

" I M P L A N T , E S T H E T I C A N D R E C O N S T R U C T I V E D E N T I S T R Y "

New ACP Service Helps You Market Your Practice Online! Establish a Dynamic Presence in the ACP Online Web Pages Directory

ACP's popular new web site helps visitors locate prosthodontists. Your individual listing provides your name and office address. So far so good - but your short directory listing doesn't even begin to tell your story, or to provide the in-depth information that referring dentists and prospective new patients need to choose your dental practice.

Now, through a **unique new ACP service**, you can expand your current listing and create excellent visibility for your practice in the ACP Prosthodontists Online section, which provides attractive, information-rich **web pages for your practice**. Best of all, ACP will build and host your pages quickly and economically from easy-to-compile information you provide either online or by completing and sending the forms on page 4.

Your new web pages will substantially increase your visibility, reach new patients and referral sources, and project a positive professional image, with the key areas listed below.

- **Name of your practice; plus general information such as history, special characteristics or philosophies.**
- **Office location, address, phone, fax, e-mail, other web site address (if any); hours of operation, directions. This information can be provided for any number of locations.**
- **Specialties of your practice and services provided.**
- **Names and biographies of your practice's dentists and other professionals, with photos, if desired.**
- **Payment policies and insurance information.**

In addition, your ACP Prosthodontists Online web pages will feature a **patient referral form** by which others can refer patients to you via your e-mail.

To sign up for this service, complete the attached form(s) on page 4. If you plan to enter your web page information online, just complete the form asking for payment information. Our web site services firm, SDI WebLink, will e-mail you a password giving you access to online forms for entering your information directly into the system.

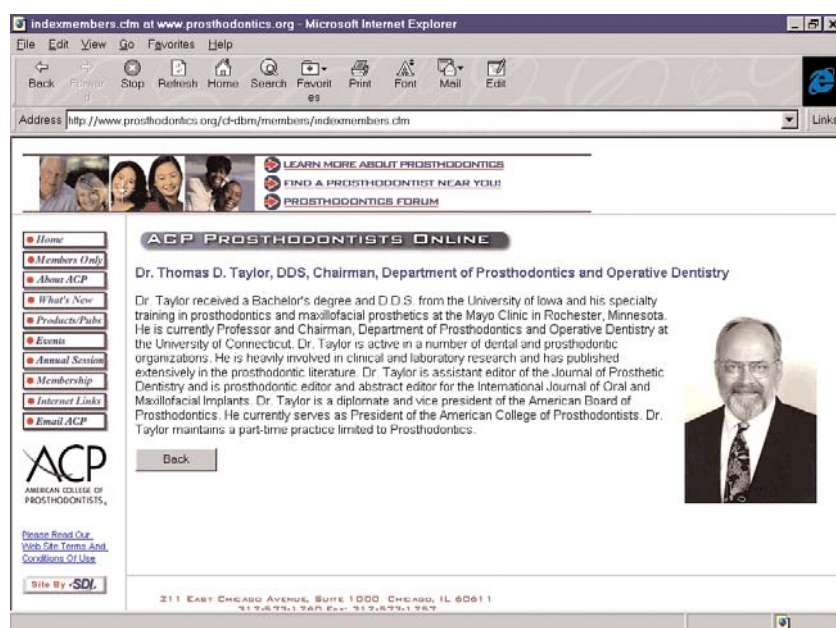
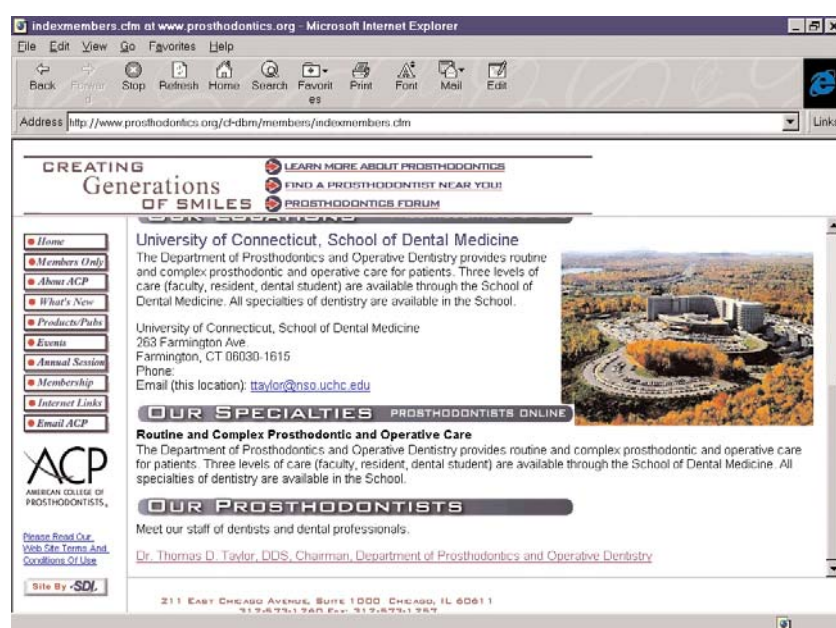
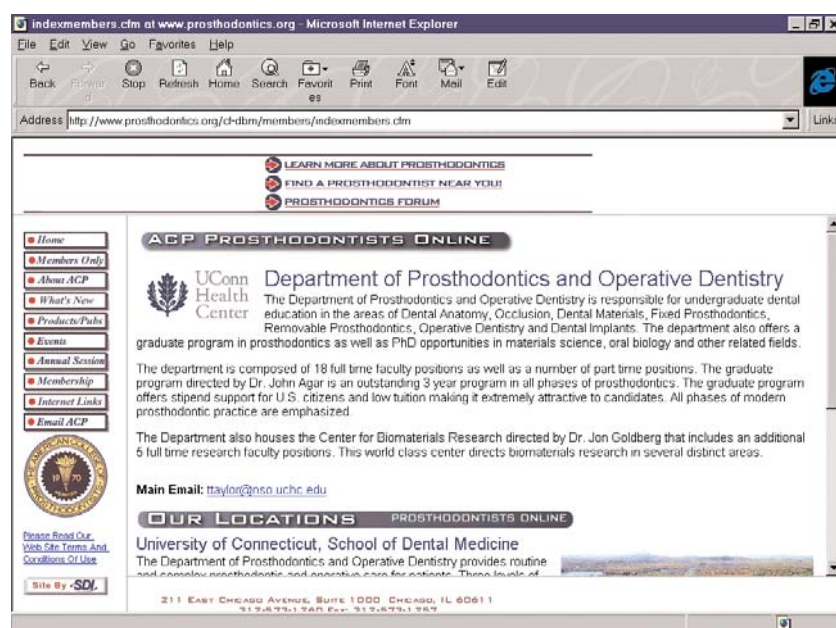
Or, for a modest additional cost, SDI WebLink will enter your information for you. If you choose this service, follow the instructions on page 4. We'll get your new pages up and running within a few days.

