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## ADA News - 04/03/2006

American Dental Association, Publishing Division

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# ADA NEWS

APRIL 3, 2006

VOLUME 37 NO. 7



What's an easy thing  
you can do each day  
to help live a longer, healthier life?

Ask your dentist or hygienist.

Colgate ADA

## ADA, Colgate partner on oral-systemic campaign; kit available

BY JENNIFER GARVIN

As part of the ADA's joint partnership with Colgate and the ADA's national campaign to educate the public about the link between oral health and overall health, Colgate is now offering a free kit on the oral-systemic relationship.

The kits are available to dentists who visit Colgate's Web site, "www.colgateprofessional.com" or by visiting ADA.org at "www.ada.org/goto/oscampaign".

See KIT, page 18

## ADA urges support for dental intervention

BY CRAIG PALMER

Washington—Dental interventions might help reduce costs associated with certain difficult pregnancies and childbirth, the ADA said in urging a research priority for oral disease and adverse pregnancy outcomes.

"Oral health is inextricably linked to an individual's overall health and well-being," the Association said. "With further study, dental interventions could prove an effective way to lower the high costs of poor birth outcomes. They might also help reduce perinatal health disparities among the same low-income and minority groups already at highest risk for periodontal disease and dental caries."

The Association kicked off a media campaign on oral and systemic health Feb. 23 and followed March 14 with a letter nominating oral disease and adverse pregnancy outcomes as a priority for federal Agency for Healthcare Quality and Research study.

"We also urge your support for research, demonstration and evaluation projects to examine how dental interventions might help reduce the high costs associated with preterm/low birth weight deliveries."

The AHRQ effective health care activity promotes research with a focus



**It tickles:** David Lipton, second-year dental student, surprises a 5-year-old during an examination. Give Kids A Smile was celebrated at the University of Michigan School of Dentistry in Ann Arbor Feb. 3.

on outcomes, comparative clinical effectiveness and appropriateness of pharmaceuticals, devices and health care services. "Patients, providers, and policymakers share an interest in mak-

ing informed decisions about health care to promote good outcomes," says the agency Web site.

Over the last decade, several studies  
See INTERVENTION, page six

## BRIEFS

**Salute:** President Bush has nominated Army Col. Russell J. Czerw for appointment as chief of the U.S. Army Dental Corps, the Pentagon announced. Dr. Czerw commanded what may be the only dental battalion deployed in combat, JADA reported in March 2005.

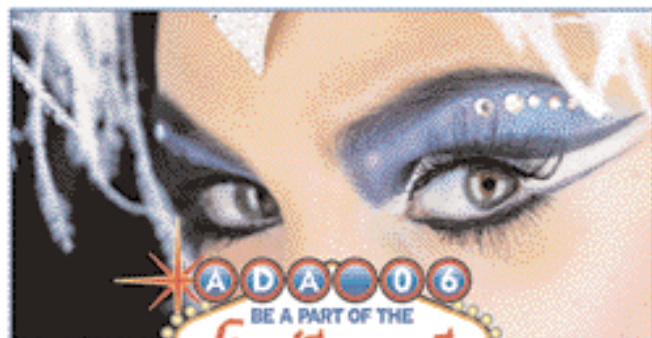
Defense Secretary Donald H. Rumsfeld made the announcement March 21. By statute, an officer selected to serve as chief of the Army Dental Corps who holds a regular grade lower than major general will be appointed to the regular grade of major general. Col. Czerw is currently serving as commander, U.S. Army Dental Command, Fort Sam Houston, Texas.

Dr. Czerw was interviewed last year for a JADA cover story. He talked of commanding "field expedient dentistry" and humanitarian missions in hostile combat areas in Iraq. "My commander wanted me to go with him to war." He went to war with 16 dental, medical, veterinary and combat stress units under a reorganized command. "I was very proud of the team and how they responded to a new organization structure." ■



Dr. Czerw

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ANNUAL SESSION PREVIEW  
on pages 24-33!

## 2006 session Get ready for Las Vegas!

BY STACIE CROZIER

Las Vegas—Be a part of the excitement!

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This year's annual session will feature a special Monday-Thursday schedule, so you can decide if you're ready to head home or spend the

See GET READY!, page 34

■ Preview on pages  
24-33

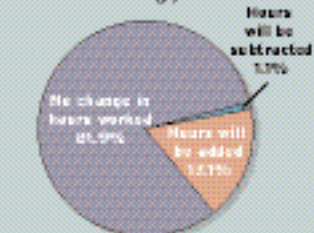
■ Special rate for  
nonmembers,  
page 34

■ Vegas food and  
fun, page 34

## JUST THE FACTS

### Dental hygienists

Dentists' planned changes  
in work hours for current  
dental hygienists in  
coming year



Source: ADA Survey Center  
"survey@ada.org", Ext. 2568

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# ADA NEWS

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## Federal employees to receive enhanced dental benefits

BY CRAIG PALMER

*Washington*—Enhanced dental coverage and multiple plans will be offered to some 4 million government employees and retirees worldwide choosing their 2007 health benefits later this year, say U.S. Office of Personnel Management officials.

"We have the proposals, we have an evaluation team reviewing them now, and they tell me they're on track," said Dan Green, deputy associate director for employee and family support policy. "The law says we must be up and running in 2006. It's pretty darn firm. It will happen." Open season enrollment is scheduled

for late fall.

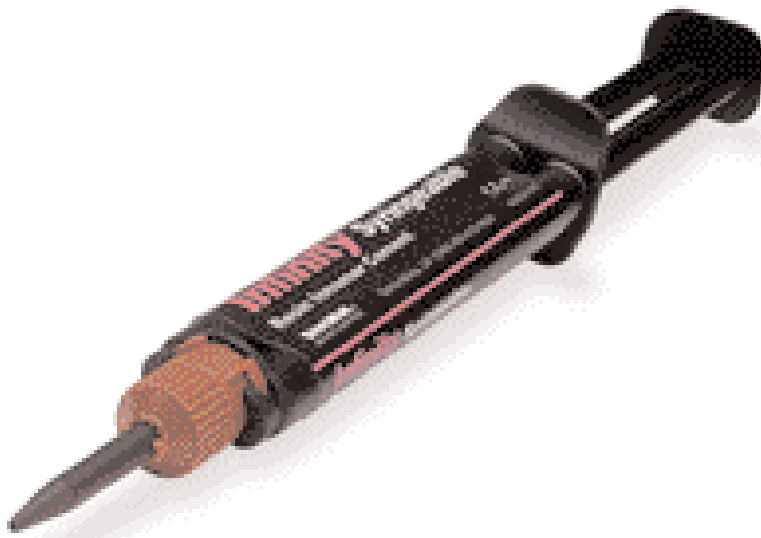
The Federal Employee Dental and Vision Benefits Enhancement Act of 2004 calls for new dental coverage this year. The law established a program through which employees can purchase supplemental coverage for dental care that may be of the following types: diagnostic, preventive, emergency, restorative, oral and maxillofacial surgery, endodontics, periodontics, prosthodontics and orthodontics.

ADA representatives met with OPM officials March 23, 2005, as they began planning the new coverage for employees who have complained for years about limited access to meager

dental benefits, urging federal benefit managers to consider the dentist in the process of insuring an adequate network of providers. OPM administers the Federal Employee Health Benefits Program.

Marketing new dental benefits will be "a real challenge," given that eligible employees may work on Capitol Hill, in a fire watchtower in Montana or at an embassy in Malaysia. Enrollees will pay the premium costs. The OPM will finance startup costs from administrative reserves and, said Mr. Green, "we will be constrained to keep our administrative costs low." ■

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# ViewPoint

## MyView

# Lifelong meanings



Charles J. Lucero, D.D.S.

**T**his month, I am issuing a challenge to my fellow dentists to find someone who might be interested in dentistry and become his or her mentor. Or perhaps find a new dentist in your area and give him or her a call.

Invite someone out for a cup of coffee and share your knowledge, experience and wisdom. I have had two excellent mentors during my dental career who have shaped and influenced my professional life. Your impact on a young dentist can have lifelong meanings.

One of my fondest memories of high school is working for a dentist in Kingman, Ariz., who gave me the rare opportunity of learning the magic of

dentistry as a young teen. I've told the story often of how I began my career in dentistry. It was not in a comfortable air-conditioned office, but rather outside in the blistering Arizona sun.

One of my first jobs was pulling weeds outside of the dental office. Day in and day out during the summer of 1983, I labored in the hot sun making the outside of a dental office look nice.

I got rid of the weeds, mowed the lawn and swept that parking lot until it was immaculate. The biggest lessons from that summer were realizing I am not a fan of manual labor and that I needed a more professional job—one that would get me out of that burning sun. Little did I realize my "big break" would come when one of the dental assistants called in sick and I was invited inside to help the dental team.

I spent the remainder of that summer learning how to pour models, disinfect

**I have had two excellent mentors during my dental career who have shaped and influenced my professional life.**

treatment rooms, sterilize instruments, keep the lab clean and of course, empty the trash. It was a great summer. When school began, the dentist offered me an after-school job and I was happy to accept the invitation.

I stayed there for years and continued to learn more about chair-side assisting, radiograph certifica-

tion, denture processing, dental anatomy, patient communication and much, much more. Before I knew it, I was a junior in college and decided dental school was for me. I'll never forget how much of a head start I had in dental school because of my many prior teenage years in the dental office.

Upon graduation, it was my pleasure to work for this same dentist, who continued to mentor me and eventually helped me build a successful practice.

After becoming established in Kingman, another dentist took some interest in me, teaching me the importance of active involvement in organized dentistry. She encouraged me to get involved and I soon realized this type of "manual labor" was for me.

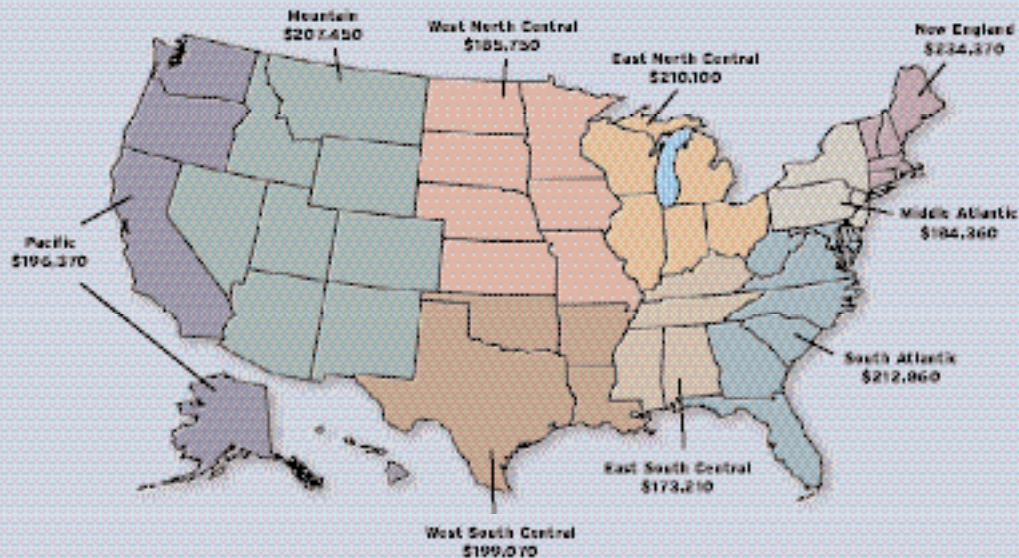
See MY VIEW, page five

## SNAPSHOTS OF AMERICAN DENTISTRY

### Net income

Independent dentists in the New England region report the highest annual net incomes (\$234,370), while dentists in the East South Central region report the lowest (\$173,210).

Net income from primary private practice of all independent dentists by U.S. census region, 2003



Source: American Dental Association, Survey Center, 2004 Survey of Dental Practice

## Letters

### National exams

I strongly support the ADA's efforts to promote a national licensure examination ("Talks on National Licensure Examination Move Forward," Jan. 23 ADA News), but feel a different approach merits consideration.

While we are avidly pursuing a single test, I believe our current situation—where we essentially have two tests—may be the most desirable, if for no other reason than it promotes competition and in the long run may result in improved testing by both agencies. This can only be viewed as beneficial for all parties.

I believe we should look to college-entrance testing for our model. There are two competing testing services, the SAT and the ACT. These services indeed test students, but they do not "pass" or "fail" students. They simply calculate a raw score for each area tested and compute an overall score. In turn, admissions departments at colleges and universities set individual criteria and utilize these scores to select applicants.

Why not allow each state dental board the autonomy to determine what score or mix of scores is the standard to practice dentistry within that state? I believe it is appropriate for a state to contract with testing entities that are specialized in testing procedures, but I

also believe it is a mistake for a state to abdicate its duty to set standards and determine who is qualified to practice.

Uniform testing would make it difficult for a state to impose unreasonably high standards, thereby facilitating freedom of movement, and would provide candidates advance



knowledge of the standard to be met.

Stephen O. Glenn,  
D.D.S.  
Tulsa, Okla.

**Editor's note:** According to the Council on Dental Education and Licensure, the current status of the national clinical licensure examination is one of constant change. State dental boards are still determining which clinical licensing examination(s) they will accept for initial licensure.

At this time, there are five regional

testing agencies and at least four independent state testing agencies. Three of the regional testing agencies use a common examination format and several of the previously independent states have either adopted one of the regional testing agencies, or will accept one of them in addition to their own exam. In other words, the existing testing agencies are administering fewer total exams than before. Each state dental board sets its own passing examination scores. The ADA continues to urge state boards to consider acceptance of any state or regional exam.

### GKAS

On behalf of the leadership, members and staff of the New Jersey Dental Association, I'd like to thank you for writing such an inspiring article on New Jersey's Give Kids A Smile program ("500 More Kids? No Problem for GKAS-N.J.," Feb. 20 ADA News).

Furthermore, I'd like to thank you for also shining a spotlight on our very deserving dental school, the University of Medicine and Dentistry of New Jersey-New Jersey Dental School.

Reading about our GKAS program and dental school, highlighted so prominently in a national publication, does wonders for the morale of our already proud membership. It affirms in

See LETTERS, page five

### LettersPolicy

ADA News reserves the right to edit all communications and requires that all letters be signed. The views expressed are those of the letter writer and do not necessarily reflect the opinions or official policies of the Association or its subsidiaries. ADA readers are invited to contribute their views on topics of interest in dentistry. Brevity is appreciated. For those wishing to fax their letters, the number is 1-312-440-3538; e-mail to "ADANews@ada.org".

# Letters

*Continued from page four*  
their minds that they made the right choice to join the NJDA/ADA.

*Eric R. Elmore  
Director of Communications  
New Jersey Dental Association  
North Brunswick, N.J.*

## Licensure, CE

I have been following the Association's efforts to allow dentists freedom of movement via licensure. I strongly support and applaud this effort by all concerned.

However, after more than 30 years of practicing dentistry, I dispute that a clinical examination is necessary to obtain a license to practice dentistry, or any other post-graduate profession, if the graduate attended an accredited U.S. professional school.

A national board exam is enough of a measuring stick. I know universities, dental associations and state boards work together to establish a strong four-year education to graduate competent dentists. Surely a closely monitored education is superior in public protection to a chaotic, clinical licensure examination that depends on good or bad luck as much as clinical competence. The best insurance for competence, especially long-term competence, is continuing education requirements.

Other public protection exists via peer review

committees and lawsuits. As far as board certification goes, those exams are established by the dental specialties. Failing this type of exam does not stop one from being able to practice, even as a specialist.

Criteria for non-U.S. dental school graduates should be the focus of state boards. The United States has many internationally-educated physicians. I know they move around pretty freely among the states, and the quality of care varies greatly, in my opinion.

I believe U.S.-educated dentists are still the best in the world. To maintain this place, our dental schools need the best faculty and students. Education, not examination, is the key.

Attracting and maintaining outstanding dental educators in our dental schools should be the thrust of the efforts of so many resources rather

than the creation of a standard, national dental board clinical examination.

*Michael L. Boland, D.D.S.  
Alice, Texas*

**Editor's note:** According to the Council on Dental Education and Licensure, Colorado, Vermont and Wisconsin do not have continuing education requirements for dentists. Wyoming requires annual CE only to renew Basic Life Support.

## Thank you

I wish to extend a thank you to a compassionate dentist and his staff. My wife and I were married Oct. 1, 2005, and left immediately for our honeymoon in Hawaii, a welcome relief after wedding

planning and a difficult summer during which we lost a family member to the war in Afghanistan.

We stayed at a wonderful resort in Kapalua Bay. One morning my wife woke telling me that one of her teeth hurt. I tried to diagnose the problem, but without an office I could not be sure.

I called the resort desk who referred me to Dr. Carl Kobayashi in Lanai, Hawaii. My wife was properly treated and we were able to relax the rest of our honeymoon, which we worked so hard to get to.

I never felt so proud of my profession since graduating from Marquette University School of Dentistry in 2002. I just wish to thank Dr. Kobayashi and his staff for the peace of mind as well as the treatment.

*Edward J. McGrath, D.D.S.  
Wisconsin Rapids, Wis.*

# MyView

*Continued from page four*  
I continue to collaborate with her to this day, mostly on our local Give Kids A Smile Day activities. Due to her vision and leadership, Kingman dentists have provided care to more than 1,000 children. Had I not been mentored, I never would have been a part of that.

I want to express gratitude to my two mentors for taking an interest in me and for sharing their time, talent and resources. Thank you, Dr. Jerald Wienke (Northern Arizona Dental Society member since 1967), for teaching me the profession of dentistry. And thank you, Dr. Regina Cobb (member since 1993), for helping me learn the importance of leadership. You have generously given me lifelong meanings both personally and professionally.

Find someone to mentor. You will make a difference in two lives.

*Dr. Lucero was president of the Northern Arizona Dental Society from 2005-2006. His comments, reprinted here with permission, originally appeared in the September 2005 issue of Inscriptions, an Arizona Dental Association publication.*

**Editor's note:** The 12th annual Take Our Daughters and Sons to Work Day is April 27. Dentists and dental teams are encouraged to take this opportunity to share the world of dentistry with youth on a local level and mentor the future workforce. Resources may be found at "www.daughtersandsonstowork.org". Information on mentoring youth (K-16) who are interested in dentistry as a profession is at "www.ada.org/prof/ed/careers/programs/mentoring.asp".

For more information on the Youth Mentoring Program and ADA materials on dental careers—including brochures, fact sheets and the Something To Smile About: Careers in the Dental Profession package—go to "www.ada.org/goto/careers" or contact Beverly Skoog, coordinator, Career Guidance, Ext. 2390 or "skoogb@ada.org".

