



NPAW PR Toolkit

NATIONAL PROSTHODONTICS AWARENESS WEEK



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Thank you to the following companies for their support:



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This document provides ACP members a variety of opportunities to promote Prosthodontics both locally and nationally. The information and media templates enclosed represent the collective efforts of the committee members of the 2016 National Prosthodontics Awareness Week Task Force, which includes: Drs. Betsy Brackett, Vickie Vickers, Nadim Baba, Joseph Breitman, Lars Bouma, Lino Calvani, Mohamed Elsafi, Steve Hudis, Sundeep Rawal, Paul Scruggs, Alvin Wee as well as the ACP Central Office staff.

Additionally, members are encouraged to take advantage of their member discount and purchase ACP patient and professional brochures to bolster their presentations to colleagues and the public. At www.GoToAPro.org/npaw there are archived activity reports that can be used as resources to assist you in developing programs and activities for this year. You are encouraged to use this toolkit, not just during National Prosthodontics Awareness Week, but also at any other occasion that may arise to promote Prosthodontics to the general public and other health care providers. The templates in this toolkit may be customized to suit your individual or practice needs. If you have developed a template or activity that has worked well for your practice or institution, we hope that you will share an idea with us!

It should be remembered that NPAW activities are grass root efforts and while they occur at the local level, they collectively create the momentum needed for a national awareness only when everyone participates. Therefore, a successful outcome is totally dependent upon your enthusiasm and involvement.

Avinash S. Bidra, BDS, MS, FACP

2017 NPAW Chair

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Introduction

The American College of Prosthodontists advocates for the valuable role that prosthodontists play on the dental team. To this end, our National Prosthodontics Awareness Week (April 3-9) focuses on raising public awareness about the critical importance of a healthy mouth.

A memorable and effective NPAW begins with a solid plan to inform the public that a healthy mouth and replacing missing teeth are necessary for overall health. Additionally, prosthodontists can provide expert care and are well prepared to work with assisting patients in considering the most appropriate options for replacing any number of missing teeth.

The ACP invites you to join colleagues across the country in celebrating this event in your local community. Your activities will enhance visibility of the specialty and the more than 3000 ACP members!

Overview

This guide includes suggestions for activities to promote NPAW in your area along with ready-to-use tools to implement them. You will find sections that include:

- Promotional Activities in your community with an action plan
- State Sections action plan
- Pre and postdoctoral program action plan
- Oral health/cancer screening event activity ideas
- PR Tips, Letter to the editor templates and ACP Position Papers

It is important to promote to the public the “Go to a Pro” slogan at www.GoToAPro.org where patients can “Find a Prosthodontist” or find answers to “FAQs” about prosthodontic procedures.

We Welcome Your Ideas and Feedback!

The ACP is interested in your thoughts about NPAW. If you have suggestions for improving these festivities next year, let us know! Or, if you’d like to share how you celebrated NPAW in your community, send us your photos and stories and we’ll share them with other ACP members. Feedback may be sent via email to media@prosthodontics.org

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Tips for a Successful NPAW

- ✓ Update your professional photo. Make sure you're wearing a lab coat with "prosthodontist" easily seen on the front pocket area.
- ✓ Use your new photo as your profile picture...everywhere.
- ✓ Identify yourself as a prosthodontist in your social media profiles.
- ✓ Practice saying "As a prosthodontist, I do _____, _____ and _____."
- ✓ Stock your practice waiting area with ACP patient brochures. (Visit Prosthodontics.org to order).
- ✓ Add the ACP/NPAW logo to your website and email signature.
- ✓ Play ACP videos from the [ACP YouTube Channel](#) in your practice waiting area.

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Outreach Activities ... In Your Community

Enhance the visibility of your practice within your community by engaging patients, hospitals and other health care providers in NPAW activities. Vendors or local labs/businesses may become valuable partners in spreading your message and may sponsor some of your activities.



Community Presentations

Community groups and medical facilities offer a direct link to potential patients who need to know more about the prosthodontists' special training and how their quality of life can be improved with a healthy mouth.

- ✓ Members of civic clubs and social groups
- ✓ Attendees of hospital health fairs;
- ✓ Students at local high schools, colleges and universities;
- ✓ Emergency care personnel; and
- ✓ Local business with a large number of employees

Contact these groups directly and offer to present a short informational lecture about maintaining a healthy mouth, missing teeth, and restoring smiles during NPAW. Local newspapers and hospitals frequently publish monthly activities that may also provide speaking opportunities. Explain the specialty of prosthodontics and the state of the art procedures and techniques practiced.

Materials

The ACP provides the following materials that may assist you in educating the public: A Press release template, Letter to the Editor template, Calendar listing template, Public Service Announcement, campaign logo and a customizable poster.

Open House

Host an open house and tour of your prosthodontic practice. Invite hospital and school staff, area business leaders, the public and news media. Discuss the technological advances and state of the art procedures. Showcase equipment you utilize in your practice to provide the highest quality care. Distribute practice contact information and other educational resources. Invite local lab(s) to participate

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in the open house. Have technicians present and display their restorations so patients can see how much work goes into the process.

Photo Album of Prosthodontic Cases

Develop a photo album of your complex prosthodontic cases showing the mouth before and after the procedure(s). Digital photo printing services online or at local retail stores allow you to easily create high-quality digital or hard copy photo books that feature practice branding elements (logo, color schemes, etc.) as well as custom captions for each image. Such an album makes an attractive marketing piece to distribute during National Prosthodontic Awareness Week to your top referring dentists, reminding them of the valuable services you can perform on even the most complex cases. For in office presentations, digital frames are available that will show a slide show of before and after images on a continuous loop. Remember to consider any applicable regulations related to patient privacy and permission that may affect the development of such material.

Emergency Care Personnel Prosthodontic Awareness

Reach out to local emergency personnel during national Prosthodontics Awareness Week to demonstrate the valuable skill set you can provide in diagnosing and treatment of traumatic mouth injuries. Ensure that local hospital emergency rooms and emergency care clinics have your contact information should they need an emergency consult, and distribute patient education materials that keep your practice top of mind should a dental emergency present itself.

Mentoring Predoctoral Dental Students

Unfortunately, many senior predoctoral dental students may graduate without establishing a relationship with a prosthodontist. Since these individuals have the potential to be your future referring colleagues, establishing relationships with them before they enter active practice can be a fruitful investment of your time. Contact your local dental school's predoctoral program director and offer to present a guest lecture on prosthodontics during National Prosthodontics Awareness Week. Emphasize the partnership that exists between general dentists and specialists as part of an interdisciplinary approach to treatment planning and management of patient care. If a formal lecture is not possible, offer to conduct an hour-long, optional lunch-and-learn presentation, for which you provide lunch.

Referring Dentists

Referring dentists are often essential to a prosthodontic practice. National Prosthodontic Awareness Week offers the opportunity to show your gratitude for their continued support and enlighten them to the latest advances in the specialty.

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Gifts for Referrals

Show your appreciation for referrals by sending a gift basket loaded with treats or ACP educational materials. The ACP patient resource brochures explain prosthodontics and the benefits of seeking treatment with a prosthodontist, and can be personalized with your practice information.



Referral Reception

Celebrate with a group of your top referring dentists at your office. Showcase the technological advances within your practice that increase your effectiveness in treating even the toughest cases or demonstrate techniques to make your referrers more proficient when working with their patients. During the reception, ask attending dentists to identify prosthodontic topics that are of interest to them and that they would be willing to discuss with you further.

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Tips for Prosthodontists in Private Practice

Use the NPAW week as an opportunity not only to promote prosthodontics, but also to network and promote your practice with patients and local dentists. In January review these tips and pick at least one activity to complete each month leading up to NPAW.

- Assess your practice environment and determine which aspect of Prosthodontics you want to promote. As you know, Prosthodontics is a broad specialty encompassing a wide variety of treatments. Pick your “sweet spot” of interest such as screening for or treatment alternatives for sleep apnea; fixing smiles damaged by bulimia; cleft palate issues; replacing missing teeth with dental implants, crowns, veneers or dentures; saving patients time with digital dentistry procedures, etc. Keep ONE focused message and resist the temptation to address a wide variety of issues/treatments that may dilute your message to the targeted audience. For example, target messages of GERD and its relation to dental symptoms to gastroenterologists, target messages of dental implants to orthopedic surgeons, target messages of esthetic dentistry to cosmetologists, target messages of oral cancer to oncologists, target messages of fixing damage due to bulimia to patients; and target sleep apnea solutions to sleep medicine physicians and sleep clinics. (Refer to NPAW toolkit for templates or Prosthodontics.org conditions and symptoms.).
- Determine how much time you and your staff members can spend on NPAW activities.
- Create an email signature for all email messages sent out by you and your staff for at least 1 entire month leading to NPAW. The email signature should carry the following message and a web link:

American College of Prosthodontists
National Prosthodontics Awareness Week
April 8-14, 2018 | prosthodontics.org/npaw
JOIN THE CELEBRATION!
Your Smile. Our Specialty.

- Social Media Idea: A Photo (with your patient) is worth 1,000 Words! (#ACPSelfies): Order an ACP lab coat. Ask your patient to sign a ACP media consent form (found in NPAW toolkit). Keep 1 signed copy in your patient’s file along with the photo (selfie). Post the photo to your practice Facebook page and/or website. Email signed media consent form and photo to media@prosthodontics.org so ACP can share on social media.
- Have a professional ACP lab coat photo taken and switch out all of your social media profile photos 1 month leading up to NPAW.
- Ask your staff to answer all incoming phone calls with the following greeting: *“Thank you for calling Dr. _____’s office. This is National Prosthodontics Awareness Week. How may I help/assist you?”*
- Make a splash about NPAW on your practice website!

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- Ask your staff members to promote NPAW in all social media (Facebook, Twitter, etc.) for at least 2 entire months leading up to NPAW.
- Create NPAW logo Labels/Stickers using any simple label maker and attach the label to all outgoing paperwork/laboratory scripts/pharmacy prescriptions etc.
- Schedule an open house/lunch and learn for your practice to celebrate NPAW with local dentists, referring dentists and/or patients.
- Schedule a free 1 hour CE lecture to local dentists on any topic in prosthodontics. Contact your local dental society on how to become a registered CE provider in advance. Free CE for dentists especially during the lunch hour works!
- Write letters to other professionals of interest highlighting NPAW and educating about Prosthodontics. Keep the letter brief and include your business card in letters mailed out. Think outside the box about your audience for example think about the activities you enjoy and- set up a booth at a wine expo, car expo and/or health expo.
- Contact local TV, Radio, newspaper editors, and magazine editors to inform them about NPAW. Tell them that as a Prosthodontist, you are willing to be a consultant to offer more info about Prosthodontics and dentistry.
- Members are welcome to use the patient-friendly videos on the [ACP YouTube Channel](#) for practice websites, social media, public presentations, and other occasions where the videos might prove helpful. Current video topics available are: [Cosmetic Dentistry](#), [Sleep Apnea](#), and [Digital Dentistry](#), along with personal patient stories of how a prosthodontist changed their lives for the better.
- Check out the Media highlights video at GoToAPro.org/videos/ and post the link on your social media sites.
- Organize a free oral health or dental esthetics screening during the week.
- Try to schedule any pro bono (materials or service) that your practice is planning on offering during the year during the NPAW week to underscore and bring home the NPAW message.
- Organize a contest for patients asking questions about Prosthodontics during the NPAW week. Some ideas for contest questions include: spell prosthodontics, define prosthodontics, what do prosthodontists do? Why do you see a prosthodontist? Have this contest during your open house.
- Organize a raffle for patients so that if they post on your social media page they will be entered into a raffle to win a prize. The drawing should be held during the NPAW week.
- Video testimonials from patients about prosthodontics and post it on your website during the NPAW week. *Get a signed ACP media consent from patient. (Found in NPAW toolkit.) Put 1 signed form in your patient's file and email ACP copy of signed consent form and video link to media@prosthodontics.org.
- Create a large "celebration banner" and post it outside or inside your office building. The banner should read: "National Prosthodontics Awareness Week- Join (Insert Practice Name) in the Celebration"

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- Take 2 minutes to memorize consumer-friendly answer to hardest question of all, “What’s a prosthodontist?” Try this answer: “As a prosthodontist, I’m a specialized dentist with advanced training in oral health issues. I’m committed to improving patient outcomes.” Access mini media training on [ACP’s YouTube Channel](#) to view the Doctors’ Montage.
- Another way to reach out to dental colleagues would be sharing the NPAW free access Journal of Prosthodontics articles highlighted in the Wednesday Wake-up Call.
- Report your activities to your Section President, Regional Membership Director or through the [2018 NPAW Report Your Activities Form](#).

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Monthly Action Plan: National Prosthodontics Awareness Week

September - November Action Steps

- D Outreach to your local assisted living facility to schedule presentations on applying denture cream, dental care, xerostomia, etc.
- D Engage your local study club. Insert NPAW logo into presentations for study clubs and information for referring dentists.
- D Check and update action plan
- D Follow the ACP on Twitter
- D Become a fan of the ACP on Facebook.

December Action Steps

- D If you send out holiday/new year greetings to patients, friends, and family; consider including your office magnet or your business card.
- D Inquire through local convention and business bureau and hospitals about upcoming health fairs or other community festivals through spring.
- D Send a press release to your city magazine for inclusion in the spring issue as a story or calendar item. (Health & Wellness Editor/Writer)
- D Check and update action plan
- D Send NPAW activity report to Section President and Sections Director. Let's celebrate the events you plan, media outreach and the patients you touch!

January Action Steps

- D Contact organizations you are a member of and ask if you can give a short presentation about the importance of maintaining a healthy mouth. These people know you! Work your sphere of influence. (Rotary, Kiwanis, etc.)
- D Follow up with contact at organizations for spring community events where you could have a booth and participate.
- D Check and update action plan
- D Send NPAW activity report to Section President and Sections Director. Let's celebrate the events you plan, media outreach and the patients you touch!

February – March Action Steps

- D Check and update action plan

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- D Look for the Special Edition of the Wednesday Wake-up Call that's all about NPAW. We will list upcoming activities and any last minute news so make sure you send in your activity report to the Sections Manager.
- D Place orders for ACP brochures listed in the NPAW toolkit to hand out at your talks/community event.
- D Send NPAW activity report to Section President and Sections Manager for possible inclusion in the Spring Messenger. Let's celebrate the events you plan, media outreach and the patients you touch!
- D Send customized news release to the newspaper's in your community calendar editor and targeted reporters (Health).
- D Place the NPAW logo on your Web site home page.
- D Share the selected free access JOP articles with your colleagues on social media (LinkedIn).

March - April Action Steps

- D Check and update action plan.
- D Send letter to the editor about NPAW and maintaining a healthy mouth. Forward PSAs to local radio stations. Offer to do interviews.
- D April 8-14 is NPAW!!!
- D After: Send photos and "Thank You" notes to any media who attended your event(s). Upload photos to FB, TWP and tag participants. Send wrap up article to all media or Letter to the Editor. Send final NPAW activity report to Section President and Sections Director. Let's celebrate the events you plan, media outreach and the patients you touch!

