



Lisa Laske



## Firm to Develop College Message

**P**ublic Communications Inc. has been selected to develop a marketing theme and message for the ACP to promote prosthodontics. PCI is an independent public relations firm with headquarters in Chicago, and is a founding partner of the WORLDCOM Group, the world's largest partnership of independent public relations firms. Executive Director Steve Hines met with five highly recommended firms. "PCI was clearly the most appropriate for the College as it had the best understanding of the ACP needs and was flexible to work with our staff and committee to bring projects to completion on time at a reasonable cost to the College," said Mr. Hines.

According to *Inside PR* magazine, PCI is "still the best independent public relations firm with headquarters in Chicago." Health care is the agency's most conspicuous strength, with long-time clients like Bristol Myers Squibb, Hoffman-LaRoche and Hoechst Marion Roussel. Other clients include Home Shopping Network, the Chicago Bulls and White Sox, Discover Card, and 3M. They also have dental experience with long-standing clients including the American Academy of Pediatric Dentistry and the American Association of Endodontists.

At the February ACP Board Meeting, PCI President Richard A. Barry presented an overview of the company and its past experience. Vice President Ruth Mugalian explained the company's experiences with other health care associations. PCI was part of the name change of the pediatric dentists, helped the

endodontists overcome the stigma of root canals, and also worked with the ADA, and the California, Florida, and Illinois Dental Associations.

So what is ACP's message? In order to develop one, it is imperative to do market research. The first phase with PCI will be identity research and analysis to define the ACP's unique propositions to the public and professional audiences. Phase two would involve message development including refining the ACP story, and the development of materials in conjunction with the ACP staff and committee. A key element of this phase is to develop and place "prosthodontic" spokespeople for media exposure. The third phase of the program is to promote and continue to keep the ACP message in the public eye.

The American Academy of Periodontology is currently debating the merits of a direct-to-consumer advertising campaign at a minimum entry cost of \$3 million. They have had an advertising agency do market research which revealed that the general population did not know there were specialists to treat gum disease. Sound familiar?

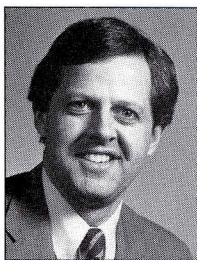
Mr. Hines adds, "This is an exciting time for the College as it embarks on the use of outside experts to help define and implement a message for prosthodontics. The ACP officers and Board are solidly behind the use of College funds for this purpose. The public and professional relations committee eagerly awaits the results of the PCI research to enable the development of concrete communications projects in conjunction with the staff and professional oversight." ♦

## College Highly Visible at AADS Meeting

**T**he American College of Prosthodontists was well represented at the 1997 meeting of the American Association of Dental Schools (AADS) in Orlando. In addition to participating in many of the educational programs at the meeting, several ACP members were installed as section officers. For the Fixed Prosthodontics Section: Dr. Joseph Cooney as Councilor, Dr. Stephen Rosenstiel as Chairman, Dr. Nancy Chaffee as Chair-Elect, and Dr. Lily Garcia as Secretary. For the Removable Prosthodontics Section: Dr. Richard Seals as Councilor, Dr. Patricia Nihill as Chairperson, Dr. John Jones as Chair-Elect, and Dr. David

Felton as Secretary. Drs. Robert Saporito and Arthur Nimmo completed their three-year terms as Councilor for the Fixed and Removable Sections and James Clancy completed his term as chairman of the Removable Section.

Scientific presentations are made on current topics in dental education at the Section meetings. This year the Fixed and Removable Sections sponsored a combined program entitled "Defining Predoctoral Prosthodontic Curriculum, Essential Knowledge and Skills," which was moderated by Drs. Nihill and Rosenstiel. The meeting featured an open review of the results of a workshop of the same title at



Stephen D. Hines

**T**he American College of Prosthodontists is on the move. Since our 1996 Annual Session in Kansas City, three new professionals have joined the ACP staff bringing with them exceptional backgrounds and experi-

ence in meeting planning, communications and membership as well as a commitment to provide top quality service to all current and prospective College members. Lisa Laske, Phoebe Weinberg and Sabrina Whitlow each bring a wealth of new, fresh perspectives to their jobs which are already paying dividends.

I want to express a personal thank you to my former colleagues, Joanne Constantine, Marcia Holub and Linda Wallenborn for their years of devoted service to the ACP and best wishes for continued success in new jobs with associations in San Antonio and Chicago. Each of them has left their indelible mark on the College.

The College's plate is indeed full, with a diverse portfolio of plans, programs and activities underway or recently completed. Two implant prosthodontic seminars were developed and successfully hosted by the College in Los Angeles and Columbia, South Carolina. Planning is underway to offer one or both programs in other areas of the country later this year. In addition, the ACP joined with AAOMS in the development of the February ACP/AAOMS Midwinter Meeting in Chicago. In the coming weeks, the College will be exploring the feasibility of an annual midwinter meeting in partnership with one or more ACP Forum members. Who best

to take the lead in coordinating the development and execution of continuing education in prosthodontics than the recognized sponsoring organization of the specialty!

