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BRIEFS

Some Enchanted Evening: A Welcome Celebration will lead off annual meeting

Honolulu — Entertainment in Hawaii encompasses much more than just the music of the late, great Don Ho.

To greet dentists and visitors to Honolulu to ADA 2018 — America's Dental Meeting, the ADA will host Some Enchanted Evening: A Welcome Celebration at the Waikiki Shell on Oct. 18 from 5:30-9 p.m., billed as a musical celebration of the many cultures that call Hawaii home.

Sponsored by Laurel Road,



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the evening will feature an award-winning cast of performers from the stage and screen. The Tony Award-winning duo of Kelli O'Hara and Ruthie Ann Miles will perform in the show, hosted by Hawaii's Brook Lee, former Miss Universe, television personality and actress.

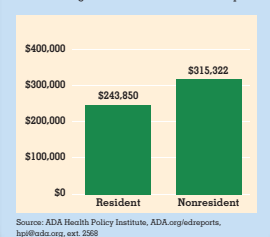
The event will also feature Telly Leung, currently starring in Disney's "Aladdin" on Broadway in the title role and member of the final company of "Rent"; stage stars Clifton and Deedee Hall, who starred opposite one another in the "Miss Saigon" and "Wicked" national tours;

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JUST THE FACTS

Dental school costs

For the 2017-18 school year, there was a \$71,472 difference between residents and nonresidents in terms of average dental school costs for four years.



Organized dentistry urges Senate to pass Action for Dental Health

BY JENNIFER GARVIN

Washington — The Organized Dentistry Coalition on Aug. 9 expressed "strong support" for the Action for Dental Health bill.

In a letter to Senate Majority Leader Mitch McConnell, R-Ky., and Minority Leader Chuck

Schumer, D-N.Y., the coalition urged legislators to take SB 3016 to the Senate floor for a vote. In July the Senate Committee on Health, Education Labor & Pensions unanimously passed the bill, which allows organizations to qualify for oral health grants to support activities

that improve oral health education and dental disease prevention. The bill also will enable organizations to develop and expand outreach programs that facilitate establishing dental homes for children and adults, including the elderly, blind and disabled.

The House bill, led by Representatives Robin Kelly, D-Ill., and Mike Simpson, R-Idaho, passed the House of Representatives in February. It was introduced in the Senate June 6 by Senators Cory Booker,

See ACTION, Page 15

FDI president globetrotting to spread importance of oral health

BY DAVID BURGER

Davenport, Iowa — In early August, Dr. Kathryn Kell sold her practice here.

But that doesn't mean that she is done with dentistry.

Dr. Kell, the ADA's 10th District trustee from 2004-08, is in the middle of a two-year term as president of the FDI World Dental Federation, the principal representative body for more than 1 million dentists worldwide in more than 130 countries, including the U.S.

With FDI headquartered in Geneva, Switzerland, Dr. Kell has circumnavigated the globe several times since becoming FDI president in September 2017.

"In May, I was home for only three days," Dr. Kell said.

In June and July alone, Dr. Kell traveled to Switzerland, China, Japan, Columbia, England and Minneapolis, speaking as a unified voice for dentistry in international advocacy and supporting member associations in global oral health promotion activities.

In between, she is in the midst of planning

See FDI, Page 15



Sharing smiles: Dr. Kathryn Kell, FDI president, talks to schoolchildren about the importance of oral health during a visit on World Oral Health Day in the city of Weinan in the Shaanxi province, in northwestern China. The province was the setting for the launch of the Smile Around the World project. FDI and 3M Oral Care teamed up to deliver oral health education and prevention programs through the Smile Around the World initiative.

ADA purchases property on Senate side of Capitol

BY JENNIFER GARVIN

Washington — The ADA is expanding its footprint in Washington with the purchase of a new office building — steps away from the Senate side of the U.S. Capitol.

In May, the ADA Board of Trustees unanimously approved the purchase of a building at 400 C St., NE, on historic Stanton Park, about

2.5 blocks from the Hart Senate Office Building.

The projected completion of the renovation is October 2019.

The American Dental Political Action Committee and Council on Government Affairs were consulted during the evaluation process and

See BUILDING, Page 12



New ADA office building: The ADA property at 400 C St., NE, in Washington is about 2.5 blocks from the Hart Senate Office Building.

Apply for ADA Foundation scholarships, Tarrson award

BY KELLY GANSKI

Dental students have the opportunity beginning Sept. 7 to apply for awards from the ADA Foundation.

The ADA Foundation Dental Student Scholarship Program is designed to recognize dental students who are strong academically and who demonstrate outstanding promise in leadership, public service/volunteerism, and/or research. The Foundation will award scholarships of up to \$20,000 each.

For the 2017-18 school year, the Foundation awarded seven \$20,000 scholarships.

To be eligible for consideration, an applicant must be a U.S. citizen; be enrolled full time in the second year of study at the time of application in a U.S. CODA

accredited dental school; have a minimum cumulative grade point average of at least 3.4 or higher (or a pass/satisfactory) based on a 4.0 scale; and demonstrate a financial need.

See the complete guidelines and apply for

a scholarship adafoundation.org/en/how-to-apply/education#PredocSchol.

The E. "Bud" Tarrson Dental School Student Community Leadership Award recog-

ADA Foundation

Scholarship applications must be complete and submitted, by 11:59 p.m. Central time on Nov. 9. Students must create a login before the guidelines and application can be viewed.

nizes excellence in dental school student-led programs that provide services to underserved populations within the U.S. Each award is valued at \$5,000. The ADA Foundation's Tarrson Fund was created in 2003 by Linda Tarrson in remembrance of her husband E. "Bud" Tarrson, longtime owner of the former John O. Butler Co. and oral health philanthropist.

To be eligible, dental student groups must be within enrolled in a CODA-accredited predoctoral dental education program. The ADA Foundation will accept one application from each dental school. Dental students who are leaders of such programs may apply with support of their faculty advisor. The application period runs from Sept. 7 through Nov. 9.

In 2018, seven groups received awards.

To apply, visit adafoundation.org/en/how-to-apply/access-to-care.

For specific questions on either award contact Tracey Schilligo, grants manager, at schilligot@ada.org or 1-312-440-2763. ■

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Continue GKAS care with ADA Foundation grant

Give Kids A Smile program coordinators can apply for an ADA Foundation grant that helps provide continuity of care to underserved children after their organization's initial GKAS event.

The ADA Foundation is accepting applications for its Give Kids A Smile Continuity of Care Grants program between Aug. 31 and Nov. 5. The grants offer financial assistance only to IRS 501(c)(3) organizations that have registered through the Foundation's GKAS sign-up system to conduct a GKAS event in 2019.

The Foundation will award up to a total of \$50,000 in GKAS Continuity of Care Grants in 2019. Each grant awarded will provide funding not to exceed \$15,000. Grant funds must be used to provide oral health care to children from underserved communities who attended the grantee organization's initial GKAS event but did not have their treatment needs completed at that time.

The Foundation defines continuity of care as the ongoing relationship between the dentist who is the primary oral care provider and the patient and his/her parents or guardians. This continuity of care approach includes comprehensive oral care, commencing before age 1, and continuing throughout the patient's lifetime, with appropriate referral as necessary, and involving other care providers such as school nurses, pediatricians and others.

Visit adafoundation.org/en/how-to-apply/access-to-care to apply. ■

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CDC seeks comments on proposed control range for fluoride in water

The Department of Health and Human Services and the Centers for Disease Control and Prevention is seeking comments on a proposed updated operational control range around optimal fluoride concentration in community water systems.

In 2015, the Department of Health and Human Services recommended a then-newly calibrated ratio of fluoride to water at 0.7 mg/L, or parts per million. The ADA supported the recommendation.



Now the government said it is proposing the operational control range of 0.6 mg/L to 1.0 mg/L “based on analysis of available data.”

Managers of adjusted water systems at state and local levels need the updated operational control range to ensure the maintenance of consistent monthly averages in fluoride concentration that maximize prevention of tooth decay, the department said in its call for comments.



The department is accepting comments on

the existence of any “evidence-based concerns about the appropriateness of the proposed operational control range.”

For more information or to submit a formal comment, visit federalregister.gov and search for “Proposed Guidance Regarding Operational Control Range Around Optimal Fluoride Concentration in Community Water Systems That Adjust Fluoride.”

The ADA works with state and local dental societies to promote the fluoridation of municipal water supplies at recommended levels.