ACP's "Prosthodontists Online" offers a simple and affordable, yet effective, way to advertise your practice on the World Wide Web. We've greatly simplified the process of getting you up and running. Follow the easy steps below and we'll have you on the web in just a few days after we receive your information or forms.

If you'd like to get up and running immediately and at the same time save money, simply complete and fax back the second column on page 4 with payment information, and we'll send you a password to access an online form where you can quickly and easily enter the necessary information yourself.

—OR—

If you want us to enter the information for you, provide the following categories (see page 4) of web site text in word processing format on disk, and send it by mail or e-mail it to us (info@sdiweb.com) as an attached file. Or print or type the information legibly on the forms on page 4 and fax (312/280-9893) or mail it to: Attention: SDI WebLink, 645 N. Michigan Ave., Suite 800, Chicago, IL 60611.



PRESIDENT'S REPORT



Dr. Thomas Taylor
ACP President

Change is always difficult but it is also (as they say) inevitable. With the departures of Steve Hines, Executive Director; Lisa Laske, Director of Communications; and Mary Kaszubowski, Director of Membership and Sections, the College enters a new phase of its evolution. I sincerely believe that the need to seek out new leadership for the central office will help us become an even stronger organization.

Steve Hines' ability to organize, recruit and delegate responsibility to his staff is obvious when one looks at the state in which he left the central office. His legacy to the ACP is an efficient and well-running operation, and I want to publicly thank him for his leadership and hard work on our behalf. I would also like to thank Lisa Laske and Mary Kaszubowski for their work on behalf of the College. While I am serving as the acting executive director until a new one is identified, I'm confident that my involvement in the day-to-day operations of the central office will be limited in scope.

Now to the future. Our current central office staff are working hard to keep the business of the College on track, but they are stretched thin and I ask your understanding of their difficult situation. Please be patient in your dealings with staff during this period. We are approaching our busiest time of year as we head into Fall, and the priorities of the central office staff will be tightly focused on making the annual meeting in New York a resounding success.

The search for a new executive director is underway. Drs. Arthur Nimmo, Tom McGarry, Ned Van Roekel, Richard Jones, and Ana Diaz-Arnold have agreed to join me on the search committee. Advertisements have been placed in numerous sites, including dental and business publications. The committee's goal is to identify the best possible person for this position. The College is a unique organization that has evolved from a totally volunteer group to a more mature, professionally driven organization. We are far too big to operate without a professional staff but we are too small to compete for person power with most other professional organizations. Our new executive director will need to be able to balance the ability to delegate responsibility while being willing to jump in when needed to get the small jobs done. Steve Hines understood this balancing act very well. We will need someone with that ability once again.

Another high priority for the search committee will be to look at a candidate's past record of dealing with other organizations and industry, from the standpoint of furthering the College's objectives through cooperation and financial support from revenue other than members' dues. The College has too many important tasks to complete that will require far more resources than our members will be able to afford. We need to continue to develop our relationships—with industry in particular—to accomplish our goals.

The search committee hopes to expedite the search process, but not at the expense of finding the right person for the job. We are committed to a "quality first" approach, which we hope will see a new executive director in place no later than the February interim meeting of the Board of Directors. Look for updates on the search process in the next *Messenger*, or on our web site.

Credentialing from the Sleep Disorders Dental Society

By: Dr. Kenneth L. Hilsen, Dr. Mark F. Samani,
and Dr. Stephen E. Komyati

There has been an increasing public awareness of sleep disordered breathing—particularly such conditions as snoring and obstructive sleep apnea—over the past few years. The Sleep Disorders Dental Society, the international organization of dentists who treat patients with sleep disordered breathing, has become aware of the need to identify those practitioners who possess the necessary education and knowledge in this field.

The SDDS has established a Certifying Board as a means by which to recognize dentists with expertise and interest in oral appliance therapy for the management of sleep-related breathing disorders. The individuals credentialed by this Certifying Board are recognized as possessing the knowledge and skills necessary to interact with the medical community in managing patients with these conditions.

The certification exam, which was developed by the SDDS Certifying Board, along with the Society's medical advisors, is designed to identify those individuals that have proficiency in the field of sleep medicine and oral

appliance therapy. The exam covers topics ranging from basic sleep medicine, pathophysiology of sleep disordered breathing and associated conditions, to oral appliance indications, contraindications and side effects.

