

Prosthodontists: Getting the Word Out

A Public Relations Update from CKPR

It's been a great year for marketing and public relations for prosthodontists. Whether on TV, radio or right in your own office, more and more people are getting the message about what prosthodontists are and what you do. With the help of our public relations agency, CKPR, the American College of Prosthodontists has reached more than 45 million people with our messages – and we're not done yet!

In the Office

Your own patients are one of your best marketing resources. In October, we distributed marketing toolkits to more than 2,300 current members to help you promote the specialty and your practice in your community. Each kit includes a consumer-friendly brochure, poster, marketing video, PowerPoint presentation, and an item intended to spark conversation – an "Ask me: What is a prosthodontist?" button.

On TV

In response to the reality makeover craze, we created a video news release explaining the benefits of "going to a pro" – a prosthodontist. Local news stations aired stories about the benefits of a prosthodontist, which not only included our key messages about additional education and training, but positioned prosthodontists as the true experts in esthetic procedures and advised viewers on how to find a prosthodontist where they live.

In Print

The ACP conducted a poll to see which presidential candidate has the best smile. Not only did the "Road to the Pearly Whitehouse" poll results make it in the *Wall Street Journal*, but newspapers nationwide ran our results in their feature and political coverage.

On the Radio

When we saw a story on the efforts of the British to grow human teeth, we promoted Dr. Nancy Arbree as an expert on the subject and secured an interview on National Public Radio. In addition, ACP member Dr. Daryl Roy recorded a radio news release on the importance of seeking a prosthodontist reaching more than six million radio listeners nationwide.

In 2005 we're looking forward to more exciting programs, including more Web site marketing, new public relations programs, and additional outreach to current and potential ACP members. Until then, whether it's on the Web, on air, or in print, we're looking forward to finishing a banner year for the ACP!

PRESIDENT'S MESSAGE "WE'VE TURNED THE CORNER"

When I arrived in Ottawa for the ACP Annual Session, I could sense that something was different. I took a couple of days figuring out exactly what it was, but from the very beginning I knew something had changed. The feeling kept building day after day. I didn't mention it to anyone because I wasn't sure my senses were reading it correctly.

No matter who was talking, what the topic was or where the speaker was from – all I heard was good news about our specialty. Some told me a story about a remarkable thing that happened in their practice. Others related a new piece of information they had just discovered. And some just wanted to share their personal testimony on how well life was going for them. Each encounter ended with an excited declaration: I can't believe it. This is unprecedented. Who would have thought? It's record breaking. It's a trend reversal.

At first I just made mental notes of what I was hearing, but as the number of encounters became more frequent and I began to see patterns, I started making a list. By day three of our meeting, I had 10 significant pieces of evidence that "we have turned the corner."

There couldn't have been a better time for me to make this discovery – on the day I was scheduled to deliver my president's address at the Annual Luncheon. One by one, I went through my "Top Ten" list.

1. The number of people taking the first part of the Board examination is at an all-time high.
2. The applicant pool for residency training in prosthodontics is deeper and richer than we have seen in a decade.
3. Practices all over America are getting patient referrals from our Web site.



Dr. Patrick Lloyd
ACP President

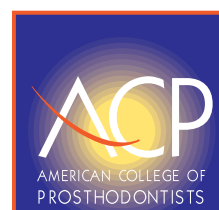
4. The ACP central office staff is up to 10.
5. Women have a greater presence among the ranks of our leadership. Currently among our ranks are the first woman on our examining board and the first woman president of the College.
6. The ACP has been cited on the cover of *USA Today* and mentioned in the *Wall Street Journal*.
7. With the addition of the AAMP and the APS, the Prosthodontic Forum has grown to 10 members.
8. A record number of contributors to the ACP Education Foundation were first-time contributors.
9. The *Journal of Prosthodontics* received more submissions than ever before and is making plans to change to a bimonthly this next year.
10. The ranks of our laboratory technician alliance have set another new high.

We have definitely turned the corner, but it didn't happen in Ottawa. That corner has been in sight for the last few years. That's what kept me going! What did I see that told me we were nearing the corner? First, outsiders no longer confuse the ACP with other prosthodontic organizations. Others know who we are, what we are about, and that our voice is *the* voice for the specialty of prosthodontics. Second, we are on "the list" – alongside all the other specialty groups. People look for us at specialty functions, want to hear what we have to say, and expect us to make a contribution. They value our role. Third, all types of lay and professional

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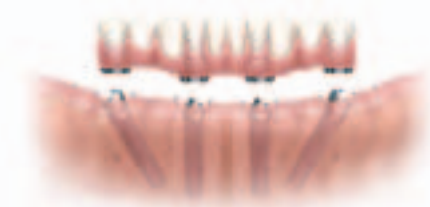
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Remarks to the 2004 ACP House of Delegates



Mr. Edward J. Cronin, Jr.
ACP Executive Director

Dear Delegates:

As I complete my fifth year as your executive director, I am pleased to have the opportunity to address you more formally than in years past. It really seems like a short time ago that I was contacted by Dr. Tom Taylor and told I had been selected for an interview for the position. The discussions I had with the

search committee were really two way conversations convincing them I was a good person for the job and convincing me the ACP was a great organization with tremendous potential.

I wrote in my first executive director message that successful organizations flourish when its leaders and stakeholders really care about the organization and its mission. I believe we have that atmosphere within the ACP and a brief review of the major accomplishments from the past five years demonstrates the great things that can be done with a synergistic team of leaders, volunteers, members and staff.

I have had the wonderful privilege of working with five exceptional individuals whom you have elected as president of the American College of Prosthodontists. Drs. Arthur Nimmo, Tom McGarry, David Felton, Jonathan Ferencz and Nancy Arbree may have different personalities or leadership styles but they share a common agenda with their predecessors: protecting and advancing the specialty of prosthodontics and positioning our association to provide value to members. They all worked exceptionally hard on your behalf and represented you with integrity and complete dedication.

As we do each year, we heard about this year's significant accomplishments from Dr. Arbree and others throughout this Annual Session. The list of accomplishments is impressive.

I would like to take this once-every-five-years opportunity to review the achievements of our association that have come about from the efforts of literally hundreds of ACP members who have served on the Board of Directors, committees and the House of Delegates during that time. I hope this perspective will demonstrate to all that the ACP is a dynamic organization that is moving forward and providing value to our members.

A lot has changed over the past five years. Our annual operating budget has grown by 88% from \$1.4 million to our proposed 2005 budget of \$2.644 million. Although this House did approve a \$100 dues increase to be dedicated solely to public relations efforts, we have not had significant dues increases, and have proposed no increase, for the second year in a row. In 1999, we depended heavily on dues revenue (about 57% of total revenues) to fund our operation. In the proposed 2005 budget, we have reduced dues revenue to only 42% of our total. We have done this by significantly increasing our corporate support, developing a profitable annual meeting and creating the successful Center for Prosthodontic Education.

Highlights of the past five years include the activities below. While some were highly visible and provided tangible benefits to individual members, many were less obvious yet critical to the future of the specialty.

- Prepared a *Defense of the Specialty* report for the ADA Council on Dental Education and Licensure. This report must be presented every 10 years to continue ADA-recognition of the specialty.
- Developed and distributed *Classification Systems* for complete edentulism, partial edentulism and dentate patients and renamed them to the *Prosthodontic Diagnostic Index* or *PDI*.
- Revised the official definition of the specialty. This 3 year effort resulted in a new definition

recognizing and protecting prosthodontists' role in implant dentistry.