For more information about fluoride and water fluoridation, visit ADA.org/fluoride. ■

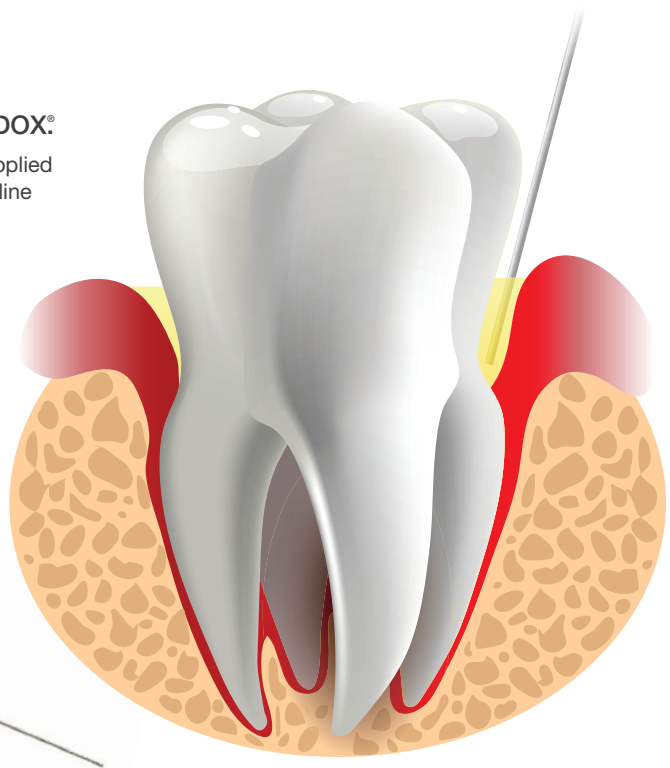
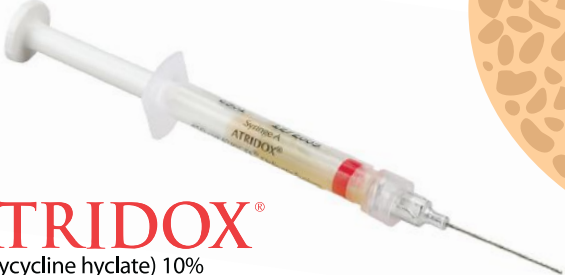
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'He stood tall among his colleagues': Dr. Steven Offenbacher dies

BY MICHELLE MANCHIR

A prolific researcher, periodontist and the 2015 ADA Gold Medal Award for Excellence in Dental Research winner, Dr. Steven Offenbacher, died Aug. 9. He was 67.

Dr. Offenbacher, a dentist with a Ph.D. and a member of the ADA Council on Scientific Affairs, died unexpectedly while on a cruise with his wife, according to a memo to Dr. Offenbacher's colleagues at the University of North Carolina at Chapel Hill School of Dentistry.

"This news is shocking to all of us," Dr. Scott De Rossi, the school of dentistry dean, wrote.

Dr. Offenbacher is credited with leading groundbreaking research about the relationships between periodontal diseases and pregnancy outcomes and cardiovascular disease.

"We mourn the passing of our talented colleague," said ADA President Joseph P. Crowley. "Dr. Offenbacher's distinguished career has left a lasting impression on dental research and education. He was a valuable asset to the ADA Council on Scientific Affairs and we will miss him greatly."

Dr. Offenbacher had been a member of the University of North Carolina Chapel Hill faculty since 1991 and appointed to chair of the department of periodontology in 2010, from which he had recently stepped down, said Dr. De Rossi, who went on to list some of Dr. Of-

fenbacher's other extraordinary achievements.

In addition to the 2015 Gold Medal Award, which recognizes individuals who contribute to the advancement of the dental profession or who help improve the oral health of the community through basic or clinical research, he in 2014 was awarded the AAP Distinguished Scientist Award.

"Dr. Offenbacher introduced and popularized the term 'periodontal medicine' and for his translational research become a three-time recipient of the American Academy of Periodontology's Clinical Research Award," said Dr. De Rossi, adding, "His scholarship accrued more than 28,000 citations and more than 250 publications."

He was also a past

president of the American Association for Dental Research.

At the ADA, he was chair of the Council on Scientific Affairs' Extramural Research subcommittee, co-authored the council's position paper on genetic tests in dentistry and was a member of the periodontology workgroup. In 2006, he was recognized with the Norton M. Ross Award for Excellence in Clinical Research.

Beyond his professional accomplishments, colleagues remembered Dr. Offenbacher for his character.

"Steve could be counted on to give thoughtful solutions to thorny problems," said Dr. Paul Eleazer, chair of the ADA Council on Scientific Affairs. "He stood tall among his colleagues."

The UNC School of Dentistry posted an article Aug. 10 about Dr.



Distinguished career: Dr. Steven Offenbacher, a renowned researcher and member of the ADA Council on Scientific Affairs, died Aug. 9.

Offenbacher's passing.

"As much of a giant as he was in periodontology, his heart was bigger," said Dr. De Rossi in the story. "He was larger than life in all aspects: his scholarship, his patient care, his laugh and, most important, his heart."

To read the article, visit dentistry.unc.edu.

Dr. Offenbacher earned his D.D.S. at the Medical College of Virginia, followed by a Ph.D. in biochemistry from the same school. He also has a master of medical sciences in oral biology from Harvard Medical School.

He worked his way through dental school as a union guitarist, he told the ADA News in 2015, saying his experiences on stage helped him prepare for a life of talking with others in the clinic, classroom and laboratory.

He continued to work in the UNC dental faculty practice once a week, he said in 2015.

"I am very proud to be a dentist," he said. "I am a dentist and periodontist first and scientist second. I feel very strongly that dentistry is a noble profession in which we serve as physicians of the oral cavity."

Dr. Offenbacher is survived by his wife, Julie, and two children.

End of life service details were unavailable at press time. This story will be updated on ADA.org. Search for the headline "He stood tall among his colleagues: former Gold Medal awardee, CSA member dies." ■

3D printing in dentistry focus for Ahlstrom award recipient

BY MICHELLE MANCHIR

Dr. Suvendra Vijayan envisions a future where dentists can use 3D printing to create accurate models of patients' anatomy, helping plan any needed surgical interventions and assist in teaching patients and students. One day, it could even potentially create accurate and personalized prostheses for patients, he said.

For his innovative research on the subject, Dr. Vijayan is the recipient of the 2018 Robert H. Ahlstrom New Investigator Award, which highlights the role dental informatics standards play in dentistry.

Dr. Vijayan, an assistant professor in oral and maxillofacial radiology at the University of Pittsburgh School of Dental Medicine who recently obtained a master's degree in oral and maxillofacial radiology from the University of Iowa College of Dentistry and Dental Clinics, won the award for his project titled Reliability of 3D Printed Mandibles Constructed From CBCT Volumes of Different Voxel Sizes.

The research "exemplified exactly



Dr. Vijayan

the award criteria of a very well-designed and executed paper that incorporated standards-based informatics research," said Dr. Greg Zeller, chair of the ADA Standards Committee on Dental Informatics and a member of the award selection committee. "The goal of this award is to bring in a new generation of professionals to the important work of standards development and the ADA Council on Dental Practice agreed that Dr. Vijayan's paper was the best example of this."

For the project, Dr. Vijayan used a 3D printer to create 30 different virtual models of 10 mandibles, using CBCT DICOM images. The virtualization was done using a fixed standardized protocol and he measured them using 24 linear cephalometric measurements. Dr. Vijayan found no difference in reliability across models made from different voxel sizes, thus

concluding that the study "successfully showed that the reliability of measurements made on 3D printed models of dry skull mandibles ... are valid, reproducible and reliable and can be used for diagnostic and clinical purposes."

"With the progress in 3D printing, it is a matter of time before it becomes mainstream," Dr. Vijayan told the ADA News. "The major idea behind my research was to prove that cone beam CT images can be used to accurately print human anatomy structures."

As the Ahlstrom award recipient, Dr. Vijayan receives \$1,000, and airfare and hotel accommodations to present his research at the ADA Standards Committee on Dental Informatics meeting in Honolulu that directly precedes ADA 2018 – America's Dental Meeting.

Dr. Vijayan said he plans to continue his research in 3D printing and collaborate with different specialties.

"I want to create standardized, easy workflows in 3D printing for dentists and specialists to use," he said.

In addition to his dental degree and master's degree in oral science, Dr. Vijayan has a

master's degree in public health from the University of Texas Health Science Center at Houston.

"I was always interested in biology and doing research. The fact that I could transform patients' lives in a very short period of time — even a single visit by reducing their pain — drew me towards dentistry," he said.

Upon hearing he was receiving the Ahlstrom award, Dr. Vijayan said he was "extremely happy."

"I know the high standards required to win the award and, for me, winning the award has validated the research path I had chosen," he said.

The Ahlstrom award is named after the first chairman of the ADA Standards Committee on Dental Informatics. Dr. Ahlstrom led the group's efforts to develop the first standards for the dental electronic health record, digital dental radiology interoperability and privacy of digital dental patient data, among others. For more information, visit ADA.org/dentalstandards. ■

University of Connecticut School of Dental Medicine names Dr. Sharon M. Gordon as dean

Farmington, Conn. — Dr. Sharon M. Gordon is the first woman to serve as dean at the University of Connecticut School of Dental Medicine in its more than 50-year history, the school announced June 28.

Dr. Gordon, an educator, clinician and scientist, will join UConn Health on Aug. 31 from the East Carolina University School of Dental Medicine in North Carolina, where she is currently associate dean for innovation and discovery and professor and chair of the department of foundational science.

"I'm honored to be selected to lead the UConn School of Dental Medicine at this juncture of its history," Dr. Gordon said in a

news release. "Its strong research programs, model curriculum and reputation for excellence in clinical education set the state for building on its trajectory of success."

A graduate from the University of Texas Health Science Center Dental School, Dr. Gordon completed her dental residency training at San Antonio's Medical Center Hospital, with additional residency training and fellowships at the National Institutes of Health's National Institute of Dental Research.

For more than two decades — first at NIH and then at the University of Maryland — Dr. Gordon's experience included creating



Dr. Gordon

innovative dental curriculum, research training and career development, with an emphasis on clinicians, according to a news release.

"I consider myself a curious clinician, conducting research to improve patient care," Dr. Gordon said. Her clinical

and research interests center on improving management of pain through improved analgesia and anesthesia, as well as accelerating oral wound healing, particularly following

tissue injury or mucosal perturbations due to cancer therapy.

"Dr. Gordon's joining the school of dental medicine is an exciting opportunity for the school and the university," said Craig H. Kennedy, UConn provost and executive vice president for academic affairs, in a news release. "Her background in extramurally funded research will help advance, in tandem, the clinical and research missions of the school."