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## BY CRAIG PALMER

Dr. Bramson said Mr. Prentice has “proven capability as an ADA congressional lobbyist.” He

"I was impressed with Bill's ideas and vision for moving the ADA's advocacy to another level," Dr. Bramson said in a "Dear Friends" e-announcement March 23 to ADA staff in

“He understands the importance we place within the Association in this position, and he is prepared to do whatever is necessary to build trust and confidence among the tripartite and individual members that we’re committed to, and capable of delivering maximum value in advocat-



**Mr. Prentice**

The ADA News found an "excited" Mr. Prentice engaged in

budget discussions at ADA headquarters as the announcement was made and pleased to discuss his new responsibilities. "I'm excited at this opportunity to have this job at a time when ADA advocacy is in a position to take the next step," he said. "My first order of business is being responsive to member expectations and how we do business in Washington so that we can be

**“That’s what we are here for, to help our members, to protect them from unwarranted federal involvement in their practices and that’s got to be our priority.”**

more effective in managing legislative and regulatory issues.”

Change? "We will still rely on our volunteer leaders to guide us wherever possible to serve our members," Mr. Prentice said. "We will look at ways we can better use our staff, and we'll take a hard look at having issue teams with Association-wide representation. That's what we are here for, to help our members, to protect them from unwarranted federal involvement in their practices and that's got to be our priority."

The Association's search firm "reached out to more than 300 people on the Hill, on K Street, in the executive branch and the dental and larger health care communities," Dr. Bramson said. "I made this decision at the end of a long and productive executive search that afforded me the opportunity to measure Bill among a number of strong applicants—some of them very strong—from a wide variety of backgrounds."

Mr. Prentice holds an undergraduate degree in political science from the George Washington University, a master's degree in government administration from the University of Pennsylvania and a law degree from Rutgers. ■

## Intervention

Continued from page one

have suggested that untreated periodontal disease and other maternal oral infections may contribute to poor birth outcomes, even when other factors like race, smoking and behavioral attitudes are taken into account, said the ADA letter. Some studies have suggested that as many as one in five preterm births might be prevented by simply treating periodontal disease.

The Association offers resources on oral and systemic health on [ADA.org](http://ADA.org) and the ADA toll-free telephone number, Ext. 2878. ■

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# Article under fire from ADA

BY JUDY JAKUSH

An April Smart Money article is filled with half-truths about dental care that create a false impression, ADA President Robert M. Brandjord says in a March 22 letter to the magazine.

Besides appearing in the magazine and online on the Smart Money Web site, the article, "Ten Things Your Dentist Doesn't Want You to Know," was also posted on March 23 on America Online. It was in AOL.com's rotating list of major news and features and included a lead-in ("What Your Dentist Isn't Telling You; Not Everyone Needs to Go Twice a Year; Old Fillings May Be Toxic: 10 Must-Knows") and a link to the article on Smart Money's Web site.

The AOL.com page prompted calls from across the country to the ADA from dentists angered by the article, which was written by William Mauldin.

Dr. Brandjord, whose letter is also being sent to AOL and is available on ADA.org, told Smart Money, "There is a stream of unfair inferences and half-truths in the article."

He cites what he views as the worst two of the 10 items (noting that there isn't enough space to adequately refute all of them):

- The first item: "Your really don't need to see me every six months." The ADA president explains that "dentists base the frequency of recall visits on patients' individual oral health care needs," with some individuals needing to visit the dentist less often than others.

- The second item, he says, makes misleading statements about the amount of mercury released from amalgam during normal wear and tear. "Scientific research tells us that amalgam releases mercury vapor at a rate that ranges between 1-3 micrograms per day under the pressure of chewing or grinding, not the author's alleged 10 micrograms a day. ... it would take almost 500 amalgam fillings in a mouth to see the subtlest symptoms in the most sensitive person."

Dr. Brandjord, in closing, states, "Surely your readers deserve a more science-based and objective article."

Dr. S. M. Willardsen of Tacoma, Wash., is one of the many ADA members who contacted the Association March 23, sending a copy of an e-mail he directed to Smart Money and that he was planning to send to AOL.

"I am writing this to let you know how your credibility has sunk due to the sensationalized article '10 Things Your Dentist Doesn't Want You to Know,' " he wrote. "There are many untruths in this article and its implication is that the dental profession is less than 'honest.' There are those that may be less than honest, but the greatest majority are hard working dedicated people that have their patients' interest first and enjoy the benefits of such as a result."

Dr. Theresa Dolan, dean of the University of

Florida College of Dentistry, also took exception to the Smart Money story in a March 24 statement issued by UF.

"We at the University of Florida College of Dentistry are disappointed by the Smart Money Magazine article. ... This article does not represent the college's position regarding the issues touched on in its content, and we are dismayed our name has been associated with it. Our view is that the

article presented information out of context, which cast the dental profession in an unfavorable light that is both unfair and inaccurate. The college is currently working with the American Dental Association and the Florida Dental Association to formulate a unified response to the article and America Online posting. We feel the article does a disservice not only to the dental profession but also to consumers. It is very disappointing that Smart Money magazine and AOL would publish such a sensational and misleading article."

Dentists, especially AOL members, who wish to join in critiquing the article are encouraged to lodge a complaint either by e-mail or by phone.


To e-mail comments to AOL about the article, visit their feedback page. You can call AOL Member Services at 1-800-827-6364 to voice your concerns about the article, but note that the toll-free number has numerous voicemail prompts before a customer service representative answers.

You can also try calling Nicholas Graham, general AOL corporate media inquiries, 1-703-265-1746.

Complaints to Smart Money magazine can be directed to: Smart Money, 1755 Broadway, 2nd Floor, New York, NY 10019; "editors@smartmoney.com" (letters to the editor, print) or "letters@smartmoney.com" (letters to the editor, online).

Dentists whose patients ask about the article can direct patients to ADA.org for answers to questions on almost any dental topic in the section "Oral Health Topics A-Z" at "www.ada.org/public/topics/alpha.asp". ■





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## Hygienist workforce assessment survey report now available

Slightly more than half of all dentists believe that there is not an adequate supply of dental hygienists in their area, according to the 2000 Workforce Needs Assessment Survey Report: Dental Hygienists. The report provides state-by-state analysis of information about dental hygienists including work hours, numbers of current openings for hygienists, benefits offered to hygienists, and reasons for a shortage of hygienists.

The entire report (catalog number 5WNH) can be ordered from the ADA Survey Center by calling 1-312-440-2568. The cost of the report is \$50 for ADA members, \$75 for nonmembers and \$150 for commercial firms plus shipping and handling. ■



# Membership momentum

## Annual conference energizes volunteers, staff

BY KAREN FOX

A group of 125 volunteers and dental organization staff gathered March 17-18 for the Annual Conference on Membership Recruitment and Retention, re-energizing tripartite membership efforts and playing a vital role in the future direction of ADA membership.

"The conference is about networking, sharing of ideas from constituent to component, and refreshing the volunteers and staff as they contin-

your profession  
your future  
your association

ually work at their membership battles every day," said Dr. Raymond Cohlma Jr., Council on Membership chair.

Designed for volunteer leaders and society

staff interested in learning techniques and ideas to enhance membership efforts, the conference helps dental organizations maintain a focus on recruitment and retention for the Tripartite Grassroots Membership Initiative, which began in 2002 with the goal of raising the market share of active licensed dentists to 75 percent by the end of 2005.

"The ADA is committed to continue providing resources for supporting and strengthening



**Speaking out:** Dr. Arlene Joyner, National Dental Association interim membership chair, shares a thought March 17.

the TGMI," ADA President Bob Brandjord told the crowd in opening remarks.

Citing the tripartite's gains—9,284 new active licensed members since the initiative began—Dr. Brandjord said two favorable trends are emerging.

"Nonmembers are being persuaded to join our team, and existing members are experiencing the personal and professional benefits and deciding it makes good sense for them to stay," he said.

"This conference verifies that the TGMI is still going strong and well-sustained," added Dr. Cohlma.

"I believe that the most important characteristic is that we continue to understand that the TGMI is a local program with national support—it begins, lives and thrives from the work of the local component and constituent," Dr. Cohlma continued. "With the enthusiasm of more than 125 volunteers and staff here today and 1,256 TGMI volunteers overall, I truly do believe that we will achieve the highest market share in the history of the ADA."

Also at this year's conference, the Council on Membership discussed the multi-year membership study "that is studying all aspects of mem-

## ADA reaches out to nonmembers with reduced annual session fees

Extraordinary efforts to reach out to nonmembers at last year's annual session have resulted in 87 new members through March 25.

By offering a one-time only reduced registration fee, the 2005 annual session experienced a surge in nonmember attendees. At least one-quarter of all nonmembers live within a five-hour drive of Philadelphia.

"Annual session provided an opportunity to experience the ADA for those who haven't seen how much we offer," said Dr. Raymond Cohlma Jr., chair, Council on Membership. "One nonmember said, 'I didn't realize how much I had been missing. The value of membership is definitely there. I should have opened my eyes before.'"

Due to the success of last year's program, the nonmember fee for the 2006 annual session in Las Vegas is \$75 for those members who did not take advantage of the offer in 2005; the member fee is \$50.

For more about the 2006 annual session registration, see story, page 34. ■

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**TGMI volunteer:** Dr. Genene Crofut of the 8th District Dental Society (New York) attends the annual conference.



**Membership study:** Dr. Raymond Cohlma Jr., chair of the Council on Membership, discusses the multi-year project at the March 17 conference.

bership—including current and potential dues categories to dues waivers,” said Dr. Cohlma.

The goal, he added, is for the council to make recommendations—if needed—to the ADA Bylaws with a focus on integrating membership categories, privileges and dues to ensure that the Bylaws support the strategic direction of the Association.

The directive stems from the council’s ongoing work and includes several referral resolutions from the 2004 and 2005 meetings of the House of Delegates. The Board of Trustees will review a report on the study this month.

“Updating the group on the membership study was an opportunity to engage tripartite leaders and dental staff in these issues and gain feedback from the communities of interest,” said Dr. Cohlma. “How the ADA addresses membership issues and trends will be critical if our Association is to remain viable and vital in the years to come.”

In celebrating the achievements of the tripartite, the annual conference brought forth several examples of innovative membership programs operating at the state and local level.

In an effort to streamline conversion of stu-



dent members, the California Dental Association is launching a student-to-active member transition this year.

The program enables senior students who plan to practice in California to complete applications for membership during their senior year. Upon licensure, they are automatically accepted into membership.

“The goal is to make it easier for us to track new dentists and easier for them to convert their membership to active status,” said Katie Fornelli, CDA mem-

bership manager and first-time attendee at last month’s conference. “In our first year, we are striving to convert at least 85 percent of those staying in California.”

Also new this year, the Missouri Dental Association is rewarding its members for recruiting nonmembers. “Pick a Trip in ‘06” invites members who recruit a new member between Jan. 1 and June 1 to become eligible for a drawing to win a \$1,000 voucher that will reimburse expenses for any dental meeting.

Dr. Kenneth Weinand, a member of the ADA Council on Membership from Independence, Mo., said, “The MDA wanted to kick off the new year and give a shot in the arm to its volunteers.” ■

**Forum:** Dr. Sam Daniels (left), Michigan Dental Association TGMI team leader, voices an opinion on tripartite membership during last month’s conference.



# 'Doctor Sister' dies

## Dedicated life to improving oral health of Jamaicans, promoted salt fluoridation program

BY STACIE CROZIER

*Kingston, Jamaica*—Dr. Rosalie Warpeha, a Marist missionary nun, public health dentist and salt fluoridation champion, died March 10 from complications of Sjögren's Syndrome. She was 64.

Dr. Warpeha, known in Jamaica as "Doctor Sister," implemented a groundbreaking salt fluoridation program there in 1987 that led to an 87 per-

cent reduction in tooth decay in 6-year-olds, an 84 percent reduction in 12-year-olds and a 69 percent reduction in 15-year-olds.

"She was a wonderful lady—so talented, yet humble, holy and dedicated to helping the poor," said Dr. Francis G. Serio, a longtime overseas volunteer, professor and chair, Periodontics and Preventive Sciences at the University of Mississippi

School of Dentistry and a past member of the ADA Health Volunteers Overseas-Dentistry Overseas Steering Committee. "The things we should remember her for are her accomplishments in helping the poor and her obedience to follow the directive of her religious order."

He remembered being with Dr. Warpeha at a dental meeting in Orlando, Fla., several years ago.



**Dr. Rosalie Warpeha:** A Marist missionary nun and dentist whose dental public health efforts helped people worldwide.

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"I had rented a red Mustang convertible, and offered her and three other ladies a ride back to the hotel after dinner. When Rosie saw the red convertible, she told me she wanted to ride in the front with the top down and she wanted me to drive fast—but not too fast!"

"My sister's early years in Jamaica were difficult in that she would become physically tired from extracting teeth all day, sometimes numbering in the hundreds," said Dr. Walter S. Warpeha Jr., a prosthodontist in Minneapolis. "Although it had never been tested in a developing country, she thought that salt fluoridation seemed to be an ideal remedy for an island nation like Jamaica. In fact, her follow-up studies showed an 87.7 percent reduction in decay in some age groups, incredible numbers for a public health initiative. In discussing those results I asked whether she would describe the reduction as 'striking,' 'dramatic' or 'highly significant.' She replied with a smile that she personally felt it best be called 'miraculous.' Maybe more nuns should become dentists."

During her dental school career at the University of Minnesota School of Dentistry, Dr. Warpeha participated in a dental mission on a hospital ship docked in Jamaica. She was later assigned by the Marist sisters to serve as a dentist in Jamaica and eventually became the chief dental officer.

In addition to her service as a public health dentist and researcher, Dr. Warpeha was an active educator for dental, salt fluoridation and public health programs worldwide. She was an active participant in the HVO-DO program, serving in Guyana, Jamaica, Turks and Caicos and Vietnam and also serving as both member and chair of the ADA HVO-DO Steering Committee. She was also instrumental in the ADA's development of the Charitable Organization Practitioner Membership category available to dentists who are serving dentistry full-time for a charitable organization and who are not receiving an income or a salary.

Her list of publications, accomplishments, honors and awards is lengthy and includes honorary fellowship in the Academy of Dentistry International and an award recognizing her contributions to dentistry in the Caribbean.

"My sister was a unique kind of dentist," added Dr. Walter Warpeha. "How many dentists can say we improved the dental health of millions?"

She and two of her five siblings served in the Peace Corps, said her brother. "You can say that our parents instilled a sense of duty for service."

In addition to her brother Dr. Walter Warpeha, her father, Dr. Walter Stanislaus Warpeha, a retired prosthodontist, and his wife Lucille survive in Coon Rapids, Minn. Other survivors include two sisters, Rita Warpeha, Silver Springs, Md., Margaret Warpeha, Columbia Heights, Minn.; a brother Paul Warpeha, Milaca, Minn.; nine nieces and nephews and the Marist Missionary Sisters of Waltham, Mass.

Memorial contributions can be made the Sister Rosalie Warpeha Memorial Fund for Jamaica, c/o Northeast Bank, 77 Northeast Broadway, Minneapolis 55413. The fund will be used to finish the research she was working on at the time of her death. ■



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# Taking advantage of what ADA Member Advantage has to offer

Harrisburg, Pa.—Dr. Marianna Clougherty uses ADA Member Advantage resources to create a more efficient practice and enrich her life.

“Some dentists ask me, what do I get for my ADA dues? Well you should see what I’ve got,” said Dr. Clougherty a solo practitioner for the past nine years. “The ADA MasterCard Travel Rewards program even sent me on vacation.”

So far, Dr. Clougherty has taken advantage of several ADA Member Advantage resources,

## ADA MEMBER ADVANTAGE<sup>SM</sup>

including the ADA MasterCard; CareCredit, a patient financing company; and SurePayroll, an online payroll processing service.

“I think SurePayroll has made a big difference to the way our office runs. I can do payroll in

about five minutes, and that includes the time to double-check the figures,” she said. “My staff has the benefit of direct deposit, and I don’t have to go through my accountant for payroll tax issues. Overall SurePayroll reduced my annual accounting expenses by approximately \$1,000.”

Dr. Clougherty said she chose CareCredit patient financing because it was endorsed by the ADA.

“CareCredit has increased patient acceptance



**For you:** Watch for information from ADA Member Advantage about Dr. Clougherty in the mail and your e-mail.

of treatment plans without increasing my risk of bad patient debt,” she said.

In addition, she is considering another ADA Member Advantage service, Message-On-Hold from Tel-A-Patient.

“When you’re a dentist, there’s a lot to weed through—what’s gimmicky, what’s a benefit,” said Dr. Clougherty. “If it’s endorsed, you can be sure it’s legitimate. Plus I appreciate that the ADA is doing the research for me.” ■

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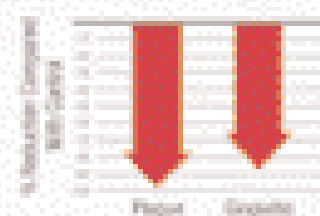
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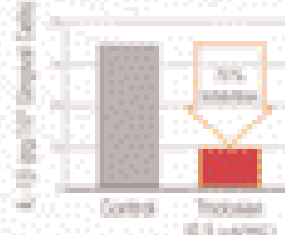


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<sup>1</sup>Gingivitis: Gum Inflammation  
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## JADA Online free trial period ends

BY JOE HOYLE

Beginning in April, free access through JADA Online to full-text articles in The Journal of the American Dental Association from the past 12 months will be restricted to ADA members and JADA print subscribers only. The full text of articles more than one year old will continue to be available to all visitors.