The College is offering programs this year targeted to students and faculty. The Second International Symposium in Evidence Based Dentistry will be held September 19-22 in Chicago and is being marketed across the country. Students will have an opportunity to compete for two \$5,000 "Pre-Doctoral Dental Student Research Training Awards," cash awards from the "John J. Sharry Prosthodontic Research Competition" and, the tentatively scheduled, "Research Fellowships in Complete Denture Prosthodontics." In addition, the ACP Education Foundation expects to soon announce plans for a limited number of graduate fellowships for students entering accredited dental school sponsored graduate prosthodontic programs in the US.

The 1997 ACP Membership Directory will be printed in June and every 12 months thereafter which assures the most timely and accurate roster information. In addition to individual member data, College Bylaws and Policies will again be included as well as advertising. The new directory will be larger in size to ensure easy use as a reference for members and their staffs alike. This will be the first time advertising has been included and is an example of ongoing efforts and commitments to defray or underwrite expenses so that a greater portion of College income can be earmarked for programs and projects designed to benefit all members.

Preparations are also underway to put the membership roster on the Web Page (<http://www.prosthodontics.org>) where we will be building a consumer section with the long-range goal of increasing patient awareness and demand for prosthodontic services. We are also investigating other ways to generate additional calls from prospective patients seeking the names of prosthodontists in their local area.

Perhaps the most exciting and significant long-term program initiated this year is the ACP public relations plan described in some detail in this issue of *The ACP Messenger*. The Board of Directors authorized this ambitious program at its February, 1997 meeting recognizing College budget limitations. The staff, working in partnership with the Chicago based agency, Public Communications Inc., will assume as much responsibility as is practical in order to optimize our somewhat limited financial and people resources. Phase I, now underway, is the first and perhaps most critical building block on which all our patient education and referral programs will be built. We will be sure to keep you updated on our progress in upcoming issues of this newsletter.

Since joining the College a year ago, I have talked to hundreds of members as well as many companies in the dental industry. I am confident, more than ever, that the College is responding to the needs and expectations of all its members. During the course of my meetings and visits, one message is repeated time after time. Diverse interest groups throughout the dental community would like to have one primary point of contact within the prosthodontic community on issues and concerns relative to prosthodontics and the discipline.

As I approach individual companies to discuss potential partnerships and alliances, it is clear everyone has limited advertising, sales, promotion and marketing budgets and the competition for these dollars is more intense than ever before. With the aging US population and growing need for prosthodontic care, now seems to be a particularly appropriate time to focus time and energy on bringing the prosthodontic community closer together for the benefit of all members and, most important, patients. Individually, none of the organizations has the resources to make a major impact on the education of the community at large. But, working together, I am convinced we can have an impact and everyone will win. ♦

### Mark Your Calendars for Future ACP Meetings

#### 1997 Annual Session

November 5 - 8  
Renaissance Orlando Resort  
Orlando, FL

#### 1998 Annual Session

September 16 - 19  
Sheraton San Diego Hotel and Marina  
San Diego, CA

#### 1999 Annual Session

October 20-23  
New York Hilton  
New York, NY

#### 2000 Annual Session

November 15-18  
Hilton Waikoloa Village  
Kamuela, Hawaii

### New Communications Director Joins ACP Staff



Lisa Laske

The American College of Prosthodontists is pleased to announce the appointment of Lisa Laske as Director of Communications. She joined the College in April and is the primary contact for all College communication needs.

Ms. Laske has a diverse professional background including working for a Chicago-based public relations

firm, as the National Editorial Coordinator for the National Safety Council, a writing instructor at DePaul University and Robert Morris College, an association management firm and most recently as an independent communications and marketing consultant. In addition to her work experience, Ms. Laske holds a BA in Communications from Miami University in Ohio and a Masters in Writing from DePaul University in Chicago. Ms. Laske's appointment created a smooth transition between Directors after the departure of her predecessor, Joanne Constantine, in March. ♦

In the March Issue of the ACP Messenger, the ACP Managed Care Subcommittee began a series of articles related to managed care and anti-trust limitations for prosthodontists. Part II appears below.

# Is Direct Reimbursement an Ideal Insurance Option for Prosthodontics?

By M. Nader Sharifi, D.D.S., M.S.

**A**s prosthodontists, treating patients with dental insurance coverage may be considered a hit or miss proposition — typically a miss. Rarely are your specialty fees within the benefit limitations of third party payers. Often the procedure is not even considered an eligible benefit.

The managed care arena has yet to welcome prosthodontists with a separate fee schedule as they have other specialties. Our general practitioner counterparts influence the “usual and customary” benefits offered to our patients with indemnity insurance. The fees we typically are required to collect for the level of service provided rarely compare with those numbers. Our patients are told our fees are out of range for these services. The reality is that the employers have purchased plans for their employees with financial limitations on procedures and on the payments for those covered procedures. In the past this has been termed “usual and customary.” That nomenclature has diminished as the education regarding the actual limitations of benefits has increased.

