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NEWS
Letter

AMERICAN
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**DENTAL SERVICE PLANS
GROWTH CITED**
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ADA TASK FORCE TO AID WASHINGTON U. DENTAL SCHOOL IN 'SURVIVAL' EFFORTS

The ADA has announced appointment of a special task force to assist Washington University School of Dentistry "in its efforts to survive." The task force will spend two weeks at the school studying the curriculum, administration, financing, etc. ADA Sec. Harold Hillenbrand stated that the task force was appointed at the request of Thomas H. Eliot, University chancellor, William H. Danforth, vice-chancellor for medical affairs and John T. Bird, dean of Washington University School of Dentistry.

"The nation's dental schools, particularly in private universities, are faced with an unparalleled financial crisis," Dr. Hillenbrand said. "St. Louis University School of Dentistry has announced that it will close, and four to six other schools are one short step away from a similar decision. This, in a time when more dental health manpower is needed, not less. The American Dental Association cannot allow established, respected institutions to close their doors while at the same time millions are being spent to build new schools which will not produce a single dentist for perhaps ten years. The American Dental Association and the American Association of Dental Schools are committed to lending Washington University every possible assistance, and this task force is the first necessary step."

Chancellor Eliot, in his letter requesting the task force, stated: "Washington University, like many other private universities, is facing serious financial problems and, as a consequence, has had to make diffi-

See ADA Task Force, Page 4

ADA Relief Fund Tops \$125,000 Goal

The ADA Relief Fund, as of May 31, collected \$133,593, or 106.9 per cent of its \$125,000 goal. A complete state-by-state breakdown of Relief Fund contributions is carried as a supplement to this issue of the News Letter.



Three of the speakers who addressed the 19th State Secretaries Management Conference held earlier this month at ADA Headquarters are from left Dr. Bruce A. Keyworth of St. Paul, Minn., chairman of the Public Policy Committee of the Minnesota State Dental Association; Dr. Edward B. Gernert, professor and chairman of the department of community dentistry, University of Louisville dental school, and Dr. Hubert A. McGuirl of Providence, R.I., ADA president-elect.

SECRETARIES TOLD STATE SOCIETIES RESPONSIBLE FOR CONTINUING EDUCATION

Mr. Robert Caldwell, acting executive secretary of the New Jersey State Dental Society, told participants in the annual ADA State Secretaries Management Conference recently that constituent societies have a responsibility to provide continuing education programs for their members. Mr. Caldwell said that New Jersey has reached several conclusions concerning continuing education. "First, that the Society does have a responsibility, along with all agencies concerned with the continued growth of the profession, to make continuing education more readily available to its members. Second, that it is the responsibility of the Society to make every attempt to coordinate continuation education opportunities offered its members by frequent overall coordinating meetings and by better lines of communication between those responsible for program development." He also noted that the programs should not be limited as to size and diversity and that courses not readily available to the average practitioners should be scheduled. "It is a primary function of the Society to motivate its members toward greater intellectual and professional growth and, consequently, the programs must be convenient to a majority of the members," he suggested.

Mr. Caldwell stated that a survey conducted in New Jersey pointed out the need for more rapid translation of the results of research into actual practice in the dental office. "The survey conclusively proved that a gap did exist between what is known and what is being applied in the dental office and indications were given that increased utilization of auxiliary personnel should be stimulated and courses offered to meet education needs in this area."

Working With Legislators

Dr. Bruce A. Keyworth of St. Paul, Minn., and Mr. J.E. Muir of California described ways for dental societies to work with their state legislatures on pertinent dental legislation. Dr. Keyworth is chairman of the Minnesota State Dental Association Public Policy Committee

and was a leader in Minnesota's successful campaign for mandatory fluoridation legislation. He noted that one of the first steps in working for a specific piece of legislation, such as mandatory fluoridation, "is the hiring of a good lobbyist. Few dental associations will be able to select from their own membership anyone with the necessary qualifications to guide a controversial issue through a state legislature. If at all possible a professional lobbyist should be hired," he suggested. In addition to the lobbyist, "someone within the dental organization must be given the full power to organize, control, and conduct the campaign for fluoridation." He also suggested that state societies form political action committees to maintain effective liaison with state legislators.