- Significantly revised the *Standards for Advanced Education in Prosthodontics* which strengthened the requirements for surgical implant training.
- Hosted a strategic retreat for leaders of all prosthodontic organizations which resulted in a "shaping the future" document for the specialty.
- New Vision Campaign raised an unprecedented \$5.1 million to secure the future of the specialty.
- Center for Prosthodontic Education developed and presented courses in surgical implant placement, esthetic dentistry, complete dentures as well as the Prosthodontic Review Course.
- Created the ACP Dental Technician Alliance – over 100 members and growing.
- Expanded the ACP central office in the ADA building.
- Presented *Prosthodontic Education Symposium* at ADEA which was recognized as a model for other specialties.
- Conducted the first comprehensive survey of ACP members and non-members.
- Developed a major public relations campaign that has reached over 50 million people through TV, radio, print and practice campaigns.
- Redesigned the ACP Web site and improved internet search engine ratings resulting in actual patient referrals.
- Created a Prosthodontic Dental Assistant Award to encourage specific training for dental assistants and to recognize the special role they play in a successful practice.
- Exhibited 6 years at AARP meeting presenting the value of prosthodontic care to a key patient market.
- Instituted a knowledge-based approach to association governance.
- Developed a program to aggressively approach any non-prosthodontist who may advertise inappropriately.

The list could go on for pages but I hope by now you have the picture. We may be small but

the ACP is making things happen and is respected by organized dentistry as an organization that works hard for our members.

We do, however, still face a membership market penetration which is substantially below the levels of the other specialties. This may be the result of the many other prosthodontic organizations and the relatively recent (10 yrs) recognition of the ACP as the sponsoring organization for the specialty. We are taking a three-tiered approach to addressing this issue: 1) retaining all our current members and reducing the drop-out rate each year; 2) converting 100% of our students and new graduates to membership; and 3) proving to current non-member prosthodontists that the ACP deserves their support. As we move forward on this issue I hope we can count on all of our Delegates and members to be advocates and help get our positive message out to the prosthodontic community.

Finally, I would like to say a few words about your dedicated staff. When I joined the ACP, the staff consisted of 6 budgeted positions, two of which were vacant. We now have grown to 8 full time positions in the College and one in our Education Foundation. During the past year, Pamela Krueger has joined us as the director of development at the Foundation and Kirsten Ahlen is our new communications manager. The proposed 2005 budget contemplates the addition of a full time continuing education position to manage our growing Center for Prosthodontic Education programs.

Kevin Fitzpatrick, our associate executive director, and I are very pleased with the team we now have in place. They are all very skilled and committed; they work hard together and, best of all, they are really nice people who I am proud to call my friends.

Thank you very much for this opportunity to speak to you and remember, if we all continue to care enough and work hard together then even greater things are possible.

At Your Service...

For questions regarding your membership, ACP programs and events or general inquiries, please contact the ACP headquarters at 312-573-1260; fax: 312-573-1257.

Mr. Edward Cronin, Executive Director – ext. 230 or ecronin@prosthodontics.org
Management of overall College and Foundation operations.

Mr. Kevin Fitzpatrick, Associate Executive Director – ext. 222 or kfitzpatrick@prosthodontics.org
Back-up support to the executive director with overall operations of the College. Management of Annual Session and other College meetings.

Ms. Kirsten Ahlen, Communications Manager – ext. 227 or kahlen@prosthodontics.org
ACP marketing materials and products, media and public relations, *Messenger* newsletter, Web site, and other College communications.

Mr. Burt Green, Finance & Administration Manager – ext. 228 or bgreen@prosthodontics.org
Financial and account payable/receivable issues.

Ms. Michelle Martin, Membership Services Manager – ext. 224 or mmartin@prosthodontics.org
House of Delegates, state sections, Prosthodontic Forum, continuing education courses, and any membership-related inquiries.

Mr. Ryan Detwiler, Membership Services Coordinator – ext. 225 or rdetwiler@prosthodontics.org
Dues, benefits, application processing, database administration and any membership-related inquiries.

Ms. Robin Swartz, Executive Assistant – ext. 229 or rswartz@prosthodontics.org
Liaison with Board of Directors, program directors, and allied organizations. Executive assistant to the executive director.

Ms. Cassandra Curtis, Administrative Coordinator – ext. 0 or ccurtis@prosthodontics.org
Receptionist and administrative support for all College departments and staff.

Ms. Pamela Insley Krueger, Director of Development, ACP Education Foundation – ext. 223 or foundation@prosthodontics.org
Information about ACPEF programs and developments.

NGS Adopts New York City College of Technology, Dental Laboratory Technology Department

By Burney M. Croll, D.D.S

The relationship between the dentist or prosthodontist and the dental technician is an important one. Our patients' outcomes depend, in part, on the depth of understanding and the breadth of skill the technician brings to his or her charge. The American College of Prosthodontists recognizes this and has welcomed dental technicians into the College to facilitate interactions.

Similarly, the Northeastern Gnathological Society (NGS) – recognizing the need to support those training to enter the dental laboratory industry – has developed a successful program connecting dentists and students at the Department of Dental Technology at the New York City College of Technology (NYCCT). The goal is to see that graduating students have as much hands-on experience as possible in sought-after skills – giving them the best opportunities to enter the dental technology industries.

As with any successful program, regular reviews and enhancement are necessary to continue to improve the program and ensure students receive the education and training necessary to find gainful employment and successfully and constructively collaborate with dentists and prosthodontists throughout their careers.

The NYCCT-NGS program has involved regular communication between NYCCT and NGS leaders. For example, NGS members met with the NYCCT program dean, Victor Ayala, and program director, Professor Nicolas Manos, at the very start of the alliance to conduct site visits, discuss the curriculum and possible improvement. Initial improvements resulting from these meetings included:

- ▶ Introducing externship opportunities to give students a first-hand look at how skilled dentists and technicians interact in dental laboratories located within dental offices and commercial dental laboratories dedicated to providing the highest quality restorations.
- ▶ Providing all first-year students an opportunity to sit next to experienced member and commercial lab technicians.
- ▶ Encouraging all second-semester students to spend a day in the offices of NGS dentists with a collocated dental laboratory.



Dean Victor Ayala and Dr. Burney Croll, Northeastern Gnathological Society visiting dental technology students.

- ▶ Assisting many students to visit commercial laboratories of members of the NGS. The enrichment process, in addition to the ongoing commitment by the NGS to welcome the technical students into offices and laboratories, will include hands-on courses in fundamental skills necessary to enter the job market at a high level of proficiency. Dental members will speak to the student body from the dentist's perspective about the elements of tooth preparation, articulation and denture skills that help the dental technicians get a more complete picture of the process of providing dental prosthetic service.

NGS and NYCCT are continuing to refine and improve the program. The NGS membership is eager to expand the students' access to these experiences by creating longer and more standardized externship experiences. In the same vein, Professor Manos has developed guidelines to assist dentists and their staff in future visits.

The alliance is not only an educational partnership, but also a relationship to develop further funding and partnerships with manufacturers. The NGS is now working to determine the budget necessary to create programs that provide equipment and faculty training to develop students' skill sets in state of the art technical areas not currently available to students preparing for the job market. For instance, the college cannot currently provide its students with practice in all-ceramic restoration fabrication, specifically pressed glass-ceramics, CAD-CAM procedures. Fabrication procedures for implant supported prosthetics are another area that needs to be expanded at the college. The NGS and Professor Manos are working to determine the level of utilization in the second semester of 2005 and, specifically, which products the faculty will need to carry out these educational objectives.

