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CONVENTION DAILY

OCTOBER 19, 2017

VOLUME 27 NO.2

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BRIEFS

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ADA members can access more than 200 JADA+ Clinical Scans at JADA.ADA.org/ClinicalScans. New clinical scans are added weekly, so check back often. ■

ADA 2017 kicks off today

America's Dental Meeting commences today with events that spotlight dentists' personal stories and allow colleagues to interact and network on the Exhibit Hall floor.

The Opening General Session, presented by ACT Oral Care, will convene today from 8-9 a.m. in the Georgia World Congress Center, Building B, Exhibit Hall B5.

Three member dentists will lead the program: Dr. John Gammichia, of Apopka, Florida; Dr. Jim Kreutzer, of Kenosha, Wisconsin; and Dr. Josephine Chang Pallotto, of Lansing, Illinois.

The members will share their personal stories — how being a dentist has made a difference in their lives and allowed them to make an impact on their practices, families and communities.

At 9 a.m., the Exhibit Hall opens and continuing education courses will begin. The hall closes at 5:30 p.m.

The ADA 2017 Block Party is scheduled for 6-9 p.m. tonight at Legacy Ventures Restaurant Row, 300 Marietta St., NW. ■



ADA 2017: Welcoming ADA annual meeting attendees to Atlanta are, from left, Drs. Karyn Stockwell, general chair of the Committee on Local Arrangements; Gary L. Roberts, ADA president; David J. Fulton Jr., chair of the Advisory Committee on Annual Meetings; and Douglas A. Wyckoff, chair of continuing education for the Advisory Committee on Annual Meetings.

Photo by EZ Event Photography

Oropharyngeal cancer in spotlight for 'pivotal moment of our profession'

BY MICHELLE MANCHIR

More than 80 dentists, physicians and others gathered Wednesday for a first-of-its-kind event discussing how to prevent and manage oropharyngeal cancer.

The ADA and The University of Texas MD Anderson Cancer Center presented the Joint Symposium on Working Together Against Oropharyngeal Cancer. Dr. Marcelo Araujo, ADA Science Institute vice president, who also moderated a session, called the event "a pivotal moment of our profession."

At the six-hour session, audience members heard from experts on the latest available statistics related to the disease, HPV and its relation to the cancer and the long-term impact of current therapies, such as

aspiration and cranial neuropathies.

The symposium is a result of a collaboration announced earlier this year between the ADA and MD Anderson.

Presenter Erich Sturgis, M.D., a head and neck surgeon at MD Anderson, focused his discussion on the importance of ensuring boys receive the HPV vaccine, which can prevent the infections that can lead to cancer. According to the Centers for Disease Control and Prevention, HPV is thought to cause 70 percent of oropharyngeal cancers in the U.S.

Oropharyngeal cancer is "nine times more common in men than women," he said.

Dr. Melinda Wharton, acting



Sharing their story: Bert Noojin and Sandra Wexler listen at the Joint Symposium on Working Together Against Oropharyngeal Cancer on Wednesday. Both were part of the Survivors Panel.

Photo by EZ Event Photography

TODAY at a glance

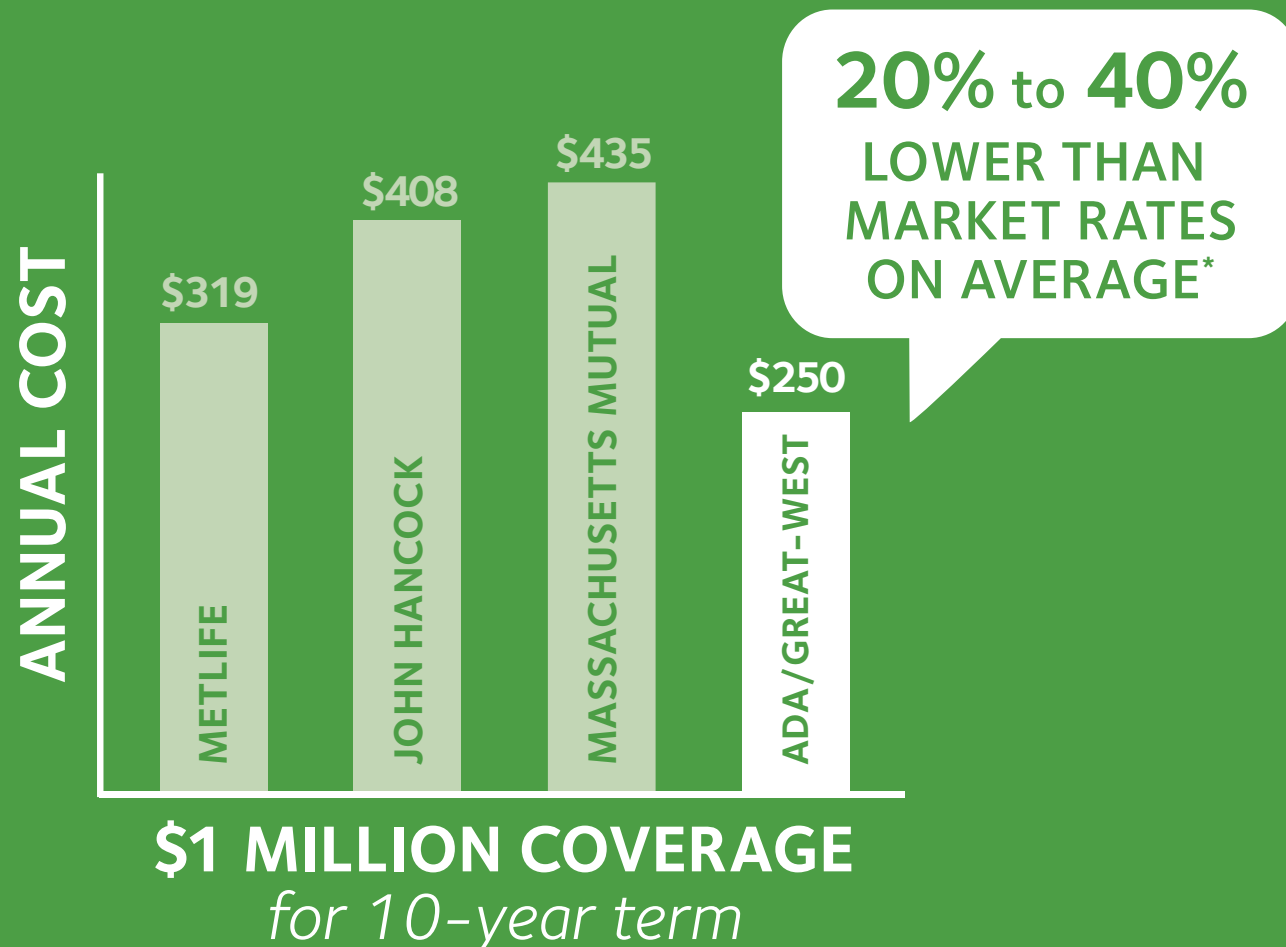


- Opening General Session, 8-9 a.m., Georgia World Congress Center, Building B, Exhibit Hall B5.
- Attendee registration, 6:30 a.m.-5:30 p.m., Building A-B, Street Level, Registration Level.
- ADA 2017 Block Party, 6-9 p.m., Legacy Ventures Restaurant Row, 300 Marietta St., NW.
- Shuttle service from ADA official hotels not within walking distance, 6:30 a.m.-9:30 p.m.

