A Smile has been so successful over the last 17 years," Dr. Cole said.

"The ADA stands committed to continuing to support philanthropic access to care programs that support the advancement of the health of the public." ■

—versacim@ada.org

## ADA CE Online celebrates subscription anniversary

BY KIMBER SOLANA

The ADA CE Online one-year subscription program, an effort to simplify the purchase process for online continuing education for dentists and their dental team, turns one this September.

As of August, the program has more than 2,000 subscribers that receive unlimited access to ADA CE Online. The subscription service, which is available for individual or group purchase, gives users access to all CE Online Library courses for a year after a one-time payment.

Courses available in the CE Online Library include topics on clinical dentistry, implantology, practice management, restorative dentistry and JADA CE.

Individual subscriptions are \$119 for ADA members; \$179 for nonmembers. All CE credits are attributed to the name on the ADA account and are stored in their online transcript.

Group subscriptions for up to five users are \$499 for ADA members; \$749 for nonmembers. To receive the ADA member group price, the purchaser must be a member. The other users do not need to be ADA members or have an ADA account. Each user in the group subscription can sign up for an ADA account to access their own CE transcript.

After a subscription purchase, all "register" buttons will switch to "start course." The one-year access begins on the date of purchase and does not auto-renew.

ADA CE Online courses will still be available for individual purchase. Subscriptions can be cancelled any time. However, those who cancel will be charged for each course completed while using the subscription.

By using the discount code "MEETINGSEPT5" subscribers can receive \$20 off the subscription price.

For more information on the ADA CE Online subscription service, visit [ADA.org/CEsubscriptions](http://ADA.org/CEsubscriptions) or email [ce\\_online@ada.org](mailto:ce_online@ada.org). ■

—solanak@ada.org



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Dental Equipment Service at the Speed of Need.

# Helping patients breathe better

Photos by EZ Event Photography

BY KIMBER SOLANA

Healthier children. Partners who stopped snoring moving back into the bedroom. Patients who are more productive at work. And people who no longer drive home tired at night.

Dentists practicing dental sleep medicine can expect thanks for all of the above.

Sleep-related breathing disorders — the disruption in airflow through the upper airway — can also potentially decrease a person's life by 15 years, said Dr. Ken Berley, one of the speakers at the ADA Dental Sleep Medicine Conference (4113) Wednesday.

"This is serious," said Dr. Berley. "You can save your patients' lives."

In collaboration with the ADA Council on Dental Practice, the conference drew about 100 dentists and dental team members on Wednesday — the first day of the two-day conference, where attendees earn 14 hours of continuing education credits.

Airway problems can increase the likelihood of depression, stroke, heart failure, severe obesity, drug-resistant hypertension, coronary artery disease and Type 2 diabetes, said Dr. Steve Carstensen, the Washington state-based cofounder of Premier Sleep Associates, a dental practice dedicated to treating obstructive sleep apnea and snoring, and conference speaker.

The American Academy of Dental Sleep Medicine estimates that about 30 million adults in the U.S. have obstructive sleep apnea, making dental sleep medicine one of the hot topics at this year's ADA FDI World Dental Congress. Dr. Berley added that chronic sleep disorder costs Americans \$20 billion a year in expenses and \$100 billion a year in lost productivity.

Participants, on the first day, heard leading experts in dental sleep medicine explain the reasons people have sleep-related breathing disorders, how to screen and test for it, its risk factors and each point in the ADA policy statement on sleep-related breathing disorders while supporting practical wisdom



**Classroom learning:** Drs. Ubonwan Saeling, left, and Earl Bogrow take notes during the ADA Dental Sleep Medicine Conference Wednesday.



**Talking sleep:** Drs. Ken Berley, left, and Steve Carstensen discuss sleep-related breathing disorder during the first day of the two-day conference.

and the latest in medical science, professional guidelines and protocols.

In 2017, the ADA House of Delegates had approved a policy statement addressing dentistry's role in sleep-related breathing disorders. The adopted policy emphasizes that

"dentists are the only health care provider with the knowledge and expertise to provide oral appliance therapy."