Becoming credentialed signifies to patients, professional colleagues and professional organizations in both dentistry and medicine that the practitioner has spent a significant amount of time to achieve competency in basic sleep medicine and oral appliance therapy for the treatment of sleep disordered breathing. It also signifies a professional commitment to continuing education, knowledge and competence in this dynamic field.

The American College of Prosthodontists has made a commitment to this field of dentistry by establishing a Committee on Sleep Disordered Breathing; our members are encouraged to become involved. The ACP also congratulates those members of the College who are now credentialed by the SDDS in Oral Appliance Therapy for the treatment of these disorders.

Financial Planning and Disability Income Insurance

By: Richard F. Fehrs, CLU; President, Treloar and Heisel, Inc.

In the past few years, I have written many articles predicting significant changes in the disability income industry, and many of those predictions have occurred. Significant changes have made the selection of the plan and company more important than ever.

I believe that there are four primary needs for disability income insurance:

- To replace lost earnings
- To provide office overhead expenses
- To fund buy/sell agreements
- To avoid the consumption of capital

This article will concentrate on the replacement of lost earnings and the evaluation of disability contracts.

The premium for a disability insurance plan policy is based on four factors, as described below.

The Strength of the Contract

The contract should be non-cancelable and guaranteed renewable with guaranteed level premiums. This gives the dental specialist, not the insurance company, control of the policy. He or she may change benefits and make other modifications when they are desired.

The Waiting Period

Most companies do not currently provide any waiting periods shorter than 90 days, and this is our usual recommendation. In the financial planning process, it is usually not advisable to purchase waiting periods longer than 90 days, as the premium savings are not significant enough to justify longer periods.

The Benefit Period

Most dental specialists need long-term benefit periods providing coverage to age 65. Occasionally, with a loan situation or a declining need, a shorter benefit period may be desirable. This is usually not recommended.

The Amount of the Benefit

This, of course, is a strong factor in the premium and I certainly recommend that the dental specialist purchase as much disability income that is available. The

amount of disability income available is based on a individual's current income and should be analyzed.

In financial planning, should a disability occur, we must evaluate what alternative sources of money would be available if we have not purchased disability income insurance. Other methods would be:

Savings: If you save 10% of your income each and every year, one year of disability could wipe out 10 years of savings.

Loans: Without an income, who would lend you money?

Working Spouse: Can your spouse be a partner, parent, private nurse, and an employee, all at the same time?

Sale of Assets: Will a sale under forced conditions bring true value?

Family, Friends, and Charity: Would these sources have funds for you and would you want to depend on them?

Social Security: 70% of those who apply are rejected and the definition of disability is stringent.

Let us briefly analyze what may be your most valuable asset. For example (for a 35-year-old), an individual's automobiles may be worth \$50,000, personal property \$100,000, liquid assets \$100,000, retirement plans \$150,000, and primary home \$300,000, and yet with an average income of \$150,000 this individual's future unearned income is \$4,500,000. This tremendous asset must be insured against loss.

Therefore, I recommend an annual analysis of your present disability income and any increases in earnings. Without question, the potential earnings must constantly be reevaluated and proper insurance provided. Your present association's plan provided through Treloar and Heisel, Inc., is a "state of the art" contract and you may call us at 1-800-345-6040 for any information or evaluation or visit our web site: www.treloarandheisel.com.

ACP Marketing Seminar Revised

The American College of Prosthodontists invites you to attend the revised "Lights, Action, Learning" ACP Marketing Seminar to be held Wednesday, October 20, 1999, at the New York Hilton and Towers. The first seminar, held in April, elicited both pro and con feelings. We took the valued opinions of those who attended and conducted an independent survey of the April participants. The result was that we have made significant changes to the program.

The program will still include the popular subjects: successful ways of creating and maintaining dental referrals, marketing cosmetic procedures, how a web site may enhance your image and how to use the media to build good community relations. The new presenters include: Ms. Randy Jacobs, The Levin Group; Dr. Kenneth Hilsen, ACP member and Public and Professional

Relations Division Director; Dr. Cosmo DeSteno, FACP and Past President, The American College of Prosthodontists; Dr. George Freedman, Past President, American Academy of Cosmetic Dentistry; Ms. Marti DeGraaf, President, SDI WebLink; and Dr. Keith Robinson, ACP member and President of HealthMedia Network.

Please read the seminar descriptions for a detailed account of the presentations. If you have already registered for the 1999 Annual Session and want to add this exciting program to your program of continuing education, please complete the enclosed registration form and fax it to 312-573-8792 or call 800-378-1260 to register by phone. If you have previously registered for this course, a confirmation letter will be mailed in the next few weeks.



Wednesday, October 20

8:00 am – 9:00 am

Continental Breakfast

9:00 am – 10:00 am

Keynote Speaker

Ms. Randy Jacobs, The Levin Group
Marketing and Managing the Prosthodontic Practice

10:15 am – 11:30 am

Concurrent Session

Dr. Kenneth Hilsen

Dr. Cosmo DeSteno

Developing Professional Referrals: The Lifeblood of a Prosthodontic Practice

A marketing program for a prosthodontic practice is unique yet has many elements common to all practices. One of the most important aspects is to build a large and diverse professional referral base. Years of experience in methods needed to create such a base have helped these prosthodontists to develop a successful multidisciplinary group practice of nine practitioners. Their tips and secrets will prove invaluable in designing your own marketing strategy.

Learning Objectives

- Learn how to develop professional referrals.
- Create a database of professional referrals and use it properly.
- Observe brochures and letters designed to increase professional referrals.

