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2014

## ADA News Convention Daily - 2014 Day 2

American Dental Association, Publishing Division

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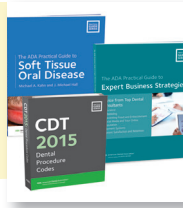
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# ADA NEWS

AMERICAN DENTAL ASSOCIATION WWW.ADA.ORG

CONVENTION DAILY

OCTOBER 9, 2014

VOLUME 24 NO.2

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## BRIEFS

### See the new ADA Benefit Plan Analyzer in the Member Center

The Benefit Plan Analyzer is available on the Association's Center for Professional Success website at [Success.ADA.org/apps](http://Success.ADA.org/apps). Through an online system, dentists can run a series of "what if" scenarios that will show them the financial impact to their practice. The analyzer also assesses the office's capacity to



absorb a new stream of patients. After inputting information, the dentist receives a plan score from 1-100, with 100 being the best. The baseline is cash-paying patients, and the closer to 100 a plan is rated, the better financial incentive for the dentist.

Dentists can purchase the ADA Benefit Plan Analyzer for one month or as an

See ANALYZER, Page 13

# ADA 2014 kicks off today

## President Bush will speak in Alamodome



**ADA 2014:** Welcoming ADA annual meeting attendees to San Antonio are, from left, Dr. John P. Pietrasik, 2014 chair, Continuing Education; Dr. James H. Van Sicklen Jr., 2016 CAS chair-designate; Dr. S. Shane Samy, 2014 chair, Exhibitor Relations Subcommittee; Dr. Charles H. Norman, ADA president; Dr. James E. Galati, 2014 CAS chair; Dr. Risé L. Martin, 2014 general chair, Committee on Local Arrangements; and Dr. James R. Foster, 2014 chair, Local Arrangements and Meeting Logistics Subcommittee.

## Experts to evaluate role of genetic testing in oral medicine

BY JEAN WILLIAMS

Is there predictive, chairside value in genetic testing in oral medicine? Ask a number of experts and you'll likely hear varied responses—some fairly simple, some rather complex.

See GENETIC, Page 14

## TODAY at a glance



- Opening General Session and Distinguished Speaker Series, 9-10:30 a.m., Alamodome.
- Exhibit Hall, 10:30 a.m.-6:30 p.m., Henry B. Gonzalez Convention Center, halls A-D.
- American Association of Women Dentists annual meeting, 11 a.m.-6:30 p.m., Henry B. Gonzalez Convention Center, Lila Cockrell Theatre.
- Welcome Celebration, 6:30-9:30 p.m., Historic Sunset Station.



**Fort Sam Houston tour:** A delegation from the ADA and the Canadian Dental Association visit the Center for the Intrepid rehabilitation center, second only to the Alamo as a tourist destination in San Antonio. At right, Col. Richard L. Williams, commander, Dental Trauma and Research Detachment at the U.S. Army Institute of Surgical Research, discusses the variety of research projects in progress at Brooke Army Medical Center. See more coverage from the tour, Page 4.



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**Center of attention:** Dr. Kerry K. Carney, editor-in-chief of the Journal of the California Dental Association Journal, accepts the 2014 ADA/AADEJ Distinguished Dental editor Award Oct. 7 at the American Association of Dental Editors and Journalists conference at the Westin Riverwalk Hotel. Shown are presenters Dr. Daniel Orr, AADEJ president (left), and Dr. Charles Norman, ADA president.

### Reference committee hearings set for Saturday

The ADA House of Delegates will hold reference committee hearings Saturday at the Marriott Rivercenter.

All ADA members may attend and participate in these important hearings. Hearing times are staggered so that members may attend multiple hearings if desired.

The full schedule of hearings is printed on Page 16 of the ADA 2014 Official Guide. ■

## Attendance

**GRAND TOTAL 20,161**

Dentists		Dental Students		Dental Team		Related Professionals	
U.S. Member	5,498	U.S. Member	398	U.S. Dental Business Assistants	1,270	U.S. Dental Dealers	61
U.S. Non-member	170	U.S. Non-member	200	Intl. Dental Business Assistants	52	Intl. Dental Dealers	59
Intl. Member	366	Intl. Member	77	U.S. Dental Assistants	1,762	Guests	856
Intl. Non-member	71	Total	675	Intl. Dental Assistants	77	Friends & Family Alliance	1,270
<b>Total</b>	<b>6,105</b>			Dental Assistant Students	181	U.S. Component Staff	113
				U.S. Dental Hygienists	1,332	U.S. Constituent Staff	144
				Intl. Dental Hygienists	51	Exhibitors	5,459
				Dental Hygienist Students	64	Other	347
				U.S. Lab Technicians	34	<b>Total</b>	<b>8,467</b>
				Intl. Lab Technicians	7		
				Allied Health Professionals	84		
				<b>Total</b>	<b>4,914</b>		



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## ADA News CONVENTION DAILY



Thursday, October 9, 2014  
Volume 24, Number 2

Published daily October 8 through October 11 during the 155th Annual Meeting of the American Dental Association in San Antonio.

The ADA News Convention Daily office is located in Room 208, Henry B. Gonzalez Convention Center, 200 East Market St.; San Antonio, TX 78205; phone 1-210-582-7080; fax 1-210-582-7083; or e-mail adanews@ada.org.

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# Dental corps officers showcase education, research, treatment at Fort Sam Houston

BY STACIE CROZIER

Bringing a spirit of cooperation to postgraduate dental education, treatment and research, officers from the U.S. Army, Navy and Air Force Dental Corps welcomed leaders from the ADA and the Canadian Dental Association to Fort Sam Houston yesterday for a tour of some of the fort's key dental operations.

ADA President Charles Norman and his wife Sharon, President-elect Maxine Feinberg and her husband John Wynne, Executive Director Kathleen O'Loughlin and her husband Stephen, and Dr. Marshall Gallant of the VA Medical Center in Orlando, Fla., joined several leaders from the Canadian Dental Association and the Canadian Forces Dental Services for the four-hour tour on the day before the opening of ADA 2014 — America's Dental Meeting.

Col. Arthur C. Scott, chief, Office of the Dental Corps, led the delegation welcoming the visitors at Brooke Army Medical Center. The group heard presentations by representatives of each branch's postgraduate education on the array of postgraduate dental education and continuing education programs they offer.

Then they proceeded to the BAMC Oral and Maxillofacial Surgery Dental Clinic, where staff led them through the reception and patient treatment areas that log some 19,000 patient visits a year. They also toured two fully equipped operating and recovery rooms that are used for about 500 general anesthesia cases a year. Nancy Hansen, a certified clinical anaplastologist, showed them examples of craniofacial prostheses the clinic fabricates for wounded warriors.