An option exists today which offers the patient control over their dental coverage. That option is Direct Reimbursement. Direct reimbursement also creates the scenario whereby prosthodontists may best be able to offer covered treatment for patient's with this insurance option. Direct reimbursement programs are set up by an employer to pay a certain percentage of any dental bill submitted by an employee. An annual maximum benefit is set by the employer.

In direct reimbursement, there are no deductibles, no predetermination of benefits, and no limited benefits hidden as “usual and customary” charges. In fact, there are no limitations on any treatment options, the end result being no denied claims. The patient selects their own provider and chooses their course of care. The patient simply submits a dental bill to their employer and receives a check back for the percentage offered as dental coverage.

The patient decides with the dentist what treatment is most appropriate. There are no limitations on the often refused treatment options such as implant dentistry, adult orthodontics, TMD therapy, or esthetic dental procedures.

Many procedures we wish to perform in prosthodontics may not be covered under a typical indemnity insurance plan — certainly not in many managed care plans. Rather than disputing denied claims for alternative benefits, the non-covered option, such as an overdenture, becomes a covered expense at the patient's selection. This is true for any service provided by any practitioner — prosthodontists or otherwise.

Direct reimbursement is currently being offered in two different forms — with and without an administrator. The most common appears to be a plan with an administrator. The administrator receives the dental bills from the employees and processes the payments for the company offering the benefit.

The employer contracts with the administrator to provide this benefit just as they do with any other insurance carrier for medical or dental

benefits. This form of direct reimbursement is slightly more costly to the employer. It seems to be more popular presently as it is supported by administration firms and insurance companies selling the product and profiting in their role.

Recently there has been a lot of press given to direct reimbursement plans for small to medium sized companies which are self-funded and self-administered. The American Dental Association (ADA) has also been publishing a lot of information on this topic in their periodicals. An action plan is in effect to increase awareness of benefit coordinators across the United States.

Self-administration is a simple task for employers should they choose to select that type of direct reimbursement plan. Since direct reimbursement plans call for a payment based upon a percentage of the submitted dental bill, no evaluation of the treatment rendered is necessary eliminating the need for processing radiographs, examining periodontal charting, or having a dental reviewer on staff.

Further, each plan will reimburse the company's employees to a predetermined annual maximum benefit. Although the percentage of employees who reach that maximum is surprisingly small, the company can gauge the overall cost to self-fund before even participating. The ADA is assisting businesses with an actuarial evaluation of their financial need to self-fund such a plan.

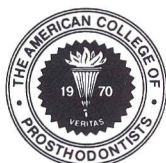
Companies who are already providing dental benefits can be comfortable in knowing that their bottom line will be reduced. The reduction comes from the profit previously being made by the insurance company underwriting the previous dental benefit plan. In studies completed to date, the ADA also notes that the usage of such a plan is not significantly different than other insurance options.

The bottom line on direct reimbursement appears to be a winning situation for nearly everyone involved — everyone except the insurance companies. Patients no longer have limitations on the dentist they choose. There are no restrictions on the treatment options or considerations for alternative benefits.

The provider does not need to spend administrative time completing forms, copying radiographs, writing letters, and explaining the reality of “usual and customary.” Businesses offering the benefit have trimmed the insurance company profit from their bottom line while providing a benefit which is more user friendly for their employees. Direct reimbursement offers the most ideal dental benefit option for patients and prosthodontists at this time. ♦

## The ACP Messenger

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### Specialist or Specialty?



Dr. Kenneth Kent

**T**he Orlando House of Delegates will be considering significant issues for the American College of Prosthodontists. The ACP Membership Division will be bringing proposals for changes and additions to the membership categories. In addition to

possible changes in Foreign Member and Life Member requirements and benefits, proposals will be submitted for adding non-prosthodontist categories of membership.

The ACP has always represented the interests of our member specialists and our specialty. New membership categories may significantly increase the strength and voice of our organization. Many laboratory technicians and allied health professionals are interested in assuming an active role within the ACP. Some concerns about non-Prosthodontist membership categories include abuse of the affiliation by non-credentialed or non-trained individuals.

These issues are being considered by the Board of Directors and the Membership Division. The many advantages and disadvantages to changing or adding membership categories should also be discussed in the next few months

at the Section level. Delegates of the House will have ample opportunity to discuss these items and other crucial topics in Orlando. After caucus and reference committee discussions, the House of Delegates will consider appropriate actions. The Sections Division is considering the relationship between individual Sections and our national organization, and what can be done to strengthen each group. Boilerplate By-laws recommendations for Sections and a Sections Manual will be circulated for review during the summer. Methods of credentialing and re-credentialing each Section must be considered by the House of Delegates.

Please review these issues and discuss them with your peers. Refer your comments to Dr. Ivy Schwartz, Membership Division Director, Dr. Fred Muenchinger, Sections Division Director, Sabrina Whitlow, Director of Membership & Section Relations or Dr. Kenneth Kent, Speaker of the House (KenKent@POL.net). All members are invited to participate in discussions at the House of Delegates. Only credentialed delegates will be able to vote on these issues in Orlando.