10:15 am – 11:30 am

Concurrent Session

Ms. Marti DeGraaf,

President, SDI WebLink

Getting Started on the Internet: "Web Beginner Session"

If you don't yet have a web site or are just getting started, this workshop is designed for you. Gain basic insights on the World Wide Web and how to get your web site started. Learn what elements to consider for your site, explore content considerations and what to look for in site design. Leave armed with information to prepare you for the "next step" in your practice's web site development.

Learning Objective

- Learn the basics about the Internet and getting a web site started.

11:45 am – 12:45 pm

Lunch

1:00 pm – 2:15 pm

Dr. George Freedman

Marketing is Not a Four Letter Word

The evolution of dentistry has dramatically changed the role of the practitioner in the dentist/patient relationship. Today, more than 75% of the services that are provided by dentists are discretionary. The patient thus has options both in treatment and treating professionals. The education of patients, who are faced with a wide array of treatment choices, is an obligation for the dentist. Good marketing of dental services will ensure that patients make informed decisions and is an essential part of the successful practice.

Learning Objectives

- Learn how marketing coincides with education.
- Evaluate the need for marketing in your practice.
- Target the marketing to the right audience.

2:20 pm – 3:35 pm

Concurrent Session

Dr. Kenneth Hilsen

Dr. Cosmo DeSteno

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2:20 pm – 3:35 pm

Concurrent Session

Ms. Marti DeGraaf,

President, SDI WebLink

Using the Internet to Your Practice's Advantage: "Web Advanced Session"

This session is for those who already have a web site and wish to gain more advanced information about maximizing your site's effectiveness. Learn key strategies for promoting your site and building its value and usefulness through content enhancement and interaction with your patients and referring sources. Explore the power of the Internet to help you gain new visibility for your practice or organization.

Learning Objective

- Gain more advanced information about maximizing your site's effectiveness.

3:40 pm – 4:55 pm

Dr. Keith Robinson

The Importance of Becoming a "Media" Dentist

Print, radio, and television health media needs are constantly expanding. As prosthodontists, it is important that we are trained to provide accurate health information in all venues of the media. This course will provide important essentials necessary to access the power of the media as the ultimate tool for public education.

Learning Objectives

- Understand strengths and weaknesses of each media form.
- Understand used and proper format of news releases.
- Understand use of the current sound-byte form as a communication tool.

ACP Marketing Seminar Registration

October 20, 1999, New York Hilton and Towers, New York, NY

Please complete this section if you are an ACP Member, Non-Member Dentist, ACP Student or Non ACP Student.

Complete Name _____
Mailing Address _____
City/State/Zip _____
Daytime Phone _____
Fax _____
Evening Phone _____

Please complete this section if you are Office Staff. If more than one staffer is attending, please copy this form.

Complete Name _____
Mailing Address _____
City/State/Zip _____
Daytime Phone _____
Fax _____
Evening Phone _____

	NUMBER	TOTAL
ACP Members	\$200.00	<i>(Includes one copy of the ACP Marketing Manual)</i>
*ACP Member Office Staff	\$ 80.00	<i>(Per person does not include ACP Marketing Manual)</i>
ACP Students	\$150.00	<i>(Includes one copy of the ACP Marketing Manual)</i>
Non-Member Dentist	\$350.00	<i>(Includes one copy of the ACP Marketing Manual)</i>
*Non-Member Office Staff	\$ 90.00	<i>(Per person does not include ACP Marketing Manual)</i>
Non ACP Students	\$190.00	<i>(Includes one copy of the ACP Marketing Manual)</i>

*The ACP understands that only one copy of the ACP Marketing Manual may be appropriate for most offices. Any information used from the manual during the workshops will be made available to the staff member. However, additional manuals may be purchased using this form.

Additional Copies of the ACP Marketing Manual

All ACP Member Categories \$120.00
All Non-Member Categories \$240.00

	NUMBER	TOTAL
TOTALS	_____	_____

Registration Information

1. If you want to attend the revised ACP Marketing Seminar, please complete this form and fax it back to ACP at 312-573-8792.
2. If you have already registered for the ACP Marketing Seminar and still plan to attend, you do not need to complete this form.
3. If you have already registered for the ACP Marketing Seminar and do not wish to attend the revised seminar, please call the ACP at 800-378-1260 to request a refund.

3 Ways to Register Fax: 312-573-8792
Phone: 800-378-1260
Mail: The American College of Prosthodontists
211 E. Chicago Ave. Suite 1000 Chicago IL 60611

Payment must accompany this form or your registration will not be processed.

MasterCard Visa Check

Make checks payable to the American College of Prosthodontists. Checks must be in US funds, or they will be returned. A charge of \$20.00 will apply to all checks returned for insufficient funds.

Account Number _____
Expiration Date _____
Signature _____
Print Name _____

Cancellation Policy: The American College of Prosthodontists will refund 50% of the Marketing Seminar fee if you cancel before the seminar date. No refunds will be made after the seminar date.

New ACP Service (continued from front page)



Step 1: Your Logo

If your practice has a logo or an identifying graphic of some kind (e.g., a picture of your building) that you would like at the head of your site, please attach it here. Note: we need a high-quality color print to scan for a good on-screen image. Don't worry about the size. While not necessary, your image on a disk mailed to us with this form (or e-mailed to the above address) will give the best result.

Place Logo Here
(Or Enclose Disk)

Step 2: Basic Practice Information

Name of Practice:

Main E-mail Address:

Other Web Address:

About Your Practice (background, history, philosophies, etc.)

Step 3: Office Location(s) Office Location #1

Name of Office:

Address:

City: State: Zip:

Phone: Fax:

E-mail:

Hours of Operation:

Directions to Office:

About This Office (special services, etc.)

