### **American Dental Association**

### **ADACommons**

**ADA News** 

**ADA Products and Publications** 

2019

### ADA News Convention Daily - 2019 Day 4

American Dental Association, Publishing Division

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

Part of the Business and Corporate Communications Commons, Dentistry Commons, and the History of Science, Technology, and Medicine Commons

#### **Recommended Citation**

American Dental Association, Publishing Division, "ADA News Convention Daily - 2019 Day 4" (2019). *ADA News*. 457.

https://commons.ada.org/adanews/457

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



## **OFFICIAL SHOW DAILY OF THE MEETING**



Course discussed importance of vaccine

SEPTEMBER 7, 2019



Speaker election Voting is Monday at House of Delegates



Alliance of the ADA New president strives to continue legacy of leadership





Join us on Facebook: American Dental Association

YouTube

Follow us on Twitter @ADANews

Earn points with ADA Preferred Rewards Visa Signature Card

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. Members who use the credit card from U.S. Bank for their hotel stays can earn 3x bonus points. In addition, cardholders can earn five reward points per \$1 spent on ADA purchases, minus

credits and returns. For more information call 1-888-327-2265 or visit adavisa.com. ■

# Mark Wahlberg shares passion for curbing opioid abuse

### **BY KIMBER SOLANA**

Oscar-nominated actor and producer Mark Wahlberg has suffered the loss of friends from the opioid crisis.

"I've known people who you'd never think would ever be interested in any kind of drug use but had an accident or surgery and suddenly become addicted," he told the crowd Thursday during the Opening Ceremony and General Session of the ADA FDI World Congress.

"Nobody is immune to it. So anything that we can to do to raise awareness will hopefully create a solution," he said.

While best known for his film career, Mr. Wahlberg started the Mark Wahlberg Youth Foundation in 2001 to benefit inner-city

See WAHLBERG, Page 14



Keynote: Actor Mark Wahlberg discusses his Mark Wahlberg Youth Foundation Thursday during the Opening Ceremony and General Session.

### Officers elected, new trustees announced

### **BY DAVID BURGER**

The 2019 House of Delegates Friday declared elected Dr. Daniel J. Klemmedson as president-elect and Dr. Vincent U. Rapini as second vice president.

Both were uncontested in their candidacies.

Also announced as new trustees were Dr. Richard J. Rosato, 1st District; Dr. Craig Armstrong, 11th District; Dr. Terry Fiddler, 12th District; and Dr. Brett Kessler, 14th District.

Balloting for the contested office of speaker is scheduled for Monday. (See story, Page 6). All new officers and trustees will be installed Monday before the House of Delegates.

See ELECTED, Page 4

# Dr. Cole recounts a year of decisive ADA actions

# **TODAY** at a glance



- Shuttle service between Moscone and hotels, 7 a.m.-5 p.m.
- House Reference Committee hearings, staggered times, Marriott Marquis, Lower B2 Level.
- FDI General Assembly 2-5:30 p.m., Moscone West, Level 3.
- ADA Member Success Center, 9 a.m.-4 p.m., Moscone South, Exhibition Level, Booth 827.
- Attendee registration, 7 a.m.-4:30 p.m., Moscone North, Lobby.

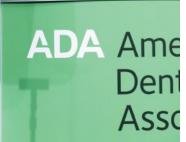
### **BY JUDY JAKUSH**

ADA President Jeffrey M. Cole promised the 2018 House of Delegates that the Association would "continue to take bold action on issues that impact our member dentists and our patients alike. We will address disruptions head-on and seek the most innovative ways to address our members' biggest con-

In his address to the 2019 House on Friday, he recalled those words and recounted the ADA's achievements during his tenure. He talked about disruption, a topic he had addressed the day before during a panel discussion at the Moscone Convention Center. He noted that the Board of Trustees had "some difficult strategic discussions this year — disruption, consumerism,

See DR. COLE, Page 4





**Speech:** ADA President Jeffrey M. Cole addresses the House of Delegates Friday.



Interaction: Dr. Alexa Vitek-Hitchcock, right, learns about Surgitel from Tim Faircloth, a representative at the booth. The Exhibit Hall is open today from 9 a.m.-4 p.m.



# Saving for retirement may be easier than you think

With the ADA Members Retirement Program

Even though retirement may be years away, the sooner you start saving, the easier it will likely be. That's because with a special ADA members-only benefit, you can potentially accumulate assets, any gains are tax-deferred — and you can even save on your current taxes!

### Visit our booth #838 to learn more about your member benefits! Plus...

- Meet Kenneth Kozlowski CFP®, CLU, ChFC, FMG Chief Investment Officer
- Get one-on-one assistance from our retirement savings specialists
- Enjoy complimentary refreshments and giveaways

Make sure you get your complimentary consultation, too — to make sure your retirement is on track.

Contact a retirement program specialist at (800) 523-1125 for a free consultation today. It is part of your member benefit.



### Scan to learn more.

The ADA Members Retirement Program (Contract Form #5108) is funded by a group variable annuity contract issued and distributed by AXA Equitable Life Insurance Company (New York, NY 10104, 212-314-4600).

"AXA" is the brand name for the AXA Equitable Financial Services, LLC family of companies, including AXA Equitable Life Insurance Company. The obligations of AXA Equitable Life Insurance Company are backed solely by their claims-paying ability.

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





## CE course highlights oral health community's role in HPV vaccinations

#### BY KIMBER SOLANA

Sometimes, all it takes is a poster.

"Data shows that if we put a little poster about [human papillomavirus], its association with oral cancer and about the HPV vaccine in our waiting rooms, that on its own has the ability to help start the conversation when the patient sits on the dental chair," said Dr. Alessandro Villa, of the Harvard School of Dental Medicine and Brigham and Women's Hospital.

It's among the ways dentists can play a role in screening for oral cancer in patients and to encourage them to get the HPV vaccine, said Dr. Villa, who presented the continuing education course on HPV Vaccination and the Oral Health Care Community to about 90 attendees Friday.

Considering there are more than 34,000 new HPV-related cancer diagnoses made every year in the U.S. — with oral cancer the most prevalent cancer caused by HPV infection — health care providers, including dentists, have a big part to play.

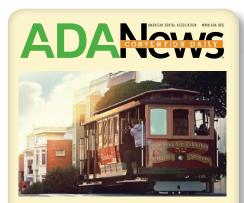
"Last year, only 51% completed all the required doses for the HPV vaccine," Dr. Villa said. "So there is still a lot of work to be done."

Part of this work is to follow a policy the ADA adopted in 2018 that urges dentists to support the use and administration of the HPV vaccine, recognizing it as a way to help prevent infection of the types of HPV associated with oropharyngeal cancer.

The vaccine could prevent nearly 90% of HPV-related cancers in the U.S.

"Us as providers, including pediatricians and primary care physicians, do not recommend this vaccine," Dr. Villa said, adding that needs to change. "But data shows, as dental providers, we are willing to incorporate HPV in the discussions with our patients."

Dr. Villa encouraged dentists to routinely look for signs and symptoms of HPV-associated oropharyngeal carcinoma in the patients through extraoral examinations.



Saturday, September 7, 2019 Volume 29, Number 4

Published daily September 4 through September 7 during the ADA FDI World Dental Congress in San Francisco.

The ADA News Convention Daily office is located in Room 56, Moscone Convention Center South, 747 Howard Street, San Francisco, CA 94103; phone 1-415-978-3630; email adanews@ada.org.

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



Education: Dr. Alessandro Villa discusses the importance of human papillomavirus vaccines Friday.

#### **Attendance** GRAND TOTAL 30,435 Dental Team Related Break down Break down US Member U.S Dental Business Break down 7,745 Assistants U.S. Member 492 U.S. Dental Dealers 144 Intl Dental Business U.S. Non-member 161 Intl. Dental Dealers 312 Assistants U.S. Non-member 997 Intl. Non-member U.S. Guests 3,172 U.S. Dental Assistants 4,017 Intl. Member 221 Intl. Guests 955 Intl. Dental Assistants U.S. Children (under Intl. Non-member 1,275 Dental Assistant 339 Students Intl. Children (under U.S. Dental Hygienists 2,228 18 years) Intl. Dental Hygienists Alliance 113 Dental Hygienist State and Local Staff 292 U.S. Exhibitors 4,624 Intl. Exhibitors 383 Intl. Lab Technicians Official Contractors **ADA Staff** 169

### Beyes The Next Standard

### **ADA EXCLUSIVES!**

### **Booth 1830**

Only Valid During the Show

### AirLight® M800 Plus LED High Speed Handpiece

- Direct LED
- Built-in Generator
- Triple Spray
- 23W of Torque
- Ceramic Ball Bearings
- 1 Year Warranty

### Compatible with:

Beyes®, Star®, NSK®, 4-Hole, W&H®, Kavo®

Reg. \$498/ea

3 for \$1000 Net = \$333.33/ea



### Maxso® M200E

Economy High Speed Handpiece

- Single Spray
- 22W of Torque
- Low Turbine Noise
- No Swivel
- Stainless Steel **Ball Bearings**
- 6 Month Warranty