Please have your Delegates and Alternate Delegates elected as soon as possible. Notify Sabrina Whitlow at least ninety days before our annual session. Rosters must be received prior to August if your Section is to vote in Orlando. ♦

### ACP Spring Seminars a Success — Updated Seminar Planned

ACP responded to member requests for continuing education programs this year by offering two College sponsored programs. The first program titled, "Marketing Implant Prosthodontics in Your Practice," was held in Los Angeles during the first week in April. The second course, "Day to Day Troubleshooting in Implant Prosthodontics," was held mid-April in Columbia, South Carolina.

"We recognize that our members want top-quality College-sponsored education opportunities besides those offered at the annual session," explained Steve Hines, Executive Director. Dr. Peter Johnson, Chair of the Public and Professional Relations Committee, worked with his committee and ACP staff to develop and implement the Spring seminars.

According to Hines, the members' strong response and solid evaluation of the Spring seminars has led to offering an updated version of the "Marketing Implant Prosthodontics in Your Practice" seminar to be held in Boston, this Fall. "ACP members in the Northeast should watch their mail in the next couple weeks for more information," said Hines.

If you are interested in receiving more information regarding the upcoming marketing seminar, please contact the ACP office at 312-573-1257. ♦

### AADS Meeting

*Continued from page 1*

the ACP meeting in Kansas City. Dr. Nimmo presented the rationale and background of the project and Dr. Gerald Woolsey led the group discussion. Drs. Nancy Arbree and Robert Saporito served as panelists for the discussion. This meeting was the result of successful interaction between the ACP, the Prosthodontic Forum organizations, and the AADS.

Abstracts were presented at the meeting that were authored or co-authored by the following ACP members: Drs. Jeffrey Astroth, Larry Breeding, David Cagna, Mickey Calverley, Nancy Chaffee, David Clay, Jack Gerrow, Igor Pesun, Rodney Phoenix, Robert Saporito, Joan Sivers, Stanley Vermilyea, and Russell Williamson. Drs. James Clancy, Terry Lindquist, and Robert Saporito participated in educational exhibits.

Dr. William Kotowicz was part of a team that presented the faculty development work-

shop on "Cultural Audits: Assessing the Present to Create the Future."

Drs. John Burton, Ned Van Roekel, Ronald Woody, Dennis Weir, and Mr. Steve Hines represented the College at many AADS functions and helped to increase the overall visibility of prosthodontics at the meeting. At the Prosthodontic Section meeting, Dr. Burton, ACP President, expressed interest in increased cooperative activity between the ACP and AADS. In response, Dr. Weir organized a dinner meeting of officers and education committee members.

The next annual AADS meeting will be held in Minneapolis, from February 28 to March 4, 1998. Information concerning the 1998 meeting is available from Christine Shattuck, AADS, 1625 Massachusetts Avenue, NW, Suite 502, Washington, DC, 20036. ♦

### Editor Needed for ACP Study Guide

An editor is needed for the next edition of the ACP Study Guide for Board Certification in Prosthodontics, which is scheduled for release in September 1998. The study guide is a useful reference for candidates taking the exam given by the American Board of Prosthodontics. The last three editions have been edited by Drs. Arthur Nimmo and Kenneth Malament, and the study guide contents are on computer disk (Write Now 4.0, Macintosh). The new editor must be a diplomate, preferably having taken the exam under the new format. We are looking for a new editor who is computer literate and innovative to do a major redesign and update of the study guide.

If you are interested in taking on this challenging responsibility, please contact: Dr. Arthur Nimmo, Professor and Chairman, Department of Prosthodontics, University of Detroit Mercy, School of Dentistry, 2985 E. Jefferson Avenue, Detroit, MI, 48207-4282, by June 1, 1997. Telephone: (313) 446-1895, Fax: (313) 446-1918, e-mail to ACNimmo@aol.com ♦

# ACP Comments on ADA Guidelines for Denture Adherents

**T**he American College of Prosthodontists has submitted a thorough review and a series of recommendations for the Draft Guidelines proposed by the American Dental Association (ADA) concerning denture adherents. In November of 1996, the ADA sent out its draft guidelines for denture adherents for the ADA Acceptance Program. Manufacturers of denture adherents and other interested parties were asked to comment.

The ACP Research and Geriatrics Committees performed a review of the guidelines, and the resulting report they developed was approved by the ACP Board of Directors in February.

Among the recommendations made by the College were the following:

- The decision to use (rather than abuse) denture adherents should be made by a

licensed dental practitioner rather than the consumer, laboratory technician, or product manufacturer.

- The ADA Council on Scientific Affairs should require that product testing and subsequent reporting be undertaken by investigators who are without potential conflict of interest.
- Principles of evidence-based dentistry should be used and documentation presented should adhere to the standards of sound research design.
- Additional warnings should be added:
  - 1) prolonged use of denture adherents may alter the structures of your mouth, thereby causing your dentist or prosthodontist to remake (rather than repair or relin) your existing denture(s) to improve its fit and

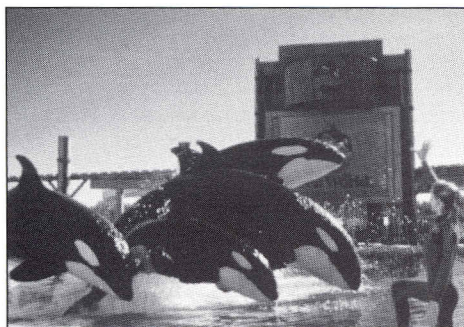
2) denture adherents should not be used with partial dentures.