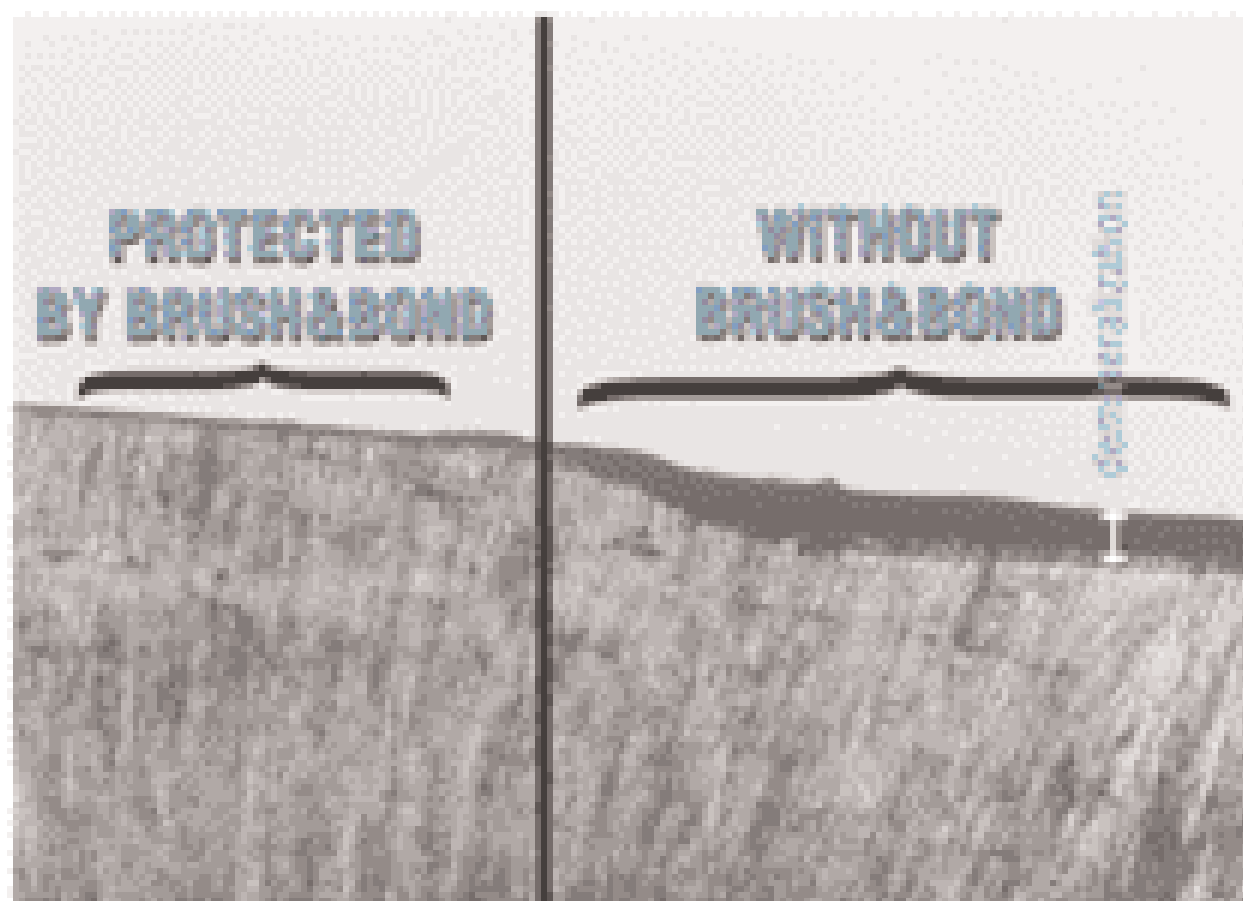
ADA members who have previously logged in to ADA.org to receive members-only content need do nothing further to continue receiving full-text JADA articles.

Simply follow the current procedure for accessing the full text of a selected article and choose the option that says “ADA Member Sign In” when asked to sign in. You will be prompted to enter a username, which is your ADA member number, and a password, which is your ADA.org members-only password.

If you have never registered for members-only access on ADA.org or need additional assistance in signing in, contact the ADA toll-free at Ext. 3553 (weekdays 8:30 a.m.-5 p.m. Central Time) or send an e-mail to “mcpassword@ada.org”. For more information about ADA.org members-only access, visit “[www.ada.org/prof/resources/topics/logging\\_on.asp](http://www.ada.org/prof/resources/topics/logging_on.asp)”.

JADA readers with personal subscriptions and organizations with institutional subscriptions will need to establish an account through HighWire, the company that hosts JADA Online, to claim their subscription rights. For more information, go to “<http://jada.ada.org/subscriptions/>”.

JADA Online visitors who are neither ADA members nor subscribers will have the option to purchase access to individual articles from the last 12 months on a pay-per-view basis. ■



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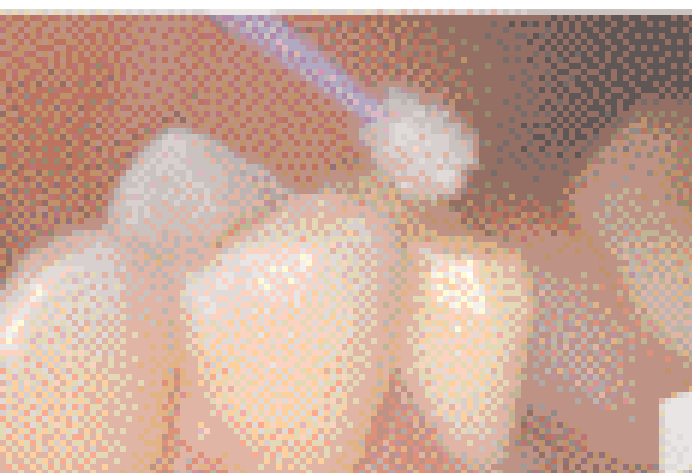
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# ADAReport

## 'Dental Health for Hispanic Americans' Pfizer-sponsored SONRISA bilingual DVD available

BY KAREN FOX

Do you need help communicating with your Spanish-speaking patients?

A new bilingual DVD and guidebook, "SON-

RISA: A Guide to Dental Health For Hispanic Americans" is now available to dentists.

Sonrisa—Spanish for "smile"—was designed to help families prevent oral health problems, find

affordable dental care, provide tips for parents and encourage dental careers for Hispanic-Americans.

A first-time collaboration between the Council on Communications and Hispanic Dental Association,

the 30-minute program was funded by Pfizer Consumer Healthcare, makers of Listerine. The program fills a void for oral health education specifically targeted to Hispanic-Americans, said Dr. David J. Farinacci, chair of the Council on Communications.

"As the fastest growing demographic group in this country, there is certainly a need to address the oral health care needs of Hispanic-American patients," he said.

Featuring celebrities Edward James Olmos and Silvana Arias explaining the importance of good oral health, the DVD and 40-page guidebook include English and Spanish versions of the program.

The ADA announced Sonrisa at the 2005 annual session and portions of the DVD debuted at the HDA annual meeting.

"It's a thrill to work with the Hispanic Dental Association and see them involve us in educational programs like this," said Dr. Farinacci. "Collaboratively we can accomplish so much more."

While supplies last, additional copies of the DVD and guide are available by calling 1-800-223-0182.

For more information, call the ADA at Ext. 2806. ■



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- New Jersey: TD Health Insurance Resources, (877) 476-4388
- New Mexico: New Mexico Dental Health, (505) 822-8714
- Pennsylvania: PDAI, Inc., (610) 722-6788

## ¿Habla Ud. Español?

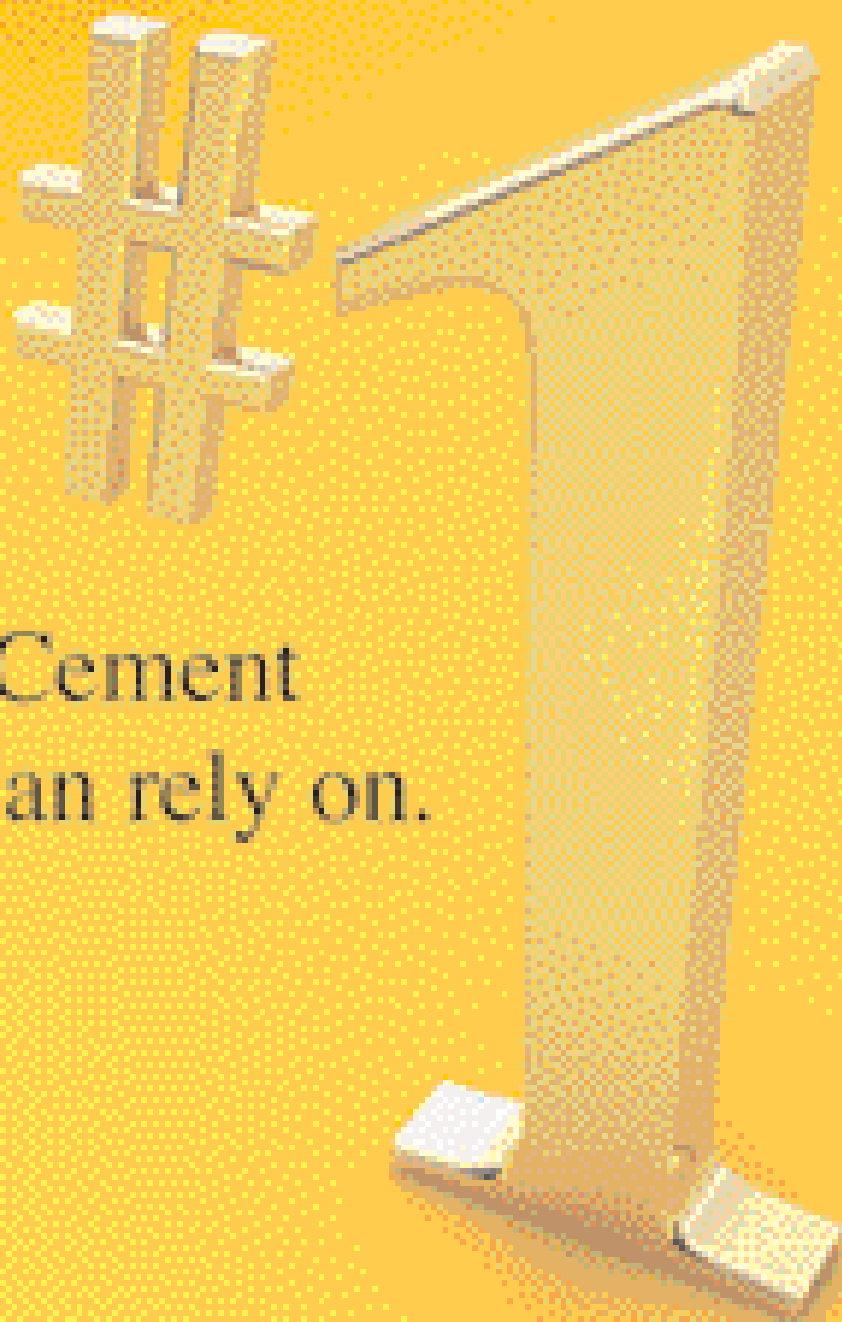
Whether or not you are fluent in Spanish, it might be the first language of a growing number of your patients, and the ADA has launched a patient-friendly section on ADA.org to serve this growing segment of



the population.

Log on to "www.ada.org/goto/espanol", where dentists and patients who speak Spanish can have easier access to oral health information outside the dental office.

Information in this section includes translated "A-Z" dental health topics, "Frequently Asked Questions" for patients, JADA's "For the Dental Patient" summaries and videos also translated into Spanish. ■



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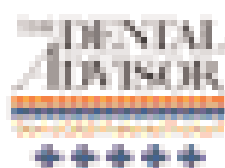
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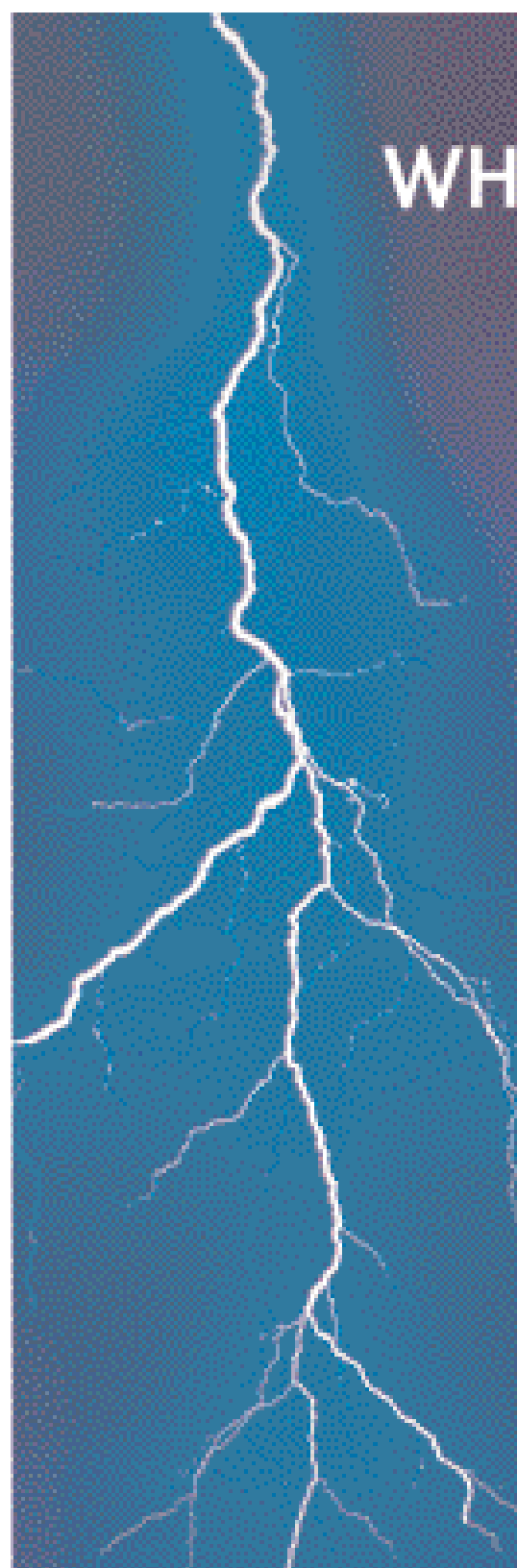
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# Disaster response

## Dental schools now offering CE

BY KAREN FOX

*Louisville, Ky.*—The University of Louisville isn't waiting for a terrorist attack or natural disaster to find out if the dental profession is ready to respond.

A number of dental schools have developed continuing education programs to help dental staff prepare for mass disasters, including New York University, the University of Illinois at Chicago and the University of Medicine and Dentistry of New Jersey.

"The ADA recognizes the need for a partnership between organized dentistry and the educational community for maximizing the assistance dentists can provide in the response to mass casualties," said Dr. Albert H. Guay, ADA Chief Policy Advisor who directs Association's efforts in bioterrorism response.

"Dental societies should develop response plans in conjunction with local emergency response agencies, and dental educators can provide the knowledge that dentists will require to provide assistance," Dr. Guay added.

"Without a doubt, the dental team would have a valuable role in a community's response to such events," said Dr. W. Michael Mansfield, director of continuing education, UL School of Dentistry.

The University of Louisville is in the second cycle of a bioterrorism and curriculum development program grant from the Health Resources and Services Administration earmarked for educating health professionals, including dentists, hygienists and assistants. Since 2003, the funds have helped educate a full range of first responders (physicians, nurses, public health personnel, pharmacists, mental health professionals, veterinarians, agricultural personnel) to be prepared for a terrorist attack, mass disaster or a pandemic flu.

"Dentists are a key component of that group in terms of having patient-care skills in order to respond to a disaster situation," said Paul McKinney, M.D., UL associate dean, Public Health and Information Sciences and principal investigator of the HRSA grant.

"Dentists have a wide range of expertise that fits well with emergency preparedness," said Dr. Theresa Mayfield, UL assistant professor, Diagnostic Sciences, Prosthodontics and Restorative Dentistry.

"Among dentists' strengths are the ability to take medical histories and make physical diagnosis, administration of local anesthesia and immunizations, oral surgical procedures and wound care, prescribing/administering medication, patient education and a range of abilities associated with dental specialty training," she said.

The courses provide two levels of training, added Dr. Mayfield. Level one is awareness, where dentists are trained in surveillance, recognition and notification. At that level, they would be able to recognize an event is occurring and know how to alert the public health system.

At level two, the courses train dentists and the dental office team to become responders in a mass disaster or catastrophic event.

Key to reaching the dental community is collaboration with the Kentucky Dental Association and its components. Most of the courses are arranged to coincide with constituent and component dental society meetings and events. The next course takes place at the KDA annual meeting May 18-21 in Louisville.

Dr. Jerome Wellbrock of Covington, Ky., took part in the training while serving as president of the Northern Kentucky Dental Society.

"I think dentists are aware of the possibility that we can contribute, but many feel not properly prepared to do that," said Dr. Wellbrock. "This course is helpful by making you aware of not only the possibility of bioterror threats, but how the dental profession can contribute to address emergency needs in your community." ■



Photo by Marion Whelan

**Anthrax and spider bite:** If you saw this patient, would you know what to do? A model at a University of Louisville CE course demonstrates physical presentations of bioterrorism and infectious diseases.

## April JADA looks at disaster readiness

Dentists have an "extensive set of skills" that could be tapped to help the nation respond in the event of a mass disaster, says The Journal of the American Dental Association.

JADA's April edition includes three articles and a guest editorial on dentistry as a "ready reserve" to supplement the medical response to natural disasters and bioterrorism.

Author of the guest editorial is Dr. E. Dianne Rekow, New York University College of Dentistry, who notes: "We [dentists] are well-versed in the daily practice of infection control, taking and using information from medical histories to guide our actions, taking and interpreting radiographs, administering injections, suturing wounds, managing infections, prescribing med-

ications and making diagnoses on the basis of clinical signs and symptoms."

Related articles in April JADA focus on:

- Illinois Public Act 49-409, which took effect in January and describes dentists and dental hygienists as "acting within the bounds of [their] license when providing care during a declared local, state or national emergency"—just the sort of legislative change that Dr. Rekow favors.
- A survey of Hawaiian dentists, assessing their preparedness to respond to bioterrorism.
- A report on dentists' role in detecting early signs of smallpox infection, providing the public with information about the disease and assisting in administration of smallpox vaccine. ■

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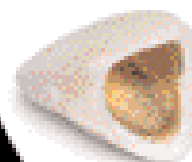
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# Preview of ADA Professional Product Review looks at endodontic issues

BY JENNIFER GARVIN

The final sneak preview of the ADA Professional Product Review newsletter is included in this ADA News between pages 18 and 19.

The 16-page PPR, which officially launches in July, is a member benefit intended to provide members with an inside look at product information that is unbiased, scientifically sound, clinically relevant, concise and user-friendly.

The Spring 2006 preview informs clinicians on the post-related factors they should consider when restoring an endodontically treated tooth, such as

the mechanical features related to post material and design as well as translucency and radiopacity. The report offers this information based on practitioner input and laboratory testing data.

The July debut issue of the Professional Product Review and each subsequent issue will be delivered quarterly with The Journal of the American Dental Association and will usually review three dental product categories. There is also a PPR Web site ("www.ada.org/goto/ppr") that contains the newsletter, a video about PPR and more.

Input on product selection for each review is

received from members of the ADA Clinical Evaluator Panel. The ACE Panel comprises volunteer member dentists who participate a few hours each month by helping to select the products that will be evaluated and responding to product evaluation surveys. They may take part in panel discussions or interviews. ACE members also provide input on clinical problems they may be having in their practice or sharing clinical tips and techniques.