Army, Air Force and Navy officers showcased some of the innovative research underway at the Institute for Surgical Research. Visitors learned about the USAF Dental Evaluation and Consultation Service and its role in materials evaluation, equipment evaluation, facility standards and design and infection control and safety. Other projects highlighted included development of antimicrobial peptides for use in chewing gum to



**Presidents honored:** Col. Arthur C. Scott, chief, Office of the Dental Corps, second from left, and Col. Donn Grimes, DENCOM commander, right, present the Army Dental Corps Medallion to Dr. Gary MacDonald, president, Canadian Dental Association, left, and Dr. Charles Norman, ADA president, second from right, during a tour Wednesday at Fort Sam Houston.



**Focus on education:** Col. Priscilla Hamilton, dean, Army Postgraduate Dental School, updates ADA and CDA leaders on postgraduate dental programs.

control caries, and studies on biofilm, drug delivery and bone regeneration. Several research projects involve cooperative work among military branches.

The group then headed to the Center for the Intrepid, a state-of-the-art rehabilitation center that provides physical therapy, behavioral medicine and prosthetics for wounded warriors. The center also offers specialized services like a gait lab, computer assisted rehabilitation environment and firearms training simulator. The center includes a special ADL (activities of daily living) apartment to provide patients with a real world environment to practice everyday-life skills and other occupational therapy services.

At the conclusion of the tour, Col. Scott presented an Army Dental Corps Medallion to Dr. Norman and to Dr. Gary MacDonald, CDA president. ■

—croziers@ada.org



**Eye on research:** Capt. Jonathan Stahl, U.S. Navy Dental Corps, discusses ongoing research projects at the Institute for Surgical Research.



**Transforming lives:** Lori Leal, administrative assistant at the Center for the Intrepid rehabilitation facility, shows visitors one of the center's many state-of-the-art occupational therapy tools — a car simulator that can be outfitted with special accommodations for wounded warriors and uses video technology for patients to get a feel for driving.



**Welcome:** Col. Arthur C. Scott, chief, Office of the Dental Corps, briefs visitors on the agenda for the day at the Brooke Army Medical Center.

# ADA Seal appeal

A dozen manufacturers with products in the ADA Seal Program will exhibit at ADA 2014, offering a glimpse at the kinds of products that have earned the ADA Seal of Acceptance.

The ADA Seal and the program that supports it comprise the gold standard when it comes to evaluating the safety and effectiveness of consumer dental products.

“We want to ensure that dentists and their staff understand how products that bear the ADA Seal can benefit their patients,” said Clifford Whall, Ph.D., director of the Acceptance Program. “The Seal is synonymous with tested and trusted. It has real meaning. Products need to meet rigorous ADA criteria for safety and effectiveness before they can be awarded the Seal.

“We also want to dispel any misperception

about how products get the Seal, and emphasize that the Seal is not for sale. It’s not something that manufacturers can buy, but instead, needs to be earned based on the science supporting a product’s safety and effectiveness.”

Begun in 1930, the ADA Seal of Acceptance program created a mark of distinction that signals to consumers that dental products — toothpastes, mouthwashes, toothbrushes, etc. — do what they claim to do. The Seal is assurance that an independent scientific body — the ADA Council on Scientific Affairs — has evaluated a product’s safety and effectiveness, according to objective criteria.

For a glimpse at some of the products in



the ADA Seal Program, visit these exhibitors:

- ACT Chattem, Booth 2914.
- Arm & Hammer / Church & Dwight, Booth 3714.
- Benco Dental Company, Booth 228.
- Colgate, Booth 3920.
- Crest + Oral-B, Booth 1009.
- Dr. Fresh LLC, Booth 3811.
- GlaxoSmithKline, Booth 1433.

- Johnson & Johnson Consumer Health-care, Booth 4514.
  - Medtech Products Inc., a Prestige Brands Co., Booth 3315.
  - Tess Oral Health, Booth 3109.
  - Ultradent Products Inc., Booth 425.
  - William Wrigley Jr. Co., Booth 3627.
- For more information about the ADA Seal Program, visit [ADA.org/seal](http://ADA.org/seal). ■

## Light curing techniques focus of PPR forum

Successful light-curing techniques get some limelight at the 2014 ADA Professional Product Review’s Product Forum.

How Effective Is Your Curing Light Technique? — a free CE program worth one credit — explores challenges that may crop up when providing restorations using light-cured resin-based composites.

The program will be presented in the product forum on a walk-up basis today from 10:30 a.m.-6:30 p.m.; tomorrow from 8 a.m.-5:30 p.m.; and Saturday from 9:30 a.m.-3 p.m. in the ADA exhibit hall, Booth 2614 at the Henry B. Gonzalez Convention Center.

Attendees will view a short presentation, use a curing light on a patient simulator and conduct tests and measurements.

Dentists, hygienists and dental assistants may participate. ■

## Outstanding student research, office design winners honored

Head to the convention center to see award-winning student research and the top dental office designs for 2014 and earn continuing education credit.

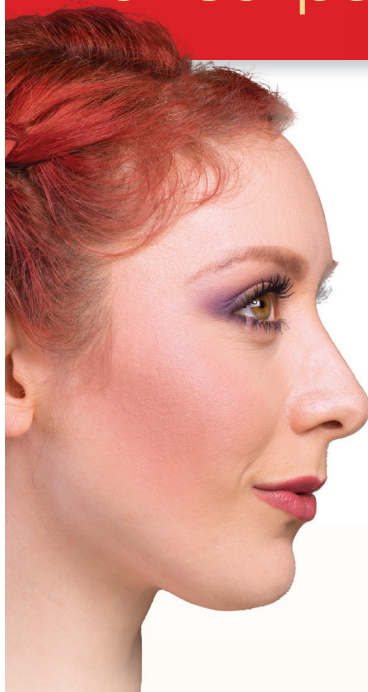
Celebrate the research accomplishments of dental students from the U.S. and around the world at the 54th ADA/DENTSPLY Student Clinician Research Program. Each accredited dental school in the U.S. was invited to send the winner of its research competition to San Antonio.

Students will present Saturday, 1-3 p.m., on Level 2, outside Room 217 (course 7330).

Discover what it takes to design an award-winning dental office and view office design entries and winners at the 2014 Dental Office Design Center. The DODC showcases best practices and hands-on exhibits including floor plans, photos and project information in Hall C/D, Booth 1016.

