



ACP MESSENGER

THE NEWS SOURCE FOR MEMBERS OF THE AMERICAN COLLEGE OF PROSTHODONTISTS

IN THIS ISSUE



President's Message

"Who dat," ACP!
PAGE 3



Annual Session Preview

Schedule-at-a-Glance
PAGE 6



Young Stars

Meet the best and brightest future prosthodontists
PAGE 7



Perspectives from the Editor-in-Chief

Opportunities and challenges
PAGE 14

40th Annual Session: Better than ever! Keynote speaker: Malcolm Gladwell, *New York Times* best selling author

BY LAWRENCE E. BRECHT, D.D.S., 40TH ANNUAL SESSION PROGRAM CHAIR

As the College kicks-off its 40th Anniversary year, plans are well underway to celebrate this special achievement and so much more during the ACP's 40th Annual Session on Nov. 3-6 at the Hyatt Regency Grand Cypress in Orlando.

Building upon last year's momentum, this year's conference promises an exceptional lineup of speakers, workshops, exhibits, Technology Forum, events and networking opportunities to expand your vision and improve your daily practice whether



Dr. Lawrence E. Brecht,
40th Annual Session
Program Chair

you are a student, clinician, educator, researcher, dental technician, office team member or even if you are retired. In the frenzied pace of our day, as prosthodontists, educators, researchers, students, dental technicians and healthcare providers, we often do not have time to ask, "How could I have done that better?"

Taking a page from *Better: A Surgeon's Notes on Performance*, by Atul Gawande, M.D. a surgeon at Brigham & Women's Hospital in Boston and journalist, this year's General Session theme is "better." In *Better*, Gawande discusses three virtues essential for success in medicine: diligence, doing right and ingenuity. The book explores how analyzing processes and procedures can make the routine things we do better. Our General Session speakers will touch on this concept throughout the presentations, with the goal of each attendee



Malcolm Gladwell

learning practical ideas that you can carry back to your practice, laboratory, school or office to help you do what you do everyday, only *better*.

A highlight of the scientific program on Thursday is a special keynote speaker, Malcolm Gladwell, four-time *New York Times* best selling author, who will explore his theory about "outliers" as it relates to prosthodontists and our profession. A staff writer for *The New Yorker*, Gladwell defined outliers in his 2008 book by the same title as people who do not fit into our normal understanding of achievement... exceptional people, especially those who are smart, rich and successful, and those who operate at the extreme outer edge of what is statistically possible. This new keynote session sponsored by Ivoclar Vivadent is one of many can't miss moments of Annual Session this fall.

See Annual Session on Page 6

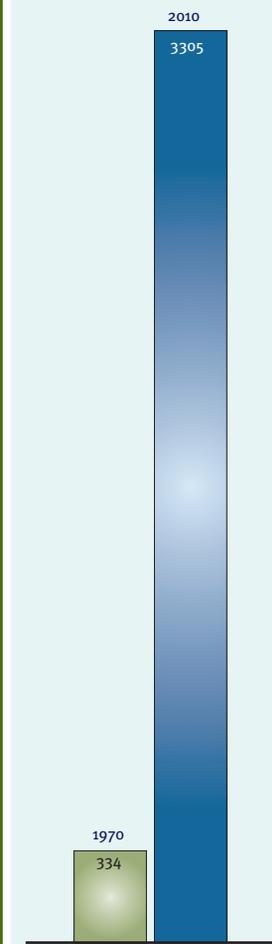


ACP Fellow Dr. Mark Hutten proudly donned an orange bracelet during National Prosthodontics Awareness Week™ on March 7-13, with his assistant Ms. Mary Woods while treating patients at his Northwestern Dental Center practice in Chicago. His office provided free patient education materials to promote oral cancer screenings. Look for complete NPAW coverage in the Summer Messenger and online now at www.prosthodontics.org/NPAW.

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ACP Membership Count

Number of members in 1970 vs. 2010



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“Who dat,” ACP?



LYNDON F. COOPER,
D.D.S., PH.D.

The American College of Prosthodontists is a team of talented individual contributors (every one of the now more than 3,300 members) whose collective efforts do more for our specialty and the patients they serve than other possible individual efforts could aspire to achieve. Granted, this team is among many related as well as distinct specialty organizations that serve the community of patients. But we desire to be among the elite.

This past winter, football fans were inspired and entertained by the New Orleans Saints' championship season. Their quest for excellence, recognition through winning and a stated 'need' to serve their local community has been the focus of many sport and news reports. The Saints showed how articulating a goal, engendering strong support for its achievement and deploying remarkable courage propelled them to success. The win was representative of a team and the community it represented, the “Who Dat Nation.”

“Who dat” is a chant of team support. “Who dat” is an affirmation – perhaps contrary to past record or popular belief – that the team represents excellence and it communicates a community's deeply and widely held support for the talent, excellence and dedication of the team.

To win, the ACP team must practice intensely; we must repeatedly demonstrate actions that represent our values and

match our goals. We must be prepared; we need a playbook, equipment and support staff to allow for success in actions. Notably, we must make every play count; the ACP is a small organization by specialty standards and careful decisions must be made regarding what we can and cannot do effectively and efficiently. We must show courage of convictions; occasionally we will need to take risks (just as occurred in Super Bowl XLIV) if we are to make dramatic progress.

Your team support by participation in local, regional and national events is critical to success. In writing this message on the heels of National Prosthodontics Awareness Week™, I know that efforts around the country in support of NPAW™ have provided our members with individual victories. Perhaps the community of interest beyond the ACP will recognize our extraordinary commitments to a shared vision of improving patients lives by providing exemplary oral rehabilitation and health where needed.

Individuals can and should contribute to the ACP playbook of good ideas and intentions and individuals must get on the playing field by contributing time, effort and money to the ACP and ACP Education Foundation. Come celebrate victory at our 40th Annual Session in Orlando on Nov. 3-6.

Who dat, ACP!

Dr. Cooper may be reached by e-mail at lyndon_cooper@dentistry.unc.edu.





Featuring
Keynote Speaker
Malcolm Gladwell
New York Times
Best-selling Author

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Edmond Bedrossian, D.D.S.
**Immediate Loading
of Implants in the
Edentulous Maxilla
& Mandible**



Jonathan Ferencz, D.D.S.
**CAD-CAM Ceramic
Restorations: Clinical
Applications**



Lawrence E. Brecht, D.D.S.
**40th Annual Session
Program Chair**



Jacinthe Paquette, D.D.S.
**Interdisciplinary
Synergy in Esthetic
Rehabilitative
Dentistry**



Dennis Tarnow, D.D.S.
**What Prosthodontists
Need to Know About
Implant Surgery**



Carlo Marinello, D.M.D., M.S.
**Do We Need So
Many Implants in Our
Reconstructions?**

www.prosthodontics.org/AS

Dental students and residents: Apply for ACP Research Fellowships by Oct. 14



Dr. Mary P. Walker
Chair ACP Research
Committee

The ACP Education Foundation, together with the ACP and thanks to generous support from Procter & Gamble, is committed to assisting the dental profession in its quest for continuous improvement in clinical care. This fall, the ACPEF will award research fellowship grants up to the amount of \$6,000 to support meritorious research proposals that seek to advance basic scientific and applied clinical knowledge in the area of prosthodontics. Any investigation relevant to prosthodontic care is appropriate including all disciplines in prosthodontics: fixed implant, maxillofacial and removable prosthetics.

The competition is open to all U.S. dental students, residents and fellows, as well as to graduate students in dental-related fields (e.g., oral biology, biomaterials, etc.). The ACP Research Committee will review the applications and award decisions will be communicated to all applicants by early December 2010. Payment is made in two installments, the first in January and the second following approval of a six-month progress report.

Grant recipients will be obligated to submit two brief progress reports annually; one every six months, and will be required to submit a manuscript based on the work to the *Journal of Prosthodontics* within two years of the award. (Manuscript publication is subject to review and approval by the Editor-in-Chief.)

Applications are due Oct. 14 and complete guidelines are available online at www.acpef.org.