Currently, about 900 members have joined the ACE Panel and the ADA continues to recruit.

Dr. Nancy Rosenthal said she jumped at the

chance to get involved with the ACE Panel.

"I think it's important that the ADA is working to have quality control," she said. "I think it's a really good thing and I think people need to participate. It's just another way to give back."

Dr. Rosenthal, who is president of the Montgomery Bucks (Pennsylvania) Dental Society, said she has encouraged her society's members to get involved and says it's a great way to be a part of a national network. "To me it was a no-brainer," she said. "I feel really positive about it."

"I definitely encourage other doctors to join," agreed Dr. Charles Badaoui, who practices in Boston. The product review allows dentists to share their experiences with each other, he emphasized.

The Winter 2006 preview of the PPR featured test results from ADA laboratories on rotary diamond instruments. An August 2005 preview focused on intraoral cameras.

One of the methods used to gather useful clinical information for the PPR is through hands-on product forums. At this year's annual session in Las Vegas, there will again be a user forum. This year's forum will invite dentists to experience the latest technology in high-speed air rotor dental handpieces. The first forum at the 2005 annual session in Philadelphia collected input from registered dentists on eight light-emitting diode curing lights.

The Council on Scientific Affairs designed the PPR program to replace the professional product part of the ADA Seal Program, which began a three-year phase-out process in January 2005. The council based this action on surveys and focus groups that showed that members wanted more information than the professional product Seal

See PREVIEW, page 19

## More 401(k) Choices Make Retirement Planning Less Painful For Dentists.

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## Kit

Continued from page one

The package contains an in-office poster, patient brochures, a question-and-answer sheet on the oral-systemic relationship and a tube of Total toothpaste.

To help spread the word about the partnership and kits, Colgate mailed letters to ADA members March 7. The program officially launched at the 2005 annual session, when the ADA announced its partnership with Colgate.

"It's important that patients understand why the mouth is an integral part of the body," says ADA President Bob Brandjord. "And thanks to our partnership with Colgate, this oral-systemic patient education kit is an excellent way to help dental professionals spread the word to the public."

"Colgate is extremely pleased to be partnering with the ADA on this very important patient education program," said Dr. Fotinos S. Panagakos, director of professional relations for Colgate-Palmolive Co. "The relationship of oral health with overall health is a critical issue and the contents of this kit will help the ADA membership in educating their patients about this relationship."

The ADA considers the oral-systemic link one of the most important topics in dentistry.

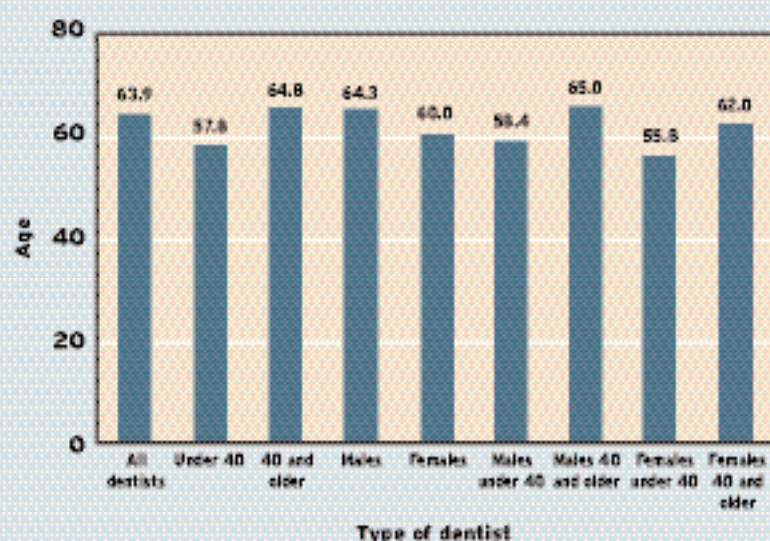
On Feb. 23, the ADA and American Medical Association held a joint press conference, "Oral and Systemic Health: Exploring the Connection," that featured some of the nation's top researchers on the relationship, including Dr. Robert J. Genco, who spoke on the research associating periodontal infections to other systemic ailments.

Upcoming projects include a special supplement in The Journal of the American Dental Association and a scientific session at this year's annual session in Las Vegas.

For more information about what the ADA is working on with the oral-systemic link, please visit, "www.ada.org/prof/resources/topics/oralsystemic.asp". ■



## Planned retirement age among independent dentists by age and gender, 2002



Source: American Dental Association, Survey Center, 2003 Survey of Dental Practice.

# Retirement, investment survey shows how your colleagues are planning

BY ARLENE FURLONG

Where do you stand among your peers on retirement and investment?

Of dentists 40 years of age and older, more than 47 percent say the downturn in the 2000 stock market forced them to delay their retirement plans.

Dentists younger than 40 years of age plan on retiring at 57.8, while dentists 40 and older plan to retire at 64.8.

Almost 80 percent of dentists invest in individual retirement account-based plans. Dentists expect their annual family retirement income to be some 49 percent of their current annual family net income.

Want more of the scoop?

The Special Report: Dentists' Retirement and Investment from the 2003 Survey of Dental

Practice focuses on the financial aspects of retirement and the amount and areas in which independent dentists invest their money.

Its findings show dentists expect the sale of their practices to make up only 11.5 percent of their retirement income and the major source—nearly 69 percent—to come from family retirement savings.

The report also includes statistics on total retirement assets, years spent saving for retirement and dollar amounts saved in various types of investments.

The report (ADA Survey Center catalog number SDPR-2003) can be ordered by calling 1-312-440-2568. The cost of the report is \$40 for ADA members, \$60 for nonmembers and \$120 for commercial firms. ■

## Preview

Continued from page 18

could provide.

"The ADA's professional product evaluation program will provide timely information that members can count on to be scientifically sound," said Dr. David C. Sarrett, who edits the publication. "The member-driven ACE Panel will make this publication truly unique by accessing the opinions and experience of practicing dentists."

The ADA will continue to award the Seal of Acceptance to over-the-counter (consumer) dental products.

Some of the products scheduled for review in the ADA Professional Product Review later this year and in 2007 include digital X-ray systems, posterior composites, resin-based cements, bonding agents, impression materials and bleaching products. The ADA encourages members to become part of the ACE panel. If you are interested, please fill out the business reply card found between pages 18 and 19 and return the postage-free card to the ADA. For more information about the panel or the professional product evaluation program, contact the ADA via the toll-free number and ask for the ACE desk or e-mail "pprclinical@ada.org". For more information about the PPR, visit "www.ada.org/goto/ppr". ■

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**REFERENCES:** 1. Data on file. 2. Shen P, Cal F, Horvick A, Vincent J, Reynolds EC. Remineralization of enamel subsurface lesions by sugar-free chewing gum containing casein phosphopeptide-amorphous calcium phosphate. *J Dent Res*. 2001;80:2096-2070. 3. Reynolds EC, Cal F, Shen P, Walker GD. Retention in plaque and remineralization of enamel lesions by various forms of calcium in a mouthrinse or sugar-free chewing gum. *J Dent Res*. 2003;82:206-211. 4. Peckys J, Minis KK. Xylitol for Caries Prevention. *J Dent Hygiene*. 2002;75(4):276-285.

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April 2006

## Epiphany® Case of the Month

Epiphany case description and radiographs courtesy of Dr. Joseph D. Maggio, Chicago, IL.



A 42 year old female patient presented with a history of pain and sensitivity, especially to cold, for approximately seven months before the more recent development of a sinus tract.

Thermal pulp testing with both ice and EPT produced a negative response. Periodontal probing revealed a 6mm defect on the mesial buccal surface extending into the furcation area. The area was tender to palpation but negative to percussion.

Radiographic examination revealed radiolucency at the mesial root end and into the furcation.

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# Emergency Planning

## Risk management experts tell dentists how

### Business interruption insurance, records, practice continuity highlighted

BY ARLENE FURLONG

While hurricanes and floods were the disasters with the greatest impact on U.S. dental practices last year, tornadoes, earthquakes, fires and even lightning strikes pose a threat to dental offices every year.

This is the first article of an ADA News series on

what loss prevention specialists have to say about emergency and disaster preparedness for the dental practice. Business interruption insurance, protecting patient records and developing a practice continuity plan are featured here.

Look to future ADA News issues for topics includ-

ing defining practice value, developing mutual aid groups, back-up and storage methods for patient records and data, evacuation and temporary relocation plans and claims reporting.

For more specific information on any of these subjects, also contact your insurance carrier.

"Disasters only happen to other people."

Some dentists report that's exactly how they felt before their dental practices and their livelihoods were reduced beyond their imaginations by natural disasters.

"Once the disaster has already struck your practice, there's often not much you can do," comments Dr. John Vaselaney, director of risk management for CNA HealthPro. "Each dentist has to be adequately prepared in advance for what could happen in their area."

Dr. Vaselaney, an ADA member dentist, recommends that dentists become more diligent in understanding and managing their risks, "become better insurance consumers," to be sure they get the coverage they want and need.

He says that sometimes there's a large gap in the amount of coverage purchased by the practice and the amount of losses dentists incur. Dentists should purchase coverage to the proper value, as well as understand the limitations of their policies, he says.

The financial stability of the carrier is another major factor dentists should consider, according to Mark Buczko, vice president of the Dentists Advantage Program.

"Don't send your money to a carrier that won't be able to provide coverage when you need it," Mr. Buczko warns. "Check the A.M. Best's insurance ratings. There are plenty of companies that used to be in the marketplace and aren't any longer."

#### Business interruption insurance

Business interruption insurance provides compensation for lost or reduced income resulting from suspension of a dentist's practice due to damage by a covered peril (such as an earthquake). It also may provide compensation for the extra expenses of setting up a new or temporary office following loss or damage. Business interruption insurance is a feature of property insurance. The business interruption concept of a deductible is based on elapsed time, say 24 to 48 hours varying by policy, rather than a fixed dollar amount.

"It's one of the most important, yet least understood coverages a dentist buys," says Michael Peterman, associate program director, Insurance Program for Dentists of the Redwoods Group Inc. "Many dentists don't understand that if there's not a loss to the property, it's likely the business interruption insurance won't be triggered."

Typically, there has to be damage to the actual

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- June 30 - Las Vegas, NV

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#### Insurance resources for the dental practice

The contributors to this article (listed below) represent major insurance companies in the marketplace that underwrite dental professional liability insurance, property and office package liability coverage for dentists, as well as risk management programs designed for the dental practice. ADA members can link to their Web sites and agency networks at ADA.org.

- CNA Insurance Co.
- Dentist's Advantage Program
- Medical Protective Insurance Co.
- The Dentists Insurance Co.
- The Redwoods Group Inc. ■

property for business interruption insurance to kick in, according to Mr. Peterman. For example, if the dental office is closed because nobody can get there due to flooding in the streets but there isn't any physical damage to the property, there would be no claim for lost income under business interruption insurance.



Dr. Barbell

For one example, a dentist can't practice without water unless the office has a closed system.

"It's extremely important for dentists to sit down with their insurance advisors so they know in advance what is and isn't covered and understand what they're purchasing," advises Mr. Peterman, who believes dentists have some unique risks compared to other businesses.

Mr. Peterman's recommendations?

- Make sure the insurance agent understands the practice of dentistry and understands issues specific to dentistry.

- Understand how coverage responds to certain incidents unique to a dental office.



Mr. Buczko

Some policies in the marketplace only pay for actual losses sustained. What this means is that business interruption compensation is based on a calculation of the estimated income, not on the actual amount a dentist may bill out.



Ms. Crimmins

In many cases, dentists have deferred income, rather than lost income. For example, if the practice is closed due to a minor fire or windstorm damage, typically what happens is dentists reschedule patients they can't see while the damage is being repaired. This is defined as deferred income, not lost income.



Mr. Peterman

However, if there is a major fire and it will take six months to rebuild, some patients with critical needs will go to another dentist. The income loss is limited to those patients who can't be rescheduled. Under certain policies, the income loss is calculated by analyzing past net income—of last year or last week, which highlights the importance of record-keeping.



Ms. Roman

"When there's a business income loss, we end up getting into forensic accounting. We look at all the records for the prior year, such items as the scheduling book, to learn what the billings were," says Mr. Peterman. "Then we look at the date of the loss going forward."

Mr. Buczko says insurers may offer dentists a valued business interruption policy. This allows dentists to select a certain dollar amount of compensation necessary to cover daily ongoing expenses and lost net income.

"In a standard off-the-shelf policy, the policy requires the dentist to prove a loss of a certain dollar amount," says Mr. Buczko. "OK, so you've had a fire. When you

## Liability insurance

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have a valued business interruption policy, it eases the claim settlement because there's no requirement to prove the actual loss sustained through working with accountants and patient records."

CNA's Dr. Vaselaney says a dentist should be certain to have enough business interruption insurance to be able to run his or her office on a daily basis, including payroll, overhead and other

## ADA member help

ADA members may call the Council on Members Insurance and Retirement Programs for assistance at Ext. 2885 or go to "www.ada.org" and click Insurance Matters on the home page. ■

incidental expenses while waiting to reopen.

### Protecting patient records

"Dentists have to understand that in many cases, if they don't have any records, they can't prove their losses," says Dr. Philip Barbell. The ADA member dentist and risk manager for The Redwoods Group Inc. recommends dentists keep

electronic patient and financial records. "Why not take advantage of the technology? Electronic records are easy to back up and store, both in the office and at an offsite location."

Although storing paper records in fire and waterproof containers is a huge challenge, both administratively and physically, Dr. Barbell says it's essential.

Dr. Vaselaney says even with electronic records, dentists should keep a patient roster offsite and in a secure location.

"If something happens, such as lightning strike, and the computer goes down, a back-up that's kept in a place separate from the office is essential to rebuilding your data base," Dr. Vaselaney says.

While computerized records pose less of a storage issue than paper records, storing any records at home may not be the best option, experts say.

See *EMERGENCY*, page 23



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# Emergency

Continued from page 21

Kathleen Roman, vice president of the Medical Protective Co., says some dentists learned from the Gulf Coast hurricanes that you might not lose just your office, but also your home in a disaster.

## Practice continuity planning

Risk management experts say all dental offices need a plan to cope with unforeseen incidents to avoid lengthy business interruptions.

With proactive planning, dentists can mitigate their losses and get their practices up and running as quickly as possible, according to Vincent Mr. Keene, risk management analyst at The Dentists Insurance Co.

The plan doesn't have to be long and complicated, Mr. Keene reports. But it should list procedures that are necessary for a dentist to follow to efficiently resume business. Mr. Keene reports those procedures can be customized for each dental practice by taking four initial steps:

- analyzing the practice;
- assessing the risks;
- developing a plan;
- rehearsing the plan.

Analyzing the practice is the step that reveals where the dental practice is the most vulnerable.

"Ask yourself which types of emergencies are most likely to strike in your specific area," advises Robin Crimmins, TDIC's vice president of risk management. "Is it a tornado, an earthquake, a flood?"

After risks are rated on a scale from one to five, procedures can be developed to follow at each risk level, says Ms. Crimmins.

Even incidents as unforeseeable as fire can be rated for risk, she believes.

"Is the practice near an area frequented by brush fires or is it near the beach?" Ms. Crimmins offers as a sample analysis for fire. "The creation of the measurement tool is subjective, customizable by the dentist for his or her individual practice."

In assessing the risks, loss prevention specialists recommend dentists evaluate in terms of cost.

How much can the practice afford to lose if it's out of commission for days, weeks, months?

TDIC's Mr. Keene says asking "what if" questions helps dentists figure this out. What if

**OnlineXtra**  
www.ada.org/goto/newsextra  
For more information related to this story, visit the ADA's Web site, using the Web address above.

the air conditioning unit stopped working in the middle of summer? What if the computers went down? Which employees are essential to function during and after a disaster? What is the worst case scenario?

Although each dentist's plan will look different, most plans will share some important features, such as:

- an outline of which employees should do what during a disaster and which should be back at work first, following the disaster (it might not be the dentist);
- the location of valuable documents, building records, contact numbers, insurance policies and a receipt folder for miscellaneous charges made during the recovery process.

Include how and when the plan should be updated to make sure it is a "living document."

Because the business continuity plan is a dynamic document, weaknesses may be discovered when it's put into action, reports TDIC's Mr. Keene. Rehearsing the plan helps confirm it will be ready when you need it. ■



Photo courtesy of the National Museum of Dentistry

**Exhibition:** "Plaque Attackers" is one of the interactive stations in "Branches, Bristles and Batteries: Toothbrushes Through Time," a traveling exhibition developed by the National Museum of Dentistry, currently on its second North American tour.

# National Museum of Dentistry goes on tour

BY CRAIG PALMER

Baltimore—Another opening, another show for Brushella the Tooth Fairy.

Brushella is the virtual hostess and guide for "Branches, Bristles and Batteries: Toothbrushes Through Time," an interactive exhibition for elementary schoolchildren brought to you by The Dr. Samuel D. Harris National Museum of Dentistry and opening at the Children's Museum of Manitoba in Winnipeg, Manitoba, Canada, with the support of United Concordia Companies Inc.

Not that Brushella is new to road or stage, this launching is her second North American tour of children's and science museums. Local dental associations partnered with host museums for her 2002-2005 road show, attracting more than 2 million visitors throughout the country. ■

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As with any medical condition, it is recommended to consult with a trained sleep specialist before prescribing a sleep apnea appliance.