Mr. Muir is director of the Government Relations Office of the California and Southern California Dental Associations. He said the dental profession must maintain liaison with state legislatures because many of the "goals of the dental profession are among the priorities that need and deserve government attention, sanction and support." He noted that "to be helpful to legislators, sources of information must be readily available, reliable and objective. The profession has a positive stake in the oral health in each state and the nation."

Dolores Henning Named Assistant Director

ADA Sec. Harold Hillenbrand has announced the promotion of Miss Dolores Henning from staff writer to assistant director of the Bureau of Dental Health Education. An employee of the Association since 1957, Miss Henning received her baccalaureate degree in journalism in 1946 from Drake University and her master's degree from the State University of Iowa in 1948. She is a member of Phi Beta Kappa, Theta Sigma Phi and Mensa.

relief fund report

ADA NEWS LETTER SUPPLEMENT

June 24, 1968
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Contributions to the ADA Relief Fund are listed as of May, 1968. Societies which have reached or exceeded their quotas are listed in capital letters.

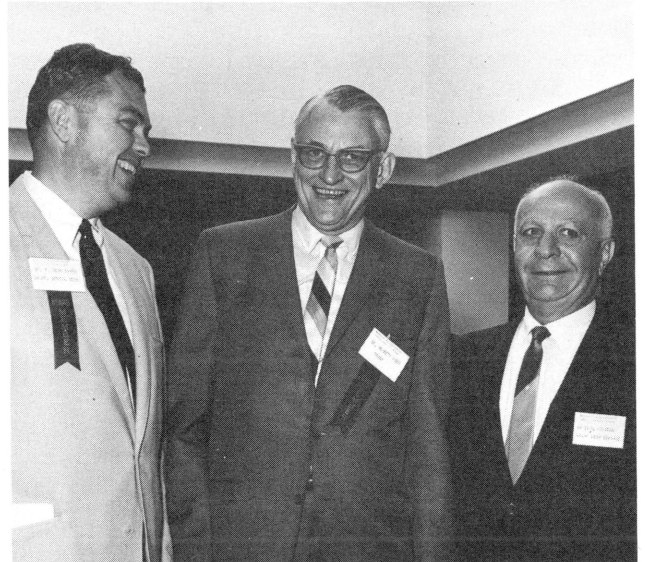
	<u>Quota</u>	<u>Contri- bution</u>	<u>Pct.</u>		<u>Quota</u>	<u>Contri- bution</u>	<u>Pct.</u>
Alabama	\$ 1,160.00	\$ 1,095.00	94.4	Panama	\$ 30.00	\$ 5.00	16.7
Alaska	90.00	55.00	61.1	PENN.	7,270.00	8,305.50	114.2
Arizona	730.00	245.00	33.6	Puerto Rico	250.00	158.00	63.2
Arkansas	750.00	626.65	91.6	R.I.	580.00	944.00	162.8
California	5,960.00	5,787.50	97.1	S. CAROLINA	650.00	733.00	112.8
Calif. S.	6,950.00	6,391.15	91.9	S. DAKOTA	320.00	530.00	165.6
COLORADO	1,420.00	1,500.95	105.7	Tennessee	1,680.00	1,395.00	83.0
CONNECTICUT	2,380.00	2,546.00	106.9	Texas	4,730.00	3,527.00	74.5
DELAWARE	250.00	367.50	147.0	Utah	720.00	703.00	97.6
DIST. of C.	760.00	1,408.00	185.3	VERMONT	220.00	293.00	133.2
FLORIDA	2,930.00	3,315.50	113.1	VIRGINIA	1,900.00	2,215.50	116.6
GEORGIA	1,500.00	1,726.00	115.1	Washington	2,420.00	2,229.00	92.1
Hawaii	590.00	439.00	74.4	W. VIRGINIA	710.00	744.00	104.7
Idaho	360.00	318.00	88.3	Wisconsin	2,900.00	2,669.34	92.0
ILLINOIS	7,240.00	8,869.00	122.5	WYOMING	190.00	365.50	192.4
INDIANA	2,470.00	2,646.50	107.1				
IOWA	1,840.00	1,914.50	104.0	TOTAL	\$118,600.00	\$127,563.79	107.6
Kansas	1,160.00	1,114.00	96.0	<u>Federal Dental Services</u>			
KENTUCKY	1,430.00	1,764.00	123.3	Air Force	\$ 1,570.00	\$ 702.25	44.7
Louisiana	1,380.00	1,082.00	78.4	Army	1,830.00	742.16	40.5
MAINE	450.00	744.00	165.3	Navy	1,720.00	1,178.65	68.5
MARYLAND	1,660.00	1,990.00	119.9	P.H. Serv.	500.00	415.50	83.0
MASSACHUSETTS	4,140.00	6,011.00	145.2	VET. ADMIN.	780.00	1,236.00	158.5
MICHIGAN	5,140.00	5,979.50	116.3				
MINNESOTA	3,000.00	3,236.50	107.8	TOTAL	\$ 6,400.00	\$ 4,274.56	66.8
Mississippi	620.00	568.00	91.6	<u>Summary</u>			
MISSOURI	2,490.00	2,630.50	105.6	CONSTIT.	\$118,600.00	\$127,563.79	107.6
MONTANA	440.00	440.00	100.0	SOCIETIES			
NEBRASKA	1,030.00	1,165.00	113.1	Fed. Dental	6,400.00	4,274.56	66.8
NEVADA	220.00	253.50	115.2	Services			
NEW HAMPSHIRE	370.00	543.00	146.7	Students		727.00	
NEW JERSEY	5,140.00	6,139.50	119.4	Memorials		60.00	
New Mexico	390.00	331.00	84.9	Misc.		967.95	
NEW YORK	16,770.00	16,973.10	101.2				
N. CAROLINA	1,750.00	2,034.00	116.2	TOTAL	<u>\$125,000.00</u>	<u>\$133,593.30</u>	<u>106.9</u>
NORTH DAKOTA	320.00	451.00	140.9				
Ohio	5,920.00	5,436.60	92.1				
OKLAHOMA	1,120.00	1,125.00	100.4				
OREGON	1,710.00	3,484.50	203.8				