"Many patients, especially older adults, are dependent on denture adherents to overcome the inadequacies of their prostheses or to cope with an anatomic or physiologic condition that interferes with successful denture use," said Patrick M. Lloyd, DDS, MS, Chair of the ACP Geriatrics Committee, "We have recommended that manufacturers be obligated to advise patients who use adherents to seek out the services of a dentist or prosthodontist for evaluation and necessary treatment. Such measures should go a long way in helping these patients learn what options are available to help them lessen or eliminate their dependency."

For a copy of the ACP response, contact the ACP office at (312) 573-1260. ♦

## Annual Session Update

### Sea World Event Planned for Annual Session



Shamu Pavilion

An exciting night out has been planned for ACP members attending this year's Annual Session in Orlando. "The Sea World Celebration" scheduled for Thursday,

November 6th gives attendees the chance to see several Sea World exhibitions in the evening, after the park has been closed to the public.

The event features stops at three of Sea World's well-known exhibits. First, hors d'oeuvres will be served before witnessing the theme park's water-skiing show. Then, dinner is located in the Shamu Pavillion, home of Shamu the whale. Afterward, The Wild Arctic is the site for desserts.

ACP Director of Meetings and Education, Phoebe Weinberg says, "This event will be a great way to see Sea World without having to battle daytime crowds."

The Sea World Celebration is just one of the variety of social events planned for Annual Session registrants. Make your plans now to attend this year's meeting! ♦

### AES and SEAP Invited to Orlando

The American College of Prosthodontists (ACP) has extended a special invitation to members of the American Equilibration Society (AES) and the Southeastern Academy of Prosthodontics (SEAP). Members of the two groups will be considered "special guests" of the College at the 1997 ACP Annual Session in Orlando, Florida. These colleagues will be able to attend the ACP meeting for a reduced registration rate of \$250 rather than the regular non-member registration rate of \$445.

Additionally, a portion of the educational program for the meeting will be devoted exclusively to occlusion. This was specifically designed to be of value and interest to the members of AES.

Please join the College in welcoming these special guests to this year's meeting. ♦

### Call for Table Clinic Presentations

The American College of Prosthodontists  
Annual Session  
November 5-8, 1997

Table Clinics Session  
Thursday, November 6, 1997  
12:40 - 2:00 p.m.  
Please note new time!

Poster or Display Presentations of Research  
Clinical and/or Laboratory Techniques  
No Slide Projectors Allowed

Please Contact  
Dr. Nancy S. Arbree  
Chair, 1997 Table Clinic Subcommittee  
Tufts University School of Dental Medicine  
One Kneeland Street  
Boston, MA 02111

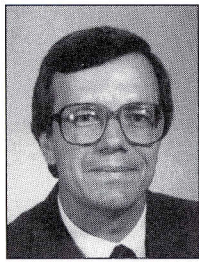
Telephone: 617-636-0866  
FAX: 617-636-6583  
E-mail: narbree@infonet.tufts.edu

## Sections

The East Georgia Section of the ACP met on January 30, 1997 for its winter meeting. New officers for the upcoming year were announced. President: Dr. Steve Cameron; Vice President: Dr. Fonda Robinson; Secretary/Treasurer: Dr. John Stephen Brousseau. We would like to thank our outgoing president, Dr. Carol Lefebvre, for her hard work and support to our Section during the last three years. After a short business meeting Dr. Geoffrey Sheen presented his 1996 Sharry Competition-winning presentation: "Tensile and shear strengths of several bonding systems following various surface treatments of a high strength all-ceramic core material." ♦

# Why Liaison?

By Dr. Carl Schulter



Dr. Carl Schulter

**T**he ACP organization includes Divisions made up of committees to complete our goals and objectives. The Professional Organization Liaison Committee is part of the Public and Professional Relations Division with the primary goals of

reaching out to other organizations, developing good will and a working relationship with all organizations. Why is this so important and how can this help our members?

Prosthodontics is the least known and most misunderstood dental specialty. Our past history has cultured many misconceptions as to what a prosthodontist is, when you should refer a patient to a prosthodontist, who represents the specialty, and where the dental community should go with concerns in education, accreditation, public relations, etc. The confusion has come about from prosthodontic organizational fragmentation and many misconceptions as to the separation of the specialty and the discipline. We are all responsible for this dilemma, and therefore, we are all responsible for finding a way to develop a unified voice for prosthodontics.

As the College continues to mature, it's leadership has realized the need to reach out to all organizations in an effort to change the perception of prosthodontics to the dental community, the public, and its members. What is the best way to accomplish this goal? We must start by communicating with a strong voice and a direct purpose, by developing programs of public and professional relations, and most of all by educating our members on the importance of their involvement and their responsibility for the future of prosthodontics. A weak voice will be challenged, but a strong voice will be heard and respected.

