

FOR IMMEDIATE RELEASE
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**Dr. Victoria A. Vickers Installed as ACP Public Relations and Communications Director
Serves 2nd Consecutive Term on the American College of Prosthodontists Board of Directors**



CHICAGO— [Victoria A. Vickers, DDS](#), has been installed as public relations and communications director to the board of directors of the American College of Prosthodontists (ACP). Dr. Vickers was sworn in during the 44th Annual Session of the American College of Prosthodontists in New Orleans from Nov. 5-8, 2014.

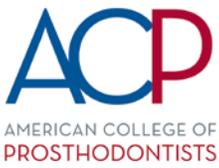
Dr. Vickers has energized ACP members – Prosthodontists - to become the voice of the specialty in local, regional and national media across the country and around the world. In three years, news coverage for Prosthodontist(s) and Prosthodontic(s) has surged to 10,000 media mentions in 2014 – a 10-fold increase since 2011 when the ACP launched its expanded PR program – and more than double earned media coverage since 2013. Under Dr. Vickers' direction, top tier reporters from the *Wall Street Journal*, the *New York Times Science section*, the *Chicago Tribune*, *WebMD*, *Health Magazine*, *Dr. Oz*, *CNN Headline News* choose to interview Prosthodontists first for oral health issues and digital dentistry answers while educate the public about how to improve their patient outcomes by seeking a specialist – a Prosthodontist by simply typing in your zip code on [GoToAPro.org](#).

Dr. Vickers has launched and strategically grown a 45-person ACP Spokespersons Network that reporters proactively “go to” because Prosthodontists have 3-4 years of advanced residency training beyond dental school in finding solutions to replace missing or broken teeth with implants, crowns, veneers and dentures. She has launched the ACP patient education website as well as videos about oral health issues to bring visibility and hope that if you are one of the 178 million Americans missing one or more teeth or one of the nearly 40 million Americans missing all natural teeth, options exist when one seeks the care of a Prosthodontist.

National Prosthodontics Awareness Week (NPAW) media coverage now includes in [USA Today](#), “[High Tech Teeth: Dentistry Is Going Digital](#)” and [local TV news segments in four states](#). Dr. Vickers has empowered members to educate the public about cancer care and the role of Prosthodontist, fixing smiles damaged by bulimia, non-surgical effective treatment options for sleep apnea that are portable to assist patients who travel or cannot tolerate a CPAP, about cosmetic dentistry advancements as well as digital dentistry and new technology helping improve patient outcomes. From the use of lasers in dentistry to groundbreaking science that dental implants published in the *Journal of Prosthodontics*, Dr. Vickers has “improved public relations awareness with super human powers,” former ACP Board of Director for Private Practice and Patient Care, Dr. Douglas G. Benting has said.

Dr. Vickers has been an active member of numerous professional organizations and carries strong leadership abilities. Her creativity and dedication to the Prosthodontic specialty has made her an invaluable member to the ACP. Along with serving on the board of directors for ACP and as the director of public relations and communications, Dr. Vickers has been a member of the American Dental Association on both state and local levels. She is on the board of directors of the San Antonio District Dental Society, serving as the secretary/treasurer. Dr. Vickers is also a member of the ACP Spokespersons Network and is featured in the ACP video about [cosmetic dentistry](#) for the College.

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.



Your smile.
Our specialty.®



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.

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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 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. Visit GoToAPro.org for more information. [National Prosthodontics Awareness Week \(NPAW\)](#) is April 12-18, 2015. NPAW promotes public awareness about the critical importance of a healthy mouth and why Prosthodontists bring patients optimal oral health.