ACP hosts Dental Specialty Group meeting

BY JONATHAN P. WIENS, D.D.S., M.S.D.
EDITOR-IN-CHIEF

ACP President Dr. Lyndon F. Cooper presided over the Dental Specialties Group (DSG) biannual meeting at the Peninsula Hotel in Chicago on Feb. 4. Representatives from the American Academy of Oral and Maxillofacial Pathology, the American Academy of Oral and Maxillofacial Radiology, the American Academy of Pediatric Dentistry, the American Academy of Periodontology, the American Association of Endodontists, the American Association of Oral and Maxillofacial Surgeons, the American Association of Orthodontists, the American Association of Public Health Dentistry and the American College of Prosthodontists attended. Various agenda items were discussed of interest to the specialty organizations, which included the American Dental Association Roundtable for Dental Collaboration to reduce barriers and improve communications. ADA Executive Director Dr. Kathy O'Loughlin noted the need to improve the public's perception as well as their ownership for oral health. The ADA has created a Recognized Specialty Logo for each specialty to help increase awareness of these groups.

The issue of national board examination scores was addressed as the current examination results are no longer reported for national dental board examinations. It was suggested that the National Board of Medical Examiners be considered as a replacement measure to measure the

See DSG Meeting on Page 10

ACP practice management course garners positive feedback



About 30 participants attended a new practice management course in Baltimore in March: Increase Referrals Today, Tomorrow and Forever – Proven Strategies for Prosthodontic Growth, led by Course Director Dr. Roger P. Levin, CEO of the Levin Group, Inc.

“Dr. Levin is a supremely knowledgeable and engaging speaker,” said Dr. Julie Matthews, course attendee and private practice owner from Greensboro, N.C. “The course content

will absolutely change the future of my practice. I have been struggling with a practice that was successful to my patients and referring doctors, but extremely unsuccessful financially. His input, even over such a short period of time, has given me enough information and confidence to make substantial changes to my practice immediately.”

For more information on future ACP continuing education courses visit the ACP website and click on Meetings and Events.

2010 ACP ELECTION SCHEDULE

May 10	Proposed slate of nominations published electronically to membership.
May 10 to June 25	Membership may submit additional nominees by petition. Those nominee(s) meeting the petition requirements are placed on the slate.
June 29	Final slate of nominations is published to membership.
June 29 – July 27	Candidate campaign period.
July 29 to Aug. 30	Election opens electronically to membership for voting on open Board positions.
Sept. 2	Election results announced to membership electronically.
Sept. 7 to Oct. 28	New BOD Members oriented to their responsibilities.

Reflections from a Past President



Looking back on the past 40 years of the ACP, the predominant thought that prevails is our organization's phenomenal growth. The College was founded on the need for many who had the educational credentials of specialty training but could not find an organization that recognized advanced education as a primary criterion for membership. This was especially true of those in the Federal Services whose frequent moves did not allow the long-term established base required by many prosthodontic organizations. Upon its founding and in the first two decades, the ACP was primarily volunteer-based at all levels with real a “mom and pop” involvement. Today we have a sophisticated organizational structure with an outstanding Central Office staff to address and support our members in the current and future direction of our specialty.

DR. RONALD WOODY ACP PAST PRESIDENT (1992-93)

Being President of the ACP was one of the greatest privileges and honors of my professional career. The accomplishments during the year were a reflection of the guidance and foundation provided by previous officers, committees and staff. A few highlights of the 1992-93 year included:

- The development of a document for the American Dental Association that gave the official recognition of prosthodontics to the ACP. The ACP then became the official organization representing the specialty of prosthodontics. This had been a goal since the inception of the ACP and finally became a reality. It was a 23-year journey through dialogs with other prominent prosthodontic organizations. Credit goes to the dedicated, unwavering efforts of the previous officers and committees to accomplish this goal.
- The opportunity to modify our Commission on Dental Accreditation Prosthodontic Specialty Standards to add pre-prosthetic surgery, including implant placement. Though this was at the lower familiarity level, it did establish implant placement as part of our specialty, and the CODA Prosthodontic Specialty Standards is the document that really defines the specialty.
- The ACP President chaired the Dental Specialty Group, according to the yearly rotation. That year we finally passed the ADA and CODA requirement that all directors of specialty programs must be board certified. It was a long process where consensus was necessary with the American Dental Education Association and its Council of Deans to finally accomplish this requirement.
- The establishment of a five-year Goals and Objectives Conference for future planning and direction of the College. The conference was held in Dallas and provided the framework for future such conferences.
- The initial planning of the relocation of the Central Office from San Antonio to Chicago. Eventually the College office found its home in the ADA headquarters building, where the ACP Central Office remains today. A new Executive Director was hired, David Schwab. Linda Wallenborn, who was also instrumental in keeping business of the College running smoothly, remained in San Antonio, Texas.

In retrospect, the only event I may be remembered for was as the ACP President who rode into Annual Session on a camel, dressed as “Lawrence of Arabia” with the entourage of dancing snake girls! This was for the opening of the ACP Members' Reception, in Palm Springs, Calif. I had a fantastic Annual Session Program Chair – Dr. Charles Goodacre.

The ACP has all the organizational components including dedicated, innovative leadership to accomplish the needs for continued advancement of our specialty. It has positioned itself as a premier specialty organization with the ability of having significant impact on the future of dentistry and prosthodontics, improving the standard of care for the patients we serve.

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Annual Session, continued from Page 1

The Early Bird Scientific Session that debuted in San Diego is back by popular demand. Advances in Maxillofacial Prosthetics was a standing-room only, workshop favorite last year, so mark your calendars now and plan to arrive in time. New to the Wednesday lineup this year, is a special course presented in Spanish for international members and guests. Focused on complex treatment planning, esthetics and implants with a unique focus on needs of international prosthodontists and dental professionals, you won't want to miss this session.

On Saturday, an expanded day of educational opportunities will include the Technology Forum, Private Practice and Bone Grafting workshops. From the sold-out Exhibit Hall on Thursday and Friday, to a fabulous ACP and ACP Education Foundation booth display in the meeting foyer featuring a tribute to 40 years of the College to the Annual Awards & President's Dinner on Friday evening, you simply must be part of the celebration this November.

With a record attendance of more than 1,400 in San Diego, special events, such as the annual Welcome Reception, networking and other social occasions will be sure to draw an even larger turnout in Orlando. Online meeting registration is coming soon – stay tuned. Bookmark www.prosthodontics.org/AS to stay connected, and we'll see you in the Sunshine State!

Schedule-at-a-Glance

Tuesday, November 2

AAMP CE Workshop	2:00 p.m. – 5:00 p.m.
Registration Open	4:00 p.m. – 7:00 p.m.

Wednesday, November 3

Registration Open	8:00 a.m. – 6:00 p.m.
ACP Joint Educator Conference	7:00 a.m. – 4:00 p.m.
Board Preparation Course	7:00 a.m. – 4:00 p.m.
Advances in Maxillofacial Prosthetics	1:00 p.m. – 5:00 p.m.
Esthetics, Implants and Complex Cases for International Practitioners	1:00 p.m. – 5:00 p.m.
Welcome Reception	5:30 p.m. – 7:30 p.m.

Thursday, November 4

Registration Open	7:00 a.m. – 5:00 p.m.
Continental Breakfast with Exhibitors	7:00 a.m. – 7:45 a.m.
Exhibit Hall Open	7:00 a.m. – 4:30 p.m.
General Session	8:00 a.m. – 5:00 p.m.
SeaWorld Excursion	8:00 a.m. – 12:00 p.m.
Malcolm Gladwell Keynote	11:25 a.m. – 12:30 p.m.
Refreshment Break with Exhibitors	12:30 p.m. – 2:00 p.m.
Malcolm Gladwell Book Signing	12:30 p.m. – 1:30 p.m.
Table Clinic Poster Session	12:30 p.m. – 2:00 p.m.
ACPEF Donor Recognition Reception	5:30 p.m. – 6:30 p.m.

Friday, November 5

Registration Open	7:00 a.m. – 4:00 p.m.
Continental Breakfast with Exhibitors	7:00 a.m. – 7:45 a.m.
Exhibit Hall Open	7:00 a.m. – 2:00 p.m.
Table Clinic Poster Gallery Viewing	7:00 a.m. – 2:00 p.m.
General Session	8:00 a.m. – 4:30 p.m.
Refreshment Break with Exhibitors	12:30 p.m. – 2:00 p.m.
Student/New Prosthodontist Reception	4:30 p.m. – 5:30 p.m.
ACP Annual Awards & President's Dinner	6:30 p.m. – 9:00 p.m.