Compatible with: Midwest® 4-Hole



**Buy 5 Get 1 FREE** Net = \$88.33/ea

### AirLight® M800X

Premium LED High Speed Handpiece

- Instant Stop
- German Caging • Slip-Proof Coating
- Extra Quiet X-Ball Bearings
- Direct LED Built-in Generator Quattro Spray
- 27W of Torque
- 25 Month Warranty

Compatible with: Beyes®, Star®, NSK®, Kavo®

+ 60 Diamond Burs'

Reg. \$1,198/ea

2

### **Get FREE** Buy 1 EZ-Swivel® Coupler

\$315.94

Reg. \$502/pk Sale: \$399/pk

Value

Maxso® Low Speed Package \$578.94 + 60 Diamond Burs'



### Maxso<sup>®</sup> Low Speed Package

Push-Button Contra Angle



Straight Nose Cone





1 Year Warranty

### Slimax-C Plus®

LED Light Curing System

- 5-Second Curing
- 2000 mW/cm ± 10% • Built-in Digital Radiometer
- Cordless Design
- Rechargeable Samsung Battery
- Up to 850 Cures per Charge
- Solid Aluminum Body • 1 Year Warranty





Reg. \$598/ea

**Buy 1 Get 1 FREE** Net = \$299/ea

### Maxso® X99L

Electric Contra Angle Handpiece

- 1:5 Ratio
- Anti-Heat System
- Quattro Spray
- Ceramic Ball Bearings
- Fiber-optic
- 1 Year Warranty

### Compatible with **Electric Motors:** NSK®, Kavo®, W&H®,

Brasseler®, Star® Midwest®, Bien-Air®

Reg. \$944/ea

Buy 1 Get 2<sup>nd</sup> 50%OFF Net = \$708/ea

### Maxso® E600

Electric Micromotor System

Powerful: 3.0 Ncm of torque

Steady: Rotation speed of 2,000-40,000 min-1

Smooth: No vibrations **Durable:** Autoclavable

Easy Install: Simply mount and connect Reliable: 25 month warranty

Reg. \$1,598/ea

Promo 1: 1 E600 System

+ 1 X99L Handpiece (Value: \$2,542)

Sale: 1,999 Savings of: \$543

Promo 2: 1 E600 System

+ 2 X99L Handpieces (Value: \$3,486)

Sale: 2,599 Savings of: \$887

Beyes Dental Canada Inc. 23-595 Middlefield Rd., Toronto, ON, M1V 3S2, Canada | T: 1-855.603.1888 | E: order@beyes.ca | www.beyes.ca

## **Elected**

Continued from Page 1

Here are brief biographies of new officers and trustees:

- Dr. Klemmedson will succeed Dr. Chad P. Gehani as ADA president when the House meets in Orlando in October 2020. Before being chosen as president-elect, Dr. Klemmedson was trustee for the 14th District and an ADA delegate. He is a past president of the Arizona Dental Association, the Southern Arizona Dental Society, the Western Society of Oral and Maxillofacial Surgeons and the Arizona Society of Oral and Maxillofacial Surgeons. He was named Dentist of the Year and received the Hall of Fame Service award from the Arizona Dental Association. In 2018, he received the Gerald E. Hanson Outstanding Service Award from the Oral and Maxillofacial Surgery Foundation. He graduated from the University of Southern California and also earned his medical degree at the USC School of Medicine.
- Dr. Rapini, of St. Louis, will automatically become the first vice president in October 2020. Dr. Rapini served as an ADA delegate from 2011-19. In addition to being a past president of the Missouri Dental Association and the Greater St. Louis Dental Society, he has been a fellow with the American College of Dentists, International College of Dentists and Pierre Fauchard Academy. A gradu-



Dr. Klemmedson





School of Dentistry, Dr. Rapini is currently a clinical assistant professor in the department of clinical dentistry at the Southern Illinois University School of Dental Medicine.

- Dr. Rosato is an oral and maxillofacial surgeon practicing in Concord and Peterborough, New Hampshire. Dr. Rosato has held a number of leadership positions within the ADA. He has served as chair of the ADA Council on Ethics, Bylaws and Judicial Affairs as well as the ADA Election Commission. Dr. Rosato has previously served as president of the New Hampshire Dental Society and the New Hampshire Oral and Maxillofacial Surgery Society.
- Dr. Armstrong, is a dentist practicing in Houston. Dr. Armstrong has held a number of leadership positions within the ADA. Since 2002, he has been an alternate delegate and delegate in the ADA House of Delegates. He was also chair of an ADA Reference Committee in 2015. In 2015, Dr. Armstrong was the





Dental Society in 2004 and the Texas Acad-

kansas, has served on the House of Dele-

gates for more than two decades and was

chair of the ADA Council on Communi-

cations. Dr. Fiddler has also served as the

president of Arkansas State Dental Associa-

tion, and he founded the Arkansas Foren-

sic Identification Team and the Arkansas

State Dental Association Peer Review. He

has received fellowships from the American

College of Dentistry, the International Col-

• Dr. Fiddler is a dentist in Conway, Ar-

emy of General Dentistry in 2010.





president of the Texas Dental Association and lege of Dentistry and the Pierre Fauchard also the president of the Greater Houston

> • Dr. Kessler, a general dentist practicing in Denver, has served as a delegate in the ADA's House of Delegates since 2008 and has been a consultant to the Council on Dental Practice's Health and Well-Being Advisory Committee since 2007. In 2010, Dr. Kessler received the ADA's Golden Apple Award for outstanding leadership in mentoring. He most recently served as the vice chair of the Council on Dental Benefit Programs. Dr. Kessler is also a past president of the Colorado Dental Association.

> > —burgerd@ada.org

# Dr. Cole

Continued from Page 1

student debt and inclusion."

Highlights of the year he listed include:

- The ADA and the American Student Dental Association boards examined ways to further collaborate as organizations.
- With bipartisan support, the Action for Dental Health Act was signed into law in December 2018.
- For the first time ever, there are ADAbacked bipartisan bills in both the House and the Senate to repeal the antitrust exemption of the McCarran-Ferguson Act.
- The ADA filed a citizens' petition with the Food and Drug Administration describing how patients have been harmed because of the dispensing of orthodontic aligners outside of the "by prescription only" model.
- The Association filed a complaint with the Federal Trade Commission's Bureau of Consumer Protection, raising concerns over aspects of SmileDirect Club's marketing and direct-to-consumer sales of plastic teeth aligners.

The work on these issues was new in some cases, and in others a continuation of ongoing efforts. After taking office, he said the Board looked at the challenges of a changing world and the ADA's place in it.

The group of ADA leaders considered "the advances of science and technology and most importantly the consumer experience around those advances, the CX as it has been termed by business experts," the president told the assembled delegates. "The consumer experience, and not just technological advancement, is the true deciding factor between success and failure in a disruptive environment and marketplace. We explored how we as the ADA could better serve our customers in a changing world — our customers being our members, our constituent societies, the public and our patients.

Another concept that helped the group plan for the future was lateral thinking, finding solutions through efforts that may be seemingly unrelated. "Lateral thinking is discovering solutions that deviate from convention," he said.

With that background of discussion, the Board adopted the next five-year strategic plan.

"This plan, Common Ground 2025 will ensure that the ADA remains relevant to members, remains relevant as the voice of the profession representing the vast majority of dentists, remains relevant as the trusted source of information, remains relevant through financial sustainability, and remains relevant as it benefits both our members AND the public," Dr. Cole said.

The Association's efforts on opioid issues was also the focus of action this year. Meetings with top government officials covered dentistry's role in finding solutions to the opioid crisis. Dr. Cole spoke at the National Institutes of Health to a group of more than 500 scientists, researchers and individuals in the recovery space. "They wanted me to explain why the American Dental Association was the first health care organization to stand up and advocate for solutions to the opioid crisis when other health care organizations would not," he said. "It was the courage and leadership of our Council on Governmental Affairs, our Board of Trustees, and this House of Delegates that made it happen. Following accolades about the ADA and our profession from the director of the National Institute of Dental and Craniofacial Research, I was honored to explain how in a most personal and professional way our organization stepped up and did the right thing. That was one of my proudest moments representing this profession. Thank you all for your courage!'

He closed his speech by focusing once again on a call for bold action on issues that affect members and patients. "As leaders, we are charged with ensuring a positive future — not for maintaining the status quo — but for building and shaping a most positive fu-

"Together we can deliver that bright future I have talked about.

"Together, we can take bold action despite the risks.

"Thank you for the opportunity to serve you as your president and thank you for the chance to allow me to make a difference," he concluded.

—jakushj@ada.org



Sunshine state: Next year's ADA annual meeting will be held in Orlando. From left, Ann White, Visit Orlando ambassador; Dr. Stephen Perez, of Clearwater, Fla.; and Dr. Yvette Godet, of Gainesville, Fla., man the Orlando 2020 booth Friday.



Congratulations: Dr. George Hucal, of San Antonio, Texas, was Friday's winner of an iPad from BMO Harris Bank. BMO Harris Bank is the only endorsed practice lender for ADA members and provides practice loans to start, expand or remodel dental practices.