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**\$239**

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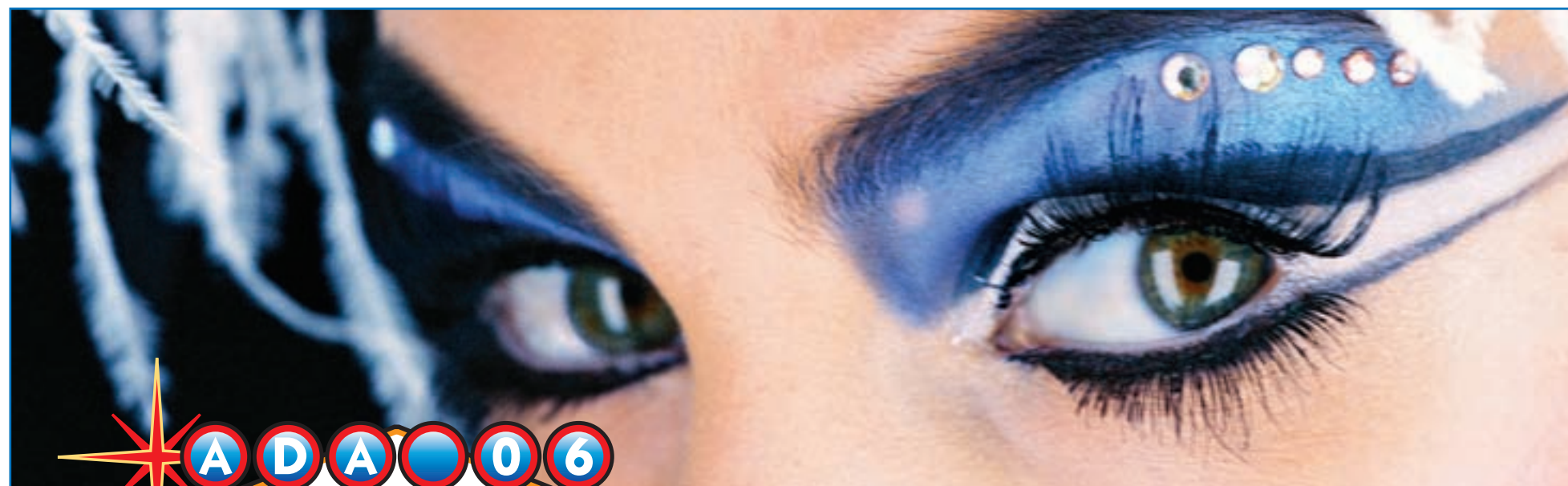
**GLIDEWELL  
LABORATORIES**

Serving Dentists Since 1970



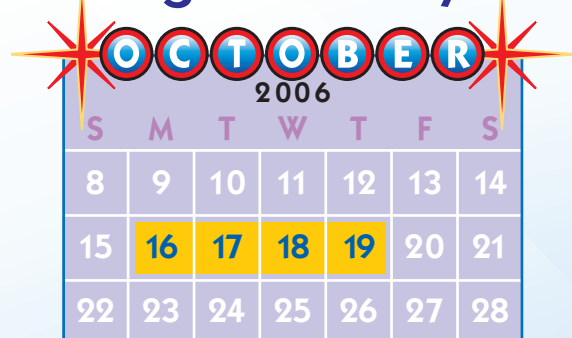
# Register for the 2006 ADA Annual Session.

[www.ada.org/goto/session](http://www.ada.org/goto/session)



OCTOBER 16-19, 2006

Register Today!



ADA

American Dental Association  
[www.ada.org](http://www.ada.org)

*There are many dental industry gatherings, but only one offers you the breadth of information, depth of content and exciting interaction of the ADA Annual Session. If you and those you work with attend only one dental convention this year, make it the ADA Annual Session!*

## What you LEARN in Vegas, doesn't stay in Vegas.

### Gain ideas you can use.

With more than 300 Scientific Sessions over four days, you'll find plenty of ideas you can take home and put to use immediately to help you run a more successful practice.

### Sharpen your skills.

Up to 28 hours of Continuing Education credits are available including many hands-on workshops. You will learn how to incorporate the latest research, techniques and clinical applications into your practice.

### Learn from the best.

Attend programs, workshops and lectures given by the most respected industry leaders in dental practice, research, academics and industry.

### Build staff camaraderie.

There are thousands of things to do together in fabulous Las Vegas to enhance team dynamics.

### Be inspired.

Get recharged about being a part of the dental profession at the ADA's General Sessions, featuring the Johnson & Johnson Distinguished Speaker Series.

### Try out the latest products.

Tour the ADA Marketplace and see more than 700 exhibits featuring cutting-edge technology and new products from leading dental dealers and manufacturers.

### THE place for networking.

More than 200 related groups will come together during the ADA Annual Session. It's the best opportunity to make new professional acquaintances and catch up with old friends.

### Receive a FREE health screening.

Stop by for a comprehensive analysis. This could be your most important appointment during the Annual Session!



## Who should attend?

ADA06LasVegas is an important educational opportunity for anyone in the world who is involved in the dental profession. If you share the ADA's commitment to the public's oral health, you should attend ADA06LasVegas.

- Dentists
- Dental Assistants
- Business Assistants
- Dental Students
- Hygienists
- Dental Lab Technicians
- Health Professionals
- Educators
- Dental Dealers/Sales Reps

ADA06LasVegas

*Be a Part of the Excitement!*



# ADA GENERAL SESSION AND JOHNSON & JOHNSON DISTINGUISHED SPEAKER SERIES

## Lights. Music. Action. And Great Speakers!

Sir Richard Branson is widely known as a transformational leader who combines his love for high adventure with his maverick strategies, building the Virgin brand into a multi-billion dollar enterprise of over 200 entertainment, media and travel companies around the world.



**Tuesday October 17—8:30-10 AM**  
Special Events Center  
Mandalay Bay Hotel

Ted Koppel has been dubbed "...the undisputed reigning lion of tough TV interview journalism" by *The Los Angeles Times*. He captivates listeners with in-depth insight on current events and stories from across the globe.



**Wednesday October 18—8:30-10 AM**  
Special Events Center  
Mandalay Bay Hotel

Sponsored by:

**Johnson & Johnson**  
ORAL HEALTH PRODUCTS

**New!**

**The 2006 Preliminary Program for the Annual Session contains callouts for special educational tracks.**

**Request your copy of the Preliminary Program, or download a .pdf version today!**

**AAWE** American Association of Women Dentists

**CELL** Continuing Education and Lifelong Learning

**CAPIR** Council on Access, Prevention & Interprofessional Relations

**CND** Committee for the New Dentist

**CDEL** Council on Dental Education and Licensure

**CDP** Council on Dental Practice

**CMIRP** Council on Member Insurance & Retirement Programs

**CSA** Council on Scientific Affairs

**FDS** Federal Dentist Service

The ADA also offers the following services to help you build your circle of professional associates. Network and get questions answered!

- First-Time Attendee Lounge
- International Attendee Lounge
- Retired Life Members Lounge

**Request your Preliminary Program TODAY for more information! (see page 33)**

## 7 MORE REASONS TO MAKE THIS THE CONVENTION YOU ATTEND.

### RANKED #1 BY VISITORS

Las Vegas is an ever-changing fantasyland of a city. Stay in some of the most glamorous, unique hotels in the world. Eat at five-star restaurants and expansive buffets. Play at casinos, pools, health spas and golf courses. You will be dazzled by Vegas! As you plan your trip, visit [www.visitlasvegas.com](http://www.visitlasvegas.com) for insiders' information about "The Entertainment Capital of the World."

### WORLD-CLASS HOTELS

The ADA has solicited premier locations in the city all convenient to the Mandalay Bay Resort and Convention Center. ADA Las Vegas hotels are legendary for combining elegance and comfort with unique themes and designs.

### AFFORDABLE AIRFARE

Las Vegas provides accessible and economical flights from all major U.S. destinations. In addition, the ADA has arranged for airfare discounts for Annual Session attendees from the U.S. and internationally. Be sure to book your flight early to get your choice of flight!

### GORGEOUS WEATHER

Las Vegas has sunshine all year long. With an average temperature of 66.3 degrees Fahrenheit (19 degrees Celsius), annual rainfall of 4.13 inches (10.5 centimeters) and humidity around 29 percent, the climate is perfect for meetings.

### LOTS TO DO AND SEE FOR THE ENTIRE FAMILY

There's always something to do in Las Vegas. The city boasts hundreds of excellent shows, more than 60 golf courses, a 15-acre water park family amusement center, indoor/outdoor rock climbing, roller-coaster rides, an auto museum, a bird sanctuary, a dolphin pool, a lion habitat, an arboretum and more.

### EASY TO GET AROUND

McCarran International Airport is conveniently located just one mile from Las Vegas Boulevard. The ADA has arranged for special, direct shuttle service between the airport and Annual Session hotels. You will find that the close proximity of Annual

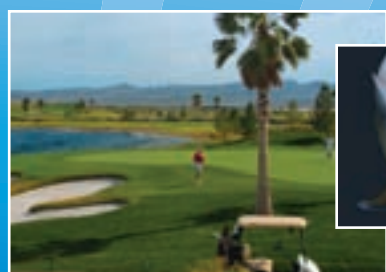
Session properties allows you to walk to many destinations (or take the monorail that links Mandalay Bay, THEhotel at Mandalay Bay, the Four Seasons, Luxor and Excalibur).



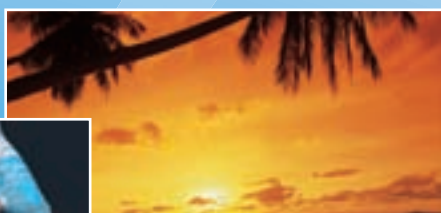
### A SMORGASBORD OF DINING OPTIONS

Few cities can match the wide array of dining options available, from all-you-can-eat buffets to some of the finest restaurants in the world. Many of the great chefs have set up shop in Las Vegas, where patrons are consistently rewarded with fabulous food in unique and elegant settings.

BOULDER CREEK



SHARK REEF



THE BEACH AT MANDALAY BAY

**REGISTRATION OPENS APRIL 12**

[www.ada.org/goto/session](http://www.ada.org/goto/session)



# Four thrilling days in fabulous Las Vegas.

Vegas comes alive at night. Seven nights a week, the "Entertainment Capital of the World" serves up scrumptious dining opportunities, unrivaled shopping and, of course, elaborate big-production shows. Other offerings include comedy, magic acts, impersonators, musical performances and much more.

Here's just a tiny sample of the thousands of things to do at night in Las Vegas. For more, visit [www.ada.org/goto/session](http://www.ada.org/goto/session) and click on the Entertainment area

—your guide to the many entertainment options Las Vegas has to offer. (These links are offered for your convenience and are not affiliated with the 2006 ADA Annual Session.)

Ticket availability dates vary. Contact the show for details on when ticket sales open. For group tickets of 20 or more, you may contact Baskow & Associates, who can be your one stop shop for your entire evening. Baskow & Associates



KA



## KA

KA combines acrobatic performances, martial arts, puppetry, multimedia and pyrotechnics to tell an epic saga.

Where: MGM Grand

When: 7:30 & 10:30pm Tues through Sat  
No shows Sun & Mon

Cost: \$99 – \$150 per person\*



## "O"

"O" uses 1.5 million gallons of water as its stage and features 74 performers from around the world.

Where: Bellagio

When: 7:30 & 10:30pm Wed through Sun  
No shows Mon & Tues

Cost: \$99 per person\*



JUBILEE



MAMMA MIA!

## HOUSE OF DELEGATES

The House of Delegates, as the legislative and governing body, is the supreme authority in the American Dental Association. As such, it speaks for the 153,000 members of the Association and for the dental profession in the United States.

Anyone may attend the meetings of the House of Delegates as a visitor, upon display of a 147th ADA Annual Session badge.

Reference committee hearings will take place at the Mandalay Bay Resort and Convention Center on Tuesday, October 17. Reference committee members will receive and evaluate opinions and information on resolutions that have been placed before them so that they can present well-informed recommendations to the House of Delegates. All members of the ADA have the right to attend and participate in the discussion.

Up-to-date information on this meeting can be found on [www.ada.org](http://www.ada.org), in the Manual of the House of Delegates, and the September issue of the *Journal of the American Dental Association*.

### HOUSE OF DELEGATES MEETING SCHEDULE

#### First Meeting

Monday, October 16  
3:30 – 5:30pm

#### Reference Committee Hearings

Tuesday, October 17  
Staggered times

#### Second Meeting

Thursday, October 19  
8:00am – Noon

#### Third Meeting

Thursday, October 19  
1:00 – 5:00pm

#### Fourth Meeting

Friday, October 20  
8:00am – Close of business



can arrange group tickets, dinner reservations and transportation for your convenience by calling Scott Washburn at 702-733-7818.

For individual tickets, go to [www.ada.org/goto/session](http://www.ada.org/goto/session) and click on the entertainment section. You will find several options for evening entertainment along with links to some of the hottest shows available. You may also purchase tickets online directly with each individual show.

## MYSTÈRE CIRQUE DU SOLEIL

### MYSTÈRE

Mystère is a vibrant kaleidoscope of powerful athleticism, high-energy acrobatics and inspired imagery.

Where: Treasure Island

When: 7:30 & 10:30pm Wed through Sat  
4:30 & 7:30pm Sun  
No shows Mon & Tues

Cost: \$95 per person\*

### JUBILEE

Jubilee! is comprised of eye-catching musical numbers staged with a cast of hundreds on million-dollar sets.

Where: Bally's Las Vegas

When: 7:30 & 10:30pm Sat through Thurs  
No shows Fri

Cost: \$82 per person\*

### MAMMA MIA!

MAMMA MIA! is the smash-hit Broadway musical that incorporates ABBA songs woven together to tell an irresistible love story.

Where: Mandalay Bay

When: 7:30pm Sun through Thurs  
6:00 & 10:00pm Sat  
No shows Fri

Cost: \$45 – \$110 per person\*

### ELTON JOHN – THE RED PIANO

Elton John is one of the world's most successful touring artists and one of the top-selling solo artists of all time.

**NOTE:** Celine Dion is not scheduled to perform during the 2006 ADA Annual Session.

Where: Caesar's Palace

When: 7:30pm Oct 15, 17, 18 & 20  
No shows Mon & Thurs

Cost: \$116 – \$281 per person\*

\* All show pricing and availability subject to change. Times and dates subject to change. Contact the individual event office for current schedules.



Register early...

# Be a Winner!

Register for the ADA Annual Session and book your hotel reservation through [www.ada.org/goto/session](http://www.ada.org/goto/session) by **JULY 31, 2006** and you'll be entered into a drawing for an array of fabulous prizes including:

**2 free round-trip airline tickets**  
anywhere in the continental U.S.\*

**Tickets to the Shark Reef**  
**at Mandalay Bay**

**Las Vegas show tickets**  
Win 2 tickets to the show of your choice.\*\*

**\$50 Mandalay Bay casino chips**

Winners will be posted online at [www.ada.org/goto/session](http://www.ada.org/goto/session) in early August. Register today and then check in to see if you're a winner!

\*Please don't wait to see if you win before booking your flight for ADA06LasVegas as flights to Vegas fill up quickly.

\*Airline tickets are subject to seat availability and are not available during holiday and other peak travel periods. Holiday blackout periods apply. Tickets have no cash value and must be used by 12/15/07. Tickets are available to you and a guest traveling on the same itinerary/travel dates. Tickets are not upgradeable to first or business class and frequent flyer miles do not accrue. The ADA reserves the right to determine which airline(s) will be used for this complimentary travel. Reservations must be made a minimum of three weeks prior to your scheduled departure date.

## FOOD FOR THOUGHT

The Mandalay Bay Resort & Casino has what you crave. With **24 enticing restaurants**, it offers a world of dining choices just steps from the convention. From swank four-star French restaurants to fresh seafood to an out-of-this-world burger joint, there's something to please everyone—even picky youngsters.

Here's just a small sampling of the dining options that await you:

### AUREOLE

Based on **Chef Charlie Palmer's** New York eatery featuring a four story wine tower\*\*

### BORDER GRILL

**Chefs Susan Feniger & Mary Sue Milliken** serve upscale modern Mexican

### FLEUR DE LYS

**Chef Hubert Keller's** haute cuisine of his Bay Area favorite is astounding\*\*

### KONA CAFÉ

The perfect quick stop for pastries, lunch items and Starbucks coffee

### MIX

Featuring **Chef Alain Ducasse's** Contemporary French and American dishes\*\*

### WOLFGANG PUCK'S TRATTORIA DEL LUPO

Italian cuisine from the world's most celebrated chef, **Wolfgang Puck\***



MIX



FLEUR DE LYS

TRATTORIA DEL LUPO



## Travel to Las Vegas

Visit [www.ada.org/goto/session](http://www.ada.org/goto/session) for discounts and information on all of your Annual Session travel needs!

- **DISCOUNTS** on United Airlines (U.S. travel)
- **DISCOUNTS** for INTERNATIONAL ATTENDEES within the Star Alliance network
- Exclusive shuttle service from the Las Vegas McCarran International Airport to ADA Official Hotels
- Executive Airport and Limousine Service
- Special car rental rates from Hertz
- Parking Information

**Don't wait—Plan your trip today!**

# REGISTRATION OPENS APRIL 12

[www.ada.org/goto/session](http://www.ada.org/goto/session)

\*Reservations required  
\*\*Reservations suggested  
For reservations call 702-632-7200

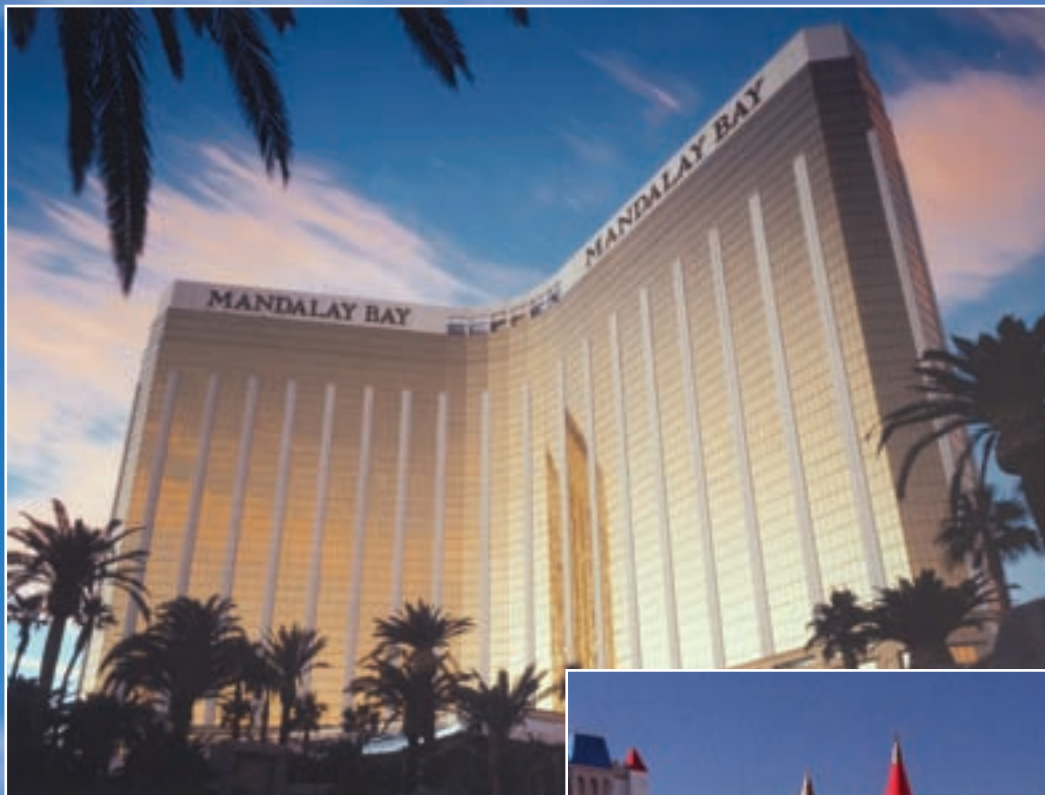


# Stay right where the Annual Session is held!

## HOTELS

*The entire ADA room block for the 2006 Annual Session will be contained within the Mandalay Bay Resort and its sister properties, including THEhotel at Mandalay Bay, The Four Seasons Hotel, Luxor and Excalibur; and the MGM Grand Hotel. All of the hotels, with the exception of the MGM Grand Hotel, are accessible by an internal monorail. Shuttle bus service will be provided between the MGM Grand Hotel and Mandalay Bay.*