Saturday, November 6

Registration Open	7:00 a.m. – 1:00 p.m.
Regional Breakfast Meetings	7:30 a.m. – 9:00 a.m.
Technology Forum	9:00 a.m. – 12:00 p.m.
Bone Grafting Workshop	12:00 p.m. – 5:30 p.m.
Practice Management Workshop	1:00 p.m. – 5:00 p.m.

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Calendar of Events

JUNE 2010

Pacific Coast Society
for Prosthodontics
2010 Annual Meeting
Napa, CA
June 23-26, 2010
pcsp.org

AUGUST 2010

American Academy of
Esthetic Dentistry
35th Annual Meeting
Maui, HI
Aug. 3-6, 2010
www.estheticacademy.org

SEPTEMBER 2010

Immediate Placement and
Immediate Loading in Full
Arch Restorations
ACP Continuing Education
Course
Chicago, IL
Sept. 24, 2010
www.prosthodontics.org

OCTOBER 2010

American Dental Association
Annual Session
Orlando, FL
Oct. 9-12, 2010
www.ada.org

American Academy
of Implant Dentistry
2010 Annual Meeting
Boston, MA
Oct. 20-23, 2010
www.aaid.com

American Academy of
Maxillofacial Prosthodontics
58th Annual Session
Orlando, FL
Oct. 31- Nov. 2, 2010
www.maxillofacialprosth.org

NOVEMBER 2010

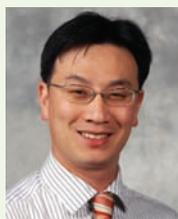
American College of
Prosthodontists
40th Annual Session
Orlando, FL
Nov. 3-6, 2010
www.prosthodontics.org

Bone Graft for Implant
Site Development –
A Cadaver Workshop
ACP Continuing Education
Course
Orlando, FL
Nov. 6, 2010
www.prosthodontics.org

Young Stars

The winners of the 2009 Table Clinics Competition are among the best and brightest in the specialty. Winners of the Resident and Dental Student Competitions were asked to share their insights and intrigue about prosthodontics.

The Resident Winners: What is the best advice given to you during your prosthodontic residency?



Dr. Junghoon Yoo
*University of Connecticut School of Dental
Medicine '10*

“Take the longer way around when you are in a hurry.” This is an old Korean saying and there must be a similar proverb in other cultures.

Prosthodontic residency is as rigorous if not even more demanding when compared with other specialties. When the quality of delivered work is in the range of standard, it's a good day. If not, you will spend hours and sometimes nights and weekends. Whenever something went wrong, it started from a very simple mistake. I was just ignoring it, expecting the sum of the errors to become zero, but it never went the way I wanted. Now I am looking back at my life in residency and I tell to myself, “Do it again until I feel right!” This saves my time and effort eventually or at least gives me a peace of mind.



Dr. Matthew B. Hallas
University of Illinois at Chicago '10

Throughout your program, have a list of goals that you would like to accomplish, keep an open mind and focus on learning something new everyday. We have the unique opportunity to become leaders in

implant prosthodontics by gaining knowledge and clinical skills in all areas of diagnosis, treatment planning, surgery and restoration. With this in mind, try to learn everything that you can during your program, as this is the beginning of a lifelong learning process.



Dr. Riad Almasri
Nova Southeastern University '10

The best advice given to me during my residency was, “Aim high, do what you really feel is the best thing to do and to strive for 100 percent but accept 95 because nothing we do can be perfect.”

The Dental Student Winners: What intrigues you most about the specialty of prosthodontics?



Melanie Yuen
Harvard School of Medicine '12

Prosthodontics interests me because every day work requires integration of the many skills we learn in dental school. Not only are prosthodontists putting their manual dexterity to the test but their work requires them to be experts on occlusion, dental anatomy and all the nuances in the anatomy of the head and neck.



Renee Bourgeois
Louisiana State University '12

I am most intrigued by the ability to enhance a person's self-image. It is very rewarding to see the self-confidence and self-esteem boost an improved smile can do for a person.



Jacob McInnis
Louisiana State University '12

The thing that intrigues me most is the fact that when you are finished with the program you come away with 20 years worth of experience and know how. It also allows you to be the best you can be at the esthetic side of dentistry, which is particularly interesting to me. I would love to have the opportunity to further my knowledge and therefore be able to provide the best treatment possible for my patients.



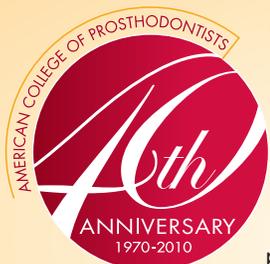
Evan Rosen
University of Florida '10

I am very interested in the comprehensive treatment planning necessary to be successful in prosthodontics. Additionally I enjoy the problem solving aspects of approaching a complex case. Ultimately, I aspire to be a resource to my patients, as well as to the dentists in my community, as I continue to learn more advanced methods of oral rehabilitation.



Marisa Zarchy
Harvard School of Medicine '11

Although I am now interested in endodontics, I have a great respect for the field of prosthodontics. Prosthodontics appreciates the overall picture and fine details at the same time on a daily basis. It requires such patience, time and work beyond the dental chair. As doctors, we all work together but prosthodontics definitely ties everything into one. I find this extremely fascinating because it's a tremendous responsibility and something I will always admire.



Check out the 40th Annual Session page at www.prosthodontics.org/40 for photos, facts and articles to celebrate this luminous year for the College. Coming soon – a series of articles written by members of the ACP's 40th Anniversary Task Force highlighting the four decades of the College and the specialty. Edited by Task Force Chair Dr. Steven J. Sadowsky, these articles are a fascinating look at how prosthodontics has evolved since the inception of the ACP in 1970.

If you have any historical College artifacts, photos or stories to share, please e-mail Associate Executive Director of Communications & Marketing Lauren Dethloff at LDethloff@prosthodontics.org to share these items for the 40th Anniversary display to be showcased at the ACP Booth during Annual Session this fall.

College announces new membership category



The ACP is pleased to introduce the new Advanced Program and Graduate Student Alliance. Individuals who currently hold a D.D.S. or D.M.D. and are enrolled in an ADA approved

training program and interested in the field of prosthodontics will be considered for this category. Advanced Program and Graduate Student Alliance Members must also be members of the American Student Dental Association. Advanced Program and Graduate Student Alliance membership dues are supported by the ACP Education Foundation. For more information visit www.prosthodontics.org and click on ACP Membership.

Call for ABP examiner nominations

The Council for the American Board of Prosthodontics is responsible for the annual recruitment of nominations for election of a new examiner to the ABP. In addition to the internal recruitment process, members of the Council invite nominations for ABP examiner to be submitted by a petition signed and endorsed by 25 Diplomates. The petition, the nominee's letter of intent and curriculum vitae must be received by the ACP Executive Director by July 1, 2010.

Send the petition and supporting documentation to: Ms. Nancy Deal Chandler, Executive Director/American College of Prosthodontists/211 East Chicago Ave., Suite 1000/ Chicago, IL 60611-2688.

For questions or additional information please contact Carla Baker, associate executive director, by phone at (312) 573-1260, ext. 222 or by e-mail at cbaker@prosthodontics.org.

AS 2010: Table Clinics call for abstracts

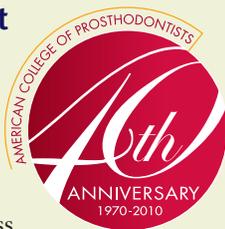


Calling all prosthodontic residents and predoctoral dental students! Showcase your research and laboratory techniques during the 40th Annual Session Table Clinics

Competition. The competition will be held during the 40th Annual Session in Orlando on Thursday, Nov. 4. Cash prizes will be awarded for the top three finishers in each competition. The deadline for submission is Aug.13. For more information visit the Annual Session homepage at www.prosthodontics.org/AS.

