

# ADA News

THE NEWSPAPER OF THE AMERICAN DENTAL ASSOCIATION

08.05.24

ADANEWS.ADA.ORG



EDUCATION

## Graduating from ASDA to ADA

Dental programs reach high ADA membership sign-ups



### BAYFLEX PARTIALS

Invisible. Comfortable. Adjustable.

**93% RECOMMENDED BY CLINICIANS**

- Can add teeth and clasps in any shade
- Unique, can be rebased & repaired
- Available in hybrid & single-tooth
- Highly stain-resistant

Monomer Free Hypoallergenic



**FREE** Chairside Polishing Kit \$49 Value!\*



AVAILABLE IN 5 GINGIVAL SHADES



**SPECIAL OFFER**

**\$50**

**OFF FIRST CASE**  
\*New Bayflex Customers Only

ages in re going e rest of

ilege of DA mem- ear. The e oldest country he high- the na- sionals medicine, neering, tecture, usic, so- lutation. ts can be to How- ship with iety and ers, said , dean of also said ing Day, omotion rganized

### 5 How electronic funds transfer benefits your dental practice

EFT claim payments offer alternatives to paper checks



### 11 Meet your ADA president-elect candidates

Candidates prepare profile questionnaires ahead of election



855-613-0549

Scan to claim offer



For a handful of dental schools, this was a no-brainer, with 100% of the 2024 graduating class signing up to be ADA members. Many others hit 95% enrollment during the National Signing Day season, which ran from Jan. 1-May 31 and supports graduating dental students in converting from dental student membership to ADA dentist membership.

ADA News spoke with some of these schools about their 2024 signing day results, what it's like partnering with their state dental societies and the advantages of organized dentistry.

For **East Carolina University School of Dental Medicine**, 2024 marked the seventh consecutive year of 100% ADA membership sign-ups. This remarkable turnout was a product of working hand in hand — from the dean's office down to the faculty — with the North Carolina Dental Society and other organized dentistry organizations, said Paul Lindauer, D.D.S., assistant dean of academic success and ADA faculty ambassador.

Leadership and staff from the state dental society visit ECU classrooms during the first week of the school

*Future focused: New York University College of Dentistry participates in National Signing Day.*

year to familiarize students with organized dentistry early on. After the first week, there are touchpoints throughout the first year, and in the second year, representatives from various dental organizations are invited to attend the school's white coat ceremony for second-year students. In the final two years, students have many opportunities to learn about and actively participate in organized dentistry, including the option to attend an annual North Carolina Dental Society session in Myrtle Beach, South Carolina, with ECU sponsoring their trip.

"The students are actively engaged in all aspects from day one. ECU dental students have a voting member in the [North Carolina Dental Society] House of Delegates and Board of Trustees. They're not strangers to the profession," Dr. Lindauer said. "North Carolina

Dental Society, the state board and the dental school are actively engaged, and they all are reinforcing one another. It's like a triangle, which is a very stable architectural principle."

Gregory Chadwick, D.D.S., dean of the dental program, said by the time National Signing Day rolls around, it's "nothing new" to ECU students. Applying for ADA membership is the next logical step, as all ECU students are ASDA members throughout school and thus thoroughly acquainted with the idea of organized dentistry. ADA membership offers many perks, he noted, but perhaps one of the biggest rewards is the professional relationships it fosters.

"Yes, they have their degree, they're going to go into a practice situation, but I think the signing day and the opportunity to get involved with organized dentistry is another entry point into the profession," Dr. Chadwick said. "In other words, graduation is the patient care piece. The North Carolina

Photo courtesy of Vera Tang, D.D.S.

dentistry and lifelong learning.

Every dental class, each of which includes about 75 students, learns what ADA membership provides, such as

See SIGNING DAY, Page 4

LOVE HYGIENE  
Love Your Hygienist

REIGNITE YOUR PASSION

Advanced Air Polishing, Periodontal Therapy and Biofilm Management System

LoveHygiene.com REGISTER NOW 1/2 Price EMS AirFlow®



# ADA News

THE NEWSPAPER OF THE AMERICAN DENTAL ASSOCIATION

08.05.24

ADANEWS.ADA.ORG



EDUCATION

## Graduating from ASDA to ADA

### Dental programs reach high ADA membership sign-ups

BY OLIVIA ANDERSON

Dental students have a lot of decisions to make upon graduating from dental school. Where will I practice? Will I move on to a specialty? How will I pay down this debt I incurred?