MANDALAY BAY HOTEL



EXCALIBUR



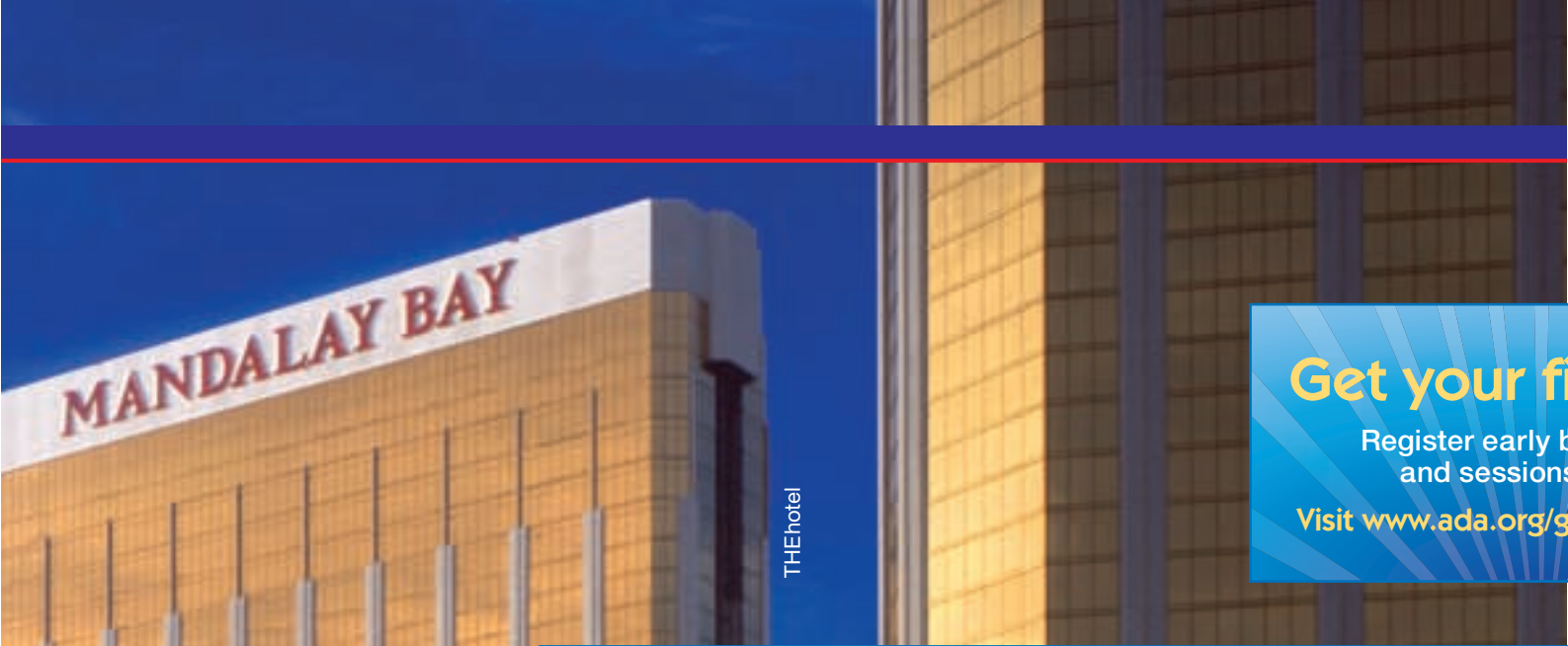
MGM GRAND HOTEL



LUXOR







Get your first choice

Register early because hotels and sessions fill up fast.

Visit [www.ada.org/goto/session](http://www.ada.org/goto/session) today.

OFFICIAL ADA HOTEL LISTINGS & LOCATION MAP

An internal monorail runs between all ADA official hotels, except the MGM Grand Hotel. Shuttle bus service will be provided between the MGM Grand Hotel and Mandalay Bay for ADA06.



- 1 Mandalay Bay Resort and Convention Center**  
3950 Las Vegas Boulevard South  
Las Vegas, NV 89119
- 2 THEhotel at Mandalay Bay**  
3950 Las Vegas Boulevard South  
Las Vegas, NV 89119
- 3 Four Seasons Hotel**  
3960 Las Vegas Boulevard South  
Las Vegas, NV 89119
- 4 Luxor Hotel and Casino**  
3900 Las Vegas Boulevard South  
Las Vegas, NV 89119
- 5 MGM Grand Hotel and Casino**  
3799 Las Vegas Boulevard South  
Las Vegas, NV 89109
- 6 Excalibur Hotel and Casino**  
3850 Las Vegas Boulevard South  
Las Vegas, NV 89109

The ADA has secured outstanding rates at these official hotels. For the best savings, make your hotel reservations through the ADA by visiting [www.ada.org/goto/session](http://www.ada.org/goto/session). These accommodations are reserved for registrants of the Annual Session only. However, registrants can reserve more than one room for friends and family.



THE FOUR SEASONS

Please support the ADA by booking your room within the Annual Session hotel room block.												
		Walk/Shuttle	Weekday Rate	Weekend Rate* (Friday & Saturday night)	Single/Double Deposit (1-2 occupants)	Triple Deposit (3 occupants)	Quad Deposit (4 occupants)	All Suites	# of Restaurants	# of Lounges	Distance to Mandalay Bay Resort & Convention Center	Minutes to Mandalay Bay Resort & Convention Center
1	The Mandalay Bay Resort/Convention Center Extraordinary dining, recreation and relaxation experience (ADA Headquarters Hotel)	Walk	\$229.00	\$229.00	\$249.61	\$287.76	3/rm. max.	N	22	9	Attached	5 min. walk
2	THEhotel at Mandalay Bay Swank cosmopolitan haven in an all-suite property (ADA Headquarters Hotel)	Walk	\$290.00	\$290.00	\$316.10	\$354.25	3/rm. max.	Y	22	9	Attached	5 min. walk
3	Four Seasons Hotel Las Vegas Non-gaming oasis of tranquility	Walk	\$270.00	\$270.00	\$294.30	\$327.00	\$359.70	N	2	0	Attached	5 min. walk
4	Luxor Las Vegas Resort Hotel and Casino Egyptian themed décor with modern amenities	Walk	\$159.00	\$199.00	\$173.31	\$200.56	\$227.81	N	6	2	Attached	15 min. walk/monorail
5	MGM Grand Hotel and Casino Non-stop entertainment, relaxation and fine dining on a grand scale	Shuttle	\$185.00	\$185.00	\$201.65	\$234.35	\$267.05	N	17	6	1.5 Miles	30 min. walk/15 min. shuttle
6	Excalibur Las Vegas Resort Hotel and Casino Budget-oriented hotel with medieval theme	Walk	\$129.00	\$169.00	\$140.61	\$156.96	\$173.31	N	6	0	Attached	20 min. walk/monorail

The above hotels offer the following amenities: • Room service • Parking • Health club • Spa • Pool • Business center • In-room dataport • ADA accessible • A/C • Laundry/valet service • Non-smoking rooms • Gaming (hotels 1, 4, 5 and 6)

\*Please note that there are limited weekend nights available at the group rate. Weekend rooms are on a first-come, first-served basis. Once the weekend rooms at the group rate are exhausted, additional rooms may be available at a higher rate. Deposit required: one night room rate + 9% tax.

REGISTRATION OPENS APRIL 12

[www.ada.org/goto/session](http://www.ada.org/goto/session)



# Powerful ideas that can transform your practice.



## ADA MARKETPLACE EXHIBITION

### MAKE PLANS TO VISIT THE ADA MARKETPLACE AT ADA06LASVEAS!

The ADA Marketplace arranges more than 700 exhibiting companies into four easy-to-find, color-coded categories:

- Over-The-Counter and Pharmaceutical
- Dental Services
- Materials and Infection Control
- Instruments and Equipment

This arrangement saves you time and distance as you SHOP AND COMPARE thousands of products and services by touching, feeling and using products before you buy them.

It's Showtime!

Marketplace Hours:	
Tuesday, October 17	10:00am - 5:30pm
Wednesday, October 18	10:00am - 5:30pm
Thursday, October 19	9:00am - 4:30pm

### THE 2006 ADA MARKETPLACE FEATURES:

- More than 700 Exhibitors** – Offering thousands of products and services!
- New Product Showcase** – New and improved for 2006–must-see for all ADA attendees!
- Continuing Education in the Exhibit Hall** – Visit the Marketplace Theaters for one-hour continuing education programs, right in the exhibit hall.
- Exhibitor Coupons** – Take advantage of the savings! Coupon books will be available throughout the convention center.
- Enjoy Lunch in the ADA Marketplace** – Grab a quick lunch in the exhibit hall and spend the afternoon shopping for the latest products and services.
- WIN with Two New Contests** – Vote for Best Exhibitor Booth and Best New Product, and don't miss this year's Super Sweepstakes!



## CONTINUING EDUCATION

Programs are available for every member of the dental team, as well as guests and friends and family. Be sure to look for the recommended audience key, as shown below, when reviewing the scientific offerings:

**Audience Key**

D

DENTIST/  
DENTAL STUDENT

H

HYGIENIST

L

LAB TECHNICIAN

A

DENTAL  
ASSISTANT

B

BUSINESS  
ASSISTANT

G

GENERAL AUDIENCE

**Course Key**

FEE PROGRAM

NO FEE PROGRAM

WORKSHOP

## EVENTS-AT-A-GLANCE Monday October 16

Topic/Presenter	Time	Course Title	Audience/Course
<b>Aesthetics</b>			
J. Eubank et al.	9am-4pm	5201 Two-day aesthetics forum	<b>D</b>
M. Miyasaki et al.	9am-4pm	5344 LV Institute Day—The future of dentistry	<b>D H L A</b>
V. Haywood	9-11:30am	5206 Smile analysis, occlusal evaluation	<b>D</b>
G. Kugel	9-11:30am	5207 Porcelain laminate veneers	<b>D H A</b>
C. Sheets et al.	9-11:30am	5107 Aesthetic reconstructive dentistry	<b>D H A</b>
R. Nash	9:15-11:45am	5105 Extreme dental makeovers	<b>D H L A</b>
J.L. Ruiz	9:15-11:45am	5321 High-tech aesthetic dentistry	<b>D H L A B</b>
R. Lowe	9:30am-Noon	5120 Aesthetic & reconstructive dentistry	<b>D L A</b>
V. Haywood	1:30-4pm	5213 Smile analysis, occlusal evaluation	<b>D</b>
V. Kokich, Sr.	1:30-4pm	5340 Management of anterior aesthetic dilemmas	<b>D H A</b>
G. Kugel	1:30-4pm	5214 Porcelain laminate veneers	<b>D H A</b>
C. Sheets et al.	1:30-4pm	5116 Aesthetic reconstructive dentistry	<b>D H A</b>
R. Nash	1:45-4:15pm	5112 Extreme dental makeovers	<b>D H L A</b>
<b>Anesthesia/Sedation</b>			
J.M. Hawkins	9:30am-Noon	5319 Local anesthesia	<b>D H</b>
J.M. Hawkins	2-4:30pm	5118 Oral sedation	<b>D H</b>

<b>Monday continued</b>			
Topic/Presenter	Time	Course Title	Audience/Course
<b>Dental Materials, Restorative</b>			
P. Belvedere	9-11:30am	5202 Direct composites	<b>D A</b>
T. Tanaka	9:15-11:45am	5104 Problem solving for the restorative dentist	<b>D</b>
G. Christensen	9:30am-Noon	5106 The "Christensen" bottom line, part I	<b>D H L A B G</b>
D. Lambert	9:30am-Noon	5109 Betting on composites	<b>D H A G</b>
P. Belvedere	1:30-4pm	5209 Direct composites	<b>D A</b>
T. Tanaka	1:45-4:15pm	5111 Management of the difficult patient	<b>D A</b>
G. Christensen	2-4:30pm	5113 The "Christensen" bottom line, part II	<b>D H L A B G</b>
D. Lambert	2-4:30pm	5117 Betting on composites	<b>D H A G</b>
<b>Endodontics</b>			
J. Bahcall	9-11:30am	5205 The one-day endodontic residency	<b>D</b>
S. Buchanan	9:30am-Noon	5313 The art of endodontics	<b>D</b>
J. Bahcall	1:30-4pm	5212 The one-day endodontic residency	<b>D</b>
S. Buchanan	2-4:30pm	5336 The art of endodontics	<b>D</b>
J. Khademi	2-4:30pm	5329 Taking the gamble out of high risk endodontics	<b>D</b>
<b>General Medicine/Nutrition</b>			
J. Parker	9-11:30am	5308 Success in treating snoring & sleep apnea	<b>D H L A B G</b>
J. Piscatella	9-11:30am	5305 Living healthy in a doubleburger.com world	<b>D H L A B G</b>
K. Baker	9:30am-Noon	5301 Dietary supplements & herbal medicines	<b>D H A</b>
J. Piscatella	1:30-4pm	5330 Living healthy in a doubleburger.com world	<b>D H L A B G</b>



Monday continued

Topic/Presenter	Time	Course	Title	Audience/Course
Geriatrics/Special Needs				
F. Margolis	9-11:30am	5314	Techniques for treating special patients	D H A
F. Margolis	1:30-4pm	5338	Techniques for treating special patients	D H A
Oral Medicine & Diagnosis				
C. McNeill et al.	1:45-4:15pm	5337	Non-odontogenic tooth pain	D H A
Oral Pathology				
J. Svirsky	9-11:30am	5325	Lumps, bumps & lesions for all seasons	D H A
M. Lingen	9:30am-Noon	5322	Oral cancer 2006	D H A G
J. Svirsky	1:30-4pm	5347	Drugs I have known & loved	D H A
Oral Surgery/Implantology				
T. Curran	9:15-11:45am	5315	The evidence on third molars	D H A
Orthodontics				
G. Phipps	2-4:30pm	5119	Invisalign unplugged	D
Pediatrics				
G. Psaltis et al.	9:15-11:45am	5309	Parents are people too	D H A B
G. Psaltis	1:45-4:15pm	5334	Pediatric behavior management	D H A B
Periodontics/Prevention				
J. Sottosanti et al.	9am-4pm	5101	Prevention convention	A G
L. Niessen	9-11:30am	5302	Oral health for a lifetime	D H A B G
J. Otomo-Corgel	9-11:30am	5323	Systemic Perio: Is there a link?	D H A B G
S. Low	9:15-11:45am	5318	“Effective” periodontal care	D H A
G. Stookey	9:15-11:45am	5324	Early detection & control of dental caries	D H
L. Niessen	1:30-4pm	5327	Oral health for a lifetime	D H A B G
G. Stookey	1:45-4:15pm	5343	Early detection & control of dental caries	D H
M. Ryder	2-4:30pm	5332	From gums to guts & more	D H A G
Pharmacology				
B.E. Byrne	9-11:30am	5320	Great question... glad you asked that!	D H
B.E. Byrne	1:30-4pm	5342	Great drugs for nasty bugs	D H
K. Baker	2-4:30pm	5326	The risk of treating medicated patients	D H A
Practice Management/Finance				
R. Levin et al.	8:30am-4:30pm	5103	Team building conference XI	D H L A B
M. Gardiner	9-11:30am	5311	Clinical documentation	D H A B
H. Slavkin et al.	9-11:30am	5317	Future of dentistry	D H L A
J.A. Pulver	9:15-11:45am	5312	The new patient exam	D H A B G
C. Sweeney	9:15-11:45am	5306	Teamwork strategies	D H A B
A.A. Linder	9:30am-Noon	5307	Don't gamble with the recall	D H A B G
S. Boswell	1:30-4pm	5333	Maalox moments...dealing with tough situations	G
C. Tekavec	1:30-4pm	5115	CDT ins. payments & patient communication	D H A B
M. Cooper	1:45-4:15pm	5346	Staff communication & management	D H L A B
A. Friedel	1:45-4:15pm	5348	CDT 2007	D H A B
C. Sweeney	1:45-4:15pm	5331	10 Latest trends in practice management	D H A B
B. Hufford	2-4:30pm	5121	Xtreme financial makeover	D G
Prosthodontics				
S. Strong	9:30am-Noon	5316	Implant prosthetics & basic surgery	D H L A G
S. Strong	2-4:30pm	5339	Implant prosthetics & basic surgery	D H L A G
Prosthodontics, Removable				
J. Massad	1:45-4:15pm	5341	Betting on complete removable prosthetics	D L
Radiology				
D. Miles	9-11:30am	5208	ABC's of image processing	W D H A
T. Schiff	9-11:30am	5203	Radiology to improve high quality films	W D H A
J. Mah	9:30am-Noon	5310	Intro to 3-D imaging	D H A G
D. Miles	1:30-4pm	5215	ABC's of image processing	W D H A
T. Schiff	1:30-4pm	5210	Radiology to improve high quality films	W D H A
J. Mah	1:45-4:15pm	5335	Clinical applications of 3-D imaging	D H A
Safety, Infection Control				
J. Molinari	9:15-11:15am	5303	Occupational respiratory diseases	D H L A G
L. DePaola	9:30am-Noon	5110	What's new in infection control	D H L A B G
J. Molinari	1:45-4:15pm	5328	Update on vaccinations	D H L A B G
Technology				
B. Freyberg	1:30-4pm	5345	A practical digital vision you incorporate today	D H A B
TMD/Occlusion				
S. Burns	9-11:30am	5204	Hand instrumentation & ultrasonic scaling	W D H
S. Burns	1:30-4pm	5211	Reducing musculo-skeletal stress & strain	W D H A
H. Gremillion	2-4:30pm	5114	Temporomandibular disorder	D H A