Save the date: September implant course in Chicago

Plan to attend an excellent day-long course on Sept. 24 in Chicago – Immediate Placement and Immediate Loading in Full Arch Restorations led by ACP member Dr. Paul Scruggs. The course will address converting the hopeless dentition into fixed provisional restorations in a single appointment four-hour procedure. Clinical cases of immediate extraction, proper aveolectomy, implant placement and placement of a fixed-detachable temporary will be discussed. Additionally, the incorporation of CT-scanning into the prosthodontic practice will be highlighted including installation, maintenance and daily use of the technique in diagnosis and treatment planning of the prosthodontic patient. Visit www.prosthodontics.org and click on Meeting and Events for more information.



Sreenivas Koka, D.D.S., Ph.D.

Biosketch: Professor of Dentistry and Chair of the Department of Dental Specialties at Mayo Clinic, Rochester, Minn. and engaged predominantly in clinical practice. Dental school and prosthodontics training at the University of Michigan, Ph.D. and postdoctoral research fellowship training at the University of Nebraska Medical Center. Diplomate of the American Board of Prosthodontics. Member of Editorial Advisory Board of the *International Journal of Prosthodontics*;

Associate Editor for International Journal of Oral and Maxillofacial Implants and reviewer for other journals.

Current research work: My main research interests are to (1) collaboratively elucidate how prosthodontics can best serve our patients needs and wants through appropriate patient-centered clinical outcomes research; and (2) better understand the interactions between osteoporosis and the mouth.

I have come to accept that teeth (and their replacement) are minimally important to overall physical health. However, I have come to recognize that teeth (and their replacement) are very important to overall well-being from a psychosocial perspective, at least in the U.S. anyway.

Inspiration for prosthodontic research: I believe that labeling research as “prosthodontic” is a tremendous mistake; why should anyone limit the scope of their dreams and their sphere of influence? Indeed, my research passion is to make a difference in people's lives through scientific inquiry and whether that work has traditional prosthodontic roots is irrelevant to me. I have come to accept that teeth (and their replacement) are minimally important to overall physical health. However, I have come to recognize that teeth (and their replacement) are very important to overall well-being from a psychosocial perspective, at least in the U.S. anyway. Many prosthodontists are reluctant to accept that prosthodontics may be similar to plastic surgery in this regard. I see no shame in this and the gratitude that patients have for prosthodontic therapy is proof of the discipline's worth. Therefore, learning how patients' psychosocial wants and needs are best addressed is of major interest for me. Following on, the relevance of systemic health and disease to oral rehabilitation fascinates me and my Ph.D. training in bone biology has drawn me to focusing on osteoporosis and studying its effects on the jawbones whether with regard to dental implant survival or osteonecrosis of the jaw or periodontal disease or tooth loss.

Technology that will shape the future: Bioinformatics targeted at patient-centered outcomes. It appears that large volumes of information are generated constantly and there are two resulting challenges that are very significant. First is the sheer quantity of information, far more than one person can assimilate and understand. Second is the quality of the information. We don't need more information as much as we need to generate ways to better understand better quality information (patient-centered).

CODA update: key issues in prosthodontics



Dr. Kent Knoernschild
Commissioner

The American Dental Association's Commission on Dental Accreditation met on Feb. 4-5 in Chicago to discuss issues that will impact students, faculty and institutions including alternative methods of assessing institutional compliance with all standards. Significant deliberation focused on an institutional request for accreditation of a training program for dental therapists. The mid-level provider concept, which has intent to improve access to care, will be investigated in greater detail by involving the communities of interest including prosthodontics.

Thanks are extended to the Prosthodontic Review Group members who have been ongoing contributors to CODA activities. ACP members serving in the group are: Drs. Donald Curtis, Rhonda Jacob, Richard Leupold and Commissioner Kent Knoernschild, in addition to Drs. Thomas Robinson and Gregory Stoute. Special thanks are extended to Sherin Tooks, C.D.A., R.D.H., M.S., who has worked with the Commission since January 2002 and has coordinated accreditation activities for prosthodontics since January 2007. She is the Manager for Advanced Specialty Education at the American Dental Association and is working toward a doctorate in education, in educational leadership.

esthetics enhanced by technology



Laser-Lok® dental implant at 8 years post-restoration showing superior crestal bone & tissue maintenance.¹

Case courtesy of Cary A. Shapoff, DDS (Surgical); Jeffrey A. Babushkin, DDS (Restorative)

Laser-Lok® microchannels

BioHorizons is known for using science and innovation to create unique implants with proven surgical and esthetic results. Laser-Lok microchannels exemplify our dedication to evidence-based research and development.

The effectiveness of Laser-Lok has been proven with over 15 years of *in vitro*, animal, and human studies at leading universities.² This patented precision laser surface treatment is unique within the industry as the only surface treatment shown to inhibit epithelial downgrowth, attract a true, physical connective tissue attachment to a predetermined zone on the implant and preserve the coronal level of bone; long term.³

Laser-Lok is available on Tapered Internal, Single-stage, and Internal Implants.



For more information, contact BioHorizons
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shop online at www.biohorizons.com

1. Radiographic Analysis of Crestal Bone Levels on Laser-Lok Collar Dental Implants. CA Shapoff, B Lahey, PA Wasserlauf, DM Kim, IJPRD, Vol 30, No 2, 2010.
2. Please see Laser-Lok Clinical Overview (BioHorizons document ML0606).
3. Human Histologic Evidence of a Connective Tissue Attachment to a Dental Implant. M Nevins, ML Nevins, M Camelo, JL Boyesen, DM Kim. The International Journal of Periodontics & Restorative Dentistry. Vol. 28, No. 2, 2008.

MEMBER NEWS

CANTON DE LIMON

Member Profile:

*Dr. Peter Aborn - a journey
to Talamanca*

BY DR. GARY GOLDSTEIN, PROFESSOR, NYU COLLEGE OF DENTISTRY, ACP FELLOW

How many of you know a dentist who was nominated for CNN Heroes, let alone made the semi-final cut? Well I do and it turns out that he's a friend, a prosthodontist and a member of our College.

Dr. Peter Aborn graduated NYU College of Dentistry and completed his prosthodontics training at Eastman Dental Center. With a history of four years in the Air Force and a successful private practice in midtown Manhattan, he immigrated to Costa Rica in 1995. In order to be licensed in Costa Rica, Peter had to pass 10 examinations in Spanish, teach for one year and do one year in social services in some remote area. Given that he was a foreigner, he was assigned to Talamanca. He gave up a home in Scarsdale for a Spartan room in the jungles of Costa Rica, near the Panamanian border.

This past January, I had the pleasure of joining Peter on Proyecto Talamanca where 34 people (12 dentists, 18 dental students and 4 researchers) treated more than 600 patients, 60 percent of whom are children, in 4 and a half days – approximately 2,000 procedures!

Because the team is there only two or three times a year care is limited to surgery, operative dentistry, periodontics, caries prevention and home care instruction. The area has no major roads, they are all rocky, dirt strewn and crisscrossed by streams that in the rainy season are impassable, and with little public transportation, most people have to walk to the clinics. One gentleman walked two hours to the clinic, had an extraction and walked two hours back home; a common occurrence, with no other options. The clinic has no air conditioning,

which makes dental care a challenge with temperatures in the high 90s and 100 percent humidity.

While the base camp has electricity, the satellite clinics are another story. Yorkin is a three-hour trip reached by canoe and walking through mountainous trails. The 135 lb. generator,

compressors and mobile chairs, along with all other equipment, need to be carried in to these isolated communities. The length of the trip requires that the staff stay over night, either outside or in straw huts, in sleeping bags. The camps have no plumbing and no bathrooms, so as a result, crews are limited to a two-day assignment. Three other satellite clinics are set-up with a close commute from base camp yet still poorly equipped. Coordination becomes a problem as cell phones, the only form of communication, don't work in the mountains.

Supplies are always a problem and at this campo we ran out of amalgam and anesthesia after the third day. Old, used hand pieces are all that is available, with no backup. Sterilization means cleaning with water, followed by cold sterilization and then boiling in a pressure pot. No facilities are available to perform radiographs and all diagnosis and treatment is done without them.

But this is all about the people. The level of appreciation is unbelievable; these people are so positive, so thankful and so wonderful to meet. There is no Hepatitis B, no HIV or Tuberculosis on the reservation and Diabetes is rare. People need to walk everywhere and the overall level of health is excellent. Much of the reservation still has no electricity or indoor plumbing and most of the people live off the land.