The Remainder of the Year Action Steps

- D Engage your local dental societies and request to give a presentation/lecture to increase your referral base.
- D Mentor a prosthodontic or maxillofacial prosthodontic resident.
- D Invite second year pros residents to shadow your office/lab for a day.
- D Stay alert to community health fairs at local hospitals and clinics. These are opportunities for you to speak to the public and promote your practice.
- D Send a brief write up of any activities you do to promote your practice and the specialty to your Regional Membership Director for publication in the Regional eNewsletter and/or Messenger. Please take photos at your events and include captions.

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Section Activities

ACP Sections have intimate knowledge of the challenges and opportunities facing constituents on a state level. Here are some activities sections can undertake to increase prosthodontic awareness.

Official Proclamation

Make NPAW officially recognized in your state or city with a proclamation from your governor or mayor. A proclamation adds credibility and creates public awareness of the specialty's contributions to oral and public health. Make sure to contact local officials to determine the best way to submit a letter for consideration.



Pro Bono Services

Nationwide, underserved populations go without necessary dental care due to mitigating circumstances. NPAW provides an appropriate event to organize prosthodontists to donate their services to this in need. A unique event could be coordinated at the section level. Many prosthodontists offer pro bono services and this would be a great event to highlight this work.

Section Member Communication

While the ACP works on a national level to promote NPAW, section leaders can ensure their constituents are aware of their responsibility to assist the ACP on a local level. Emails can be sent to local prosthodontists with a motivational message encouraging activity in your state.

Legislative Days

Usually organized and coordinated by a state dental association. Be proactive and find out ahead of time the agenda from your state dental association and see how you can best participate and meet legislators.

Resources

The ACP provides resources that may assist you in educating the public. They may be found in the PR Tips section of this toolkit.

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Proclamation Request Letter Template

[Date]

[The Honorable Governor or Mayor Office of the Governor or Mayor Address]

[City, State, Zip code]

Dear Governor or Mayor [Insert name]:

I am proud to inform you that the [insert state/military Region] Section of the American College of Prosthodontists will celebrate its second “National Prosthodontics Awareness Week” this April [insert date]. We would like to ask for your support of the future oral health for adults. Prosthodontics is the American Dental Association recognized specialty that encompasses diagnosing, treatment planning, restoring, and replacing the natural teeth in order to rehabilitate and maintain the function, comfort, appearance and health of patients.

The American Dental Association recognizes prosthodontists as dental specialists with two to three years of additional training after dental school in the prevention and treatment of tooth loss. They have a highly skilled understanding of the dynamics of a smile, the preservation of a healthy mouth and the creation of tooth replacements. Prosthodontists also maintain a strong commitment to the dental health care needs of older patients, individuals with congenital anomalies, and those who have been affected by oral cancer.

Tooth loss happens from decay, gum disease, traumatic injury, cancer or wear. Losing teeth places stress on the mouth’s structures and shape causing the bone to shrink and possibly changing a person’s facial appearance. Many adults who do not replace their missing teeth suffer poor self-esteem, premature aging, poor diet, loss of function and social embarrassment. By utilizing dental implants, fixed bridgework, removable partial dentures and complete dentures a prosthodontists’ expertise can change a smile and a life.

The goals of National Prosthodontics Awareness Week are:

- ✓ To raise public awareness about the critical importance of mouth (or oral?) health;
- ✓ To raise public awareness on how to best care for missing teeth; and
- ✓ To increase awareness about the services provided by prosthodontists in their local communities, including pro bono care.

The American College of Prosthodontists’ mission is to provide the highest standard of patient care, work closely with other dental professionals to provide the most comprehensive and effective treatments, and improve the quality of patients’ lives. On behalf of our national organization, which

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represents more than 3000 members across the country I hope you will provide us with a proclamation stating that the [insert city or state] recognizes April [insert date] as National Prosthodontics Awareness Week.

I would be honored for you to consider this request and for your support of the prosthodontic specialty. The (section/military region) of the ACP hopes to receive this proclamation by [insert date]. Please do not hesitate to contact me if you have any questions. The proclamation may be sent to:

[Name Address]

[City, State Zip code]

Thank you for your consideration and support.

Sincerely,

[Name and credentials] [Section Information]

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Section Action Plan: National Prosthodontics Awareness Week

September - November Action Steps

- ┌ Send a proclamation request to your elected official (check governor office web sites for instructions)
- ┌ Meet with Section and/or Officers to plan/brainstorm an event or activities.
- ┌ Host a prosthodontics evening for 3rd year students at your local dental school.
- ┌ Send a press release to your city magazine for inclusion in the spring issue as a story or calendar item. (Health & Wellness Editor/Writer)
- ┌ Send post meeting wrap-up email to section members about NPAW. Encourage local participation and include link to online toolkit.
- ┌ Outreach to your local assisted living facility to schedule presentations on applying denture cream, dental care, xerostomia, etc.
- ┌ Send NPAW activity report to Sections & Governance Director. Let's celebrate the events you plan, media outreach and the patients you touch!
- ┌ Check and update action plan

December Action Steps

- ┌ Inquire through local convention and business bureau and hospitals about upcoming health fairs or other community festivals through the spring.
- ┌ Send NPAW activity report to Sections Director. Let's celebrate the events you plan, media outreach and the patients you touch!
- ┌ Check and update action plan

January Action Steps

- ┌ Order promotional items i.e., pins, stickers
- ┌ Follow up with elected officials regarding the status of your proclamation request.
- ┌ Follow up with contacts at organizations for spring community events.
- ┌ Send NPAW activity report to Sections Director. Let's celebrate the events you plan, media outreach and the patients you touch!
- ┌ Check and update action plan

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February – March Action Steps

- ┌ Place orders for ACP brochures listed in the NPAW toolkit to hand out at your event.
- ┌ Send customized news release to the newspaper's in your community calendar editor and targeted reporters (Health).
- ┌ Place the NPAW logo on your Section Website. Send eblast to all members requesting their participation.
- ┌ Forward PSAs to local radio stations
- ┌ Send NPAW activity report to the Sections Director. Let's celebrate the events you plan, media outreach and the patients you touch!
- ┌ Check and update action plan

March - April Action Steps

- ┌ Send letter to the editor about NPAW and maintaining a healthy mouth
- ┌ April - NPAW!!!
- ┌ After: Send photos and "Thank You" notes to any media who attended your event(s). Upload photos to FB, TWP and tag participants.
- ┌ Send NPAW activity report to Sections Director. Let's celebrate the events you plan, media outreach and the patients you touch!

The Remainder of the Year Action Steps

- ┌ Create a Section ad for your local city magazine include contact information of the members that pay for the ad. Include information about prosthodontics and prosthodontists.
- ┌ Invite residents to present table clinics at a Section meeting. Prize suggestions: Pay their registration fee to Annual Session, give them and ACP lab coat, give a copy of the ACP Private Practice Manual and/or a copy of the Prosthopedia coffee table book.
- ┌ Stay alert to community health fairs at local hospitals and clinics. These are opportunities for members to speak to the public and promote the specialty.
- ┌ Send a brief write up of any activities you do to promote the Section and the specialty to your Regional Membership Director for publication in the Regional eNewsletter and/or Messenger. Please take photos at your events and include a caption.

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Graduate Program Activities

Goals:

- ✓ Provide Pro Bono service during the week to foster a culture of compassion
- ✓ Promote awareness of the prosthodontic specialty to the general public.
- ✓ Generate interest in the specialty as a career path for Predoctoral students.
- ✓ Demonstrate the relevance of prosthodontic training in setting the standard for optimal restorative dental treatment.
- ✓ Enable appreciation for the services and leadership of prosthodontics.
- ✓ Endow the specialty with a renewed sense of solidarity and purpose.



Possible Activities

- ✓ Have residents submit names of patients they feel would benefit from having complete dentures made. Draw from these names one patient per resident who may receive complete denture service Pro Bono. Patients who are selected must agree to spend time observing a lab procedure in the construction of complete dentures. Patients who are selected must attend open house and are encouraged to bring guests. Patients must be available to come in each day of the week for treatment.
- ✓ Organize an open house in the Graduate Prosthodontic department. Provide invitation and post notice to patients, students, residents, faculty, and staff. Provide notice within the community by inviting youth groups, social organizations, etc. Host a presentation, tour, and demonstration (may involve lab technicians). Demo waxing, casting, flasking/processing, porcelain stacking, salt and peppering. Tour includes showing lab (which needs cleaning), articulators, instruments, equipment. Create presentation showing cases prosthodontists treat and results achievable.
- ✓ Have pre-doctoral students who produce excellent preclinical work present it for display during the open house (have a competition perhaps with award & recognition). Invite pre-doctoral students to attend literature review/case presentation in department. Invite pre-doctoral students to attend/participate in open house.

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- ✓ Include explanation of what is involved in prosthodontic training in presentation. Explain incidence and effects of edentulism and benefits of prosthodontic treatment. Explain how prosthodontics leads innovations in restorative dentistry. Present the role of the prosthodontist as premier architect of the treatment plan. Present the role of the prosthodontist as chief ambassador for the patient.
- ✓ Involve all prosthodontic residents and faculty. Residents will provide service and perform lab work together each day of the week. Host event for retired prosthodontists to meet with residents and practicing prosthodontists and discuss the legacy and future of the specialty.

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Dental Schools-Predoctoral & Postdoctoral Program Action Plan

- ┌ September - November Action Steps
- ┌ Communicate with local ACP section to host a prosthodontics evening for 3rd year (postdoctoral) students
- ┌ Meet with Prosthodontist and Residents to plan/brainstorm an event or activities.
- ┌ Send a press release to your city and university magazine for inclusion in the spring issue as a story or calendar item. (Health & Wellness Editor/Writer)
- ┌ Postdoctoral students and faculty showcase prosthodontics to predoctoral students in the dental school. (Use the ACP "Top 10 Reasons to become a Prosthodontist" posters)
- ┌ Follow the ACP on Twitter
- ┌ Become a fan of the ACP on Facebook.
- ┌ Check and update action plan

December Action Steps

- ┌ Send post meeting wrap-up email to student members at your university/college about NPAW. Encourage local participation and include link to online toolkit.
- ┌ Outreach to your local assisted living facility to schedule presentations on applying denture cream, dental care, xerostomia, etc.
- ┌ Send NPAW activity report to Sections Director; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!
- ┌ Check and update action plan include participating and promoting NPAW at your local ASDA events.

January Action Steps

- ┌ Schedule and host an Esthetics lecture (speaker: local ACP member)
- ┌ Schedule and host an Implant lecture (speaker: local ACP member)
- ┌ Identify patients for restorations. Goal: 5-10 patients with Prosthodontist, Resident, Student teams.
- ┌ Reach out to faculty to schedule/conduct lecture on oral cancer and screening.
- ┌ Identify Lab Support (local? In house?)
- ┌ Send NPAW activity report to Sections Director; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!
- ┌ Check and update action plan

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February - March Action Steps

- ┌ Place orders for ACP brochures listed in the NPAW toolkit to hand out at your event.
- ┌ Send customized news release to the newspaper's in your community calendar editor and targeted reporters (Health).
- ┌ Contact the IT department about placing the NPAW logo on your college/university Website.
- ┌ Forward PSAs to local radio stations
- ┌ Send NPAW activity report to the Sections Director; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!
- ┌ Check and update action plan

March – April Action Steps

- ┌ Send letter to the editor about NPAW and maintaining a healthy mouth
- ┌ NPAW Week: Faculty and students perform oral health screenings, host open houses, and other scheduled activities.
- ┌ After: Send photos and "Thank You" notes to any media who attended your event(s). Upload photos to social media accounts and tag participants.
- ┌ Send NPAW activity report to Sections Director; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!
- ┌ For next year, contact the ACP Central Office to inquire about ACP Section leadership participating at your local ASDA functions.

The Remainder of the Year Action Steps

- ┌ Invite dental students to shadow you and your peers in the clinic.
- ┌ Make a request to present table clinics at a Section meeting.
- ┌ Stay alert to opportunities to speak at senior centers, community health fairs, etc. These are opportunities to speak to the public, promote the specialty and the services available at the school clinic.
- ┌ Send a brief write up of any activities you do to promote the specialty to your Regional Membership Director for publication in the Regional eNewsletter and/or Messenger. Please take photos at your events and include a caption.

NATIONAL PROSTHODONTICS AWARENESS WEEK



Steps to a Successful Oral Health Screening Event – A Checklist

- ┆ Create an effective interactive team or committee, involve PPG students
- ┆ Determine the goal for the event and anticipate the public need
- ┆ Create a timeline for events to take place - allow adequate time to achieve goal
- ┆ Delegate activities to team members – share the fun
- ┆ Determine a date - Saturdays are better than weekdays
- ┆ Determine a location – Public spaces with high traffic will attract more people
- ┆ Obtain consent to use public space if needed – may need liability insurance
- ┆ Assess the benefit provided to the public sector
- ┆ All Screeners must be licensed in the state where the OCS is taking place.
- ┆ Make sure there is a licensing agreement signed and on file in the Central Office for Section use of the ACP logo for all fliers and advertisements for the event.
- ┆ Locate sponsors/partners – stores, foundations, organizations, universities, suppliers
- ┆ Create event flyers
- ┆ Create free examination cards to be handed out
- ┆ Create public service announcements, press release and calendar listing
- ┆ Create banners to identify event: registration, exam, etc.
- ┆ Identify and calibrate “screeners”
- ┆ Identify “wranglers” to assist directing the public or answer questions
- ┆ Identify media/communication experts who can assist you
- ┆ Identify local television, newspaper and radio contacts
- ┆ Be prepared to be interviewed – know the topic thoroughly
- ┆ Obtain appropriate and supportive patient informational brochures or pamphlets
- ┆ Obtain a clinical mobile van, tents, and chairs if needed
- ┆ Obtain expendable examination supplies from local dental supplier, such as:
 - ┆ Head lamps-battery operated
 - ┆ 2 x 2 Gauze
 - ┆ Disposable mouth mirrors
 - ┆ Tongue blades
 - ┆ Antiseptic lotion
 - ┆ Nitrile Gloves (non-latex) medium to large size
 - ┆ Face Masks
 - ┆ Facial Tissues
 - ┆ Waste Receptacles
- ┆ Prepare patient agreement, examination and referral forms if needed
- ┆ Create a list of health care providers/institutions that will accept referrals
- ┆ Create a means to publically recognize contributors with banners, poster-boards
- ┆ Create buttons/ribbons for individuals screened
- ┆ Have adequate chairs and/or refreshments for individuals waiting for screening
- ┆ Follow-up letter of thanks for all of those involved
- ┆ Debrief – prepare a report of what worked and what didn’t work

NATIONAL PROSTHODONTICS AWARENESS WEEK

Oral Health/Cancer Screening

Organize a Free Oral Health/Cancer Screening Event

You may organize a local Oral Health Cancer Screening Event at your institution that is free to the public similar to the past events held in San Diego, Orlando, Scottsdale and Baltimore. While the primary purpose would be cancer screening additional clinical observations may be made relative to the patient's general oral health, the presence of dental disease and/or ill-fitting dental prostheses. Preparation must be made in advance for the referral of patient's with positive findings.



The ACP has developed an Oral Cancer Screening DVD that may be used to educate other health care professionals how to perform a proper examination. The DVD may be obtained from the ACP Central Office. Appropriate Patient Agreement, Examination and Referral Forms are included for the screening event. A checklist to a successful oral health screening event is provided.