This is a solid beginning to increasing the collaborative working relationships between dentists and technicians. NGS is working on a proposal requesting funds to create a model program that can be replicated with other dental technology programs across the country, attracting candidates



Figure 1. Vincent Celenza, President of the Northeastern Gnathological Society visiting New York City College of Technology

and providing excellent education for the team of dentists and dental technologists. The NGS is hopeful it can develop more programs to give students of dental technology access to the materials, equipment and experience that will make them prosthodontists' indispensable partners in providing the highest quality care to our patients.

Commission on Dental Accreditation Standards Update

Contributed by Dr. Nancy S. Arbree, Past President

In July 2004, the revision of the *Accreditation Standards for Advanced Specialty Education Programs* in Prosthodontics was passed by the Commission on Dental Accreditation.

The changes that were made included the addition of our new definition:

Prosthodontics is the dental specialty pertaining to the diagnosis, treatment planning, rehabilitation and maintenance of the oral function, comfort, appearance and health of patients with clinical conditions associated with missing or deficient teeth and/or maxillofacial tissues using biocompatible substitutes

The section on standard 4, curriculum and program duration, was the only other area revised. Revisions included editing some of the lists in the didactic and clinical curriculum, the inclusion of

the ACP Classification System, the inclusion of implant placement and maxillofacial changes from the American Academy of Maxillofacial Prosthetics.

The implant placement update was reflected in this new statement:

Students must participate in all phases of implant treatment including implant placement.

Intent: It is anticipated that students will act as first assistant and/or primary surgeon for some of their own patients.

To see the official version of the new *Standards*, go to <http://www.ada.org/prof/ed/accred/standards/prostho.pdf>.

Note: When you use this Web site, you will see that the old standards are listed first. The revisions are in a box at the end of the document.

Classification System (Prosthodontic Diagnostic Index) Articles

The classification system (prosthodontic diagnostic index) articles referenced and checklists published in the Summer issue of the *Messenger* were originally published in the *Journal of Prosthodontics*. Their citations follow.

McGarry, Thomas J, A. Nimmo A, J.F. Skiba, et al. 1999. "Classification system for complete edentulism." *Journal of Prosthodontics* 8:27-39.

McGarry, Thomas J, A. Nimmo A, J.F. Skiba, et al. 2002. "Classification system for partial edentulism." *Journal of Prosthodontic* 11:181-193.

McGarry, Thomas J, A. Nimmo A, J.F. Skiba, et al. 2004. "Classification system for the completely dentate patient." *Journal of Prosthodontic* 13:73-82.

The articles and the checklists are now available to download from the ACP Web site at www.prosthodontics.org.

President's Message

Continued from page 1

media are highlighting our projects, meetings, and opinions.

How did all this happen? The ACP has become more member-responsive and proactive. We look for opportunities everywhere. We are learning to use technology to meet the needs of patients, our membership, and the organization. Our officers are everywhere, and we aren't afraid to ask for something we believe in. The general public is becoming more educated and is searching for the real experts. Finally,

dentists – especially young dentists – are realizing that to treat patients, and not just their front teeth, they need formal training.

This is an exciting time to assume the College presidency, when such good news and opportunities abound. To keep us moving in the same promising direction, I'd like to ask you what I asked those who attended the luncheon: Tell your partners, the people you work with, graduate students who were unable to be there, and anyone else who will listen: "We have turned the corner."

A New Patient and New Marketing

By Richard Jones, DDS

A free trip to Hawaii is a wonderful thing, especially if you have someone working for you while you lay in the sun. Not wanting to watch the movie on the return flight, I was channel surfing when I was surprised to hear the distinctive voice of a friend, Dr. Daryl Roy. I listened intently about prosthodontics and the ACP — most impressed with the presentation and information. I understand that this tape will be running on United Airlines' flights for two months.

Two weeks later, I saw a new patient who was referred from a telephone number (312-573-1260, the ACP central office) that was listed in an article from our local newspaper. It was a wonderful article about cosmetic dentistry and how to choose a dentist wisely.

I have been debating how much to increase my annual pledge to the ACP Education Foundation to help fuel activities. It is difficult with a child in college, a new house, still owning my former residence, a church building pledge and my local dental society foundation. I decided on \$250 in addition to my annual \$1000.



Friday, I was surprised to receive a package from the ACP public relations division. "What is a prosthodontist", is an extremely well done and valuable tool. It will increase awareness of the specialty, bring in new patients and stimulate demand for our graduate programs. I increased my pledge to \$500. What a steal to get this wonderful marketing and a new patient.

I am out of the loop. But having served as ACP treasurer for six years, I know our dues are barely adequate for our organizations activities. It is only through the resources of the ACPEF, that we can realize the large projects necessary to get the word out about "what is a prosthodontist."

As a dues paying member, I thank the officers, directors and committees of the ACP and ACPEF.

Annual Session Videotapes & DVDs

General scientific sessions are now available for purchase on VHS and DVDs.

Topics include:

- ▶ Evolving standards of care.
- ▶ Nanotechnology, biomimetics, genomics and prosthodontics.
- ▶ Diagnostic considerations in patient care.
- ▶ Surgical considerations in implant therapy.
- ▶ ABC's of monocortical block grafting.
- ▶ Prosthodontic considerations for implant placement.
- ▶ Keys to esthetics and materials.

To order, go to the **First Tape, Inc.** Web site at www.firsttape.com or by phone at (815) 389-1818.



From the ACP Education Foundation Board of Directors

"Prosthodontists are trained to treat the whole mouth – the teeth must look great and function properly in the oral cavity. The key to this is correct diagnosis. Generally, in making any diagnosis, we only see what we know and recognize. This is where specialty training comes in, because it expands this knowledge base so that the details that influence the outcome are recognized and we can make the correct diagnosis." – Daryl Roy

With that brief description, Dr. Roy pinpoints one of the key reasons prosthodontists provide superior outcomes for our patients: Accurate diagnoses lead to comprehensive and effective treatment plans.

The ACPEF partnered with the ACP to bring this message to the public – in this case by airing an interview with Dr. Roy and ACP President Dr. Nancy Arbree on United Airlines' AirRadio. This is one feature of a far-reaching public relations effort supported by both the College and the Foundation designed to make "prosthodontics" a household word.

We hope you share in our enthusiasm about the future of prosthodontics. The ACPEF makes substantial grants to advance the specialty and in just a year the ACPEF has done more to:

- ▶ introduce the public to prosthodontics and the superior care they can expect from a specialist;
- ▶ direct internet "surfers" seeking information on restorative care to your practice;
- ▶ improve prosthodontic programs' appeal to the brightest young dentists; and
- ▶ secure students' ability to meet the financial hurdles of becoming a prosthodontist;

than ever before in the specialty's history. *We all have a right to be excited.*

However, securing the future of prosthodontics goes far beyond simply increasing demand for the highest quality prosthodontic procedures. It goes beyond simply encouraging an adequate number of new dentists to pursue advanced prosthodontic training to meet the increased demands. These are, of course, important, but...

Securing the future of prosthodontics also embraces generous and unprecedented support of prosthodontic-related research so that patients and

their practitioners have access to the most effective treatments. Each fragment of new knowledge uncovered through research affords prosthodontists an expanded ability to do what prosthodontists do best: accurately diagnose the problem and direct the proper course of treatment. And securing the future of prosthodontics includes humanitarian outreach to those whose need for prosthodontic intervention determines their very quality of life.

Therein lays the reason for being a prosthodontist. We all know the tangible advantages of being a being a prosthodontist: The "freedom" of self-employment and an income commensurate with being a specialist. And, the ability to create real and lasting improvement in a patient's life, through enhanced knowledge and skill, is benefit beyond measure. Improving our patient's quality of life is the reason more of us find such profound satisfaction in our work. We improve the outcomes for patients. And that is the single most important reason to secure the future of our specialty. *None of this is achievable without the financial support of each and every member of the ACP.*

We encourage you to translate your passion for our specialty – the change you bring to people's lives – to fund the research, the scholarships, the education programs, and the public relations outreach that will lead a population with growing replacement, restoration and esthetic needs to the specialists who continually improve the definition of the highest quality of care. A remittance envelope has been included in this issue of the *Messenger*. Give to the ACPEF today and join your colleagues in ensuring a solid future for prosthodontics.