Peter and his group are setting up research projects on: the prevalence of partial and total edentulism; periodontal disease and the effect that natural medications have on it; and the prevalence of intra- and extra oral papalomo (leishmaniasis).

What Peter has done in Talamanca is amazing. He has single handedly, with sheer force and determination, brought much needed service to a remote community. He stores much of the equipment in his own garage. It takes months to coordinate the vehicles, equipment and personnel for the five hour ride from San Jose to Talamanca. His iron will and unfailing resolve to serve caught the attention of CNN Heroes. But Peter needs our help. Equipment, materials, instruments or monetary donations are all appreciated. And, if you are in need of a back to reality, grounding, life altering experience then do as I did and join him in Talamanca.

Please contact Peter directly via e-mail at peter.aborn@gmail.com.

Asociación para la Salud Proyecto Talamanca is duly registered in the Mercantile Section of the Public Registry under Volume 2009, Entries 159473 and 208576, with juridical ID Number 3-002-587736.



DSG Meeting, continued from Page 4

aptitude of candidates applying for specialty graduate programs. It was noted that the NBME examination tests basic sciences and does not measure dental aptitude within dental disciplines. The impact of developing a new examination was explored and alternative options were offered. Other concerns were expressed with Medicare reimbursement and the concept of mid-level dental therapists.

Dr. Cooper guided the mega-issue discussion of the role of the specialist in developing general dentists' education. It was reported that since 1987, seven dentals

schools closed, but it is now projected that by the year 2020 there will be 20 new dental schools. Faculty recruitment and retention remain issues of concern. Currently, 11,800 academicians are in dental school with less than half of those teaching full-time. A reported 406 vacancies remain unfilled in dental education.

Breakout sessions explored critical and far-reaching issues, such as: Is there a need for specialist's role in determining complexity of care?; Are there sufficient specialists in dental schools to fully support

the generalist model of undergraduate dental education?; and What is the extent of specialty-related procedures that should be offered in undergraduate generalists programs?

These issues were presented in summary fashion but revealed areas needing further study and resolution. The cordial meeting ended with a multitude of participants noting the heightened quality of the meeting in advancing the cause of the dental specialist and generalist alike. The next meeting of the DSG is scheduled for August.



ACP President Dr. Lyndon F. Cooper addressed the group and covered topics such as the ADA Recognized Specialty logos, Dental Therapists Model Curriculum Development and Specialist / Generalist interactions in undergraduate dental education.

Welcome New Members

Welcome New Members (Approved by the Board of Directors during the January conference call and February meeting.)

Members

Dr. Bhavani Venkatachalam

Fellows

Dr. Amir Khatami
Dr. Won-suk Oh

Academic Alliance Members

Dr. Sanjay Karunagaran

Advanced Program and Graduate Student Alliance

Dr. Preston Hugh Lee

Predocutorial Student Alliance Members

Mr. Anthony Paul Blackman
Mr. Andrew W. Bohnsack
Ms. Catherine Coppini
Mr. John Hanlon
Mr. Philip Hedger
Ms. Keri Jamison
Mr. Kee Kang
Mr. Andrew W. Scott
Mr. Stephen Eric Stanley
Ms. Leah R. Strange

Membership Status Changes

Reinstated Members

Dr. Dominic Galasso
Dr. Katherine Lee Lughes
Dr. Keith Richmond

Members to Active Life Members

Dr. Edward Amet

Members to Retired Life Members

Dr. Stephen Ancowitz
Dr. Thomas Emmer, Sr.
Dr. Gerald Galvin
Dr. Khosrow Sigaroudi



ACP fellows offer residents live surgery experience

Graduate residents in prosthodontics and periodontics from the dental schools of both the University of Connecticut and the University of Maryland converged at the Institute for Facial Esthetics in Fort Washington, Pa. for a custom-designed academic experience. ACP fellows Dr. Tom Balshi and Dr. Glenn Wolfinger demonstrated live implant surgery and effective patient management from diagnosis to prosthesis delivery during the students' visit to their educational center. The course included a component in biomedical engineering provided by ACP Dental Technician Alliance member Stephen Balshi. Dr. John Agar, Connecticut program director, said the students left the experience with "an invigorated attitude about what they can accomplish and how they will provide patient care." Dr. Carl Driscoll, Maryland program director, used the simple word "great" to describe the facilities, the education and the hospitality provided by the doctors and staff of the IFFE.

In Memorial



Dr. Donald Schwartz

Col. Donald Edwin Schwartz, D.D.S., U.S.A. (Ret.), age 86, died on Nov. 30 in Windcrest, Texas. He was born in Youngstown, Ohio. He graduated from The Ohio State University College of Dentistry in 1948 and completed his Prosthodontic training at the University of Southern California School of Dentistry. He was in the Army for more than 30 years, and proudly served his country during WW II, the Korean War and the Vietnam War. He retired in 1973 and became Professor and Chair of Crown and Bridge at the University of Texas Health Science Center, San Antonio Dental School from 1975-86 where he received multiple awards. Dr. Schwartz was an avid cyclist and participated in the Senior Bicycle Olympics winning state and national recognition up to the age of 85. He was also a General Class Amateur Ham Radio Operator. He was a Charter Member of the College.



Dr. Mohammad Mazaheri

Member accepts new role as international professor

ACP fellow Dr. Mohammad Mazaheri has been appointed as a Medical Sciences Affiliated Professor at the Tehran University of Medical Sciences. He is Chief of Medical/Dental Services at the Lancaster Cleft Palate Clinic as well as a professor of surgery at the Pennsylvania State University College of Medicine, Milton S. Hershey Medical Center and consultant to several other universities and hospitals. Dr. Mazaheri also serves the College as Alternate Regional Membership Director, Region 2. Congratulations to Dr. Mazaheri on his new appointment.

AROUND THE PROSTHODONTIC FORUM

Call for applications: Granger-Pruden Memorial Award for prosthodontic research

The Northeastern Gnathological Society is proud to present the Granger-Pruden Memorial Award for Excellence in Dental Research. The award honors the memory of Ernest R. Granger and William H. Pruden II annually with \$2,500 to support research in prosthodontics and related materials science.

The recipient of this award will be invited to be a guest at the NGS Scientific Seminar in New York City where the recipient will be recognized and will receive the prestigious honor.

Applicants are requested to submit a *completed research project* via e-mail to Dr. Reena M. Varghese at rani555@gmail.com. Please include your name, mailing address and telephone number on the cover page. The deadline is Oct. 15.

In Memorial

The College and the Board of Directors remember the following colleagues who are deceased:

Dr. Lester E. Rosenthal
Dr. Donald Edwin Schwartz

CONTINUING ED 2010

CHICAGO
SEPTEMBER

Immediate Placement and Immediate Loading in Full Arch Restorations

Date: September 24
Course Director: Paul E. Scruggs, D.D.S.
Location: Chicago, IL
Registration Fees: Member - \$395 / Non-Member - \$495
CE Hours: 7



COLLEGE OF
DENTISTS



NANCY DEAL CHANDLER,
M.A., R.H.I.A., C.A.E.



What's on your bucket list?

I recently had lunch with a colleague who proudly announced that she had fulfilled one of her life long dreams of tap dancing on stage in a live performance. As a child, she was not permitted to take any lessons like tap dancing, so she set a goal of learning how as an adult and tapping on stage as soon as she got the chance. She then turned to me and asked, "So what's on your bucket list?"

In 2007 film, *The Bucket List*, Jack Nicholson and Morgan Freeman star as terminally ill men who take a road trip with a wish list of things to do before they "kick the bucket." It's a bit daunting to make a list of one's life goals before "kicking the bucket," but when put in the context of setting accomplishments that would bring joy and satisfaction and fulfill dreams, the task seems more like visioning for the future and creating a strategic plan.