DR. RYAN CITES RAPID GROWTH OF DENTAL SERVICE PLANS AT NADSP MEETING

Dr. Kenneth J. Ryan of Flint, Mich., president of the National Association of Dental Service Plans, has called for renewed efforts by the Service Plans and their sponsoring state dental societies to remove the financial barriers that have prevented many Americans from seeking and receiving dental care. Speaking at the Third Conference on Program and Operations and at the annual membership meeting of NADSP held June 10-12 in San Francisco, Dr. Ryan cited the recent growth in enrollment by the nation's 22 active dental service corporations, which he termed the fastest growing segment of the dental prepayment field. California Dental Service played host to the NADSP meetings. CDS is NADSP's largest member plan with an enrollment of more than one million Californians, 40 per cent of whom live in the San Francisco Bay area.

Dr. Ryan cited several reasons for the rapid growth of dental service plans in recent years. A key factor has been the direct sponsorship and support by state dental societies. Organized dentistry has played a direct role in the design and scope of dental service plan programs, stressing sound and basic dental health procedures rather than "dollar" coverage. Management and labor organizations have also favored the demonstrated support by the profession for the financial integrity of the plans by agreeing to accept reduced or pro-rated fees, as well as the built-in review mechanisms of the plans' programs through the state societies, he said.

At the annual membership meeting, Dr. Ryan was reelected as NADSP president. Others reelected were Dr. F. Gene Dixon of San Francisco, vice-president, and Dr. C.E. Newschwander of Tacoma, Wash., secretary-treasurer. Elected as new members of the Board of Directors were Dr. George P. Boucek of Pittsburgh, president of Pennsylvania Dental Service Corporation, and Robert E. Fitzke of Lansing, Mich., executive director of the Michigan Dental Service Corporation. Re-elected to the Board were: Drs. Y. Kim of Honolulu, Hawaii; Rulon W. Openshaw of Los Angeles, Calif.,



Participants in the Third Conference on Program and Operations of the National Association of Dental Service Plans in San Francisco are from left Dr. F. Gene Dixon, NADSP vice-president; Dr. Kenneth J. Ryan, president, and Dr. Leon Ashjian, president of California Dental Service.

and Donald J. Walden of Denver, Colo.