During the conference, Drs. Berley and Carstensen were joined by Glennine Varga, a sleep medicine coach and expert.

Ms. Varga told the audience that she believes dentists and dental teams need to be trained in identifying and managing sleep disorders and should collaborate with physicians on the best treatment plan.

"The most attractive thing with this conference is that the ADA is able to gather the best information on the topic and pass it

along efficiently to dentists," said Dr. Carol Anderson, of Brandt, South Dakota, and conference attendee.

Dr. Anderson, a former Wyoming Dental Association president, has been in practice for 25 years and said she's interested in implementing dental sleep medicine in her practice.

"I would definitely like to do it, but it's good to be familiar with all the aspects before jumping right in," she said. "It's a very important aspect of dentistry. We're talking about helping people breathe."

Dr. Berley, who is also a licensed attorney with over 22 years of legal experience and a member of the bar in Arkansas and Texas, discussed the legal ramifications of the ADA policy statement at the conference.

Dr. Carstensen said, despite the ADA policy, there's no rule dentists have to practice dental sleep medicine.

"The word they use is encourage," he said. "But once you learn about it, it's difficult to go back to your practice and not see it in your patient population because we're dentists and we want our patients to be healthier."

Key components of the 2017 policy include assessing a patient's risk for the disorder as part of a comprehensive medical and dental history and referring affected patients to appropriate physicians. In children, the dentist's recognition of suboptimal early craniofacial growth and development or other risk factors may lead to medical referral or orthodontic/orthopedic intervention to treat and/or prevent the disorders.

The policy also covers evaluating the appropriateness of oral appliance therapy as prescribed by a physician; recognizing and managing appliance side effects; continually updating dental sleep medicine knowledge and training; and communicating patients' treatment progress with the referring physician and other health care providers. ■

—solanak@ada.org

## Ahlstrom award winner's research supports ADA report on radiographic systems

BY MARY BETH VERSACI

An endodontist's evaluation of the American Dental Association's standards for radiographic systems has earned her the 2019 Robert H. Ahlstrom New Investigator Award for Dental Informatics Research.

Dr. Ashley Barrineau of Roanoke, Virginia, who recently completed her endodontics residency at the University of California, Los Angeles, School of Dentistry, presented her research Wednesday during the ADA Standards Committee on Dental Informatics meeting in San Francisco.

Through her research poster titled "Systematic Evaluation of Commercially Available Sensors Using Standardized Image Quality Parameters," Dr. Barrineau validated ADA SCDI Technical Report No. 1094, Quality Assurance for Digital Intra-Oral Radiographic Systems, by testing its recommendations on calibrating and adjusting a digital radiographic system to get the best quality image at the lowest possible radiation exposure to the patient.

"Given recent and justified public concern about radiation exposure from dental radiographic examinations, it is paramount that the appropriateness of radiographic exposures is justified," Dr. Barrineau said.

"This study validates ADA standards to improve patient health and allay patient apprehensiveness on the use of radiation in dental exams."

The Ahlstrom Award, which is named after the first chairman of the Standards Committee on Dental Informatics, highlights the crucial role dental informatics plays in dentistry. The winner receives a \$1,000 honorarium.