I had some fun contemplating a bucket list for the ACP and the ACEPF, so here goes. Organizations like our College and Foundation run on the energy and commitment of our talented volunteers, so #1 on my list is a membership base that exceeds 5,000 individuals (only 1,700 more to go!). #2 is a National Prosthodontics Awareness Week™ and ongoing related activities that touch millions of consumers and professional referral networks annually. #3 is a renewing pool of high talent prosthodontic leaders who continue to pilot our organizations

Deal Chandler may be reached by e-mail at dchandle@prosthodontics.org.

with outstanding vision, passion, and dedication, and who take care to mentor our future leaders. #4 is an ACP Annual Session with a dazzling theme and multiple leading edge content tracks that attract more than 5,500 national and international attendees, 50 elite corporate partners, and 100s of exhibitors. #5 is an ACEPF endowment that exceeds \$25 million and funds research and education initiatives that result in clinical and technological improvements in dental care.

I think I will stop at five items on this list for now because all of these items are **big, hairy, audacious goals (BHAGs)** for sure! You may recall that in the book *Built to Last*, the authors James Collins and Jerry Porras created the phrase – big, hairy, audacious goal (BHAG) which they describe as: a goal that "engages people – it reaches out and grabs them in the gut. It is tangible, energizing, highly focused. People 'get it' right away; it takes little or no explanation."

These authors say BHAGs fall well outside the comfort zone and require heroic effort (and maybe a little luck); they are bold and exciting in their own right and would continue even if the organization's leaders disappeared; and they have a long timeframe of 10 to 30 years.

So if you have your own BHAGs or bucket list, tap your feet! And find ways to help the ACP and our Foundation to do the same!

Prosthodontic Champion: Dr. Robert Gillis



Dr. Robert Gillis

What inspires me most is the gift and ability to help others. I had a patient tell me, "This isn't just a job for you it's a ministry." I am constantly excited about the possibility to create. Some times it is helping a dental phobic become a good dental patient and achieve a healthy mouth, or creating a facial prosthesis that allows a patient to be part of society or a restorative effort that creates an opportunity for a patient to smile and realize who they can be. I am blessed to be able to use my gifts to help others.

Balance. If life is a highway with a center line, then balance for me is knowing when I am moving toward one of the shoulders and heading back to the center. I find balance by having others in my life who remind me of what is important in life. My wife Mary Lou is my best friend. We have been in a couple's group for more than 25 years that meets once or twice a month with a spiritual focus. I am part of a men's group that has met once a month for 20 years for meditation and sharing. I do Tai Chi and exercise. I enjoy playing golf with others, but especially alone after a hard week. Alone it can be calming and meditative. I truly enjoy family gatherings with our five grown children, especially holidays. I love doing things with our seven grandchildren although not all of them at the same time! I truly enjoy theater and music.

Students entering prosthodontics are fortunate. There has never been a more exciting time. The only advice I have is to give 150 percent. Don't measure everything you do. Take advantage of all that comes your way. Don't wait until you are settled or financially sound to be involved. I listen to new graduates say, "I'll do that when I get the practice established," or "after our family has grown." *Carpe diem*, seize the day; chase your dreams. Don't be irresponsible. NEVER choose things over the people you love. Center yourself spiritually, avoid ego-driven decisions. Know who you are: your gifts and limitations. Everything we have is a gift, use it wisely each day.

Our specialty has visionary leadership. Implants and evidenced based dentistry are just two areas prosthodontics has given to dentistry. The ACP has represented our specialty well. The next 10-plus years should be a golden age for prosthodontists.

Our specialty has visionary leadership. Implants and evidenced based dentistry are just two areas prosthodontics has given to dentistry. The ACP has represented our specialty well. The next 10-plus years should be a golden age for prosthodontists. We must continue to promote our service to the public and our expertise. Our greatest gift is treatment planning. We must continue to share it

with the entire profession of dentistry. A major goal should be to raise the level of education in the discipline of prosthodontics for all graduate dentists. Unfortunately this cannot be accomplished at the undergraduate level. Rather than trying to limit general dentists we should partner with them, challenge them to improve, continue their education and assist them in any way we can. This will enhance both dentistry and our specialty. How can we help our general dental colleagues? There are many continuing education courses given by individuals without appropriate training, expertise or real credentials. Statistics show that there will be more "prosthodontics" that our specialty can accomplish. Serving our patients will also serve our specialty.

Dr. Gillis is a board certified prosthodontist in private practice in Sacramento, Calif. He earned his D.M.D. degree in 1970 from the University of Medicine and Dentistry of New Jersey. He completed a three year combined residency in Prosthodontics and Maxillofacial Prosthetics at the Mayo Graduate School of Medicine and received an M.S.D. from the University of Minnesota. Dr. Gillis is a Past President of the American Academy of Maxillofacial Prosthetics and the Pacific Coast Society for Prosthodontics; a Diplomate of the American Board of Prosthodontics; Fellow of the American College of Dentists; a member of the Academy of Prosthodontics and the American Dental Association. He recently received the Sacramento District Dental Society Most Distinguished Member Award.

Classifieds

EMPLOYMENT OPPORTUNITIES

Colorado – PROSTHODONTISTS WANTED: Opportunities available in CO for part and full-time prosthodontists with exceptional compensation. Call Dr. Mark Birner at (303) 691-0680, e-mail at mbirner@birnerdental.com or visit www.BDMS-PerfectTeeth.com.

Indiana (Munster) – High quality dental practice in Munster, Indiana is seeking expanded function dental assistant with extensive experience in removable prosthetics. Salary commensurate with experience. Mon. 8 a.m. – 7 p.m.; Tues. 8 a.m. – 5 p.m.; Wed. 8 a.m. – 7 p.m.; fax resume to (219) 836-7687 or email to Dr. Kenneth Rundle at KenRundle@yahoo.com.

Iowa (Iowa City) – The University of Iowa's College of Dentistry is searching for full-time clinical or tenure-track faculty member in Department of Family Dentistry. For duties go to: www.dentistry.uiowa.edu/public/administration/hr_search.html. Position available July 1, 2010; screening begins immediately. Must have: DDS/DMD from ADA-accredited dental school or foreign equivalent, and certificate in prosthodontics from ADA-accredited program. Desirable: other relevant teaching/dental practice experience. Academic rank/track/salary commensurate with qualifications/experience. Applicants must apply electronically. Go to Jobs@UIowa at http://jobs.uiowa.edu/content/faculty/, reference Req. #57652 and submit: letter of interest, CV, and three names of reference. AA/EEO employer; women/minorities encouraged to apply.

Minnesota (Minneapolis) – Fee for service group specialty practice offering full or part time practice association with long established group practice (prosthodontics). Located in downtown Minneapolis. Office has fully equipped laboratory and six operatories. Full service of fixed, removable and implant prosthodontics offered. Three prosthodontists in group to encourage, consult with and aid transitions to group private practice. Compensation negotiated. Contact: Dr. T. A. Peterson (612) 338-8638.

North Carolina (Chapel Hill) – The UNIVERSITY of NORTH CAROLINA at Chapel Hill DEPARTMENT OF PROSTHODONTICS

The University of North Carolina at Chapel Hill, School of Dentistry seeks to fill 2 (two) full-time positions in the Department of Prosthodontics. The positions will remain open until filled. These are fixed-term positions at the Assistant/Associate or Full Professor level in the Department of Prosthodontics. These individuals will participate in teaching in the

predoctoral prosthodontics, general dentistry, and graduate prosthodontics programs. Preference will be given to individuals with demonstrable publication activity and contemporary research interests. Specific interest in digital dentistry, implant prosthetics, and maxillofacial prosthetics are preferred. Successful applicants should have the ability to rapidly establish an intramural practice within the Dental School Faculty Practice. There are outstanding opportunities for private practice, scholarly activities, and research at the School of Dentistry. Candidates should possess a DDS/DMD degree and a specialty certificate in prosthodontics. All interested candidates should submit a CV and cover letter to: jobs.unc.edu/1002286.

The University of North Carolina is an Equal Opportunity Employer.

Tennessee (Memphis) – The Dental Implant Aesthetic Center of Memphis, TN is expanding and looking for a full time Prosthodontist with experience in implant dentistry to grow with the Center. An opportunity for an equity partnership is available. If you are interested in applying for a position at the Center, please contact our office at (901) 682-5001 or email info@dentalimplantac.com. Our web page can give you additional information about our office and staff.