See SYMPOSIUM, Page 13

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ADACD_1017

ADA collaboration seeks to streamline credentialing process

BY KIMBER SOLANA

In an effort to reduce administrative burdens for dentists, the ADA and the Council for Affordable Quality Healthcare are partnering to help streamline the credentialing process for dentists and participating organizations, such as payers, hospitals and employers.

ADA members attending ADA 2017 can learn more about the credentialing service by visiting Booth 1619.

The ADA credentialing service, powered by CAQH ProView, enables dentists to enter their professional information one time in an easy-to-use, fast and protected digital platform.

“We hope the days of dentists submitting multiple credentialing applications are coming to an end,” said Dr. Joseph Crowley, ADA president-elect. “This collaboration is a great opportunity for all dentists to simplify the business of dentistry through a smart, efficient solution that’s currently in use by 1.4 million other health care providers and more than 900 participating organizations.”

Any U.S. practicing dentist can begin the credentialing process by following these steps:

- Login to ADA.org/myada.
- Select the “My Credential” icon and view the list of items needed to complete the credentialing process.
- Accept the ADA Terms and Conditions to be redirected to the CAQH ProView welcome page.
- Click on “Get Started.”

Once a profile is complete and attested, the dentist grants permission to the dental plans and other participating organizations they choose to access their data. A number of dental payers already participate in CAQH ProView.

“Collaboration is a hallmark of all CAQH initiatives,” said Robin Thomashauer, CAQH executive director. “Our alliance with the ADA will reduce the costs and administrative burdens for both dentists and dental plans alike, and further establishes CAQH ProView as the health care industry’s go-to choice for collecting and sharing provider data.”

Dentists will also receive automatic reminders to update their data and attest their information every 120 days. The system will also prompt users if their licenses or other documentation is about to expire.

To learn more about the ADA credentialing service, visit ADA.org/credentialing. ■

Attendance

GRAND TOTAL 12,928

Dentists	Dental Students	Dental Team	Related Professionals
U.S. Member 4,203	U.S. Member 198	U.S. Dental Business Assistants 607	U.S. Dental Dealers 50
U.S. Nonmember 167	U.S. Nonmember 51	Intl. Dental Business Assistants 12	Intl. Dental Dealers 4
Intl. Member 222	Intl. Member 1	U.S. Dental Assistants 652	U.S. Guests 1,260
Total 4,592	Intl. Nonmember 21	Intl. Dental Assistants 14	Intl. Guests 64
	Total 271	Dental Assistant Students 85	U.S. Children (under 18 years) 150
		U.S. Dental Hygienists 657	Intl. Children (under 18 years) 6
		Intl. Dental Hygienists 7	Alliance 115
		Dental Hygienist Students 10	State and Local Staff 144
		U.S. Lab Technicians 23	U.S. Exhibitors 3,779
		Intl. Lab Technicians 6	Intl. Exhibitors 49
		U.S. Allied Health Professionals 38	Other 332
		Intl. Allied Health Professionals 1	Total 5,953
		Total 2,112	



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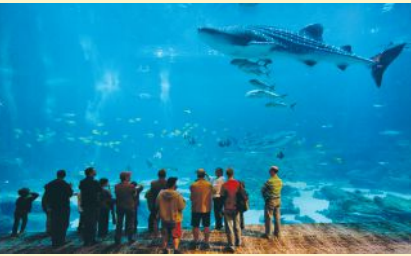
The ADA Members Retirement Program (Contract Form #5108) is funded by a group variable annuity contract issued and distributed by AXA Equitable Life Insurance Company (New York, NY 10104, 212-314-4600).

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'Stellar' researcher earns 3M Innovative Research Fellowship

BY MICHELLE MANCHIR

Just three years into his academic career at the University of Alabama, Dr. Nathaniel Lawson, Ph.D., has already established himself as a leader in science and research among the university's millennials but also its 'old guard' faculty, according to his colleagues.

"Nate, in his short academic career, has developed a deserved reputation as a stellar researcher," wrote Drs. Paul Eleazer and Mia Geisinger, who nominated Dr. Lawson for the award.

For his innovative work in advancing dental research, Dr. Lawson has been awarded the inaugural 3M Innovative Research Fellowship. Launched earlier this year by the ADA, with support from 3M Oral Care, the program is meant to support future-oriented new pathways and methods in dental research.

As the recipient, Dr. Lawson was honored at a private ceremony Tuesday in Atlanta. He will receive a \$10,000 fellowship for two years.

Dr. Lawson currently serves as the principal investigator on over \$560,000 of industry-sponsored research grants and several other

academic and foundation-funded grants, said Drs. Eleazer and Geisinger. In his short tenure in academia, he has served as an investigator on 32 research grants with a diverse research portfolio that includes biomaterials, tissue engineering and longitudinal outcomes of dental therapies, according to his colleagues.

He has published 39 peer-reviewed publications and authored 12 trade journal articles, several poster and scientific presentations and chapters in three texts.

"He has also created a library of educational tools, including video tutorials, describing his and others' research findings and highlighting the innovations in patient care in a way that is accessible and exciting to millennial viewers," Drs. Eleazer and Geisinger wrote. "He has been instrumental in creating a bridge between the 'old guard' faculty and the new dentists and student doctors not only at (the University of Alabama at Birmingham), but nationwide."

Dr. Lawson joined the University of Alabama at Birmingham as an assistant professor in the school of dentistry in 2014 and in



Inaugural fellow: The ADA and 3M on Tuesday presented the inaugural 3M Innovative Research Fellowship Award to Dr. Nathaniel Lawson, Ph.D., center. Eric Wenzel, vice president of 3M Global Business, left, and ADA President Gary L. Roberts pause for a photo at the award presentation.

2015 became the program director for the biomaterials residency program at the school. In 2016, he became the division director of biomaterials.

Before that, Dr. Lawson received a master's of science degree in 2007 from the University of Alabama at Birmingham School of Engineering. He earned his D.M.D. in 2011 and Ph.D. in 2012, both from the University of Alabama at Birmingham.

This is not Dr. Lawson's first ADA award. He received the 2015 John W. Stanford New Investigator Award for his research project that examined methods used to measure the depth of cure of composites.

Wrote Drs. Eleazer and Geisinger, "We cannot think of a better individual to receive the inaugural 3M fellowship than Dr. Lawson." ■

—manchirm@ada.org

Inside look of head, neck anatomy

Hands-on course allows dentists to dissect oral cavity

BY MICHELLE MANCHIR

Some dental professionals began their day Wednesday in Atlanta by dissecting a portion of a human head.