(Copy and attach additional sheets for other office locations)

Step 4: Specialties and/or Special Services of Your Practice

List/Describe Specialties:
1.
2.
3.
4.

Step 5: Brief Biographies of the Professionals in Your Practice

Professionals' Biographies:

(Attach sheets with brief biographies of additional dentists and/or other professionals you would like listed. Enclose disk images or glossy photos if desired.)

Step 6: List Insurance and/or Payment Policies

Insurance and/or Payment Policies:
1.
2.
3.
4.

Send to:
SDI WebLink
645 N. Michigan Avenue, #800 Chicago, IL 60611
Voice: 312.280.8833 Fax: 312.280.9893 Email: info@sdiweb.com



If you plan to enter your information online, complete the information in this column only and mail to SDI WebLink with payment as indicated. If sending photos, logos, etc., be sure to protect them. Or fax this form to 312.280.9893 and follow up with photos by mail - faxed photos won't be usable.

If you want SDI WebLink to enter your information for you, provide applicable information requested, enclose any materials and photographs, indicate or enclose payment and mail to SDI WebLink. Include the data-entry fee of \$45.

Fees:

- ACP Members - \$450 per year (billed annually)
- Home Page (up to 3 included) and Dentists/Professional photos (1 included) - Additional photos - \$50 per photo
- SDI WebLink entry of practice information - \$45

Full Name:

Address:

City/State/Zip:

Phone: Fax: E-mail:

Credit Card Type: Visa MasterCard American Express

Card Number: Exp. Date:

Name On Card: Signature:

Check Applicable Fees:

I will enter the information online. Please send me a password. (\$450)

I will send the information by mail on disk or hard copy for SDI entry. (\$495)

Number of extra photos at \$50/photo. (One dentist; and up to three home page photos are included in the overall web page price.)

\$ Total fees

(Please make check payable to SDI WebLink; mail to SDI WebLink, 645 N. Michigan Ave. Suite 800, Chicago, IL 60611)

1999 ANNUAL SESSION CLARIFICATION

New York Hilton & Towers Sleeping Room Rates

The 1999 Annual Session is fast approaching. We look forward to another successful meeting in wonderful New York City!

Unfortunately, there has been confusion with the New York Hilton & Towers sleeping room rates, which were published in the 1999 Annual Session Registration Brochure. The following are the Hilton sleeping room rates for ACP attendees:

\$225.00 King/Single OR (1) person in the room
\$245.00 King/Double OR (2) people in the room
\$245.00 Double-Double/ (2) beds OR (2) people in the room
+\$25.00 Add for more than (2) people in any room type

The ACP apologizes for any inconvenience this may have caused members while making room reservations for the 1999 Annual Session.

If you have additional questions concerning accommodations at the New York Hilton & Towers, please contact Marcella Grigaliunas, Director of Meetings and Programs at 800-378-1260, ext. 15.

Japan Section of ACP Holds its First Annual Meeting

The Japan Section of the American College of Prosthodontists held its first annual meeting on July 24-25, 1999, in Tokyo. The theme for the scientific program was Prosthodontics and Periodontics. The meeting's keynote speaker was Dr. Ned Van Roekel, Immediate Past-President of the ACP. The day-and-a-half program also featured Dr. Kouichi Ito and Dr. Yoshinori Nameta. In addition to the 8 members, 55 guests attended the scientific program. The attendees came from all regions of Japan.

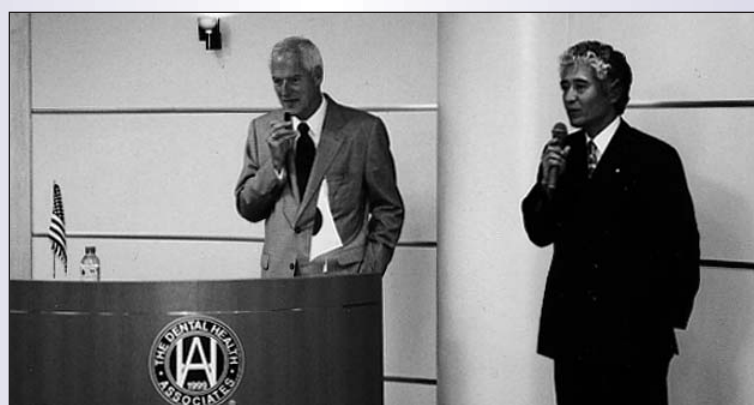
The Japan Section has 10 members and is the largest foreign section in the ACP. Dr. Takeo Iwata serves as President and Dr. Tesuo Fujita is the Secretary-Treasurer. The members and the institutions where they received their postgraduate education are listed below.

Masaichi Nishibori—University of Pennsylvania
 Itsuki Murakami—New York University
 Takeo Iwata—Indiana University
 Junhei Fujimoto—Indiana University
 Hidehumi Tanaka—S.U.N.Y Buffalo
 Tesuo Fujita—U.C.L.A.
 Kuniaki Sakai—Boston University
 Kimihito Hoasi—University of Michigan
 Mitsunobu Okamura—Indiana University
 Yasuo Kishimoto—University of Oklahoma

The Japan Section has its permanent headquarters in Tokyo, in a private teaching institute directed by Dr. Iwata. In addition to the annual meeting, a members-only interim meeting is planned for January 2000. Due to the size of the membership, there are only two officers, the President and Secretary-Treasurer, who serve three-year terms.



From left to right: Masaichi Nishibori, Itsuki Murakami, Takeo Iwata, Ned Van Roekel, Fujimoto Junhei, Hidehumi Tanaka, Tesuo Fujita, Kuniaki Sakai, Kimihito Hoasi, Mitsunobu Okamura, Yasuo Kishimoto.