# Find Seal-accepted products at ADA FDI World Dental Congress

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 543.
- 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. ■

# Get 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. ■

# Train dentists, dental team to be HIPAA-compliant

The ADA Practical Guide to HIPAA Training, available at the ADA FDI World Dental Congress, is a learning tool for the entire dental team.

Two videos — one for staff and one for management — help everyone contribute to compliance with the Health Insurance Portability and Accountability Act.

The Level 1 video teaches HIPAA basics to the dental team, defining key terms and components of HIPAA compliance, giving examples of common HIPAA violations and helping staff understand why compliance — as well as their active participation in maintaining it — are so important.

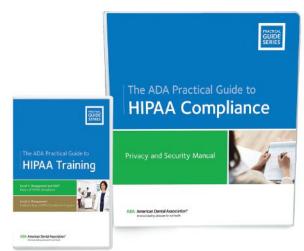
The Level 2 video is a more in-depth module for managers who are developing

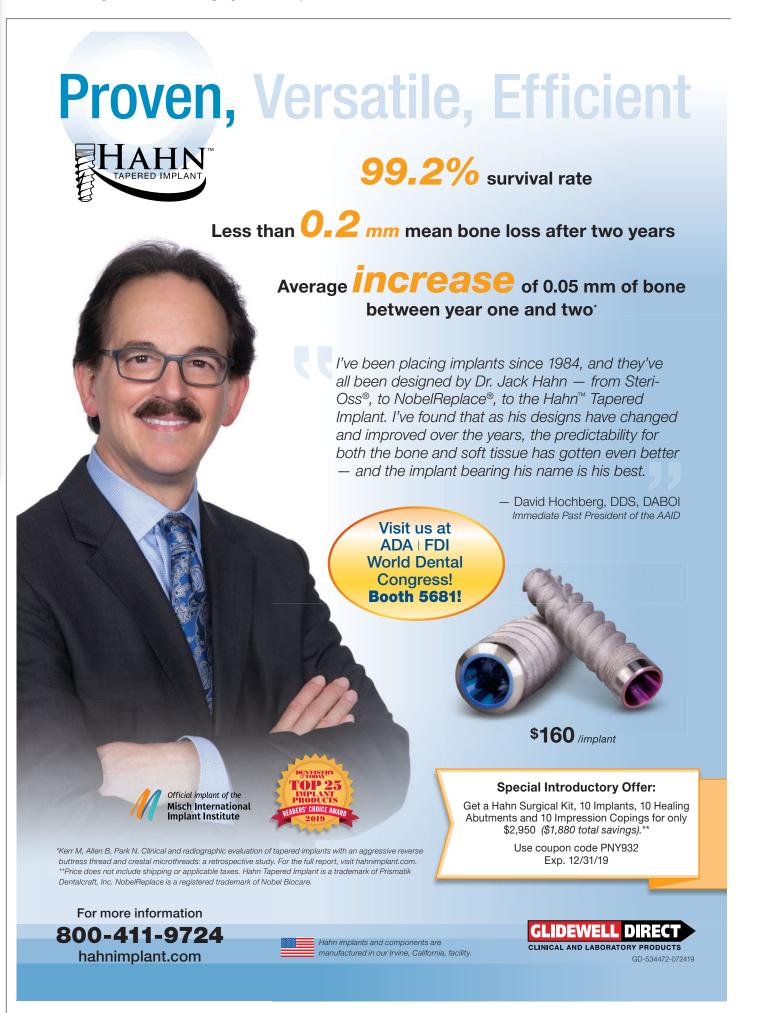
their practice's HIPAA program in conjunction with the ADA Practical Guide to HIPAA Compliance.

In addition to providing a HIPAA overview, Level 2 breaks down the implementation of a HIPAA compliance program into manageable steps.

To order, visit the ADA Catalog in the Member Success Center (Moscone North and South Exhibition Level, Booth 827). The tool is also available online at ADAcatalog.org.

When ordering online, save 15% by using promo code 19127 by Nov. 8. ■





# Six seek to succeed ADA speaker

### BY KIMBER SOLANA

The ADA House of Delegates will elect a new speaker at its annual meeting during the ADA FDI World ELECTIONS Dental Congress to replace outgoing Speaker Glen D. Hall, of Abilene, Texas, whose second term will end in September.



Per ADA Bylaws, the speaker may hold the office for two consecutive three-year terms.

Voting will take place Monday.

Each candidate's curriculum vitae was provided to members of the ADA House of Delegates in the candidates information webpage on ADA.org.

Brief biographies of each candidate follow (in alphabetical order):

### **Dr. David C. Anderson**

Dr. David C. Anderson, a periodontist in Burke, Virginia, is a past speaker, parliamentarian and president of the Virginia Dental Association. He currently serves as parliamentarian for the American Academy of Periodontology and is a member of the Northern Virginia Dental Society Board of Directors.

Dr. Anderson's additional experience includes serving in numerous committees and leadership roles at various levels of organized dentistry, including the ADA Council on Communications, which he chaired in 2004, and as president of the Northern Virginia Dental Society. Dr. Anderson is a 1974 graduate of Virginia Commonwealth University School of Dentistry and earned his periodontics certification in 1976 at Fairleigh Dickson University.

### Dr. W. Mark Donald





Dr. Anderson



Dr. Donald





Dr. Peskin

Dr. Peters

Louisville, Mississippi, has served as speaker, president and as an ADA delegate with the Mississippi Dental Association. In addition, he served as speaker and president with the Academy of General Dentistry and as president of the Academy of General Dentistry Foundation.

Other experience includes serving as a member of the ADA Council on Dental Practice in 2018; as chair, vice chair, secretary/treasurer and parliamentarian of the ADA 5th District; and as Mississippi Mission of Mercy Project chair in 2011, 2013 and 2019. Dr. Donald is a 1988 graduate of the University of Mississippi School of Dentistry where he has also taught as an adjunct faculty since 2015.

### Dr. Alan L. Felsenfeld

Dr. Alan L. Felsenfeld, an oral and maxillofacial surgeon at the UCLA School of Den-Dr. W. Mark Donald, a general dentist in tistry, is a past speaker and parliamentarian





Dr. Gounardes

of the California Dental Association. He also served as parliamentarian and meeting educator for many dental and educational groups.

In addition, Dr. Felsenfeld has additional professional organization experience in dentistry including as chair of the ADA Commission on Continuing Education Provider Recognition, ADA delegate, district representative who acts as a sergeant-at-arms when called upon by the ADA speaker and as president or board member of numerous dental societies. Dr. Felsenfeld earned his dental degree in 1974 from the University of California Los Angeles and a certificate in oral and maxillofacial surgery from Chicago's Cook County Hospital in 1977.

#### **Dr. Steven Gounardes**

Dr. Steven Gounardes, a general dentist in Brooklyn, New York, currently serves as speaker and parliamentarian of the New York State Dental Association. He also served as a 2nd District trustee on the ADA Board of Trustees from 2010-14 and served as president of the New York State Dental Association in 2007.

Dr. Gounardes' additional experience includes serving as chair for various ADA committees including the ADA Budget and Finance Committee, ADA Diversity and Inclusion Committee and the ADA State Public Affairs Committee. Dr. Gounardes is a 1984 graduate of New York University College of Dentistry and currently serves as

program director of the Woodhull Medical Center in Brooklyn.

### **Dr. Robert M. Peskin**

Dr. Robert M. Peskin, a general dentist and dental anesthesiologist in Garden City, New York, is a past speaker (2009-15), parliamentarian and governor of the New York State Dental Association. He also served as director and speaker (2005-15) for the American Dental Society of Anesthesiology and served as Nassau County Dental Society president.

Dr. Peskin was an ADA Council on Dental Education and Licensure member, chairing its Anesthesiology Committee. He served as director of the American Institute of Parliamentarians and is currently its secretary. A 1977 graduate from State University of New York at Stony Brook School of Dental Medicine, he completed general practice and dental anesthesiology residencies at Long Island Jewish Medical Center.

#### **Dr. Debra Schmit Peters**

Dr. Debra Schmit Peters, a general dentist in Grand Rapids, Michigan, is a past speaker of the house and immediate past president of the Michigan Dental Association. She also served as president, vice president and secretary/treasurer of the West Michigan District Dental Society.

Dr. Peters' additional experience includes serving in various committees and leadership roles in organized dentistry, including the ADA Council on Membership from 2003-07 (chair 2006-07) and currently serving on the Executive Committee and Executive Director Evaluation Committee of the Michigan Dental Association. Dr. Peters is a 1993 graduate of the University of Michigan School of Dentistry and was an adjunct faculty member at the Kalamazoo Valley Community College from 1994-96. ■

-solanak@ada.org

### Montana dentist parachutes into Normandy to reenact D-Day on historic anniversary

### **BY DAVID BURGER**

Normandy, France - Doing what no woman could have done in 1944, Dr. Annette Dusseau jumped out of a World War II plane June 5 over Normandy, commemorating the actions of the heroic paratroopers who spurred the Allies' epochal 1945 victory in Europe.

The Montana dentist and her husband, Shawn Modula, were among the more than 200 people from around the world who jumped out of World War II-era planes over what was once a French war zone to honor the D-Day invasion of June 6, 1944.