Another decision they'll have to make is whether to continue being an ADA member. More than eight out of 10 students are ADA members through the American Student Dental Association. Dental school graduates can become ADA members for \$0 national dues for 18 months after graduation. And postdoctoral students can be members for \$0 national dues for the duration of their programs. But they need to actively apply.

For a handful of dental schools, this was a no-brainer, with 100% of the 2024 graduating class signing up to be ADA members. Many others hit 95% enrollment during the National Signing Day season, which ran from Jan. 1-May 31 and supports graduating dental students in converting from dental student membership to ADA dentist membership.

ADA News spoke with some of these schools about their 2024 signing day results, what it's like partnering with their state dental societies and the advantages of organized dentistry.

For **East Carolina University School of Dental Medicine**, 2024 marked the seventh consecutive year of 100% ADA membership sign-ups. This remarkable turnout was a product of working hand in hand — from the dean's office down to the faculty — with the North Carolina Dental Society and other organized dentistry organizations, said Paul Lindauer, D.D.S., assistant dean of academic success and ADA faculty ambassador.

Leadership and staff from the state dental society visit ECU classrooms during the first week of the school



Photo courtesy of Vera Tang, D.D.S.

Future focused: New York University College of Dentistry participates in National Signing Day.

year to familiarize students with organized dentistry early on. After the first week, there are touchpoints throughout the first year, and in the second year, representatives from various dental organizations are invited to attend the school's white coat ceremony for second-year students. In the final two years, students have many opportunities to learn about and actively participate in organized dentistry, including the option to attend an annual North Carolina Dental Society session in Myrtle Beach, South Carolina, with ECU sponsoring their trip.

"The students are actively engaged in all aspects from day one. ECU dental students have a voting member in the [North Carolina Dental Society] House of Delegates and Board of Trustees. They're not strangers to the profession," Dr. Lindauer said. "North Carolina

Dental Society, the state board and the dental school are actively engaged, and they all are reinforcing one another. It's like a triangle, which is a very stable architectural principle."

Gregory Chadwick, D.D.S., dean of the dental program, said by the time National Signing Day rolls around, it's "nothing new" to ECU students. Applying for ADA membership is the next logical step, as all ECU students are ASDA members throughout school and thus thoroughly acquainted with the idea of organized dentistry. ADA membership offers many perks, he noted, but perhaps one of the biggest rewards is the professional relationships it fosters.

"Yes, they have their degree, they're going to go into a practice situation, but I think the signing day and the opportunity to get involved with organized dentistry is another entry point into the profession," Dr. Chadwick said. "In other words, graduation is the patient care piece. The North Carolina

Dental Society is the colleagues in their profession that they're going to be with, hopefully, for the rest of their lives."

**Howard University College of Dentistry** reached 100% ADA membership sign-ups this year. The university is one of the oldest dental schools in the country and ranks among the highest producers of the nation's Black professionals in dentistry, medicine, pharmacy, engineering, nursing, architecture, religion, law, music, social work and education. The sign-up results can be partly attributed to Howard's close partnership with the D.C. Dental Society and active student advisers, said Andrea Jackson, D.D.S., dean of the dental school. She also said that prior to National Signing Day, there was a great deal of promotion discussing the benefits of organized dentistry and lifelong learning.

Every dental class, each of which includes about 75 students, learns what ADA membership provides,