This key piece of the full-day course, Anatomy of the Masticatory System: Clinical Application and Dissection, gave dentists the opportunity to complete a detailed dissection of the face, masticatory musculature and temporomandibular joint.

Course instructors, Drs. Henry Gremillion and Homer Asadi, highlighted anatomy's relationship to routine dental assessment and clinical procedures.

For some of the dental professionals in the course, it offered the first time since dental school they practiced dissection.

That included Dr. Marsha Douma, a general dentist in practice for 43 years in a suburb of Washington, D.C., who said the course for her would act as a "refresher" to what she already knew about anatomy.

"I always found anatomy fascinating, and I appreciate the opportunity to see what goes beyond the gingival tissue," she said.

During the course, students were given the chance to dissect the oral cavity, with special attention paid to the floor of the mouth. They also engaged in a detailed



Head and neck tutorial: Dr. Alan Budenz, right, helps Dr. Sara Kehoe, left, and Dr. Marsha Douma, during the Anatomy of the Masticatory System: Clinical Application and Dissection course Wednesday.

analysis of the temporomandibular joint and an assessment of the facial and superficial structures, including the muscles of facial expression.

Throughout the hands-on course, students were able to ask questions during dissection, and the instructors regularly brought the discussion back to clinical application.

Near the beginning of the session, Dr.

Gremillion noted the "honor and privilege" of being able to dissect a human cadaver.

"We're just tour guides," Dr. Gremillion said of himself and Dr. Asadi. "The cadavers are our teachers."

The images of the masticatory system you see in a book, said Dr. Gremillion, even "beautiful drawings" in medical books, "don't do justice to what you see in real life." ■

Photo by EZ Event Photography

Sign up for bone marrow donor registry

Qualified dental professionals can register as potentially life-saving bone marrow donors and learn how to offer their patients the same opportunity.

At a kiosk in the Member Success Center, attendees can register as potential bone marrow donors, which involves filling out some paperwork and performing a self-administered cheek swab.

DKMS – We Delete Blood Cancer, the nonprofit that works with the world's largest network of bone marrow donor centers, also is offering free swab kits for dental offices so that dentists and dental staff can register willing patients into the National Bone Marrow Registry.

In 2012, the ADA House of Delegates passed a resolution to help member dentists understand the importance of promoting bone marrow matching programs. Res. 162H-2012 states "that the ADA urges members to support participation in the bone marrow matching program by providing appropriate literature in their offices, gathering samples and forwarding them for registration."

Donors must be between 18 and 55 years old and be in overall good health, according to the We Delete Blood Cancer website.

ADA 2017 participants can learn more about the registry at the Member Success Center booth, or by visiting DKMS.org/dental.

The Member Success Center booth is open the same hours as the Exhibit Hall:

- Today, 9 a.m.-5:30 p.m.
- Friday, 9 a.m.-5 p.m.
- Saturday, 9 a.m.-3 p.m. ■

Revised ADA Bylaws ready for town hall, House of Delegates

BY DAVID BURGER

The ADA Council on Ethics, Bylaws and Judicial Affairs has completed a three-year project to revise the ADA Bylaws and the amendments will be submitted to the House of Delegates at ADA 2017 – America's Dental Meeting for approval.

The council revised the Bylaws and Constitution because the House of Delegates, through Resolution 118H-2014 in 2014, directed it to perform a comprehensive review and rewrite of those documents. Revisions to the Constitution were submitted to the 2016 House of Delegates and were referred for consideration at the 2017 House of Delegates.

The amended documents, which are included in Resolution 7, mark the first time they have been revised since the early 1940s.

A town hall presentation on the amended Bylaws is scheduled today from 1-2:30 p.m. in Atrium Ballroom B on the Atrium level of the Marriott Marquis Hotel.

"The Constitution and Bylaws are the backbone of the ADA," said Dr. Michael H. Halasz, chair of the Council on Ethics, Bylaws and Judicial Affairs. "Those documents provide for the governance structure, philosophies, policies and to a certain extent, the day-to-day operations."

A task force was formed in 2014 to review and revise the constitution and bylaws. A major component of the process was opening

up the process in May so that any member dentists could give feedback on the revisions. About 200 "substantive" responses resulted, said Dr. Linda Himmelberger, co-chair of the Bylaws Rewrite Task Force.

Opening up the process was crucial, Dr. Himmelberger said. "We really did want this to be transparent and collaborative," she said. "We wanted input from the



Dr. Himmelberger



Dr. Halasz

widest possible audience, trusting in the wisdom of the many."

"Each and every comment was reviewed and many led to further revision," said Dr. Halasz.

Dr. Halasz added, "The vast majority of the changes were simply moving things around. We removed the operational and procedural aspects of the bylaws and placed them into a newly created Gover-

nance Manual and the existing House of Delegates Manual. It allows for the goal of making the ADA more nimble. This is achieved because most of the items in the Governance Manual are amendable by a simple majority as opposed to a two-thirds majority required to amend the bylaws."

In the end, the task force identified for removal about 64 pages — nearly 80 percent of the then-existing ADA Bylaws.

Anyone who wishes to receive a link to the resolution, supporting documentation or has any questions about the revised bylaws can email ADA Deputy General Counsel and director of the Council on Ethics, Bylaws and Judicial Affairs Tom Elliott at elliottt@ada.org. ■

—burgerd@ada.org

Exhibit Hall offers hands-on experiences

The Exhibit Hall is where attendees of ADA 2017 – America's Dental Meeting can test and buy new products, interact with vendors and attend free continuing education.

Dentists and other guests will be able to test out the latest products on the market and ask questions of the experts. With thousands of instruments and services from industry vendors, all can touch, feel and compare while receiving discounts on items.

There is incentive to take advantage of the discounts. ADA members who make purchases of \$3,500 or more in the Exhibit Hall are eligible to receive free registration to next year's annual meeting in Hawaii by participating in the Incentive Buying Program. Pick up an envelope in the Registration Area.

The Exhibit Hall is also the place to explore CE, with the opportunity to earn up to six hours of CE per day through areas such as the Technology Experience, Live-Patient CAD/CAM stage, the Design Studio, the Wellness Studio and the ADA Council Theater.

The hours the Exhibit Hall are:

- Today, 9 a.m.-5:30 p.m.
- Friday, 9 a.m.-5 p.m.
- Saturday, 9 a.m.-3 p.m.

On Friday, the Hall Happy Hour is from 4-5 p.m. This is a chance to enjoy mingling with exhibitors and colleagues in a relaxed setting. Plus, Hall Happy Hour guests will receive early access to hear football legend Peyton Manning speak during the Distinguished Speaker Series. ■

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GLIDEWELL DENTAL

ADA Foundation helping advance oral health, expand access to care

BY KELLY SODERLUND

“Investing in better oral health for all. Together.”

That’s the message the ADA Foundation wants to share with the world. Staff members are available at the ADA Foundation booth to talk about the Foundation’s vision and mission statement and answer any questions ADA 2017 attendees might have.