In addition, two different CE stages will be running one-hour courses throughout each day, providing you with practical information to help you grow your practice. See the Official Guide, Page 39, for a list of courses. ■

## The TRUTH about BruxZir® — unsurpassed clinical performance



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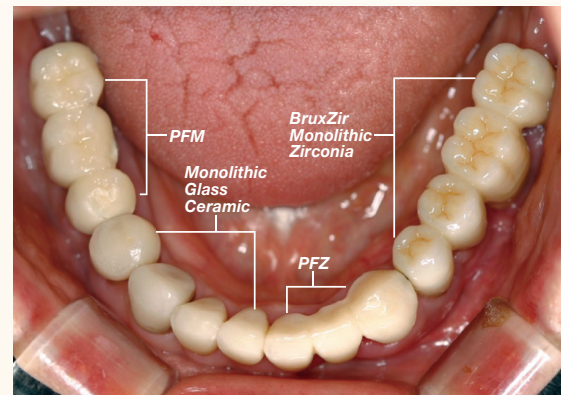
#### BruxZir and e.max CAD: Superior Clinical Performance at 3+ Years

**TRAC Conclusions:** BruxZir and e.max® CAD full-contour crowns on molars have demonstrated clinical service superior to all other tooth-colored materials studied clinically by TRAC over 39 years.

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Full-arch case from dentist Sung-Kim, Republic of Korea, shows the natural-looking esthetics of **BruxZir Solid Zirconia** compared to PFM, PFZ and monolithic glass ceramic restorations.



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# ADA Business Resources delivers preferred pricing, exceptional service for dental practices

If you're not familiar with ADA Business Resources, let the staff acquaint you with the products and services that have been researched, proven and endorsed for members of the ADA.

The selected providers deliver innovative products, cost-saving discounts and smart ideas for dental practices. The ADA Business Resources staff is also available to support and advocate for you should you ever have issues or questions at ADA 2014 — America's Dental Meeting. Show attendees who visit five of the ADA Business Resources endorsed provider booths will receive a free gift (quantities are limited). Visit the ADA Business Resources staff at Booth 1404 for details and to receive a complimentary catalog of resources.

ADA Business Resources' annual meeting activities include:

- Enter to win a "Rebrand Your Practice" package from the Internet marketing experts at PBHS — PBHS not only creates customized websites that help dental practices stand out and get noticed, they are also the dental industry experts in search engine optimization, social media, logo design, branding and advertising and more. Several PBHS representatives are available at Booth 1600 to evaluate your current online presence, and they'll be giving away a brand new pair of sunglasses to booth visitors while supplies last. Enter the raffle for a "Rebranding Your Practice" package. ADA members also receive a \$500 discount on website design packages, plus access to the ADA content library.

- Save up to \$4,000 on a new Mercedes-Benz — Through the ADA Business Resources endorsement program, members save between \$500 and \$4,000 on the purchase or lease of a new Mercedes-Benz vehicle. The discount is applied to the agreed-upon price of your vehicle. Choose from over 55 models. View the latest models and enter to win a two-week test drive at Booth 1400. One will be given away each day of the show.

- Receive three months of traps or filters free from HealthFirst — HealthFirst's amalgam separators provide a level of effectiveness, efficiency and durability combined with a lifetime warranty and a pollution fine indemnification. Substantial ADA member discounts are available. Visit Booth 1406 and receive a free 3-month supply of traps or filters with the purchase of any Amalgam Recovery

System product.

- Free practice consultations and a starter kit from Wells Fargo Practice Finance — As the only practice lender endorsed by ADA Business Resources, Wells Fargo Practice Finance has provided financing, educational resources and professional guidance to dentists for more than 25 years. Visit Booth 1205 to talk to the practice finance team about your plans and grab a Practice Starter Kit to get tips on how to make the best decisions when buying or building your own practice. You can earn CE credits by attending in-depth courses, presented by Practice Finance, that range from business and financial planning to office design and marketing. Additionally, visit the Dental Office Design Center to earn CE credits by attending specialized sessions on office design and technology and by viewing this year's Dental Office Design Competition winners. And, while you're there, get free personal consultations from dental office planning and design experts.

- Receive a free "Thank You" gift from U.S. Bank — ADA Visa cardholders: Flash your ADA Visa at Booth 1306 and you'll receive a free thank you gift from U.S. Bank (one per cardholder). Plus enter your name for a drawing for one of five \$100 Visa Gift cards. ADA Visa is also offering three times 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, stop by to check out the robust travel program ADA Visa provides. Apply for the card and receive 10,000 bonus reward points after your first purchase. U.S. Bank representatives will be on hand to answer any questions and accept your application.

- Message On Hold from InTouch Practice Communications — InTouch Practice Communications is the only message on hold provider endorsed by ADA Business Resources.

InTouch is offering the first year of Flex Plus Free for any orders placed during the show. This is a \$300 value and allows practices to have unlimited message and music changes for a year. Practices must purchase the message on hold program to qualify for the free Flex Plus offer. Visit Booth 1605 to speak to the representatives of InTouch Practice Communications.

- Sign Up for SurePayroll and get three months of free payroll — SurePayroll offers dentists the flexibility to run payroll from any computer or smart phone, anytime or anywhere — in less than 2 minutes and with prices up to 50 percent less than traditional payroll services. Learn how easy it is to use SurePayroll's system with live demonstrations at Booth 1602. Visit the booth and get the first three months of payroll free when you enroll and process your first payroll by Jan. 31, 2015 (some rules and conditions apply, check for details at the booth). And you can enter to win one of the daily drawings for a Jawbone UP fitness tracker.

- Free website assets from CareCredit — As one of the many free resources CareCredit makes available to practices that accept the CareCredit credit card, new website assets are available in the Advertising Toolkit. The Advertising Toolkit includes digital assets that can make it easy for patients to learn about the practice's payment and financing options, including CareCredit. Practices can download a pre-coded page, CareCredit payment calculator, buttons and banners. Providers login at [carecredit.com/advertisingtoolkit](http://carecredit.com/advertisingtoolkit) and click on Ad Toolkit. Get a free Sir Horse Pillow Pet when you complete a personalized Practice Review or apply to enroll with CareCredit (some restrictions apply). Visit Booth 1200 to learn more.

- Get Special Offer from Chase Paymentech — Chase Paymentech provides thousands of dentists with exceptional ser-

vice and technology for payment processing. They offer clear and transparent pricing with no hidden fees or long-term contracts. Enrollment is simple, and their EMV terminal accepts all kinds of payment options including letting your patients pay quickly and safely with just the wave of a bankcard. During the show, Chase Paymentech is offering a special exhibit hall incentive for new customers. Visit Booth 1606 to learn more.

- Digital dental records and online data backup systems from The Dental Record — The Dental Record's integrated software tools are helping practices go truly paperless — without scanning — with easy-to-use digital signatures and online forms patients can complete at home in advance of their appointments. The Dental Record has teamed up with Central Data Storage to offer managed online data backup and recovery solutions that are Health Insurance Portability and Accountability Act compliant. During the show, ADA members signing up for Online Data Backup and Recovery will receive a free data assessment, and their first month free (average savings of \$45). Visit Booth 1607 to learn more.

