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ADA NEWS

AMERICAN DENTAL ASSOCIATION WWW.ADA.ORG

CONVENTION DAILY

NOVEMBER 5, 2015

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BRIEFS

Town hall meeting, CODA hearing Friday

The Commission on Dental Accreditation is hosting a hearing on proposed revised Accreditation Standards from 10-11 a.m. Friday, at the Marriott Marquis, Level 4, Independence Ballroom, Salon A-D.

The hearing on proposed standards provides the opportunity for ADA members and other stakeholders to comment on the updated version of the proposed



revision to the Accreditation Standards for Dental Hygiene Education Programs, specifically Standards 3-6.

Written comments may also be submitted by June 1, 2016, to Patrice Renfrow, manager, Allied Dental Education, Commission on Dental Accreditation, 211 E. Chicago Ave., Chicago, IL 60611 or via email at renfrowp@ada.org.

See CODA, Page 15

ADA 2015 commences today

Journalists Eleanor Clift and Charles Krauthammer to speak at Opening General Session and Distinguished Speaker Series



Photo by EZ Event Photography

ADA 2015: Welcoming ADA annual meeting attendees to Washington, D.C. are, from left, Dr. Robert Roesch, chair of the Council on ADA Sessions; Dr. Maxine Feinberg, ADA president; Dr. Sally Cram, general chair of the Committee on Local Arrangements; and Dr. Barry Cohen, 2015 chair, Continuing Education.

TODAY at a glance



- Opening General Session and Distinguished Speaker Series, 8-9:30 a.m., Walter E. Washington Convention Center, Level 2, Hall D.
- Exhibit Hall, including ADA CE Live, 9:30 a.m.-5:30 p.m., Exhibit Level, Halls A-C.
- Welcome Reception, 7:30-9:30 p.m., National Museum of American History & National Museum of Natural History. Shuttle service, 7-10 p.m.



Engaged: A resident at the Naval Postgraduate Dental School engages with ADA leaders during a visit Wednesday. Right, the Naval Postgraduate Dental School in Bethesda, Md., is home to seven different residency programs: comprehensive dentistry, endodontics, prosthodontics, periodontics, oral and maxillofacial pathology, orofacial pain, and combined prosthodontics/maxillofacial prosthetics. The residents vary from straight out of dental school to mid-career.



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Worthy words: Dr. William Stein, executive editor of Northwest Dentistry (Minnesota Dental Association) accepts the 2015 ADA/AADEJ Distinguished Dental Editor Award Nov. 3 at the American Association of Dental Editors and Journalists conference at the Loews Madison Hotel. Shown flanking Dr. Stein are presenters Dr. Maxine Feinberg, ADA president, and Dr. Richard Roadcap, editor of the Virginia Dental (Association) Journal.

Reference committee hearings set for Saturday

The ADA House of Delegates will hold reference committee hearings Saturday at the Marriott Marquis, Meeting Level 4. All ADA members may attend and participate in these hearings on resolutions that have been placed before the House of Delegates. Hearing times are staggered so that members may attend multiple hearings if desired. The full schedule of hearings is printed on Page 20 of the ADA 2015 Official Guide. ■

ADA News
CONVENTION DAILY

Thursday, November 5, 2015
Volume 25, Number 2

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The ADA News Convention Daily office is located in Room 209B, Walter E. Washington Convention Center, 801 Mt. Vernon Place NW, Washington, D.C. 20001; phone 1-202-249-4115; fax 1-202-249-4117; or e-mail adanews@ada.org.

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Attendance

GRAND TOTAL 20,570

Dentists		Dental Students		Dental Team		Related Professionals	
U.S. Member	6,094	U.S. Member	516	U.S. Dental Business Assistants	1,253	U.S. Dental Dealers	60
U.S. Nonmember	279	U.S. Nonmember	145	Intl. Dental Business Assistants	45	Intl. Dental Dealers	25
Intl. Member	327	Intl. Member	35	U.S. Dental Assistants	1,539	Guests	1,315
Intl. Nonmember	103			Intl. Dental Assistants	43	Friends & Family	1,388
Total	6,803	Total	696	Dental Assistant Students	149	Alliance	171
				U.S. Dental Hygienists	1,413	U.S. Component Staff	231
				Intl. Dental Hygienists	28	Exhibitors	4,830
				Dental Hygienist Students	55	Official Contractors	163
				U.S. Lab Technicians	33	ADA Staff	205
				Intl. Lab Technicians	12	Staff Guests	42
				Allied Health Professionals	71	Total	8,430
				Total	4,641		

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Three honored with Evidence-Based Dentistry Faculty & Practice Awards

Photos by EZ Event Photography

BY MICHELLE MANCHIR

Dentists who have made significant contributions to implement and advance evidence-based dentistry earned recognition Wednesday as recipients of the American Dental Association/American Association for Dental Research Evidence-Based Dentistry Faculty & Practice Awards.

The ADA and the AADR presented the awards, which are supported by a contribution from Colgate, during a joint reception that immediately followed the EBD Champions Conference.

EBD focuses on providing personalized dental care based on the most current scientific knowledge; integrating scientific evidence; the patient's oral and medical condition; medical history and treatment preferences; and the dentist's clinical judgment. The recipients are:



Honing skills: Dr. Rachel Sheridan listens at the Evidence-Based Dentistry Champions Conference Wednesday.

- Dr. Donald Chi is an associate professor of oral health sciences at the University of Washington. Dr. Chi's research program focuses on the behavioral determinants of dental care utilization for Medicaid-enrolled children with special health care needs. He is the first dentist and University of Washington faculty member to be named a William T. Grant Foundation Scholar. He received the 2013 International Association for Dental Research Colgate Community-Based Research Award for Caries Prevention, the 2013 Bengt Magnusson Memorial Prize in Child Dental Health from the International Association of Pediatric Dentistry and the 2014 Nemours Child Health Services Research Award from Academy Health.

- Dr. Jane Gillette is a Montana clinical research dentist and dental practitioner. Dr. Gillette's background includes leadership and work experience in a variety of practice settings including the federal dental service, federally qualified health centers, Alaskan Native and American Indian health, private practice and the academic/research setting. She serves or has served in a leadership capacity within many health organizations including the American Dental Association, the National Network for Oral Health Access, the American Academy of Pediatric Dentistry and the National Institute of Dental and Craniofacial Research-funded practice-based research networks.

- Dr. Greg Huang is professor and chair at the Department of Orthodontics, University of Washington. Dr. Huang is well known as a proponent of evidence-based dentistry, and he is co-editor of the textbook Evidence-Based Orthodontics, as well as the 6th edition of Orthodontics: Current Principles and Techniques. Dr. Huang has conducted clinical studies in the regional PRECEDENT network and a study in the National Dental Practice-Based Research Network. ■



Winners: From left, Drs. Greg Huang, Jane Gillette and Donald Chi pose with their plaques after receiving the American Dental Association/American Association for Dental Research Evidence-Based Dentistry Faculty & Practice Awards Wednesday.



Before procedure: Dr. Lital Kathein offers tips on taking photos of patient Dr. Siamek Jafari before proceeding with treatment at Wednesday's Botox Therapy for Every Dental Practice: Live-Patient Treatment Course. From left are Drs. Kathein, Baharak Bahrami, Tim Bishop, Lisa Otero.

Panel to discuss root canal therapy, dental implants

Experts from multiple dental disciplines will share their respective views on the long-term survival and cost-effectiveness of root canal therapy, dental implants and alternative treatment at a 8-9:30 a.m. Saturday course at the Marriot Marquis, level 2, Marquis Salon 5.

Myths and Realities: Dental Implants Vs. Root Canal Therapy (7371), presented in partnership with The Journal of the American Dental Association and the ADA office of the Chief Science Officer, will discuss the range of clinical options to restore the form and function of dentition.