"I am still tingling," Dr. Dusseau said three weeks after the event, in which she wore a WWII paratrooper uniform replica and jumped from a Missoula C-47 plane, dubbed Miss Montana. Once owned by the Johnson Brothers Flying Service of Missoula for smokejumpers, the aircraft was built in 1944.

Jumping out of perfectly good airplanes is nothing new for Dr. Dusseau, who served as a U.S. Army dentist for 13 years and once underwent airborne training in Fort Benning, Georgia. It was at Fort Benning where she met her husband, who was an Army Special Forces commander at the time. He also donned a replica uniform and jumped out of the Miss Montana immediately after his wife.

The two of them run the Family Dental Clinic in Missoula.

"She's always game for stuff," Mr. Modu-



Togetherness: Dr. Annette Dusseau and her husband, Shawn Modula, smile in front of Miss Montana.

la said of his wife, who was deployed to Kuwait and Saudi Arabia during the first Gulf War. "She's a trooper."

The duo's special parachuting trip came about when their Montana neighbors told them about it in the spring of 2018. Knowing Dr. Dusseau and Mr. Modula's history, the neighbors had signed up for the mission and encouraged the two to apply, and to their delighted surprise, they were accepted.

Meanwhile, the Museum of Mountain Flying in Missoula began preparing the Miss Montana for flight after being dormant since 2003. The group in charge of the reenactment, Daks Over Normandy, was recruiting as many Da-

kota C-47 aircraft as possible to drop the volunteers inland beyond the shores of Omaha and Utah beaches — just as paratroopers had done in the hours before the land invasion.

"It was a very ambitious plan," Dr. Dusseau said. "There was an amazing amount of work to make ready to fly at all, let alone fly across the Atlantic. Most of the restoration work was done by volunteers, like rebuilding the engines."

It came down to the wire, but two weeks before the trans-Atlantic trip, the Miss Montana made it into the air for the first time in nearly two decades.

After leaving the dental practice in good

hands, Dr. Dusseau and her husband met the plane in Duxford, England, in early June. The 200 parachutists planned a practice jump as part of an airshow on June 4, but the weather was too inclement for a jump. The original D-Day was also delayed a day because of bad weather, Mr. Modula

But the next day the weather took a turn for the better, so the mission was back on.

"All of us parachutists were rigged up with our gear and walked along the flight line to our assigned aircraft," Dr. Dusseau said. "It was almost a quarter of a mile walk to Miss Montana on the flight line. The crowds were cheering and clapping. It was very moving."

The flight to Normandy took a little over two hours, and when they were 1,000 feet near the landing zone — near the site of the famed battle for Pegasus Bridge — the two jumped and landed in a barley field slightly off target. Dr. Dusseau crashed into a tree to avoid hitting the assembled crowd and their cars, but was uninjured. Mr. Modula remarked that as a home beer brewer, he was actually happy to land in barley.

"We got to meet some veterans of D-Day that were attending," Dr. Dusseau said. "Whenever you saw a crowd of people gathered, you knew there was a WWII veteran at its center. It was an honor to meet the true heroes of D-Day." ■



# 2019 ADA FDI Meeting Valid Sept. 4-7, 2019 • Booth #5471

# **BUY 1 BIODENTINE® 15 PACK + GET 1 SEPTOACCESSORIES KIT**



### **Biodentine®**

A resin-free and biocompatible dentin substitute **#01C0600** Biodentine 15 Pack

For vital pulp therapy, bulk-filling the cavity with Biodentine can make your procedure better:

- Similar mechanical properties as dentin allowing bulk filling<sup>1</sup>
- Pulp healing promotion: proven biocompatibility and bioactivity<sup>2</sup>
- Strong sealing properties reducing the risk of secondary caries 3,4

### Septo-Kit

Matrix retainer ring, 3 sizes of matrices, anatomic wedges, finishing & polishing discs with mandrel, and polishing wheels with mandrel

# BUY A DENTAPEN AND QUALIFY FOR A BUY 1 + GET 1 OFFER ON SEPTOCAINE®

(ARTICAINE HYDROCHLORIDE 4% AND EPINEPHRINE 1:100,000 AND 1:200,000 INJECTION)



### **Dentapen**

A cordless, effortless, and comfortable powered injector #01N6000 Dentapen Kit: Contains 1 Dentapen, 5 Finger Grips Syringe Style, 2 Finger Grips Pen Style, 7 Cartridge Holders, 3 Batteries and 25 Disposable Protective Sleeves

### Septocaine®

**#01A1400** Septocaine (Articaine Hydrochloride 4% and Epinephrine) 1:100,000 Injection

**#01A1200** Septocaine (Articaine Hydrochloride 4% and Epinephrine) 1:200,000 Injection

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, or fax to 717-560-3480. Questions about Septodont products? Call our friendly customer service reps at 800-872-8305 or visit 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) 2. Costa F, Sousa Gomes P, Fernandes MH. Osteogenic and Angiogenic Response to Calcium Silicate-based Endodontic Sealers. Journal of Endodontics. 2016. 3. Raskin A, Eschrich G, Dejou J, About I. InVitro microleakge of Biodentine as a dentin substitute compared to Fuji II LC in cervical lining restorations. Journal of Adhesive Dentistry. 2012. 4. Özgül BM, Tirali RE, Cehreli SB. Effect of Biodentine on secondary caries formation: An in vitro study. American Journal of Dentistry. 2016.



# Dr. Chad P. Gehani: Transforming the face of dentistry

Gehani arrived at the airport in Mumbai, India, in 1975, he had never even seen an airplane. Dr. Gehani was wearing a three-piece suit with a one-way ticket to New York City. He had a dental degree from the Government Dental College and Hospital Mumbai but no promise of any job in the United States — especially one in dentistry - and was leaving behind his parents, four siblings and the girlfriend who would ultimately become his wife, Dr. Rekha Gehani.

He knew a single soul in America; a former classmate who agreed to let Dr. Gehani sleep on his couch for three nights. After that, he was on his own.

The next day, Dr. Gehani found a job on Fifth Avenue and 28th Street as a cleaning man. He was paid \$3.75 an hour to unload trucks and clean the streets, warehouse and toilets.

Three months later, Dr. Gehani landed a job in hospital working as a dental assistant and began taking the national board of dental examinations, which started him down the path that would allow him to be recognized as a dentist in the United States. Nine months later, he was allowed to begin practicing dentistry. Dr. Gehani joined the American Dental Association in 1977, and five years after his plane landed, he became an American citizen.

"It was a matter of pride for me to be a member of the largest and most resourceful organization globally, not just in the United States," Dr. Gehani said. "Even in India, when I was a dental student, I didn't know that New York had snow. But I knew one thing: There is something called the American Dental Association. So it was a matter of pride for me to join. I called my father and said, 'I'm now an American citizen and now a member of the ADA.' He was very proud and actually said to me, 'I want to see you president of that association.' And of course in my mind that was not doable for me so I just laughed at him. That was not in my cards."

But, it was very much in the cards. Dr. Gehani will be installed as the 156th president of the ADA on Sept. 9 in ceremonies at the 2019 House of Delegates in San Francisco. He is the first internationally trained dentist and naturalized American citizen to be the president of the ADA.

The path to the ADA presidency was a long one. Thousands of miles geographically

hen 24-year-old Dr. Chad P. and perhaps even metaphorically, as it's not something Dr. Gehani ever dreamed could happen.

Dr. Gehani was born in Mumbai to a poor, Hindu refugee family. His father worked as an accountant, but the family could not afford to visit the one dentist in their area.

"Only rich people went to the dentist," Dr. Gehani said. "Poor people, like myself, if we had a toothache, we just stuffed the tooth with cotton soaked with eugenol and the pain subsided. Or, you could go to a street doctor and have the tooth pulled."

It was the unaffordability and inaccessibility to oral health care that prompted Dr. Gehani to pursue a career in dentistry. He enrolled in the Government Dental College and Hospital Mumbai, where he paid less than the equivalent to \$100 for four years for his education. The Indian government paid for more than 99% of his education. Dr. Gehani was always one of the top three students at the university.

After he graduated, Dr. Gehani worked more than 12 hours a day doing extractions in one of the local clinics. He would get to keep 25% of the fee for the extractions he was doing. At five rupees per extraction, Dr. Gehani was pocketing the equivalent of about 20 cents for each tooth he pulled.

"I wanted to go to the United States to further my education and make a decent living," Dr. Gehani said.

In 1965, the ADA House of Delegates declared a shortage of dentists in the U.S., Dr. Gehani said. In turn, the American government made it relatively easy for internationally trained dentists to immigrate to the United States. All it took for Dr. Gehani was a walk to the U.S. Consulate General in Mumbai and a \$25 application fee to set the process in motion.

Once in New York, Dr. Gehani had to take two national board exams, sit for a bench test and take a final clinical exam before his Indian dental degree would be recognized and he would be considered an American dentist. After that, he enrolled in the Columbia University College of Dental Medicine to specialize in endodontics.

"Endodontics was the field where I had my weakest training, and I like challenges," Dr. Gehani said. "In India, they teach you prosthetics and extractions very well. They did not teach us endodontics as it is practiced in the United States. So that was the field I

> wanted to learn so I could go back to India and teach endodontics there."