EVENTS-AT-A-GLANCE Tuesday October 17

Topic/Presenter	Time	Course	Title	Audience/Course
Aesthetics				
W. Dickerson et al.	10am-4pm	6348	LV Institute Day—The future of dentistry	D H A
J. Eubank et al.	10am-5pm	5201	Two-day aesthetics forum	W D
J. Kois	10am-12:30pm	6104	Interdisciplinary treatment planning	D H A
R. Lowe	10am-12:30pm	6206	Aesthetic & reconstructive dentistry	W D
C. Sheets et al.	10am-12:30pm	6203	Porcelain bonded restorations	W D











Tuesday continued

Topic/Presenter	Time	Course	Title	Audience/Course
Aesthetics (continued)				
D. Barnes	10:15am-12:45pm	6105	Successful cosmetic practice guaranteed!	D H A B
V. Haywood	10:15am-12:45pm	6103	What's your best bet in bleaching?	D H A G
J. Kois	2:30-5pm	6116	Interdisciplinary treatment planning	D H A
R. Lowe	2:30-5pm	6214	Aesthetic & reconstructive dentistry	W D
P. D. Miller	2:30-5pm	6343	Regeneration of the lost interdental papilla	D H L
C. Sheets et al.	2:30-5pm	6211	Porcelain-bonded restorations	W D
D. Barnes	2:45-5:15pm	6117	Successful cosmetic practice guaranteed!	D H A B
V. Haywood	2:45-5:15pm	6115	What's your best bet in bleaching?	D H A G
Dental Materials, Restorative				
J. Blake	10am-12:30pm	6202	Dental assisting round table learning	W A
G. Christensen et al.	10am-12:30pm	6112	Metal-free inlays, onlays, etc.	D H L A B
R. Feigal et al.	10am-12:30pm	6312	Dental sealants: when are they indicated?	D H A
S. Froum	10am-12:30pm	6310	The aesthetic implant challenge	D
T. Abrahamsen	10:15am-12:45pm	6307	Treatment of the worn dentition	D H
P. Belvedere	10:15am-12:45pm	6107	Today's composites are not a gamble!	D A
S. Jovanovic	10:15am-12:45pm	6304	Creating a bony implant bed	D A
M. Melkers	10:15am-12:45pm	6322	Occlusion: diagnostic & restorative solutions	D L A
J. Blake	2:30-5pm	6209	Dental assisting round table learning	W A
G. Christensen et al.	2:30-5pm	6210	Metal-free inlays, onlays, etc.	W D
T. Abrahamsen	2:45-5:15pm	6329	Treatment of the worn dentition	D H
S. Jovanovic	2:45-5:15pm	6326	Prosthetic rehabilitations	D A
Emergencies				
A. DiAngelis	10am-12:30pm	6315	Managing traumatic dental injuries	D H A B G
A. DiAngelis	2:30-5pm	6336	Managing traumatic dental injuries	D H A B G
Endodontics				
S. Buchanan	10am-12:30pm	6205	The art of endodontics	W D
J. West	10am-12:30pm	6306	The total endodontic experience	D H A
S. Buchanan	2:30-5pm	6213	The art of endodontics	W D
E. Rivera	2:30-5pm	6331	Single-visit endodontic treatment	D H A
Ergonomics				
M. Belenky	2:30-5pm	6332	Ergonomics for occupational health	D H A G
Forensics				
W. Morlang	10am-12:30pm	6111	Bite-mark analysis & expert witness testimony	D H A G
W. Morlang	2:30-5pm	6124	Human maltreatment & malpractice prevention	D H L G
General Interest				
M. Johnson	2:30-5pm	6347	Zap the gap	G
J. Hand et al.	2:45-5:15pm	6340	Position yourself as a dental educator	D H A G
J. Smith	2:45-5:15pm	6349	LV highlights	D H A G
General Medicine/Nutrition				
J. Ball et al.	10:15am-12:45pm	6311	Exploring careers in federal dentistry	D H A G
J. Parker	10:15am-12:45pm	6313	Success in treating snoring & sleep apnea	D H L A B G
Oral Medicine & Diagnosis				
R. Genco et al.	10am-5pm	6301	Oral & systemic health care	D H A
C. McNeill et al.	10am-12:30pm	6207	Troubleshooting TMD during treatment	W D
D. Jones et al.	10:15am-5:15pm	6302	Early oral cancer detection	D H A
M. Siegel	10:15am-12:45pm	6324	Common oral lesions	D H A
C. McNeill et al.	2:30-5pm	6215	Troubleshooting (TMD) during treatment	W D
W. Giannobile	2:45-5:15pm	6334	Saliva as a diagnostic tool	D H A
Oral Pathology				
D. Lynch et al.	2:45-5:15pm	6123	Current topics in oral pathology & medicine	D H A
Oral Surgery/Implantology				
C. Misch	10am-12:30pm	6108	Complications & implant dentistry	D
R. Edwab	10:15am-12:45pm	6109	Having fun doing office oral surgery, part I	D H A B
S. Froum	2:30-5pm	6339	Implant complications	D
C. Misch	2:30-5pm	6121	Complications & implant dentistry	D
R. Edwab	2:45-5:15pm	6122	Stress-free oral surgery, part II	D H A B
Pediatrics				
P. Casamassimo et al.	10am-12:30pm	6318	Make your practice a dental home for families	D H A
Periodontics/Prevention				
C. Fong	10am-12:30pm	6204	Changing concepts of ultrasonics	W D H
J. Otomo-Corgel	10am-12:30pm	6309	Systemic perio: is there a link?	D H A B G
J. Costerton	10:15am-12:45pm	6321	Biofilms that attack teeth & tissues	D H A G
M. Ryder	10:15am-12:45pm	6316	From gums to guts: periodontal medicine	D H A G
J. Suzuki	10:15am-12:45pm	6319	Clinical periodontics 2006	D H A
C. Fong	2:30-5pm	6212	The fundamentals of air polishing	W D H
J. Bruno	2:45-5:15pm	6342	Periodontal plastic surgery	D H
Pharmacology				
S. Ciancio	10am-12:30pm	6323	Lotions, potions, pastes and more	D H A
P. Jacobsen	2:45-5:15pm	6345	Dental drugs and OTC products	D H A
Practice Management/Finance				
B. Christopher	10am-12:30pm	6305	Why are women so strange & men so weird?	D H L A B G
M. Gardiner	10am-12:30pm	6303	Clinical documentation & record-keeping	D H A B
R. Ginsberg et al.	10am-12:30pm	6320	Roth 401(k) & investment update	D
C. Tekavec	10am-12:30pm	6106	Current CDT codes	D H A B
R. Levin et al.	10am-1:15pm	5103	Team-building conference XI	D H L A B










Tuesday continued

Topic/Presenter	Time	Course Title	Audience/Course	
Practice Management/Finance continued				
C. Blair	10:15am-12:45pm	6110	Focus on profitability for the efficient practice	D H A B
D. Castagna	10:15am-12:45pm	6126	Rejuvenate your practice	D H A B
D. Engelhardt	10:15am-12:45pm	6314	Essential skills for peak performance	D H A B G
C. Blair	2:30-5pm	6125	50 coding errors dental practices are making	D H L A B G
B. Christopher	2:30-5pm	6327	Humor & peak performance in the office	D H L A B G
B. Fink	2:30-5pm	6114	Practice transitions: buying/selling a practice	D H L A B G
A. A. Linder	2:30-5pm	6328	Don't gamble with the recall	D H A B G
C. Tekavec	2:30-5pm	6119	Bet on the basics for record keeping	D H A B
J. Vaselaney et al.	2:30-5pm	6341	Risk management for dental staff	D H A B
D. Castagna	2:45-5:15pm	6127	Take control of your overhead!	D A B
D. Engelhardt	2:45-5:15pm	6335	Essential skills for peak performance	D H A B G
G. Liberatore et al.	2:45-5:15pm	6118	Preparing for practice ownership	D
Prosthodontics, Fixed				
K. Anusavice	10am-12:30pm	6317	Ceramic crown and bridge prostheses	D L G
K. Anusavice	2:30-5pm	6337	Ceramic crown and bridge prostheses	D L G
Prosthodontics, Removable				
J. Massad	10am-12:30pm	6208	New techniques in dentures	 D
J. Massad	2:30-5pm	6216	New techniques in dentures	 D
Radiology				
S. Brooks et al.	2:30-5pm	6333	What's new in oral/maxillofacial radiology?	D H A
Safety/Infection Control				
C. Hamann	2:30-5pm	6346	Allergies & musculoskeletal disorders	D H L A
J. Harte	2:45-5:15pm	6344	Infection control from A to Z	D H A
Sports Dentistry				
R. Padilla	2:45-5:15pm	6338	Sports dentistry: Trauma/treatment/prevention	D H L A
Technology				
S. Benjamin et al.	10am-5pm	6101	Technology Day	D H L A G

EVENTS-AT-A-GLANCE    Wednesday October 18

Topic/Presenter	Time		Course Title	Audience/Course
Aesthetics				
S. Aquilino	10am-12:30pm	7322	Optimal aesthetics: a team approach	D H L A
L. Costa	10am-12:30pm	7104	Cosmetic surgery by the dentist	D H A B G
R. Nash	10am-12:30pm	7208	Aesthetics in action	 D
J. Morley	10:15am-12:45pm	7106	Makeovers & age-reversing dentistry	D H L A B G
G. Priest	10:15am-12:45pm	7321	Crowns, veneers & implants	D L A
R. Nash	2:30-5pm	7217	Aesthetics in action	 D
K. Neuman	2:30-5pm	7122	Concepts for the dental team	D H A
J. Golub-Evans	2:45-5:15pm	7119	Snap on smile: temporary smile makeovers	D H A
B. LeSage	2:45-5:15pm	7120	Anterior direct composites	D H A B
J. Morley	2:45-5:15pm	7117	The composite connection	D H L A B G
Anesthesia/Sedation				
J. B. Bavitz	2:30-5pm	7342	Local anesthesia & conscious sedation	D H
Dental Materials, Restorative				
H. Heymann	8-10:30am	7105	Adhesive dentistry: fact from fiction	D A
I. Becker et al.	10am-5pm	7357	Aesthetic dimension	D H L A B G
T. Abrahamsen	10am-12:30pm	7210	Treatment of the worn dentition	 D H
J. Blake	10am-12:30pm	7202	Dental assisting roundtable learning	 A
E. Gambardella et al.	10am-12:30pm	7204	Perfect alginates from A to Z	 D H L A
R. Bertolotti	10:15am-12:45pm	7110	New dentistry: aesthetic & minimally invasive	D A
H. Heymann	12:30-3pm	7115	Conservative concepts for aesthetic success	D H A
T. Abrahamsen	2:30-5pm	7219	Treatment of the worn dentition	 D H
J. Blake	2:30-5pm	7211	Dental assisting roundtable learning	 A
R. Ellwood et al.	2:30-5pm	7337	Hard tissue disease management	D H A B
E. Gambardella et al.	2:30-5pm	7213	Perfect alginates from A to Z	 D H L A
Endodontics				
J. Gutmann et al.	10am-12:30pm	7109	Clean & disinfect the root canal system	D A
J. West	10am-12:30pm	7206	Making rotary endodontics safe	 D H A
C. Ruddle	2:30-5pm	7345	Creating endodontic excellence	D A
J. West	2:30-5pm	7215	Making rotary endodontics safe	 D H A
General Interest				
C. Hamann et al.	8am-3pm	7102	Men's Conference	D H A
T. Savage et al.	10am-5pm	7103	Women's Conference	D H A
P. Cantor	10:15am-12:45pm	7309	Mood, food & sex	G
D. Harte et al.	10:15am-12:45pm	7315	Dentistry's role in missing & exploited children	D H L A B G
L. Costa	2:30-5pm	7114	Cosmetic surgery: look & feel your best	D H A B G
L. LaRoche	2:45-5:15pm	7116	Life is not a stress rehearsal	G
General Medicine/Nutrition				
H. Slavkin	10:15am-12:45pm	7323	Tissue engineering in clinical dentistry	D H L A B G
P. Smith	10:15am-12:45pm	7318	Winning the war against inflammation	D H A B G
R. Martin	2:30-5pm	7344	Your life is a journey!	D H L A B G
G. Morton	2:30-5pm	7340	Energize your life & your practice!	D H L A B G
P. Smith	2:45-5:15pm	7354	Targeting longevity & peak performance	D H L A B G
Geriatrics/Special Needs				
W. Thies	10am-12:30pm	7314	Meeting the needs of individuals with dementia	D H L A B
G. Christensen et al.	10:15am-5:15pm	7301	Mainstream dentistry & the aging population	D H L A B

Wednesday continued

Topic/Presenter	Time	Course Title		Audience/Course
Oral Medicine & Diagnosis				
S. Abel et al.	10am-12:30pm	7316	Addressing HIV disease	D H A
E. Truelove	10am-12:30pm	7320	Managing patients with chronic symptoms	D H A
J. Shaner	10:15am-12:45pm	7327	Dental consequences of meth abuse	D H A G
J. Yagiela	10:15am-12:45pm	7326	Medical management of dental patients	D H A
M. Glick	2:45-5:15pm	7341	Treating medically complex patients	D H A
J. Yagiela	2:45-5:15pm	7353	Controversies in dental therapeutics	D H
Oral Pathology				
D. Lynch	10am-12:30pm	7328	Oral cancer: diagnostic & therapeutic strategies	D H A G
D. Lynch	2:30-5pm	7355	Diagnosis & treatment of oral ulcers	D A
Oral Surgery/Implantology				
R. Edwab	10am-12:30pm	7205	Hands-on oral surgery	 D
K. Koerner	10am-12:30pm	7111	"Surgical" extractions for the GP, part I	D A
J. Sottosanti	10:15am-12:45pm	7317	Filling the extraction socket	D
R. Edwab	2:30-5pm	7214	Office oral surgery for the GP	 D A
K. Koerner	2:30-5pm	7121	"Surgical" extractions for the GP, part II	D A
M. Block	2:45-5:15pm	7350	Implant therapy & orthodontic anchorage	D H A
G. Priest	2:45-5:15pm	7348	CAD/CAM technology in implants	D L
Orthodontics				
R. Behrents	2:30-5pm	7349	Complication & failure in orthodontics	G
Pediatrics				
M. Keels	2:45-5:15pm	7343	Pediatric dental pearls, part I	D H A B
Periodontics/Prevention				
T. Hempton	10am-5pm	7201	Crown lengthening	 D
B. Butler	10am-12:30pm	7319	Gingival levels for ideal aesthetic results	D H
A. Pattison	10am-12:30pm	7310	Advanced periodontal instrumentation update	D H A
T. Donley	10:15am-12:45pm	7325	Extreme perio makeover: office edition	D H A
M. Sonick	2:30-5pm	7351	Cosmetic periodontal surgery	D H A
D. Coluzzi	2:45-5:15pm	7346	Lasers in phase-one periodontal therapy	D H A
Pharmacology				
H. Crossley	10:15am-12:45pm	7329	Practical pharmacology to avoid liability	D H A
S. Ciancio et al.	2:45-5:15pm	7352	Managing the polypharmacy patient	D H A
H. Crossley	2:45-5:15pm	7356	Antibiotics & dentistry	D H A
Practice Management/Finance				
J. Jackson	10am-12:30pm	7112	Investing for a successful retirement	D
R. Levin	10am-12:30pm	7108	Production & profit while reducing stress	G
K. Murnighan	10am-12:30pm	7107	Team building	G
S. Rickles	10am-12:30pm	7324	Your estate plan	D
J. Staads	10am-12:30pm	7308	Get your ASK in gear	D B
M. Hyman	10:15am-12:45pm	7311	Take this job & love it	D H L A B G
J. Millis	10:15am-12:45pm	7312	Lost patients: how dentists lose money!	D H A B
A. Morgan	10:15am-12:45pm	7313	Ultimate team strategy	D H A B
J. McGill	2:30-5pm	7123	Achieving financial independence	D
K. Murnighan	2:30-5pm	7118	Negotiations	G
J. Staads	2:30-5pm	7336	Get your ASK in gear	D B
M. Hyman	2:45-5:15pm	7338	A 360 slam-dunk guide for successful teams	D H A B
J. Millis	2:45-5:15pm	7339	Dental team magic!	D H A B
Prosthodontics, Removable				
J. Rouse	10am-12:30pm	7113	Momma needs a new pair of teeth!	D L
J. Rouse	2:30-5pm	7124	Momma needs a new pair of teeth!	D L
Radiology				
D. Miles	10:15-11:15am	7302	Cone-beam CT: CAT scans for dentistry	D H A
Sleep Apnea				
J. Remmers et al.	2:30-5pm	7347	Sleep apnea & snoring	D H
Sports Dentistry				
R. Padilla	10am-12:30pm	7207	Athletic mouthguard fabrication	 D H L A
R. Padilla	2:30-5pm	7216	Athletic mouthguard fabrication	 D H L A
Technology				
J. Clark	10am-12:30pm	7209	Digital imaging in dentistry	 D H L A
C. Levato	10:15-11:15am	7304	Maximizing digital efficiencies	D H L A B G
T. Schleyer	10:15-11:15am	7306	Integration for dental office technology	D H A B
B. Freydberg	11:30am-12:30pm	7305	Improving your life on the 'net	D H A B
C. Levato	11:30am-12:30pm	7307	Surviving the technology revolution	D H A B
R. P. Little	11:30am-12:30pm	7303	Web site promotion	D H A B
S. Benjamin	2:30-3:30pm	7330	Data protection enables digital advancement	D H A B
P. Feuerstein	2:30-3:30pm	7334	Can technology deliver better patient care?	D H A B
J. Flucke	2:30-3:30pm	7332	Computerized patient education	D H A B
J. Clark	2:30-5pm	7218	Digital imaging in dentistry	 D H L A
B. Freydberg	3:45-4:45pm	7333	Enhancing your life on the 'net	D H A B
D. Miles	3:45-4:45pm	7331	Digital decision-making made easy!	D H A B
T. Schleyer	3:45-4:45pm	7335	Integration for dental office technology	D H A B
TMD/Occlusion				
H. Gremillion	10am-12:30pm	7203	Occlusal orthosis therapy	 D H L A
H. Gremillion	2:30-5pm	7212	Occlusal orthosis therapy	 D H A G