- Check out the new fall apparel line from Lands' End, and enter to win a free iPad case with your practice logo — Lands' End has an entire team dedicated to making the selection and ordering process for logo'd apparel as effortless and seamless as possible. The outfitting experts can explain the differences between fabrics like Pinpoint and Oxford or Pima and Mesh. Visit Booth 1604 to see the latest styles and colors. Drop your name or business card into a raffle to win a free iPad case with your dental practice logo. ADA members always save 10 percent off retail and logo fees.

- Update your appliances at home or in your practice with Whirlpool — ADA Members receive substantial savings (along with special promotions) through the new InsidePASS program by Whirlpool Corporation, the world's leading manufacturer of major home appliances. Visit Booth 1305 to enter for your chance to win one of two KitchenAid Standmixers. Also, ask them about special exclusive savings on appliances for staff and family. ■

## ADA Business Resources<sup>SM</sup>



## INDUSTRY Watch

News from the dental industry

### Ivoclar Vivadent pledges breast cancer awareness support in October

Ivoclar Vivadent plans to support Breast Cancer Awareness Month in October with corporate initiatives, including monetary donations and employee support.

For each Ivoclar Vivadent's pink Blue-phase Style LED Curing Light sold during October, the company pledges to donate \$100 to breast cancer research.

Employees are also lending support by participating in the annual Susan B. Komen Race for the Cure.

Ivoclar Vivadent produces processes and materials for esthetic dentistry. For more information about the company, visit [ivoclarvivadent.us](http://ivoclarvivadent.us). ■

### BIOLASE names new president and CEO

BIOLASE Inc. announced that Jeffrey B.M. Nugent is the new president and chief executive officer.

Mr. Nugent had served as acting chief executive officer and a member of the board of directors since June. Mr. Nugent has a broad background in the medical device, medical laser technology and dental industries. Most recently, in 2010, he was founder, president and chief executive officer of Precision Dermatology Inc, a privately held dermatology therapeutics company that was recently acquired by Valeant Pharmaceuticals International Inc.

Previously, Mr. Nugent was chairman and chief executive officer of Ascension Orthopedics, a maker of joint replace-

ment implants; president and chief executive officer of Revlon Inc.; and worldwide president and chief executive officer of Neutrogena Corporation. He also spent more than 20 years in leadership roles at Johnson & Johnson in research and development, marketing and general management, and was responsible for that company's dental business.

BIOLASE manufactures and distributes dental lasers. ■



Mr. Nugent

## Time for Texas tailgate

Say "howdy" to colleagues, friends and family at the Welcome Celebration tonight at Historic Sunset Station. The festivities — including great food, drinks, fun and live music — will be from 6:30-9:30 p.m.

Shuttle transportation is available from the convention center and to ADA hotels until 10 p.m.

The cost is \$65 for adults and \$35 for children under 12 and includes round-trip transportation from ADA hotels, admission, food and two drink tickets for beer, wine, soft drinks or bottled water.

Tickets are available in the Registration Area. ■

# Explore ADA Foundation activities

Visit the ADA Foundation exhibit booth, Henry B. Gonzalez Convention Center, Level 2, outside of room 214 today through Saturday and learn how to apply for grants, scholarships and awards, including the new Semi-annual Invitational Grants Program.

Members of the ADA Foundation's Board, including Dr. Reneida E. Reyes, who succeeds Dr. David Whiston as president, will be on hand to answer questions at the booth. Staff and VRC scientists will be available also to provide information on the cutting-edge research being performed at the ADA Foundation Dr. Anthony Volpe Research Center.

Staff will be on hand today through 6 p.m., and also tomorrow and Saturday, to answer questions.

Or, take an ADA Foundation-sponsored CE course, which includes:

- Learning about groundbreaking research being done by the team of scientists

in Oral Health Care Research, takes place Saturday, Oct. 11, 8–9:30 a.m. VRC scientists Dr. Gary Schumacher; Diane Bienek, Ph.D.; and Dr. Jeffrey Kim, will present.

## ADA Foundation®

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at the ADA Foundation Dr. Anthony Volpe Research Center, including biomaterials/biomineralization with a focus on nanomaterials, molecular and cell biology, point-of-care diagnostics and clinical science/therapies. The free course (7326), New Developments

- Learning strategies in financial management and estate planning from experts in the field. Explore planning techniques, investment choices, the ever-changing tax laws, advantages of various investment vehicles, and how to use life insurance as a financial

planning and charitable giving tool. The free course (7377), Elements of Financial Planning for Medical Professionals, takes place Saturday, Oct. 11, 8–9:30 a.m. Jane Hays and Mary McGrath will present.

Tickets to these free courses are available in registration and must be obtained no later than the day before the course.

The ADA Foundation disbursed more than \$1,371,000 in grants, scholarships and awards in 2013, primarily to organizations throughout the U.S. to support programs that improve the public's oral health.

The ADA Foundation's mission is to provide charitable assistance for the dental community, and to work to improve oral health by supporting access to care, research and education.

Visit [adafoundation.org](http://adafoundation.org) for a complete listing of the ADA Foundation Board of Directors and information on grants, scholarships, and awards. ■

## Head to the exhibit floor to earn free credit

Make some time for a productive and innovative take on the power lunch — or a free hour any time the Exhibit Hall is open with 10 different options to earn continuing education credit on the exhibit floor.

“Everyone who attends the ADA annual meeting will want to experience firsthand the award-winning and innovative CE opportunities that are available on the floor,” said Dr. James Galati, chair of the Council on ADA Sessions.

“There are several different focus areas where you can find ADA CE Live courses,” added Dr. Galati. “Options range from professional topics like dental specialties, technology, office design, student research and hands-on clinical testing to personal health, fitness, work/life balance and even networking and CE in Spanish and Portuguese from international clinicians.”

Make the most of a free hour between courses or at lunch by choosing one of dozens of free CE opportunities in the Exhibit Hall. Look for the ADA CE Live Logo when you're on the exhibit floor. Space is available on a first come, first served basis. See the Official Guide for program titles, presenters, course information and times at:

- The new Specialty Pavilion, Hall C/D, Booth 1471.
- The 2014 Dental Office Design Competition at the Dental Office Design Center, Hall C/D, Booth 1016.
- The 2014 Pride Institute Technology Expo, Hall A/B, Booth 4139.
- The Live-Patient CAD/CAM stage, Hall C/D, Booth 1043.
- The Laser Pavilion, Hall A/B, Booth 3427.
- The International Learning Lounge, between Halls B and C.
- The New and Emerging Speaker Series, Hall A/B, Booth 3831.
- The ADA Professional Product Review Booth, Hall A/B, Booth 2614.
- The Health and Fitness Center, Ballroom A.
- The Interoperability Dicom Zone, Hall A/B, Booth 2327. ■



## What shape will you be in when you retire?

Whether you're retiring soon or years in the future, one thing is probably true: you want the financial freedom to do what you want to do. Financial freedom takes planning — and we can help.