Consent Form

I consent to an evaluation of my head, face, neck, upper torso and oral cavity for unusual skin or mucosal changes that might be associated with a disease process. I understand that this evaluation is only a screening. I will be informed verbally if areas of concern are noted. I will then assume the responsibility to contact my physician or dentist for a complete evaluation, diagnosis and treatment as needed.

Name (Please print) _____

Signature _____

Date _____

NATIONAL PROSTHODONTICS AWARENESS WEEK



Examination Form

APPEARANCE

Color

- ☐ Red Color
- ☐ White Color
- ☐ Red/White Color
- ☐ Normal overlying mucosa

Surface

- ☐ Cobblestone texture
- ☐ Ulceration
 - ☐ Smooth

PALPATION

- ☐ Firm
- ☐ Soft
- ☐ Moveable
- ☐ Causes bleeding

DIMENSION

- ☐ Surface dimension
- ☐ Depth dimension

EXTRAORAL FINDINGS

- ☐ Neck mass
- ☐ Location of neck mass
- ☐ Size of neck mass

SIGNS AND SYMPTOMS and HOW LONG HAS EACH BEEN PRESENT

- ☐ Sore throat
- ☐ Earache
- ☐ Painful swallowing in throat
- ☐ Pain at lesion site
- ☐ Occasional bleeding at the site
- ☐ Awareness of the lesion
- ☐ Any change in the lesion

HISTORY

- ☐ Smoking
- ☐ Alcohol
- ☐ Previous lesion in the area with a past diagnosis of _____

NATIONAL PROSTHODONTICS AWARENESS WEEK

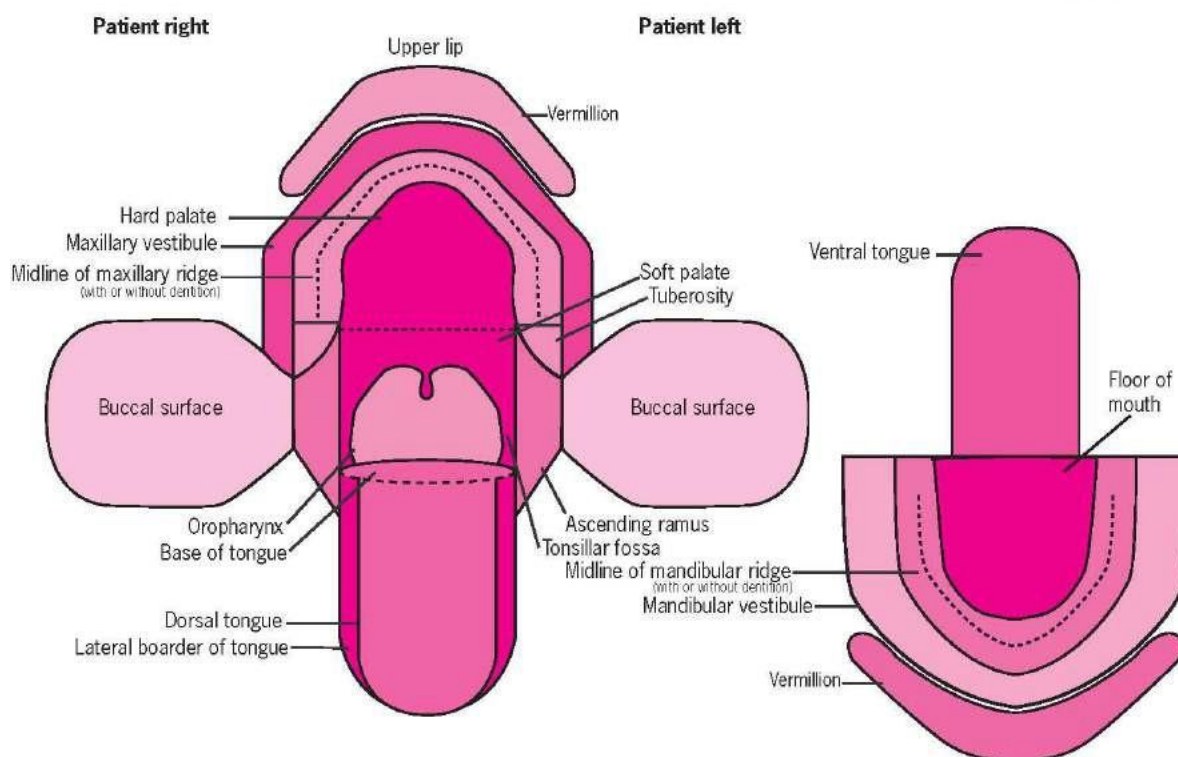


AMERICAN COLLEGE OF
PROSTHODONTISTS
Your smile. Our specialty.®

Oral cancer screening referral form

The patient that brings you this form was screened at a public screening event.
We have found the below detailed abnormality. We believe this area requires further
evaluation, and if warranted a biopsy for definitive diagnosis.

Patient name _____
Address _____
City _____ State _____ Zip _____
Phone contact number _____ Age _____ Sex _____



Description of suspect tissue/area:

Examiner: _____ Printed Name: _____

Contact Information: _____

ACP Background Information

The American College of Prosthodontists is an educational and scientific organization founded in 1970 to represent the needs and interests of prosthodontists within organized dentistry. The ACP is a nonprofit organization with more than 3,000 members including prosthodontists, dental technicians, dental students and other dental professionals who have significantly contributed to the specialty.

The ACP is the only prosthodontic specialty association whose membership is based solely on education credentials. ACP members must be in or have completed an ADA-accredited advanced education program in prosthodontics. A prosthodontist is a dentist, who specializes in the esthetic restoration and replacement of teeth, receive additional years of advanced training after dental school, and restores optimum appearance and chewing function.

The American College of Prosthodontists holds annual scientific sessions every fall to bring educators, researchers and clinicians together to share the latest advances in the practice of prosthodontics. The College launched the Center for Prosthodontic Education in 2001 to further its mission to shape education in the specialty by having multiple educational programs throughout the year.

The ACP Education Foundation as a charitable organization was created in 1985 in response to the demand for education and research. The foundation was developed to provide the resources required to support the vision of the College and the needs of the specialty. The ACPEF is a 501 (c) 3 organization governed by an independent Board of Directors with representatives from the College, leading academic institutions and the corporate community all working together for the overall advancement of the specialty.

What is a prosthodontist?

A prosthodontist is a specialized dentist with advanced training in oral health issues. They are committed to improving patient results.

Additional training for prosthodontists is earned through a hospital or university-based program accredited by the American Dental Association. The training includes review of the literature, lectures, treatment of patients and laboratory experience in fabricating restorations.

Prosthodontics is one of the nine dental specialties recognized by the American Dental Association.

Graduate programs in prosthodontics include classroom lectures and seminars, laboratory and clinical training in esthetics/cosmetics, crowns, bridges, veneers, inlays, complete and removable partial dentures, dental implants, TMD-jaw joint problems, traumatic injuries to the mouth's structures,

congenital or birth anomalies to teeth, snoring, sleep disorders, and oral cancer reconstruction and continuing care. Prosthodontists are masters of complete oral rehabilitation.

A prosthodontist is dedicated to the highest standards of care in the restoration and replacement of teeth.

Who needs a prosthodontist?

- ✓ You are missing one or more teeth.
- ✓ Your teeth have extensive wear, fracture or tooth breakdown
- ✓ You are interested in dental implants.
- ✓ You wear dentures or removable partial dentures or have fixed bridges.
- ✓ You want to improve the esthetics of your smile.
- ✓ You have jaw pain (TMD) or bite problems

Many factors contribute to the loss of your teeth - some people are born without certain teeth, and some lose their teeth because of disease, injury, and wear as a result of clenching or grinding. Tooth loss creates both esthetic and functional problems, resulting in unwanted changes to your facial appearance, as well as a detrimental effect on your chewing ability, confidence and self-esteem. A prosthodontist is the dental specialist uniquely qualified to restore the appearance of your smile and help you regain optimum function of your teeth.

Today, when the desire for a more natural looking smile is greater than ever, there are several exciting new options you can choose. It is now possible to restore broken, decayed, worn and discolored teeth to their natural beauty and strength. You can enhance the beauty of your smile by replacing stained, chipped, missing or worn teeth by a variety of methods including whitening, veneers, crowns/caps or even implant-supported teeth.

What dental procedures does a prosthodontist perform?

Prosthodontists are the experts in dental rehabilitation and have mastered many procedures including: crowns, caps, bridges, veneers, removable partial dentures, dentures and dental implants. In addition to restoring dental implants with restorations, many prosthodontists are surgically placing implants.

Bridges

Traditional methods to replace a missing tooth or teeth include the fabrication of a bridge. To replace a missing tooth with a bridge, at least one tooth on either side of the space created by the missing tooth must be prepared for a crown. Then a false tooth is joined to the crowns, and the entire structure is cemented to the prepared teeth. The patient cannot remove the bridge, and special aids are available to keep it clean.

Cleft Palate/Obturator

Many cleft lip and palate patients' exhibit missing teeth in the area of the cleft and would benefit from a prosthodontist's care in the management of these areas. Although most cleft palates are now successfully closed surgically, there are patients who require an obturator to close the palatal defect, whether it is congenital or acquired. A prosthodontist possesses the skills necessary to fabricate an obturator that will improve the patient's speech and swallowing.

Congenital and Developmental Mouth Defects

Many patients are missing certain teeth because the teeth never developed or may be misshapen. A prosthodontist can determine the best way to replace and/or restore these teeth. Other patients exhibit teeth with poorly developed tooth structure throughout the mouth and require a prosthodontist's expertise in restoring these teeth to proper form and function.

Crowns/Caps

Crowns cover or "cap" a tooth to restore the normal function and appearance of the tooth. Crowns may be made as all metal, porcelain fused to metal or all-ceramic (porcelain). Crowns are indicated for teeth with very large fillings, teeth that have had a root canal, fractured teeth and misshapen and/or discolored teeth.

Dental Implants

Today's dental implants are typically made of titanium and may be parallel-sided or tapered and may or may not have threads. These fixtures are placed into the jawbone and allowed to heal until they are "integrated" into the bone. Dental implants may be used to replace one, many or all of a patient's teeth.

Dentures

When a patient no longer has any natural teeth, complete dentures are the traditional method to restore function and appearance. Many patients experience difficulty wearing conventional dentures because of poor stability and decreased chewing function. The use of dental implants to improve the stability and retention of dentures is becoming quite popular.

Esthetic/Cosmetic Dentistry

Many patients are interested in improving the appearance of their smile. Prosthodontists are the dental specialists who long ago determined what constitutes a pleasing smile. Teeth whitening, reshaping natural teeth, bonding of tooth-colored material to teeth and porcelain veneers are procedures commonly used to modify a smile.

Removable Partial Dentures

When there are multiple missing teeth, weak anchor teeth or no posterior teeth to anchor on, a removable partial denture is used to replace teeth. These restorations typically are made of a metal framework and a plastic base with teeth. They must be removed for daily cleaning and at night.

Teeth Grinding/Night Guards

Often patients who grind their teeth at night are unaware of their habit, but the forces exerted on both the teeth and the Temporomandibular Joint (TMJ) can be quite destructive. A custom-made night guard can protect the teeth and relieve pressure on the TMJ.

Teeth Whitening

Many products are now available for patients to whiten their teeth. These products include commercially available strips; custom fabricated trays with a bleaching gel or bleaching in a dental office using UV light or laser as the catalyst.

TMJ

Many patients use this acronym to refer to the painful symptoms related to Temporomandibular Joint dysfunction. Symptoms may include pain in the joint itself, pain in the muscles of mastication and limited movement of the lower jaw.

Sleep Apnea

Sleep apnea refers to a temporary cessation of breathing while sleeping. Many times the airway is obstructed by the patient's anatomy, and the placement of a specially designed night guard that repositions the lower jaw and tongue can improve the airflow.

Veneers

Porcelain veneers are used to modify the shape and color of teeth. Veneers are thin shells of porcelain that are etched and then bonded to the enamel of the teeth. Tooth preparation is necessary to avoid over bulking of the tooth, but it is limited to the enamel and usually involves only a few surfaces of the tooth.

Public Relations Tips

Tip No. 1: Use and define prosthodontics clearly and often to provoke understanding with all audiences. Identify yourself as a prosthodontist!

Define prosthodontics in one or two sentences that resonate with consumers. Explain why the specialty is special and why it matters. Give the listener a place to go for more information, such as GoToaPro.org. Practice every day on all audiences, including family, friends, patients, prospective patients and complete strangers, in elevators and elsewhere.

Tip No. 2: Identify Yourself as a PROSTHODONTIST

This is important for the future for your practice and the specialty. On your website, business cards, letterhead, social media profiles and on your lab coat.

Tip No. 3: Connecting with the news media: Who do you know?

Another way to reach the media is by networking. Would you be comfortable approaching, on behalf of the ACP, patients of yours who are journalists, broadcasters, producers, editors, publishers and senior media executives? We submit that it is in the public interest for consumers with advanced dental needs to recognize prosthodontists are ADA-recognized specialists in dental restorations.

Competition for news media attention is intense. The problem is acute for prosthodontists because the specialty is largely unknown by consumers and the news media. It is not enough to have a compelling story. Luck plays a role, and so does who you know. Please help the College tell the good news of prosthodontics. Send suggestions to media@prosthodontics.org

Tip No. 4: Staying On Message With the News Media

The overarching goal of ACP public relations is to make the specialty come alive for millions of consumers nationwide, and meet the needs of news media editors and producers seeking original story ideas their readers and viewers demand.

The College is aggressively seeking strategic news media exposure. We pitch human interest stories about work that changes lives, from the routine crown to the most advanced reconstruction, all reflections of prosthodontists' uncommon commitment to perfection. One welcome consequence of greater news media attention is that the ACP is emerging as a destination for news leads that come through the American Dental Association public relations operation.

The College prepares each ACP member for news media encounters by providing background briefings rich with insight into the media, circulation/viewership and point of view of the reporter. Talking points are reviewed and likely questions are raised and discussed.

Please remember that answering the journalist's question is keenly important to the journalist. Most often, the reporter has reserved space in the article for reaction by a dental expert. Once you have answered the reporter's question, opportunities to "add-on" something about the specialty are practically nil.

If you're not ready to answer and risk the specialty being ignored, consider this approach. "Good question, but the real issue is what would a prosthodontist do?"

This leads to many avenues where you may discuss prosthodontics and other issues

The successful interview requires repeatedly integrating prosthodontists as pivotal to the solution, making the specialty come alive for millions of consumers who are suddenly discovering that their needs are better met by ADA-recognized masters of reconstructive dentistry, prosthodontists, and not cosmetic dentists.

Like anything, effectiveness at media relations is a function of training and practice. That's why the ACP offers its members media coaching with the Director of Media Relations and has created a Spokespersons Network.

Tip No. 5: Rehearse What You Say and How You Say It

When preparing to speak before audiences in rooms requiring a sound system managed by a sound technician, remember to ask for a technical rehearsal before an important speech or presentation.

Stand at the podium and ask that the lights be set as they will be for the event – audience darkened stage lights up 50 percent. Now imagine dignitaries sitting in chairs on stage behind the speaker. Spotlight on speaker, or follow spot if the speaker is using a lavalier microphone.

At the tech rehearsal, all of the clutter is diminished so that you and the sound technician concentrate on your voice and your voice alone. Does the technician slide the toggle A.) north, for greater sound? or B.) slide the toggle south to bring the sound closer?