Dr. Iwata, President, ACP Japan Section, introduces speaker Dr. Ned Van Roekel, ACP Past-President.



Dr. Fujita (right), Secretary, Japan Section; Dr. Iwata, President, Japan Section.

Pulse of the ACP Membership

In light of the changes in the specialty of prosthodontics, an ACP task force was charged to review the Definition of Prosthodontics as approved by the ADA in 1976. The task force proposes the three following definitions (the first definition is the original ADA-approved definition with no changes; the second and third definitions were created by the task force). The ACP would like your vote. Please select one of the following definitions by checking the box next to the definition you prefer. Results will be tabulated for the next issue of the *ACP Messenger*.

You can complete this form and fax it to the ACP at 312-573-1260, or visit our web page at www.prosthodontics.org and submit your answer online in the Members Only section.

Definition #1

(Original ADA-approved definition of prosthodontics)

Prosthodontics is that branch of dentistry pertaining to the restoration and maintenance of oral functions, comfort, appearance and health of the patient by the restoration of natural teeth and/or the replacement of missing teeth and contiguous oral and maxillofacial tissues with artificial substitutes.

Definition #2

Prosthodontics is the dental specialty pertaining to the restoration and maintenance of oral functions, comfort, appearance and health of the patient by the restoration of natural teeth and/or the replacement of missing teeth and oral and maxillofacial tissues with artificial substitutes including dental implants.

Definition #3

Prosthodontics is the dental specialty responsible for the diagnosis, treatment planning, rehabilitation, and maintenance of patients with missing or deficient teeth and/or oral/facial tissues using compatible substitutes including dental implants.

Or,

I do not agree with any of the above definitions.

Pulse of the ACP Membership Survey Results

A total of 20 members responded

1. I believe that general dentists perceive prosthodontists as competition for patients.

Yes: 19 (95%)
No: 1 (5%)
Total: 20 (100%)

2. I believe that, with appropriate market research and adequate funding, the ACP should develop marketing strategies and tools to increase professionals' referrals to prosthodontists.

Yes: 20 (100%)
No: 0 (0%)
Total: 20 (100%)

3. Please list, in order, the sources of your patients by percentage. Also, include your geographic area (Northeast, Southeast, Midwest, West; AND Urban, Suburban, Rural. For example, Northeast Suburban, 25% general dentists, 25% all other specialties, 25% patients, 25% marketing.)

- Not applicable (foreign member)
- Northeastern Suburban, 70% other specialists, 25% patients
- I am in the Military now (was previously in private practice as a general dentist for 17 years before U.S. Navy service). I established a working relationship with the local prosthodontist and referred him complex cases. I felt no competition from him but many of my peers did. After he established himself in the community and offered CE training to the local dental society, most of the general dentists used him as a referral source for complex cases. He also was willing to assist general practitioners in expanding their knowledge of and abilities in prosthodontics.

- I am in the VA
- Midwest (retired, no longer treat patients)
- Northeast Suburban, 50% other specialists, 20% general dentists, 20% patients, 10% marketing
- West Suburban, general dentists 60%, periodontists 20%, patients 20%
- Northeast Suburban, 75% general dentists, 25% other specialists
- West Suburban, 35% patients, 35% other specialists, 20% other allied health professionals, 10% general dentists
- Southeast Suburban, 50% other specialists, 25% patients, 25% general dentists
- Southeast, 50% patients, 20% marketing, 20% Internet, 10% general dentists
- Midwest (retired)
- Mid-Atlantic, 75% other specialists, 25% patients
- Northeast, U.S.N. Prosthodontist
- Midwest Urban, 50% other specialists, 30% patients, 20% general dentists
- Southeast Suburban, 85% general dentists, 10% other specialists, 3% patients, 2% marketing
- [No region given] 60% self, 30% other specialists, 10% general dentists

ICP Meeting in Stockholm



City Hall, Stockholm



ACP President Dr. Tom Taylor (right) with Gunnar Carlsson, ICP President (left).

ACP President Dr. Tom Taylor represented the College at the 8th Meeting of the International College of Prosthodontists in Stockholm, Sweden. The four-day meeting drew more than 300 prosthodontists from 37 countries around the world, including 22 Americans.

Dr. Patrick Lloyd, ACP member and editor of the *Journal of Prosthodontics*, was elected to the position of Co-Vice President of the ICP. Dr. Peter Johnson, ACP Past-President, completed a four-year term as councilor for the group; Dr. Ken Malament continues as a councilor.

ICP meetings are held every other year; the 2001 meeting is scheduled to take place in Sydney, Australia, in early October.



Left to right: Dr. Peter Johnson, ACP Past-President and ICP Trustee; Yasumasa Akagawa, ICP Co-President-Elect; and Dr. Tom Taylor.

Advertising by Non-Specialists in California

(The following is from a report submitted by Dr. David Pfeifer.)

The California Board of Dental Examiners is engaged in a series of open hearings in order to change the advertising regulations in the State of California, giving specific regard to dentists with credentials in areas not recognized as specialists. Pressure has been brought against the Board by several organizations seeking the ability to announce their credentials when advertising (e.g., in the telephone yellow pages). These groups appear to have little concern about the ADA's advertising standards and, if their efforts are successful, identification of the existing eight recognized specialty areas could become very confusing for the general public. The most significant organization in pursuit of these changes is the American Academy of Implant Dentistry (AAID). They have forced the Board of Dental Examiners to take action regarding the wording in response to a suit filed by AAID. Currently, the AAID claims success in Florida and Ohio.