Please join us in expressing gratitude to the following ACP members who have contributed to the 2004 ACP Education Foundation Annual Appeal.

Visionary – Gifts from \$2,500

Susan E. Brackett, DDS, *Oklahoma City, OK*
Eric M. Gordon, DMD, *Red Bank, NJ*
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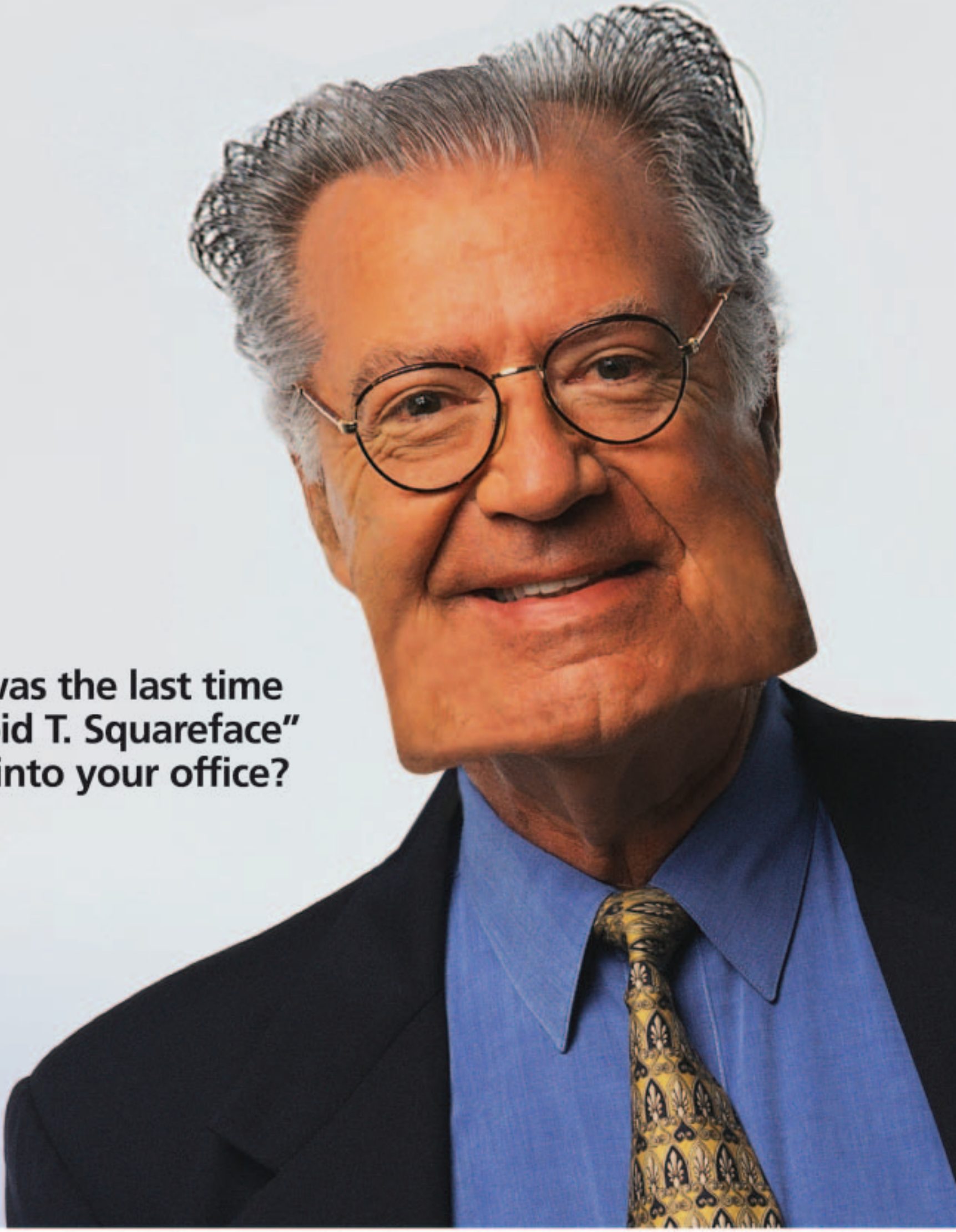
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INDUSTRY NEWS

ACP Represented at the American Student Dental Association Annual Meeting

For the second year, the ACP attended the American Student Dental Association meeting as an exhibitor. We were one of only two specialties at the meeting of over 300 student leaders from across the country. Our message was that prosthodontics is a very attractive specialty and we had great conversations with many interested students. Special thanks to program director Dr. JL Hochstedler, faculty Dr. Michael Smith and Dr. Narong Potiket and resident Dr. Marco Brindis from LSU School of Dentistry for participating in this successful project.

ACP Generates Referrals and Talks about Prosthodontics at the American Association for Retired Persons

For the sixth consecutive year the ACP participated in the Annual AARP Life@50 event from Thursday, October 14 through Saturday, October 16, 2004 in Las Vegas. Representing the College were ACP members Drs. Jim Dunne, Scott Brooksby and Nelson Lassiter and staff members Ed Cronin and Robin Swartz.

The meeting had over 25,000 attendees and the exhibit hall was crowded throughout the meeting. For the first time, we were featured in the exhibit

hall lecture series as Dr. Dunne presented on dental implants and over-dentures.

Since this was the 6th time we have attended the meeting, we had many visitors who remembered us from previous years. One man was particularly proud to show us his implant restoration which was done by a prosthodontist referred to him at last year's AARP meeting. Also, many sought our booth out after seeing our ad in the program guide. We distributed many brochures on prosthodontists, implants, dentures and cosmetic procedures.

We directed all to visit our Web site and the find-a-prosthodontist locator. In addition, we were often able to use our *ACP Membership Directory* to provide almost 200 specific referrals to ACP members across the country. Overall, it was another great experience.

ADA Symposium on Evidence-Based Dentistry

Dr. Lloyd represented the ACP August 12-13 at the impressive ADA Symposium on Evidence-Based Dentistry (EBD) in Chicago, IL. Among his fellow attendees and participants were representatives from a wide array of general to specialty dental organizations, national and international dental groups, insurance companies and federal government agencies.

This symposium sought to answer and discuss four key questions for the future developments in evidence-based dentistry: What are the most important clinical questions facing the dental profession today? How can we work synergistically to answer these key clinical questions? What programs should be implemented to answer these questions? And, what role should the ADA play in EBD, by itself and with other organizations?

The symposium was also an opportunity for the many organizations represented, including the ACP, to share perspectives and activities. It demonstrated to all participants the need for collaboration among organizations, the dental insurance industry and federal agencies for successful implementation.

Dr. Kenneth Fink of the federal Agency for Healthcare Research and Quality's (AHRQ) Center for Outcomes and Evidence noted a recent partnership with the National Institute for Dental and Craniofacial Research which plans to conduct evidence-based reviews and encourage dental topic nominations for future evidence reports. AHRQ senior scholar Dr. Richard Manski continued, expressing the AHRQ's interest in developing relationships with other organizations to spur topic submissions and share reports with the profession.

Insurance Plans Administered by Treloar and Heisel, Inc.

As a benefit to membership, Treloar and Heisel, Inc. continually monitors and upgrades programs when deemed necessary. As a practitioner, it is equally important to review your insurance portfolio to ensure your products and levels are adequate to meet your needs. The programs listed below highlight the current offerings from Treloar and Heisel, Inc.