The correct answer is B. Talk in a conversational voice. Suddenly the tech struggles to hear, so he or she adjusts the volume and the timbre and balance. Broadcasters discovered years ago that controlled, conversational sound is crystal clear, believable and intimate. If eyes are upon the screen rather than the speaker, the preset voice level becomes all the more important. It is off-putting to bellow, shout, or use your voice like a hammer. For the presenter who wants to be heard, be persuasive and be memorable for the right reasons, make a positive impression and adopt a natural, conversation tone.

Tip No. 6: Share Success Stories with Local News Media

There is no greater implied endorsement for a private practitioner than to have his or her work recognized by local news media. This tacit endorsement suggests that the media perceives the practitioner to be honest, best of the best, humble and articulate. In other words, a trustworthy specialist for patients who require the best.

Having a practitioner's name mentioned favorably in the media sends readers scrambling for their browsers to search for your name, prosthodontics, and the procedure that describes their interest. After that comes a phone call and an appointment. This is exposure money can't buy.

One feature story in the local newspaper may lead to similar items appearing on local radio, television and web news consolidators. Why is this? Newspapers still set the news agenda. Other media turn to print for story ideas, especially dental stories that have a visual before and after. A story that first appears in your home town (daily) newspaper may one day become national news.

Look at recently completed patients from the perspective of human interest, not fellow specialist interest. Look for drama, such as someone who was going nowhere and suffering from low-self esteem, until prosthodontic intervention turned his or her life around.

Pro bono cases are good for getting your name in the paper but miss by a mile the prosthodontics target audience. However, a specialist seen as a good citizen will be respected, remembered, searched and archived. All coverage has value.

Once you have identified a timely case that has human-interest potential, identify reporters who write features, or cover science and health care, call them to say you have a patient story that may deserve a wider audience. You, the prosthodontist, make the call, not the office manager. Start by saying: "I'm a prosthodontist, a specialized dentist with advanced training in oral health issues. I'm committed to improving patient results, and I came across a patient story that may interest you." I have a chronology and a few paragraphs. May I send this story to you?" This makes the initial conversation personal, and not electronically remote. That said, future reporter communications likely will be email. Free media requires a small investment of time and resources for a big reward.

Tip No. 7: Electronic Newsletters

Electronic newsletters are a simple and highly cost-effective way to stay top-of-mind with past patients (cultivating referrals) and as a way to introduce your practice to visitors who may become patients.

The secret of success is to provide value — tips about maintaining a beautiful smile and trends in advanced dentistry. Every edition may include a spotlight on a key procedure such as dental implants,

veneers, teeth brightening or dentures. Articles start with the newsletter in a patient's inbox, but carry the reader to the practice's website, immersed in your world.

Readers today expect newsletters to be stylishly designed in HTML, the language of website construction. Applications, such as Constant Contact, the industry leader used by ACP's Wednesday Wake-up Call, make e-letter production easy, even for the small practitioner.

Decide on a name for you e-letter, such as "Modern Prosthodontics with Dr. Smith."

Write the articles, 350 – 500 words, some less than that, headlines, and place, with photos of happy patients, in the e-letter template. Finished product looks professionally designed, because it is.

The newsletter applications provide statistics on the number of viewers who opened the e-letter and the numbers of viewers who read specific articles. This enables the practice to understand what is popular with patients and former patients, and what is less valuable. This intelligence allows the newsletter's editors to shape content that meets the needs of your practice audience.

Start with routinely harvesting email addresses as patients provide their information at the first visit. Suggest adding a disclaimer that the practice treats email addresses as confidential, never sold or rented to a third party. Viewers may also sign-up for the e-letter at the practice's website. The successful, bi-monthly, newsletter typically is a partnership between the prosthodontist and the practice manager. Alternatively, a part-time staff member may assemble the e-letter based on articles and photos assembled by the prosthodontist and office manager. Newsletters are archived on the practice's website.

Tip No. 8: Change Website Content to Keep Search Engines Refreshed

Websites are tireless, 24-hour marketing and public relations tools. Websites spell out credentials, procedures and policies in an inviting and stylish way. When a prospective patient hears the name of a prospective prosthodontist, many will first visit the practice website for validation before calling the office. Make sure to use and share patient education videos from the [ACP's YouTube Channel](#), and post your ACP professional headshot.

Practices that have not developed a website miss opportunities to attract patients who prefer to learn about specialists online. In today's brutally competitive market, a robust website is fundamental to success. The site is divided into "tabs" that cover a variety of subjects, such as pictures of real cases, discussions about advanced procedures and the biography and credentials of the prosthodontist.

It is imperative that articles, photos and illustrations be changed routinely to assure that the site remains current with search engines. A static site, called "brochure ware," does not take advantage of the web's interactive features and falls to the bottom of search engine results.

Changes do not have to be radical. Not every page has to have new content. Change a photo on a landing page this month, and an article on another landing page the next month. Think of it as scheduled maintenance.

A goal of every successful website is to drive individuals who are searching for information to your site. This requires you to carefully design your site so search engines (such as Google, Yahoo, Bing, etc.) can easily locate your site to raise your position in the search results rankings. One of the most effective ways to increase your search engine optimization (SEO) is to lace the page content with key words that are terms likely used by consumers in their searches. Once you have established this natural or organic SEO, you may wish to purchase ads that will appear within search results for specific terms. The fee for these sponsored rankings will vary depending on your market, the popularity of the term and the search engine, among other factors.

Tip No. 9: To Blog or Not to Blog

A blog (contraction of words “web” and “log,”) enables anyone with Internet connectivity to create a platform for original observations, commentaries, essays, photography, photographic essays, etc.

Will a blog send new patients to a practice? Not alone. The purpose of the blog is to add a human dimension to the information provided on the typical practice website. For example, a prosthodontist/blogger may write about patients whose treatment triggered a significant transformation. Photos help tell the story of a patient who moves from self-conscious to confidently smiling at every opportunity.

Treatment does not have to be heroic. What matters is a dramatic change in the patient transcending the treatment plan. Bloggers should feel free to explore any subject that makes a point and complements the practice. Not every entry has to be a patient story or a tearful pro bono case.

Some prosthodontists use their fine motor skills differently on weekends. Sculptors, musicians, painters, photographers and potters, may use the blog as an opportunity to introduce patients and non-patients to a side of the prosthodontist that is artistic and interesting. Hobbies help patients and prospective patients appreciate prosthodontists’ drive for perfection. Commentaries may confine to dental subjects, such as new ways to address old procedures, trends in dentistry and the implications of new technologies.

Patients and prospective patients find the doctor’s blog by clicking a button on the practice site: “Click to read Dr. Smith’s blog, (Title). The link takes the viewer from the practice site to the prosthodontists blog, hosted on the blog server.

Complete strangers will also visit the blog because search engines will serve up the blog based on keywords that match search terms selected by the viewer. The blog will include a link to the practice site, simultaneously increasing traffic and arousing search engines. Patients may find practices through the blog, the practice website and directories.

To get started, search for “blog hosting sites” and discover several that offer free hosting, such as blogger.com. Blogger provides the tools to create a blog, including a selection of templates offering designs from traditional to contemporary. Blog sites usually include an archive organized by date. Sites may allow space for viewer feedback. Dialogue builds interest, but the temptation for mischief by others may be irresistible. It is best to review reader comments before releasing them to run underneath the blog. If the review feature is unavailable, it may be wise to exclude viewer comments entirely. Blogs are dated and quickly become stale. A new posting every week, at minimum, will assure continuity. The blog, unlike a practice website, may create a following. Draw enough viewers and advertisers will pay to be on your blog.

Tip No. 10: Social Media and Practice Promotion

The social media bundle for business starts with a listing in LinkedIn, assuring visibility with wired professionals. By connecting with the people who know the people you know, the prosthodontist may expand his or her universe, and presumably, ultimately, this process will result in a new patient.

Once people have your name they may search for you on Facebook, where they will find a business listing rather than a personal listing. With Facebook comes a continuing obligation to keep the content fresh, otherwise the entry looks dated and lonely.

Twitter, the 140-character-limit message service readers subscribe to, allows interested persons to enjoy the writer’s wisdom, wit and observations. Nothing says “I am right for the times” better than Twitter. Twitter must be reloaded with wisdom and wit several times a day to be taken seriously: before first patient, at lunch, between patients. It requires patience and time. Social media, to some extent, may increase visibility and generate new patients, if the various channels are updated continuously. It is best not to attempt social media unless the office commits to keeping the channels fresh. Don’t forget to include your ACP lab coat photo in your profiles.

Tip No. 11: Be the Cover Story of Your Own Magazine

Private publishers make available covers of controlled circulation magazines targeting the prosthodontists’ demographic. The cover is typically sold as part of a package that includes a two-page editorial spread and a display advertisement on the inside pages.

Some magazines sell exclusivity. For example, a prosthodontist may buy the right to be the only prosthodontist advertising in the magazine. Cover photography is the responsibility of the

prosthodontist. Engage a photographic professional to capture images of a prosthodontist who is confident, successful and at the top of his or her game. Remember that every image and article reflects the core values of your practice.

If the display photography, especially cover art, is not top tier, there will be a disconnect between how viewers perceive the magazine and website and how they perceive the practice as it operates day-to-day. Content inside usually features the doctor's background, preferred procedures, and suggestions for a home regimen for people determined to extend the life of their natural teeth. The ad emphasizes doctor's qualifications, credentials and expertise. Pictures of the prosthodontist and staff in scrubs add to the impact.

A practice brochure posing as a magazine looks like the real thing. Patients take them home and study, and may take a few extra copies for their friends.

This magazine may be produced in-house by re-purposing website content for the magazine, and including testimonials with before and active pictures (patients must sign a release). A printer's designer will format and layout the magazine so that it looks professionally executed and ready to go on press. Upon printing the 12-page magazine, fulfillment houses apply labels to the magazine and drop-ship thousands of copies at the post office. Rent labels from list brokers who isolate neighborhoods based on zip code. Concentrate on those areas most likely to generate new patients.



AMERICAN COLLEGE OF
PROSTHODONTISTS

Your smile.
Our specialty.®

MEDIA RELEASE FORM American College of Prosthodontists

I (please print your name) _____, give the American College of Prosthodontists, the absolute right and permission to use my likeness in its videos, TV interviews, video news releases (VNR), satellite media tours (SMT), publications, promotional materials, pictures, and publicity efforts in traditional, website and social media outlets. I understand that my likeness, which may or may not include my name and other identifiers, may be used in a VNR, SMT, publication, print ad, direct mail piece, electronic media (e.g. video, CD-ROM, Internet, mobile device, social media), or other form of promotion.

I hereby waive any and all rights to inspect or approve any of the finished version(s), including a written copy that may be created in connection therewith. I understand that if my video or photograph is posted on the ACP's Web site, the image can be downloaded by any computer use. Therefore, I agree to indemnify and hold harmless from any claims of the following:

- ✓ American College of Prosthodontists
- ✓ The photographer and/or producer
- ✓ All staff of the American College of Prosthodontists

I am of full age. I have read this release and give the College permission to use my likeness as it deems appropriate.

Name _____

Signature _____

Address _____

Telephone Number _____

Date _____

Social Media Idea for Private Practitioners

A Picture with your Patient is Worth a 1,000 Words

A 'Selfie' is a type of self-portrait photograph typically taken with a hand-held digital camera or camera phone. Selfies are often associated with social networking. --
<http://en.wikipedia.org/wiki/Selfie>

The ACP encourages you to promote your practice by taking a photo with your patients.

What You Need:

- ✓ An ACP Lab coat
- ✓ Media release forms
- ✓ A smartphone

What to Do:

- ✓ Put on your ACP Lab coat (order form)
- ✓ Make sure your patient has signed the Media Release form
- ✓ Smile with your patient and take the photo
- ✓ Email the patient approved photo with signed form to media@prosthodontics.org. Make sure to keep a copy of the form in the patients file.
- ✓ Upload photo to your website, practice Facebook page, LinkedIn page, Instagram, etc., use the #ACPselfie hashtag and tag your patient.

Why:

When you feel good about yourself you want to share what's happening in that moment. Self-portraits or selfies have become a phenomenon in social media. When your patients are happy with their appearance and the work that you've done to improve their oral health, celebrate with them and post a photo!



Tips for Working with News Media

Public Service Announcements

Public Service Announcements are messages designed to cause listeners to change their behavior, their attitude or to take action and are usually directed in the interest of the public good. Radio and television stations must reserve time for these types of messages, and may play them free of charge. A public service announcement (PSA) is a non-commercial advertisement broadcast on radio or television, for public interest. Radio stations reserve time for issues of public interest and run PSAs free of charge.

To increase the likelihood of your PSA airing, focus on the public good of National Prosthodontics Awareness Week. Submit your PSA to the public service announcement director of your local radio station two weeks before your event and again a week before.

Calendar Listings

An effective tool to promote a weeklong event like National Prosthodontics Awareness Week is through a calendar listing in your local newspaper. Calendar listings are short concise entries designed to promote events in a “community calendar” without the full press release. Send to the Community Calendar Editor of your local daily and weekly newspapers one month before and place a follow-up call to ensure receipt.

Press Releases

Press releases should convey who, what, when, where and why of your event and generate interest. Use the ACP sample press release to notify local media outlets of your National Prosthodontics Awareness Week event. Highlight activities and successes in your practice/program in the past year; suggest tips for maintaining mouth health/options for replacing missing teeth provide background information about your planned activity. Include quotes from prosthodontists in your practice/program who have been active in oral health promotion in the community regarding their experiences. If one of your patients is willing to speak publicly about his or her prosthodontic experience, feature a quote in your release. The samples provided contain a brief paragraph about the ACP. Please add a text paragraph about your practice, department or facility. When complete send to a Health features reporter, writer, photo desk editor of a newspaper or magazine; community affairs department and producers of your area radio and TV stations two weeks before the event.

Letters to the Editor

Most newspapers accept letters to the editor. This provides you with an excellent opportunity to present your perspective on important issues related to prosthodontics. Suggestions for content include the health benefits of replacing missing teeth, misconceptions regarding prosthodontic treatment, technological advances, oral cancer screening, and the link between a healthy mouth and overall health.

Template: Public Service Announcement

Do you have one or more missing teeth? Don't feel self-conscious about your smile! The [INSERT SECTION/PRACTICE/DEPARTMENT/FACILITY NAME] is pleased to announce National Prosthodontics Awareness Week this April [INSERT DATES] – an opportunity for everyone to learn how prosthodontists provide restoration and replacement of teeth with a special emphasis on esthetics and a healthy mouth. You are welcome to come to a free seminar at [Location and Time] that is open to the public to learn what is new about replacing missing and worn teeth, esthetics, dental implants and TMJ disorders. To find a prosthodontists near you, visit www.GoToAPro.org.

Template: Calendar Listing

[Date]

Contact: [person in your practice who answers questions from the media] [Contact's phone number]

National Prosthodontics Awareness Week! [Insert Date]

Tooth loss happens from decay, gum disease, traumatic injury, cancer or wear. Losing teeth places stress on the mouth's structures and shape causing the bone to shrink and possibly changing a person's facial appearance. Many adults who do not replace their missing teeth suffer poor self-esteem, premature aging, poor diet, loss of function and social embarrassment. By utilizing dental implants, fixed bridgework, removable partial dentures and complete dentures a prosthodontists' expertise can change a smile and a life. This initiative focuses on the important role prosthodontists have in treating patients with missing, broken and worn teeth.