This is where the professional organization liaison committee is attempting to make a difference — by acting as your liaison representative in these areas and many more. With the help of our central office staff, we have been able to make many contacts within the ADA, the AADS, other specialty organizations, and many other prosthodontic organizations.

The ADA is the voice for dentistry and we must be a part of that voice on all issues concerning prosthodontics. I encourage all members to join the ADA and participate in its organizational structure from the local, state, and national levels. The more ACP members that are active within the ADA, the more information we will receive and the more input we can have. Two prosthodontists now serve as Trustees to the ADA, Dr. William B. Finagin and Dr. Myron L. Pudwell. Dr. William B. Finagin is currently running for President-Elect of the ADA. ACP members should support him and contribute to his campaign. In addition, each member should write a letter to his/her

trustee, as well as to Drs. Finagin and Pudwell, to show support and encouragement for their efforts. It is only by having active ACP members that the specialty of prosthodontics can come to the forefront of dentistry.

What is the best way to put to rest these issues of misconception, fragmentation, and disunity within the prosthodontic community? The ACP Prosthodontic Forum is the answer. We must make the ACP Forum a strong, viable voice for all of prosthodontics. Does the College wish to control these other organizations? No. Does the College wish to change these organizations and their purpose? No. Does the College wish to come together with these organizations to develop a unified front on many universal issues such as education, denturism, etc.? Yes. As prosthodontics is being challenged on many fronts, a unified prosthodontic front will change the direction of prosthodontics. A fragmented voice will only repeat the mistakes already made. Our committee is currently reaching out to these organizations to develop an organizational relationship which will change the perception of prosthodontics. The leadership of the College is dedicated to the success of the Forum and the defragmentation of prosthodontics.

With our fellow specialists, we must be a part of strengthening the ADA's Specialty Group Organization nationally help to develop intra-state specialty organizations. On the national level, the Group can have impact on issues concerning education, accreditation and again a unified voice on specialty concerns within the ADA, AADS, etc. Some issues can only be handled on the state level. Our committee is helping the ACP Sections Division by encouraging each section to develop these specialty organizations on the state level. This is where each member can help by talking to their referring specialty doctors and developing a proactive organization within their own state.

My main question again is why liaison? Without an active liaison committee, the College will not continue to prosper and the world of prosthodontics will not change. The more the world gets to know prosthodontics, the greater the benefits. The potential will be there for more prestige for our specialty, more referrals, more patients understanding what a prosthodontist is, more students applying to our graduate programs. It is all about forming partnerships which will advance the specialty. My committee is made up of a number of members, but the most important member is you, the individual College member. We all have an important role within our specialty, but the most important role is for you to be a liaison person for prosthodontics in your world. Working together everything is possible! ♦

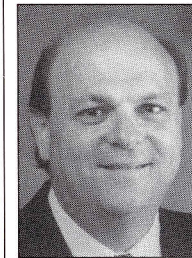
## In Memorial

**Dr. Robert Keith**  
Charleston, SC  
February 2, 1997

**Dr. Milton H. Brown**  
Hawthorne, FL  
August 14, 1996

## Members in the News

### Hilsen Elected SDDS President



Dr. Kenneth L. Hilsen

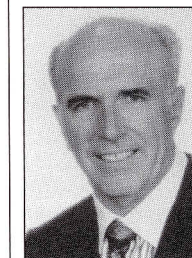
**Dr. Kenneth L. Hilsen** has been elected to the office of President of the Sleep Disorders Dental Society (SDDS). This international organization is devoted to the treatment of sleep disordered breathing through the use of oral appliance therapy. Dr. Hilsen, a charter member of SDOS, has been involved in this field for more than 10 years.

Dr. Hilsen is on the Board of Directors of the American College of Prosthodontists and directs the Prosthodontic Practice Division. In addition he chairs the College's Committee on Sleep Disordered Breathing. He has worked aggressively to bring this type of treatment to the College membership through this committee and through lectures given at the annual session.

The Board of Directors of the College approved a synergistic relationship with the SDDS several years ago and encourages our members to join this organization if they are actively involved in this treatment or would like additional information about the field. The SDDS has provided information for our members which is available from the central office.

Dr. Hilsen acts as a consultant to numerous major hospital and private sleep centers in the New York Metropolitan area and maintains a private practice in prosthodontics in Fort Lee, New Jersey. He is married to Marilyn and has two children Alex and Erica.

### Finagin Election Campaign



Dr. William Finagin

**The Finagin '97** Campaign keeps moving forward as ACP member Dr. William Finagin continues in the race for ADA President-Elect. The College has made its second \$5,000 contribution in support of his efforts.

Dr. Finagin's main focus is the two-way communication of dentists with each other and with the organizations that represent them. His campaign theme "A Force for Change" echoes his promise that as President of the ADA, he will ensure interactive communication and will also enhance the image and presence of dentists on the public side with the media, the legislature, and the public.

The ADA election will be held during the organization's Annual Session this October in Washington, D.C. ♦

# Meetings and Conferences Calendar

## May 30 - June 3, 1997

**The Academy of Prosthodontics**  
Sheraton Halifax, Halifax, Nova Scotia.  
Contact: Dr. Edward J. Plekavitch  
4830 V. Street, NW,  
Washington, DC 20007.