The first open hearing, held April 15th in

San Francisco, had a small attendance; participants included representatives from the California Assistant Attorney General's Office, the California Association of Orthodontists, the California Society of Dental Anesthesiologists, and the California Dental Association. I represented the ACP. At the morning session, the representative from the Attorney General's Office pursued an agenda that suggested the use of the medical model in the state, but this appears to be a very cumbersome and unacceptable approach.

The second open hearing took place May 14th in San Diego; approximately 50 people attended (Dr. Al Fehling represented the ACP). The meeting had an organized format but did not stay focused on the issues. There was an attempt to define new regulatory language to define "advertising" and there was a review of the California Dental Association's proposed wording for advertising. There were debates and exchanges from interested parties, who became mired in specifics, such as a) the inability

to identify or define the term "general dentist" and b) the desire to overrule the CDA's version allowing non-specialists to advertise as specialists using qualifiers such as "practice limited to"—without requiring the disclaimer of being a general dentist. There was also a move to recognize the general dentist as specialty-qualified based on one year of training in a dental school or hospital. This, however, was lost in the debate as to what constitutes "a year of training."

The final open hearing will take place August 19th-21st, after which, the proposed regulatory language that is approved by the California Board of Dental Examiners will be forwarded to the state's Office of Administrative Law. At this point, if the regulatory language is unacceptable to our membership, it will be extremely difficult to change. I personally believe the specialty has a great deal at stake.

California Dental Association Proposed Modification, Sections 1054, et seq.

1054 Recognized Dental Specialty Boards and Associations

For purposes of this article and Section 651 of the code, the Board recognizes those private or public dental specialty boards affiliated with those specialties which are recognized by the American Dental Association, including: American Board of Dental Public Health, American Board of Endodontics, American Board of Oral Pathology, American Board of Oral and Maxillofacial Surgery, American Board of Orthodontics, American Board of Pediatric Dentistry, American Board of Periodontology, and American Board of Prosthodontics.

1054.1 Advertising Credentials

(a) A dentist may advertise or otherwise communicate to the public that he or she is certified by, or a diplomate of, one of the dental specialty boards recognized by the board pursuant to section 1054.

(b) A dentist may not advertise credentials issued by a board or agency which is not recognized pursuant to section 1054 unless:

(1) The private or public board or agency which grants the credential does so based on the dentist's:

(A) Successful completion of a full-time, formal advanced education program of at least one year beyond the predoctoral curriculum at an accredited dental or medical school; and

(B) Sufficient related training and experience; and

(C) Successful completion of an oral and written examination based on psychometric principles; and

(2) The dentist discloses that he or she is a general dentist in any advertising which references the dentist's credential; and

(3) Any advertisement or public communication which references the dentist's credential also includes the following statement: "[Name of announced dental discipline] is not recognized as an area of specialization by the California State Board of Dental Examiners or the American Dental Association."

1054.2 Advertising a Limited Practice

A dentist may not advertise or in any other way communicate to the public that he or she "specializes" or is a "specialist" in, or that his or her practice is limited to, a specific field of dentistry unless that dentist is certified or eligible for certification by a dental specialty board recognized pursuant to section 1054. A dentist who is not certified or eligible for certification by a dental specialty board recognized pursuant to section 1054 may announce a practice limited to a particular area of dentistry if all of the following are strictly adhered to:

- (1) Other general dental services are not provided;
- (2) One hundred percent of the dentist's time is devoted to the particular area of dentistry; and
- (3) The dentist discloses that he or she is a general dentist in any advertising which references the dentist's practice limitation.

In addition, if the particular area of dentistry is not a specialty recognized by the American Dental Association, any advertisement or public communication which references the dentist's practice limitation must also include the following statement: "[Name of announced dental discipline] is not recognized as an area of specialization by the California State Board of Dental Examiners or the American Dental Association."

MEMBERS IN THE NEWS



Dean Michael Alfano (left) inducting Dr. Goldstein into the Omega Chapter of Omicron Kappa Upsilon.

Dr. Gary R. Goldstein, Professor of Restorative and Prosthodontic Sciences and Director of the Advanced Education Program in Prosthodontics at New York University College of Dentistry, has been elected president of the Omega Chapter of Omicron Kappa Upsilon (OKU), the national dental honor society. The Omega Chapter was established at the NYU College of Dentistry in 1929. Each year, the

chapter elects as members up to one percent of students from each graduating class. In addition to ranking high in scholarship, candidates must demonstrate exemplary traits of character and potential qualities of future professional growth and achievement. Dr. Goldstein, a 1969 graduate of NYU, maintains a private practice in New York City.



Dr. John Ivanhoe was recently awarded the faculty Professionalism Award sponsored by the Georgia Section of the American College of Dentists, for his contributions to the advancement of the dental profession and its public appreciation. Dr. Ivanhoe is an Associate Professor in the Department of Oral Rehabilitation at the Medical College of Georgia. He is currently the Vice-Speaker of the ACP House of Delegates and Chairperson of the ACP's Sleep Disordered Breathing Special Interest Group.



Dr. Arthur Nimmo has been appointed Professor and Chair of the Department of Prosthodontics at the University of Florida College of Dentistry. He is a diplomate of the American Board of Prosthodontics and currently serves as the President-Elect of the American College of Prosthodontists.

Report of the Planning Committee of the American Association of Orthodontists Conference on Interdisciplinary Treatment

The American Association of Orthodontists (AAO) is hosting a conference on the interdisciplinary management of the dental patient. The two-day conference will be held in Dallas, February 9-10, 2001. It will be jointly sponsored by the AAO, the American Academy of Periodontology, the American College of Prosthodontists, the American Academy of Pediatric Dentistry and the Academy of General Dentistry.