This [Insert Date] the [name of practice] will be participating in the second National Prosthodontics Awareness Week, sponsored by the American College of Prosthodontists. The American Dental Association recognizes prosthodontists as dental specialists with two to three years of additional training after dental school in the prevention and treatment of tooth loss and advanced expertise in comfortably treating even the most complex dental needs of patients. The American College of Prosthodontists is urging all patients to talk with their dentists about how to care for their damaged or missing teeth during this National Prosthodontics Awareness Week campaign and the appropriate time to seek the care of a prosthodontist.

[Insert Event Details]

For more information, visit: [your practice Web site address or www.GoToAPro.org]

Template: Press Release version 1

[Insert NPAW logo here]

Contact: [person in your practice who answers questions from the media] [Contact's phone number]

FOR IMMEDIATE RELEASE

[City, State] – The American College of Prosthodontists is pleased to announce National Prosthodontics Awareness Week (NPAW) on [Insert Date]. This week- long celebration will inform the public about proper oral health including oral cancer detection; will provide consumers with details on how to best care for missing teeth; and will educate the public about the benefits of seeing a prosthodontist. The [name of your practice/department/facility] is celebrating National Prosthodontics Awareness Week by [finish sentence with a brief description of your event].

[This second paragraph should include information about your event: the what, when, where, why and how your community can participate.]

With some 120 million people missing at least one tooth, increased awareness about proper oral health is critical. From proper denture care techniques to the importance of an annual oral cancer screening, NPAW will focus on facts and tips for consumers' best oral health care. Tooth loss happens from decay and gum disease, can result because of an injury, cancer or simply wear in the mouth. A prosthodontist, a dentist with three additional years of training after dental school, provides care for missing teeth including dental implants, dentures and treatment of congenital anomalies. A prosthodontist often works with a team of dental professionals to create a comprehensive treatment plan for patients. Prosthodontists are dedicated to the highest standards of care in the restoration and replacement of teeth including bridges, crowns/caps, teeth whitening and veneers. Outreach by prosthodontists across the country at the local level will be a cornerstone of NPAW. A recent survey by the ACP indicated that prosthodontists donate on average \$25,000 in pro bono care each year. The treatment delivered by prosthodontists included a broad scope of services including restorations for patients with complex needs.

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The American College of Prosthodontists is the professional association of dentists with advanced specialty training who restores and replaces teeth to create optimal oral health, both in function and appearance including dental implants, dentures, veneers, crowns and teeth whitening. For more information visit GoToAPro.org

Template: Press Release version 2

[Insert NPAW logo here]

Contact: [person in your practice who answers questions from the media] [Contact's phone number]

FOR IMMEDIATE RELEASE

National Prosthodontics Awareness Week Is April [Insert date]

American College of Prosthodontists: Missing teeth need to be treated as a chronic medical condition like diabetes, high cholesterol or heart disease

[Chicago]—National Prosthodontics Awareness Week (NPAW) is April [Insert Date] With 120 million people in the U.S. missing at least one tooth and 36 million Americans missing all teeth in one or both jaws, NPAW aims to increase awareness about the importance of proper oral health and prosthodontic solutions to missing teeth.

"As a board certified prosthodontist, people ask me if they have to replace a missing tooth in the back of the mouth since no one can see it. My answer is yes," said NPAW Chair Avinash S. Bidra, B.D.S., M.S., F.A.C.P., of the University of Connecticut School of Dentistry. "When you lose even a single tooth, it will result in bone loss, change the bite, cause food impaction and result in adjacent teeth moving towards the missing space. The longer one waits to get it replaced, the more challenging the clinical situation is, yet if you fix it fast the cycle stops."

[ADD OPTIONAL INFORMATION HERE REGARDING ANY SCREENING YOU PLAN TO PROVIDE OR ADDITIONAL INFORMATION REGARDING MISSING TEETH]

Prosthodontics is one of only nine recognized dental specialties by the American Dental Association (ADA), and prosthodontists are dental specialists with three years of advanced residency training beyond dental school in replacement of missing teeth and oral health issues. The American College of Prosthodontists (ACP) is the ADA recognized association that represents and advocates on behalf of prosthodontists.

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About the American College of Prosthodontists

The American College of Prosthodontists, based in Chicago, is the ADA-recognized professional association of prosthodontists and related dental professionals that is dedicated to improving patient care and outcomes, furthering the specialty of prosthodontics. For more information or to find a prosthodontist, visit GoToAPro.org.

Template: Press Release version 3

[Insert NPAW logo here]

Contact: [person in your practice who answers questions from the media] [Contact's phone number]

FOR IMMEDIATE RELEASE

ACP Answers the Question: What Is A Prosthodontist?

National Prosthodontics Awareness Week Is April [Insert date]

[Chicago]— Prosthodontics is one of only nine dental specialties recognized by the American Dental Association, yet many people don't know [what a prosthodontist does](#). The American College of Prosthodontists (ACP) is shedding light on these highly skilled dental specialists who help patients achieve their ideal smile and optimal oral health as part of National Prosthodontics Awareness Week (NPAW), April [Insert Date].

"If you had a heart problem you'd go to a cardiologist, not your general practitioner. It's the same thing as going to a prosthodontist. I needed specialized care, and I wouldn't have trusted this care with anyone other than a prosthodontist," said patient Diana Kimbro of Newport Beach, Calif.

A prosthodontist has three-to-four years of advanced residency training in solving oral health issues at an American Dental Association (ADA) accredited institution to learn surgical skills necessary to place dental implants, use up-to-the-minute [digital technologies](#) to diagnose, replace and restore missing teeth with exquisite, stronger naturally beautiful implants, crowns, bridges, veneers, or dentures as well as treating oral health issues.

"We are not your everyday dentists. Prosthodontists are smile specialists who are committed to improving patient outcomes and solving oral health issues using [cosmetic dentistry](#) procedures or advanced dentistry techniques to save a natural tooth, replace several missing teeth, or restore broken, chipped or cracked teeth in one appointment," [ACP Immediate Past President Dr. Frank J. Tuminelli said](#).

Adds maxillofacial prosthodontist and chair of ACP's National Prosthodontics Awareness Week (NPAW) [Dr. Avinash Bidra](#), "From restoring smiles damaged by bulimia, restoring full jaws and teeth using advanced digital technology and implants, or [helping head and neck cancer patients be able to eat, speak and smile](#) long after the battle with cancer has been won."

Prosthodontists help improve patients' oral health, provide options for replacing missing or fixing damaged teeth, and ensure that replacements look natural and function correctly. Patients might also seek a prosthodontist to restore teeth affected by disease or eating disorders such as [bulimia](#) or damage due to [methamphetamine](#) use.

This year, the ACP successfully got “prosthodontist” added to spell check as another step toward raising awareness of the specialty.

Prosthodontists are specialized dentists with advanced training in oral health issues, who are committed to improving patient outcomes. From implants, crowns, veneers and tooth whitening, to full-mouth reconstruction, prosthodontists specialize in [digital dentistry](#) and CAD/CAM solutions.

The ACP is the only prosthodontic specialty organization whose membership is based solely on education credentials. ACP members must be in or have completed an ADA-accredited advanced education program in prosthodontics.

####

About the ACP

The American College of Prosthodontists (ACP) is the official sponsoring organization for the specialty of prosthodontics, which is one of only nine recognized specialties of the American Dental Association. Founded in 1970, ACP is a not-for-profit organization dedicated to enhancing patient care, advancing the art and science of prosthodontics, promoting the specialty of prosthodontics to the public and other dentists and healthcare professionals, ensuring the quality of prosthodontic education and providing professional services to its membership. For more information visit GoToAPro.org.

About National Prosthodontics Awareness Week (NPAW)

During NPAW, prosthodontists nationwide will be hosting free events including oral health screenings, lectures, community service outreach and other activities to raise the public’s awareness about the importance of a healthy mouth and the benefits of seeing a prosthodontist.

Template: Press Release version 4

[Insert NPAW logo here]

Contact: [person in your practice who answers questions from the media] [Contact's phone number]

FOR IMMEDIATE RELEASE

American College of Prosthodontists Releases First Clinical-Practice Guidelines for Patients with Dental Restorations

[Chicago]– Patients with dental restorations supported by natural teeth such as crowns, bridges and veneers, or supported by implants can keep their teeth healthy using a lifelong recall and maintenance approach according to new clinical practice guidelines that were published online Dec. 29 and in a [special supplement to the January issue of the *Journal of Prosthodontics*](#).

“Often patients are unaware of the required brushing and general maintenance needs when they have expensive implant restorations. The take home message from the systematic reviews and clinical practice guidelines is that implant supported restorations require ongoing at-home maintenance and regular recalls for an enduring result,” said Carl F. Driscoll, DMD, FACP, the President of the American College of Prosthodontists (ACP).

ACP led a scientific panel of experts appointed by the American Dental Association (ADA), the Academy of General Dentistry (AGD), the American Dental Hygienists Association (ADHA) and the ACP who critically evaluated and debated findings from two comprehensive systematic reviews covering ten years of the research literature: “Recall Regimen and Maintenance Regimen of Patients with Dental Restorations-Part 1: Tooth-Borne Restorations and Part 2: Implant Borne Restorations.” The major outcomes and consequences considered during formulation of the clinical practice guidelines (CPGs) were risk for failure of tooth- and implant-borne restorations.

“The new clinical practice guidelines will help dentists and hygienists to standardize effective oral health maintenance and improve patient care,” said Donald A. Curtis, DMD, FACP, who along with Lily T. Garcia, DDS, MS, FACP, put the guidelines to the test with rigorous peer review to ensure that they are sound, scientifically-based and can improve patient outcomes for long-lasting restorations.

In addition to maintaining regular dental hygiene practices, the new guidelines recommend that patients with restorations visit their dentists at least every six months for clinical examinations to clean, adjust, repair or replace their restorations. The guidelines not only recommend how and how often practitioners should see patients for dental restoration maintenance and follow-up, but how they should educate patients to take care of the restorations at home.

“Prosthodontists often take great pride in meticulously restoring smiles so that they look as natural as possible,” said Avinash Bidra, DDS, MS, FACP, a prosthodontist and the lead researcher of the evidence-based review. “Patients with multiple restorations that are supported by natural teeth or implants need to know that professional and at home maintenance is a lifelong regimen. We are telling professionals what guidelines to follow and what to tell patients for at home maintenance.”

“The American College of Prosthodontists will offer free access to selected research in the *Journal of Prosthodontics* from Dec. 29 through 2018 as a way to celebrate National Prosthodontics Awareness Week (NPAW) in April,” added Dr. Bidra, who along with being the lead researcher is also NPAW Chair. “This is news oral health providers can comfortably share to maintain patients’ implants, crowns, and veneers and natural teeth.”

“Although clinical practice guidelines are often used in medicine, they have not been used as much in dentistry. Adding a clinical practice guideline on this important topic will establish a baseline and help to standardize care,” added Dr. Donald Curtis of UCSF.

“If you don’t take care of your restored teeth, you are at risk of losing your teeth and your investment in them,” cautioned Dr. Lily T. Garcia, who serves as Vice Chair of the ACP Education Foundation.

Prosthodontists are specialized dentists with advanced training in oral health issues, who are committed to improving patient outcomes. From implants, crowns, veneers and tooth whitening, to full-mouth reconstruction, prosthodontists specialize in leading research, digital dentistry and oral health solutions.

The ACP is the only prosthodontic specialty organization whose membership is based solely on education credentials. ACP members must be in or have completed an ADA-accredited advanced education program in prosthodontics.

The findings of the systematic reviews and the Clinical Practice Guidelines of this peer review will also be published in *The Journal of the American Dental Association*, *General Dentistry* and the *Journal of Dental Hygiene*.

The project was funded in part by an unrestricted educational grant to the American College of Prosthodontists Education Foundation from the Colgate-Palmolive Company.

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About the ACP

The American College of Prosthodontists (ACP) is the official sponsoring organization for the specialty of prosthodontics, which is one of only nine recognized specialties of the American Dental Association. Founded in 1970, ACP is a not-for-profit organization dedicated to enhancing patient care, advancing the art and science of prosthodontics, promoting the specialty of prosthodontics to the public and other dentists and healthcare professionals, ensuring the quality of prosthodontic education and providing

professional services to its membership. Patients and consumers can visit GoToAPro.org and oral health professionals can learn more at Prosthodontics.org.

Template: Letter to the Editor

National Prosthodontics Awareness Week: Your Smile; Our Specialty

This [insert date] the [name of practice/facility/department] will be participating in the second National Prosthodontics Awareness Week, sponsored by the American College of Prosthodontists. The American Dental Association recognizes prosthodontists as dental specialists with two to three years of additional training after dental school in the prevention and treatment of tooth loss.

Tooth loss happens from decay, gum disease, traumatic injury, cancer or wear. Losing teeth places stress on the mouth's structures and shape causing the bone to shrink and possibly changing a person's facial appearance. Many adults who do not replace their missing teeth suffer poor self-esteem, premature aging, poor diet, loss of function and social embarrassment. By utilizing dental implants, fixed bridgework, removable partial dentures and complete dentures a prosthodontists' expertise can change a smile and a life. If patients are missing one or more teeth; are interested in dental implants; wear dentures or removable partial dentures; and/or want to improve the esthetics of their smile, they should ask their dentist about a referral to a prosthodontist.

These specialists have a highly skilled understanding of the dynamics of a smile, the preservation of a healthy mouth and the creation of tooth replacements. Prosthodontists also maintain a strong commitment to the dental health care needs of older patients, individuals with congenital anomalies, and those who have been affected by oral cancer.

Please visit GoToAPro.org [OR INSERT PRACTICE WEB SITE] for more information on how prosthodontic treatment can keep your smile healthy for a lifetime.

Sincerely,

Name with credentials

Prosthodontist/Dental Technician

City, State

Template: Letter to the Editor

Suffer From Sleep Apnea? Prosthodontists: Oral Device Accepted Alternative to CPAP, Surgery

Dear Editor:

National news outlets including CNN, USA Today, the New York Times, CBS, and Fox News, featured a recent study reporting that sleep apnea causes lowered oxygenation levels creating an environment where cancer cells can thrive. It also puts patients at risks for heart attacks, strokes, uncontrolled diabetes, and work related accidents.

Prosthodontists are specialist dentists who have had further training to treat patients with complex conditions such as sleep apnea, with their medical physicians. As a Prosthodontist, which are specialized dentists who treats patients oral health issues including sleep apnea, I noticed that medical doctors interviewed recommended surgery and Continuous Positive Airway Pressure (CPAP) as the two main ways to combat sleep apnea, without mentioning a common, non-surgical solution that prosthodontists use to treat the condition.

CPAP is still considered the "gold standard" treatment by many physicians but with reported compliance rates lower than 50%, patients must be educated about the proven, alternative therapies.

As a prosthodontist, I know that the American Academy of Sleep Medicine (AASM) guidelines recommend that patients with mild or moderate sleep apnea should be given a choice between being prescribed a CPAP machine or an oral appliance (also called an oral device.) It's important to remind patients of all sleep apnea treatment options, including this common, non-surgical solution that prosthodontists use today called Oral Appliance Therapy which involves a custom-made sleep apnea device.