## June 5-7, 1997

**Seventh International Congress on Reconstructive Preprosthetic Surgery, Copenhagen**  
Contact: E. Hjorting-Hansen  
Department of Oral and Maxillofacial Surgery  
University of Copenhagen  
20 Norre Alle  
DK-2200 Copenhagen N Denmark

## June 25-28, 1997

**62nd Annual Meeting of the Pacific Coast Society of Prosthodontists**  
Chateau Whistler Resort, Whistler, British Columbia, Canada.  
Contact: Dr. Madeline Kurrasch, 23451 Madison Street, Suite 220, Torrance, CA 90505. Phone: (310)378-9261.

## September 18-23, 1997

**ACP Second International Symposium On Evidence-based Dentistry**  
Omni Hotel  
Chicago, Illinois  
Contact: ACP, (312) 573-1260

## October 18-21

**ADA Annual Session**  
Washington Convention Center, Washington, DC.  
Contact: ADA, (312) 440-2500

## October 29-Nov. 2

**International College of Prosthodontists**  
Sliema, Malta  
Holiday Inn Crowne Plaza  
Contact: RES Seminars (619) 272-1018, Fax (619) 272-7687

## November 2-5, 1997

**American Academy of Maxillofacial Prosthetics**  
Orlando, Florida  
Contact: Dr. Thomas Cowper at (216) 444-2084

## The American Board of Prosthodontics

## Research Symposium

### From the ABP Executive Director...

The February examinations for Parts 1, 2, 3, and 4 were held in Chicago February 16-19, 1997, in the ADA Building.

Fifty-five individuals challenged the various parts of the examinations and ten individuals were certified as Diplomates of the board. The new Diplomates included the following individuals:

Dr. Keith J. Ferro  
Dr. Chris R. Haganman  
Dr. Marcus F. McDonald  
Dr. Dean Morton  
Dr. Mysore K. Prasanna  
Dr. Arthur M. Rodriguez  
Dr. William A. Saupe  
Dr. Braden Stauts  
Dr. Arman Torbatt  
Dr. Keith A. Wunsch

The members of the Board would like to congratulate these new Diplomates and it is hoped that all members of the College will join in their appreciation of this significant achievement.

The June examinations will be held in Dallas, Texas at the Crescent Court Hotel,

June 15-20, 1997. Candidates are urged to secure accommodations at the earliest possible date to ensure the special rates. The hotel phone number is (800) 654-6541, and candidates should inform the hotel that they are participating in the Board examinations.

Candidates for the June examination will be assigned on a first-come, first-served basis. The first 18 candidates who matriculate will be examined on June 15-18, 1997. The remaining candidates will be examined on June 17-20, 1997. Final instructions will be sent with notification of the receipt of payment for the examination(s) part(s). ♦

Correspondence concerning the American Board of Prosthodontics should be directed to:

Dr. William Culpepper  
Executive Director, ABP  
P.O. Box 8437  
Atlanta, GA 30306

Phone (404) 876-2625  
Fax (404) 872-8804

### Evidence-Based Dentistry Symposium Set for September

The Second International Symposium on Evidence-Based Dentistry will be held September 19-22, 1997 at the Omni Hotel in Chicago, IL. The four-day symposium led by Dr. George Browman, Chair of the Department of Clinical Epidemiology and Biostatistics from McMaster University, Hamilton, Ontario, Canada, will consist of a series of short plenary sessions and small group seminars.

The symposium will introduce the precepts of evidence-based dentistry and the critical appraisal of dental literature. Evidence-based dentistry is the practice of applying scientific scrutiny to that portion of dental literature that is applicable to practice. ACP Research Committee Chair, Dr. David Felton has been instrumental in bringing together the elements of this year's symposium.

The registration fee for the Symposium is \$475 for ACP members and \$575 for non-ACP members. Attendance is limited due to the teaching style of the course. If you are interested and would like more information and registration materials, please call the ACP office at 312-573-1260. ♦

## Academic Opportunities

**Columbus, Ohio:** The Ohio State University College of Dentistry, Section of Restorative Dentistry, Prosthodontics and Endodontics, is seeking applicants for a full-time tenure-track or clinical track position at the assistant/associate professor level in prosthodontics. Excellent collaborative research opportunities are available with active Dental Materials and Clinical Research teams. Duties to begin August 1, 1997 and include preclinical and clinical teaching and research. Advanced training in prosthodontics preferred. Applicants must be eligible for licensure in Ohio. An intramural practice opportunity is available for up to one day per week. Salary and rank are set commensurate with the candidate's qualifications and experience. The Ohio State University is an Equal Opportunity/Affirmative Action Employer. Qualified women, minorities, Vietnam-era veterans, disabled veterans and individuals with disabilities are encouraged to apply. send supporting documents to Dr. Stephen Rosenstiel, Chairperson, Section of Restorative Dentistry, Prosthodontics and Endodontics, Postle Hall, 305 W. 12th Avenue, Columbus, Ohio 43210. Phone (614) 292-0941. E-mail: rosenstiel.1@osu.edu.