DISABILITY PROTECTION

A serious disability due to either illness or accident may completely eliminate your ability to practice. Treloar and Heisel offers non-cancelable, guaranteed renewable disability plans with guaranteed level premiums. The insurance company cannot increase premiums or modify benefits prior to age 65.

• Disability Income Insurance

These plans protect your loss of income due to an injury or illness. With outstanding benefits at substantial savings, these plans define a disability as your inability to practice in your own occupation. Options are available which allow you to customize the plan to meet your own needs.

• Overhead Expense Policy

Protects your practice by paying your office overhead expenses including staff salaries, rent, utilities, professional liability premiums, etc. for 12, 18 or 24 months. The premium is a tax-deductible business expense.

• Buy/Sell Disability

Protects your interest in a partnership, corporation or other group-owned practice. This coverage provides you with the funds needed to purchase a totally-disabled partner's share of the practice. By funding a buy/sell agreement you can avoid the potential problems associated with sudden dissolution of a partner's interest due to a disability.

TERM LIFE INSURANCE*

The plans offered by Treloar and Heisel, Inc. continue to be highly competitive and guarantee a level rate structure for specified periods. Term life protects individuals with debts, family obligations and short, specified-term financial responsibilities. Varying periods of guaranteed level premiums such as 10-, 15-, 20-, and 30- year are available. Term life may be particularly attractive to residents and young practitioners.

*Plans also available to spouses.

PERMANENT LIFE INSURANCE

Long term protection for your family and assets, in the event of your death, is a fundamental consideration. The careful selection, review and update of your life insurance contract stands as an important component of your overall coverage.

• Universal Life

A permanent life insurance plan which is highly

flexible and encompasses a conservative, systematic, forced and tax-deferred savings component.

• Whole Life

Provides tax-deferred build-up of cash values over the life of the contract. And, while whole life insurance usually requires greater premium outlay, it offers greater *guarantees* than other permanent products.

• Joint Survivor Insurance (Estate Planning)

If you are married and have accumulated an estate value of over \$3,000,000, with few exceptions, the tax liability at the death of the spouse will be substantial. The purchase of joint survivor life insurance permits the payment of estate taxes with life insurance benefits, thus providing the heirs with the funds to pay taxes without draining the estate.

VARIABLE LIFE INSURANCE*

Variable Life Insurance is a permanent life insurance product that combines death benefit protection with the opportunity of investing net premium dollars. It provides the opportunity of fulfilling two needs in one financial vehicle: life insurance and the potential for account value accumulation. Combining two essential needs makes life that much simpler. Unlike other financial vehicles that need time to grow, the death benefit portion of variable universal life creates an estate from the time of the first premium payment, and for as long as the policy remains in force. And the death benefit, when paid, generally is not taxable as income.

* Securities offered through MML Investor Services, Inc. Supervisory Office: 1414 Main Street, Springfield MA 01144-1016 • (413)737-8400. Treloar & Heisel, Inc. is not a subsidiary or affiliate of MML Investors Services, Inc.

LONG TERM CARE INSURANCE*

The high cost of extended nursing home care can diminish your savings rapidly and, perhaps, force dependence on others. StateLife's flexible, tax-qualified program covers all levels of nursing care for enrollees between the ages of 40 and 84. Lifetime benefits along with a cost-of-living rider make this a very attractive plan. A 10 to 15% association discount is available and a spousal discount of an additional 50% is also offered.

*Plans vary by state.

PROFESSIONAL LIABILITY/BUSINESSOWNERS POLICY

In an era of uncertainty and unprecedented risk, Medical Protective and The Hartford can offer you peace of mind that you are protected.

- Malpractice
- General Liability
- Workers Compensation

AUTOMOBILE/HOMEOWNERS INSURANCE

You can't avoid life's little bumps and knocks, but Liberty Mutual can prepare for them with a personal insurance plan. The following savings and benefits are available:

- Group Savings
- Multi-Auto Savings
- Home Insurance Savings
- 500 National Offices

Treloar and Heisel, Inc. is the ACP- recognized insurance provider.

*This article is intended to provide general information only. Actual contract language will vary slightly by state and insurance company. For more information on any of the previously discussed programs, feel free to contact Treloar and Heisel, Inc. at 800-345-6040, or visit their website at www.th-online.net.

Remember to Renew your ACP Membership

As another Annual Session concludes and Dr. Lloyd assumes the presidency, we look ahead to another exciting year at the ACP. As highlighted in the president's message, we have taken great strides for the specialty and 2005 will be no exception. The ACP has another exciting year planned including new educational opportunities for prosthodontists and dental technicians through the ever growing Center for Prosthodontic Education, continued public awareness projects bringing patients to your practice and information sharing among members on the ACP electronic discussion list are just a few of the objectives the ACP plans to focus on in the coming year.

In order for all this to happen, however, we need your continued support and participation. Membership renewal statements will be sent out soon and we need you to continue your support of the ACP and our goals. Pay your 2005 dues today – log on to the ACP Web site at www.prosthodontics.org – or return your renewal statement at your earliest opportunity.

For more information about the features and benefits of your membership or help logging on to the members-only Web site, contact Ryan Detwiler, ACP membership services coordinator, at (312) 573-1260 or rdetwiler@prosthodontics.org.

Members Share Information & Experiences

The American College of Prosthodontists is the owner of PROSTHOLIST, an electronic discussion list dedicated to professional information sharing among ACP members.

With electronic discussion lists, users can ...

- ▶ Communicate efficiently and economically with peers.
- ▶ Generate and exchange ideas.
- ▶ Share and find solutions to problems.
- ▶ Discuss important issues and concerns.
- ▶ Disseminate information.
- ▶ Alert users of industry trends or events.

As you will recall we had some technical difficulties when we proactively added all ACP members to the list. We have now worked out all of those issues and would like to extend an invitation to our members to *voluntarily* join the list and take advantage of these benefits.

To join the list:

1. Go to <http://peach.ease.lsoft.com/archives/prosthologist.html>
2. Click the third link "Join or leave the list (or change settings)" in the main part of the page.
3. Enter your email address and full name in the appropriate boxes and click the "Join PROSTHOLIST" button.

Once you subscribe to the list, you should receive an automated message from listserv@peach.ease.lsoft.com. Follow the instructions and click on the link to confirm your subscription. You will receive a confirmation of your subscription with list rules and etiquette. Please read and keep this email.

All subscriptions must be approved before you can post or receive messages. You will receive an email once you have been approved. This message will include information about posting new messages and other list commands. Please read it carefully and save it.

Please allow at least one business day for your subscription to be approved.

When your subscription is approved, you will be able to post new messages, receive messages from others, and search the archives for past topics or issues. These options are available at <http://peach.ease.lsoft.com/archives/prosthologist.html>.

If you have any questions about PROSTHOLIST or problems subscribing, please contact Ryan Detwiler, ACP membership services coordinator, at rdetwiler@prosthodontics.org or (312) 573-1260.

Journal of Prosthodontics Now Accepting Manuscripts Online

You can now submit your manuscript at the *Journal of Prosthodontics'* online submission and review Web site: <http://mc.manuscript-central.com/jopr>.

To create an account, simply click the "create account" link, and follow the instructions given. An online users' guide and movie tutorials are available by clicking the "get help now" link.

You can still submit online, even if you only have hard copies of your figures. You may submit the body of your manuscript online, but send the hard copy figures to the editorial office.

Once you have submitted a manuscript, you will be able to follow its progress through the peer-review process.

EDITOR'S MESSAGE

DR. BRUCE G. VALAURI

Are We Blurring the Line or Bringing It into Focus?