Prosthodontists have advanced dental training specifically for oral health conditions, including sleep apnea, and specialize in fitting and finding the correct position to treat mild to moderate cases of sleep apnea without surgery or CPAP. Prosthodontists can also provide a solution for those with severe sleep apnea patients who can't tolerate wearing a CPAP mask to bed every night.

With sleep apnea concerns growing, increased awareness about various treatment options is critical.

Sincerely,

Name with credentials

Prosthodontist

City, State

Template: Letter to the Editor

Prosthodontist: HPV Is Changing the Face of Oral Cancer Patients

Oral cancer kills one American every hour, every day.

April is Oral Cancer Awareness month. It's the perfect reminder to schedule an oral cancer screening.

Early detection is the still the best weapon that a patient can choose to fight oral cancer. The American Cancer Society recommends a comprehensive oral evaluation and soft tissue exam annually, yet only one in five patients follow through. As a prosthodontist, I know that the most important factors to survive oral cancer are early detection and diagnosis.

The Human Papilloma Virus (HPV) is changing the face of oral cancer patients— striking younger people, non-smokers, women and men. As a prosthodontist, I screen for and diagnose oral diseases, including cancer in the head, neck and throat. After an oral cancer diagnosis, I work to improve my patient's outcome.

If you are diagnosed with oral cancer, find a prosthodontist to get a dental evaluation before any cancer treatment begins. The American Dental Association recognizes prosthodontics as one if its specialties. The specialty of prosthodontics requires advanced training. From diagnosis and management of the effects of dental disease, prosthodontists also gain expertise in how the effects of treatment for oral cancer may impact your ability to chew, speak and swallow.

To help patients find their local prosthodontist, the American College of Prosthodontists created www.GoToAPro.org where patients can enter their zip code, find a local prosthodontist, and schedule an oral cancer screening today.

An oral cancer screening exam is painless; treatment for advanced oral cancer is not. Get screened today.

Sincerely,

Name with credentials

Prosthodontist

City, State

Template: Letter to the Editor

Prosthodontists Fix Smiles Damaged by Bulimia

“We don’t realize how important our smile is until it’s gone”, reveals Allison, a recovered bulimic.

The statistics are staggering. Per the National Eating Disorders Association, 20 million women and 10 million men in the United States suffer from a clinically significant eating disorder at some time in their life, including bulimia, binge eating disorder, and anorexia. [INSERT DATE] is National Eating Disorders Awareness Week. Both bulimia and anorexia affect overall health and well-being, with a secret sign of bulimics being filed-down, sharp looking teeth due the acid erosion from chronic purging after one eats.

As a prosthodontist, I am a specialized dentist with advanced training in diagnosing and treating complicated oral health issues. Patients come to me after treatment to fix a damaged smile from years of bulimia.

Severely worn, “sharp” teeth due to an eating disorder affect the look and function of your mouth, bite, jaw, and teeth. Prosthodontists specialize in providing personalized solutions such as implants, crowns, and veneers to beautify smiles in complex cases, such as eating disorders.

Prosthodontists apply advanced training and the latest technology to restore beauty, form, and function to teeth for optimal oral health.

GoToAPro.org is a website where patients can enter their zip code to find a local prosthodontist. Also on the site is Allison’s story of her restored smile and positive outlook after suffering from her eating disorder.

Sincerely,

Name with credentials

Prosthodontist

City, State

Digital Dentistry Letter to the Editor (LTE) Introduction and Template

(Sources: ACP Position on Digital Dentistry, Dr. Stephen Campbell interview, Dr. Youssef Obeid, Dr. Jean C. Wu, approved by 2014 ACP Public Relations Committee on 10/15/2014 and Dr. Campbell on 1/13/2015).

**Members: copy, paste, and customize the introduction and template below into the body of an email (not attachments) and submit to your local newspaper. Editors do call to verify facts so include contact information for you. Use your own letterhead.*

Dear Editor:

For your consideration is a letter to the editor below about how digital dentistry helps patients.

Thank you for your consideration,

(Name, Credentials)

Prosthodontist

(Address)

(City, State)

(Phone, Email) * the editor may contact you directly prior to publication.

Digital Dentistry: Prosthodontists Use It to Save Patients Time and Money

Dear Editor:

As a Prosthodontist, I get patient questions all the time asking about digital dentistry – what is it, how can it save patients time and money, and if the quality matches up to traditional procedures of getting a new crown or cap, and can a new tooth made in under an hour match the quality and esthetics of traditional production methods that used to take weeks to do?

The answer to all those questions is – YES. A Prosthodontist is a specialized dentist with 3-4 years of advanced training in the restoration of teeth and replacement of missing teeth. Prosthodontists provide care at the specialty level, working closely with other health care providers and oral health specialists. They diagnose, plan, rehabilitate and maintain oral function, comfort, and esthetics for patients with clinical conditions associated with missing, deficient or broken teeth using dental implants, digital based technologies, crowns, bridges, partials and dentures.

The additional years of study allows a Prosthodontist to thoroughly diagnose more complex cases and construct an appropriate treatment plan and sequence of care. Advanced technologies such as digital impressions, and CAD/CAM restorations can be used to restore teeth, with veneers or crowns, and replace missing teeth with dental implants or dentures.

The American College of Prosthodontists (ACP) supports improved patient caring through advancements in digital dentistry. In fact, while it may seem new to patients, Prosthodontists have been using digital dentistry technologies for more than a decade.

The ACP advises that as with all advancements, it's not simply the technology that determines the quality, the fit, the materials—it's the prosthodontist (or dentist) who applies their advanced specialty training to design and control the outcome. Many potential advantages exist when leveraging digital technology including: improved patient experiences such as shorter dental visits, less pain and discomfort, the ability for patients to see their new tooth be custom-made in less than two hours; and the ability to use stronger and more esthetically pleasing ceramic materials for crown fabrication that would otherwise not be available. This allows the Prosthodontist more control over the final outcome.

Whether the digital technology is applied through chair-side scanning, design and milling equipment, or through the utilization of digital laboratory based technologies, the Prosthodontist and trained practitioners are prepared to identify the best solution for the patient's specific situation and needs.

To find a Prosthodontist, visit GoToAPro.org and type in your zip code. Prosthodontics is a recognized specialty by the American Dental Association.

(Name, Credentials)
Prosthodontist
(City, State)

Logos: Incorporate the ACP logo or National Prosthodontics Awareness Week logo into all of your National Prosthodontics Awareness Week promotional materials and your office stationery. The logos present concise messaging and provide a unifying image for all ACP member activities. Electronic versions of the NPAW logos are available in the members' only section of the campaign Web site at prosthodontics.org/npaw. To receive a copy of the appropriate ACP Logo for your personal use you will need to read and sign the ACP logo licensing agreement. (See Exhibits)

Website: Use of the consumer website GoToAPro.org will promote the location of available prosthodontist that are members under "Find a Prosthodontist" listing on the ACP Website. Add the College and/or NPAW logo to your practice website.

Email: An easy way to promote National Prosthodontics Awareness Week is to incorporate the logo into your email signatures. You can change your signature with or without using the NPAW logo.

American College of Prosthodontists
National Prosthodontics Awareness Week
April 4-18, 2018 |
prosthodontics.org/npaw JOIN THE
CELEBRATION!
Your Smile. Our Specialty.

Social Media: Use your social media accounts to spread the word about the specialty of prosthodontics and your practice/program. The College currently has profiles on Facebook, Twitter (@ACPros) and LinkedIn. The College encourages members to 'Like' and 'Follow' the College on the respective social networks. Share status updates and retweet posts to your patients, colleagues, friends and family. The College has a Social Media Toolkit you can use if you're just getting started or looking to expand your usage to new accounts.

Video: Check out the [Media Highlights video](#) for ideas about what your peers have done for NPAW. For tips on how to use the videos check out this tip sheet. If you are planning on doing a media interview, please contact the Public Media Relations Director, Carolyn Barth for media preparation tools. Media preparation helps you ace the interview.

Sleep Apnea

PROBLEM:

As a prosthodontist, I know that sleep apnea affects many of our patients and can be fatal if left untreated. “Die in their sleep” is what can (and sometimes does) happen to people with undiagnosed, untreated sleep apnea. Sleep apnea causes the airway at the back of the mouth to close during sleep. When our airway closes, breathing stops and the body is deprived of oxygen. Breathing can stop many times in one night and each stoppage can last more than 30-60 seconds. Despite the seriousness of this condition as many as 80% of people with sleep apnea may be undiagnosed, according to the American Academy of Sleep Medicine.

Sleep apnea is estimated to affect 24% of middle-aged men and 9% of women. 2-3 % of children have obstructive sleep apnea, increasing to 30-40% in obese children¹. Patients suffer from daytime drowsiness, cognitive impairment, and increased risk of heart attacks, strokes, uncontrolled hypertension, and diabetes. Untreated sleep apnea can significantly impair a patient’s quality of life, and increased morbidity due to medical complications or motor vehicle accidents.

SOLUTION:

Prosthodontists -- dental specialists who provide comprehensive care for both oral health and dental esthetics --offer a non-surgical option for this deadly disorder that has proven both effective and comfortable for patients. A custom-fitted oral device (also called oral appliance therapy) is a recognized treatment option for mild to moderate cases of sleep apnea as stated in the treatment guidelines by the American Academy of Sleep Medicine. Prosthodontists often detect sleep apnea early through a simple screening and collaborate with sleep doctors to determine if the patient is a good candidate for the oral device.

TALKING POINTS:

1. Sleep apnea affects both children and adults. The main contributors to the rising incidence of the disease are obesity in children and adults and an aging population.
2. An increase in belly fat can push on the diaphragm decreasing the space for the lungs to expand for breathing. Neck fat and fat at the base of the tongue can also contribute to blocking the airways
3. Patients with uncontrolled hypertension and cardiovascular disease are most at risk for having sleep apnea. The American Heart Association recommends patients newly diagnosed with heart failure be screened for sleep apnea. Patients with diabetes are also at risk.
4. 30-40% of obese children have sleep apnea. Sleep apnea is the second most common cause of tonsillectomies in children. Early intervention and treatment of this condition in children can prevent neurological and behavioral problems from developing. Untreated sleep apnea in children may result in attention deficit disorders that appear similar to ADD.

5. People with moderate sleep apnea stop breathing for 10 to 40 seconds from 5 to 30 times per hour. This lack of oxygen puts severe strain on the heart and causes oxygen deprivation in the brain. Those with severe sleep apnea can have 30 or more episodes an hour in which they stop breathing for 60 seconds. In these cases it is possible to literally “die in your sleep”. The cause of death would most probably be listed as heart attack.
6. Patients are 3 times more at risk for stroke and heart attack if they suffer from sleep apnea.
7. Snoring, teeth grinding, drowsiness from lack of sleep and obesity are some of the major symptoms for both children and adults.
8. A simple screening test taken online or at the prosthodontist or primary care doctor’s office can detect whether it is likely that you have sleep apnea. If the test is positive, patients are often referred to a sleep specialist.
9. Prosthodontists treat the condition with an oral device that keeps the airways open during sleep. It is painless and effective for people with mild to moderate sleep apnea. Removal of adenoids and/or tonsils is often prescribed for children.
10. A third method of treatment is a device attached to a mask covering the face that provides continuous positive airway pressure (CPAP) while the patient is asleep. Many patients find this very uncomfortable and compliance is less than 50%.
11. Early diagnoses can prevent future problems such as malformed jaw and abnormal airway and mouth development. Working together with other specialists such as orthodontists can correct developmental problems of the face and jaws, and treat sleep apnea, while ENT physicians can assess the need for removal of the tonsils and adenoids.

Potential Reporter Questions:

1. How many adults have sleep apnea today?
2. What are treatment options today? Are they effective? Are they safe? What are the drawbacks?
3. How serious is sleep apnea as a chronic medical condition?
4. What are the primary causes?
5. What is the link to cardiovascular disease, diabetes, or cancer?
6. How is it diagnosed?
7. How do prosthodontists treat it?
8. Who is a candidate for the oral device? What’s the effectiveness?
9. Who is most at risk?
10. Can it be cured?
11. Can it be prevented?
12. Does early treatment make a significant difference?
13. Is sleep apnea genetic?

14. Who should be tested for sleep apnea?

Sources: www.aasm.org; Dr. Paul McLornan, Dr. Reva Barewal and Dr. Jean C. Wu interviews in the ACP video. Dr. Jyoti Srivastava and Dr. Carl Pogoncheff of 2014 PR Committee reviewed. Jean C. Wu 2nd reviewed (Dec. 2014) as co-author of the ACP Position on Sleep Apnea.

Additional ACP Member Resources available on GoToAPro.org/PR

ACP Sleep Apnea PR Toolkit

- ✓ Sleep Apnea Video
 - Play in your patient waiting room
- ✓ Screening Questionnaires
 - Download to use in your practice today
 - Epworth Questionnaire
 - Berlin Questionnaire
- ✓ Letter to the Editor
 - Customize one of ACP's templates for your local markets
 - Template A
 - Template B
- ✓ Press Release
 - Customize ACP's national version for local markets, blogs or web content
- ✓ Conditions and Symptoms
 - Access for patient education along with the new video

ⁱ (Bhattacharee R, Kim J, Kheirandish-Gozal L. Obesity and obstructive sleep apnea syndrome in children: a tale of inflammatory cascades. *Pediatr. Pulmonol* 2001;46:313-23)

Bulimia

PROBLEM/SOLUTION

Bulimia is a serious disease that affects all organs of the body, including teeth. An estimated 20 million women and 10 million men suffer from eating disorders such as bulimia. 40-60% of elementary school girls (ages 6-12) are concerned about their weight, and this concern endures throughout life.

Bulimics eat and then deliberately induce vomiting 2-20 times a day. This purging brings up high acid content that wash over the teeth dissolving the tooth structure leaving them worn, thin, weak and sensitive. Even eating a pretzel can cause teeth to crack. Teenagers can lose most of their teeth to this disease.

TALKING POINTS

- ✓ A Prosthodontist may be one of the first to see the signs of bulimia when a patient comes in needing help for damaged, brittle teeth. Early detection greatly increases options for saving or restoring your teeth.
- ✓ Tooth erosion caused by bulimia often prompts physicians and other dentists to recommend a Prosthodontist.
- ✓ The erosion of the enamel not only causes an esthetic issue for the bulimic patient, but it also weakens the individual teeth, making them more vulnerable to cavities and sensitive to things such as hot and cold drinks.
- ✓ Brittle, damaged teeth make it difficult to chew solid foods such as vegetables, fish and meat- which contributes to the patient's existing eating disorder and nutrition.
- ✓ Restoration of the worn tooth structure by the Prosthodontist is essential to restore oral health and overall well-being. One size does not fit all for bulimia patients. Prosthodontists are specialists in oral health, trained to offer personalized solutions that restore the natural look of the mouth, jaw and smile.
- ✓ The esthetic improvements of the smile are critical for these patients who already have a distorted body image issue.
- ✓ A Prosthodontist is a specialist with 3-4 additional years of specialty training in oral health care. The resulting expertise includes knowledge of complex medical issues, and of newer, stronger materials and techniques and how to use them in ways that provide natural looking long lasting results for tooth function and esthetics.

Sources: Dr. Ken Kurtz interview, Dr. Glenn Wolfinger reviewed/approved 1-12-15; Allison's story video on GoToAPro.org; National Association of Eating Disorders.

