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ADA News Letter - 04/15/1968

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Recommended Citation

American Dental Association, "ADA News Letter - 04/15/1968" (1968). *ADA News Letter*. 502.
<https://commons.ada.org/adanewsletter/502>

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1968

NEWS letter

AMERICAN
DENTAL ASSOCIATION
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ADA HOUSING BUREAU TO USE COMPUTERS

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Vol. 21, No. 8 Monday, April 15, 1968
published by the AMERICAN DENTAL ASSOCIATION
211 East Chicago Avenue • Chicago, Illinois 60611

CONGRESSMAN LAIRD CALLS FEDERAL HEALTH PRIORITIES 'UPSIDE-DOWN'

Congressman Melvin R. Laird, keynoting the 19th National Dental Health Conference April 8, charged that the priorities established in the federal budget this year for health-related activities are "upside-down." He said that "the budget for this year seems to place a much higher priority on going to the moon than it does on financing medical research activities. Providing seats on a supersonic transport seems more important than providing additional beds in our nation's hospitals."

Rep. Laird noted that the ADA Dental Health Program for Children, which originally was to receive \$5 million for support of its first year pilot projects, was budgeted for only \$1 million. He pledged to work with the profession to re-establish priorities for this program. He said that the number one priority of the health professions must continue to be the prompt and effective delivery of services to all Americans. "Despite the medical and surgical advances of recent years, we still face the basic problem of making these advances accessible to the average American. This takes manpower of all kinds, trained manpower. It means more dentists, more physicians and nurses and other health personnel and more and better training facilities," the Congressman said.

The Chairman of House Republicans said that the "delivery of services both to prevent disease and to treat illness continues to be an evasive goal but we are making progress and your organization is one of the leaders in this field. Your

very excellent program for providing dental care for children, inaugurated in 1965 and later adopted by the federal government is a prime example of what I am talking about."

Partnership For Health

Dr. James H. Cavanaugh of the Department of Health, Education, and Welfare, discussed dentistry's involvement in the new Comprehensive Health Planning - Partnership for Health Act. He noted that "the subject of comprehensive health planning

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Dr. Hubert McGuirl, left, ADA president-elect, and Dr. Harold Hillenbrand, ADA secretary, greet Congressman Melvin R. Laird (R.-Wis.), who gave the keynote address at the 19th National Dental Health Conference.

Council Resolution On Prefiling Of Fees

At its recent meeting at ADA Headquarters, the Council on Dental Care Programs approved a resolution on the confidential prefilling of fees. The Council noted that "the success of the usual and customary fee concept as a basis for reimbursement in both private and public care programs depends upon the availability of reliable data on fees in each state." States which have operating dental service corporations have "adapted the prevailing fee technic in which participating dentists prefile their fees on a confidential basis." However, the profession in every state should have some data on fees available. Thus, the Council approved the following resolution for consideration by the House of Delegates in November: "Resolved, that the constituent society or dental service corporation in each state be urged to initiate the confidential prefilling of fees to enable the accumulation and determination of reliable fee data for the development of sound private and public care programs utilizing the usual, customary and reasonable concept of reimbursement for professional services."

The Council also took action urging all constituent societies which have not initiated the establishment of dental service corporations to do so without further delay. The Council noted that many constituent societies do not sense an urgency in the recommendations of the Association's House of Delegates that dental service corporations be established to administer group dental care programs.

Article In March 'Health' Magazine

The March issue of Health magazine, published by the American Osteopathic Association, contains an article on "Dental Care Today, Tomorrow." Prepared by the ADA Bureau of Public Information, the article discusses recent advances in dental treatment and dental research.

Announce Staff Appointments

ADA Sec. Harold Hillenbrand has announced the appointment of Mr. Leo S. Kleck as ADA assistant comptroller and Mr. Walter J. Biel as assistant director of the Bureau of Public Information. Prior to joining the ADA staff, Mr. Kleck was comptroller for Encyclopedia Britannica Educational Corp. and also held the position of assistant comptroller at Britannica. Additional positions included comptroller-assistant treasurer with Randolph Laboratories, Inc., and accountant with Spiegel Inc. Mr. Kleck graduated in 1952 from Northwestern University with a diploma in accounting. Mr. Biel previously served as director of the communications division of the American College of Surgeons. He also served in the communication division of the American Medical Association. He received a B.S. degree in 1954 from Loyola University in Chicago.

First Computer-Produced ADA Directory

The 1968 ADA Directory which for the first time was entirely produced by computers is now available, in hard cover, from the ADA Order Department at \$25 a copy. The Directory was prepared under the supervision of the ADA Bureau of Data Processing Services.



The Women's Auxiliary to the American Dental Association recently contributed a \$500 gift to the ADA Fine Arts Fund. Presenting the check to Dr. Harold Hillenbrand, ADA secretary, is Mrs. Bryant Alder, right, of Portland, Ore., WAADA president, and Mrs. Hugo Kulstad of Bakersfield, Calif., WAADA president-elect.

ADA TO USE COMPUTERS FOR HOUSING APPLICATIONS FOR MIAMI BEACH SESSION

For the first time in ADA history, housing applications for the annual session will be processed by computers. The ADA Bureau of Data Processing Services has already begun to process housing applications for the 109th annual session scheduled Oct. 27-31 in Miami Beach. "As far as we know, the Association is the first organization of major size to use computerized procedures in arranging hotel accommodations for those attending its annual session," Wendell Holman, ADA comptroller, explained. It is expected that 20,000 or more persons will be at the Miami session, he said. "Data processing procedures, developed by Mr. Michael Hall, ADA director of Systems and Programing, will allow the Association to exercise greater control over housing and should result in fewer complaints and accommodation mix-ups," Mr. Holman added.

