

ACPEF

2004

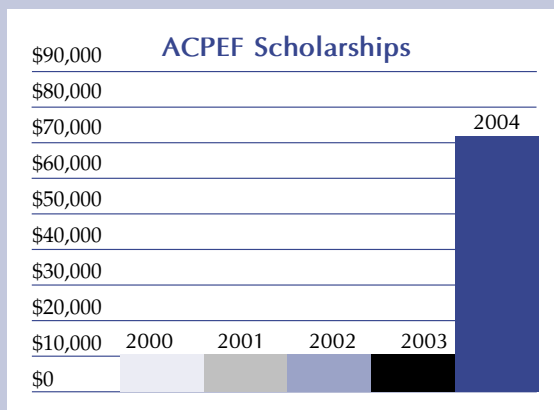
ACP Education Foundation distributes \$400,000 to Enhance Prosthodontic Community

At its February 2004 meeting, the ACP Education Foundation Board approved grants totaling \$400,000 to boost public awareness of and demand for prosthodontics, to enhance prosthodontic training and to support prosthodontic graduate students.

The results of these efforts will increase:

- The number of patients seeking prosthodontists for esthetic and restorative dental care;
- The number of students choosing prosthodontics as a profession;
- The visibility and public awareness of prosthodontics; and
- Prosthodontists' influence in the dental industry.

Removing barriers for prosthodontist candidates



The enormous success of the ACP Education Foundation's New Vision Campaign made it possible to distribute \$2,500 scholarships to 32 postgraduate prosthodontic students.

In all previous years, the Foundation's scholarship distribution was limited to supporting only four students. The \$80,000 the Foundation committed to these scholarships represents a \$70,000 increase over scholarship distributions in previous years.

Too often, young dentists refrain from post-graduate training due to ongoing financial burden. The ACP Education Foundation invests in new dentists entering prosthodontics post-graduate training programs to secure the future of the specialty and to protect and expand access to the highest quality esthetic and restorative care for patients.

Dear Members of the American College of Prosthodontists,

I would like to extend my sincere appreciation and gratitude as one of the recipients of the 2004 ACP scholarship distribution. Residency at the University of Iowa has changed my life dramatically. In fact, it has proven to be an incredible experience. However, as with any residency program, there are always sacrifices, financial and otherwise, that must be made to reach one's final goal.

Please accept my thanks for your generous contribution to my education. I am so thankful to the ACP for this gift. Enclosed you will find a donation to this fund, given in the hopes that I can participate in the education and the encouragement of future prosthodontists.

Sincerely,
Lisa Fedor James

ACPEF Setting a New Standard for Prosthodontic Training Programs

The Board also committed \$75,000 to partner with the ACP to underwrite an ACP/ADEA Symposium titled, *Creating a New Vision for Prosthodontic Education* hosted on March 4 and 5, 2004. This symposium gathered two faculty members from almost every dental school in the United States and Canada – more than 170 people – to discuss enhancing curriculum and recruitment, assessing and improving the appeal of prosthodontic programs; resource development; innovative teaching and assessment strategies; and recruiting and retaining faculty.

The symposium received many positive comments. Here is a sample:

"This was the best program on education I have attended in many years in any area. It is unquestionably the best prosthodontic educational program ever. The College and its Board are to be congratulated for their long term vision for prosthodontic education, and for communicating with educators to make it a reality."

Robert J. Chapman, DMD, Department of Prosthodontics and Operative Dentistry, Tufts University School of Dental Medicine

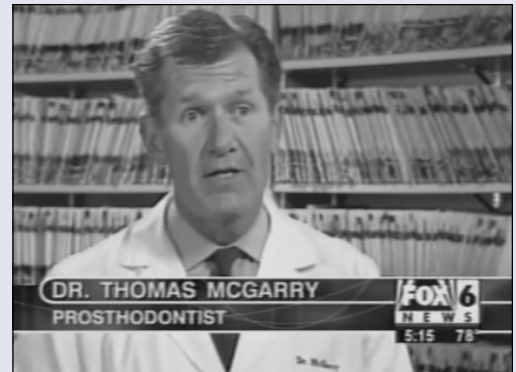
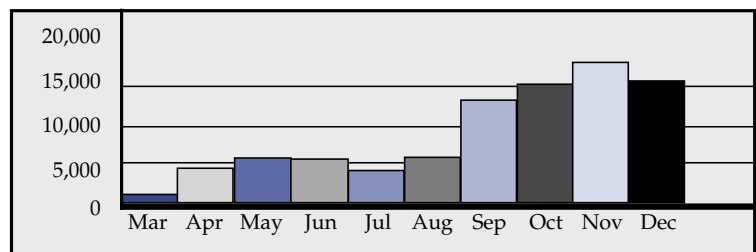
ACPEF Expanding Public Awareness of Prosthodontic Specialty

The ACPEF Board approved three grants from the Foundation to support public awareness efforts.

The first grant of \$36,000 expands the ACP's internet search engine project, which escorts people conducting Internet searches on complex dental procedures directly to the ACP's Web site (and then on to the *Find a Prosthodontist* feature of the Web site).

This chart shows the early growth of the hits to the Find a Prosthodontist (FaP) feature at the ACP Web site in 2003. Traffic on the FaP increased 79% in 2004.

Find a Prosthodontist Visits 2003



A grant of \$15,000 covers the costs of distributing, free of charge, a series of ads entitled "Doesn't Your Smile Deserve a Specialist's Care?" to requesting ACP members for insertion in local papers to promote both prosthodontic practices and the specialty.

The third grant in this category added \$175,000 to the \$200,000 committed by the ACP House of Delegates to further the public's awareness of the superior care provided by prosthodontists. These initiatives are estimated to reach 70 million people at a cost of \$5.36 per thousand (Industry standard cost is \$10-\$12).

These images represent just two of the 58 telecasts and 1,345 cablecasts that picked up the ACP's video news release for their health segments. These news-casts reached more than 6 million people with the message that a prosthodontist is the wise choice for people with complex dental concerns.