EVENTS-AT-A-GLANCE Thursday October 19

Topic/Presenter	Time	Course Title	Audience/Course
Aesthetics			
J. Blank	9-11:30am	8317 Basic principles of modern adhesion	D A
W. Dorfman	9-11:30am	8108 Building the extreme aesthetic dental practice	D H L A B G
J. Dunn	9-11:30am	8208 Posterior direct composites	W D A
V. Kokich Jr. et al.	9-11:30am	8307 Managing aesthetic dilemmas, part I	D H A
G. Radz	9-11:30am	8106 Cosmetic practice within your general practice	D A
W. Robbins	9:15-11:45am	8107 Aesthetic diagnosis	D H A
W. Dorfman	2:30-5pm	8118 Building the extreme aesthetic dental practice	D H L A B G
J. Dunn	2:30-5pm	8216 Posterior direct composites	W D A
D. King	2:30-5pm	8126 Cosmetic dentistry	D H A B
V. Kokich Jr. et al.	2:30-5pm	8334 Managing aesthetic dilemmas, part II	D H A
J. Morley	2:30-5pm	8128 Make overs, longevity & age-reversing dentistry	D H L A B G
G. Radz	2:30-5pm	8117 Cosmetic practice within your general practice	D A
Anesthesia/Sedation			
S. Malamed	9:15-11:45am	8109 Local anesthetics	D H L A
S. Malamed	2:30-5pm	8119 Local anesthetic technique	D H L A
Dental Materials, Restorative			
P. Belvedere	9-11:30am	8207 Provisional restorations	W D H L A
S. Ratcliff et al.	9-11:30am	8357 The aesthetic make over	D
D. Sheets	9-11:30am	8315 Restoration of worn dentition	D
R. Bertolotti	9:15-11:45am	8127 Porcelain veneers, a 20 plus year perspective	D
M. Latta	9:15-11:45am	8321 Bonding & direct-composite resins	D
P. Belvedere	2:30-5pm	8215 Provisional restorations	W D H L A
R. Bertolotti	2:30-5pm	8125 The new dentistry	D H A B
D. Sheets	2:30-5pm	8356 Restoration of worn dentition	D
Endodontics			
J. Gutmann	9-11:30am	8105 Contemporary root canal obturation	D A
C. Ruddle	9-11:30am	8203 ProTaper shaping & cleaning	W D
J. Olmsted	9:15-11:45am	8319 What happens here, stays here	D H A B
C. Ruddle	2:30-5pm	8211 ProTaper shaping & cleaning	W D
Ergonomics			
T. Caruso	9-11:30am	8324 Posture, pain & productivity in dentistry	D H L A B G
T. Caruso	2:30-5pm	8349 Posture, pain & productivity in dentistry	D H L A B G
Forensic Dentistry			
R.T. Glass	9:15-11:45am	8110 Forensic dentistry: dentistry practiced daily	D H L A B G
R.T. Glass	2:30-5pm	8120 Dentistry's response to bioterrorism	D H L A B G
General Interest			
B. Bissell	9-11:30am	8309 The art of listening: developing a winning ear	G
H. Crossley	9-11:30am	8204 Put magic in your dental practice	W G
B. Gray	9-11:30am	8323 I'm no good with names	G
S. Humphreys	9:15-11:45am	8311 Looking for the laughter	G
C. Novotny	9:15-11:45am	8314 Place your bet on loyalty	D H L A B G
M. Pyle	9:15-11:45am	8344 Senior smiles	D H A B G
J. Smith	9:15-11:45am	8352 LV highlights	D H A
L. Wintersteen	9:15-11:45am	8322 Self-managing teams	D H A B G
S. Brown	2:30-5pm	8336 Stress & how to manage it	G
H. Crossley	2:30-5pm	8212 Put magic in your dental practice	W G
B. Gray	2:30-5pm	8348 I'm no good with names	G
C. Novotny	2:30-5pm	8340 Place your bet on loyalty	D H L A B G
L. Wintersteen	2:30-5pm	8347 Communication & motivation	D H A B G
General Medicine/Nutrition			
T. Low Dog	9-11:30am	8313 Botanical medicine: update on the evidence	G
S. Brown et al.	9:15-11:45am	8310 Dying to be thin: eating disorders	D H A B G
U. Odiatu et al.	9:15-11:45am	8325 The fitness prescription	G
T. Low Dog et al.	2:30-5pm	8339 Maintaining health for a lifetime for women	G
P. Mansky	2:30-5pm	8355 The impaired dentist	D H A
G. Morton	2:30-5pm	8335 Energize your life & your practice!	D H L A B G
U. Odiatu et al.	2:30-5pm	8350 The fitness prescription	G
Geriatrics/Special Needs			
R. Huffines	2:30-5pm	8351 Presidents as patients	D H A B
Oral Medicine			
J. Forrest	9:15-11:45am	8327 Evidence-based decision making	D H
M. Glick	2:30-5pm	8337 Emerging infectious diseases	D H A
E. Truelove	2:30-5pm	8346 Managing patients with chronic symptoms	D H A
Oral Pathology			
A. R. Kerr	9-11:30am	8326 Prevention & early detection of oral cancer	D H A
Oral Surgery/Implantology			
K. Koerner	9-11:30am	8205 Oral surgery for the general dentist	W D A
K. Koerner	2:30-5pm	8213 Oral surgery for the general dentist	W D A
Pediatric Dentistry			
M. Keels	9:15-11:45am	8316 Pediatric dental pearls, part II	D H A B
Periodontics/Prevention			
T. Hempton	9am-5pm	8201 Crown lengthening	W D
E. Allen	9-11:30am	8113 Predictable oral plastic surgery	D H A B
K. Backman et al.	9-11:30am	8209 Root planing & instrument sharpening	W H
E. Allen	2:30-5pm	8123 Predictable oral plastic surgery	D H A B
K. Backman et al.	2:30-5pm	8217 Root planing & instrument sharpening	W H
A. Pattison	2:45-5:15pm	8341 Advanced periodontal instrumentation update	D H A

Thursday continued

Topic/Presenter	Time	Course Title	Audience/Course
Practice Management/Finance			
B. Fink	9-11:30am	8111 Taking in/becoming an associate/partner	D H L A B G
T. Savage	9-11:30am	8104 The Savage number	G
L. Banta	9:15-11:45am	8101 Billing & coding strategies that work	D H A B G
L. Drevenstedt	9:15-11:45am	8312 Motivating staff - myth or magic?	D L A
L. Banta	2:30-5pm	8114 Insurance & accounts-receivables	D H A B G
C. Blair	2:30-5pm	8342 How to hire a hygienist	D H
L. Drevenstedt	2:30-5pm	8338 Handling conflict with finesse	D H L A B G
B. Fink	2:30-5pm	8116 Taking in/becoming an associate/partner	D H L A B G
J. Jackson	2:30-5pm	8124 Successful investing for retirement	D H L A B G
J. McGill	2:30-5pm	8121 Achieving financial independence	D
L. Watanabe	2:30-5pm	8343 Dental + spa = blackjack	D H L A B G
Prosthodontics, Removable			
D. Weir	9-11:30am	8320 Partial dentures in the age of implants	D L
D. Weir	2:30-5pm	8345 Partial dentures in the age of implants	D L
Safety/Infection Control			
L. Kay	9-11:30am	8102 Blood, spit & fears: OSHA update	D H L A B G
E. Gambardella et al.	9:15-11:45am	8112 Infection control update & OSHA survival	D H L A B
E. Gambardella et al.	2:30-5pm	8122 Infection control update & OSHA survival	D H L A B
L. Kay	2:30-5pm	8115 Blood, spit & fears: OSHA update	D H L A B G
Sleep Apnea			
J. Remmers et al.	9-11:30am	8206 Treating sleep apnea	W D
J. Remmers et al.	2:30-5pm	8214 Treating sleep apnea	W D
Technology			
J. White	9-11:30am	8202 Lasers in dentistry	W D A
J. Clark	9:30-10:30am	8301 Cameras	D H A B
T. Schleyer	9:30-10:30am	8305 Going paperless, integrated office	D H A B
M. Unthank	9:30-10:30am	8303 Design for treatment	D H A B
J. Clark	10:45-11:45am	8304 Cameras	D H A
L. Emmott	10:45-11:45am	8302 High tech, high touch	D H A B
C. Levato	10:45-11:45am	8306 Surviving the technology revolution	D H A B
P. Feuerstein	1-2pm	8332 Can technology deliver better patient care?	D H A B
J. Flucke	1-2pm	8330 Personal digital assistants	D H A B
C. Levato	1-2pm	8328 Maximizing digital efficiencies	D H A B
D. Coluzzi	2:15-3:15pm	8329 Lasers in dentistry	D H A B
L. Emmott	2:15-3:15pm	8331 High tech, high touch	D H A B
C. Levato	2:15-3:15pm	8333 Surviving the technology revolution	D H A B
R. P. Little	2:30-5pm	8353 Computer & internet security	G
J. White	2:30-5pm	8210 Lasers in dentistry	W D A



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# AnnualSession

## Las Vegas beckons with great food, fun

BY STACIE CROZIER

*Las Vegas*—Your annual session experience will take you to the “Entertainment Capital of the World,” and the ADA can help you navigate the endless choices for entertainment and dining that await you outside the Mandalay Bay Resort and Convention Center.

Some of the hottest tickets in Vegas include the Cirque du Soleil shows “Ka,” where acrobatics, martial arts, puppetry and pyrotechnics tell an epic saga; “O,” with breathtaking acrobatics on, in and above a 1.5 million gallon water tank; and “Mystere,” a family-friendly Cirque delight; the classic Vegas showgirl revue “Jubilee,” with million dollar sets and costumes, including feathers, jewels and Bob Mackie-designed headpieces; the Broadway hit musical “Mamma Mia!” celebrating the hits of the 1970s pop group ABBA; and Elton John’s “The Red Piano,” where Sir Elton, the pop/rock performer, songwriter and legend of three decades, dazzles with a musical and visual extravaganza.

Tickets for these great entertainment options and more are just a click away when you log on to the annual session Web site: “[www.ada.org/goto/session](http://www.ada.org/goto/session)”. Click on the “Las Vegas Visitor Information” link and then the “Evening Entertainment” link to purchase individual tickets. (These links are offered for your convenience and are not affiliated with the 2006 ADA annual session.)

You can also find more information on casinos, nightlife and other entertainment at the “Las Vegas Visitor Information” link.

The ADA’s official tour company, Baskow and Associates, can also arrange group tickets, dinner reservations and transportation. Call Scott Washburn at 1-702-733-7818.

Exploring Las Vegas, from the Strip and beyond, the ADA offers nearly a dozen different tours. Within the city, you can tour Las Vegas architecture, museums, shopping, nightlife and even go backstage to see how the hit show “Jubilee” makes its splash every night.

Ready to venture beyond the Strip? Explore the Valley of Fire from an all-terrain vehicle; raft down the Colorado River to see waterfalls, hot springs and wildlife; cruise up close to the Hoover Dam from a Mississippi-style triple-decker paddle-wheel boat or walk through on foot; or ride horses or a Hummer over the rugged terrain.

Tours are profiled in the Annual Session Preliminary Program and online at “[www.ada.org/goto/session](http://www.ada.org/goto/session)”.

After a busy day of continuing education, networking and shopping at the ADA Marketplace technical exhibition, you’ll be hungry. You might have a taste for fine French cuisine one night, Cajun or contemporary fare and live entertainment the next, and after that, classic Cantonese or Wolfgang Puck-style Italian—or even a great cheeseburger. You can find all this and more without leaving the Mandalay Bay Resort and Convention Center. Mandalay Bay houses 24 different restaurants, offering a spectrum from haute cuisine to family-friendly casual dining with an international mix of flavors from which to choose.

Some of Las Vegas’ favorite dining venues here include Fleur de Lys, a sophisticated spot known for its continental French cuisine; Aureole, serving nouvelle American cuisine and the finest wine collection in Las Vegas—housed in a four story wine tower; Border Grill for upscale authentic Mexican dishes; Wolfgang Puck’s Trattoria Del Lupo, for Italian from one of the world’s best-known chefs;

### Special offer for nonmembers: experience ADA annual session

*Las Vegas*—Nonmembers are invited to enjoy a sampling of the benefits and camaraderie that 153,000 ADA members already enjoy.

Come to the 2006 ADA annual session and participate in continuing education programs, meet member dentists and experience the powerful effect of the premier organization representing the dental profession.

The ADA is offering a one-time opportunity for nonmembers to attend—the nonmember fee has been reduced from \$750 to \$75! (Nonmembers who took advantage of this offer in 2005 are not eligible for this one-time reduced rate.)

You can “try out the benefits” of belonging to the organization that represents more than 7 out of 10 of your colleagues.

In 2005, the first time the ADA made this opportunity available, more than 800 non-members took advantage of it—and more than 10 percent of those participants have since become active members of the ADA.

Join us! ■

Mix, where Chef Alain Ducasse serves contemporary cuisine 64 floors up with outstanding views of the Strip; the Burger Bar, where you can order up your own masterpiece, adding toppings from cheese to avocado to lobster, plus fries, creamy shakes and a “sweet burger” dessert of a chocolate pate patty on a doughnut bun with appropriate garnishes; and The House of Blues for southern-inspired food and live entertainment.

With so many choices so close to the convention center, you’ll even have a chance to sample Mandalay Bay’s extraordinary dining choices at lunchtime, too. ■

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## Get ready!

*Continued from page one*  
weekend exploring “The Entertainment Capital of the World.” Las Vegas is home to five-star dining, star-studded shows and some of the best shopping in the world, offering you the opportunity to work hard and play hard.

The Scientific Session Oct. 16-19 offers a comprehensive variety of continuing education courses for the entire dental team. More than 300 scientific sessions are planned—more than 75 percent of them free with registration. New this year will be pre-session symposia presented by dental manufacturers Oct. 15 that will feature their latest research and educational programs.

The ADA Marketplace technical exhibition, Oct. 17-19, features more than 700 exhibits with the latest technology and new products available, organized in four easy-to-find, color-coded categories: over-the-counter and pharmaceuticals; instruments and equipment; materials and infection control; and dental services.

Registered attendees also receive free entry to ADA General Sessions and the ADA’s Distinguished Speaker Series Oct. 17 and 18, sponsored by Johnson & Johnson Oral Health Products.

Sir Richard Branson, chairman of Virgin and Inspired World Traveler and one of the world’s best-known entrepreneurs and adventurers, will kick off the DSS program on Oct 17. Founder of Virgin Records, Sir Richard’s first business has expanded into an international “mega-store,” with 200-plus companies in more than 30 countries. A sailor and hot air balloonist who has set

or attempted to break a number of world records, Sir Richard will share his perspectives on global success.

Ted Koppel, one of the United States’ most respected journalists and winner of 41 Emmy Awards, will take the DSS podium Oct. 18. Former anchor of “Nightline” and 42-year veteran of ABC News, Mr. Koppel is now managing editor for The Discovery Channel and a contributor to the New York Times and National Public Radio. His storytelling will bring the ADA audience a humorous and intelligent look at global issues through Mr. Koppel’s eyes.

Enjoy the comfort and convenience of staying in an ADA annual session hotel. All six hotels—Mandalay Bay, THEhotel at Mandalay Bay, Four Seasons Hotel Las Vegas, Luxor Las Vegas, Excalibur and the MGM Grand Hotel and Casino—are conveniently located on the South Strip and the Luxor and Excalibur are connected by monorail to the convention center. ADA shuttle service will be available to and from the MGM Grand. You can even hit the beach when you stay at Mandalay Bay, where four pools with sandy beach sides, a wave pool and a lazy river offer a great escape for all.

So mark your calendar and be a part of the excitement at ADA annual session in Las Vegas this fall. Registration for the meeting, scientific sessions and hotels opens April 12 online at “[www.ada.org/goto/session](http://www.ada.org/goto/session)”. Or you can request a Preliminary Program by calling 1-800-232-1432 or e-mailing “[annualsession@ada.org](mailto:annualsession@ada.org)”. (Please type “Preliminary Program Request” in the subject line of your e-mail.) For more information, turn to page 24. ■

# Boston site of 20th New Dentist Conference

## Early registration deadline is May 12

BY KAREN FOX

**Boston**—The New Dentist Conference turns 20 this year.

Celebrating with the theme, “Revolutionary Dentistry,” the ADA New Dentist Conference is inviting a cadre of dental professionals here June 22-24 for a mixture of continuing education, leadership training and networking for dentists in practice fewer than 10 years.

“All dentists will find something to love at this conference, especially new dentists, recent graduates, residents and dental students,” said Dr. Teri Barichello, chair of the ADA Committee on the New Dentist. “We have another top-notch CE program this year, and networking opportunities offer new dentists and students a chance to speak with ADA officers and trustees.”

Mentadent/Arm & Hammer continues as the sole corporate sponsor since the conference’s inception in 1987. The event is also supported by the Massachusetts Dental Society, the South

Shore District Dental Society (Mass.), the Valley District Dental Society (Mass.), the Connecticut State Dental Association and the Maine Dental Association.

The two-day program offers up to nine hours of CE units covering a range of topics. Speakers include:

- A Contemporary Look at Temporomandibular Disorders—Dr. Jeffrey Okeson (June 23).
- Practice Management Issues From a Dental CPA’s Perspective—Allen Schiff, CPA (June 23).
- Creating Endodontic Excellence, Parts 1 and 2—Dr. Cliff Ruddle (June 24).
- Grand Slam: The Early Years of Private Practice, Parts 1 and 2—Dr. Mark Hyman (June 24).

This year, the Q&A session with members and officers of the ADA Board of Trustees—“Hot Topics: Ask Your ADA Leaders”—is offered to all attendees as a June 23 general session. Motivational speaker Gary Zelesky presents “Passion Centered Practice” as the keynote presentation during this general session as well.

Also on June 23, Dr. Edward J. Vigna, chair of the American Dental Political Action Committee, is the featured luncheon speaker.

This year’s programming for leaders/staff includes an Orientation for New Network Leaders and Smart Start/Transition Program Training, the advanced leadership program “Leadership Skills to Empower Positive Results” and the Network Idea Exchange on June 22. The Opening Reception, also June 22 at the host hotel—the Boston Seaport Hotel—kicks off the conference. All participants are invited to attend.

Located along the waterfront of the city’s bustling seaport district and minutes from the heart of Boston, the Seaport Hotel provides easy access to the city’s rich history, famous cuisine and numerous tourist attractions.

Those who register for the New Dentist Conference by May 12 are eligible for a reduced fee. Special rates also apply for spouses, guests, dental office staff and nonmembers.

Online conference materials and registration forms are available at “[www.ada.org/goto/newdentconf](http://www.ada.org/goto/newdentconf)”. Questions? E-mail “[newdentist@ada.org](mailto:newdentist@ada.org)” or call Ext. 2779. ■

**Harborfest:** Boston’s annual Fourth of July festival honors the United States’ past with reenactments of the American Revolution.



Photo courtesy Greater Boston Convention and Visitors Bureau



Dr. Barichello

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