Dr. Gordon takes over from Dr. R. Lamont "Monty" MacNeil, who is stepping down this summer after 12 years serving as dental school dean. ■

'Legacy of love': Family of late Navy dentist launches nonprofit in her name

#BeMoreLikeClaire continues Lt. Dr. VanLandingham's commitment to serve

BY MICHELLE MANCHIR

The giving nature and passion for serving others of a Navy dentist killed earlier this year will live on thanks to a foundation in her name led by her family.

The first recipient of a grant from the #BeMoreLikeClaire nonprofit, announced in August, is a dental clinic in Kansas that will use the funds to help underserved children get access to care.

Lt. Dr. Claire VanLandingham, 27, died Jan. 3 after being shot by an ex-boyfriend, who also killed himself.



Dr. VanLandingham

Shortly after her death, Lt. Dr. VanLandingham's dental school friends launched on social media the hashtag #BeMoreLikeClaire, flooding Facebook with posts from her loved ones who used it to remember her compassion for others.

"That hashtag is a perfect reminder for all of us who knew her to be a better person on a daily basis," said Dr. Puja Sangoi, a friend and former classmate of Lt. Dr. VanLandingham at the University of Louisville School of Dentistry.

Before her death, Lt. Dr. VanLandingham had been providing care to Naval recruits at the U.S.S. Osborne — Captain James A. Lovell Federal Health Care Center in North Chicago, Illinois, as a Navy Dental Corps officer.

She was remembered by dental school friends as serving as a "big sister" in the Big Brothers Big Sisters organization, being active in her church and helping lead the school's chapter of the American Association for Women in Dentistry.

The new nonprofit, led by the dentist's mother, Shannon VanLandingham, is a way to "continue the work that she planned to do in her life," according to a news release.

"This has been such a tragedy in our lives, but I am proud that we are trying to carry on her legacy of love," Ms. VanLandingham told the ADA News.

The goal of #BeMoreLikeClaire is to provide funding for initiatives that increase access to food, housing and health care, said Ms. VanLandingham.

The first recipient of a grant is the Douglas County Dental Clinic in Lawrence, Kansas, where Lt. Dr. VanLandingham spent a summer working.

The \$12,000 grant, which includes donations that Lt. Dr. VanLandingham's loved ones gave after her death, will help the clinic's Friendly Smiles mobile dental program purchase a van, bringing diagnostic, preventive and operative services to more than 50 schools in seven Kansas counties.

Uninsured children who qualify for the free and reduced lunch program at school, or children who have Kansas Medicaid or commercial dental insurance, are eligible to participate.

Services include exams, X-rays, cleanings, fillings and more according to a news release.

Ms. VanLandingham told the ADA News her daughter had hoped to one day run a clinic that brought care to underserved pa-

tients, so "granting funds to purchase the Friendly Smiles van is the perfect way to kick off this new project and carry on Claire's legacy."

For more information about Lt. Dr. VanLandingham and #BeMoreLikeClaire, visit bemorelikeclaire.org. ■

—manchirm@ada.org

Give back like Claire: The Douglas County Dental Clinic, which received the first grant from #BeMoreLikeClaire, used the funding toward the purchase of a mobile van. Julie Branstrom, left, the executive director of the clinic, and Shannon VanLandingham, right, Lt. Dr. Claire VanLandingham's mother, smile next to the van.



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Pairing family vacation with annual meeting

BY DAVID BURGER

Honolulu — ADA 2018 – America's Dental Meeting here will offer world-class continuing education, an exhibit hall and plenty of opportunities to network with fellow dentists.

But that's not all.

The annual meeting also offers dental professionals the chance to soak up the sun on Oahu with their families. Many dentists are planning trips with their significant others and children to Hawaii both before and after the meeting to enjoy one of the world's most desirable vacation spots.

Rock band Def Leppard will perform at the Waikiki Shell Oct. 20-21, but if you don't want to hear their classic album "Hysteria" in its entirety with your kids, there are plenty of other things to do once in Oahu.

Dr. Sean Holliday, Hawaii dentist and trustee of the Hawaii Dental Association, has three daughters ranging from 8 to 13. He talked to the ADA News about some of his family's favorite activities and attractions on Oahu that go beyond experiencing shave — not shaved — ice.

- On the top of Dr. Holliday's list is the Polynesian Cultural Center, 55-370 Kamehameha Hwy., Laie. This attraction, owned and operated by the Church of Jesus Christ of Latter-day Saints, features villages and exhibits representing the island cultures of Hawaii and includes lavish luaus. "This is a must-visit," Dr. Holliday said. "There's a good mix of everything." He added that all visitors should stay for "Hā Breath of Life," an evening show featuring more than 100 Polynesian natives.

- Another top attraction that offers interactive activities for children is the Bernice Pauahi Bishop Museum, 1525 Bernice St., Honolulu, Dr. Holliday said. Billed as Hawaii's largest museum dedicated to studying and preserving the history of the state and the Pacific, the museum features, among other things, the Jhannamas Watumull Planetarium.



So happy together: Dental professionals traveling to ADA 2018 – America's Dental Meeting can bring their families to experience all of the amenities Hawaii offers.

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Honolulu

- The Dole Plantation, 64-1550 Kamehameha Hwy., Wahiawa, is "great fun for young kids," Dr. Holliday said. Originally operated as a fruit stand in 1950, the Dole Plantation opened to the public in the 1980s as Hawaii's "Pineapple Experience," featuring the Pineapple Express Train Tour, the Plantation Garden Tour, the Pineapple Garden Maze and the world-famous Dole Whip, a pineapple-flavored soft-serve frozen dessert.

- The USS Arizona Memorial at Pearl Harbor is appropriate for families, Dr. Holliday said. "It's an amazing place to visit," he said. "It's a very humbling experience." Built over the remains of the sunken battleship USS Arizona, this is the final resting place for many of the 1,177 crewmen killed on Dec. 7, 1941, when their ship was bombed by the Japanese Naval Forces.

There are free tours to the memorial every 15 minutes from 7:30 a.m.-3 p.m., which includes a 23-minute documentary on the history of the politics, people and attack on Oahu. The movie and boat tour to the USS Arizona take about 75 minutes.

- Dr. Holliday recommended the Kualoa Ranch, 49-560 Kamehameha Hwy., Kaneohe, one of the world's most famous private nature preserves, with 4,000 acres of tropical beauty as well as ziplines and ATV and boat tours. "It's a lot of fun," the dentist said. The ranch also provides a chance to experience Secret Island Beach, Dr. Holliday said, a beautiful private beach with kayaking, paddleboats, beach volleyball and more.

- Coral Crater Adventure Park, 91-1780 Midway St., Kapolei, is hidden but worthwhile, Dr. Holliday said, with fun-for-the-whole-family activities including a 25-mph zipline, off-road ATVing and a king swing.

- Not to be forgotten is Aulani, A Disney Resort & Spa, 92-1185 Ali'inui Drive, Kapolei, said Dr. Holliday. "It's a lot of fun

for younger kids," especially the ever-popular Character Brunch, on the beaches of Ko Olina on the leeward coast of Oahu.

- Hiking is one of the Holliday family's favorite activities, including trekking Diamond Head, the Koko Crater and the Makapuu Lighthouse Trail. All trailheads are available by Googling the name of the trail.

- Beaches are on any guest's itinerary, and Dr. Holliday recommended going to "incredible" beaches on the windward coast and North Shore of Oahu. Some of his favorite beaches include Sandy Beach (on the South Shore), Lanikai Beach (on the windward coast) and Sunset Beach (North Shore).

- Dr. Holliday recommended three favorite places to eat while in Honolulu: Highway Inn Kakaako, 680 Ala Moana Blvd.; Uncle Bo's Pupu Bar & Grill, 559 Kapahulu Ave.; and Yama's Fish Market, 2332 Young St. are among "the best places for Hawaiian and local food," Dr. Holliday said.

In addition to Dr. Holliday's recommendations, the ADA and Hawaiian Convention Center will offer an annual meeting booth sponsored by the nonprofit Hawaiian Legacy Reforestation Initiative, where dentists and their families can purchase native trees to Hawaii and go on a tour to a nature preserve on the North Shore to plant it. For more information, visit onemillion.legacytrees.org.

ADA.org houses a special site, ADA.org/Aloha, that features ideas on how to experience Hawaii on vacation. In addition, the ADA has contracted reduced rates with multiple hotels on Oahu exclusively for annual meeting attendees. The ADA 2018 registration site allows attendees to make hotel reservations. Visit ADA.org/ADA18Hotels for a list of participating hotels and resorts.

Registration for ADA 2018 is open, and children under 18 are free to register. To register or learn more, visit ADA.org/meeting. ■

— burgerd@ada.org

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Mr. Leung



Ms. O'Hara



Ms. Miles

Enchanted

Continued from Page 1

and the Kamehameha Schools Children's Chorus, known for their songs from the Disney film "Lilo and Stitch."

The evening will feature Hawaiian music in addition to tunes from some of the most beloved Broadway and Hollywood musicals.

Guests will be treated to a picnic-style evening where the ADA will also celebrate the accomplishments of the Gold Medal, Humanitarian (Dr. T. Bob Davis) and Distinguished Service Award (Dr. William Calnon) recipients.

Ms. O'Hara's portrayal of Anna Leonow-

ens in "The King and I" garnered her a Tony Award for Best Leading Actress in a Musical, and can be seen in the second season of Netflix's "13 Reasons Why." Ms. O'Hara has received six Tony nominations, including one in 2008 for "South Pacific."