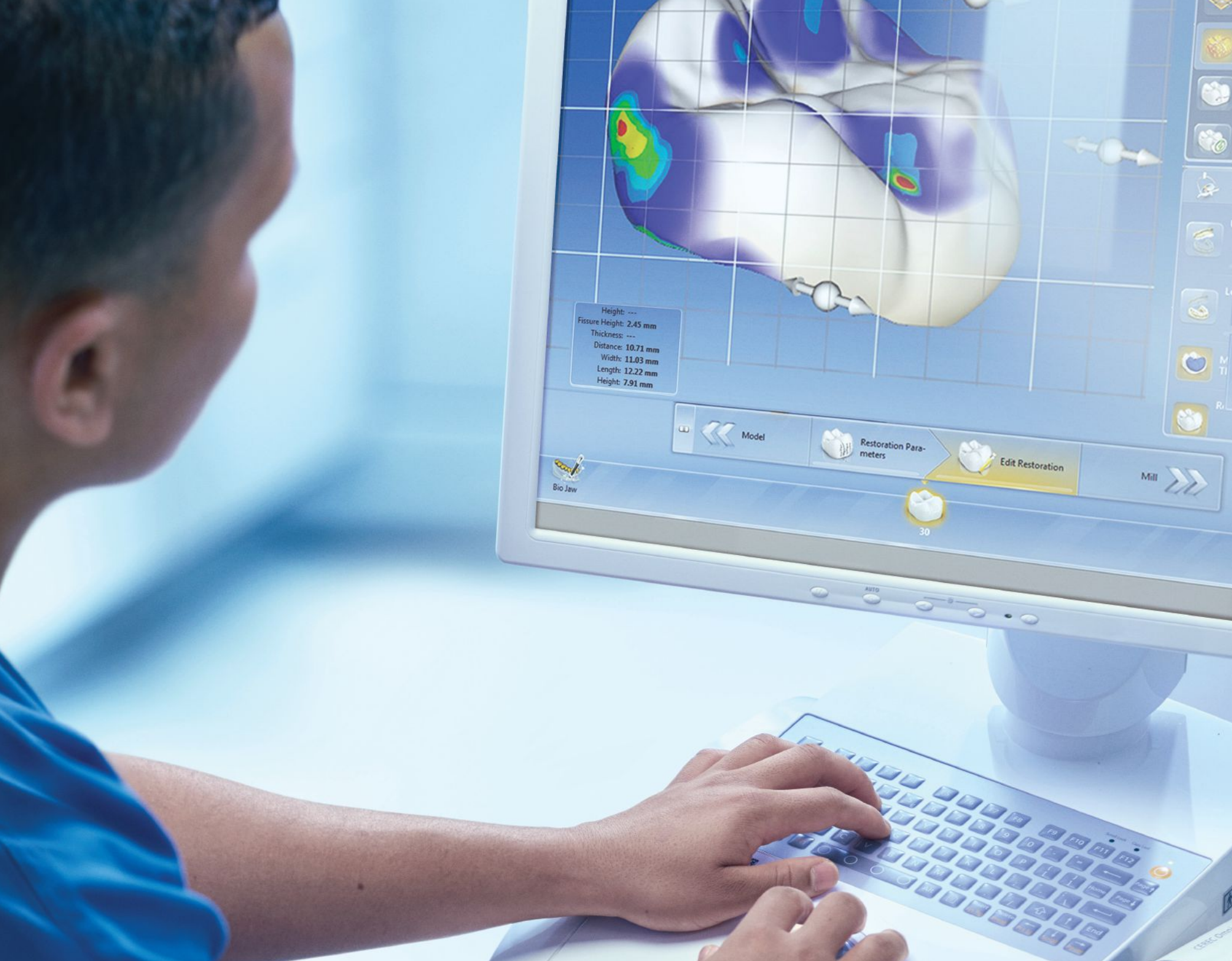
Dr. Barrineau thanked her research advisers Drs. Sanjay Mallya, associate professor and chair of the UCLA Section of Oral and Maxillofacial Radiology, and Peter Mah, president of Dental Imaging Consultants, for their mentorship and Dr. Nadia Chugal, clinical professor and chair of the UCLA Section of Endodontics, for her support during residency training.

"I am grateful and honored to have received the 2019 Ahlstrom Award and to have our hard work and exciting research recognized," Dr. Barrineau said. "I am inspired to continue to strive for the pursuit of dental excellence to benefit both patients and practitioners alike." ■

—versacim@ada.org



**Award winner:** Dr. Ashley Barrineau, right, accepts the 2019 Robert H. Ahlstrom New Investigator Award for Dental Informatics Research Wednesday for her evaluation of the ADA's standards for radiographic systems from Dr. Richard A. Huot, ADA first vice president.



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\*American Dental Association study, 2007



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**-Dr. Katherine Staniek, DMD**



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**-Richard Stiles, DDS**

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Odyssey Micro Wireless LED  
Giveaway**



(Exclusions apply. See SurgiTel representative for more details. Valid only at ADA 2019.)