## Practice Opportunities Available

**Washington - Seattle Area:** Established prosthodontic specialty practice, large removable component. Quality living, practice, and retirement area. (Best in USA, Fortune magazine, October 1996). License by credentials. Outstanding GP and specialist referral base. Good location, close to hospital and dental school, easy access to transportation. Contact: Dr. Charles C. Swoope at (206) 455-5661

**Texas, Houston - Private Practice Opportunity:** The Texas Institute of Dental Prosthetics and Implant Reconstruction is accepting inquiries from prosthodontists interested in private practice association. The Institute's new, ultra-modern facility with in-house laboratory and removable prosthodontic technician is located adjacent to some of the most prestigious communities in the southwestern U.S. Association with our Institute could lead to ownership depending upon the interest of the applicant and commitment to quality and productivity goals. Many universities, hospitals, referring physicians, and an ever-expanding population base make The Texas Institute of Dental Prosthetics and Implant Reconstruction an ideal place to grow a practice dedicated to progressive and aggressive

patient procurement in a private practice, fee-for-service, non-managed care environment. Please send or FAX resume and introductory letter to Keith A. Robinson, DDS, PC, 7500 San Felipe, Suite 900, Houston, Texas 77063. Phone: (713) 785-7767. FAX (713) 785-7890.

**New York - Metropolitan Area:** We have listed for sale a large, well-established practice in a very desirable community. Seller is willing to stay for a number of years. Financing available to qualified buyer. For more details, call Dr. Philip Cooper, American Practice Consultants, 609-234-3535.

**Virginia - Northern:** Straight Buy-Out or Short-term Associate with Option to Buy. Fixed, removable, and implants. \$325,000 Gross in just 2-3 days; potential much higher for full-time dentist. Three operators. 1,250 square feet. Lovely area, high quality of life for individual or family. WAGNER/DMS: 901-385-7713.

**Florida-Coastal Community - Prosthodontist Associateship:** True cosmetic and reconstructive adult practice attracting patients worldwide seeks quality, values-driven prosthodontist. This is a position for a dentist committed to delivering the finest and highest quality services to each individual. Beautiful, state-of-the-art office with highly trained staff including two client coordinators serving the most discriminating clientele. Future buy-out opportunities. Once in a lifetime opportunity to train with a truly gifted, skilled and experienced dentist. Live on the water in a thriving cultural community. Please contact ACP, Box M1, 211 E. Chicago Avenue, Suite 1000, Chicago, IL 60611.

## Practice Opportunities Wanted

Prosthodontist seeking associateship with a view toward partnership or buy-in. Training and experience includes: fixed, removable, and implant prosthodontics; several years of general private practice before specializing; and recent experience in private practice limited to prosthodontics. Open to re-location. Please contact ACP, Box J1, 211 E. Chicago Ave., Suite 1000, Chicago, IL 60611.

Prosthodontic resident at Houston VA is graduating in July 97. DMD from Tufts, GPR from Boston VA. NERB & WREB, licensed in Massachusetts and Texas, is seeking full time associateship in a high volume quality restorative office with an option to buy. Willing to relocate. Please call home (713) 665-3378 or pager (713) 318-2777. Walid J. Dehni, DMD, 4848 Pin Oak Park, Apt. #218, Houston, TX 77081. Phone (713) 665-3378. Fax (713) 794-7460.

## For Sale

**For Sale:** Journal of Prosthetic Dentistry issues. Complete set of Vol. 13 to 23 and Vol. 32 to 76. Some missing issues prior to volume 13 and between 23 and 31. Asking \$2750. Also available Dental Clinics of North America 1976 to 1988. Make an offer. Call daytime 910-396-7344 or evenings 910-868-3802. Leave message

**For Sale:** Complete set of The Journal of Prosthetic Dentistry from 1951 - 1987. 1951-1984 are bound. 1985-1987 unbound. 1951 bound Bartel Book Co. reprint. All others are original journals. Must go as a complete set. \$3000. For particulars, P.O. Box 1496, Paradise, CA 95967 or call (916) 877-2505.

**For Sale:** JPD, Volumes 1 thru 70 (1951-1993): Vols 1-27 are bound, Vols 28-70 are complete but unbound. Will sell as a set. (\$3,500). Contact Richard A. Foster, 2805 Old Broadmoor Road, Colorado Springs, CO 80906. (719) 576-4375.

**For Sale:** Complete original set of the Journal of Prosthetic Dentistry, 1951 to present. \$4450. Will consider split by complete volumes only. Many early prosthodontic and other dental textbooks. 410-224-2001. Send SASE to John Ostrowski, 621 Ridgely Ave., Suite 202, Annapolis, MD 21401.

### ADVERTISING POLICY

Issue Date	Closing Date
July	June 1
September	August 1
November	October 1
January	December 1
March	February 1
May	April 1

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

ACP  
Attn. Lisa Laske  
Director of Communications  
211 E. Chicago Ave., Suite 1000  
Chicago, IL 60611  
Phone (312) 573-1260  
Fax (312) 573-1257

Ads will be charged at a rate of \$35 for the first 60 words and \$1 for each additional word. The minimum charge is \$35. 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.