Dentists who want to improve their endodontic treatment planning by understanding the evidence for safe and strategic treatment planning — and the biologic foundation — for their treatment choices are among those who should consider attending, said Dr. Alan Gluskin, a course panelist and professor and co-chair of the department of endodontics at the University of the Pacific.

Added Dr. George Duello, another panelist and a private practice dentist in St. Louis, “There are times when a clinician may have to chose between performing primary endodontics or endodontic retreatments or the extraction of the tooth with subsequent im-

plant placement. This program will explore the literature, clinical decision tree and ethics involved for this clinical dilemma.”

This course offers 1.5 CE credits. All courses, even free ones, are ticketed.

In addition to Drs. Gluskin and Duello, panelists for this course are:

- Dr. Michael Glick, professor and William M. Feagans Chair, School of Dental Medicine, University at Buffalo, The State University of New York, Buffalo, New York;



Dr. Gluskin



Dr. Duello

editor of The Journal of the American Dental Association; and a diplomate of the American Board of Oral Medicine.

- Dr. Stuart Liebllich, clinical professor at the University of Connecticut; in private practice of oral and maxillofacial surgery; and a co-principal investigator on a national study on the use of antibiotics for oral surgical procedures.

- Dr. David Little, adjunct clinical professor at the University of Texas Health Science

Center at San Antonio Dental School; maintains a dental private practice in San Antonio.

- Dr. Jaime Lozada, professor and director of the Advanced Education Program in Implant Dentistry at Loma Linda University; past president of the American Academy of Implant Dentistry; and a member of the editorial board of the Journal of Oral Implantology.

- Dr. Daniel Meyer, an endodontist and ADA chief science officer.

View the meeting’s official guide or the ADA 2015 mobile app for more information on these and other CE courses. Search for #ADADC on Facebook and Twitter for more information on ADA 2015. ■

Visit the ADA advocacy booth through Saturday

The Association is hosting an advocacy booth at ADA 2015 – America’s Dental Meeting where members can learn more about ADA public affairs and ADPAC activities.

Open Thursday, Friday and Saturday, the booth is located near the American Dental Political Action Committee Donor Board off the tunnel from the Marriott Marquis entrance to the Walter E. Washington Convention Center.

ADA volunteer member dentists and staff from the ADA’s Congressional Affairs team are on hand with advocacy videos of dentists discussing legislative issues.

Members will have the opportunity to get involved on the spot by using Phone2Action, a digital platform that utilizes email, Twitter and Facebook to send messages to Capitol Hill on behalf of the 70th Anniversary of community water fluoridation and Action for Dental Health.

This year, grass-roots activities have led to more than 260 in-person, in-district meetings between ADA members and Congress.

Additionally, ADA members have used Engage — the Association’s main advocacy tool — to send more than 7,300 messages to legislators on issues ranging from fluoride to student loan reform with the intent of improving public policies related to dentistry.

Members who can’t attend the meeting in Washington are encouraged to sign up at ADA.org/Engage. ■

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Forum examines hybrid group practices

BY KELLY SODERLUND

The Council on Dental Practice will present a forum on hybrid group practices with first-hand accounts from dentists representing some of the different models.

The Council on Dental Practice Forum: Hybrid Group Practices Are Going Places (6318) is scheduled for Friday from 11:30 a.m.-1:30 p.m. at the Walter E. Washington Convention Center, room 145A. The course, where attendees are eligible to earn up to two hours of continuing education credit, is free but tickets are required.

Dr. Todd Marshall, chair of the CDP Subcommittee on Practice Models and a board member at Park Dental, a group practice in Minnesota, will moderate the course and panelists will discuss practice structure, processes and patient care philosophies in various hybrid group practice models.

“Real innovation in dental group practice is taking place in hybrid models,” Dr. Marshall said. “Hybrids are completely customizable. Dentists creating these types of practices have complete freedom in design-



Dr. Villanueva



Dr. Skoglund



Dr. Howell



Dr. Marshall

ing the group and determining what it will do and how it will function.”

The panelists include:

- Dr. Ralph L. Howell, of Atlantic Dental Care, PLC, which has 61 locally-owned dental offices in Virginia. Atlantic Dental Care combines elements of successful medical group practices while preserving the independent private practice. Personnel administration is streamlined and resources and services are pooled to improve efficiency and

economies of scale.

- Dr. Charles Skoglund, of Family 1st Dental, which operates 35 offices throughout western Iowa and rural Nebraska. Family 1st Dental’s goal is to keep dentists in rural areas, and its professional management team provides the resources and expertise to run the business side of the dental practice.

- Dr. Chris Villanueva, of MB2 Dental Solutions, which has more than 60 affiliated locations in six states. Each facility has clinical

autonomy and the doctor-owned dental service organization supports nonclinical functions including staff recruiting, training and credentialing, marketing, accounting and finance, compliance, IT and procurement.

“While each of these group practices started small, they’ve

experienced strong growth and the trend is likely to continue,” Dr. Marshall said. “The ADA Health Policy Institute projects that small group practices will continue to grow. Many of these small groups are likely to be hybrids.”

A Q&A session will follow the panelists’ presentations. To register for the course, visit the registration area in the convention center or download the ADA 2015 mobile app. ■

DQA workshop debuts at ADA 2015

BY KELLY SODERLUND

A new workshop on quality measurement in the oral health delivery system will debut at ADA 2015 – America’s Dental Meeting.

Quality Measurement in Dentistry (course 6321) is scheduled for 10-11 a.m. Friday at the Marriott Marquis, level 2, Marquis Salon 1. There is no fee for the course but all courses, even free ones, are ticketed.

Participants are eligible to receive up to one hour of continuing education credit. Presenters include Dr. James Crall, DQA chair and chair of the Division of Public Health and Community Dentistry at the University of California-Los Angeles, and Dr. Marie Schweinebraten, periodontist and private practitioner in Duluth, Georgia, and former ADA trustee.

“The DQA workshop is a wonderful opportunity for attendees to be exposed

to the realm of quality management,” said Dr. David Schirmer, chair of the DQA Education Committee that developed the

“Though the impact of quality measures on today’s typical practice may be small, in the future this is likely to change,” said Dr. David Schirmer.

course. “Just as evidence-based dentistry ushered in a new thought paradigm a decade ago, the work of the DQA is center stage now, having successfully developed measures that are coming into use.”

Covered California, the state’s marketplace for patients to purchase health in-

urance through the Affordable Care Act, recently adopted the DQA Pediatric Measure Set in its qualified dental plan contracts for 2016.

The National Quality Forum, considered a gold standard for evaluating health care quality, endorsed five measures put forth by the Dental Quality Alliance in 2014 and two in 2015.

“This workshop will have aspects that apply to everyone in dentistry but it is also specifically tailored to dental care providers, a majority of whom are in some form of private practice,” Dr. Schirmer said. “Though the impact of quality measures on today’s typical practice may be small, in the future this is likely to change. Members have always been best positioned by being well-informed.”

To register for this course, visit the registration area at the convention center or download the ADA 2015 mobile app. ■

Peer review

Course focuses on how to resolve disputes

A continuing education course will help dentists learn about the benefits of using the profession’s peer review system.

Drs. Henrik Hansen and Stephen Simpson, former members of the ADA Council on Dental Benefit Programs, will present Peer Review and Dispute Resolution (course 6314) from 2:30-5 p.m. Friday at the Walter E. Washington Convention Center, street level, room 103.

There is no fee for the course and participants are eligible to receive up to 2.5 hours of continuing education credit.

All courses, even free ones, are ticketed. To register, visit the registration area in the convention center or download the ADA 2015 mobile app.

State dental associations conduct peer review programs to settle disputes between patients and dentists or third-party payers and dentists. Disputes that may be addressed through peer review involve appropriateness of care, quality of care or whether a fee in question is the dentist’s usual fee for a procedure, based on the difficulty or complexity of the dental procedure.