The ADA Foundation annually provides more than \$2 million in grants, scholarships,

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awards and facilitated in-kind product donations to programs that are in alignment with the organization’s efforts to advance oral health, expand access to dental care and drive game-changing research.

One of its premiere initiatives is the Give Kids A Smile program, where since 2003, more than 5.5 million underserved children have received free oral health services. Volunteers provide these free services including, approximately 10,000 dentists annually, along with 30,000 other dental team members. Give Kids A Smile celebrated its 15th anniversary in 2017.

It also supports the ADA Foundation Volpe Research Center, located in Gaithersburg, Maryland. The VRC works closely with industry to translate new technologies into clinical and over-the-counter products.

“The ADA Foundation is creating a brighter future for quality oral health care,” said Dr. Bill Calnon, ADA Foundation president. “We hope to see ADA 2017 attendees in person during the meeting so we can share highlights of what we have accomplished together and some glimpses of where we are headed next.”

The ADA Foundation also raises money every year to help dentists affected by disasters. The Emergency Disaster Grant Program

can provide a small measure of immediate financial assistance to eligible dentists who are victims of a disaster. The program covers emergency personal needs such as food, water, clothing and shelter, up to \$2,000.

Donations are accepted through the ADA Foundation’s “How to Help” page at ADAFoundation.org, as well as during ADA 2017.

Thursday through Saturday, the ADA Foundation is located at Booth 1919 in the Exhibit Hall, near the ADA Member Center. Oct. Thursday through Sunday, the Foundation also has a booth at the Atlanta Marriott Marquis, Marquis Level, Imperial Foyer, near the House of Delegates registration. On Friday and Monday during the House of Delegates meetings, the booth will be in the Georgia World Congress Center in the Thomas Murphy Ballroom Foyer. Those who make a donation will receive an ADA Foundation lapel pin.



Informational: ADA staff will hand out an ADA Foundation Impact Report at Booth 1919.

For more information on ADA Foundation activities and programs, visit ADAFoundation.org. ■

Become a research maven at evidence-based dentistry workshop with ADA

Could systematic reviews do more to help inform clinical decisions? The ADA Center for Evidence-Based Dentistry hopes so, and wants to empower researchers and clinicians to make that happen.

The center is hosting a workshop, “How to Conduct and Publish Systematic Reviews and Meta-Analyses,” Nov. 2-4 at the Hilton Chicago O’Hare Airport that will benefit researchers and clinicians in conducting systematic reviews no matter their experience level, said Dr. Romina Brignardello-Petersen, Ph.D., a postdoctoral research fellow in the Department of Health Research Methods, Evidence and Impact at McMaster University and a workshop instructor.

Participants will learn best practices when it comes to understanding the importance of evidence summaries, scientific literature search strategies, manuscript structure, using software to conduct data extraction and other skills.

Presenters at the workshop include Dr. Alonso Carrasco-Labra, director of the ADA Center for Evidence-Based Dentistry; Dr. Michael Glick, editor of the Journal of the American Dental Association; and Kelly O’Brien, an informationist at the ADA Library and Archives. Attendees can earn 14 continuing education credits.

Tuition is \$750 for ADA members and \$900 for nonmembers and it includes course materials and lunch.

For more information about the workshop or to register, visit ADA.org/SRworkshop. ■

Make the most of ADA 2017 by getting official mobile app

Stay connected with everything that is going on at the annual meeting by downloading the ADA 2017 mobile app.

With the app, attendees can:

- Verify continuing education credits and download hand-outs.
- Navigate the Exhibit Hall.
- Connect with exhibitors.
- Sync their personal course schedule.
- Receive the most up-to-date information, including room locations and event times.

To download the mobile app, search “ADA 2017” in the app store.

The official meeting hashtag is #ADAATL, and dentists are encouraged to add it to any social media posts. ■

Health Policy Institute course looks at shifting health care landscape, private practice

To help dentists learn how health care reform will impact dental care, the ADA Health Policy Institute will host The Shifting Health Care Landscape and Your Practice (5811, 6811) today and Friday during ADA 2017.

Marko Vujicic, Ph.D., ADA chief economist and vice president, HPI, will lead the no-fee course today from 12:15-12:45 p.m., and Friday from 12:15-12:45 p.m.

Also, don’t forget to stop by HPI’s counter in the ADA booth on the exhibit floor to learn about the latest HPI research and how it will help you prepare for the future.

To register for either course, log in to the ADA 2017 mobile app and add the course to your schedule or visit the Registration Area.

To download the app, search “ADA 2017” in your app store. For assistance, visit the Mobile App Help Desk in registration or the Tech Bar in the Exhibit Hall, Booth 3121. ■

Take a peek at the new Chairside Instructor guide in ADA Catalog booth

To be ready for just about anything patients may bring their way, dentists can be equipped with The Chairside Instructor.

Just released is the 11th edition of The Chairside Instructor (W013), ADA’s best-selling patient education picture guide.

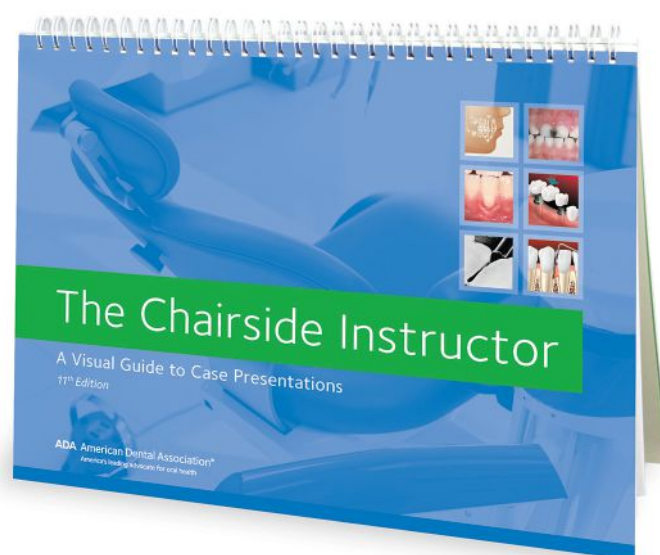
Located in the ADA Member Success Center on the Exhibit Hall floor (Booth 1619), the ADA Catalog area displays browse-before-you-buy copies of many of the manuals, kits and brochures offered through the ADA Catalog, including The Chairside Instructor.

The expanded visual guide includes more than 250 full-color photos and illustrations — with 51 that are new or revised — covering a wide range of prevention and treatment topics that can better ex-

plain what patients need to know.

For all orders placed in the ADA Catalog booth, a 15 percent show discount is offered.

The booth is open the same hours as the Exhibit Hall, which is open today from 9 a.m.-5:30 p.m. ■



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New and Emerging Speaker Series gives a look at future

BY DAVID BURGER

The 13-part New and Emerging Speaker Series offers up-and-coming professional educators the chance to present a one-hour, no-fee lecture.