See *SIGNING DAY*, Page 4



#### 5 How electronic funds transfer benefits your dental practice

EFT claim payments offer alternatives to paper checks



#### 11 Meet your ADA president-elect candidates

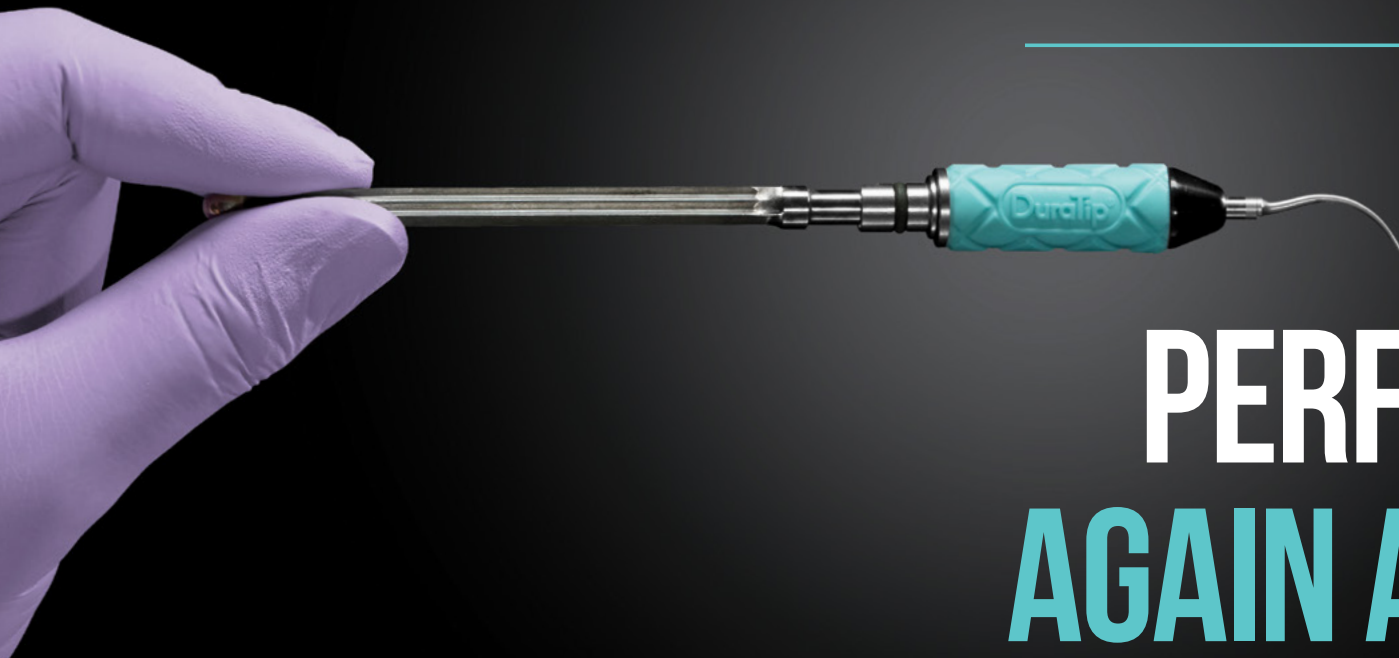
Candidates prepare profile questionnaires ahead of election

LOVE HYGIENE  
Love Your Hygienist

REIGNITE YOUR PASSION

Advanced Air Polishing, Periodontal Therapy and Biofilm Management System

LoveHygiene.com REGISTER NOW 1/2 Price EMS AirFlow®



# LIKE NEW PERFORMANCE AGAIN AND AGAIN AND AGAIN.

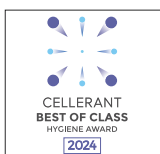
## DuraTip® New! Ultrasonic Inserts

DuraTip® inserts deliver unprecedented **like new performance** for the **entire life** of the insert.

“ We have been using the Parkell DuraTip inserts for 6 to 7 months on over 200 patients and they are as efficient as when we first got them. I have seen a lot of things over the years, but **nothing compares to the Parkell DuraTip insert.** ”

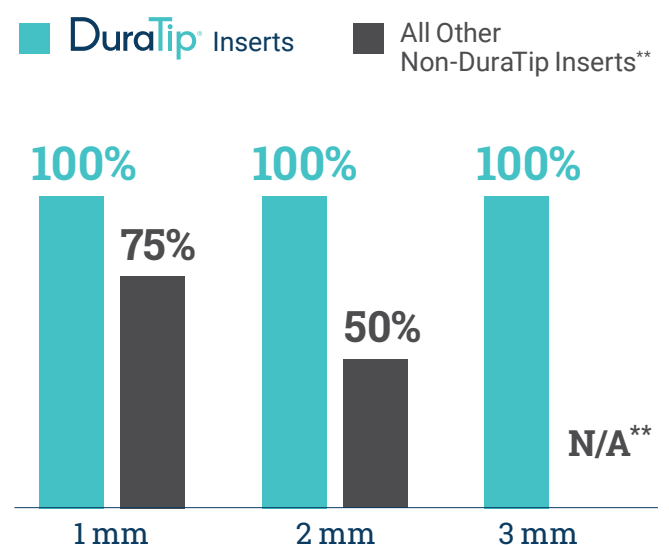
– Cathy Hendrickson, RDH

**Buy Any 3 Parkell Inserts, Get 1 DuraTip Insert FREE<sup>1</sup>**



Watch and learn more  
at [Parkell.com](https://www.parkell.com)

### Scaling Efficiency after Wear (mm)\*



\* Standard deviation of  $\pm 10\%$ .