Ms. Miles, a native of Hawaii, is well-known for her role as Lady Thiang in "The King and I," for which she garnered a Tony Award. In February, Ms. Miles played Svetlana in a Kennedy Center concert production of "Chess."

This is a complimentary event. A badge and ticket are required for entry. Anyone who has registered for the event can attend, but they will need their badge and ticket to enter. Round-trip shuttles will be provided.

Registration for ADA 2018 is open. To register or learn more, visit ADA.org/meeting. ■

IRS, treasury issue guidance on pass-through deductions

BY JENNIFER GARVIN

Washington — In a conference call with the Association and other stakeholders, the Internal Revenue Service confirmed Aug. 8 that small businesses with income below \$315,000 for joint filers and \$157,500 for single filers will be eligible for a 20 percent tax deduction on pass-through income.

The call took place just prior to the IRS and U.S. Department of Treasury issuing proposed guidance on a provision of the Tax Cuts and Jobs Act that allows owners of sole proprietorships, partnerships, trusts and S corporations to deduct 20 percent of their qualified business income. Eligible taxpayers can claim the new deduction — also

known as the Section 199A deduction or pass-through deduction for qualified business income — on their 2018 federal income tax returns, the IRS said in an Aug. 8 news release.

This confirms the previous ADA position that the dental profession will benefit from the tax reform law that Congress enacted at the end of 2017.

In addition to the small business guidance, the Treasury Department said:

- The proposed rules provide “clarity and flexibility” for filers over the \$315,000 and

\$157,500 income thresholds by “including aggregation rules for filers with pass-through income from multiple sources; issuing guidance relating to specified service, trade or business income above the thresholds, which may be subject to limitation for the purposes of claiming the deduction; and allowing a de minimis exception to avoid unnecessary compliance costs for businesses earning only a small percentage of to specified service, trade or business income.”

- Establish “anti-abuse safeguards to prevent improper tax avoidance schemes, such

as relabeling employees as independent contractors.”

For more information, visit irs.gov and search for “Tax Cuts and Jobs Act, Provision 11011 Section 199A.”

The IRS and Treasury Department will also be issuing worksheets and other tools to assist individuals and businesses with their tax preparation. The ADA will provide updates as soon as materials become available. The ADA cannot assist with individual tax advice and is encouraging dentists to consult with their accountants. ■

Connecticut law allows dentists to refuse virtual credit cards

BY JENNIFER GARVIN

Hartford, Conn. — A new law allows dentists to refuse insurers’ virtual credit card claims payment methodology.

Connecticut HB 5206, which Gov. Dannel P. Malloy signed June 13, goes into effect Oct. 1. The bill is a state act introduced by the Joint Insurance and Real Estate Committee that, among other things, authorizes the state insurance commissioner to adopt regulations concerning electronic filings. Connecticut defines virtual credit cards as “single-use credit cards exclusively provided in electronic or digital formats.”

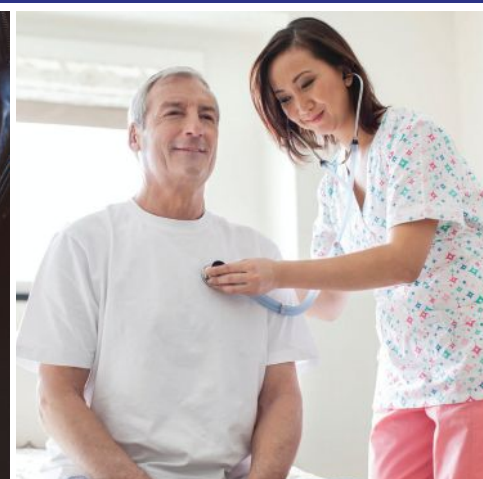
The bill states that “each insurer, health care center, fraternal benefit society, hospital service corporation, medical service corporation or other entity that delivers, issues for delivery, renews, amends or continues an individual or group health insurance policy in this state that provides coverage — including dental services” — must allow dentists to refuse to accept reimbursement for such services by way of a virtual credit card.”

The Connecticut State Dental Association, which advocated for HB 5206, said it is “pleased” with the new law since virtual credit card reimbursement is problematic for many dental offices.

“This form of reimbursement requires an additional 2-4 percent loss of revenue due to the credit card processing fees,” said Dr. David Fried, CSDA president. “With the rising costs of business expenses and the decrease in insurance reimbursement rates, dentists can no longer accept unnecessary additional loss of revenues.”

Follow all of the ADA’s advocacy efforts at ADA.org/advocacy. For more information on the ADA’s principles for model legislation, which state dental societies can use in their legislative efforts, visit ADA.org/advocacy. ■

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Longtime educator, philanthropist Dr. D. Walter Cohen dies

BY KIMBER SOLANA

Philadelphia — Dr. D. Walter Cohen, a longtime educator and philanthropist, died June 29. He was 91 years old.

In his lifetime, Dr. Cohen would serve as dean of the University of Pennsylvania School of Dental Medicine, chancellor emeritus of the Drexel University College of Medicine and former president and chancellor of the Medical College of Pennsylvania.

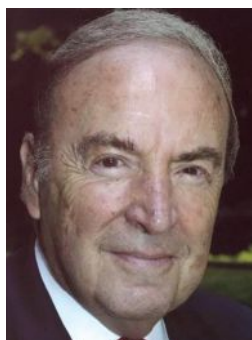
“D. Walter Cohen was one of the few true icons of our era in dentistry,” said Dr. Richard Valachovic, president and CEO of the American Dental Education Association. “He moved so easily through his leadership roles as an educator, a practitioner, a researcher and a politician. He was truly global in his impact on our profession and health professions in general. Perhaps most importantly to me, he recognized the value of diversity and inclusion, and enthusiastically created opportunities for those who would lead in the future.”

Born in Philadelphia, Dr. Cohen earned his dental degree in 1950 from the University of Pennsylvania School of Dental Medicine. In his 35-year career at the dental school, Dr. Cohen helped establish the school’s department of periodontics and was its first chairman, according to the Philadelphia Inquirer. He later became president of the Medical College of Pennsylvania in 1986; and chancellor in 1993.

In a message by Drexel President John Fry about Dr. Cohen’s death, Dr. Cohen first came to Drexel about 20 years ago when the university took over management of a troubled medical school.

“Many were skeptical, but Walter was squarely behind Drexel from the outset,” Mr. Fry said in his statement. “And his faith helped bring many others along. We are so fortunate to have had the benefit of him as a teacher, advisor, mentor and inspiration to generations of students and faculty.”

Dr. Cohen also started the Executive Leadership in Academic Medicine program at the



Dr. Cohen

Medical College of Pennsylvania, now at Drexel University, to help young women break the glass ceiling within academic medicine, according to his obituary. Most recently, Dr. Cohen served as chancellor emeritus of Drexel University.

In addition to aca-

demic medicine, Mr. Fry said Dr. Cohen was one of the strongest and earliest supporters for the university’s school of public health and a health services complex in north Philadelphia to help improve the health of residents in underserved communities.

Dr. Cohen’s work was not limited to his home state of Pennsylvania. He established the Dr. Walter Cohen Middle East Center for Dental Education at Jerusalem’s Hebrew University. According to his obituary, Dr. Cohen also received the gold medal from the American Academy of Periodontology; was the third American to earn

honorary membership to the British Society of Periodontology; and received the Legion of Merit Award from the French government.

“Maybe once in a lifetime are we lucky enough to be friends with a ‘light of the world,’” said Elizabeth Dale, executive vice president of Thomas Jefferson University, on Legacy.com. “He was wise, he was thoughtful, he was tireless in improving the lives of others. I will carry his spirit in my heart forever.”

Dr. Cohen is survived by his three children, Jane, Joanne and Amy; five grandchildren; and two great-grandchildren. ■

Treasury, IRS propose changes to depreciation deduction

Washington — The U.S. Department of the Treasury and Internal Revenue Service announced Aug. 3 proposed regulations on increasing and expanding the first-year depreciation deduction for qualified property.

According to the agencies, the benefit expands opportunities for small and mid-sized businesses — including dental practices — to “expense equipment purchases and make capital investments in their companies,” according to a Treasury Department news release.

Following its passage in 2017, the Tax Cuts and Jobs Act increased the first-year depreciation deduction from 50 to 100 percent for qualified properties acquired.

The deduction applies retroactively to qualified property acquired and placed in service after Sept. 27, 2017. The first-year allowance is 100 percent and is then decreased by 20 percent annually for qualified property placed in service after Dec. 31, 2022. The proposed change also extends the “placed-in-service date” from Jan. 1, 2021, to Jan. 1, 2027. ■

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HPI: Gap in earnings between owner-dentists and nonowners declining

BY DAVID BURGER

The difference in earnings between dentists who own practices and nonowner dentists is narrowing, according to a paper developed by the ADA Health Policy Institute and published in *The Journal of the American Medical Association* in July.

Marko Vujicic, Ph.D., ADA chief economist and vice president of the HPI, co-authored the paper, *Earnings of Employed and Self-employed U.S. Health Care Professionals, 2001 to 2015*, with Kamyar Nasseh, Ph.D., a health economist with HPI.

"The percent of dentists who are owners of their practice is declining over time," said Dr. Vujicic in an interview with the ADA News. "This trend has been identified before, but our paper confirms it using a different data source and also compares dentistry to other occupations."

He added that the gap in earnings between employees and owners is shrinking over time in all health care professions. "For physicians and many other occupations, it has actually disappeared," Dr. Vujicic said. "Dentistry [still] has a bigger ownership premium compared to other professions."