By answering a few simple questions for us at **Booth #1702**, you can get a better picture of your financial fitness for retirement. For instance, would you like to save more for retirement? Defer more taxes? Simplify your plan administration?

Plus, when you request a *financial* fitness evaluation, we'll thank you with a Fit Pro Fitness Bracelet that supports your *physical* fitness. We've got prizes and giveaways, too. And a fascinating **virtual reality** experience that gives you a glimpse of what having financial fitness in your retirement years could be like.

So come to **Booth #1702**. Or scan this code.

If you prefer, complete the request form at [www.axa-ada.com/shape](http://www.axa-ada.com/shape)



“AXA” is the brand name for the AXA Equitable Financial Services, LLC family of companies, including AXA Equitable Life Insurance Company (NY, NY), issuer of annuity and life insurance products. The obligations of AXA Equitable Life Insurance Company are backed solely by its claims-paying ability.

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, NY, NY. AXA Equitable does not provide tax or legal advice and is not affiliated with the ADA. GE-97316b (8/14) (Exp. 8/16) G33991

ADA American Dental Association®  
Members Retirement Program

redefining / standards® 



# CDEL, CODA to hold hearings tomorrow

BY KIMBER SOLANA

The ADA Council on Dental Education and Licensure is hosting a hearing to seek comments on a request submitted by the Academy of Operative Dentistry to recognize operative dentistry as an interest area in general dentistry and the Commission on Dental Accreditation's proposed Accreditation Standards for Dental Therapy Education Programs.

Separately, CODA is holding a hearing on proposed accreditation standards. Both hearings are tomorrow at the Marriott Rivercenter Grand Ballroom, Salon I, Level 3. CODA's hearing is from 10-11 a.m. and CDEL's hearing is from 11 a.m.-noon.

CDEL is seeking comments, due Oct. 20, on a request submitted by the AOD for ADA to recognize operative dentistry as an inter-

est area in general dentistry. Oral testimony and written comment must address the application's compliance with the ADA's Criteria for Recognition of Interest Areas in General Dentistry.

CDEL will consider AOD's application, the recommendation of its Recognition of Specialties and Interest Areas in General Dentistry Committee and all comments received at its April 30-May 1, 2015, meeting. The council will forward its recommendation to the 2015 ADA House of Delegates.

If approved, CODA is likely to consider a request from AOD to develop educational requirements and establish an accreditation program for advanced educational programs in operative dentistry.

Attendees are encouraged to print rel-

evant pages of the AOD application and the ADA Criteria and bring them to the open hearing.

No print documents will be provided. Documents are posted at [ADA.org/en/education-careers/careers-in-dentistry/general-dentistry](http://ADA.org/en/education-careers/careers-in-dentistry/general-dentistry).

Those who do not provide comment at the open hearing regarding AOD's proposal, can submit comments to CDEL Director Karen Hart via email at [hartk@ada.org](mailto:hartk@ada.org) or U.S. mail to the Council on Dental Education and Licensure, American Dental Association, 211 E. Chicago Ave., Chicago, IL 60611; or fax to 1-312-440-2915. All comments received will be posted on ADA.org.

The council, as the ADA agency with by-law responsibility to monitor accreditation

and education matters, is also seeking input from ADA members on CODA's proposed Accreditation Standards for Dental Therapy Education Programs. Comments provided to CDEL will be considered at its Nov. 6-7 meeting.

The council will then forward its recommendations to CODA by the Dec. 1 deadline.

CODA's separate hearing provides another opportunity for ADA members and other stakeholders to comment on the updated version of the proposed Accreditation Standards for Dental Therapy Education Programs, which have been under development since 2012. Written comments may also be submitted by Dec. 1 to CODA Director Sherin Tookss via email at [tookss@ada.org](mailto:tookss@ada.org) or U.S. mail to the Commission on Dental Accreditation, American Dental Association, 211 E. Chicago Ave., Chicago, IL 60611.

The commission will again review the most recently revised standards for dental therapy and advanced dental education program and comments at its winter 2015 meeting.

To view and download the standards for which the commission is seeking comment, go to [ADA.org/en/coda/accreditation](http://ADA.org/en/coda/accreditation).

Click on "Accreditation News" and then "Open Hearings/Comments Due."

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

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



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Visit [ADA.org/Seal](http://ADA.org/Seal) for more information.

## New dentist reception set for tomorrow

New dentists seeking to connect with their peers and enjoy the big and bold Texas ambiance at the ADA 2014 — America's Dental Meeting can attend the New Dentist Reception from 5:30-7 p.m. tomorrow at the Henry B. Gonzalez Convention Center, Lonesome Dove Room.

Dentists who graduated from dental school less than 10 years ago and dental students are invited to attend.

Tickets are required for entry (limit two tickets per person). Those who registered in advance can log back into their registration and print their tickets in the Registration Area in Hall A/B Lobby. Guests must be 21 years old or older. Tickets are \$30 per person on-site and can be purchased at the door of the event, which includes food and drinks.

The New Dentist Reception is provided by the support of Wells Fargo Practice Finance. ■

## New and Emerging Speaker Series

Whether you're scouting speakers for your local dental meeting, have a free hour to earn some continuing education credit or just want to see who's new on the dental meeting circuit, you will want to plan a visit to the New and Emerging Speaker Series in Hall A/B, Booth 3831.

This series features professionals whose courses were selected from a competitive pool of applicants. A total of 14 one-hour lectures are scheduled for today, tomorrow and Saturday. See the Official Guide, Page 43, for topics, titles and times. ■

## Alliance gives Neff Awards

The Alliance of the American Dental Association will honor five of its members for their distinguished service with its 2014 Thelma J. Neff Awards. Honorees will be recognized at an awards luncheon today, beginning at 11:15 a.m., at the Hilton Palacio Del Rio hotel.

- Ruth Blythe, Tulsa, Oklahoma — Mrs. Blythe has been active in countless outreach activities, including Head-to-Toe, Mission of Mercy and Give Kids A Smile, and she launched a program for incarcerated mothers, recording them reading books and delivering the recordings to their children.

- Jeanie Buchanan, Lexington, North Carolina — Mrs. Buchanan has been a tireless volunteer since 1983, and she is well known for passing out hundreds of toothbrushes to trick-or-treaters for more than 20 Halloweens.

- Michele Goldberg, Cleveland — Mrs. Goldberg is serving her third term as president of the Alliance of the Ohio Dental Association and has held most every office in the organization.

- Amy Hopper, Bristol, Tennessee — Mrs. Hopper has served her state and national Alliance in many positions, including providing assistance in updating the AADA website. She also provides support to a local dental clinic that provides care to adults living in poverty.