And he did. Dr. Gehani would travel up to five times a year - on his own dime - to Pakistan, India, Bangladesh and Sri Lanka to teach at various universities and offer dental services to the poor. At one point, in 1986, Dr. Gehani had a job offer in India to be the dean of the dental school, but his wife insisted they remain in the United States.

Dr. Gehani met Dr. Rekha Gehani while they both attended dental school in India. It was "love at first sight" he said, but she remained in India when he moved to the United States. Fifteen months later, in 1977, he had saved up enough money to return to Mumbai and bring her back to the U.S. They were married that year.

The Gehanis remained



Gehani family: Dr. Gehani, third from left, stands with his wife, children and their spouses, all of whom are medical professionals. From left is Biraj Patel, M.D., Dr. Kiren C. Gehani-Patel, Dr. Chad P. Gehani, Dr. Rekha C. Gehani, Vijal Gehani, Dr. Daniel C. Gehani, Neal C. Gehani, M.D., and Tejus Gehani, M.D., Ph.D.

both graduated from Columbia, the Gehanis went into private practice together; he as an endodontist and she as an orthodontist. They both taught part-time at Columbia, he for one year and she for 30. Dr. Gehani has also taught at the New York University College of Dentistry since 1982 as an assistant clinical professor, associate clinical professor and now as an adjunct associate professor. Dr. Rekha Gehani is currently the chair of orthodontics at Flushing Hospital Medical Center and Brookdale University Hospital for the residency programs.

The Gehanis are also both active in organized dentistry. Dr. Rekha Gehani is currently the chair of the ADA Council on Dental Education and Licensure.

"It's a lot of fun. We have a common interest so we have a lot of things to argue about and a lot of things to be very much concerned about," said Dr. Gehani, who added that his wife is his biggest and best critic.

Their passion for dentistry, and the health care field in general, was also passed down to their three children. Drs. Daniel Gehani and Kiren Gehani-Patel are orthodontists and Dr. Neal Gehani is an otolaryngologist. Their spouses are also all medical professionals. They've given the Gehanis five grandchildren with the sixth set to be born right after Dr. Gehani is installed as president in September.

Dr. Gehani was interviewed by Kelly Ganski, deputy editor for the ADA News, during the summer. Part I of the Q&A follows here.

ADA News: What are the three biggest issues facing the profession and the Association currently?

Dr. Gehani: The issues are different, yet very interconnected. For the profession, consumerism. Our patients look upon us as the providers of service. They look for convenience and cost effectiveness. The days of a dentist hanging a small sign in the window and patients coming to you by word of mouth are long gone. Web presence, long, convenient office hours and cheaper services are here to stay. Cybersecurity is another issue that we need to work on. Here's what happens in many cities. You go to your office, and you turn your computer on, and your computer is not giving you any information. You see a message from somebody telling you, you need to pay \$25,000 or else your computer is held hostage. And that's not limited just to dentistry, but that's business in general. But now there are dentists who are having a similar issue. The ADA has resources on the ADA Center for Professional Success website, Success.ADA.org, to help members protect themselves from cybersecurity scams. As far as issues facing the Association, the ADA must work tirelessly to be relevant to all dentists. Do our members and potential members see

us as the primary source of all dental information? Are we providing the same type service to our members that successful corporations provide to their customers? Are we accessible to our members at their fingertips on their cell phones both via a web service as well as a call center? Are we user friendly in granting membership benefits to our potential members? These are some of the issues that can be resolved with some time and investment of money. Having a business background, I would like us to work on this. The ADA must anticipate the needs of our members so that if a member has a problem that is new to them, the ADA is already prepared with answers. We have been struggling with membership. When I was on the Council on Membership, our market share was 71% and we were complaining and aimed to increase to 75%. We never got to that stage. The point I'm making is, we have always struggled on convincing our future members to join us. Why should we be struggling on that ground? If we have services that the dentists appreciate, wouldn't they be joining us on their own?

**ADA News:** Why are you a member of the Association? Why should a nonmember join?

Dr. Gehani: I am a member because we must have unity in our profession. United, we can overcome any obstacle. There are so many decisions being made by lawmakers every day, that our strong presence is almost mandatory. I tell all nonmembers that they must belong, so that not only do they benefit from the actions of the ADA, but so they can be a part of the ADA's policymaking process. There are so many benefits of being a member of the ADA, it's almost too long to list. Advocacy on behalf of our patients and our profession is the most important one. If it were not for the ADA, we would not be practicing independently the way we do it now.

**ADA News:** The future of the Association is its membership, and recruiting new dentists is a high priority. What would you like to see the ADA do?

Dr. Gehani: Let us think from the perspective of the new dentist. Do we want the new dentist to join us as a check-paying member or must we provide more? How do we gradually transfer ownership of the ADA to this next generation? I presume that we do want new dentists in a leadership role. I would like to see a blend of new dentists and seasoned dentists working together, with seasoned dentists slowly backing out into a mentorship role. Years ago, when I was president of the Queens County Dental Society, we gathered all the diverse dental associations and we had a great exchange of dialogue. These types of events we need more often to be inclusive.

This is an excerpt of a two-part interview that appeared in the Aug. 5 and 19 issues of the ADA News.



**Headed for America:** Dr. Gehani puts his arms around his parents at partners in life, education the airport in Mumbai, India, before he leaves for the United States in 1975. and profession. After they

# ADA supports Office for Civil Rights proposal to amend parts of Sec. 1557

BY JENNIFER GARVIN

Washington — The ADA announced its "strong support" Aug. 13 for the U.S. Department of Health and Human Services Office for Civil Rights' proposal to amend portions of the Section 1557 Final Rule.

Sec. 1557 is the provision of the Affordable Care Act that prohibits health care entities that receive federal financial assistance from discriminating on the basis of race, color, national origin, age, disability and sex. The final rule, which was implemented in 2016, applies to health care providers who receive certain funds through HHS, including Medicaid and the Children's Health Insurance Program, as well as providers who receive reimbursement for Medicare Part C (Medicare Advantage) plans, regardless of whether the plan reimburses the dentist or the patient.

According to OCR's proposal, the agency would, among other things, repeal the Sec. 1557 requirements for covered dental practices to post taglines in the top 15 non-English languages spoken in the state and notices of nondiscrimination, and would expand permissible use of audio-based interpretation services for individuals with limited English proficiency.

In a letter to OCR, the ADA said it "strongly supports nondiscrimination in health care and equal access to care for all patients without regard to race, color, national origin, sex, age, religion or disability," but noted ADA member dentists have reported "great difficulty" with complying with the rule.

"The time and cost associated with interpreting these regulations, printing these docu-



Dr. Cole

ments or altering existing publications and modifying websites to comply with these requirements has been significant for dental offices. We conservatively estimate the dental profession has spent \$240,450,000 on compliance to date," wrote ADA President Jeffrey M. Cole and Executive Di-

rector Kathleen T. O'Loughlin.

The ADA also noted that certain requirements are difficult to implement due to other overlapping requirements from the federal government and states and said the "multiple overlapping nature of the notices and taglines has diluted their impact to the extent that patients may disregard them."

The ADA also expressed concern about the requirement that the taglines be distributed in the top 15 non-English languages spoken in the dentist's state.

"The majority of dental offices are private, small businesses," Drs. Cole and O'Loughlin

wrote. "Given their small staff size, it would be more effective for them to concentrate on providing information in the language(s) other than English that are spoken among their patients or potential patient pool. This is widely variable across the country, with some dental offices never encountering patients who do not speak English while others may encounter patients who speak languages not listed in the state's top 15 spoken languages."

For more information, visit ADA.org/advocacy and search "1557." To read the full version of this story, visit ADA.org/adanews.

# Final Live-Patient Series to show less invasive sinus lift

### **BY MARY BETH VERSACI**

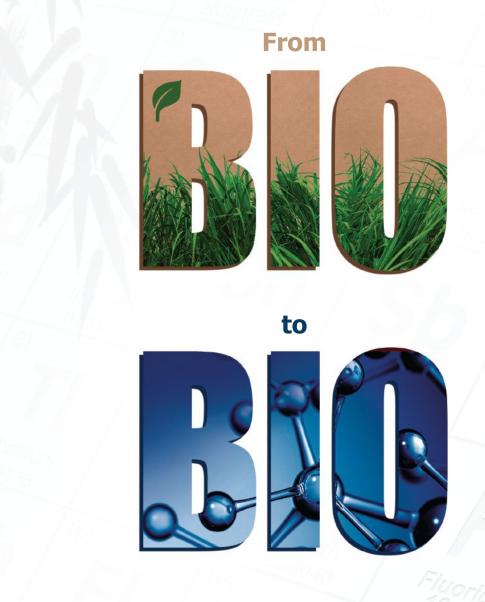
The Live-Patient Series concludes today with a look at a less invasive approach to elevating the sinus membrane for dental implant placement.

Minimally Invasive Crestal Approach Sinus Lift: A Live Event (7135) will be from 8:30-11 a.m.

Dr. Hyung-Jun Kong, a prosthodontist based in Winter Park, Florida, and clinical faculty at the University of Florida, and Dr. Thomas Yoon, the director of research and director of specialists at the LECOM School of Dental Medicine in Bradenton, Florida, will demonstrate the crestal approach to sinus lift surgery, which is less invasive than traditional approaches and minimizes the chance of sinus perforation.