The changing landscape is apparent, Dr. Vujicic said. "We know that the share of dentists in dental service organizations is increasing, the share of dentists who are owners are declining and the share of dentists in solo practice is also declining. All of these trends are related and clearly indicate practice structure is changing. Given that, it is important to understand

the implications of the shifting practice model for dentists."

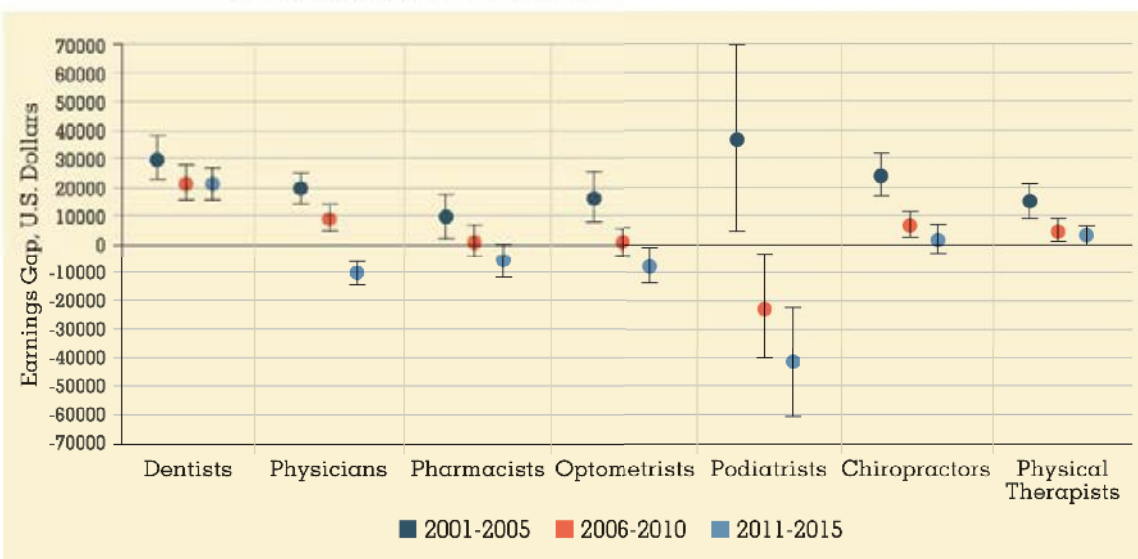
"Given current demographic trends and economic realities, the trend toward practice consolidation and more dentists being employees is going to accelerate," he said. "This study suggests that the financial return of investment for owning your practice, at least in terms of earnings, is declining."

The researchers used the 2001 to 2015 American Community Survey to compile their paper. The analyses were restricted to 175,714 self-identified dentists, physicians, pharmacists, optometrists, podiatrists, chiropractors and physical therapists aged 30 years and older who worked at least 40 weeks per year and 20 hours per week. More than 20,000 were dentists.

The study concluded, "Future research is warranted to determine the driving forces behind the shift away from self-employment

Adjusted gap in real annual earnings between self-employed and employed health care professionals

Annual earnings gap defined as earnings of self-employed health care professionals minus earnings of health care professionals employed by private for-profit or nonprofit organizations. Earnings gap measured in constant 2015 dollars. Estimates come from median regression of log earnings on employment type. Regression includes age, age squared, sex, race, state of residence and year. Error bars indicate 95 percent confidence intervals.



Source: Health Policy Institute

and the shrinking earnings gap between employed and self-employed health care professionals."

To read the paper, visit <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2686038>. ■

Assignment of benefits legislation example of ADA's advocacy efforts

BY DAVID BURGER

Editor's note: This is the 16th story in the Decoding Dental Benefits series featuring answers and solutions for dentists when it comes to the world of dental benefits and plans. The series is intended to help untangle many of the issues that can potentially befuddle dentists and their teams so that they can focus on patient care.

Dentists are dentists because they want to be dentists.

They don't want to be in the debt collection business.

Yet that often happens because some patients will not or cannot pay them, even after receiving reimbursement from a third-party payer. A simple solution might come to mind — third-party payers should just pay dentists directly. Problem solved.

However, some third-party payers only pay directly or "assign benefits" to dentists participating in their networks. Non-participating dentists must then seek payment from the patient, even when the patient indicates on a signed claim form that the dentist should be paid directly. That is, unless there's a law.

That is why assignment of benefits legislation is active in many states, with about half having passed laws that, in varying degrees, require third-party payers to follow the patient's directive to pay the dentist directly for covered services. Each state's approach varies slightly, but the end result is a law that allows patients to choose how the dental coverage they've purchased is utilized.

The ADA

Department of State Government Affairs works closely with state dental associations to develop and help pass laws that would prohibit insurers from denying the patient's request that reimbursement for covered services goes directly to the dentist.

Paying the patient instead of the dentist is thought to be a method used by carriers to encourage the dentist into joining the network, said Dr. Cynthia Olenwine, a retired Pennsylvania dentist who is a member of the ADA Council on Dental Benefit Programs has been working closely with the Department of State Government Affairs in trying to pass legislation in her state.

With active advocacy by the Pennsylvania Dental Association, the bill is moving forward, and if all goes as planned, it will be voted on in September, Dr. Olenwine said.

The law is important to her and other Pennsylvania dentists, she said, for simple reasons: "Without the law, the marketplace may 'force patients to go to a dentist they don't want to go to and forces them to potentially pay upfront to see the dentist of their choice.'"

Not allowing patients to assign benefits

has two negative effects on consumers, Dr. Olenwine said. For one, access to care may be a challenge for patients since they may have to pay at the time of dental service (which may be unaffordable) and await reimbursement from their insurer; and two, the dentist will have to contact patients for payment after services have been rendered, which is often confusing to patients who expect their insurers to pay dentists directly.

Dr. Olenwine said that rural patients in Pennsylvania, in particular, are placed at a disadvantage because there are some counties where only one or two in-network dentists provide care. Patients who cannot afford to pay upfront may postpone needed care, and they also incur greater travel costs to seek treatment from an in-network dental provider.

Dr. Olenwine pointed out another aspect of what could happen in the case of divorced or separated parents, where one parent has primary custody of a child who is insured through the other parent. The custodial parent may never see the insurer's reimbursement check, which is sent directly to the other parent. Or, in another instance, a custodial parent often encounters financial burdens, preventing them from seeking dental care for children. Children are either not receiving care or their parent must switch to a participating in-network dentist who is not necessarily the parent's first choice.

To help dentists join the effort to pass assignment of benefits laws, the ADA has provided model legislation to state dental as-

sociations. Based on decades of state advocacy experience, the Department of State Government Affairs provides research and examples of dental benefit advocacy approaches for members and societies to use in helping patients gain access to the benefits for which they have paid. The department has developed a toolkit series for state societies that explores, where available, the most current legislative trends with simple, easy-to-follow overviews, recommended strategies, descriptions of benefits, available research and opposition messaging. The toolkit is available upon request.

To contact State Government Affairs, email oonnorp@ada.org or call 1-312-440-2525. Follow ADA advocacy at ADA.org/advocacy.

The ADA has also created an online landing page for dental benefits information that can help dentists address and resolve even their most vexing questions. Go to ADA.org/dentalbenefits, part of the ADA Center for Professional Success.

Staff from the Center for Dental Benefits, Coding and Quality can help dentists with dental benefits-related and coding problems, questions and concerns. Call the ADA's Third Party Payer Concierge at 1-800-621-8099 or email dentalbenefits@ada.org.

Previous installments in the Decoding Dental Benefits series are available at ADA.org/decoding. ■

—burgerd@ada.org



ADA TV puts control of waiting room content in dentists' hands

BY JEAN WILLIAMS

Editor's note: This is the ninth in a series of articles about Internet marketing that feature interviews with ADA members to describe how PBHS, the website and marketing services provider endorsed by ADA Member Advantage, is helping dentists address today's marketing challenges.

Dr. Kirby Bunel knows better than to waste a captive audience. Thankfully for the patients at his Texarkana, Texas-based oral surgery practice, he also knows better than to bore them.

Every day, he transforms the waiting areas in his 12,500-square-foot oral surgery facility into his own variety show, so to speak, thanks to a plug-and-play system that PBHS, an ADA Member Advantage-endorsed provider of dental marketing services, created and launched in partnership with the ADA Catalog.

This new content platform, named ADA TV, enables Dr. Bunel to easily present his patients and others in his waiting areas with a variety of content that he has carefully curated. It streams over his practice's wireless Internet by way of a Chromebit computer stick plugged into the TV's HDMI ports.

"It's cool," Dr. Bunel said. "It's a good product. It's good looking. It just automatically loads and runs. Virtually all the assistants have to do is just go out and turn on the television and let it play. We live in a corner of the state where the Internet service isn't nearly as good as it is in the city, and it runs fine where we are. It's very aesthetically pleasing, too. It looks nice out there. It's clean."

By putting control of their waiting room TV content literally in the palms of the hands of dentists and specialists like Dr. Bunel, the ADA and PBHS have provided a tool capable of entertaining, informing and marketing — a powerful combination that flows gracefully, suggested Dr. Bunel.

"It's not constant dental stuff bombarding the patients in the waiting room," he said. "They'll run clips of current events and news of the day or severe weather expected or that the World Series was won by the Houston Astros. They have that kind of stuff interspersed through there. You don't feel like you're being brainwashed in the waiting room by Dr. Bunel."

The service piques patients interest, leading to inquiries about services that Dr. Bunel's practice, Oral and Facial Surgery of Northeast Texas, offers. "It certainly enhances the patient experience and reinforces our image as experts," Dr. Bunel said. "It does so better than any other information-sharing medium that I have ever used before."