\*\* Wear Guides for all conventional non-DuraTip inserts instruct clinicians to discard inserts once there is 2 mm of distal tip wear.



<sup>1</sup>For more information visit [Parkell.com](https://www.parkell.com) or contact your authorized Parkell distributor.



Produced monthly by BroadcastMed LLC dba Conexiant, who manages print and mail distribution on behalf of the publisher, the American Dental Association at 211 E. Chicago Ave., Chicago, IL 60611, 1-312-440-2500, email: ADAnews@ada.org and distributed to members of the Association as a direct benefit of membership. Statements of opinion in the ADA News are not necessarily endorsed by the American Dental Association, or any of its subsidiaries, councils, commissions or agencies. Printed in U.S.A. Periodicals postage paid at Chicago, IL and additional mailing offices.

Postmaster: Send address changes to the American Dental Association, ADA News, 211 E. Chicago Ave., Chicago, IL 60611. © 2023 American Dental Association. All rights reserved.

**ADA American Dental Association®**  
America's leading advocate for oral health

**CHIEF BUSINESS PRODUCTS PORTFOLIO OFFICER:** Tony Frankos  
**VICE PRESIDENT, SALES ENABLEMENT & STRATEGY:** Christa Martin  
**DIRECTOR, CONTENT STRATEGY & OPERATIONS:** Rebecca Kiser  
**EDITOR-IN CHIEF:** Kelly Ganski  
**ASSOCIATE EDITOR:** Mary Beth Versaci  
**SENIOR EDITOR:** David Burger  
**WASHINGTON EDITOR:** Olivia Anderson  
**SENIOR MANAGER, DESIGN:** William Pfaff  
**MANAGER, DESIGN:** Regine Lombardo  
**SENIOR MANAGER, PRODUCTION:** Norman Virtue  
**SVP SALES:** John DuPont  
**VP SALES, DENTAL:** Matt Ingram  
**DIRECTOR OF SALES, ADA:** John Travaline  
**BUSINESS DEVELOPMENT:** Betty Ann Gilchrist, Tom Senif and Elizabeth Towers

**ADVERTISING POLICY:** All advertising appearing in this publication must comply with official published advertising standards of the American Dental Association. The publication of an advertisement is not to be construed as an endorsement or approval by ADA Publishing, the American Dental Association, or any of its subsidiaries, councils, commissions or agencies of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. A copy of the advertising standards of the American Dental Association is available upon request.

**ADVERTISING OFFICES:** Display - Print & Digital - 211 E. Chicago Ave., Chicago, IL 60611. Phone 1-312-440-2740. John DuPont, Senior Vice President, Sales, Conexiant, 400 N. Ashley Dr. Ste 2600, Tampa, FL, 33602, Email: John.DuPont@conexiant.com

**Classifieds -** Russell Johns & Associates, Kim Ridgeway, Senior Media Sales Associate, 17110 Gunn Highway, Odessa, FL 33556, 1-877-394-1388 phone, kridgeway@russelljohns.com

**SUBSCRIPTIONS:** Nonmember Subscription Department: 312-440-2867. Rates: For members: \$29 (dues allocation). For nonmembers: United States, U.S. possessions and Mexico — individual \$124, institution \$164 per year; international — individual \$159, institution \$179 per year; Canada — individual \$142, institution \$189 per year. Single copy: U.S. \$17, international \$19. ADDRESS OTHER COMMUNICATIONS AND MANUSCRIPTS TO: ADA News Editor, 211 E. Chicago Ave., Chicago, IL 60611.

**ADA HEADQUARTERS:** The central telephone number is 1-312-440-2500. The ADA's toll-free phone number can be found on the front of your membership card.



Look for the ADA Seal of Acceptance as your assurance that the product meets ADA guidelines for safety and effectiveness.



## Facial esthetics education available in Chicago, SmileCon

BY DAVID BURGER

**D**entists have several opportunities in 2024 to learn how to use Botox and fillers to achieve the best esthetic and therapeutic patient outcomes for patients.

Louis Malcmacher, D.D.S., a practicing general dentist, internationally known lecturer and president of the American Academy of

Facial Esthetics, will lead two separate continuing education courses at ADA Headquarters in Chicago. Botulinum Toxin, Dermal Fillers and TMJ Certification Training Level 1 is scheduled for Sept. 13-14 and/or Nov. 1-2. Each course offers 10 CE credits. People can attend both courses, with special pricing available.