The course will go over the basic anatomy of the maxillary sinus in relation to dental implant procedures, cases that can be performed using the Hiossen crestal approach to sinus lift surgery system, bone grafting material to use with sinus augmentation and the advantages of using the Hiossen system for minimally invasive sinus augmentation surgery

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



### **Discover the Future of Your Dental Practice**

Faced with the option between traditional dental products and Bio products, the choice is simple!

DirectaDentalGroup

DIRECTA topdental ORSING Parkell

Thank you for joining us at the 2019 ADA Meeting. For more information visit us at **directainc.com** and **parkell.com**.



# **China hosting 2020 FDI World Dental Congress**

FDI World Dental Federation will hold the 2020 FDI World Dental Congress in Shanghai Sept. 1-4, 2020.

FDI will host the 2020 Congress with the Chinese Stomatological Association.

"As president of the Chinese Stomatological Association, I am proud to host the 2020 FDI World Dental Congress in Shanghai," said Yu Guangyan, Ph.D., president of the Chinese Stomatological Association. "Together with FDI, our priority is to foster an environment for attendees to advance their professional and personal goals to strengthen the global oral health community as a whole."

The World Dental Congress is a flagship event for FDI, strengthening ties and fostering collaboration within the global oral health community. Held under the theme "Share vision, shape the future of oral health," the 2020 World Dental Congress offers a unique opportunity to meet with leaders within the oral health profession from around the globe. To advance the art and science of dentistry, this annual event delivers a cutting-edge scientific program, interactive forums and a dental exhibition attended by the most prominent figures in the dental industry.

The dental profession and the dental industry are essential partners in delivering oral health to populations around the world. Bridging the gap between the two is even more important today, as new materials and technology are developed to accommodate the latest treatment philosophies.

The dental exhibition offers an important opportunity for international manufacturers to enhance their visibility in the Asian dental market.

As they tour

the exhibition, attendees are also encouraged to visit the FDI booth (5925) to learn more about FDI's latest oral health projects, from Smile Around the World, which recently promoted good oral health among school-children in rural China, to reinforcing the link between oral health and healthy aging through the Oral Health for an Aging Population partnership.

At the FDI booth, located in the exhibition area, visitors are welcome to learn more

SHAPING THE FUTURE OF ORAL HEALTH

World Dental Congress
1-4 September 2020

Shanghai China

NATIONAL EXHIBITION & CONVENTION CENTER NECC

WWW.World-dental-congress.org

SHAPING THE FUTURE OF ORAL HEALTH

BEARLY-BIRD REGISTRATION
25 March 2020

1 FDIWorldDentalCongress

about FDI's oral health advocacy activities and browse FDI's recently released publications, which cover topics from the diagnosis and treatment of periodontal diseases to oral cancer.

Every element is in place to deliver an event that serves to strengthen ties among oral health professionals, industry innovators and committed stakeholders to raise the voice of the oral health community and advance the practice of dentistry worldwide.

# Dr. Kathryn Kell presents World Oral Health Day Award Winners

Outgoing FDI President Kathryn Kell recognized outstanding contributions to World Oral Health Day Thursday with a series of awards.

World Oral Health Day is organized by FDI World Dental Federation and is celebrated annually on March 20. Each year, FDI recognizes outstanding contributions to this global awareness campaign through the World Oral Health Day Awards.

The award winners contribute to the overall impact of the 2019 WOHD campaign, which hosted 456 events in 161 countries, engaged 700,000 people on social media and achieved a media reach of a record-breaking 2.8 billion people.

The following groups were the 2019 award recipients:

### Most Educational Activity

Czech Dental Chamber: The Czech Dental Chamber organized a number of events across Prague (28 different locations) to celebrate World Oral Health Day. Events took place in kindergartens, primary and grammar schools; secondary nursing schools and higher education nursing schools; at the General University Hospital in Prague; community centers; orphanages; and retirement homes.

### Best Media Campaign

Vietnam Odonto-Stomatology Association: The group organized free dental checkups and basic treatment for children in primary schools, as well as free dental checkups for members of the local community. The association's World Oral Health Day activities and celebration were featured prominently in the local media. Vietnam Odonto-Stomatology Association leadership were interviewed on television, and television stations were present at a large-scale World Oral Health Day celebration.

### Most Original Activity

HCCM Russia: On World Oral Health



**Winner:** The Czech Chamber is the recipient of a World Oral Health Day award for its educational campaign.

Day, HCCM Russia organized public events in Ekaterinburg to raise awareness about HIV/AIDS and its close relationship to oral health. Ekaterinburg has the highest rates of people living with HIV in the country — almost every 50th citizen in the city is infected with HIV, according to FDI. Special emphasis was given to recognizing the signs of HIV in the oral cavity and HIV-preventive measures.

### Best Social Media Campaign

Sudanese Association of Dental Students: The student dental association had a strong social media presence, especially on Facebook. A single post elicited 127 likes, 31 comments and 27 shares, with a potential reach of 7,643 people. The Sudanese Association of Dental Students Facebook page was updated regularly throughout the month of March to promote and report on their World Oral Health Day activities. The campaign had a significant impact: dental students examined, diagnosed and gave free treatment to approximately 250 members of the community.

Ready for next year's campaign? Find out about World Oral Health Day 2020 and how you can get involved by visiting worldoralhealthday.org.

### Dr. Gerhard Seeberger, new FDI president, talks of global future

# Q1: What are you most looking forward to as the new FDI president?

During my term as president, I want to guarantee dignity: dignity for dentistry as a medical profession at the service of the people; dignity for people and patients; and, finally, dignity for FDI and its members. The latter will be conferred to dentists only if they tirelessly engage for the betterment of our global society.

Q2: What are your priorities for the next two years?



Dr. Seeberger

My priorities are guided by FDI's  $2\ 0\ 1\ 8-2\ 0\ 2\ 0$ Strategic Plan and its three strategic focus areas: membership, vocacy and knowledge transfer. My favorite is ad-

vocacy, as there is a fundamental need for it.

Today we live in a weak, almost decadent, society whose decisional power has shifted from politics to economics. Considering that oral diseases are still the most prevalent ones in the world, we have a responsibility to diligently scrutinize conflicts of interest in dental and medical research and oral health policy. Leading the world to optimal oral health — the FDI vision — can only be achieved with the support of our corporate partners. Through transparent working relationships and addressing any potential conflicts of interest up front, we will ensure the best medical treatment and care for our pa-

# Q3: When did you join FDI, and what inspired you to become an active member?

I became involved with FDI in 2004 as the National Liaison Officer and President of the AIO Italian Dental Association. I was never looking for a certain FDI position. My colleagues trusted in what I was saying and doing, and their communities' needs were my strongest inspiration. Trust has been the reason for each position I've held at FDI since 2007, first as president of the European Regional Organization, and then as FDI Council member, speaker and president-elect.

# Q4: FDI's vision is "leading the world to optimal oral health." What does "optimal oral health" mean to you?

Optimal oral health is strongly linked, but not limited to, FDI's definition of oral health. The term optimal leaves room for interpretation and my humble, though subjective, interpretation is: oral health is optimal when it is part of a healthy person. Optimal is intrinsic, as there is no other kind.

# Course: How to get published in a dental journal

Publishing in the Dental Literature Workshop (7157) will review all aspects of publishing in dental journals, including types of publications, manuscript components and the peer-review process.

This workshop, scheduled for 12:30-2 p.m. today in Moscone Center South, Level 2, Room 202, will be facilitated by International Dental Journal Editor-in-Chief Prof. Ira Lamster and IDJ Associate Editors Liran Levin, Edward Lo and Mario Vettore. Attendees are eligible for 1.5 hours of continuing education credit.

Participants will increase their knowledge of the dental publishing landscape, including types of journals and types of manuscripts. They will also become familiar with the components of a research manuscript and how each component is prepared. Finally, participants will understand more about the peer-review process used by scientific journals.

The International Dental Journal is FDI World Dental Federation's primary scientific publication. Published every two months, the International Dental Journal features peer-reviewed articles relevant to oral health. The articles focus on practice-related research, international public health and interprofessional education and practice. The journal also publishes concise reviews that synthesize the state of the science on pertinent issues for oral health professionals.

The International Dental Journal offers open access to a select number of articles in each edition. The journal also publishes online supplements and virtual issues that are freely available.

# **New Alliance of the ADA president strives** to continue legacy of leadership, service

### BY MARY BETH VERSACI

Hartford, Wis. — When Susanne Espinosa joined the Alliance of the American Dental Association, she jumped right in, taking on the role of treasurer for the Student Spouse Alliance at Marquette University in Milwau-

Over the next eight years, Ms. Espinosa continued that precedent, serving as vice president and president of the Student Spouse Alliance and as the student spouse and new dentist spouse liaison on the national Alliance's Leadership Council.

Today, Ms. Espinosa will assume the role of president of the national Alliance, taking over for Sue Hadnot during the Alliance's Convention held in conjunction with the ADA FDI World Dental Congress.