Tennessee (Memphis) – Memphis Prosthodontist (est. 1973) is seeking a technically skilled, patient centered, energetic prosthodontist. An opportunity exists to become a part-owner of both the building and the practice. The facility is free-standing and contains 7,000+ sq ft. housing the prosthodontist-owner (Indiana grad), two Periodontal/Implant Surgeons (tenants) and one G.P. tenant. A second floor, 1,000 sq ft in-office lab has 3 techs performing milling and sintering of Zirconia substructures utilizing the Zirkonzahn system. The second floor also has a 25-seat lecture/meeting room. The pros practice is essentially metal-free, grossing 1.23 m+ avg last five years. This is a very unique opportunity that the owner would have been thrilled to have in 1973. Resume by e-mail to HiDugh@aol.com. Inquiries: 800-430-9873 Mel, Office Manager.

PRACTICES FOR SALE

Colorado (Front Range Area) – Long established, thriving prosthodontic practice located in a top rated city. The only prosthodontic practice in a wide geographic area. Seller is relocating and the practice is being offered at an exceptional price! Collections in 2009 expected to be over \$695,000 with the prosthodontist working four days/week. Call (888) 789-1085, visit www.practicetransitions.com.

Hawaii (Maui) – Fixed, removable, and implant dentistry.

Excellent opportunity to expand and grow the practice in your direction. Owner trained in fixed prosthodontics and periodontal prosthesis. Condominium office for sale and lease. Contact: eugene@maui.net or cell 808 205-2432.

Maryland (Salisbury) – One man practice 23 hr. week. 40 weeks/yr., easy 400k. All lab work done in house by prosthodontist – gold, porcelain, removables. Needs affable young Dr. willing to work. 36 years on “the shore.” Halfway between ocean and Chesapeake Bay. Best sailing in the world. Great waterfowl, deer hunting, tennis and golf. Excellent place to raise a family. 3 Universities. Walk to work, lunch at home or with friends. Long term relationships with real people of all levels of life. Best opportunity for a long and happy life.

Michigan (Grand Rapids) – Outstanding Fee for Service Prosthodontic Practice. Grossed in high 6 figures in 2005, 2006, 2007 and 2008. On 4 days per week. New building, 2,650 sq. ft. office, 5 high tech operatories, Digital cameras, Digital pano, Dentrix Management Software. New Tom 3-D Cone Beam Scanner in available. 1/3 fixed, 1/3 removable, 1/3 implants Full service dental lab on premises with Cerec In-Lab milling machine, Eris, Empress and Captek crowns. Staffed by CDT. Emphasis on dental implant treatment. Transition to early buyout. Dr. will stay as long as desired. Great Community. Rapidly developing medical service/research corridor. Van Andel Institute with 200 research scientists and 600 to be added shortly. Vibrant downtown, Michigan State Medical School, Numerous Local Colleges, Minor League Sports (Hockey, Arena Football and Baseball), Close to Lake Michigan beaches, Skiing, Hunting, fishing. Great place to raise a family. Take an “office tour” at our high tech web site at www.MooreSmiles.org. Call Dr. Tim Moore in evenings at home (616) 942-6838.

Michigan (West Wayne County) – This well established prosthodontics practice is in a very stable, upscale suburban community. This is a cash only practice with 4 operatories. The seller has a great professional reputation and is willing to stay on for a period of time providing for a smooth transition. This is a great opportunity for the recent prosthodontic grad or another prosthodontist looking to expand their patient base. Full 100% financing is available. Contact David J. Dobbins, D.D.S. for details at (313) 550-6509.

Minnesota (Minneapolis) – Limited practice (35 year existence) within expense sharing prosthodontic group. Two Partners. Full patient services, (Fixed, Removable, Implants). Six operatories, spacious equipped laboratory. Long employed Dental Hygienist. Cohesive Staff. Will transition for complete turnover

of patients and sense of comfort assuming fee for service practice. Background: Diplomate, former Clinic Director (School of Dentistry), former Veterans Administration Consultant, CAPT (Ret), Naval Reserve. Dr. Meyer, (612) 338-8638.

New Mexico (Albuquerque) – Well established prosthodontic practice in beautiful central New Mexico. Great referral base, 100% fee-for-service. equal mix of fixed, removable and implant restorations. Dedicated staff, three remodeled operatories, large lab, efficient 1343 sq. ft. in well known Professional Center. Nearby excellent labs. Last three year's collections averaged \$950k on 30 hours/week. Dr. retiring and offering sale/transition to early buyout. Great opportunity for recent Prosthodontic grad. Metro area enjoys high tech growth. national research lab, military base. Universities, Medical School. multiple medical centers. Situated in the high desert, Albuquerque offers abundant opportunities for outdoor and multicultural activities. Great place to raise a family. Contact Phillip Cook, D.D.S. at (505) 821-1401 or PAC7439@aol.com.

New York (Capital District) – Restorative dental practice for sale. Great mix of removable, fixed, esthetic, and implant prosthodontics. Owner does not place implants, does no surgery, perio, endo, or ortho. Owner relocating. Practice for sale, real estate is also for sale, or can be leased. Contact rofeshin@aol.com.

South Carolina (Mount Pleasant) – (Charleston) - Half (50%) ownership for sale. We are a prosthodontic practice with associate dentist, perio dentist and in-house laboratory. Web site www.ccrdonline.com. Toll free phone (888) 340-9044 e-mail: KBarrack@aol.com.

Virginia (Newport News) – \$350,000 collections, 3.5 days/week. 2,500 square feet; 5 operatories, in-house lab. Premier business, professional office complex. Strong referral network. Significant growth potential, low overhead, high net income. Experienced, quality staff will stay. Area underserved by prosthodontists. Immediate sale, or associate with option to buy. Beautiful, historic Williamsburg, Yorktown, Chesapeake Bay. Dolphin-dps.com for virtual office tour. Call (512) 864-1628.

SEEKING EMPLOYMENT

California (Pasadena) – Board certified prosthodontist retiring from university. Interested in part time practice opportunities in the Pasadena, California area. Primary interest/experience in removable, maxillofacial and dental implant prosthodontics. Contact Joseph Cain at (405) 642-2382 or (626) 355-3538. Email joseph-cain@ouhsc.edu.

At Your Service...

For questions regarding your membership, ACP programs and events or general inquiries, please contact the ACP headquarters at (800) 378-1260; fax: (312) 573-1257 or visit our Web site at www.prosthodontics.org.

Nancy Deal Chandler, M.A., R.H.I.A., C.A.E., Executive Director – ext. 230 or dchandler@prosthodontics.org
Management of overall College and Foundation operations.

Carla Baker, M.B.A., C.A.E., Associate Executive Director, Membership Services and Outreach – ext. 222 or cbaker@prosthodontics.org
Membership benefits, database administration, membership dues processing and any membership-related inquiries.

Caroline Bozell, M.S., Communications and Marketing Coordinator – ext. 235 or cbozell@prosthodontics.org
Assists with ACP Web site, communications and marketing including the *Messenger* newsletter.

Rachel Brunswick, Membership Coordinator – ext. 224 or rbrunswick@prosthodontics.org
Assists with member services including membership applications and renewals, saleable product orders and updating member contact information.

Lauren Dethloff, Associate Executive Director, Communications and Marketing – ext. 223 or ldethloff@prosthodontics.org
ACP marketing materials and products, media and public relations, *Messenger* newsletter, Web site, and other College communications.

Jennifer Jackson, Administrative Coordinator – ext. 221 or jjackson@prosthodontics.org
Receptionist and administrative support for all College departments and staff.

Melissa Kabadian, M.A., C.M.P. Director, Education and Meeting Services – ext. 227 or mkabadian@prosthodontics.org
Information on continuing education programs and the ACP Annual Session.

Jack Kanich, Manager, Finance and Administration – ext. 228 or jkanich@prosthodontics.org
Financial and account payable/receivable.

Nathalie Williams, Sections & Governance Manager – ext. 229 or nwilliams@prosthodontics.org
Supports Sections and governance including Regional Directors, ACP Bylaws, Elections and related online resources.



JONATHAN P. WIENS,
D.D.S., M.S.D.

For every opportunity, there is a challenge

Recently, the Eastern Edition of the *Wall Street Journal* included a four-page supplement promoting the virtues of one of the cosmetic dental organizations. As a result, some of our ACP members wondered why the College was not doing its due diligence.