The procedure for initiating peer review is to contact the local dental society and request peer review. The component society conducts the peer review and conveys its decision to the dentist and other party involved in the peer review.

Under some circumstances, decisions of the peer review committee at the component level can be appealed to the state dental association by either the dentist or the other involved party.

For more information, search for “peer review resources” at ADA.org. ■

New dentists — why not take a coffee break?

Those attending the New Dentist Conference are invited to come to the Wells Fargo Practice Finance-sponsored coffee bar in the New Dentist Lounge.

Conference attendees will be treated to a free Wells Fargo mug and specialty drink today, Friday and Saturday from 9:15-10:15 a.m. and 2:15-3:15 p.m., limited to one mug per person.

Join the conversation on Facebook and Twitter using #ADADC and #NewDentistFever. For the most updated ADA 2015 information download the mobile app. ■

WELLS FARGO

Use ADA Visa Signature card to earn extra reward points at ADA 2015

To mark ADA Visa Signature Card’s 6th anniversary of providing service to ADA members, the company is offering bonus reward points at ADA 2015.

ADA Visa, the only credit card endorsed by ADA Business Resources, is offering three times reward points for hotel stays at any of ADA’s official hotels during this year’s convention. Members can use their ADA Visa Signature card when they check out. During the annual meeting, ADA Visa Signature cardholders can also earn five reward points for every net \$1 spent on all ADA purchases (net spend is purchases minus credits and returns), including annual meeting registration, continuing education courses and catalog items.

In addition, ADA Visa Signature card-

holders will earn one reward point for every net \$1 spent everywhere else Visa cards are accepted. The ADA Visa can be used for everyday purchases and reward points can be redeemed for cash back, travel, gift cards and more.

ADA members, their families and staff are invited to apply for an ADA Visa Signature card. The company is offering 10,000 bonus points, upon approval, during the annual meeting. To apply or for more details, visit Booth 1322. Existing cardholders, present your ADA Visa Signature card at the booth to receive a free gift.

For more information about the ADA Visa, call 1-888-327-2265 ext. 70930 or visit usbank.com/2015ADAAnnualsession. Accounts must be open and current to earn and redeem points. ■

Standards course focuses on secure digital image exchange by email

BY MICHELLE MANCHIR

A teledentistry course offered today and tomorrow will demonstrate the use of standards-based systems in commercially available dental imaging and electronic health record software to securely exchange and display digital dental images and other patient treatment data by email.

The course, Secure Exchange of Digital Images and Data for Dental Practices, offers two hours of continuing education credit and is free with annual meeting registration. All courses, even free ones, are ticketed.

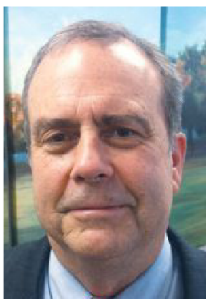
The course will demonstrate the live exchange of an email with an attached Digital Imaging and Communications in Medicine dental patient image. The demonstration shows how the utilization of a third-party health information service provider provides the security, authentication and encryption needed to meet Health Insurance Portability and Accountability Act requirements.

This course includes information about evaluating electronic health record software and imaging systems for successful image and data exchange; applying methods for secure exchange of digital images and data; and understanding standards for interoperability of imaging and electronic health record systems.

"It's not theoretical. It's using products that people have in their offices, their existing imaging systems and email to solve real-world problems right now," said Dr. Gregory

Zeller, ADA Standards Committee for Dental Informatics chair and program moderator. Dr. Zeller is also associate dean for clinical affairs/professor of oral health practice at the University of Kentucky College of Dentistry.

The panel for this **Dr. Zeller**



course also includes Dr. Brent Dove, who has worked as director of innovation and technology and dental diagnostic science at the University of Texas Health and Science Center at San Antonio, and Andy Nieto from Data Motion, a health information service provider that is participating in the demonstration. Other participants include Dawn Christodoulou, from electronic health record provider XLDent; Joel Karafin, of digital radiology provider XDR Radiology;

Scott Mallonee, of Medcor Imaging; and Eriks Blaschka, Sirona Dental Systems.

The course is available at three different time slots: Thursday, 10 a.m. to noon (5901) and 2-4 p.m. (5911) and Friday, 10 a.m. to noon (6901). The location in the convention center is the Interoperability Standards Booth, Exhibit Hall B, Booth 2162.

Search for #ADADC on Twitter and Facebook for more on the ADA annual meeting. ■

—manchirm@ada.org



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Record your own 2016 World Oral Health Day video

Each year on March 20, the FDI World Dental Federation sponsors World Oral Health Day. The theme this year is "It All Starts Here. Healthy Mouth. Healthy Body."

Record a short video at ADA 2015 to answer some questions about the importance of oral health in your own words and support 2016 World Oral Health Day. The FDI will then create a montage of all the videos' messages to show a unified voice for optimal oral health worldwide

The objective of World Oral Health Day 2016 is to celebrate oral health and to get everyone to recognize the impact their oral health has on their overall physical health and well-being.

It is an international day to celebrate the benefits of a healthy mouth and to promote worldwide awareness of the issues around oral health and the importance of oral hygiene to everyone old and young.

World Oral Health Day offers the dental and oral health community a platform to take action and help reduce the overall disease burden.

Check the Twitter hashtag #ADADC to find out when and where to shoot your video at ADA 2015, and stop by the FDI Booth 3054 to learn more about all FDI programs. ■

ADA AMERICAN DENTAL ASSOCIATION WWW.ADA.ORG News CONVENTION DAILY Product Profiles @ Annual Meeting



Fixed full-arch implant restorations have been shown to provide fully edentulous patients with the highest level of dental function, comfort and quality of life. While traditional hybrid dentures, which attach to the implants through a titanium framework, have served patients extremely well in this capacity, their acrylic body and prosthetic teeth are subject to wear and have in many cases required maintenance over the life of the restoration.

The entire body of the BruxZir Full-Arch Implant Prosthesis including the gingival and tooth areas is constructed from the same robust material. This singular construction avoids the dislodging of prosthetic teeth that can occur with traditional hybrid dentures, minimizing the chances that edentulous patients will ever have to go without their prosthesis while the restoration is replaced or repaired.

With superior fracture toughness and flexural strength of up to 1,465 MPa, BruxZir Solid Zirconia is the ideal material for withstanding the functional stresses that full-arch restorations must endure, eliminating concerns of breakage and wear. And yet, the material is hypoallergenic and wear-friendly to opposing den-

tion. The full-arch prosthesis attaches to the implants through titanium connections, establishing a fixed restoration that functions in the manner of natural teeth.

Practitioners familiar with the screw-retained hybrid denture can transition to the BruxZir Full-Arch Implant Prosthesis with relative ease, as the restorative protocol is similar. For those new to fixed implant-supported restorations, the clinical workflow is straightforward, with several layers of verification that help ensure an accurate, well-fitting restoration.

After submitting preliminary impressions, the jaw relationship is recorded using standard denture technique. Wax setups are then used to determine the prosthetic design, and the final impression is taken using a custom tray and implant verification jig, which precisely captures the implant positions and ensures a passive fit for the final restoration. The final impression and approved wax setup are scanned, and the full-arch implant prosthesis is designed using state-of-the-art CAD/CAM technology.

A provisional full-arch implant prosthesis is included that ensures that the patient

and doctor are satisfied with the definitive design before the final restoration is milled from monolithic zirconia. Constructed from PMMA, a durable yet versatile material that easily accommodates practitioner adjustments, the provisional is an exact replica of the final wax setup and is worn by the patient for a trial period. Any necessary adjustments are incorporated into the digital design prior to milling of the BruxZir Full-Arch Implant Prosthesis.