"The Alliance has always been so beneficial to me that I wanted to be able to give back in any way that I could," Ms. Espinosa

She said her focus as president will be on capturing the "low-hanging fruit" - partners and spouses who are involved in organized dentistry but are not part of the Alliance because they do not know about the group or have misconceptions about what

"Dentistry provides a wonderful life for the family of the dentist, and we are uniquely situated to be able to provide support for the family," Ms. Espinosa said. "I really want to bring that to the forefront and help people to understand that yes, we're here, and we're important, and we are uniquely able to help the families of dentists in any

Having grown up in a politically engaged family, she also is passionate about the legislative advocacy work of the Alliance, and she has participated in two ADA Lobby Days.

"When I approach it from the aspect of being a small business owner in a community and how their decisions affect the family, it tends to connect with the legislators in a different way," said Ms. Espinosa, who has a bachelor's degree in international law

# All course 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.

## Save \$20 on ADA **CE** Online

Attendees can save \$20 on an ADA CE Online subscription if they subscribe at ADA FDI 2019. Subscribe at ebusiness. ada.org/education and use promo code "MEETINGNEWS19" to get a full year of CE for only \$99. ■



Ms. Espinosa

a Latin American studies minor from Brigham Young University in Utah. "I feel like that's something really unique that the Alliance brings."

While her husband, Dr. Ernesto

Espinosa, was in dental school, Ms. Espinosa joined the Alliance after being invited by the

and diplomacy with spouse of one of his classmates. During his four realistic idea of what it takes to be a business years of school, she served in her various executive roles and then moved on to her position on the Leadership Council after he graduated.

> The two co-own a private general dental practice in Wisconsin, and they have made it a family business, with all six of their kids working there at one point or another.

"We felt like it was really important for them to get to see what it takes to run a successful office, what it takes to be a successful dental professional, so that if that's something that they want to do, that they have a really

owner and a health professional, and a couple of them do want to be in the health field," Ms. Espinosa said.

She also enjoys traveling with her family, both for fun and for mission work, and at home, her volunteerism has led her to teach a high school Bible study early on weekday mornings during the school year. Her other pastimes include running and playing piano.

To join Ms. Espinosa and other spouses in the Alliance or to learn more about the organization, visit AllianceADA.org.



### RESOURCES

# Visit the FDI booth to pick up copies of our latest publications on oral health and dentistry

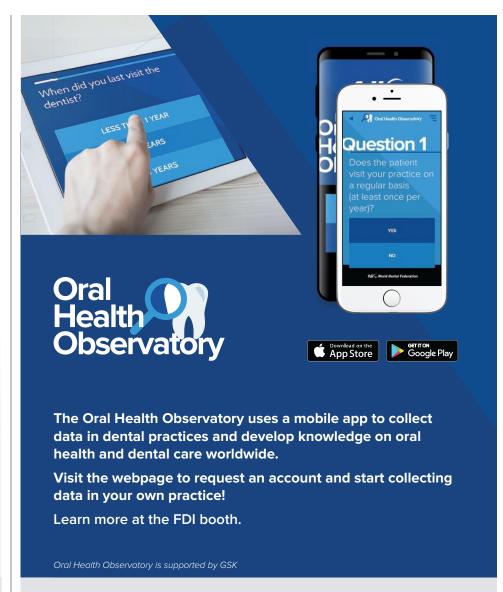
FDI's resources educate the public, inform oral health practitioners, and drive for policy change at the national and global level. Highlights include:



ALL PUBLICATIONS ARE FREELY AVAILABLE ON FDI WEBSITE

WWW.FDIWORLDDENTAL.ORG





WWW.FDIWORLDDENTAL.ORG







### **MEMBERSHIP**

Representing more than one million dentists worldwide, with a membership of close to 200 National Dental Associations and specialist groups in over 130 countries.



Leading global advocacy efforts to increase oral health literacy and achieve political commitment and action on oral health in all countries.

### **KNOWLEDGE TRANSFER**

Fostering best practices in oral health science and education, and sharing knowledge in preventive care and treatment to advance the art, science and practice of dentistry.

WWW.FDIWORLDDENTAL.ORG



# Leaders in evidence-based dentistry honored Thursday

#### BY MARY BETH VERSACI

Three individuals were celebrated Thursday for their work in evidence-based dentistry during the ADA Science Reception.

Established by the American Dental Association and American Association for Dental Research, the Evidence-Based Dentistry Faculty and Practice Awards acknowledge currently practicing dental educators and clinicians who have made significant contributions to implement and advance evidence-based dentistry in research, practice or education. The awards are supported by an unrestricted educational grant from Colgate.

The winners were selected by a committee composed of members of the ADA Council on Scientific Affairs Clinical Excellence Subcommittee, representation from the American Association for Dental Research and a nonvoting participant from Colgate. They received a commemorative plaque and \$1,000 honorarium.

## Evidence-Based Dentistry Accomplished Faculty Award

Dr. Analia Veitz-Keenan is a clinical professor in the department of oral and maxillofacial pathology, radiology and medicine at the New York University College of Dentistry, where she also is the director of evidence-based dentistry in the department of epidemiology and health promotion.

She trained in evidence-based practice at McMaster University in Ontario, Canada, and the Centre for Evidence-Based Dentistry in Oxford, England, and completed the ADA and Forsyth Institute course for evidence-based dentistry.

Dr. Veitz-Keenan, who has a general dental practice in Brooklyn, New York, presents nationally and internationally on evidence-based dentistry topics in education and implementation, and she also served as a critical summary reviewer for the ADA Center for Evidence-Based Dentistry. She regularly contributes to the journal Evidence-Based Dentistry and the Journal of Evidence-Based Dental Practice.

# Evidence-Based Dentistry Mid-Career Faculty Award

Dr. Joana Cunha-Cruz, Ph.D., a dentist and epidemiologist focused on researching inequities in oral health and health care, is a research associate professor in the department of oral health sciences at the University of Washington School of Dentistry, with a joint appointment in the School of Public Health

She teaches critical thinking and evidencebased practice methods and applications and serves as the dental school's curriculum lead for evidence-based dentistry, directing the integration of evidence-based practice and critical appraisal of literature in the dental curriculum across all academic years.

Dr. Cunha-Cruz has published several systematic reviews and critical appraisals of evidence, taught evidence-based dentistry courses, and used and generated new evidence through her research.

### Evidence-Based Dentistry Practice

A past president of the Ohio Dental Association, Dr. Thomas Paumier has been in private practice in Canton, Ohio, since 1988.

He co-authored the 2015 ADA evidence-

### Correction

The Sept. 6 Convention Daily incorrectly stated the title of Dr. Craig Ratner. Dr. Ratner was the chair of the ADA Council on Dental Practice in 2018.

based clinical practice guideline on the use of prophylactic antibiotics prior to dental procedures in patients with prosthetic joints, served on the voting panel for the 2016 American Academy of Orthopaedic Surgeons' "Appropriate Use Criteria for the Management of Patients with Orthopaedic Implants Undergoing Dental Procedures" and co-authored the ADA's upcoming "Evidence-Based Clinical Practice Guideline on Antibiotic Use for the Urgent Management of Pulpal- and Periapical-Related Dental Pain and Swelling."

Dr. Paumier serves on the faculty of the Mercy Medical Center's dental residency program in Canton. ■



**Celebrated:** From left, Drs. Joana Cunha-Cruz, Ph.D., Analia Veitz-Keenan and Thomas Paumier were honored at the ADA Science Reception Thursday.







Together: From left, FDI President Kathryn Kell and ADA President Jeffrey M. Cole welcome dentists and their guests during the ADA FDI World Dental Congress Opening Ceremony and General Session.

# Wahlberg

Continued from Page 1

children and teens. The foundation was established to raise and distribute funds to youth service and enrichment programs. The foundation also travels across the U.S. to spread awareness about the dangers of opioid abuse.

On Thursday, Mr. Wahlberg — on stage with ADA President Jeffrey M. Cole and outgoing FDI President Kathryn Kell — shared why he started the youth foundation, and how his upbringing in Boston and his hardearned fame has shaped and influenced the causes he champions.

"Every town, every city, every state across the country, we're losing people at a rapid rate," Mr. Wahlberg said. "It's a terrible epidemic."

His foundation's work in addressing the crisis, which includes the creation of the National Youth Summits on Opioid Awareness events targeting middle and high school students, made Mr. Wahlberg a fitting guest at the ADA FDI World Dental Congress.

The foundation's efforts align with the ADA's efforts in working with legislators, government agencies and other stakeholders to keep prescription opioid pain medications from becoming a source of harm. The Association adopted a 2018 policy that called for mandating continuing education and initial prescribing limits for opioids for dentists — becoming the first major health professional organization to do so.

The ADA policy also supports limiting the dose and duration of initial opioid prescriptions for acute pain and the use of state prescription drug monitoring programs. This was built on a 2016 ADA policy on the use of opioids, stating that dentists should consider nonsteroidal anti-inflammatory analgesics, or NSAIDS, as the first-line therapy for acute pain management.

"I just wanted to focus on the thing that was close to me, that affected me personally," said Mr. Wahlberg on why his foundation centers around youth and their wellbeing. "I couldn't ignore what was happening in my own backyard. There are a lot of kids out there not getting a fair shake."