A select few will have the opportunity to present at future annual meetings. For example, three presenters from the New and Emerging Speakers at ADA 2016 were selected to be part of the official speaker series lineup at ADA 2017 in Atlanta:

- Dr. Sally Cram, a dentist in a private practice of periodontics, will present Love the Ones You're With: Reducing Life Stress and Improving Your Health (5301), today, 9:30 a.m.-12:30 p.m., Room A412.
- Dr. Rico Short, assistant clinical professor at The Dental College of Georgia, will present Relax ... Don't Extract (6319), Friday, 1-3:30 p.m., Room A309.

• Kordell Norton, president of Synergy Solutions, will present Charismatic Dentistry: Making Your Practice Magnetic (7318), Saturday, 2-5 p.m., Room 412.

The 2017 New and Emerging Speaker Series schedule is:

- TMJ — What Is It and How Does It Apply to Everyday Dentistry? (5370), today, 9:30-10:30 a.m., Dr. Prabu Raman.
- Is Screening for OSA a New Standard of Care? (5371), today, 11 a.m.-noon, Dr. Ken Berley. OSA is obstructive sleep apnea.
- Martinis and Menopause: Exploring Oral and Systemic Implications in Women's Health (5372), today, 1-2 p.m., Kelli Jaecks.
- Back to Your Future, Geriatric Dentistry! (5373), today, 2:30-3:30 p.m., Dr. Charles Doring.



Dr. Cram

- Silver Diamine Fluoride: Who, What, When, Where and How? (5374), today, 4-5 p.m., Dr. Brooke Fukuoka.
- The Challenge of a Persistent Toothache (6370), Friday, 8-9 a.m., Dr. Reda Abdel-Fattah.
- Custom Cutback Abutments: A Design Alternative (6371), Friday, 9:30-10:30 a.m., Dr. William Dexter.
- Capnography and Nitrous Oxide: Two Great Ideas Coming Together (6372), Friday, 11 a.m.-noon, Dr. Anthony Carroccia.
- Erosive Tooth Wear: Etiology, Risk Fac-

tors, Diagnosis and Management (6373), Friday, 1-2 p.m., Dr. Alex Delgado.

• An Integrative Approach to Dentistry: Connecting Whole Body Health in the Hygiene Chair (6374), Friday, 2:30-3:30 p.m., Dr. Amy Dayries-Ling.

• The Tsunami of Seniors is Upon Us: Successfully Treating the Aged in Our Dental Offices (7370), Saturday, 8-9 a.m., Dr. Leonard Brennan.

• Stress Delays Oral Wound Healing and Impairs Surgical Outcomes (7371), Saturday, 1-2 p.m., Dr. Mehrdad Favagehi.

• Antibiotic Prophylaxis for Patients with Prosthetic Joint Implants (7372), Saturday, 2:30-3:30 p.m., Dr. Thomas Paumier.

All speakers will present in Room B201. ■

— burgerd@ada.org

Advice for dentists of all ages in free guide

No matter where you are in your dental career, you'll want to pick up your free copy of the JADA+ Career Guide, available at the ADA Member Success Center on the exhibit floor.

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Visit the ADA Member Success Center today to pick up your free copy. ■

Find ADA Seal-accepted products at ADA 2017

Dental professionals have easy access to ADA Seal-accepted products at ADA 2017 – America's Dental Meeting.

The Association's premier program helps dentists and consumers choose products that are proven to be safe and effective. For more information about the ADA Seal of Acceptance Program, visit ADA.org/Seal.

The following exhibitors feature products with the ADA Seal of Acceptance:

- ACT/Chattem, Booth 2445.
- Benco Dental Co., Booth 1837.
- Church & Dwight/Arm & Hammer, Booth 1737.
- Colgate, Booth 731.
- Crest + Oral-B, Booth 2019.
- GlaxoSmithKline, Booth 2245.
- Johnson & Johnson Consumer Inc., Booth 2033.
- Water Pik Inc., Booth 2437. ■



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CODA to hold hearing on standards during ADA 2017

BY KIMBER SOLANA

The Commission on Dental Accreditation is holding a hearing on accreditation standards at ADA 2017, set from 10:30-11:30 a.m. Friday at the Marriott Marquis, Marquis Level, Marquis Ballroom A.

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

Those who wish to comment should bring a written copy to submit.

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

- Accreditation Standards for Dental Education Programs, specifically Standard 3-1

(Appendix 2).

- Accreditation Standards for Dental Therapy Education Programs, to address areas of oversight at sites where educational activity occurs (Appendix 3).

• Accreditation Standards for Dental Assisting Education Programs, specifically Standard 2-1 (Appendix 4).

- Accreditation Standards for Advanced Specialty Education Programs in Oral and Maxillofacial Surgery (Appendix 5).

- Accreditation Standards for Clinical Fellowship Training Programs in Oral and Maxillofacial Surgery (Appendix 6).

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

- Accreditation Standards for Advanced Specialty Education Programs in Periodontics, specifically Standard 2-5 (Appendix 7).

- Accreditation Standards for Dental Education Programs, specifically Standard 2-7 (Appendix 8).

- Comments are due June 1, 2018, on the

following proposed standards:

- Accreditation Standards for Dental Hygiene Education Programs, specifically the Definition of Terms, and Standards 2-8d and 2-13 (Appendix 9).

- Accreditation Standards for Dental Hygiene Education Programs, specifically Standards 2-1 and 2-24 (Appendix 10).

To view and download the standards for which the commission is seeking comment, go to ADA.org/coda. Under "Accreditation," click on "Hearings on Standards/Comments Due."

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

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

—solanak@ada.org

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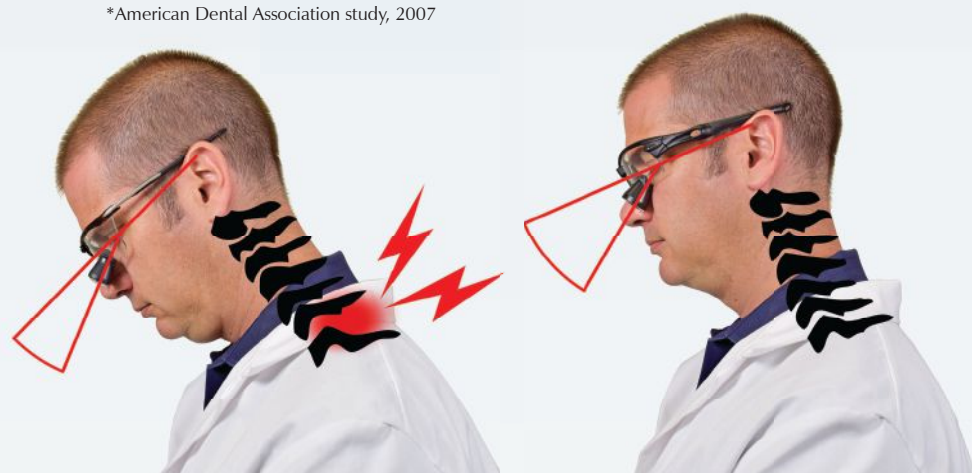
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*American Dental Association study, 2007



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—Joyce Turcotte,
RDH, M.Ed, FAADH

Save the date, enter contest for ADA 2018 in Honolulu

Honolulu — Aloha.