Fourth National PR Conference Aug. 5-6

The Fourth National Conference on Dental Public Relations will be held August 5 and 6 at ADA Headquarters. Topics include "Politics of health," "NIDR and your PR," "Grievance committee - necessary evil for PR plus?," "One part PR per million - Detroit's fight for fluoridation," "Dentistry in the health museum," "Hypoing your annual session publicity" and "Working with the racial and ethnic press." The two-day Conference will be supported by a grant from the Procter & Gamble Company. A block of rooms has been reserved at the Pearson Hotel and the Carriage House. Requests for registration and hotel reservations should be sent to the ADA Bureau of Public Information. A copy of the program is included with this News Letter.

MOST GRADUATES TODAY HAVE 8 YEARS OF COLLEGE, DENTAL SCHOOL, SAYS ADA (COUNCIL)

It now takes eight years of college and dental school for most dentists graduating today, according to the ADA Council on Dental Education. Two out of every three freshmen dental students have had at least four years of college prior to entering dental school. Fifty-six per cent received a bachelor's degree prior to entering dental school and seven per cent have four years of college without obtaining a degree. The 1967-68 academic year resulted in a record enrollment of 14,995 in the nation's 50 dental schools but only 177 of this total were women students, the Council said. Last year also saw the largest freshman enrollment of 4,200 students. This represents an increase of 258 or 6.5 per cent over the 1966-67 freshman class which included 3,942 first-year students.

The Council noted that there are currently 25 state-supported and 25 private dental schools in the country. The average four-year cost of dental education to the student is estimated at \$9,272 at private institutions and at \$5,295 at state supported schools. Living expenses are excluded from these figures but tuition, instruments, textbooks and supplies are included. A review of the geographic distribution of undergraduate students enrolled in dental schools revealed that eight states contributed 53 per cent or about 7,900 of total enrollment. The states listed in descending order of enrolled students are: New York, California, Illinois, Ohio, Pennsylvania, Texas, Michigan and New Jersey.

During the 1967-68 academic year 99 foreign dental graduates were enrolled in U.S. dental schools. Dental graduates from Cuba constituted the greatest number of foreign students (52) followed by Canada (27), Iraq (13), Mexico (12), Brazil (11), India (9), Thailand (8), Puerto Rico (8) and Syria (7).

ADA Gives \$500 To MEDICO Programs

The ADA has contributed \$500 to MEDICO (Medical International Cooperation Organization) particularly for the implementation of a MEDICO dental program in Honduras, ADA Sec. Harold Hillenbrand has announced.

... ADA Task Force

(Continued From Page 1)

cult and unpleasant decisions. Among these decisions is the one that the University can no longer underwrite the operating deficit and the capital expenditures which the School of Dentistry requires. At its meeting in September, 1967, the Board of Trustees decided that unless the School of Dentistry can become financially independent by fiscal year 1971, it will be necessary to reconsider the decision to keep the school open."

Members of the task force, appointed by the ADA and the AADS: Dr. A. Raymond Baralt, vice president for academic affairs, University of Detroit, and former dean of the university's School of Dentistry; Dr. John Ingle, dean of the University of Southern California School of Dentistry, and Dr. Ben Barker, assistant dean, University of North Carolina School of Dentistry and chairman of the school's curriculum committee.

In addition, the task force will have consultants from the Division of Dental Health, U.S. Public Health Service, from universities and medical education. Members of the task force began their studies at the school June 17. The initial studies are expected to take two weeks, following which a report will be presented, perhaps in late July, to the University. Dr. Hillenbrand said that it was the first time the Association had ever appointed a task force for this purpose and that its findings could have long-range benefits for many other private dental schools. Twenty-five of the nation's 50 dental schools are private.

Dr. Teuscher On National Library Board

Dr. George W. Teuscher, dean of Northwestern University dental school, has been nominated by President Johnson to serve on the Board of Regents of the National Library of Medicine for a four-year term.