- Barbara Paulus, Canton, Ohio — Mrs. Paulus has lent her expertise in education to her local Alliance, serving in most every office including president, as well as the scholarship committee, chair of the hospitality committee and dental health education chair.

Established in 1984, the Neff Award honors the memory of Thelma J. Neff.

For more information on the Alliance, visit the website, [allianceada.org](http://allianceada.org). ■

## Education in the Round courses bring operator into the classroom

If you are attending one of six Education in the Round live-patient learning courses, you have one of the hottest CE tickets available at ADA 2014 — America's Dental Meeting. The award-winning EIR courses offer participants the opportunity to experience live-patient procedures in real time.

Each three-hour course is only \$89. Choose from:

- Conventional Fixed Prosthodontics Versus In-Office CAD/CAM, by Dr. Gordon

Christensen, today, 11:30 a.m.-2:30 p.m. (course 5401).

- Manage Your Periodontal Patients With Techno Power, by Dr. Samuel Low, today, 3:30-6:30 p.m. (course 5402).

- Root Coverage Grafting of Multiple Teeth in the Maxillary Arch, by Dr. Edward Allen, tomorrow, 8-11 a.m. (course 6401). New dentists save 20 percent on this course.

- Alveolar Ridge Preservation, by Dr. Carlos Cruz, tomorrow, 2-5 p.m. (course 6402).

- Predictable Solutions for the Implant Pa-

tient, by Dr. David Little, Saturday, 8-11 a.m. (course 7401).

- Lasers in Dental Practice — A Live-Patient Demonstration, by Dr. Robert Convisar and Dr. Charles Hoopingarner, Saturday, 2-5 p.m. (course 7402).

All courses will meet in Ballroom B. This series was developed in cooperation with the American Dental Education Association.

If you aren't able to attend an EIR course, you can still view it live or after the meeting at [ADA.org/ADA365](http://ADA.org/ADA365) (except course 5401). ■

## Convention center dining is easy, tasty and convenient

You don't have to leave the convention center to enjoy a tasty lunch or snack. There are some great dining options in the Exhibit Hall.

Try the all-inclusive meal option at Bistro ADA, Thursday through Saturday, from 11 a.m.-2:30 p.m. Enjoy soups, salads, meat and vegetarian entrees, seasonal vegetables, side items, dessert and beverages for \$24 per person. Menus change daily. Make a reservation online at [BistroADA.com](http://BistroADA.com), in person at the Bistro ADA service desk in the Hall C/D lobby or head to the Bistro in Hall C/D, Booth 153 to reserve a table or see if walk-in space is available.

Four food courts in the hall offer a quick and easy place to grab lunch or a snack. Enjoy made-to-order street-style tacos or chalupas today, a carving board of smoked brisket or country sausages tomorrow and a gourmet sandwich on Saturday. Also available — sandwiches, salads, snacks and beverages in Hall A/B, Booths 4604 and 4656 and Hall C/D, Booths 161 and 1864. ■

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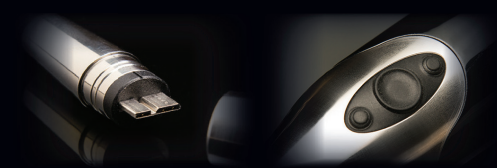
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sures and prepares the canal with a unique 90° auto torque reverse and file advancement feature. OTR maintains excellent cutting efficiency with less stress on the file, reducing the possibility of breakage. Try it at the ADA Annual Meeting at the Morita booth and get a free t-shirt while supplies last, U.S. & Canadian Dentists only.

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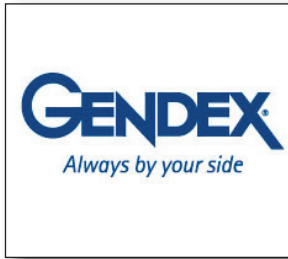
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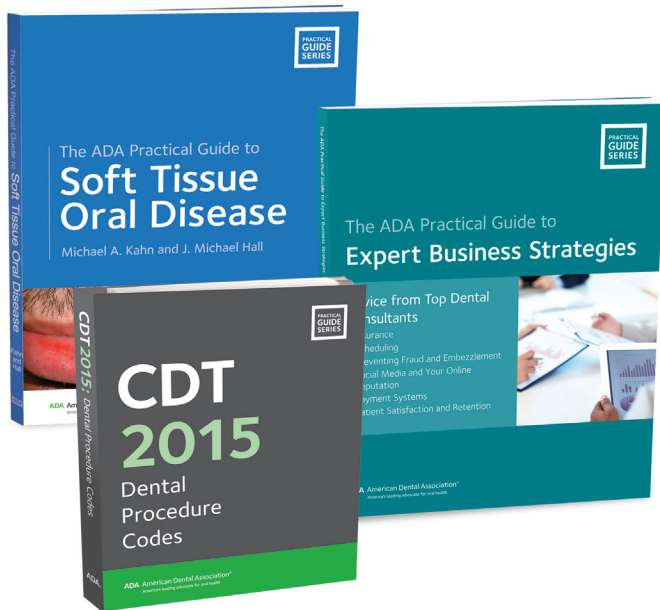
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# Savings available on wealth of ADA Catalog products

The ADA Catalog has launched an array of new products since last year's annual meeting, and a special on-site discount is available on those products in the Welcome Center in San Antonio.

Drop by to save on the newest products

and other catalog staples. Member Center hours are 9:30 a.m.-6:30 p.m. today; 8 a.m.-5:30 p.m. tomorrow; and 9:30 a.m.-3 p.m. Saturday.

New products since last year's meeting include:

- CDT 2015 and app.
- The ADA Practical Guide to Expert Business Strategies.
- The ADA Practical Guide to Valuing a Practice.
- The ADA Practical Guide to Associateships.

- The ADA Practical Guide to Soft Tissue Oral Disease.

- The ADA Practical Guide to OSHA Training.

- 24 revised patient education brochures.
- Three new patient education brochures.

- One revised poster.

For more information about these and other products, visit the ADA Catalog in the Member Center or online at [ADAcatalog.org](http://ADAcatalog.org). ■

## Winning student ethics videos screened at Member Center

The ADA Council on Ethics, Bylaws and Judicial Affairs will screen the winning entries of the 2014 Dental Students Ethics Video Contest at the Member Center.

The 2014 grand prize winner is "A Higher Calling" by Joe Vaughn and Ben Woolnough — fourth-year students at University of Alabama School of Dentistry. The two will share a \$2,000 cash award.

The honorable mention award winner is "Confidentiality for a Pregnant Minor" by Jie Ge, a student at University of Maryland School of Dentistry. Ms. Ge will receive a \$1,000 cash prize.