Due to the measures taken to ensure an accurate prosthetic design, the final restoration exhibits a precise fit and esthetics that meet the exact expectations of the patient and doctor. Most importantly, the superior strength of the prosthesis ensures that the restoration shares the same excellent long-term prognosis as the dental implants holding it in place.

Visit Glidewell Booth #2537 for product demos, show-only specials and more!

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Constructed from 100 percent solid zirconia, the BruxZir Full-Arch Implant Prosthesis is an esthetic, more durable alternative to the screw-retained acrylic hybrid denture. By permanently attaching to four or more dental implants, this full-arch restoration provides the same superior stability and function as the fixed hybrid denture, but with a monolithic construction that avoids the chipping, stains and fractures that can compromise acrylic appliances.

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1. Clinicians Report, TRAC Research, July 2014

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- Periodontal intrabony defects
- Defects following apical endodontic surgery



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OraVerse® (Phentolamine Mesylate) is the only product to rapidly reverse the lingering numbness of the lip and tongue from local dental anesthetic. OraVerse is administered immediately following routine procedures. OraVerse comes in a blister sealed 10 pack. OraVerse (Phentolamine Mesylate) marketing materials are also available to be used for

in-office promotion and awareness. Visit www.OraVerse.com for more information. Not recommended for children less than 6 years or weighing less than 33 pounds.



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Septodont – N'Durance

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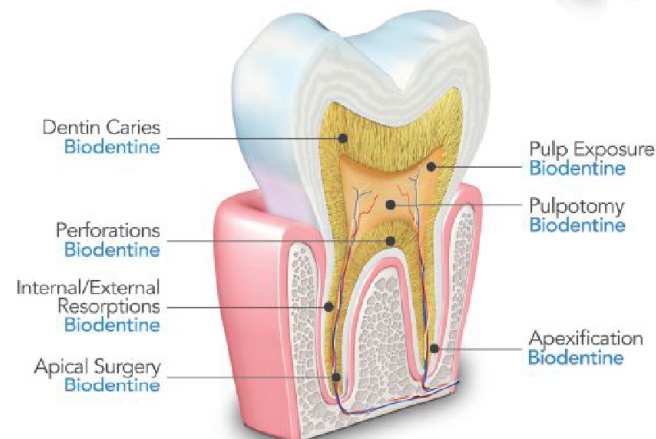
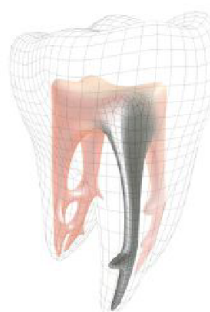
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Periodontist/researcher's work recognized with Gold Medal award

BY MICHELLE MANCHIR

Dr. Steven Offenbacher calls clinical research a “team sport.”

His groundbreaking research about the relationships between periodontal disease and abnormal pregnancy outcomes, he said, is a result of working alongside other great scientists.

“I have always been inspired and encouraged by people who were smarter and more knowledgeable than I,” he told the ADA News.

While deflecting self-praise, he admits that he could, maybe, be viewed as “the quarterback” of his research teams.

Others agree with him.

Dr. Offenbacher in August was named the 2015 winner of the Gold Medal Award for Excellence in Dental Research. The ADA Gold Medal Award for Excellence in Dental Research, sponsored by Church & Dwight, was established in 1985 and is presented once every three years to honor 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.

The honoree receives \$25,000 and a gold medallion. Additionally, the recipient serves a three-year term on the ADA Council on Scientific Affairs.

Dr. Offenbacher will receive the honor 8-9:30 a.m. today during the Opening General Session in the Walter E. Washington Convention Center, Level 2, Hall D.

The selection committee cited Dr. Offenbacher's multidisciplinary, collaborative approach to research that engages specialties outside of dentistry. They also cited his groundbreaking and pioneering work showing the relationships between periodontal disease and adverse pregnancy outcomes and periodontal disease and cardiovascular disease.

“I have deeply admired Dr. Offenbacher and his research throughout my career,” said ADA President Maxine Feinberg. “His work on the oral-systemic health connection was game-changing. So much of what we're discussing at the ADA today about collaboration with other health care providers is directly related to his work. His work proved what dentists knew anecdotally for generations.”

Furthermore, Dr. Offenbacher's work exemplifies what the Gold Medal Award recognizes: life-long careers and achievements that have indelibly improved both oral care and overall health care throughout the world, said Tim Seitter, vice president of oral care at Church & Dwight.

“He is an outstanding scientist, educator, mentor and still practices dentistry. It is an absolute privilege for Church & Dwight to honor the distinguished career of Dr. Offenbacher,” Mr. Seitter said.

Dr. Offenbacher's remarkable list of achievements goes on. Some of his discoveries were included in the first and only U.S. surgeon general's report on oral health in 2000. His research in more than 400 publications has been cited more than 12,000 times and he has been awarded millions of dollars in grant funding.

Dr. Jane Weintraub, dean and alumni distinguished professor at UNC who nominated Dr. Offenbacher, credits him with putting the University of North Carolina, where he works now, “on the map” as being the center for research showing the connections between oral and systemic health.

Dr. Offenbacher is currently the chair of

periodontology at UNC, where he initiated the university's General and Oral Health Center that supports all types of clinical research.

Furthermore, he's established himself at the school as a great mentor to students at all levels, according to Dr. Weintraub, which has been a focus of his career in recent years. His students have gone on to earn numerous recognitions, including the American Academy of Periodontology Educator Scholarship Award.

“He is able to communicate his complex work in an easy-to-understand fashion that makes him a great educator whether talking to his peer scientists or a lay audience,” Dr. Weintraub wrote in her nomination letter.

Dr. Offenbacher has earned other significant recognitions. They include the AAP Distinguished Scientist Award, the AAP Educator Award for Outstanding Teaching and Mentoring in Periodontics and, in 2006, the ADA Norton M. Ross Award for Excellence in Clinical Research.

For that award, Dr. Offenbacher's research connecting oral infections and systemic medical disorders was cited, as was his research as the force behind a major insurance carrier's decision to cover periodontal scaling and root planning for pregnant women at risk for pregnancy gingivitis.

Since he received the 2006 award, Dr. Offenbacher said he's been exploring the genetic basis of periodontal disease and basic mechanisms of disease to understand why some patients are at high risk for periodontal disease

and systemic problems.

He's not planning to slow down too soon, either, he said, adding that he is “ultimately interested in providing the dental professional with better tools to identify patients at risk for periodontal disease.”

While research earned him the Gold Medal Award, Dr. Offenbacher said he still practices dentistry once a week in the UNC dental faculty practice.

“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.”

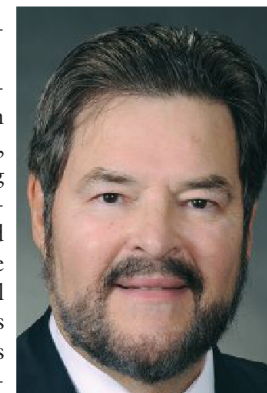
Dr. Offenbacher, who worked his way through college and dental school as a union guitarist, said his experiences on stage helped him prepare for a life of talking with others in the clinic, classroom and laboratory.

Outside of work, he spends time traveling with his wife, Julie, who recently retired from IBM. He has one son in college and one who just graduated. According to Dr. Weintraub, his car's license plate says “Top Gum.”

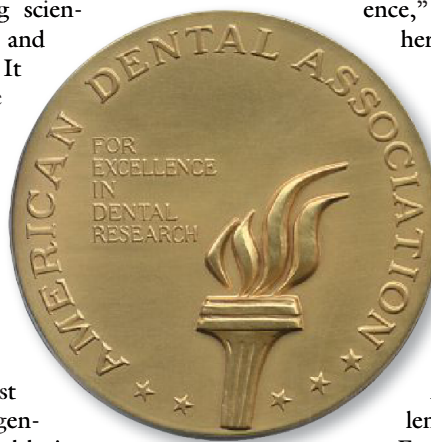
When he got the call this summer from Dr. Feinberg that he was the Gold Medal honoree, he said he was “uncharacteristically speechless.”