I hope the title of this piece has grabbed your attention and now you are curious to know what this is about. Perhaps you already guessed: implant surgical training.

This is a very complex issue, and I have had numerous opportunities to witness its evolution, both from the inside (on the ACP Board of Directors) and the outside (as a graduate program director for 13 years and a private practitioner). Before I launch into the debate, please remember that my observations and opinions do not necessarily reflect those of the ACP. Here goes.

Should endosseous implants be placed by prosthodontists? In broader terms, should we even consider this approach to implant surgery? If we go down this road, what will be next? LaForte osteotomies and molar endodontics?

These questions were posed at an ACP Board of Directors meeting several years ago (one of the first I attended). At the time, I was vehemently opposed to the concept of prosthodontists placing implants. I tried to keep an open mind, put my biases aside, and objectively evaluate the arguments in support of the education and training of prosthodontists in surgical aspects of implant therapy.

So let's take a look at the potential benefits.

- Diagnosis-based care rather than procedure-based care. In other words, experts in the restoration of edentulous spaces could perform procedures by whatever they decide is the most appropriate method (which might, of course, include implant therapy).
- Level of care dictated by the Classification System (*Prosthodontic Diagnostic Index*).
- Prosthodontists cast as the master clinicians best able to serve our patients by rendering this care; implant therapy driven by prosthetic expertise.
- With proper education and training, delivery of better care (compared to that offered by general dentists with little or no training).
- Based on survey data, many of our members are already placing implants and many more have expressed a strong desire to learn.
- Organized curricula with clinical instruction by experienced oral and maxillofacial surgeons and periodontists at university sites.
- Patient access to higher quality care.

Potential pitfalls:

- Political fallout; a decline in referrals.
- Strain on graduate curricula: Can we teach the necessary techniques within a short time frame, given already congested curricula?
- The only "simple" implant surgeries are those with no complications.

Of course, few debates can be distilled into a simple list of pros and cons, and this is no exception. For example, in my own practice (which I share with my brother David, an oral and maxillofacial implant placing surgeon), why not educate my surgeons about where implants should be placed and why they should be placed there? Isn't the notion of placing my own implants insane?

Our guiding principles, plain and simple, should be vision and progressive thinking. We need to realize and remember that the whole is greater than the sum of all the parts we play as individuals. Although this initiative predates my involvement in the College, the recent wave was generated by Dr. Tom McGarry while he served as ACP president and was followed up by later presidents Felton, Ferencz and Arbree, along with the support of the ACP Board and membership. I applaud them for their passion and conviction, I have evolved in my opinion, and I now understand that there is great value in proceeding along this path.

I celebrate this new avenue for providing education and training to practitioners interested in learning surgical techniques and to those graduate students who realize the potential benefits of this knowledge and experience for their ability to provide optimal care. Amazingly, in spite of three-year programs and the loss of GME funding, the 2005 graduate prosthodontic applicants nationwide are greater in number and richer in qualifications. They are enthusiastic in expressing their desire to pursue the specialty with implant surgical training as part of their graduate experience.

So, I propose we move forward, beyond the debate. Even though I might never place an implant myself, I know many prosthodontists who have and many more who will do so in the future. I have seen the light and believe that this is the right direction for our specialty. Where I once thought we might be blurring the line, now I see our future coming into focus. Patients are responding positively, graduate students are energized, and colleagues understand that we do not intend to exclude them from the interdisciplinary treatment of patients.

As we continue to assess outcomes, I am confident that skeptics (and remember, I once was one) will embrace this path. I am excited by the prospects our specialty offers in the pursuit of providing the highest level of educational opportunities and patient care.

The future is bright for making implant surgical training part of our specialty.

NEW COMMUNICATIONS STAFF



Kirsten Ahlen,
Communications Manager

Favorite restaurant: Pier 101 in Lincoln City, Oregon. In Chicago, it is most any place with friends, good conversation and decent people-watching.

Last book read: *Front Row at the White House: My Life and Times* by Helen Thomas.

When not in the office, you can find me: At the library or a bookstore, neighborhood coffeehouse reading or chatting, experiencing the Chicago Symphony or other great music, home relaxing or out exploring.

One material thing, I can't live without: My music. Data files to records to written scores – they're part of my collection and a must-have.

Three words that best describe me: Three is limiting. Curious, persistent and creative. Genial, driven, steadfast and inventive.

You can contact me for: Anything related to communications from or to the College. From the Web site to advertising, media and press relations to product orders, the *Messenger* to materials to market your practice. You can ask me about other things too. If I don't know, I'll find out; I'm also inquisitive.

Member News

Dr. John Ball, VAMC (Houston) prosthodontic program director, has been named assistant chief of the Central Dental Laboratory at the VAMC in Dallas, Texas.

Dr. Tony Daher and his practice were featured on the front page of the *Inland Valley Daily Bulletin's* Living Section. The article detailed a Glendora (CA) resident's experiences receiving implants. Dr. Daher's offered additional detail about steps in implant care and other options in replacing teeth. The *Daily Bulletin* serves Chino, Chino Hills, Claremont, Diamond Bar, Fontana, Montclair, La Verne, Ontario, Pomona, Rancho Cucamonga, Rialto, San Dimas, and Upland, California.

Dr. Joseph Huryn has been named chief of dental service at Memorial Sloan-Kettering Cancer Center.

Dr. Katherine Lee was featured in *Phoenix* magazine's "2004 Top Dentists" where she explained prosthodontists, the additional training prosthodontists undergo and prosthodontic care options.

Dr. Steven Lewis was appointed treasurer of the Academy of Osseointegration.



Dr. Morton L. Perel, was honored by Boston University Goldman School of Dental Medicine with the Distinguished Alumni Award "in recognition of his dedication and outstanding service to the profession."

Dr. Farhad Vahidi, associate professor of New York University and Fellow of the American College of Prosthodontists, has been appointed director of Advanced Education Program in Prosthodontics at the New York University College of Dentistry.

Dr. Glenn Wolfinger was quoted in the March *AARP Bulletin Online* Web exclusive "When Your Toothache Becomes a Headache" and "Mother's Day Health and Fitness Gifts," a *WebMD* feature article.

Student News

Dr. Ashraf Estafan and **Dr. Daniel Schweitzer** recently graduated from the New York University College of Dentistry's three-year prosthodontics certificate program. Dr. Estafan will be on faculty at the NYUCD and Dr. Schweitzer will be entering an implant dentistry fellowship.

ADEA GME Survey: The Impact of the CMS' New Rule on Dental GME Programs

Contributed by Rick Valachovic, ADEA

In July, the American Dental Education Association (ADEA) surveyed all US dental school deans regarding dental graduate medical education (GME) residency training programs in non-hospital settings in 2003.

There were two purposes of the survey: Collect data with regard to the impact of the Centers for Medicare and Medicaid Services' (CMS) new rule on dental GME programs and assist the ADEA's public response to the Office of the Inspector General's (OIG) audit report. All 56 schools responded.

Results show that the CMS rule had its intended impact: 81% of respondents will lose GME funding for all or most of their current programs after the "grandfather" period expires; 69% will lose GME funding for all of their current training programs in non-hospital settings; and two of the 32 schools have now lost that funding source because their hospital partners withdrew from the agreements.

84% of schools entered into GME agreements

with hospitals in direct response to the incentives included in the Balanced Budget Act of 1997 (BBA'97). The BBA made dental residency training programs in non-hospital settings eligible for IME payments and exempted dental residency programs from the cap Congress placed on medical residency programs.