Additional Resources:

Bulimia – Prosthodontists Can Fix Smiles Damaged by Bulimia

- ✓ [Video \(Allison's Story\)](#)
 - ✓ [Letter to the Editor](#)
 - Customize for your local markets
 - ✓ [Press Release](#)
 - Customize ACP's national version for local markets, blogs or web content
 - ✓ [New York Times article](#)
 - ✓ [New York Metro Parents](#) interviews Prosthodontist Dr. Kurtz
 - ✓ [Journal of Prosthodontics article](#)
- [Galindo DF, Butura CC: Immediate Loading of Dental Implants in the Esthetic Region Using Computer-Guided Implant Treatment Software and Stereolithographic Models for a Patient with Eating Disorders. J Prosthodont 2014;23:98–103. doi: 10.1111/jopr.12077](#)

Digital Dentistry and New Technology (Using both to replace missing teeth with dental implants)

PROBLEM/SOLUTION

Until recently, false teeth looked and felt false. Prosthodontists are using digital technology to change the way dentistry is practiced and producing results not possible until now. Prosthodontists, dental specialists with advanced training, use the new techniques to replace and restore teeth to a higher level of precision and beauty than ever before.

According to the Centers for Disease Control and Prevention's National Health and Nutrition Examination Survey (NHANES), nearly 40 million Americans have no teeth in one or both jaws (upper or lower). This degree of tooth loss (no teeth) leads to poor nutrition, obesity, and is linked to many systemic diseases (heart, diabetes, cancer, dementia, arthritis, etc.) It also affects the psychological well-being and the ability to function in the workplace. Tooth loss is age related, as we age, we are likely to have fewer teeth. This has a potentially devastating impact during the most vulnerable time of our lives. 27% of all Americans over the age of 65 are missing all of their teeth and 40% are missing all of their teeth in one or both jaws.

In the 21st Century we want the best specialist for each facet of our health and that includes our oral health. Our dental expectations are for the best results, less discomfort and the latest technology. Extensive training allows Prosthodontists to incorporate innovative new technologies while maintaining the highest quality of care.

TALKING POINTS

1. Computers and scanning technology take tooth restoration to a higher level than ever before. Teeth can be viewed in 3 dimensions and restorations customized for each patient. This allows more control by the prosthodontist and better outcomes.
2. Traditionally, removable dentures and conventional bridges were the sole means to replace missing teeth. Now dental implants, which are virtually permanent, offer improved function and comfort. Dental implants are mechanically and biologically superior to previous restorative options and they do not overload or damage surrounding teeth.
3. Selecting the appropriate specialist to restore your teeth is extremely important. The one hour implant as advertised on billboards and in the media is intended for less than 1% of patients. Successful implants require taking the time needed to ensure correct placement in the mouth so the new teeth fit and function as effectively as the patients original teeth. Successful implants also require time to heal and appropriate follow up care.
4. According to most scientific literature, 3 to 5% of routine dental implants fail within 5 years. Complications of implant surgery and implant failure can be significant. Side effects of improperly seated implants include infections, pain and significant damage to the jaw.

Choosing a specialist for your oral health care is important for the best, most predictable results when in need of tooth restoration or replacement.

- a. Prosthodontists use digital technology to provide a 3-dimensional image of the patient's mouth which assists in planning the placement of the implants. Prosthodontists have had the education and training to understand the functional requirements of the mouth and be better able to place implants that are in the correct alignment for optimal form and function. Proper digital planning from a prosthodontist improves patient outcomes.
 - b. Materials used by prosthodontists along with their use of digital technology has allowed them to create restorations with a better fit and improved stress distribution. Improved engineering techniques has reduced the amount of bone loss around implants and consequently decreased the failure rate of implants. This also has increased the longevity of the restoration life span.
 - c. Dental implant therapy replaces teeth lost due to tooth decay, gum disease, and trauma. Prosthodontists can restore a patient's function and significantly improve their quality of life.
5. A prosthodontist can greatly improve the comfort and function of a removable partial denture by placing dental implants correctly.
6. Prosthodontists, in addition to their dental degree, have 3 or more years of specialized training in digital restorative dentistry. A prosthodontist will individualize the patient planning and incorporate materials that significantly improve the final result. Modern materials and digital techniques are able to produce incredibly lifelike results.
7. Adults age 20 and over have 4 teeth missing (on average), according to the CDC National Health and Nutrition Examination Survey.
8. Although there is no proven cause and effect, people with no teeth may lead healthier lives. They have a higher incidence of coronary heart disease, and some forms of diabetes and obesity may be related to a patient's inability to maintain a healthy diet. Lack of adequate teeth to function can result in a patient having to eat softer, more processed food that may not have adequate nutritional value. Lack of teeth can also reduce one's self-esteem and result in depression and other psychological consequences. For example, a survey of members of match.com found that the appearance of one's teeth was one of the most desirable characteristics which is addressed [in this video featured on the ACP's YouTube channel](#).)
(Cite data on appearance and success in the workplace, happiness in relationships etc.)
9. Prosthodontists using digital techniques and ceramic material can custom-design, fabricate and place a crown in 2-3 hours as opposed to the 2-4 separate appointments that is usually required. Further, prosthodontists know which patients will best benefit from modern, digital techniques.
10. Digital methodology used by prosthodontists captures information from the patient's mouth and the specialized training completed by prosthodontist equips them to translate that information into designing a crown, implant or other solution that is completely custom to that

patient. Only by understanding the specific functional requirements of that patient, can you create a restoration that is comfortable and that will last. It can all happen right at the dental chair, sometimes in few hours.

11. There are 3 main ways in which prosthodontists significantly improve the outcomes for cosmetic dentistry:
 - a. Digital technology allows prosthodontists to use a type of ceramic material that is more like real tooth enamel in the way it looks and reacts to light. This makes a dramatic difference in the cosmetic outcome technique and technology are used to customize teeth for each patient making a significant improvement in fit and historically the ceramic material used prior to the digital world was not as strong.
 - b. Digital equipment allows use of very high strength structural ceramics. Prosthodontists can better assess the specific needs of a patient, and then design the most suitable restoration for form and function. Appropriate utilization of CAD/CAM technology requires an understanding of the biological requirements, physiological demands, and psychological make-up of the patient. Only then, can we have predictable results for our patients.
 - c. Digital technology allows the Prosthodontist to better control all aspects of the final restoration and outcome. Customized fit, strength and beauty result in a sophisticated outcome for the patients of prosthodontists using new digital technology
12. Prosthodontists are specialists who work with patients who need routine to complex restorations of the entire jaw following congenital malformations, trauma or cancer/cancer treatment. These restorations look and function like the patient's original teeth.
13. Advanced digital techniques make possible the use of ceramic materials that look and function more naturally than previous materials. New engineering approaches allow materials to be stronger, fit more accurately, and provide a more predictable result.
14. The use of CAD/CAM dental technology is growing at a rapid rate. Both general dentistry and prosthodontic practices offer treatments using CAD/CAM technologies. A prosthodontist is best trained to evaluate these new innovations and ensure that they result in improved patient outcomes.

QUESTIONS REPORTERS MAY ASK:

1. What does the special training of prosthodontist translate to for patient outcomes?
2. How has cosmetic dentistry changed in past 10 years?
3. Is there a downside to this apparent obsession with cosmetic dentistry?
4. How are cosmetic results better now than 10 years ago?
5. What is failure rate for implants?

6. How is digital technology used in cosmetic dentistry?
7. How has digital technology changed cosmetic dentistry?
8. Are dentures a thing of the past?
9. Will digital dentistry lead to higher cost for patients?
10. How does CAD/CAM increase our options?
11. How widespread is the use of CAD/CAM?

Sources:

ACP Position Statements on Digital Dentistry (Dr. Stephen Campbell) and Dental Implants (Dr. John R. Agar); [ACP Digital Dentistry Video](#) interviews with Dr. Jacinthe Paquette, Dr. Jean C. Wu, Dr. Kent Knoernschild, Dr. Lee Jameson, Dr. Stephen Campbell, Dr. Rand Harlow, Dr. Stewart “Whit” Pharr, Dr. Jean C. Wu, Dr. Caroline Eskow, Dr. Carl Pogoncheff, Dr. Avinash Bidra review. Dr. Stephen Campbell reviewed 1-12-2015. The Centers for Disease Control and Prevention National Health and Nutrition Examination Survey (NHANES) <http://www.cdc.gov/nchs/nhanes.htm>. [Journal of Prosthodontics](#).

Additional Resources: **ACP Digital Dentistry PR Toolkit**

- ✓ [Digital Dentistry Video / Sylvia's Story Video](#)
 - Play in your patient waiting room
- ✓ [ACP Position Statement about Digital Dentistry](#)
 - Download to use in your practice today
- ✓ *Prosthodontists in the news:*
 - [USA Today Article - High-Tech Teeth: Dentistry is going digital](#)
 - [Wall Street Journal – Are One-Day Crowns Worth the No Wait?](#)
 - [New York Times Article -- A New Tooth, Made to Order in Under an Hour](#)
 - Share with patients on your website, blog or via email to promote your practice
 - As a prosthodontist, tell patients you offer digital dentistry / advanced technology
 - Saves patients time in chair
- ✓ [Press Release](#)
 - Customize ACP’s national version for local markets, blogs or web content
- ✓ [Treatment Options](#) (CBC/CT -Cat scan- or Dental CAT Scan; Digital X-rays; Full Mouth Reconstruction; Implants; Laser surgery; Laser gum surgery; Radiography; Teeth Brightening/Whitening; Veneers; X-Ray)
 - Access for patient education along with the new video

TALKING POINTS



- [Journal of Prosthodontics](#) article on digital dentistry

Missing Teeth

PROBLEM/SOLUTION

According to epidemiological studies, it is estimated that 178 million Americans are missing at least one tooth and about 40 million Americans are missing *all* of their teeth. As we age, the problem gets worse as 30 percent of adults between 65-74 years old have no natural teeth.

Prosthodontists -- specialists in oral health care and esthetic dentistry -- use new materials, technology and advanced training to provide patients with perfectly placed dental implants and natural looking dentures made using digital technology. Methods to replace teeth are more sophisticated with results that look far more real than in the past giving patient options that they never had before.

TALKING POINTS

- ✓ The most common reasons for losing a tooth, multiple teeth or all of your teeth is dental decay (cavities), gum and bone disease or trauma. 15-20% of adults (33-44 years old) have some form of gum disease. 30% of adults 65-74 years of age have no natural teeth.
- ✓ Dry mouth from medications or menopause can put you more at risk for tooth decay and gum disease.
- ✓ Smokers have three times greater risk of gum disease than non-smokers. For those at risk of gum disease, preventative care should be the focus with regular examinations by your prosthodontist who will use the latest digital dentistry technology.
- ✓ Only 13.5% of Americans floss every day, which is a simple way to prevent bacterial build-up in addition to regular daily brushing. As a Prosthodontist, I know that brushing regularly for 2 minutes, twice a day and flossing once a day will dramatically reduce the number of Americans missing one or more teeth down from 178 million to far fewer people.
- ✓ Losing even a single back tooth can cause surrounding teeth to shift and drift toward the open space, affecting the way you chew food making it more difficult to clean the area and it can all lead to bone loss. Most patients feel that losing a front tooth causes social and psychological issues and it can even impact your ability to find work.
- ✓ A missing tooth can be replaced optimally by a non-removable solution such as a bridge or by using a dental implant. Today, a dental implant is the first choice of treatment as it is predictable and offers a long-lasting solution, which does not decay like natural teeth! When properly placed, dental implants have a very high success rate of 98%.
- ✓ Measurement and precise placement of dental implants are critical to long-lasting success. For example, if you lose one tooth, you need to replace it with one tooth in the exact same spot.
- ✓ Patients who are missing all teeth and about to lose all teeth don't have to wear dentures anymore. Prosthodontists can predictably replace all missing teeth with a fixed implant bridge that in many cases can be installed in the same day that the natural teeth are removed.
- ✓ The longer you wait to replace a missing tooth after it is lost, the more bone is lost. Sometimes the bone loss can be so significant that it can prevent your ability to get a dental implant. If you lose a tooth, go to a prosthodontist as soon as possible.
- ✓ The best time to consult a Prosthodontist is even before the natural tooth is removed. The Prosthodontist can devise a treatment plan to improve patient outcomes.

According to a Mayo Clinic study whose lead author is a Prosthodontist, routine follow up care for your dental implants is necessary or they will not last as long as they could. They might get loose, chip or fall out. It's important to see your Prosthodontist at least every 6 months. To find your local Prosthodontist, visit GoToAPro.org.

Sources: Dr. Avinash Bidra and Dr. Jean Wu of the ACP Public Relations Committee. 2014 NPAW articles.

Additional Resources:

[2014 NPAW Press Release -Missing Teeth Need to Be Treated as a Chronic Medical Condition](#)

Journal of Prosthodontics

Practice-Based Evidence from 29-Year Outcome Analysis of Management of the Edentulous Jaw Using Osseointegrated Dental Implants <http://onlinelibrary.wiley.com/doi/10.1111/jopr.12084/full>

American College of Prosthodontists
Policy and Licensing Agreement on Member Use of the ACP Logos
Approved ACP Board of Directors May 2010, Revised January 2014

I. Member Use of the ACP Logo

The logo of the American College of Prosthodontists represents an important element of the College's identity. Members in good standing may use the ACP logo to identify themselves as a member of the College. Use of the ACP logo by members demonstrates pride in the College and helps to identify the ACP to patients and the public. The ACP logo appears below:



II. Alliance Member Use of the ACP Alliance Logo

The ACP Alliance logos also represent an important element of the College's identity. Alliance Members in good standing may use the appropriate Alliance logo to identify themselves as Alliance members of the ACP. Use of the ACP Alliance logos by Alliance members demonstrates pride in the College and helps to identify the ACP Alliances to patients and the public.



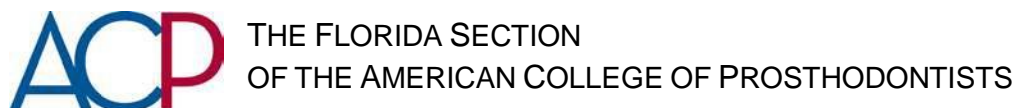
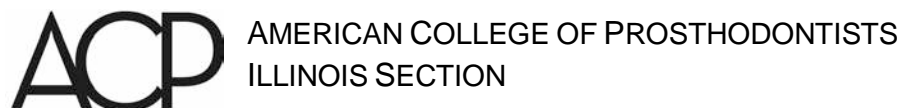
III. Use of the ACP Section Logo

Sections of the College may use the ACP Section logo to indicate their affiliation with the organization. The ACP logo and Official Section Name filed with the Articles of Incorporation must be displayed on all letterhead, newsletters and other publications, announcements, correspondence and Section-designated member recognition. As it is the College's responsibility to maintain the ACP brand, Sections should adhere to the guidelines in the **Agreement for Licensing of ACP Logos to Members** and Section Presidents are to sign and return the agreement. The agreement will be retained in the Section files.