The Hawaii Convention Center in Honolulu will host ADA 2018 – America's Dental Meeting from Oct. 18-22.

By the way, the average high temperature in Honolulu in October is 85 degrees.

Even better, attendees of ADA 2017 have a chance to win a free trip to the 2018 annual meeting. To enter, simply scan your badge at the ADA 2018 booth in Building 2, Level 2 across from the Exhibit Hall entrance by 3 p.m. Saturday.

The grand prize is free airfare, hotel and registration for one. Second place is a free hotel and registration, as well as five team members' registration.

Members of the 2018 Committee on Local Arrangements and representatives from the Hawaii Convention and Visitors Bureau will be on hand to provide information about Hawaii. ■

Meet members, staff at ADA 2017 ADPAC Booth

The American Dental Political Action Committee invites attendees interested in advocacy to visit its booth located in the Atlanta Marriott Marquis hotel during Exhibit Hall hours. ADPAC members and staff will be on hand today through Sunday.

This year, grassroots activities have led to some more than 350 in-person, in-district meetings between ADA members and Congress. Additionally, ADA members have used Engage — the Association's main advocacy tool — to send more than 8,700 messages directly to their legislators on issues ranging from McCarran-Ferguson, health care reform and student loan issues.

Members who can't attend the meeting in Atlanta are encouraged to sign up for Engage Online at cqrcengage.com/dental. ■

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ADA Business Resources' newest endorsements debut at ADA 2017

It's been a busy year for ADA Business Resources.

Since ADA 2016 in Denver, ADA Business Resources has launched two new endorsed products and services for ADA members.

ADA Business Resources endorsed HealthFirst

(Booth 1319) as the exclusive provider of emergency medical kits for ADA members, providing members access to special discounts.

HealthFirst has provided emergency medical kits for more than four decades to dentists across the United States. The company currently tracks and automatically replenishes expired emergency medications for more than 40,000 dental offices.

Dentists can speak with a HealthFirst compliance counselor who

can help assess the needs of their practice and the type of kit that will help keep them prepared for a medical emergency and stay compliant with state and local regulations.

Already endorsed by ADA Business Resources for their Amalgam Recovery program and their sharps and medical waste mailback program, this new endorsement provides ADA members a discount of at least 10 percent on HealthFirst emergency medical kits.

ADA Business Resources also endorsed CyraCom (Booth 1529) as the interpretive services

provider for ADA members. The endorsement provides members with phone and video interpretation, enabling dentists to better communicate with their patients who have limited English proficiency.

It also helps members comply with laws such as Section 1557 of the Affordable Care

Act and Title VI of the 1964 Civil Rights Act.

CyraCom has been operating since 1995 and services thousands of health care clients and providers throughout the U.S. CyraCom's employee interpreters undergo extensive medical and dental terminology training and work in a network of large-scale interpreter contact centers. CyraCom offers ADA members a 70 percent discount for interpretation services, with no start-up costs or minimum monthly fees.

"We are very choosy about who we endorse," said

Deborah Doherty, managing director for ADA Business Resources. "These companies offer products and services ADA Business Resources has heavily vetted and can really stand behind as recommended offerings for our members."

In addition, ADA members attending ADA 2017 who visit five endorsed provider booths, all located in the same area of the convention hall, can receive a free gift and be entered to win a daily prize. Visit the ADA Business Resources booth (1431) and pick up an entry form. ■



Score some extra points at ADA 2017 with ADA Preferred Rewards Visa

U.S. Bank is offering bonus rewards points at ADA 2017 – America's Dental Meeting in Atlanta to celebrate the launch of additional benefits to members and to mark eight years as the only credit card endorsed by ADA Business Resources.

The ADA Preferred Rewards Visa, which re-launched in July with enhanced benefits, is offering three times the reward points for hotel stays at any of the ADA's official hotels during this year's annual meeting. This includes room service and other hotel purchases. Just remember to use the ADA Visa Signature Card when checking out.

on ADA net purchases (net purchases are purchases minus credits and returns), including ADA 2017 registration, continuing education courses and ADA catalog items.

As always, ADA Visa Signature cardholders will earn one reward point per \$1 spent on eligible net purchases everywhere else Visa cards are accepted. The ADA Preferred Rewards Visa can be used for everyday purchases and reward points can be redeemed for cash back (in the form of a statement credit), travel, gift cards and more.

ADA members, their families and staff who are interested can apply for an ADA Preferred Rewards Visa Signature Card. During the annual meeting, U.S. Bank is offering 25,000 bonus points, after you spend \$5,000 within 120 days on the card.

For more details or to apply, visit Booth 1536 during ADA 2017. Existing cardholders can also stop by with their ADA Preferred Rewards Visa Signature card to receive a free gift as a thank you for being a cardholder (while supplies last).

For more information about the ADA Preferred Rewards Visa, call 1-888-327-2265 ext. 39396 or visit adavisa.com/39396. ■



During the annual meeting, ADA Visa Signature cardholders can also earn five reward points per \$1 spent

Discounts at meeting

Members, dental team, families can take advantage of discounts, benefits from ADA Business Resources

ADA members aren't the only ones who can take advantage of discounts offered by ADA Business Resources. Dentists' families and dental teams are invited to visit these booths to find out more about offers and benefits:

- ADA Preferred Rewards Visa Signature Card (Booth 1536) for bonuses and perks for cardholders.
- AHI Travel (Booth 1437) to make priceless memories on a trip of a lifetime

to foreign destinations.

- Lands' End Business Outfitters (Booth 1436) to save on quality Lands' End products and gift cards.

- Lenovo Computers (Booth 1534) to receive instant savings up to 30 percent off and access to exclusive deals.

- Whirlpool (Booth 1434) for exclusive discounts on large and small appliances from Whirlpool, KitchenAid, Maytag, Amana and more. ■



Ready to run: Drs. Rick Andolina, Joseph Wineman, Carol Summerhays, Jennifer Szakaly, Jerry Bird, Anne Dufour, and Gary Wegman at the 8th annual American Dental Political Action Committee Physician and Dentist Candidate Workshop in April.

Ins and outs of running for office

Candidate workshop covers campaign details

BY JENNIFER GARVIN

Washington — Running for office is more than just putting your name on a ballot.

There's fundraising and polling and a host of grassroots tips to master — skills not usually learned in the dental office.

That's why for the eighth year in a row, the American Dental Political Action Committee held the Physician and Dentist Candidate Workshop.

Seven ADA member dentists attended the April 29-30 workshop to learn what it takes to run for local, state or federal office. They are Drs. Rick Andolina, ADPAC chair, New York; Joseph Wineman, Nevada; Carol Summerhays, California; Jennifer Szakaly, Virginia; Jerry Bird, ADPAC chair-elect, Florida; Anne Dufour, Pennsylvania; and Gary Wegman, Pennsylvania.