Results also demonstrated key access issue and the rule's injurious consequences on uninsured and publicly insured patients: 73% of patients receiving services in GME-funded residency training programs in non-hospital settings in 2003 were either uninsured or covered by Medicaid.

ADEA reports that it continues to work to prepare for the public release of an audit report by the HHS Office of the Inspector General. Some of the data collected in the GME survey will be useful in that effort. ADEA is also contemplating requesting assistance from the new Congress in January with regard to three outstanding GME issues: 1) whether to count didactic training time

Other representatives on the BOD such as the past-president, Dr. Jon Ferencz; director-at-large, Dr. Charles Goodacre; Forum chair; Dr. Steve Campbell; House of Delegates speaker, Dr. Richard Seals; and, *Journal of Prosthodontics* editor, Dr. Dave Felton, provided wisdom, counsel and needed guidance. Many times throughout the year, their input has made the difference or decided the discussion.

Central office. Mr. Ed Cronin has established a central office with clear protocols and responsibilities. He has made decisions that have saved us time and money. He has been always patient with the prosthodontist in us. His leadership is appreciated.

The central office staff: Kevin Fitzpatrick, associate executive director; Robin Swartz, executive assistant; Michelle Martin and Ryan Detwiler, membership; Burt Green, accounts and budgets; Cassandra Curtis, reception; Kirsten Ahlen, communications; and Pam Krueger, ACP Education Foundation (ACPEF), are all dedicated to the ACP, the ACPEF and prosthodontists. They work hard behind the scenes supporting our good ideas.

This stable central office has allowed us to accomplish more than we could ever do alone as volunteers and has placed us on an equal level in communications and transactions with other national organizations. Together, with our members and the constant support and vision of our past-presidents, we have achieved much. Here are a few of the highlights from this past year:

- Major membership survey.

MESSAGE FROM OUR PAST-PRESIDENT

DR. NANCY S. ARBREE

- The American Academy of Maxillofacial Prosthetics (AAMP) and the American Prosthodontic Society (APS) rejoined the ACP Forum.
- The ACP submission of the Academy of Prosthodontics (AP)' Outreach Program won the Geriatric Oral Health Care Award.
- Support of Dialogue 04 – the ACP provided presentations at this technician meeting.
- A successful pre-ADEA symposium for prosthodontic educators.
- CD-ROM endorsements by the ACP: the Ivoclar/UCLA CD-ROM and Dr. Paul Brown/NASA Dental "Dental Anatomy and Interactive 3-D Tooth Atlas" CD-ROM.
- A new postgraduate program opened in NYC; director, Dr. David Silken.
- The revision of the *Accreditation Standards for Advanced Specialty Education Programs in Prosthodontics* – adding implant placement.
- A cosmetic dentistry video news release.
- A marketing kit for all ACP members.
- A sky radio interview (on United Airlines' health channel).
- Our new definition of prosthodontics was sent to the state boards of dentistry.
- A new federal services award was made.
- Our committees were restructured.
- An ACP review of the *Glossary of Prosthodontic Terms*; addition of the Classifications Systems.
- A classification system survey of dental schools.
- A protocol for the ACP endorsement of educational materials.
- The renaming of the Classification Systems to Prosthodontic Diagnostic Index or PDI.
- The Center for Prosthodontic Education's first esthetic dentistry course and first complete denture course – sold out.
- A survey of postgraduate programs regarding implant placement education.
- A new central office ACP Education Foundation person, Pamela Krueger.
- A new central office communications person, Kirsten Ahlen.
- Web site audit.

The future will only be secure if we concentrate on increasing our postgraduate student numbers and ACP numbers (membership), extending our philanthropy (to our own organization and to patients), and in modifying our behavior (to accentuate the positive).

Upon leaving the ACP presidency, one feels as if a "50-lb backpack has been lifted off one's shoulders (ref: Tecker, Inc.)". It is passed on to the best group of officers whom it has been my honor to work with and a BOD and central office who never say "no." Best wishes and thanks.

in calculating FTEs eligible for GME funding; 2) resurrecting the "effective date" issue; and 3) treating GPR and AEGD as a "transitional" year.

Additional survey results

- ✓ 785,487 patient visits were made in GME-funded residency programs in non-hospital settings.
- ✓ 1 million patient contact hours were made in GME-funded residency programs in non-hospital settings in 2003.
- ✓ 23% of patients who received services in GME-funded residency programs in non-hospital settings were covered under Medicaid.
- ✓ 27% of patients who received services in GME-funded residency programs in non-hospital settings were privately insured.
- ✓ 50% of patients who received services in GME-funded residency programs in non-hospital settings were uninsured.
- ✓ 1,482 dental residents trained in GME-funded programs in non-hospital settings.

CLASSIFIED ADVERTISEMENTS

EMPLOYMENT OPPORTUNITIES

Florida (Gainesville) A full-time position is available in the Department of Prosthodontics as of January 1, 2005 or later — starting date negotiable. The rank of assistant/associate professor and tenure-track or clinical track (non-tenure accruing) will be determined by qualifications and departmental needs. Responsibilities will center on predoctoral and graduate level didactic, pre-clinical and clinical instruction, participation in intramural faculty practice, and include opportunities for research collaboration. Requirements include a DDS/DMD or equivalent degree and certificate from an ADA-accredited postgraduate prosthodontics program. Completion of a postgraduate prosthodontics program which includes surgical implant placement experience is desirable. Board certification in prosthodontics or active progress toward board certification is preferred. Salary and academic rank commensurate with credentials and experience. The University of

Florida is an Equal Opportunity Institution This selection process will be conducted under the provision of Florida's "Government in the Sunshine" and Public Records Law. Applicants should send curriculum vitae and statement describing their interest in the position with names and address of at least three references. The committee will begin reviewing applications upon receipt, and will continue to receive applications until the position is filled. Send applications to Dr. Arthur Nimmo, Chair; Department of Prosthodontics; PC Box 100435; University of Florida College of Dentistry; Gainesville, FL 32610-0435.

Maryland (Rockville) Opportunity for Prosthodontic associate/partnership in established state of art practice in Washington, DC suburb. Practice includes fixed, removable, implant, restorative, and cosmetic dentistry. Must have Maryland license. Please call or submit resume to Dr. Robert Sanker; 12250 Rockville Pike, Suite 210; Rockville, MD 20852.

Oregon (Portland) The School of Dentistry at the Oregon Health & Science University is seeking a qualified individual for a full-time position at the level of Assistant/Associate professor in the Department of Restorative Dentistry, Division of Prosthodontics. Specific responsibilities will focus on teaching at the pre-doctoral level, with an emphasis in removable prosthodontics. Experience in teaching, research, service, patient care, and academic management, as well as excellent interpersonal and communication skills are preferred. Candidates should possess a DMD/DDS degree, and have completed an ADA approved Prosthodontic residency. One day per week (0.2 FTE) will be devoted to participation in the Faculty Dental Practice. Collaboration in research opportunities is expected. Salary will be determined by credentials and experience. OHSU is an Equal Employment Opportunity institution. Interested candidates should submit a letter, curriculum vitae and references to Dr. Charles M. Malloy, DMD, MS; Director, Division of Prosthodontics; OHSU School of Dentistry; 611 S.W. Campus Drive; Portland, OR 97239-3097; malloye@ohsu.edu; (503) 494-8974.