A Planning Committee consisting of representatives of the above organizations met for the first time on January 23, 1999, at the AAO headquarters in St. Louis. The following is a brief summary of the committee's report.

The goal of the conference will be to promote the concept of interdisciplinary patient care through the cooperation and joint efforts of the various specialties. Approximately 2,400 attendees are anticipated; they are encouraged to attend in multidisciplinary groups. After a plenary session to open the conference, there will be approximately 15 two-hour presentations given by multispecialty teams over the two days. Teams will consist of periodontists, orthodontists and prosthodontists whenever possible, and will be given problem-based subjects to cover. Subjects to be discussed will include:

- management of the patient with congenitally missing lateral incisors
- treatment of traumatic injuries to teeth
- management of debilitated dentition
- treatment of the patient with developmental dental defects
- multidisciplinary treatment of cranio-facial anomalies
- treatment of the periodontal patient who requires orthodontic and prosthodontic care

- management of the patient with missing multiple anterior teeth
- the combination of orthodontics and implant treatment
- treatment of the partially edentulous patient

Two plenary sessions will be held on the conference's second day. The first will offer 20-minute updates from each of the participating specialties on recent advances in those specialties. The final plenary session will close the conference with a well-known practice management expert, who will speak on the development and marketing of the interdisciplinary dental team.

Financial arrangements for the conference also were discussed. The AAO will make all the conference arrangements, and will request that participating organizations assist in marketing efforts. The attendance fee discussed was approximately \$400. Manufacturers' table-top exhibits will be encouraged. All profits will be divided based upon the number of attendees from each organization.

CLASSIFIED ADVERTISEMENTS

FOR SALE

The ProsStars Newsletter: A newsletter for specialists – now available by subscription. ProsStars is receiving favorable response nationwide! ProsStars subscribers are saying it gets to the heart of specialty issues. Your subscription (4 issues per year) is easily obtained by telephone: 301-251-6282/ Fax 301-251-1970/ or by sending a check for \$18.50 – 1 yr. or \$30.00 – 2 yrs. to ProsStars, P.O. Box 10902, Rockville, MD 20849.

PRACTICE OPPORTUNITIES AVAILABLE

California-Sonoma County.

Established prosthodontic practice in Northern California wine country is seeking board-eligible/certified

prosthodontist to join our practice. New 2,300 sq. ft. facility in Santa Rosa has four fully equipped operatories with 5-station in-house laboratory and is computerized in all operatories. Laboratory equipped for all phases except partial denture frameworks. Currently scheduling 2-3 months in advance. Please direct inquiries to Terry Eggleston, DDS, at 707-538-7600 or prosth@sonic.net.

New Jersey, South. Opportunity for a board-eligible prosthodontist to join a high-quality prosthodontic practice. Full-time associate leading to partnership. Two office locations, dental lab on premises at main office. Please send resume or inquiries to 1793 Springdale Rd., Cherry Hill, NJ 08003, or call 609-424-7177.

National Search for Journal of Prosthodontics Section Editor

The Editorial Board of the *Journal of Prosthodontics* invites nominations for its Academics & Education Section Editor position. This section publishes articles on unique programs and teaching techniques used at all levels of prosthodontic education.

All Board Certified prosthodontists are eligible to apply for this position. Editorial experience in dental or prosthodontic journals is preferred.

Applications should include the following information:

- A letter describing professional experience and reasons for desiring to join the Editorial Board of the *JP*
- A curriculum vitae
- Copies of publications that demonstrate knowledge in prosthodontic research

All Section Editors of the *JP* receive honorary stipends, individualized correspondence materials, and reimbursement for expenses associated with the position.

Deadline for applications is October 29th. Questions regarding qualifications or the application process should be directed to the *Journal's* Editorial Office at (800) 628-8939.

Please send application to:

Patrick M. Lloyd, DDS, MS
Editor-in-Chief, *Journal of Prosthodontics*
The University of Iowa College of Dentistry
S313 DSB
Iowa City, IA 52242-1001

ADVERTISING POLICY

For more information or to place a classified ad for *The ACP Messenger*, please contact:

ACP
Administrative Coordinator
211 E. Chicago Ave., Suite 1000 • Chicago, IL 60611
Phone (312) 573-1260 Fax (312) 573-8795

Ads will be charged at \$45 for the first 60 words and \$1 for each additional word. The minimum charge is \$45. Payment by check, VISA, or MasterCard must be received with the 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.

The ACP Messenger

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211 E. Chicago Avenue, Suite 1000
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Phone: (312) 573-1260 or (800) 378-1260
Fax: (312) 573-8791
E-mail Address: acp@prosthodontics.org

Editor-in-Chief
David R. Burns, DMD
Medical College of Virginia
Virginia Commonwealth University
Box 980566, MCV Station
Richmond, VA 23298
(804) 828-3661 or (804) 828-0832
FAX (804) 828-3661
E-mail Address:
DBurns@den1.denvcu.edu

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1999 Calendar of Events

October

- 9-13** ADA Annual Meeting Honolulu, HI
19 American College of Prosthodontists Board of Directors Meeting
New York Hilton and Towers, New York, NY
20-23 ACP Annual Session "Prosthodontics: Meeting Patient Needs in the
New Millennium"
New York Hilton and Towers, New York, NY

211 East Chicago Avenue • Suite 1000
Chicago, Illinois 60611-2688

Messenger



The News Source For Members Of The American College Of Prosthodontists

1999 Annual Session

"Prosthodontics:

Meeting Patient Needs in the New Millennium"

October 20 - 23, 1999 • New York City, NY



New ACP Service Helps You Market Your Practice Online!

ACP Marketing Seminar Revised

ACP Membership Survey Results

Advertising by Non-Specialists in California