The sessions focused on the ins and outs of constructing a successful campaign, including how to organize a campaign, understanding political polls and the importance of messaging. There were also dedicated sessions on

digital engagement and fundraising.

Dr. Bird, who is also the chair-elect of ADPAC, called the workshop a "valuable tool" for any health care provider interested in running for office.

"We need members of the ADA serving as lawmakers to advance a true patient-oriented dental care agenda, because we have the personal knowledge on how to accomplish that goal," Dr. Bird said. "A truly valuable asset that we unite with our physician colleagues with common goals to keep the cost of this program very reasonable."

In addition to ADPAC, other hosts of the event included the American College of Radiology RADPAC, American Association of Orthopaedic Surgeons, American Society of Anesthesiologists, National Emergency Medicine PAC, American Congress of Obstetricians and Gynecologists OB-GYN PAC, American Osteopathic Information Association PAC and American College of Surgeons Professional Association PAC. ■

The American Dental Political Action Committee invites ADA 2017 attendees interested in advocacy to stop by its booth located in the Atlanta Marriott Marquis hotel during exhibit hall hours.

Officials in Albuquerque resume water fluoridation

Albuquerque, N.M. — With input from the dental community, water officials here voted 5-2 on Sept. 20 to resume water fluoridation for the utility's 606,000 water users.

The vote amended the utility's budget to authorize \$250,000 for fluoridation equipment to supplement the local water

to optimum levels recommended by the federal government, according to the Albuquerque Bernalillo County Water Utility Authority's website.

To read more about this story, including dentists' involvement in the vote, visit ADA.org and search for the headline, "The Science Mattered." ■

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DENTAL BENEFIT RESOURCES



Botox is 'frame you're putting around the canvas'

BY MICHELLE MANCHIR

Icing on the cake.

That's how Dr. Michael Troop, a Colorado dentist who Wednesday was one of the instructors of the full-day course, Botox Therapy for Every Dental Practice, described being able to offer Botox to patients in addition to oral health care.

"This is the frame that you're putting around the canvas," Dr. Troop said, noting that in addition to cosmetic results, Botox has therapeutic uses, such as treatment for orofacial pain, bruxism and temporomandibular joint disorders.

At the course, dentists and dental team members learned to integrate Botox procedures into their practice immediately.

Topics included anatomy of the oral/maxillofacial areas in the treatment of facial esthetics and pain, and proper dosaging, reconstitution and delivery techniques for precise Botox treatment. Instructors also discussed safety, contraindications, side effects, anatomy and delivery techniques for precise Botox treatment.

Dr. Louis Malmacher, president of the American Academy of Facial Esthetics, led the course. He will also teach the related course Frontline TMJ and Orofacial Pain Trigger Point Live Patient (5205) today from 9:30 a.m.-4:30 p.m. in Building A, Room A302.

For Wednesday's course, participant Dr. Amy Maletz, an associate in an upstate New York dental practice, said learning to administer Botox is a way to potentially draw in new patients and offer a variety of services to them.

Additionally, "my staff is very eager for one of us to get this education so we can help them out as well."

Early in the day, Dr. Maletz said she'd already benefitted from a hands-on anatomy demonstration and learning the truth about some myths related to Botox.

She said she appreciated that course instructors included not just dentists but nurses and other medical professionals.

"It's good to see how it applies beyond dentistry, as well," she said. ■

—manchirm@ada.org



Making a mark: Dr. Amy Maletz, center, draws on her "patient" Dr. Paul Bertolasio as Jane Bertolasio looks on during Botox Therapy for Every Dental Practice Wednesday.

Photo by EZ Event Photography

ADA Science Institute Stage offers variety

BY DAVID BURGER

The ADA Science Institute Stage, presented by the ADA Council on Scientific Affairs and the Science Institute, will once again offer continuing education courses and the ADA Clinical Evaluator Panel Reception.

The stage will feature nearly a dozen CE courses at ADA 2017.

The ACE Panel Reception is scheduled today from 5-6:30 p.m. at the Omni Atlanta Hotel at CNN Center, connected to the Georgia World Congress Center, the site of the annual meeting. The ACE Panel is a network of practicing member dentists who share their experiences with various tools, techniques and products used in their dental practice, which help to inform the topics and products evaluated by the ADA.

"The ACE Panel allows member dentists to share their thoughts on common techniques and products and to help shape or contribute to our publications," said Dr. Paul Eleazer, vice chair of the Council on Scientific Affairs. "We

had a great turnout at last year's reception and are looking forward to celebrating our current panelists and welcoming those who are interested in joining this amazing group of dentists."

The reception is free and open to all current panelists, as well as those interested in learning more about the program. Space is limited and registration is required. Dentists can learn more about the ACE Panel or the reception by visiting ADA.org/ACE.

The ADA Science Institute Stage, in Room B209, will feature the following CE courses:

- Approaches to Caries Removal (5805), today, 9:45-10:45 a.m., Dr. Margherita Fontana.
- Do High-power Curing Units Cure Better? Important Factors in Light Curing (5806), today, 11 a.m.-noon, Dr. Howard Roberts.
- Rational Selection of Drugs for Our Patients (5807), today, 1-2 p.m., Dr. S. Craig Rhodes.
- Where Does Silver Diamine Fluoride Fit

in the Rubric of Nonsurgical Management of Caries? (5808), today, 2:30-3:30 p.m., Dr. Rebecca Slayton.

- Essential Hearing Protection for Safety, Comfort and Communication in Dental Clinics (6805), Friday, 9:45-10:45 a.m., Dr. Alan Boghosian.

- Periodontal Epistemology: The Periodontal Systemic Connection (6806), Friday, 11 a.m.-noon, Dr. Angelo Mariotti.

- Dental Unit Waterline Safety and Safe Dental Care (6807), Friday, 1-2 p.m., Dr. Fiona Collins.

- Oral Home Care in the Age of Evidence-based Dentistry (6808), Friday, 3-4 p.m., Dr. Maria Geisinger.

- ADA Clinical Practice Guideline for the Evaluation of Potentially Malignant Disorders in the Oral Cavity (7804), Saturday, 9:45-10:45 a.m., Dr. Mark Lingen.

- Vaping and Oral Health: What Do We Know About E-cigarettes? (7805), Saturday, 2-3 p.m., Dr. Jeffrey Kim. ■

Symposium

Continued from Page 1

director at the National Vaccine Program Office within the U.S. Department of Health and Human Services, also presented and discussed the HPV vaccine, highlighting that only about 60 percent of adolescent boys and girls nationally have received one or more doses of the vaccine. The CDC recommends children receive two doses of the HPV vaccine at ages 11-12.

During a lively Q&A session, a big part of the discussion focused on the reluctance, often on the part of parents, but sometimes also on the part of health care professionals, to discuss or administer the vaccine.