After completing the course — which includes live patients — attendees will be able to integrate botulinum toxin procedures (Botox), dermal fillers



Dr. Malcmacher

and trigger point therapy into their practice immediately, Dr. Malcmacher said.

For those attending SmileCon, Dr. Malcmacher will also lead two CE courses in New Orleans on Oct. 18: Botulinum Toxin Live Patient Training For Every Dental Practice from 8 a.m.-noon; and Dermal Fillers Live Patient Training For Every Dental Practice!

from 1-5 p.m. ■

# Brand NEW Arti-Ceram®

Articulating paper for non-organic materials like ceramics, zirconia and more

**Bausch**  
**ARTI-CERAM**  
50 strips | 100 µm | green | REF BK 97

**Bausch**  
ARTICULATING PAPER WITH PROGRESSIVE COLOR TRANSFER  
50 SHEETS | 200 MICRONS GREEN  
**ARTI-CERAM**  
200 µm  
REF BK 93

Arti-Ceram provides the advantage of being clearly visible and rich in contrast on the highly polished surfaces of ceramics ensuring the best possible function and esthetics.

- Available in two thicknesses, 200µm and 100µm
- Available in both strips and horseshoe shape
- Perfect for adjusting highly polished materials produced using CAD/CAM technologies

Scan for a FREE sample

**Bausch**  
WE MAKE OCCLUSION VISIBLE



Come together: Howard University College of Dentistry students and faculty gather for National Signing Day.



Photo courtesy of Howard University College of Dentistry



Joy: Louisiana State University School of Dentistry's graduating class of 2024 celebrates its accomplishments.



Photo courtesy of LSU School of Dentistry



Record setting: East Carolina University School of Dental Medicine achieves its seventh consecutive year of 100% ADA membership sign-ups.



Photo courtesy of ECU School of Dental Medicine

## SIGNING DAY *continued from Page 1*

helping members stay aware of industry updates in licensure, continuing education, insurance and more. Dr. Jackson said the 100% turnout will help the future dentists create a community of other like-minded individuals.

"We like to make sure that all of our students are participating in things that will benefit them eventually as they grow into the profession and they graduate. Having them all participate just makes [National Signing Day] more cohesive and [makes] sure that everyone gets the information. Sometimes it's difficult to pass that on, and when you only get partial participation, you're not sure that everyone is taking advantage of the benefits they have with the organization and as a student. And we don't like to leave anyone behind, so we try to prevent that from happening," Dr. Jackson said.

relationships with state organizations like the Louisiana Dental Association and the New Orleans Dental Association. She said the latter organizations contribute to student awareness about organized dentistry and have sponsored many programs for LSU students, thus leading to a sense of closeness and community.

"They have a great influence on our faculty and students," she said. "Those relationships are probably really the impetus for us achieving that 100%."

She said some of the greatest benefits of organized dentistry are the dental advocacy component, both statewide and nationally, and support for students — whether through fundraising, scholarships, professorships and more.

"[This turnout shows] the commitment to lifelong learning and to being a part of organized dentistry — the importance of it. [Organized dentistry is] serving as a model and role model for our students as they learn and transition from student to dental professional and colleague," Dr. Southerland said.

Over the past few years, **New York University College of Dentistry** increased its ADA membership sign-ups from about 20% to 95%. According to Vera Tang, D.D.S., clinical professor, vice chair and predoctoral program director in the department of periodontology and implant dentistry and ADA faculty ambassador, it was a multifactorial effort that led to almost all 400 dental students applying for ADA membership.

Dr. Tang, who was instrumental in this turnout, said she starts promoting ADA membership sign-ups well before National Signing Day. She works with NYU Student Affairs to advertise the event and announces it in her own classes. She also deploys a secret weapon: brownies.

"The funny thing is, the brownies bring them in. And because they're prepackaged, I'm able to store them in my little mini fridge. If they miss signing day, they trickle in sometime before graduation to 'pick up the brownies' and the chairside instructor manual, along with all the other benefits to signing up too," Dr. Tang said.

Dr. Tang has been involved in organized dentistry since she was a student at NYU College of Dentistry. She said she learned early on the importance of organized dentistry to students' and dentists' lives and continues to be active

## Stony Brook School of Dental Medicine



Inform: Dean Patrick Lloyd, D.D.S., speaks at Stony Brook School of Dental Medicine's National Signing Day.

Photo courtesy of Patrick Lloyd, D.D.S.

as NYU's American Student Dental Association faculty adviser. One of the goals, Dr. Tang said, is to stay visible by working with ASDA students on events and advocacy efforts. For instance, about 20 students attended the 2024 ADA Dentist and Student Lobby Day in Washington, D.C.