Mr. Wahlberg's address capped off Thurs-

day's ADA FDI World Dental Congress Opening Ceremony and General Session, which was sponsored by Laurel Road. Prior to his keynote, the general session included a flag ceremony, celebrating the 135 countries present at this year's joint meeting.

Symbolizing a passing of the torch, the ceremony included a traditional medallion handoff from outgoing Dr. Kell to the incoming FDI president, Dr. Gerhard Seeberger, a native of Germany now living in Italy.

Dr. Cole also presented Dr. Mike Simpson, who serves in the U.S. House of Representatives representing Idaho's 2nd Congressional District, the Distinguished Service Award. The award recognized Rep. Simpson's efforts in Congress to improve oral health programs that benefit patients across the country, including leading efforts in Congress to help pass the Action for Dental Health Act.

In addition, ADA President-elect Chad P. Gehani honored Dr. Charles F. Craft with the ADA Humanitarian Award for his volunteer work around the globe. Dr. Craft founded the East Meets West Dental Program in Vietnam in 1996, treating more than 160,000 patients and providing more than \$30 million of free dental care.

Mr. Wahlberg, who came from a family of nine children, spent a lot of time in his youth in his local Boys and Girls Club of America. He credited his positive experience at the club for his success as an adult, which influenced his decision to create a foundation that specifically helps young people achieve their goals.

Despite the serious subject of addressing the opioid epidemic, there were plenty of moments of levity during Mr. Wahlberg's conversation with Drs. Cole and Kell.

Mr. Wahlberg revealed he has a dental spe cific nickname.

"People literally call me the Tooth Fairy," he said, due to his generosity in paying for others to resolve their dental issues.

Growing up poor, Mr. Wahlberg said there weren't many trips to the dentist in his youth. Today, that has changed.

"I'm a real big teeth guy. I have my bag with my toothbrush and floss backstage," he said, receiving a loud applause from the crowd.

"I actually have a teeth cleaning on Monday," he added. ■



Welcome: Alvssa Schaefer.



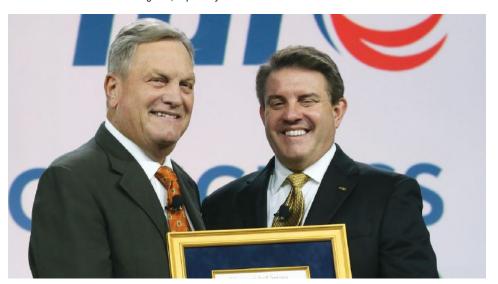
Laurel Road chief marketing of- Pride: Dentists from Canada were among the loudest during Thursday's ficer, introduces Mark Wahlberg. flag ceremony at the Opening Ceremony and General Session.



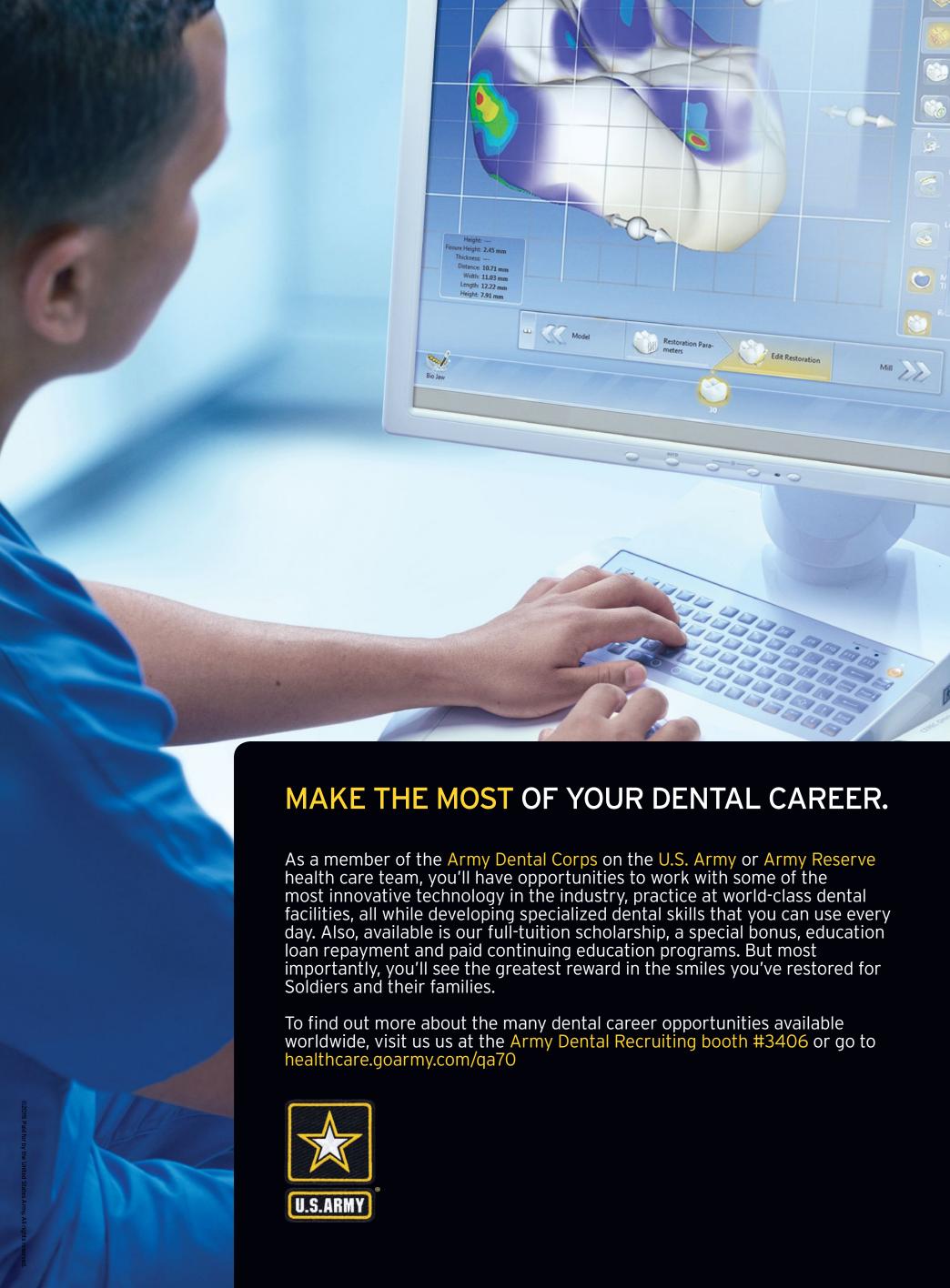
New president: Outgoing FDI President Kathryn Kell, right, hands off the medal to Dr. Gerhard Seeberger, incoming FDI president — symbolizing a passing of the torch. Dr. Seeberger, a native of Germany who now lives in Italy, will assume the role of FDI president this year.



Honor: ADA President-elect Chad P. Gehani, left, gives Dr. Charles F. Craft the ADA Humanitarian Award for his volunteer world around the globe, especially in Vietnam.

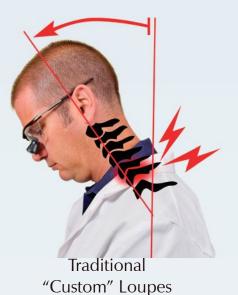


Service: U.S. Rep. Mike Simpson, left, receives the Distinguished Service Award from ADA President Jeffrey M. Cole. Dr. Simpson was recognized for his work in Congress to improve oral health programs.



# **Stop Neck Pain** with MultiPoint<sup>TM</sup> Ergonomics

Dangerous Head Tilt



Healthy Head Tilt



SurgiTel's
Ergonomically-Fitted Loupes

Two out of three dentists who retire early do so because of neck and lower back pain\*. SurgiTel loupes feature patented designs which reduce head tilt, so you can work in a safe and comfortable posture. Visit our booths to ensure a long-lasting, safe career NOW. \*American Dental Association study, 2007



"Shortly after school and residency training, I started getting neck pain and headaches. For a while I just took ibuprofen and it went away... One of my colleagues said that it might be the loupes I'm using ... My friend told me to check out SurgiTel ... Fast forward a year and a half later I contacted [SurgiTel] and my life has never been the same!"

-Dr.Katherine Staniek, DMD



... After a lengthy search and several trial periods with several sets of loupes from all of the major manufacturers, I found the SurgiTels to have the steepest viewing angle and the most customization options... Now I have the ability to keep my head level while working, making it much easier to maintain correct posture. That tense, uniquely dental shoulder-neck pain is a thing of the past!"

-Richard Stiles, DDS



Booths #1653 & #5971





# The Best in Clinical Lighting

### **Features of all SurgiTel LEDs**

- Best beam uniformity with patented optics
- Consistent beam pattern over working distance range
- Advanced lithium battery for consistent light output
- Excellent color rendering
- Adaptable to other loupes, frames or headbands

SurgiTel's Superior Beam Pattern and Enhanced Color Accuracy







Sunlight



Others' Extreme Cool, Blue Tinted LED

Stop by Booth #1653 or #5971 for a chance to win!

# FREE Odyssey Micro Wireless LED Giveaway



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