In the past the Association provided application blanks for those persons planning to attend the session and instructed them to mail the completed forms to the convention city's housing bureau. "Now, however, the forms will be returned to the ADA for action by the Bureau of Data Processing." The computers will code each application with an identification number and also keypunch such data as the applicant's first three hotel choices, the type of accommodation and room rate desired, and his arrival and departure dates. The card also will specify if the applicant is an ADA official, a dental practitioner or an exhibitor, he said.

Housing applications will be forwarded to the convention city housing bureau periodically, Mr. Holman said. The housing bureau will notify the individual and the Association when a reservation is confirmed. The Association computer will record the confirmation. Each week the confirmations will be compared to applications already forwarded to the housing bureau. A delinquency report will then be sent requesting that the bureau take action on all applications not yet confirmed. In addition, weekly or

semi-weekly reports will be prepared showing the total number of rooms committed by each hotel. "With this arrangement the ADA will have close control over bookings at each of the assigned hotels and should be able to recognize any serious over-commitments. The weekly registration reports will become more frequent as the annual session grows closer. All in all, this procedure should provide us with tight control over the entire housing bureau activity," Mr. Holman concluded.

Dr. Asgar Heads Dental Materials Unit

Dr. Kamal Asgar of the University of Michigan School of Dentistry, Ann Arbor, was elected president of the Dental Materials Group of the International Association for Dental Research at the recent IADR general meeting in San Francisco. He succeeds Mr. John S. Shell of Encino, California. Others elected were: Dr. James Overberger of the University of North Carolina School of Dentistry, Chapel Hill, N.C., president-elect; Dr. D. H. Anthony of Bloomfield, Conn., secretary; Dr. R.L. Myerson of Cambridge, Mass., treasurer; Dr. G.M. Brauer of the Dental Research Division of the National Bureau of Standards, Washington, D.C., councilor and Dr. K.H. Strader of Richmond, Va., editor.

Detroit Fluoridation Suit Dismissed

A U.S. Court of Appeals has upheld the ruling of a federal district court dismissing a suit which challenges the legality of Detroit's fluoridation ordinance. The suit was filed by two Detroit citizens and was dismissed in 1966 by the U.S. District Court in Detroit. The higher court agreed that the complaint did not allege sufficient facts to present a justifiable question nor did it state a federal question on which the court could properly act. Fluoridation in Detroit began last year.

... Congressman Laird

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carries a high degree of urgency... our present health system, considered very broadly, is simply not able to meet our present responsibilities. Regardless of the fact that it has been described as the best in the world -- a claim which cannot withstand objective scrutiny -- it is far from marked by excellence. It is far from being even adequate." Dr. Cavanaugh noted that Partnership for Health programs call for participation by all health professions, and dentistry is continuing to receive priority in the programs. "One strong indication is the fact, that of 47 states which recently submitted a list of their most urgent health problems to the Surgeon General, in response to his request, no fewer than 36 listed dentistry as one of their top five priorities," he said.

Establish New Corporation

Dr. William J. Greek, executive secretary of the Illinois State Dental Society, suggested to Conference participants that a new non-profit corporation be established at the state level to serve as coordinator of all elements of health planning. He said such an agency is needed to meet future increased demands for health care. Citing the recently enacted comprehensive health planning program, Dr. Greek pointed out that this legislation requires a central agency to establish broad health care plans. "Thus, there may be validity to the suggestion that a new, not-for-profit corporation should be established independent of official and voluntary agencies. This corporation would serve to coordinate all of the elements of health planning without restraints and without ties to vested interest groups, both official and voluntary."

Lack Of Auxiliaries

The need for additional dental auxiliaries was discussed at the Conference by Mr. Reginald H. Sullens, ADA assistant secretary for dental education. He said that by 1975 the

profession "will not have sufficient numbers of auxiliary personnel available on a national basis." Even though many new educational and training programs are being established for auxiliaries, "on the basis of current and projected training capacity, it is estimated that the annual deficit in auxiliaries will be about 2,500 dental hygienists, 9,600 dental assistants and 1,800 dental laboratory technicians in 1975."

Additional topics discussed included the Report of the National Advisory Commission on Health Manpower, dental prepayment programs and national legislation affecting dentistry. More than 250 persons attended the Conference.

12 Cities Start Fluoridation

Fluoridation began recently in three Alabama cities, Cherokee, Cullman and Dadeville and in the Washington communities of Mountlake Terrace and Oakville. Other cities commencing fluoridation included Waterbury, Conn.; Chicago Heights, Ill.; Rockville, Ind.; Walkersville, Md.; Florence, S.C.; Bellows Falls, Vt.; Arcadia, Wis. Fluoridation for Pine Bluff, Ark., will be on the ballot in the Nov. 5 general election. An ordinance to fluoridate was passed in December 1967 by the City Council. The City Council of Williamsport, Pa., has approved a referendum to enact an anti-fluoridation ordinance in the November election.

New Oral Cancer Film Available

A new color motion picture, "Early Detection of Oral Cancer," is now available for presentation to lay audiences. The 17-minute film was produced by the Texas Institute for Rehabilitation and Research under a grant from the Division of Dental Health of the U.S. Public Health Service. Primary purpose of the film is to acquaint the public with the dangers of oral cancer and the importance of cytological examination of abnormal tissue in and around the oral cavity. Prints of the film can be purchased or obtained on loan from the Audio Visual Facility, Communicable Disease Center, Atlanta, Ga.