“This award is like the actors' lifetime achievement award that is given at the Oscars. I know that this is a signal from my peers that I am now an old guy who has somehow managed to have an impact on our profession during my career,” he said. ■

—manchirm@ada.org



Dr. Offenbacher



ADA Foundation offers CE courses, presentations

BY DAVID BURGER

International volunteerism. Financial planning. Give Kids A Smile.

The ADA Foundation will present these topics and more this week during ADA 2015 – America's Dental Meeting.

The Foundation is offering a series of 15-minute presentations in its booth, (1523), while also sponsoring three continuing education courses.

Registered attendees can get tickets to the Foundation-sponsored free courses at the Registration Area in the Convention Center or through the ADA 2015 mobile app:

- Elements of Financial Planning for Medical Professionals (7326), 1:30-3 p.m. Saturday. Speakers will include Mary McGrath of Cozad Financial Services and Jane Hays of The Downey Group.

- New Developments in Oral Health Research (7327), 3:30-5 p.m. Saturday. The course will include a review of the developments and research at the ADA Foundation Dr. Anthony Volpe Research Center, presented by Drs. Thomas Hart, Diane

Bienek and Jeffrey Kim.

- Go Global: Reigniting Your Compassion for Dentistry (8301), 8-10:30 a.m. Sunday. Dr. Brian Hollander, Nancy Kelly, Brian Peniston, and 2015 Humanitarian award winner Dr. Frank Serio will lead the course, which will provide personal per-

spectives on international volunteering, international oral health programs, strategies to improve oral health in developing nations, and more.

In addition to the three courses described above, the Foundation will offer four shorter presentations offered at various times at the Foundation booth, located adjacent to the ADA Welcome Center:

- Give Kids A Smile: Through GKAS, volunteers have provided free oral health services to more than 5 million underserved children since 2003. Learn about what GKAS has to offer, meet other program coordinators and get expert advice on running a program. Offered at 11 a.m.

Friday and 10 a.m. Saturday.

- ADA Foundation Grants, Scholarships and Awards: Learn about the wide range of Foundation funding opportunities and get answers to questions about the application processes. Offered at 10 a.m. Thursday, noon Friday and noon Saturday.

- Meet scientists working at the VRC and learn about their cutting-edge research

efforts, including nanoscience and tissue engineering, and studies focusing on molecular and cell biology and more. Offered at 11 a.m. Thursday and 10 a.m. Friday.

- International Volunteering: Explore the wide range of overseas volunteer opportunities, including how to select an or-

ganization with which to volunteer, how to prepare and what to expect. Offered at noon Thursday and 11 a.m. Saturday.

Join the conversation on Facebook and Twitter using #ADADC and #NewDentistFever. For the most up-to-date ADA 2015 information download the mobile app. ■

—burgerd@ada.org

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Three ADA members chosen as FDI leaders

BY DAVID BURGER

Bangkok — ADA member Dr. Kathy Kell was elected Sept. 24 president-elect of the FDI World Dental Federation at the organization's annual World Dental Congress here, while two other ADA members were appointed to FDI committees.

It is the first time in three decades that an ADA member will serve as president-elect.

"I'd like to thank the American Dental Association for nominating me and for all they've done to support my candidacy," said Dr. Kell.

Dr. Kell has been a dentist for more than 40

years and served in leadership roles with the FDI for 17 years, most recently as treasurer. She is also a past president of the Iowa Dental Association and served as an ADA trustee from 2004-08.

In addition, the FDI Council appointed ADA member Dr. Tom Hart to serve on the FDI Science Committee. Dr. Hart is the senior director of the ADA Foundation Dr. Anthony Volpe Research Center and has been actively involved in dentistry for more than 30 years, as a clinician, educator and researcher, and was chairman of the ADA Council on Scientific Affairs.

The FDI Council appointed ADA member

Dr. Marshall Gallant to serve on the FDI Public Health Committee. Dr. Gallant is chief of dental services at the Orlando Veterans Administration Medical Center, one of the largest government-funded oral health care institutions in the U.S. For the past seven years, Dr. Gallant has served on what is now the ADA Foundation International Programs Subcommittee, and was elected on Sept. 9 to the Foundation's board of directors.

The FDI World Dental Federation is comprised of about 200 national dental associations, including the ADA, from more than 130 countries. ■



Welcome: In Washington for America's Dental Meeting Nov. 5-6 and 9-10? There's a new sign announcing the ADA's presence at 1111 14th St. NW, Washington, D.C. Members are encouraged to visit the office when in town to say hello. Staff will be on hand to answer questions and provide a brief tour.

ADA Foundation elects new directors

BY DAVID BURGER

The ADA Foundation Sept. 9 elected four new members to its board of directors.

The Foundation also elected three current board members to its executive committee.

"We are honored to welcome four new directors to join the ADA Foundation Board," said Dr. Reneida E. Reyes, Foundation president. "We welcome their new ideas and suggestions. We are also very fortunate to have three highly qualified individuals join the ADAF executive committee. Each of these new officers brings a demonstrated commitment to the important work of the ADA Foundation, and their experiences as directors will be valuable. This is a very strong board of directors, working for the fulfillment of the important ADAF mission of charitable assistance, access to care, research, and education — C.A.R.E."

The new board members are:

- Michael Cohen, global scientific engagement leader, oral care (USA) and therapeutic hair care (global), Johnson & Johnson, Consumer; Skillman, New Jersey.

- Dr. Teresa A. Dolan, vice president and chief clinical officer, DENTSPLY; York, Pennsylvania.

- Dr. Patsy Fujimoto, assistant professor of dental hygiene, University of Hawaii at Manoa and general dentist practicing in Hilo, Hawaii.

- Dr. Marshall Gallant, chief of dental services, Orlando Veterans Affairs Medical Center; Orlando, Florida.

Directors elected to the executive committee are:

- Dr. William R. Calnon, Rochester, New York, as vice president of scientific research.

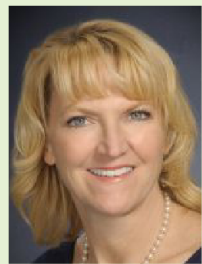
- Dr. Edward Green, Albany, Georgia, as vice president of grants.

- Dr. Frank Maggio, Elgin, Illinois, as vice president of development.

For more information about the Foundation, visit ADAFoundation.org. ■

—burgerd@ada.org

Ethics at charitable events examined



Dr. Reynolds

BY DAVID BURGER

Charitable events such as Missions of Mercy and Give Kids A Smile allow dental professionals to give back to their communities by providing free treatment to those in need.

But there are some ethical issues that must be considered when planning these charitable dental events.

That is why the Council on Ethics, Bylaws and Judicial Affairs, the ADA agency dedicated to enhancing the ethical conscience of dentists, has just released a white paper titled "The Ethics of Temporary Charitable Events."

The document provides guidance on ethical issues that might arise, with advice based on the ADA's Principles of Ethics and Code of Professional Conduct.

Drs. Thomas E. Raimann, Elizabeth Reynolds, Emily Ishkanian, Puneet Kochhar, J. David Moss, A. Roddy Scarbrough and Robert A. Shekitka are the authors of the white paper.

"We're hoping it eliminates problems before they occur," said Dr. Reynolds, who practices in Richmond, Virginia.

The white paper includes discussions on topics such as:

- Access to, maintenance of and the confidentiality of patient records.

- The elements necessary for informed consent.

- Patient abandonment.

- Honestly educating patients about their treatment options and the limitations of a temporary charitable event.