The goal of the annual contest is to create greater awareness of the ethical dilemmas that dental students and professionals encounter and provide a forum for dental students to illustrate how those dilemmas should be addressed using the ADA Principles of Ethics and Code of Professional Conduct.

The 2014 winners portray the application of one or more principle, code or advisory opinion contained in the ADA Principles of Ethics and Code of Professional Conduct.

The videos will play in a continuous loop during Member Center hours. ■

## Want free registration for ADA 2015?

ADA member dentists who spend \$3,500 or more with exhibitors during the meeting and submit their receipts for verification while on-site at the annual meeting are eligible to receive free registration to ADA 2015 in Washington, D.C. through the Incentive Buying Program.

To redeem, ADA members must stop by the Member Center information desk with physical receipts any time during hall hours Thursday through Saturday. Redemption must take place on-site; no receipts will be accepted after the final closing of the hall on Saturday. Full details are posted in the Member Center. ■

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# Visit [ADA.org/ADA365](http://ADA.org/ADA365) to view live CE

View in real time or after the meeting

You don't have to be in San Antonio to experience some of the highlights of ADA 2014 — America's Dental Meeting. Log on to [ADA.org/ADA365](http://ADA.org/ADA365) for continuing education and other on-demand content.

In addition to viewing CE and meeting events, users will be able to earn CE credit by logging on Oct. 9, 10 and 11 to view these select Education in the Round live courses (all course times are Central time):

- Education in the Round: Manage Your Periodontal Patients with Techno Power, by Dr. Samuel Low, Oct. 9, 3:30-6:30 p.m.
- Education in the Round: Root Coverage Grafting of Multiple Teeth in the Maxillary Arch, by Dr. Edward Allen, Oct. 10, 8-11 a.m.
- Education in the Round: Alveolar Ridge Preservation, by Dr. Carlos Cruz (presented in both English and Spanish), Oct. 10, 2-5 p.m.
- Education in the Round: Predictable So-

lutions for the Implant Patient, by Dr. David Little, Oct. 11, 8-11 a.m.

• Education in the Round: Lasers in Dental Practice – A Live-Patient Demo, by Drs. Robert Convisar and Charles Hoopingarner, Oct. 11, 2-5 p.m.

Users who aren't able to watch the courses in real time can still log in, learn and earn CE credit any time after they air live. There is a fee of \$99 to earn CE via ADA365.

Other courses that will stream live Oct. 9, 10 and 11 include:

## ADA365

- The Thriving 2014 Fee-for-Service Practice, by Dr. Steve Rasner, Oct. 9, 3-5:30 p.m.
- Creating the Ultimate Doctor-Patient Hygiene Exam, by Karen Davis, R.D.H., Oct. 10, 1-3:30 p.m.
- Are We Having Fun Yet?, by Bruce Christopher, Oct. 11, 8-9:30 a.m.
- Burnout and Stress: Symptoms, Causes and Prevention, by Isaac Boose, Oct. 11, 1-3:30 p.m.

(CE credit is not available for these

ADA365 courses.)

Additional on-demand programming will include features from the ADA exhibit hall, including the Live-Patient CAD/CAM Stage and the ADA Pride Institute Technology Expo, where 16 award-winning products will be showcased.

ADA365 participants will also be eligible to receive 15 percent off their registration fee for ADA 2015 – America's Dental Meeting Nov. 5-10 in Washington, D.C. Participants will also be entered into a drawing where five winners will receive free registration and a \$50 credit toward CE at the meeting.

For more details, or to register or log in, visit [ADA.org/ada365](http://ADA.org/ada365). ■

### Learn more about international oral health group Saturday morning

Learn more about the mission and work of the Alliance for Oral Health Across Borders and how the ADA and its member dentists are getting involved Saturday at a breakfast gathering from 9:30-11 a.m. in Room 205.

The Alliance is a non-profit international non-governmental organization created by oral health care professionals and oral health advocates – dentists, dental educators, members of the oral health care team, business leaders, public servants, administrators, researchers, advocates and others – representing individuals from dozens of nations. The Alliance currently has 60 members from around the world, including 32 university dental schools, 10 dental products companies, several non-profit organizations including the ADA and some committed individuals.

The mission of the Alliance is:

- To promote peace among people experiencing conflict by building bridges through the vehicle of oral health.
- To use the unique ability of the academic community, in partnership with public-private entities, to create opportunities that foster mutual respect, understanding and tolerance among all. ■

## Analyzer

*Continued from Page 1*

annual subscription. ADA members can use the analyzer for one month for \$60. The cost is \$90 for nonmembers. An annual subscription for members is \$160, \$240 for nonmembers.

Sikka Software, which developed the application, will also be promoting the Dental Benefit Plan Analyzer at Booth 970 in Hall D. ■

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# Genetic

Continued from Page 1

Just such an opportunity is available Saturday from 8-9:30 a.m. in Room 214B in the Henry B. Gonzalez Convention Center. Five notable experts will present on the topic for the Introduce Scientific Advances Into Your Clinical Practice forum—which is also worth continuing education credits for attendees. A Q&A session will follow.

“We’re all different, from different trainings and different backgrounds,” said panelist John Gunsolley, D.D.S. “We’re obviously talking about the same subject, but from very different viewpoints.”

Dr. Gunsolley is director, Clinical Research Unit, Virginia Commonwealth University School of Dentistry. In debating the merits of genetic testing in oral medicine, he will join these colleagues:

- Scott Diehl, Ph.D., professor in oral biology and health informatics at Rutgers University.

- Thomas Hart, D.D.S., Ph.D., director of Craniofacial Population Sciences Research and a professor at the University of Illinois at Chicago in the Department of Periodontics. Dr. Hart is currently serving as vice chair of the ADA Council on Scientific Affairs, and will serve as chair in 2015.

- Ken Kornman, D.D.S., Ph.D., founder of Interleukin Genetics Inc.

- Peter Polverini, D.D.S., professor of oral and maxillofacial pathology in the Department of Periodontics and Oral Medicine, Division of Oral Pathology/Medicine/Radiology at the University of Michigan School of Dentistry.

Dr. Michael Glick, editor of *The Journal of the American Dental Association*, and Dr. Daniel Meyer, ADA senior vice president for Science and Professional Affairs, will host the forum. The pair seeks a compelling and useful discourse on the topic in light of concerns in medicine and dentistry about the role of genetic testing.

“The National Institutes of Health are put together cross-teams from all disciplines to look at genetic testing and its relevance,” Dr. Meyer said. “In the meantime, there have been some products that have been introduced into dentistry that are intended to



Dr. Diehl



Dr. Glick



Dr. Gunsolley



Dr. Hart

screen patients based on genetic testing.”