An early subscriber, Dr. Bunel, as is typical for enrollment, completed a questionnaire before launching the new waiting room service in his three-dentist, 13-treatment-room surgical practice. That helped to streamline the considerable content options to his particular practice's needs.

"They have a catalog of things that they can run that they already have in their library, according to certain subjects," he said. "So if you want to talk about dental implant treatment, wisdom teeth, anesthesia — things that are important to me — then it'll kind of be like that. We don't talk about making dentures or doing veneers or tooth whitening, or any of those services. They're not on my feed because we don't offer those services, but they do (offer) general information about what those services might be."

ADA TV allows plenty of wiggle room to adjust content as needed. The ADA's popular Toothflix 2.0 patient education video series are already pre-loaded on the platform. Dentists can promote their practices and inform patients about the services they offer with clinical videos, specialty practice content, social media page activity and original video content. Because the platform can access and play videos from YouTube, practices have ac-

cess to entertainment clips and additional ADA Mouth Healthy content.

Dr. Bunel is planning to further customize his content by adding original video content, an add-on option for subscribers to the service. PBHS is sending a video team to the practice to record the custom content, including patients' and referring dentists' testimonials. Dr. Bunel regards the service as very cost-effective.

"It's kind of a big deal to have a video crew come to my location," he said. "I am way up in Northeast Texas. So, the cost, what we are paying for that, I think seems reasonable. To have someone show up to do the videography, not

to mention the intellectual efforts to be made to produce something that's high-quality, that people will watch. There's an art to that — editing video — so you can have a nice cohesive 30- to 90-second video clip that's engaging.

"We'll own all of that video, so if I ever want to do cable advertising or a commercial or establish a YouTube page, which they'll do for me, then we'll have video content for it."

Broadcast packages for ADA members start at \$75 per month (\$125 per month for non-members), plus a one-time activation fee.

For more information on ADA TV system, visit ADA.org/tv or call 1-888-993-5664. ■



ADA TV: From left, Drs. Jacob C. Duke, Kirby Bunel and Zachary T. Began of Oral & Facial Surgery of Northeast Texas pose for a photo. Dr. Bunel transforms the waiting areas in his 12,500-square-foot oral surgery facility into his own variety show thanks to ADA TV.



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Five vie for office of ADA treasurer

BY KIMBER SOLANA

The ADA House of Delegates will elect a new treasurer this fall to replace outgoing Treasurer Ronald Lemmo, of Willoughby Hills, Ohio, whose second three-year term will end at ADA 2018 – America's Dental Meeting in Honolulu.

Per ADA Bylaws, the treasurer may hold the office for two consecutive three-year terms.

Voting will take place Oct. 22.

Each candidate's curriculum vitae was provided to members of the ADA House of Delegates.

Brief biographies of each candidate follow (in alphabetical order):

- Dr. Robert E. Barsley, a general dentist in New Orleans, is a past secretary/treasurer and past president of the Louisiana Dental Association. In addition, he served as secretary/treasurer for the American College of Dentists (Louisiana section) and as president for the International College of Dentists (Louisiana chapter). He served as an ADA House of Delegates member for 16 years, from 2001-17.

Dr. Barsley's additional experience includes serving in numerous committees and leadership roles at various levels of organized dentistry, including the ADA Council on Access, Prevention and Interprofessional Relations (now the ADA Council on Advocacy for Access and Prevention) from 2002-06 and as a delegate to the Louisiana Dental Association House. Dr. Barsley is a 1977 graduate of Louisiana State University School of Dentistry, where he has been on the faculty since 1982 and is a professor.

- Dr. John R. Moser, a general dentist in Milwaukee, has served as the treasurer at the



Dr. Barsley



Dr. Moser



Dr. Sherwin



Dr. Tom



Dr. Varley

Wisconsin Dental Association since 2007 and served on its finance committee since 2003, serving as chair since 2008. He is also an adjunct clinical professor at Marquette University School of Dentistry.

Other experience includes serving on numerous committees and in leadership roles at various levels of organized dentistry, including as president, vice president and secretary/treasurer of the Greater Milwaukee Dental Association; and as a delegate to the ADA or alternate delegate from 2002-08 and 2011-18. Dr. Moser is past treasurer for The Dental Forum of Milwaukee, the Odontological Academy of Milwaukee and treasurer of the WDA Insurance and Services Corp., the state association's for-profit entity, from 2004 to present, and a founding director and chair of WDAISC Insurance Ltd., the for-profit's insurance captive.

- Dr. Ted Sherwin, a general dentist in Orange, Virginia, served on the ADA's Special Committee of Financial Affairs and on the ADA Board committees of finance, strategic planning and budget. In addition he was author and member of ADA House Resolution 97H Workgroup which studied the House

budget process and strategic planning. He served his district caucus budget and business matters team for 14 years and as chair six times. Dr. Sherwin currently serves on the ADA Council on Membership.

He is serving his seventh year as treasurer of the Virginia Dental Association (2015-present, 2007-11) and is chair of its investment committee. He is past president of the VDA and past chair of the VDA Council on Finance. A graduate of the Medical College of Virginia, Dr. Sherwin completed his executive scholar certificate in nonprofit management at Northwestern University's Kellogg School of Management in 2017.

- Dr. Franson K.S. Tom, an ADA life member and general dentist in Las Vegas since 2007 who paid the previous owner's loan fully in 5 years, is a past president of the Greater Boston Chinese Dental Association, and volunteers as a jurisprudence instructor at the University of Nevada Las Vegas School of Dental Medicine.

In addition, Dr. Tom served as a delegate for the Southern Nevada Dental Society, Nevada Dental Association and the ADA. He served as founding chair of the Southern Ne-

vada Dental Society health and wellness committee and as chair of the dental society's UNLV mentor program committee. A graduate of Tufts University School of Dental Medicine, Dr. Tom was Advanced Dental Rotation Course director and instructor for

the Harvard School of Dental Medicine senior class before becoming assistant professor and mentor at the Boston University Goldman School of Dental Medicine.

- Dr. Michael R. Varley, a general dentist in Highlands Ranch, Colorado, has served as treasurer, vice president and president of the Colorado Dental Association and the Metropolitan Denver Dental Society. He also served as treasurer at the American Equilibration Society and currently serves as a Colorado Dental Foundation board member.

Other experiences include serving as an American Dental Association delegate since 2013 and serving in the ADA's Membership Reference Committee in 2015. He also served as chairman of the budget and finance committee of both the Colorado Dental Association and the Metropolitan Denver Dental Society. In addition with the ADA, Dr. Varley authored ADA House of Delegates Resolution 64-2014, which produced the student loan refinancing program through Laurel Road; and Resolution 38-2017, which addressed prohibiting the use of the Drug Enforcement Administration registration number for credentialing by dental carriers. ■

Free Sept. 24 webinar to address HIPAA regulation for practices

BY DAVID BURGER

A free Sept. 24 webinar, "HIPAA Security Risk Analysis," will focus on only one particular aspect of the Health Insurance Portability and Accountability Act.

However, understanding that aspect — the security rule regulation — is critical to the entire success of a dental practice's security compliance program.

"The goal of HIPAA training is, at the end of it, for the dental team member to be able to say, 'I know what I am supposed to do to protect the protected health information I encounter in my job,'" said Dr. Mary Licking, member of the ADA Standards Committee on Dental Informatics and chair of the ADA's Dental Information Systems Security and Safeguards working group.

"This webinar will provide dental team leaders in charge of their employers' HIPAA

compliance programs an opportunity to learn some more about security risk analysis, a critical part of any covered dental practice's HIPAA compliance efforts," she said. "Without a thorough, accurate, ongoing risk analysis, a covered dental practice is flying blind, so to speak."

"The HIPAA security rule talks about covered entities," continued Dr. Licking. "Many dentists qualify as covered entities because it is common for the business part of dentistry to be conducted electronically such as electronic dental claims and eligibility inquiries."

The Sept. 24 webinar will stream from 3-4 p.m. CDT. Register online here: <https://cc.readytalk.com/registration/#/?meeting=fdh0pzs54f0e&campaign=62evmcd0tu6i>.

The webinar will also discuss how to comply with the HIPAA security rule's risk analysis requirement using a qualitative risk

analysis methodology. It will also cover some reasonable risk mitigation strategies and suggest resources for further study.

While the webinar can serve as part of a covered dental practice's HIPAA training, it is not intended as a replacement for an ongoing, tailored, well-documented workforce training program.

Dr. Licking added that the U.S. Department of Health and Human Services can assess a fine of \$1.5 million per each part of HIPAA violated per year. State and local governments may also assess fines for HIPAA violations.

"There is the education part of the training that imparts needed information, but just as important is motivating team members, helping them to understand why the rules matter," Dr. Licking said. "The HIPAA's rules are there to protect people. HIPAA's rules are there to reduce risks. A privacy or security incident can

harm people, can incur millions of dollars in costs and can damage the reputation of an organization. Other employees at the organization will suffer stresses from having to make amends for the misdeed."

The webinar will also stream Nov. 16 for audiences not available to view it Sept. 24. The ADA News will announce future webinar registration availability.

Continuing education credit is not available; ADA staff will conduct the webinar.

To help dentists keep up with HIPAA regulations, the ADA offers the ADA Complete HIPAA Compliance Kit (J598). Readers can save 15 percent on the HIPAA kit and all ADA Catalog products with promo code 18134 until Oct. 12. To order, visit ADAcatalog.org or call 1-800-947-4746. ■

Building

Continued from Page 1

both voted unanimously to endorse the proposal. Several ADA leaders also inspected the property.