- The temporary nature of these events precluding development of an ongoing relationship with patients.

Dr. Raimann, who practices in Hales Corners, Wisconsin, said he has been involved in charitable dental events for 15 years — at one point he chaired the Wisconsin MOM for three years — and the potential for ethical issues has bothered him since the beginning.

Others were bothered by it, too, Dr. Raimann said, so two years ago the council appointed him and the other authors to come up with a white paper on the issue.

"The paper came out really well," said Dr. Reynolds. "It was a great collaborative effort."

To make the white paper user-friendly, the authors prepared two checklists at the end of the text so that dental professionals could sidestep ethical problems before beginning treatment.

Questions on the checklist include:

- Is the patient involved in his or her treatment decisions?

- Is the confidentiality of patient re-



The Ethics of Temporary Charitable Events

Authors

Thomas E. Raimann, D.D.S.
Elizabeth Reynolds, C.C.S.
Emily Ishkanian, D.M.D.
Puneet Kochhar, D.M.D.
J. David Moss, D.M.D.
A. Roddy Scarbrough, D.M.D.
Robert A. Shekitka, D.M.D.

With special thanks to the American Dental Association's 2014 and 2015 Council on Ethics, Bylaws and Judicial Affairs and ADA consultants: Haber Hertz (2014) and Meredith Rye (2015)

ords respected?

- Is the treatment necessary or is it being done to give the provider more experience?

"I hope it is used and considered at every MOM and GKAS event," said Dr. Raimann.

To access the white paper, go to ADA.org and enter "ethics white paper" in the search engine.

For questions about the paper, contact Nanette Elster of CEBJA at elstern@ada.org. ■

—burgerd@ada.org

Download ADA 2015 mobile app to stay up to date

Don't want to be caught without the latest information and news?

Then download the official mobile app for ADA 2015 — America's Dental Meeting, so you can:

- Build your personal course schedule.
- Verify your continuing education and download handouts.

- Navigate the exhibit hall.

- Connect with exhibitors.

- Read the ADA News Convention Daily. To download the app, look for "ADA 2015" in your app store. ■

At ADA 2015, ADA Business Resources delivers preferred pricing, exceptional service

If you're not familiar with ADA Business Resources, let the staff acquaint you with the products and services that have been researched, proven and endorsed for members of the ADA.

The selected providers deliver innovative products, cost-saving discounts and smart ideas for your practice. The ADA Business Resources staff is also available to support and advocate for you should you ever have issues or questions at ADA 2015. Show attendees who visit five of the ADA Business Resources endorsed provider booths will receive a free gift (quantities are limited). Visit the ADA Business Resources staff at Booth 1323 for details, and ask for a complimentary catalog of resources.

ADA Business Resources' annual meeting activities include:

- **Enter to win a "Rebrand Your Practice" package from the Internet marketing experts at PBHS (Booth 1423):** PBHS not only creates customized websites that help dental practices stand out and get noticed, they are also the dental industry experts in search engine optimization, social media, logo design, branding and advertising and more. Several PBHS representatives are available at Booth 1423 to evaluate your current online presence. Be sure to enter the raffle for a "Rebranding Your Practice" package. ADA members also receive a \$500 discount on website design packages, plus access to the ADA content library.

- **Save up to \$4,000 on a new Mercedes-Benz (Booth 1327):** Through the ADA Business Resources endorsement program, members save between \$500 and \$4,000 on the purchase or lease of a new Mercedes-Benz vehicle. The incentive is applied to the agreed-upon price of your vehicle. Choose from over 70 models. View the latest models and enter to win a two-week test drive. One two-week test drive will be given away each day of the show.

- **Save on Amalgam Recovery — From HealthFirst (Booth 1429):** HealthFirst offers ADA members a cost-effective amalgam recovery solution that meets the ADA's recommended best practices for the responsible handling of amalgam waste, preventing dental mercury from entering our waste water. Substantial ADA member discounts are available on amalgam separators. Receive 20 percent off the purchase of any amalgam waste recovery container at the booth.

- **Free practice starter kit, consultations and CE opportunities from Wells Fargo Practice Finance (Booth 1531):** As the only practice lender endorsed by ADA Business Resources, Wells Fargo Practice Finance provides financing, planning tools and guidance to help dentists start, acquire or expand their practices. Talk to the Wells Fargo Practice Finance team about your plans and pick up a free Practice Starter Kit with guidance and tools for buying or building your first practice. Attendees can earn CE credits at courses ranging from Preparing for Practice Ownership and Buying and Selling a Dental Practice to The Future of Dentistry and What They Didn't Teach You in Dental School. Visit the Dental Office Design Center for free consultations with office design and technology experts, CE courses on office planning and design and a look inside this year's Dental Office Design Competition-winning practices.

- **Flash your ADA Visa Signature and receive a "Thank You" gift (Booth 1322):**



Savings: Through the ADA Business Resources endorsement program, members save between \$500 and \$4,000 on the purchase or lease of a new Mercedes-Benz vehicle.



Apparel: Lands' End is offering a 30 percent off savings code. Visit Booth 1123 for more information.



Superhero: Connect with a CareCredit Practice Development Manager at ADA 2015 (Booth 1129) and one person from your practice can take home a Captain America Build-A-Bear while supplies last.

Bear while supplies last. The offer is nontransferable and vendors and exhibitors are ineligible.

- **Get a special offer on payment processing from Chase Paymentech (Booth 1522):** Chase Paymentech provides thousands of dentists with exceptional service and technology for payment processing. They offer clear and transparent pricing with no hidden fees or long-term contracts. Enrollment is simple, and their counter top terminal accepts modern payment options including EMV chip cards and mobile wallets, like Apple Pay. During the show, Chase Paymentech is offering a special exhibit hall incentive for new customers. Visit the booth to learn more.

- **Online data back-up and paperless forms software from The Digital Dental Record (Booth 1225):** The company recently launched DDS Safe, a three-tiered back-up system that will back-up data online to an in-office workstation and to an external hard drive, all for one low ADA member rate. ADA members get their first month free (up to a \$50 value). For offices that want to go truly paperless, The Digital Dental Record offers DentForms. DentForms is a digital signature software solution that integrates with practice management software and allows patients to complete forms online. ADA members receive \$200 off DentForms. Visit Booth 1225 to learn more.

- **Lands' End offers 30 percent off savings code (Booth 1123):** A smart, professional appearance can improve employee morale, patient satisfaction and increase community awareness of your practice. Visit Booth 1123 to see how Lands' End makes outfitting you and your staff so easy with logo'd apparel in sizes for all. Check out their new fall apparel and get your limited time only 30 percent off savings code.

- **Update your appliances with Whirlpool (Booth 1222):** ADA members receive savings and special promotions through the Inside Pass Program by Whirlpool Corporation, the world's leading manufacturer of major home appliances. Visit the booth to enter for your chance to win a grand prize of a Whirlpool ventless dryer for your home or office, or a first place prize of a KitchenAid stand mixer. Also, ask them about savings on appliances for staff and family.

- **Save 50 percent with UPS (Booth 1223):** As an ADA member, save up to 36 percent, plus 50 percent off select services for up to four weeks after you enroll. The discounts apply to both new and existing UPS customers with no volume requirements. Meet UPS representatives and discover how much your practice can save and enter to win a Lenovo Android tablet. ■

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Present your ADA Visa and receive a free thank you gift from U.S. Bank (one per cardholder). Enter your name for a drawing for one of five \$100 Visa Gift cards. ADA Visa is also offering three times reward points for hotel stays at any of ADA's official hotels during this year's convention. Use your ADA Visa Signature Card when you check out. For ADA members who don't yet have an ADA Visa, check out the robust travel program ADA Visa provides. Apply for the card and receive 10,000 bonus reward points with your first purchase. U.S. Bank representatives will be on hand to answer any questions and accept your application.