Many dental organizations profess to be the purveyor of esthetic dentistry. Some of these organizations boast a large membership and also charge a hefty meeting fee that creates a war chest of available funds for discretionary expenditures. As a result, these same organizations have annual receipts that are three times greater than the ACP's, which underscores their membership's willingness to contribute to their vision. The majority of their members do not have advanced postgraduate education in the traditional sense. However, some have achieved a credentialed fellowship designation. Their websites are robust and include vast information for professionals, the public and the press. So they are definitely geared for public relations, as one would expect with "cosmetics" as their byline.

Let's do a cost analysis: Working with a company like Media Planet, an independent publisher of special supplements, a prospective advertiser could purchase a one-page ad in the Eastern Edition of the WSJ for about \$125,000. If you compare the geographic distribution the WSJ Eastern Edition it almost matches up numerically with the membership of ACP Regions I and II. Therefore, assuming that every prosthodontist in Regions I & II collectively, about 900, agreed to purchase the ad, it would cost each member \$138 to run a **one-page** advertisement for **one-day** in the WSJ.

Is this something we could do? Yes it is possible, but can you guarantee that each and every prosthodontist would be willing to contribute \$138 each day the one-page advertisement would run? I am not so sure. How many times annually would you need to run the ad to achieve multiple exposure levels required to have any meaningful impact – once, twice, quarterly, monthly or weekly? I would anticipate that Regions III, IV and V would also want to participate. If the College considered picking up that tab, before too long, the reserve fund would be decimated placing your organization in a tenuous position, which is unwise.

It is interesting to note that the American Association of Orthodontists, National Alliance for Youth Sports and former football great and Hall of Famer Emmitt Smith recently began a "Play It Safe" sport safety campaign. Together, the AAO and Smith are providing information on the importance of sports safety and the use of mouth guards. This multi-million dollar public relations effort required an increased assessment to AAO members above and beyond their annual dues during the past five years. Would you be willing to pay double or triple your current dues for a similar opportunity?

So what is the take home message? Or, better yet what is the true value of your ACP membership? What is the yardstick that you will use to measure the success of prosthodontics and your College? Will it be more patients coming through the front door of your office? Will it be the number of new student members who join the College and who represent those who may want to join your practice or even buy your practice someday? Will it be the increased number of attendees who participate in Annual Session to enhance their knowledge base for better patient care and to network with colleagues in developing new skills? Will it be the strengthening of the specialty of prosthodontic education at the American Dental Association level? Will it be the willingness to contribute to a common cause and shared vision of the goals and mission of the College and ACP Education Foundation? Maybe it is all of these and more.

It goes without saying that the ACP Annual Session provides the greatest educational value for the dollar. This past year the College expanded the Annual Session by including the Early Bird Maxillofacial program, a surgical prosthodontist workshop and an expanded private practice workshop. As a result, the attendance was at an all-time high. Your College continues to interrelate with the ADA through the Commission on Dental Accreditation and with the Dental Specialty Groups on issues that impact prosthodontics. The ACP student membership is now approaching 600; a number that suggests every student enrolled in a prosthodontic program has become a member of the College.

The ACP launched the first National Prosthodontics Awareness Week™ on March 7-13, 2010. For NPAW™ to be effective and reach any degree of penetration into the hearts and minds of America it has to be a grassroots activity. Certainly the Board of Directors and ACP leadership can facilitate the process. NPAW™ did not end on March 13, as it truly is just the beginning. NPAW™ represents a tsunami of awareness that will continually attract the local and national news media. The amount of good will it has created in our communities is immeasurable; just ask anyone who participated in NPAW™ activities.

In closing, your College has worked diligently on public relations in the past few years through a variety of activities and outreach. Hopefully this perspective provides a basis for an understanding of what we can and cannot do, but also know that we are prepared for "The Opportunity" if everyone is willing to take "The Challenge."

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The ACP Messenger

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The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including but not limited to: people's names and pictures, testimonials and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement.

To ensure consistent style, ads will be subject to editing. The ACP reserves the right to decline or withdraw ads at its discretion.

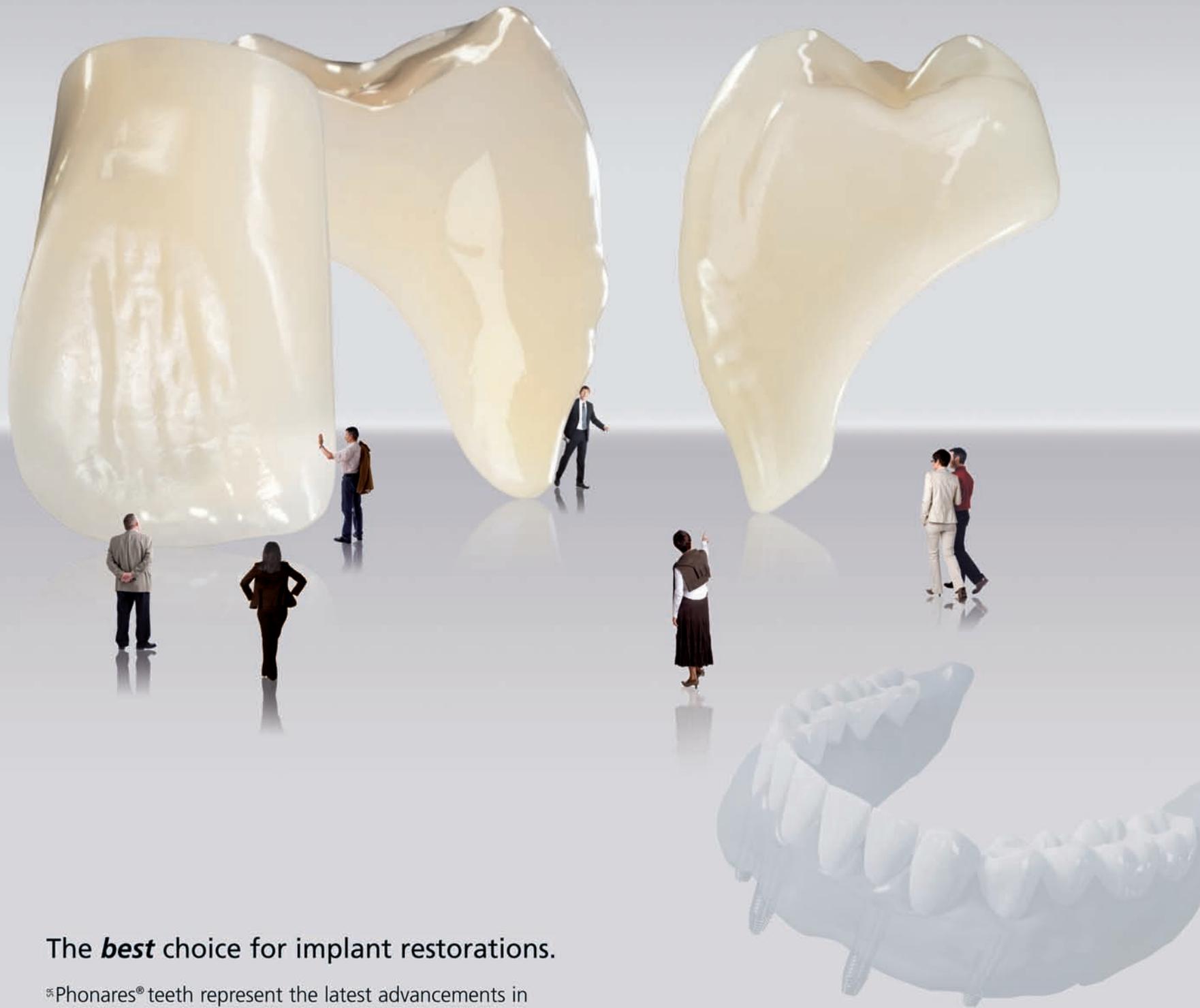
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Classified ads are \$55 for the first 60 words and \$1 for each additional word, for ACP members. The non-member rate is \$110 for the first 60 words and \$1 for each additional word. The minimum charge is \$55. Photos are an additional \$50. Photos must be e-mailed as a high resolution (300 dpi or more) .jpg or .tiff file. Photos will be reduced to approximately 2 x 3". Photos are limited to one per ad and are subject to approval.

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