Dr. Wharton also addressed misinformation about the vaccine's safety that influences some patients. In some cases, reassurance from experts stating facts "may not be enough" to change these patients' ideas, she said.

"Let them know that you care about them," she said. "You're not making this recom-

mendation because the state made you or the manufacturer made you. You're doing it because you care about them. You want their child to be protected from cancers."

For Dr. Ed Coryell, who oversees a general practice residency program in Asheville, North Carolina, the symposium offered an opportunity to learn and pass on the latest statistics and information related to the disease to the residents.

Dr. Coryell, who said he became passionate about the topic of HPV and oropharyngeal cancer after hearing someone he called a "local champion nurse" talk about the issue, said he feels dental professionals have an "obligation" to tackle the issue with their health care colleagues.

"We have to work as a team," he said.

Dr. Celia Ann Reed, a dentist from Atlanta, said attending the symposium seemed like a "no brainer" for her.

"It's great to meet with anybody from MD Anderson who is studying this," she said.

The six-hour symposium also featured Dr. Mark Lingen, who led a session about the Evidence-Based Clinical Practice Guideline for the Evaluation of Potentially Malignant

Disorders in the Oral Cavity, which was published in the October issue of The Journal of the American Dental Association. Dr. Lingen, Ph.D., an oral and maxillofacial pathologist and professor of pathology at the University of Chicago Pritzker School of Medicine, was chair of the guideline's expert panel.

Dr. Theresa Hofstede, associate professor in the department of head and neck surgery at The University of Texas MD Anderson Cancer Center, shared information about oral and mandibular toxicities of radiotherapy; and Dr. Dave Preble, vice president of the ADA Practice Institute, brought the scientific session to a close with practical aspects of cancer prevention in the dental office.

Symposium participants also heard from a survivors panel, featuring health providers from MD Anderson and three people affected by the disease, including Sandra Wexler, a Houston woman who credits her dentist (Dr. Dorothy Paul) with saving her life after a head and neck screening during routine checkup.

For more information about the symposium, visit ADA.org/ADA17OralCancer. ■

—manchirm@ada.org

Council Theater offers fruit from ADA councils

Dentists, students and team members can learn about subjects ranging from the CDT Code to nutrition at ADA council-sponsored courses in the ADA Council Theater.

All of the courses, located at Booth 1305 in the Exhibit Hall, are free and offer varying levels of continuing education credit. The schedule is:

- Ethical Consideration in Patient Selection: ADA Code Guidance (5800), today, 9:45-11:45 a.m., Drs. Gary Herman and James Smith, created in partnership with the ADA Council on Ethics, Bylaws and Judicial Affairs.

- 5 Key Messages for Patients About Nutrition and Oral Health (5801), today, 1-2 p.m., Sharon Clough and Margaret Connor, created in partnership with the ADA Council on Advocacy for Access and Prevention.

- Transitioning from Practice to Dental Education (5802), today, 3-5 p.m., Drs. Gerald Glickman, Brad Potter and John Williams, created in partnership with the ADA Council on Dental Education and Licensure.

- Strategies to Communicate Effectively with Your Patients (6800), Friday, 9:45-11:45 a.m., Dr. Jonathan Shenkin, Alice Horowitz, Ph.D., Ms. Clough, created in partnership with the ADA Council on Advocacy for Access and Prevention.

- CDT Code Open Forum: Annual Maintenance Concepts and Processes (6801), Friday, 1-2 p.m., Drs. Christopher Bulnes and Steven Snyder, created in partnership with the ADA Council on Dental Benefit Programs.

- Everything You Need to Know to Start E-Prescribing (6802), Friday, 2:30-4 p.m., Drs. Kenneth Aschheim, Craig Ratner and Mitchell Rubinstein, created in partnership with the ADA Council on Dental Practice. ■

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Stop by **Booth 1619** to hear about these business-building initiatives from the ADA!

Image quality focus for Ahlstrom award recipient

BY MICHELLE MANCHIR

Dr. Brittany Kurzweg wants to make sure clinicians have the best diagnostic image available to them when treating patients.

Her innovative research on the subject scored her the 2017 Robert H. Ahlstrom New Investigator Award, which highlights the role dental informatics standards play in dentistry.

Dr. Kurzweg is a lieutenant in the Navy Dental Corps who graduated in July with a master's degree in oral and maxillofacial radiology from The University of North Carolina at Chapel Hill School of Dentistry. She won the award for her research titled "Cone Beam Computed Tomography Image Quality Testing Clinically Relevant Volume Orientation and Position."

Her research "exemplified exactly the award criteria of a very well designed and executed paper that incorporated standards-based research and standards development," said Sharon Stanford, director of standards for the ADA in a letter to Dr. Kurzweg. "The goal of this award is to bring in a new generation of professionals to the important work of standards development and the ADA Council on Dental Practice agreed that your paper was the best example of this."

For her research, which is ongoing, Dr. Kurzweg tested whether objective measures of image quality vary as a function of test tool location, orientation and dose protocol. She measured whether there was an association between object and subjective image quality.

"This study directly contributes to the development of dental informatics standards because it addresses the relationship between objective and subjective image quality," Dr. Kurzweg said.

As the Ahlstrom award recipient, Dr. Kurzweg received a \$1,000 honorarium and a \$500 travel award along with hotel accommodations to present her paper at the ADA Standards Committee on Dental Informatics Meeting, which ended Wednesday at the Marriott Marquis.

Dr. Kurzweg endured a small journey to get to Atlanta. Since September, she has lived in Okinawa, Japan, where she serves in the Navy Dental Corps as a clinician. There, she will also get to continue her work in research because of a collaboration between UNC, where she also serves as adjunct faculty, and the Navy, she said. Dr. Kurzweg, a 2011 Uni-

versity of Florida College of Dentistry graduate, anticipates doing more work on her project that earned the Ahlstrom award, and also exploring other topics.

Perhaps understating her accomplishments and efforts, Dr. Kurzweg noted, "I like to have a variety of projects going on." ■

Honoree: Dr. Brittany Kurzweg, center, accepts a plaque for the 2017 Robert H. Ahlstrom New Investigator Award Wednesday. With her is Dr. Rickland G. Asai, 11th District trustee, left, and Dr. Gregory Zeller, chair of the ADA Standards Committee on Dental Informatics.



Photo by EZ Event Photography



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Hearing on proposed CERP standards Friday

The Commission for Continuing Education Provider Recognition is hosting an open hearing on the ADA CERP Recognition Standards from 8:30-9:30 a.m. on Friday at the Marriott Marquis, Marquis Ballroom B.

Dentists, institutions and organizations possibly affected by the ADA CERP Recognition Standards have the opportunity to comment on a proposal to simplify and streamline the standards.

No decision regarding any issue will be determined at the hearing. Communities of interest will also be invited to submit written comments on finalized drafts of the revised ADA CERP Recognition Standards at a future date.

To review the agenda and an outline of the proposed standards, visit ADA.org/CCEPR and go to “News and Announcements.” ■

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