- **Message On Hold from InTouch Practice Communications (Booth 1224):** InTouch Practice Communications is the only message on hold provider endorsed by ADA Business Resources. InTouch is offering the first year of Flex Plus Free for any orders placed during the show. This is a \$300 value and allows practices to have unlimited message and music changes for a year. Practices must purchase the message on hold program to qualify for the Free Flex Plus offer. Visit the booth to learn more.

- **Sign Up for SurePayroll and get three months free (Booth 1125):** SurePayroll offers dentists the flexibility to run payroll from any computer or smart phone, anytime or anywhere — in less than 2 minutes — with prices up to 65 percent less than traditional payroll services. Visit the booth to view live demonstrations of SurePayroll's system. New customers receive the first three months of payroll free when you enroll and process your first payroll by Jan. 31, 2016. Some rules and conditions apply, check for details at the booth. Enter to win one of their daily drawings for tech prizes, such as tablets and fitness trackers.

- **Enroll in CareCredit and receive a free Captain America Build-A-Bear (Booth 1129):** A recent research study conducted for Synchrony Financial found the majority of patients view dentistry as an absolute necessity, yet when there's an out-of-pocket cost, they take, on average, 70 days to decide to purchase care. Visit the booth to find out why and how your team can make the patients' decision process easier. Connect with a CareCredit Practice Development Manager at ADA 2015 and one person from your practice can take home a Captain America Build-A-

ADA American
Dental
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PRACTICE *facts*

32.2

AVERAGE HOURS WORKED PER WEEK,
FEMALE DENTISTS, 2013

Source: ADA Health Policy Institute,
Surveys of Dental Practice.

Hear DPS authors speak tomorrow

Dental Practice Success authors **Timothy Caruso, Dr. Roger Levin** and **Gavin Shea** are featured speakers for several continuing education courses tomorrow.

Mr. Caruso will present the free course **Posture in Practice: Are You Equipped to Sit?**, from 1:30-2:30 p.m. in the Health and Fitness Center (6703). Mr. Caruso will explore static and dynamic seating options to benefit dental providers and their patients.

Mr. Caruso and **David J. Pleva** will also conduct free posture screenings in the Health and Fitness Center today, 10-11:30 a.m. and 3-5 p.m.; tomorrow, 10 a.m.-noon and 3-5 p.m.; and Saturday, 11 a.m.-1 p.m. The screening is sponsored by Pelton and Crane.

Also tomorrow, Dr. Levin will present **Set Your Practice on Fire**, 8-11 a.m. in East Salon B (6334). In this free course, Dr. Levin will show dentists how they can increase production substantially by adopting cutting-edge techniques. This course is sponsored by CareCredit.

From 2:30-5:30 p.m., Dr. Levin will present **Top-Flight Case Presentation: Why Doesn't Every Patient Say Yes**, in East Salon B (6335). Dr. Levin will discuss cutting-edge techniques that can motivate more patients to accept recommended treatment in this free course sponsored by CareCredit.

Gavin Shea will be among the panelists at the all-day free course, **The Future of Dentistry: What's Your Role?**, in East Salon C (6310). The panel discussion, presented with Wells Fargo Practice Finance, will explore emerging trends in dentistry and how to factor them into practice growth planning.

To register for these courses, visit the registration area in the convention center or reserve tickets through the ADA 2015 mobile app.

What is Dental Practice Success?

Dental Practice Success is a quarterly digital magazine that ADA's Publishing Division produces in cooperation with the ADA Center for Professional Success. DPS features articles from well-known experts on a broad range of useful topics and fresh ideas on how to improve your practice.

Read the current issue at ADA.org/DPS or read past issues at the Center for Professional Success website, Success.ADA.org. Search for Dental Practice Success under the Practice tab on the left side of the home page.

Dental Practice Success™

YOUR GUIDE TO A HEALTHY PRACTICE

REACHING the 99% COLLECTION TARGET



By Roger P. Levin, DDS

In an ideal world, as long as you were taking care of your patients' oral health care needs, practice income would take care of itself.

Unfortunately, in the dental economy — shaped by beyond-your-control market factors — your financial success is far from assured.

Under these circumstances, one of the most frustrating and distressing situations occurs when patient payments are overdue. Even though you've acquired a patient, built rapport, gained case acceptance and provided excellent treatment, it counts for nothing unless you receive proper compensation. To make matters worse, when an account is delinquent, your practice then has to engage in collection procedures. This requires time and effort your team could be spending on more productive activities. It can also become unpleasant for all involved, threatening both staff morale and relationships with patients.

There will always be a certain amount of bad debt, but, based on Levin Group's experience with management consulting clients, I believe any dental practice can collect 99 percent of its receivables if it has the right policies, systems, staff training and scripts in place.

Here are two of my eight essential strategies:

Pre-empt problems with payment options for patients. In a substantial number of cases these days — when so many people are

financially stressed — you can avoid collection headaches by making it easier for patients to meet their financial obligations in the first place. When they're facing larger out-of-pocket fees, give them options — half payment up front with the balance due on completion of treatment, acceptance of major credit cards and especially financing through a reputable outside company.

Collect co-pays before treatment. Rather than waiting until checkout, ask patients for initial payments or co-pays before they see the doctor or hygienist.

With firm payment policies clearly expressed and diligently enforced — along with payment options to make treatment more affordable for patients — your practice can collect 99 percent of what patients and insurance companies owe you. Almost as important, you can achieve this without undue stress. ♦

Read the complete article in the Fall 2015 issue of Dental Practice Success, available at ADA.org/DPS, where Dr. Levin discusses setting and communicating payment and collection policies, following up with patients who have past due accounts and more.

Dr. Levin is the founder and CEO of Levin Group, Inc., a leading dental consulting firm. A nationally recognized speaker, Dr. Levin presents practice management seminars throughout the country. For more information, visit www.levingroup.com/ppa or call 888-973-0000.

Getting your ducks in a row ...

Planning your way to a successful start-up or expansion

By Gavin Shea

To successfully plan and complete a practice start-up or expansion project requires that you get your ducks in a row — that is, organize your tasks and schedule so you are prepared for each step in the process. So how do you get started? If you're not hiring a project manager and plan to oversee the project yourself, follow these basic steps to get your start-up or expansion underway. Note that many steps will need to be implemented simultaneously.

Define your project plan.

Articulating your project objectives, expectations and strategies in a project or business plan will help ensure that you get the outcome you actually want. Your plan forms the foundation for your project and describes the direction your practice will take in the short and long term.

Determine your new office size.

Once you understand your project objectives, you'll want to determine the size of practice you plan to build, as this drives every aspect of your office build-out, including the type and amount of financing you will need.

► Calculate the number of operatories you plan to have, keeping in mind that each one can produce between \$125,000–\$150,000 annually.

Find an experienced real estate broker.

A good broker will save you time in determining the best location for your practice. Your broker should provide a demographic report for the areas you're interested in and use research to help identify potential locations that are compatible with your career objectives.



Get prequalified.

Talk to your lender to determine whether your project is financially feasible. If you're building a start-up, you'll likely need to provide a business plan with cash flow projections, as well as personal tax returns and a credit application. If you have an existing practice and are doing a ground-up project, expect to provide two years of personal and corporate tax returns, a current profit and loss statement and a set of drawings for a preliminary project appraisal. An

experienced dentist going into a lease space will typically need to show two years of personal and corporate tax returns and a current P&L statement. ♦

Read the full article in the Summer 2015 issue of Dental Practice Success. Visit Success.ADA.org to read past issues.

Mr. Shea is senior director of sales and marketing for Wells Fargo Practice Finance. For more information on practice and commercial real estate financing, call 888.937.2321 or visit the website at <https://practicefinance.wellsfargo.com/dentists>.