Calendar of Upcoming Events

December 2004

- 2 AAOMS Hands-On Surgical Technique Course
Chicago, IL
- 3-4 AAOMS Dental Implant Conference
Chicago, IL
- 2-4 Greater New York Academy of Prosthodontics Winter Meeting
New York, NY
- 5-6 ADSA Ambulatory Anesthesia Review Course
Chicago, IL
- 5-6 ADSA Office Assistant Course
Chicago, IL
- 5-6 ADA Institute for Diversity in Leadership
Chicago, IL
- 12-14 ACP Introduction to Implant Surgery
Loma Linda, CA

January 2005

- 28-30 ASDA Western Regional Meeting
Denver, CO

February 2005

- 11-13 ASDA Eastern Regional Meeting
Boston, MA
- 18-20 ASDA Central Regional Meeting
Cleveland, OH
- 25-26 ADSA Ambulatory Anesthesia Review Course
Las Vegas, NV
- 25-26 ADSA Office Assistant Course
Las Vegas, NV
- 25-26 ADSA Enteral Sedation Course
Las Vegas, NV

March 2005

- 5-9 ADEA 82nd Annual Session
Baltimore, MD
- 9-12 AADR Annual Meeting
Baltimore, MD
- 10-12 Academy of Osseointegration Annual Meeting
Orlando, FL
- 17-18 ADSA Office Assistant Course
Charleston, SC
- 17-19 ADSA Annual Session
Charleston, SC
- 20 AADE Forum on Exams
Chicago, IL
- 21 AADE Mid-Year Meeting
Chicago, IL

FOR SALE — PRODUCTS

KaVo Master Tech Lab Benches. Two benches in excellent condition with 2 handpieces and motors. Self-contained shared suction. Task lighting and shelves. Single bench dimensions: 48" wide, 25" deep, 35" high with 66: for light clearance. May buy one for \$2000 (without suction) or both for \$5000. Contact Carol at (405) 755-7777 or carol@implantassociates.net.

CONTINUING EDUCATION OPPORTUNITIES

January 17-18-19, 2005 – This course, Traditional 2-stage and 1-stage TEETH-IN-A-DAY, teaches traditional dental implant surgery and TEETH IN A DAY through the observation of live surgeries, lectures, slides, videos, and hands-on training. Courses are presented by Drs. Thomas Balshi and Glenn Wolfinger in a private practice clinical facility with full laboratory support. Twenty-four hours of continuing education credit is offered. Sponsored by Nobel Biocare USA Inc. and the Institute for Facial Esthetics. For more information or to register, call Liz at 215-643-5881.

LABORATORY SERVICES

Hawaii (Honolulu) Clair de Lune Dental Laboratories would like to foster a relationship with a small number of prosthodontists who want to provide an outstanding level of patient care at every stage of treatment. In our opinion, that care means more than simply delivering replacement teeth. That care means addressing esthetic and functional issues throughout – from treatment planning to fully customized provisionals to delivery to post-treatment maintenance. We are looking for prosthodontists who share our opinion. At Clair de Lune, we produce beautiful and accurate removable, fixed and combination dental prosthetics with the finest bio-compatible materials because we care about our community, our work and your patient's health. We limit our production. Inferior work does not leave our lab. If you are curious, contact Kenneth Kellogg, CDT at Kenneth@cldl.com or 808-941-6308 or visit www.cldl.com.

PRACTICE FOR SALE

Colorado (Denver) Highly qualified individual to purchase a true "blue-chip" 36-year solo fee for service practice. Exceptional patient nucleus in premier Cherry Creek location. Next door to nationally known oral surgeon-implantologist. Ideal for experienced general practitioner or prosthodontist. Sheldon H. Carr, DDS; (303) 322-6415.

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The ACP Messenger reserves the right to accept materials and require publication prepayment.

The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement.

To ensure consistency in style, advertisements will be subject to editing. The ACP reserves the right to decline or withdraw advertisements at its discretion.

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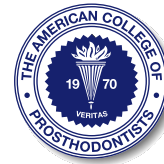
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Classified ads are \$55 for the first 60 words and \$1 for each additional word. The minimum charge is \$55. A photo is an additional \$50. Payment by check, VISA or MasterCard is required prior to placement.

For more information, contact the managing editor.

The ACP Messenger

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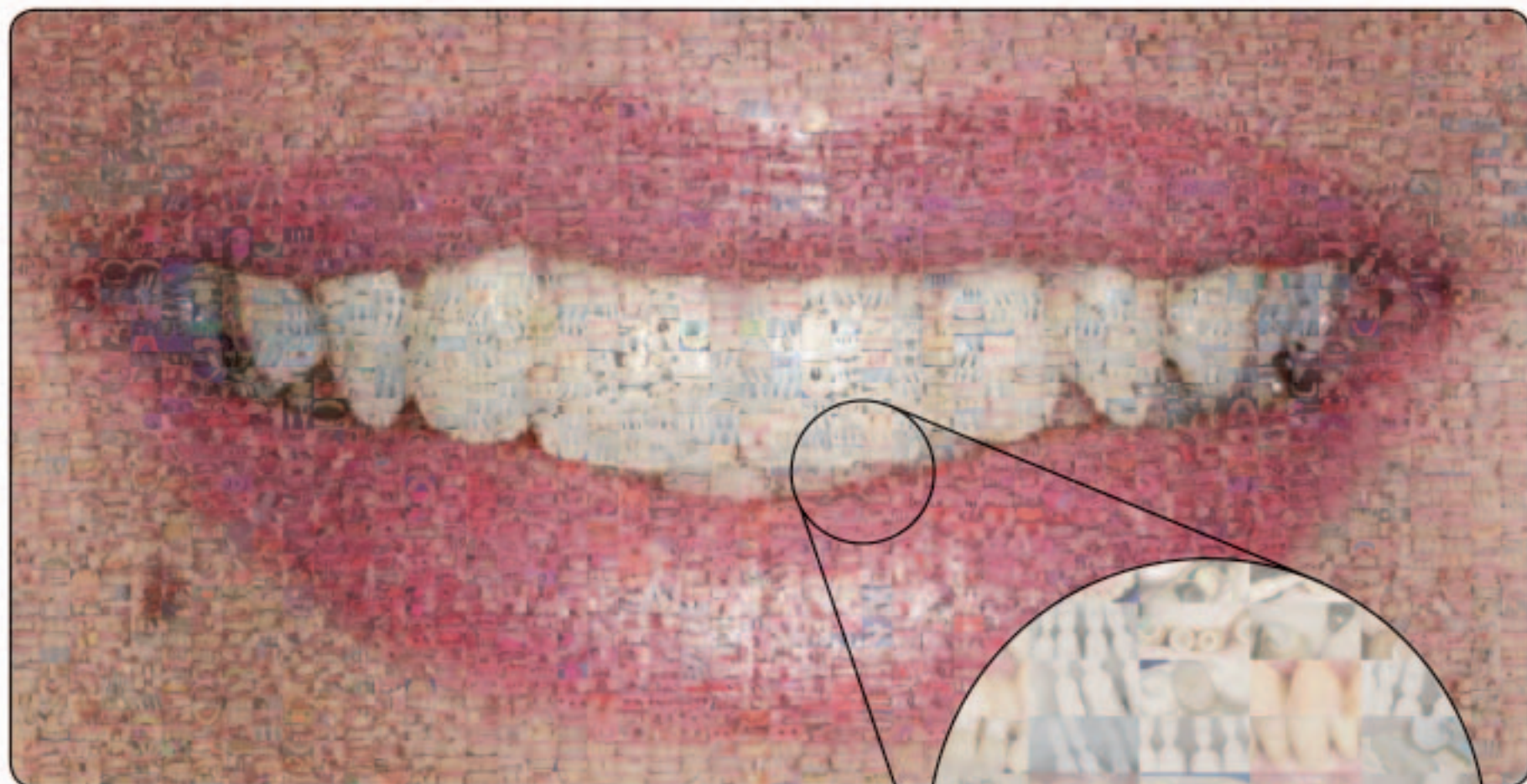
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