The ACP Section logo consists of:

- **Section Name:** The Official Name of the specific ACP Section.
- **College Name:** American College of Prosthodontists.
- **Letter mark:** The initials ACP. Not simply three letters, but the custom-designed graphic element.
- **Font:** ARIAL SIZE 12

Examples:



IV. Use of the ACP Seal

The Seal of the American College of Prosthodontists ("College") was designed by Dr. Steve Bartlett on September 30, 1970. The seal has 32 'dentate' or 'teeth' and includes an image of the lamp of knowledge and the phrase 'VERITAS.' The Seal of the College is reserved **exclusively** by the national organization for official correspondence and member recognition. The College Seal should not be used routinely on print or electronic communications or merchandise.



V. Use of Other ACP Trademarks

The American College of Prosthodontists has the following trademarks:

Find a Prosthodontist®

National Prosthodontics Awareness Week and NPAW

Prosthopedia®

Your Smile, Our Specialty®

These trademarks are indicators used by the ACP to identify the above products and events that originated from the College and are distinguished from other organizations. The trademarks above must be listed with the corresponding items in all publications.

VI. Licensing Agreement

The American College of Prosthodontists will license use of its logos to any member who agrees to and satisfies the terms of the Licensing Agreement set forth in this policy. PLEASE READ THE AGREEMENT CAREFULLY. Members must agree to its terms, and indicate acceptance by signing where indicated at the end of the Agreement and returning this form to the ACP Central Office prior to using the logo. This form will be retained in the membership file.

AGREEMENT FOR LICENSING OF ACP LOGOS

In consideration for a limited license from the American College of Prosthodontists ("ACP") to use its logos in accordance with the terms and conditions set forth below, I hereby agree as follows:

I recognize that the ACP logos are the sole and exclusive property of the ACP. By using the ACP logos, I acquire no rights in that logo other than as set forth in this license.

I will use the ACP logos only as long as I remain a member in good standing of the ACP. **I will use the logo that corresponds to the category of my membership (e.g. Members, Dental Technician Alliance; Academic Alliance; Global Alliance; Predoctoral Alliance; and Advanced Program and Graduate Student Alliance).** I will not make any use of the logos without clearly and conspicuously indicating my membership category, e.g. Member, Fellow (F.A.C.P.), Student Member, Dental Technician Alliance, Academic Alliance, Global Alliance, Predoctoral Alliance; and Advanced Program and Graduate Student Alliance. I will immediately cease using the logo if I cease being a member of the ACP, and I will immediately make the appropriate modification in my use of the logo if my membership category changes.

I recognize that the ACP may revoke my license to use the logo any time and for any reason. I hereby waive any and all rights that I may have to contest revocation by ACP of my right to use the ACP logo. I will not revise or alter the ACP logo as set forth in any way. I will always use the logo as it currently appears, except in terms of size. I may use the logo only on my stationery, in telephone directory listings and on my website. If I propose to use the ACP logo in other paid advertisements to the public, such content must be reviewed and approved by the ACP Central Office prior to publication.

Notwithstanding the foregoing, I may not use the ACP logo in any manner that, in the sole discretion of the ACP, discredits ACP; is false or misleading; violates the rights of others; or violates any law, regulation or other public policy. I will not make any claim that states or implies endorsement, approval, sponsorship, or certification of me or my practice by ACP. I will immediately cease using the ACP logo if I am convicted of a felony; am found to have a substance abuse problem; have my dental or Controlled Substances Act license revoked, suspended or restricted; or have disciplinary proceedings instituted against me by the ACP, any licensure authority, or similar institution.

If requested by the ACP, I shall give the ACP samples of my use of the ACP logo. I agree to forfeit any and all right to use the logo if ACP, in its sole discretion, determines that my use of the logo is not in strict accordance with the terms and conditions of this license. I will direct any questions concerning the use of the ACP logo or the terms and conditions of this license to the ACP Director of Communications & Marketing by phone at (312) 573-1260 or by email at mheiden@prosthodontics.org.

ACCEPTANCE OF LICENSING OF ACP LOGOS TO MEMBERS

I have read and accept the ACP Agreement of Licensing of ACP Logos to Members.

Print First, Last Name: _____

Signature: _____

Date: _____

Return to:

American College of Prosthodontists | 211 E. Chicago Ave., Suite 1000 | Chicago, IL 60611

Fax: (312) 573-1257 | Email: mheiden@prosthodontics.org | Web: GoToAPro.org

ACP Policy of Member Use of ACP Logo

Page 3 of 3

American College of Prosthodontists Media and Spokesperson Policy

The American College of Prosthodontists welcomes interaction with news media as the ACP strives to be the public's and news media's top source for the most accurate, timely and objective prosthodontic and dental information. The ACP's vision is that its members be recognized as the most valuable source of oral health care for the public.

To further these goals, the American College of Prosthodontists:

- Coordinates all media activity through its national headquarters in Chicago.
- Empowers the ACP President, President-Elect, Vice President, Secretary, Treasurer, Immediate Past President and Executive Director to serve as official ACP spokespersons on all appropriate media opportunities.
- Maintains a network of volunteer ACP spokespersons who may represent the ACP in designated media opportunities.
- Administers an ACP spokesperson media training program including specialized preparation, workshops for members and informational briefings on newsworthy prosthodontic and dental topics.
- Provides media relations guidance for ACP Sections.

ACP members are urged to contact the ACP national headquarters staff when approached by the media for an interview to consult on interview strategy. ACP members may take advantage of ACP public relations resources including coaching and interview preparation by the ACP public relations team, talking point development and opportunities to interface with prime media outlets as arranged by the ACP public relations team.

Revisions Approved by the ACP Board of Directors August 17, 2011.

Social Networking Policy

Approved ACP Board of Directors August 2009

The College is committed to exploring and developing social media networks for the growing audience of ACP members and to advance the mission of the College to the public. The College will pursue social media outlets carefully and responsibly, while protecting the organization's and members' best interests. The objectives of the ACP social network strategy are to:

- Leverage social media networks, such as Twitter and Facebook, to add value to ACP membership.
- Build the College's brand within the profession and with the public.
- Inform and educate the public about prosthodontics and the benefits of seeking care from a prosthodontist.
- Drive patients to members' practices.
- Utilize social media networks for recruitment and retention of ACP members.

If ACP Officers, Board members, members, and employees identify themselves as representatives of the College, everything these individuals post on an ACP sponsored social network site has the potential to reflect on the College and its image. ACP social network users may not reference any clients, customers, or partners without obtaining their express permission to do so, and they may not endorse products and services in the name of the ACP.

If ACP social networking users identify themselves as representatives of the ACP in their own personal blogs and other personal posts, they must post disclaimers that make it clear that the opinions expressed are solely those of the author and do not represent the views of the ACP.

Violation of this policy by ACP employees can result in disciplinary action, up to and including termination, and described in the ACP's Employee Handbook.

The following guidelines must be followed by ACP social network users:

- Any messages that might be perceived as the "voice" or position of the College must be approved by the Executive Committee.
- Any identification of the author, including usernames, pictures/logos, or "profile" web pages, should not use logos, trademarks, or other intellectual property of the College, without the express approval of the ACP.
- The ACP reserves the right to delete posts and entries on all of its social network sites.

- ACP social network users should not disclose any confidential or proprietary information of the ACP.
- ACP social networks are open to the public and as such, all ACP social network users will be asked to use common sense in their postings.

The following disclaimer will be posted on ACP social network sites if feasible as advised by ACP legal counsel:

All participants shall be responsible for conducting activities on the ACP Social Media discussion areas in compliance with all applicable laws. Participants agree to act in a professional manner and to not make any postings that contain offensive material, private information (including personal health information) about any other person or material which infringes on the rights of any other person. Participants agree to indemnify and hold the American College of Prosthodontists harmless from any claims or expenses arising from participants' violation of these rules.

Product Order Form

| Product Nome | Members | Non Members | Qty. | Subtotal |
|--|----------|-------------|------|----------|
| Brochures | | | | |
| Smile •Prosthodontic Intra for Patients | \$27.00 | \$54.00 | | |
| Smile - Prosthodontic Intra for Patients (Spanish) | \$27.00 | \$54.00 | | |
| Caring for Your Dentures | \$27.00 | \$54. | 00 | |
| Caring far Your Dentures (Spanish) | \$27.00 | \$54.00 | | |
| Brighten Your Smile | \$27.00 | \$54.00 | | |
| Don't ignore Dry Mouth | \$27.00 | \$54.00 | | |
| Hidden Rsk in Your Moulh: OralCancer | \$27.00 | \$54.00 | | |
| TMJ/TMD: Pains in the Jaw | \$27.00 | \$54.00 | | |
| Change Your Ufe: Dentures | \$27.00 | \$54.00 | | |
| Boost Your Confidence: Dental implants | \$27.00 | \$54.00 | | |
| Perfect Your Smile: Esthetics | \$27.00 | \$54.00 | | |
| Complete ACP Brochure Series | \$237.60 | \$475.20 | | |

Marketing

| | | |
|-----------------------------------|---------|-----|
| Creating Generations of Smiles Ad | \$25.00 | N/A |
| SocialSecurity Ad | \$25.00 | N/A |
| Alli Want for Christmas Ad | \$25.00 | N/A |
| Still o Forbidden fruit Ad | \$25.00 | N/A |
| Ad Series (all 4) | \$75.00 | N/A |

Resources

| | | |
|---|----------|-----------|
| Private Practice Manual 4th Edition | \$175.00 | \$350.00 |
| Prosthopedial> Coffee Table Book | \$75.00 | \$150.00 |
| Color end Shade Selection CD | \$75.00 | \$150.00 |
| Oral Cancer Screening Combo (CD, 2 pocks brochures) | \$40.00 | \$80.00 |
| Prosthodontic Diagnostic Index for Complete Edentulism CD | \$55.00 | \$88.00 |
| Boord Prep App Full Access | \$95.00 | \$1500.00 |
| Classic Prosthodontic Articles Volume 1 | \$35.00 | \$70.00 |
| Classic Prosthodontic Articles Volume 2 | \$35.00 | \$70.00 |
| Classic Prosthodontic Articles Volume 3 | \$35.00 | \$70.00 |
| Classic Proslhodontic Articles Three-Volume Set | \$100.00 | \$210.00 |

Members Only

| | | |
|--|----------|-----|
| ACP lab Coot (with logo) | | |
| Se: | \$40.00 | N/A |
| ACP Prosthodontic Practice Essentials | \$399.00 | N/A |
| ACP Logo Gold lapel Pin | \$35.00 | N/A |
| ACP Alliance Gold apelpn (COT,Academic, or Global) | \$35.00 | N/A |
| ACP Membership Directory 2014 | \$25.00 | N/A |
| ACP Window Decal | \$500 | N/A |

Billing Information

Allorders must be prepaid or charged to a credit card. Make checks payoble to the American College of Prosthodontists.

DCheck Enclosed #

OViso D MasterCard D AmEx

Cord Number

Ex Date

CardHolder

Bill To:

Name

Company

Streeel Address

Gy

State Zip

Country

Phone

Fox

Email

Ship To: (if different from bill to)

Name

Company

Street Address

Gy

Slate Zip

Country

Phone

Fox

Email

U.S.Shipping & Handling Charges

Up to \$5000 = \$15.00

\$50.01 to \$99.00 = \$17.95

\$99.01 to \$149.00 = \$19.95

\$149.01 and Up = \$24.95

Intemolionot, rush, andbrge bulk O<der> ore charged actual shipping costs plus a \$10 handling fee. Call or email to receive your final totol.

Order Details

Subtotal Order (USD)

U.S. Shipping (see above)

IntemotionalShipping (Cost+ \$10)

Rush Shipping (Cost+ \$10)

Grand Total

ACP Lab Coat Order Form



Featuring the ACP logo and 'Prosthodontist' in color, these distinctive lab coats identify you as a specialist to patients and colleagues, and offer a great opportunity to discuss the unique skills and expertise that you provide as a prosthodontist.

| Size | Cost | Qty. | Subtotal |
|-------------------|---------|------|----------|
| Women's XS (4-6) | \$40.00 | | |
| Women's S (8-10) | \$40.00 | | |
| Women's M (12-14) | \$40.00 | | |
| Women's L (16-18) | \$40.00 | | |
| Men's M (38-40) | \$40.00 | | |
| Men's L (42-44) | \$40.00 | | |
| Men's XL (46-48) | \$40.00 | | |
| Men's XXL (50-52) | \$40.00 | | |



ORDER DETAILS

Subtotal Order (USD) _____

U.S. Shipping (see below) _____

International Shipping (Cost + \$10) _____

Rush Shipping (Cost + \$10) _____

Grand Total _____

BILLING INFORMATION

All orders must be prepaid or charged to a credit card. Make checks payable to the American College of Prosthodontists.

q Check Enclosed# _____

q Visa q MasterCard q AmEx

Card Number _____

Exp. Date _____

Card Holder _____

BILL TO:

Name _____

Company _____

Street Address _____

City _____

State _____ Zip _____

Country _____

Phone _____

Fax _____

Email _____

SHIP TO: (If different from bill to)

Name _____

Company _____

Street Address _____

City _____

State _____ Zip _____

Country _____

Phone _____

Fax _____

Email _____

U.S. SHIPPING & HANDLING CHARGES
 Up to \$50 = \$15.00
 \$50.01 to \$99 = \$17.95
 \$99.01 to \$149 = \$19.95
 \$149.01 and Higher = \$24.95

PLEASE NOTE: ALL SALES ARE FINAL.

International, rush and large bulk orders are charged actual shipping costs plus a \$10 handling fee. Call or email to receive your final total.

ACP Dental Technician Alliance

Lab Coat Order Form



Featuring the ACP Dental Technician Alliance logo in color, these distinctive lab coats identify you as a specialist to prosthodontists and colleagues, and offer a great opportunity to discuss the unique skills and expertise that you provide as a dental laboratory technician.

| Size | Cost | Qty. | Subtotal |
|-------------------|---------|------|----------|
| Women's | | | |
| Women's XS (6) | \$50.00 | | |
| Women's S (8-10) | \$50.00 | | |
| Women's M (12-14) | \$50.00 | | |
| Women's L (16-18) | \$50.00 | | |
| Men's | | | |
| Men's M (38-40) | \$50.00 | | |
| Men's L (42-44) | \$50.00 | | |
| Men's XL (46-48) | \$50.00 | | |
| Men's XXL (50-52) | \$50.00 | | |

PLEASE NOTE: ALL SALES ARE FINAL.

Order Details

Subtotal Order (USD) _____

US Shipping (see below) _____

International Shipping (Cost •\$10) _____

Rush Shipping (Cost •\$10) _____

Grand Total _____

Billing Information

All orders must be prepaid or charged to credit card. Make checks payable to the American College of Prosthodontists.

0 Check Enclosed _____

0 Visa 0 MasterCard 0 AmEx _____

Card Number _____

Exp. Date _____

Card Holder _____

Bill To:

Name _____

Company _____

Street _____ Address _____

City _____

State _____

Country _____

Phone _____

Fax _____

Email _____

Ship To: (If different from bill to)

Name _____

Company _____

Street _____ Address _____

City _____

State _____

Country _____

Phone _____

Fax _____

Email _____

U.S. Shipping & Handling Charges

Up to \$5000 = \$15.00
\$50.01 to \$99.00 = \$17.50
\$99.01 to \$149.00 = \$19.95
\$149.01 and Up = \$24.95

International, rush, and large bulk orders are charged actual shipping costs plus a \$10 handling fee.
Call or email to receive your final total. **yg or yg**