Naval Postgraduate Dental School students learn about ADA benefits

Photos by EZ Event Photography

BY JENNIFER GARVIN

Bethesda, Md. — Born to a military family, Dr. Carol Gomez Summerhays always knew she wanted to serve her country.

On Wednesday she shared that experience — four years of active duty, seven years of inactive duty — as a Navy dentist with a group of post-doctorates continuing their respective studies at the Naval Post Graduate Dental School.

Presented in town hall fashion, Dr. Summerhays, along with Dr. Jeffrey Cole, Fourth District ADA trustee, whose district includes the federal dental services, praised the audience for their military commitments and imparted ways the Association can help them in their careers.

“The same concept that fuels a well-trained and well-equipped military unit applies to the team-based approach to dentistry,” said Dr. Summerhays, ADA president elect and third generation military. “When we stand and work together, with trust and integrity, to ad-

dress the challenges we face, we perform at our highest level.”

For about an hour, Drs. Summerhays and Cole showcased the benefits of ADA membership and engaged with the residents, who asked smart questions about some of dentistry’s toughest issues.

From universal licensure to alternative practice models to dental therapists, the 25 students asked what organized dentistry could do for them. Leadership listened, then answered.

Of universal licensure, Dr. Cole explained that it’s really a two-pronged problem, with complex modules.

“There’s universal acceptance and also changing how exams are given,” he said.

Calling the Navy her associateship, Dr. Summerhays shared how her years of service gave her valuable life and work experience and credited the ADA with helping her transition from military to the private sector.

“The ADA helped me get my start,” she said. “It was colleagues in my local component who gave me advice about things like practice loans, helped me launch my practice, and answered questions about marketing, hiring, payroll, and all of those things you don’t think about until you need to.”

She urged the residents to check out the Association benefits available to new dentists, including help with student loan consolidation and advocacy efforts.

“The ADA is working on your behalf, and the support ADA provides all dentists goes very deep,” she



Visit: Capt. Sean C. Meehan, a dentist and associate dean of the school, with Drs. Carol Gomez Summerhays and Jeffrey Cole at the Naval Postgraduate Dental School in Bethesda, Md.



3D: Peter C. Liacouras, Ph.D., director of services, at 3D Medical Applications Center, gives an overview of the 3D projects currently under way at the Walter Reed National Military Medical Center.

said. “ADA membership provides you with access to resources to help you succeed professionally and personally.”

As the dental landscape continues to change, Dr. Cole also commented on the importance of ensuring that the needs and interests of new dentists are represented within the ADA. “The ADA New Dentist Committee serves as the voice of new dentists and advises the Board of Trustees on matters related to this group,” said Dr. Cole. Dr. Cole also mentioned that New Dentist Committee representatives are represented on 11 ADA Councils through the liaison program.

Susana Galvan, manager, ADA membership outreach, provided the audience with an overview of additional ADA advantages: member insurance plans, ADA Center for Evidence-Based Dentistry and Center for Professional Success.

“It’s easy to forget just how important organized dentistry is in making this profession great,” Dr. Summerhays said. “Our job

at the ADA is to support you, our members, but also to build up the entire profession. Our ability to innovate, improve and defend the dental profession is weakened if we don’t represent the dentists who practice in it. That’s why we need you. A strong membership means a stronger ADA. And a stronger ADA means a stronger dental profession for all of us.

“I’m honored to be here,” she said. “And I want to thank you for all you do to preserve our freedom in America. The country needs you and the profession needs you. And we’re going to keep fighting for you.”

Following the talk, Captain Sean C. Meehan, a dentist and associate dean of the school, and Patrick W. McMahon, chair, Educational Resources at the school, gave Drs. Summerhays and Cole and ADA staff a tour of the school, including a visit to the 3D Medical Applications Center and interview with its director, Peter C. Liacouras, Ph.D. ■

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Celebrate: In Washington for ADA 2015? Visit the Russell Senate Office Building’s Rotunda to see the ADA display for the 70th anniversary of community water fluoridation. The Russell Building is the oldest of the U.S. Senate Buildings and is located at 2 Constitution Ave NE. On Sept. 10, dentist lawmaker Rep. Mike Simpson, R-Idaho, introduced House Resolution 416, which recognizes community water fluoridation as a “vital public health initiative.” Visit ADA.org/hres416 for more information.

2015 Dental Office Design Competition winners named

BY KIMBER SOLANA

A panel of dental industry experts in office design and technology announced today the winners of the 16th annual Dental Office Design Competition at ADA 2015 – America’s Dental Meeting.

This year’s winners are:

- Dental Office Design of the Year, small practice: The Dentists at Houston Westchase, Drs. Brett McRay and Heather Robbins, Houston.

- Dental Office Design of the Year, group practice: The Racine Dental Group, Dr. Derf

Simes & Partners, Racine, Wisconsin.

- Outstanding New Dentist Practice: Ballard Orthodontics, Shafeena Chatur, Seattle.

- Outstanding Specialty Practice: Genesis Orthodontics, Dr. Elizabeth N. Katzberg, Lincoln, Nebraska.

- Outstanding Design Efficiency: 5 Star Dental Care, Rick Vu, Pleasant View, Tennessee.

Each year, the Dental Office Design Competition recognizes dental facilities that most effectively express the practice philosophy of its practitioners and demonstrate a thoughtful assembly of design and technology characteristics associated with a state of the art office.

Dental Office Design of the Year grand prize winners receive a \$2,500 bonus marketing fund, media exposure, an engraved plaque and more. Awards and media coverage will also be presented to outstanding achievement award winners.

“The Dental Office Design Competition is as much a part of Wells Fargo Practice Finance’s DNA as dental practice financing is,” said Gavin Shea, senior director of sales and marketing, Wells Fargo Practice Finance.

“We’re proud to give dentists from all over the country the opportunity to showcase

their innovative designs and the passion behind their practices with their peers and the industry as a whole.”

Wells Fargo Practice Finance, Dental Economics, ADA Business Resources and the American Dental Association congratulate the winners of the 2015 Dental Office Design Competition and thank all practices and judges for their participation.

Visit the Dental Office Design Competition display in the Dental Office Design Center (Booth 1737) to use touch screen monitors to see photos, floor plans, and get practice and project information for winners and entries.

For more information about the Dental Office Design Competition, including current and past winning practices, and how to enter the 2016 DODC Competition, visit wellsfargo.com/dodc. ■

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CODA

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Additional comments will be accepted at hearings conducted at the American Dental Education’s March 2016 and the American Dental Hygienists’ Association’s June 2016 annual sessions. The comments will be considered at the commission’s summer 2016 meeting.

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

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

Following the CODA hearing on proposed standards and in the same location, the ADA will conduct a town hall meeting from 11 a.m.-12:30 p.m. for ADA members on the following matters:



- Proposed revisions to the ADA’s Anesthesia Guidelines: Members of the Council on Dental Education and Licensure and its Committee on Anesthesiology will review the proposed changes and answer questions for ADA members. To view and download the proposed changes, go to ADA.org, click on Member Center, then Leadership and Governance, then House of Delegates, then Board Reports and Resolutions, Pages 4000-4999. Attendees should print a copy of the documents. No print documents will be provided at the town hall meeting.

- The ADA’s Relationship with the Commission on Dental Accreditation: Members of the ADA/CODA Relationship Workgroup will provide information on the Association’s unique relationship with the accreditation agency. ■

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To learn more about the HPSP Program, visit the **Army Dental Recruiting Booth #949** to talk with an Army dentist, or go to healthcare.goarmy.com/ce65

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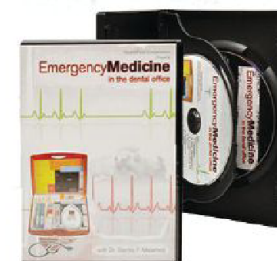
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