Added Dr. Glick, “In medicine, they call it personalized medicine. Here, we call it personalized dentistry or personalized dental care, meaning I can test you genetically and say, ‘You need a cleaning, not every six months but every 12 months or maybe every 24 months based on genetic testing.’ That’s what’s being done today, but we’re not too sure the science justifies those types of recommendations yet. That’s what this panel is all about.”

Though the assembled panelists are unlikely to see eye to eye on the topic, they will set out to provide a frame of reference for dentists to judge for themselves the current science and clinical applications for genetic testing in oral medicine.

Dr. Diehl suggested that the discussion is one not to miss. “The panel includes leading proponents of the alternative views of genetic testing, so we are very likely to witness a very stimulating and lively exchange,” he said.

The point Dr. Diehl himself hopes to make? “I believe there is great potential for genetic testing to be of substantial value for improving the diagnosis and treatment of oral and dental diseases,” he said. “However, with the exception of rare syndromes, we do not yet have sufficient data to support doing so at the present time. Studies of thousands or tens of thousands of patients assessed using standardized clinical diagnoses, as has been done for a number of major medical disorders such as cancers, heart disease and diabetes, are likely to be needed in order to adequately understand the complex and heterogeneous etiology of conditions such as



Dr. Kornman



Dr. Meyer



Dr. Polverini

dental caries and periodontitis.”

Dr. Diehl also said that the implications for how genetic testing in oral medicine affects insurance will likely come up.

For his part, Dr. Polverini says that he is cautious about the use of these tests. He hopes the discussion’s value will be in “dispelling some myths about genetic testing and hopefully separate fact from fiction.”

“Given the participants, the discussion will be lively and informative,” Dr. Polverini said. “My personal view is there is a place for genetic testing, but one has to approach this new era of ‘personalized oral health care’ cautiously. There are clear examples where genetic testing has proven invaluable, i.e., predicting the onset of certain cancers and guiding targeted cancer therapy. However, with more complex diseases, including a number of common dental diseases, that involve multiple genes and gene interactions, the value of genetic testing is less obvious.

“Nonetheless, it is an exciting area that over time will prove to be part of the dental practitioner diagnostic and therapeutic tool box.”

Dr. Gunsolley agrees that there may prove to be applications related to oral cancers, but he’s not so certain about therapeutic applications for other dental diseases. “I think that the main applications are going to be in cancer-orientated areas,” he said. “For more chronic diseases, like periodontal disease and

caries, I don’t think there’s utility down the road. That’s my hypothesis.”

Dr. Kornman, whose company Interleukin has a genetic test for periodontal disease on the market, says the tests are indeed valuable to dentists. “Genetic information has several clear places in oral medicine,” he said. “It is still at an early phase of use, but it’s pretty clear as to where it’s going.

“It’s possible today with genetic information that’s available to identify patients who are at increased risk for severe periodontitis and use early preventive care to hopefully delay, slow down and ideally prevent completely those patients from getting severe periodontitis,” he said.

But Dr. Hart would like to see heartier science behind the use of genetic testing in oral medicine. “While the FDA has begun to regulate some of these tests, the vast majority are not in fact regulated for clinical validity or clinical utility,” he said. “It is important for clinicians and patients to understand the difference between different types of genetic tests so that they are aware of what tests can and cannot do. This discussion is overdue, but is complicated because most dentists receive relatively little formal education in human genetics in dental school and much of our understanding of how genetics contribute to common complex diseases and the single nucleotide polymorphism tests behind these new tests has been developed in the last few years, after most of the dentists now practicing graduated. So they have not been formally educated in this area of genetics. This has created a lot of confusion.

“This discussion is a start in having a dialogue in the dental community regarding genetic testing, particularly for common complex traits such as periodontitis, and realistically discussing the potential and current limitations of such tests,” add Dr. Hart.

The free discussion (tickets required), CE course 7365, is open to dentists, educators, researchers, industry representatives, dental hygienists and dental assistants, who earn 1.5 hours of CE credits for attending.

The open forum, Introduce Scientific Advances Into Your Clinical Practice, is sponsored by the ADA Council on Scientific Affairs and *The Journal of the American Dental Association* with grant support from The Task Force on Design and Analysis. ■

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## Dr. Robert Weyant earns inaugural ADA/AADR EBD Faculty Award

Photo by EZ Event Photography

BY JEAN WILLIAMS

San Antonio—The ADA and American Association for Dental Research awarded the ADA/AADR Evidence-Based Dentistry Faculty Award, a new joint honor, to longtime evidence-based dentistry advocate Dr. Robert Weyant Wednesday at the AADR’s Fall Focused Symposium, which preceded ADA 2014.

“I am deeply honored to receive this award. To be recognized by my peers and colleagues is humbling,” Dr. Weyant said.

The award acknowledges a dental faculty member who has made significant contributions to implement and advance evidence-based dentistry. As the recipient, Dr. Weyant received a \$1,000 award.

Dr. Weyant is a professor and associate dean for Dental Public Health and Community Outreach at the University of Pittsburgh School of Dental Medicine. He also is a longtime lecturer at the ADA Evidence-Based Dentistry Champion Conference, held annually at ADA Headquarters.

The inaugural ADA/AADR Evidence-Based Dentistry Faculty Award is an important honor to introduce to EBD, Dr. Weyant said.

“This award brings attention to the area of evidence-based dentistry, an area that I am strongly committed to seeing expand in scope within dental schools and in clinical practice,” he said. “By acknowledging faculty who support the teaching and research associated



**Supporting evidence:** Dr. Robert Weyant (center), University of Pittsburgh School of Dental Medicine professor and associate dean, is the first recipient of the ADA/AADR Evidence-Based Dentistry Faculty Award. Presenting it Wednesday are ADA President Charles Norman (left) and AADR President Timothy DeRouen.

with EBD, I believe that it will add to the visibility and importance placed on EBD in the dental school curriculum. Teaching EBD in dental schools is key to ensuring that the profession remains evidence-based into the future.”

Timothy A. DeRouen, Ph.D., AADR president, also considers the award an important one in dentistry, especially for strengthening the relationship between the co-creators.

“It signifies a collaboration between the ADA and the AADR—between practice and research,” Dr. DeRouen said. “It helps to solidify ties between the organizations, the ADA, whose primary focus is on practice and practitioners, and AADR, whose primary focus is on research in dentistry.”

Dr. DeRouen was part of the selection committee that selected Dr. Weyant as the award’s first recipient. “It’s clear that he’s been a leader in this area for some time,” Dr. DeRouen said. “He’s been involved in teaching others about principles of evidence-based research and evidence-based dentistry for some time, and has been a leader in the science of evidence-based dentistry as far as understanding what kind of evidence needs to be developed and understanding what kind of information is needed to convince practitioners that they need to rely on this evidence to change their practice, if that’s what’s called for.” ■

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