"The Board is confident that this decision — and the painstaking evaluation that led to it, including consulting with all of our ADA financial advisors — will benefit all Association members, who over the years have

consistently indicated that a strong ADA presence on Capitol Hill is one of the greatest values the Association delivers," said Dr. Joseph P. Crowley, ADA president.

With the addition, the ADA becomes one of only two lobbying organizations in Washington — the other is the Heritage Foundation — with a presence on both the House and Senate side of the U.S. Capitol. In addition to providing office space for ADA Washington staff, the building will also be used to host events highlighting the importance of oral health.

"This office building will enable ADA lobbyists and ADPAC staff to be closer to the Capitol and the daily legislative activities," said Mike Graham, ADA senior vice president, Government Affairs. "In addition, it will be used for social and networking events for various ADA Hill events."

The new building will be the Association's third District of Columbia property, including the 12-story office building at 1111 14th St. NW, which houses ADA Washington Office administrative, communications and government affairs staff, and the townhouse

located at 137 C St. SE, which regularly is the site of meetings with members of the House of Representatives and their staff, and also private events.

The ADA has maintained offices and staff in Washington since World War II. With the latest purchase, the Association will be able to lease the entire 12th floor of the 14th Street building to tenants, which is expected to bring additional revenue to the ADA.

For more information about the Senate property, email Mike Graham at grahamm@ada.org. ■

ADA launches public awareness campaign discouraging DIY dentistry

BY KIMBER SOLANA

The Association ran a full-page ad in the Aug. 3 Wall Street Journal encouraging readers to visit an ADA dentist and avoid do-it-yourself, or DIY, dentistry.

The ad is the beginning of an ADA-led public awareness campaign on the potential concerns to patients when using do-it-yourself treatments. These include teeth straightening kits, veneers, bruxing devices and other solutions typically executed under the care of a dentist or specialist.

"We know it's harder than ever to know who to trust," the ad says. "The ADA believes that ongoing supervision by a dentist is critical for any dental care you receive. Dental diagnoses and treatments are not do-it-yourself projects."

The campaign stems from a policy passed by the 2017 ADA House of Delegates that "strongly discourages" the practice of do-it-yourself orthodontics because of the potential risks to patients.

"Public health and safety is our number one concern, and that's why we are taking steps to educate the public about DIY dentistry," said Dr. Joseph P. Crowley, ADA president. "Dentists play a role, too, and should talk with their patients about DIY treatments."

According to the Association, DIY dental treatments can affect the gums, bone, ligaments that support the teeth, or the teeth themselves. Depending on the oral health issue being addressed and the nature of the treatment, there may be risks for long-term issues including jaw problems, abnormal bite, tooth decay and loss, as well as gum disease. If

teeth are improperly aligned, gum tissue may be impinged or stripped.

Dr. Crowley, who practiced general dentistry for over 40 years, said he has seen his fair share of do-it-yourself treatment that went wrong, from people moving teeth with rubber bands on their own that resulted in loss of teeth to people bleaching with over-the-counter products in an extreme way that caused irreversible damage to the teeth.

"Despite the apparent cost savings as advertised by these products, they can often cost more in the long run to correct," Dr. Crowley said.

According to a 2017 survey by the American Association of Orthodontics, about 13 percent of its member orthodontists are seeing patients who have tried do-it-yourself teeth straightening, with some of those attempts causing irreparable damage. AAO attributes the DIY trend primarily to social media, citing YouTube tutorial videos on how to straighten one's own teeth. The AAO found that 70 percent of DIY patients seen by its members who took part in the study were between the ages of 10 and 34.

The ADA encourages patients to always ask

an ADA dentist for his or her opinion before using unconventional dental products. In the Wall Street Journal ad, the ADA encourages readers to look for the ADA Seal of Acceptance, which the Association has awarded to more than 200 products.

"When you see it, you'll know that our independent dental experts have found the product to be safe and effective," the ad says. "We're here for you. We're here to keep you smiling."

For dentists interested in sharing do-it-yourself dentistry stories, contact adanews@ada.org.

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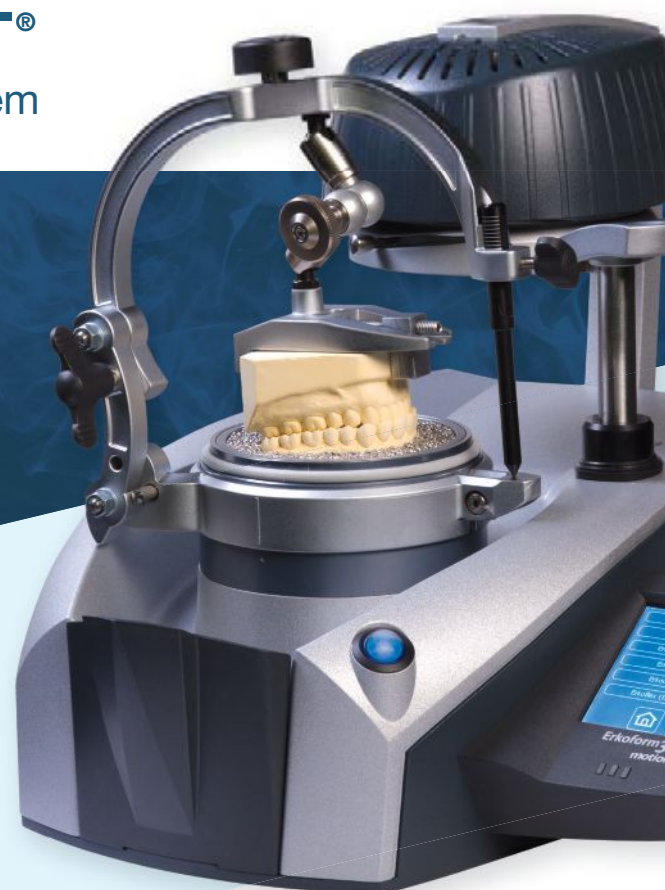
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ADA thanks IHS for efforts in improving credentialing process

Washington — The ADA is thanking the Indian Health Service for implementing new credentialing software to improve the recruitment and retention process for dental volunteers.

In an Aug. 13 letter to Rear Admiral Michael Toedt, M.D., chief medical officer, Indian Health Service, ADA President Joseph P. Crowley said having a "sufficient and strong dental workforce" is vital for providing "accessible oral health care to tribal communities."

Earlier this year, the Indian Health Service began implementing new credentialing software across all IHS Direct Service Areas. The ADA hopes that streamlining the credentialing process will help fill the more than 100 dentist vacancies so that more patients can be treated on tribal lands.

"We applaud the progress that has been made and would be happy to learn more about the status of this program," wrote Dr. Crowley.

Dr. Crowley also said the Association would like to support IHS with its efforts and that the ADA is "committed to the initiative of expanding the dental workforce and quality of care in tribal communities and looks forward to working with you in achieving this goal."

"We look forward to hearing from you and welcome the opportunity to work together to improve oral health care in Indian Country," Dr. Crowley concluded. ■

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Dr. Cole: 'The future is bright'

Responding to, staying ahead of changes in dentistry highlights 2018 President-Elect's Conference

BY KIMBER SOLANA

Despite all of the challenges facing the profession and all of the disruptions that could dramatically change the business and practice of dentistry, Dr. Jeffrey Cole says they don't keep him awake late at night.

"I actually sleep pretty well," said Dr. Cole, ADA president-elect. "I truly believe the future of our profession is bright."

That was a message he shared with about 190 volunteer leaders and staff from state dental associations and related groups at ADA Headquarters July 22-26 during the 2018 President-Elect's & Management Conference.

This year's conference, which combined with the annual Management Conference, focused on innovation and data-driven decision-making to help state and local dental associations respond and stay ahead of the changes in the profession and organized dentistry.

These changes include the shifts in consumer attitudes toward health care, particularly among younger generations, the growing diversity in the profession, and the ways organizations recruit and engage members.

"This conference gives the president-elects the opportunity to develop a network of support and find new insights into how best to tackle the challenges facing our profession," Dr. Cole said. "It gives them assurances they will not falter, and inspires them to achieve greatness during their term of service as they lead their organizations into the future."

In addition, attendees received an update on organized dentistry's response to the national opioid epidemic. Keynote speaker Austin Eubanks, chief operations officer at Foundry Treatment, shared his understanding on the connection between emotional pain and addiction.

"I hope that Austin Eubanks' moving and personal account of how the physical and emotional pain he suffered during the Columbine massacre spiraled into opioid addiction resonated with the attendees," Dr. Cole said. "And that they have new found purpose in advocating solutions to the opioid epidemic."

Another keynote speaker, Julie Williamson, vice president of strategy and research from Karrikins Group, focused on how volunteers and staff can lead their organization through changes in the profession and the challenges in organized dentistry. This can be achieved by aligning themselves and their organization



Welcome: Dr. Jeffrey Cole, ADA president-elect, welcomed about 190 volunteer leaders and staff from state dental associations and related groups to ADA Headquarters July 22-26 during the 2018 President-Elect's & Management Conference.



Question: Dr. Chi Leung of the San Fernando Valley Dental Society asks a question during the 2018 President-Elect's & Management Conference. This year's conference focused on innovation and data-driven decision-making to help state and local dental associations respond and stay ahead of the changes in the profession and organized dentistry.

to higher order impact; inspiring a changeable environment; and elevating their engagement of members, volunteers and society staff.

"One of the most pressing calls for us as leaders in dentistry is to shape the forces challenging the profession in such a way that we

continue to move the profession in a positive direction," Dr. Cole said. "Together, we can take pride in charting the future of our profession. Together we will advance dentistry. The future is bright." ■

—solanak@ada.org

National Academy of Medicine creates group to counter nation's opioid crisis

BY JENNIFER GARVIN

Washington — The National Academy of Medicine on Aug. 1 launched the Action Collaborative on Countering the U.S. Opioid Epidemic, a public-private partnership which the agency hopes will end the nation's current opioid crisis.

To do this, NAM is partnering with the Aspen Institute, an educational and policy studies organization based in Washington. The two institutions are collaborating with more than 30 other organizations, including the ADA. The initiative will focus on the over-prescribing of opioids, health provider education and training, and under-treatment of opioid use disorders, which "requires health industry innovation and collaboration with policymakers and care providers at all levels to achieve progress," the organization said in a news release.

"[So] many organizations are working around the clock to reverse the opioid epidemic, yet progress has been slow," said NAM President Victor J. Dzau, M.D., chair of the collaborative. "The problem is clearly not absence of will, but insufficient alignment and coordination across sectors. The complex drivers of the opioid epidemic make it impossible for any single organization or professional sector to make a significant impact on its own. This one-of-a-kind public-private partnership will bring stakeholders from government, academia, the health care industry, health education and communities impacted by addiction under the same roof to build collective solutions and accelerate the pace of progress."

The collaborative is co-chaired by Brett Giroir, M.D., assistant secretary for health and senior advisor for mental health and opioid policy in the U.S. Department of Health and Human Services. In June, ADA President-Elect Jeffrey Cole met with Adm. Giroir, who is also a physician, to discuss dentistry's continuing efforts in ending opioid crisis.

"It is clear that no single institution nor sector can solve the opioid crisis alone," said Adm. Giroir. "The only viable approach to addressing the opioid misuse epidemic, the most pressing public health challenge of our time, is through multisector collaboration and a patient-centered approach. This collaborative brings the best from academia, industry, nonprofits and public service to identify opportunities and recommend bold action plans to yield results."

The National Academy of Medicine is an independent organization that works to address critical issues in health, medicine and related policy. The NAM collaborates closely with its peer academies and other divisions within the National Academies of Sciences, Engineering and Medicine.

For more information, visit nam.edu/opioidcollaborative. ■

University of Washington dental school names new interim dean

Seattle — The University of Washington School of Dentistry announced July 17 it named Dr. Gary Chiodo as interim dean, effective Aug. 1.

Dr. Chiodo is expected to serve as interim dean for at least two years before the university conducts a search for a new permanent dean, according to the announcement.

"Dr. Chiodo is a highly respected and capable dental education leader who will provide the focused, knowledgeable, dedicated and collaborative leadership needed by the [dental school] at this time," said Ana Mari Cauce, Ph.D., University of Washington president, in a news release.

Most recently, Dr. Chiodo served as assistant director of the Center for Ethics in Health Care and professor emeritus in the

department of community dentistry at Oregon Health & Science University.

Dr. Chiodo received his bachelor's degree in biology from Portland State University in 1974 and his dental degree from the University of Oregon Health Sciences Center in 1978. For the first two decades of his dental career, he practiced at a Portland, Oregon, public health dental clinic that treated the majority of identified HIV-positive persons in Oregon and southwest Washington.

At OHSU, Dr. Chiodo moved into education as a longtime faculty member in the department of public health dentistry, becoming a full professor in 1992.

From 2000 to 2011, Dr. Chiodo served as OHSU's chief integrity officer, overseeing health care compliance, human and

animal subject research, conflict of interest, audit and advisory services and compliance education.

In addition, Dr. Chiodo served as interim dean at OHSU School of Dentistry from 2012 to 2014; and as vice president and system compliance officer/organizational integrity with PeaceHealth, a nonprofit chain of hospitals, medical clinics and laboratories in Alaska, Washington and Oregon.

"We certainly have challenges to address as we resolve operational issues and improve our infrastructure," Dr. Chiodo said in a news release. "After meeting with department chairs, faculty, staff, students, and UW executive leadership, I am confident that we are well prepared to meet these challenges. I will be an enthusiastic partner in this effort." ■

FDI

Continued from Page 1

two international events — FDI world congresses later this month in Buenos Aires and San Francisco next year. The latter will be conducted alongside the ADA 2019 – America’s Dental Meeting Sept. 5-9 in the Golden Gate City.

Raising the visibility of the FDI — which in turn increases the organization’s leverage when it comes to advocacy and influence — is a major part of the president’s responsibilities, and Dr. Kell is happy to do it. She said she is constantly reminding members of national dental organizations, including the ADA, that if you are a member of your national association, you are automatically a member of the FDI.

“I like to think of it as a part of the quad-partite,” Dr. Kell said, alluding to the ADA, state and local dental societies having a tripartite membership structure.

The presidency is the culmination of more than two decades of purposeful advocacy for, and in, the FDI. Dr. Kell is an Iowan through and through, graduating from Davenport West High School then the University of Iowa for both her bachelor’s and dental degrees, with her interest in dentistry spurred by having an uncle and cousin as dentists. She also earned a master’s in health care administration from Davenport’s Saint Ambrose University. She maintained a general dentistry private practice in Davenport until selling her practice and plans on treating patients part-time after her presidency concludes.

Dr. Kell first began to have an interest in the FDI more than two decades ago. Since then, she spent nine years on the education committee, six years on the science committee, three years as FDI councilor from North America, and then four years as FDI treasurer. Before the presidency, she spent two years as president-elect.

“I have been working with Kathy for a very long time in the FDI,” said Dr. Patrick Hescot, a French dentist and immediate past president of the FDI World Dental Federation. “When she was a committee member and then on the council I noticed her kindness towards the members and her ability to listen. When she became treasurer of the FDI her sense of rigor and clarity appeared to everyone, and of course when we talked about the post of president-elect, it seemed a good decision for the FDI — and me. Today the FDI is good financial health and has a strategy plan and business plan for the coming years, and I am very happy to know that with Kathy as president, the FDI will continue on this path.”

Among the recent highlights of Dr. Kell’s tenure was a March weeklong trip to the Fengyin Elementary School in China’s Shaanxi

province. The school served as the launch pad for the FDI’s Smile Around the World project, a partnership with 3M Oral Care that aims to raise awareness of oral health in disadvantaged rural and urban communities through cultural and educational activities.

“We talked about the health policy implications of China revoking its one-child policy,” Dr. Kell said. “As a result, the country is now expecting a baby boom in the coming years. To prepare for this enormous demographic challenge, China is now focusing on the oral health needs of children by developing an array of programs that will deliver improved access to dentists alongside evidence-based fluoride and sealant programs.”

Another important June trip was to the United

Nations in New York, where the FDI and ADA lobbied the body to ensure that oral health is included in the upcoming UN High-level Meeting on Noncommunicable Diseases on Sept. 27. Dr. Kell has been promoting that oral health is part of overall health globally, and advocacy at the UN is key to that effort, she said. After the FDI World Dental Congress in early September, Dr. Kell has trips scheduled for Uruguay, India, Portugal and Germany, along with a stop in Honolulu for ADA 2018 – America’s Dental Meeting, where she will see her predecessor Dr. Hescot receive an ADA honorary membership.

Being president has been a worthwhile endeavor, even though Dr. Kell admits that reaching that level was never something she aspired to. “It’s made my life more complete,” she said. ■



Happy mouths: Chinese schoolchildren in the city of Weinan in the Shaanxi province celebrate World Oral Health Day in March.

Action

Continued from Page 1

D-N.J., Bill Cassidy R-La., Mazie Hirono, D-Hawaii, and Tim Scott, R-S.C.

The ADH legislation would support initiatives that have the greatest impact on dental access disparities, including:

- Supporting charitable programs such as Give Kids A Smile and Missions of Mercy.
- Reducing the number of emergency room visits for dental conditions by referring these patients to dental practices.
- Expanding access to care for the vulnerable elderly in nursing homes.
- Ensuring more Americans have access to drinking water with fluoride.
- Strengthening collaborations with other health professionals and organizations.

Follow all of the ADA’s advocacy efforts at ADA.org/advocacy. ■

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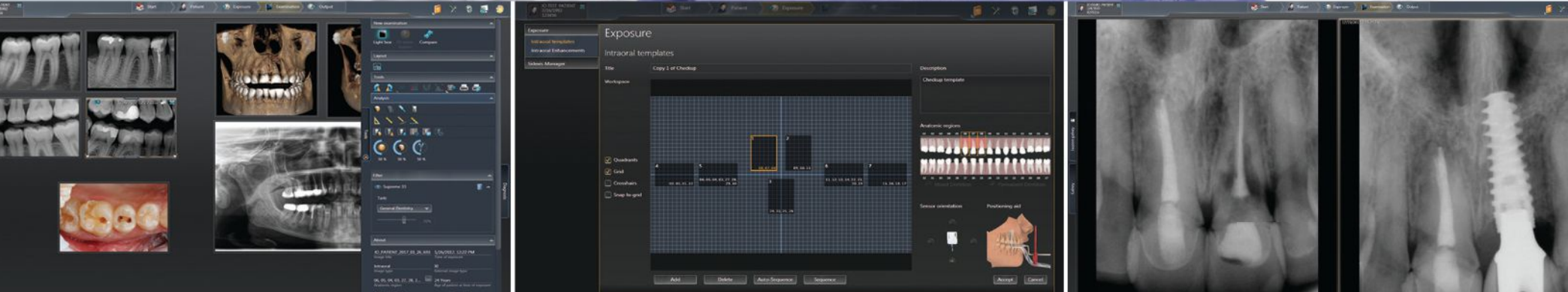
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