"Getting the fourth-year class to sign up nearly at 95% speaks volumes about how students want to become part of the ADA, and they see the value — not the value of the brownie but the value of organized dentistry," Dr. Tang said.

**The Harvard School of Dental Medicine** achieved 100% ADA membership sign-up after ADA faculty ambassador and faculty member Maritza Morell, D.M.D., discovered earlier this year that the conversion rates from student memberships to ADA memberships was lacking. Dr. Morell found this particularly odd because many of them were part of ASDA, so she talked with Sapna Nath, D.M.D., class of 2024 president, about why there was such a low conversion rate.

"I think it was a little bit of a disconnect. A lot of them thought that it was an automatic

conversion. We started saying, 'No, no, it's not an automatic conversion. You still have to apply,' Dr. Morell said.

From there, Harvard partnered with the Massachusetts Dental Society to hold events for the approximately 40 dental students about the benefits of signing up for ADA membership. One of the best parts of organized dentistry is the mentorship and networking opportunities it offers, Dr. Morell said. She also highlighted the importance of the ADA's political action and lobbying for the dental community.

"I'm so excited. I feel a bit of pressure to make sure the next year's class does the same, but it's just rewarding," Dr. Morell said of the 100% turnout. "I hope [the students] actually do see the benefit in the first or second year at least and continue to be paying members. I think they will."

Now in its 51st year, **Stony Brook School of Dental Medicine** achieved 100% ADA membership sign-ups for the 2024 National Signing Day. Dean Patrick Lloyd, D.D.S., attributes this turnout to partnering with the New York State Dental Association in an effort to advocate for legislative initiatives, hold events like Give Kids A Smile and develop plans to support workforce shortage areas.

"We do these three things very publicly, which to me, exposes students during their training as to the benefits of that partnership for the public and for the profession. So, they leave here having four years of witnessing this firsthand, either on our campus, in our school, within our county, within our state or our capitol," Dr. Lloyd said.

Dr. Lloyd also noted that the majority of his faculty belong to the ADA and a significant number of his ADA-member faculty serve in leadership roles, which he said provides a great example to students. He added that the latest graduating dental class, 43 students, seems to understand the value of participating in and supporting organized dentistry for their career.

"I often say that being a professional means belonging to the parent organization of the profession," Dr. Lloyd said. "We've reached that ambition of getting them to see that part of being a [dentist] is belonging to the professional organization that represents that profession. I feel like we've reached our goal. And we all feel very proud about that." ■



“

[This turnout shows] the commitment to lifelong learning and to being a part of organized dentistry — the importance of it.

—Janet Southerland, D.D.S., vice chancellor for academic affairs at LSU

One hundred percent of **Louisiana State University School of Dentistry's** 2024 dental class, or all 75 students, signed up for ADA membership on National Signing Day. According to Janet Southerland, D.D.S., vice chancellor for academic affairs at LSU, this is due, in part, to the student affairs office, student government representatives and LSU's "close, collaborative"



# How electronic funds transfer can benefit your dental practice

## EFT claim payments offer alternative to virtual credit cards, paper checks

BY MARY BETH VERSACI

**E**lectronic funds transfer is a safe and low-cost alternative to accepting virtual credit cards or paper checks for claim payments, according to the American Dental Association's EFT implementation checklist.

Some third-party payers use virtual credit cards as a way to reduce their own administrative expenses, but this payment method comes at additional costs to dentists. Dentists typically have to pay a merchant fee of 2-3% and transaction fee of 10 cents for claim reimbursements made by virtual credit cards, so a \$1,000 reimbursement would cost them about \$20.10. Alternatively, the same reimbursement via electronic funds transfer would cost only \$0.34 in fees.

Sara Stuefen, D.D.S., chair of the ADA Council on Dental Benefit Programs' Dental Benefit Information Subcommittee, began accepting EFT payments several years ago.

"We made this decision because EFT payments are faster and safer — no waiting for a check to come in the mail and no worrying about the check getting misplaced in the

office, in the mail or on the way to the bank," Dr. Stuefen said. "EFT payments have benefited my practice by accelerating our turnaround for claim payment. This helps keep receivables low in our office."



Dr. Stuefen

Her practice still accepts checks for claim payments, but she chooses to receive payments via electronic funds transfer when given the option. However, her practice does not accept virtual credit card payments, and third-party payers cannot require dentists to accept this reimbursement method.

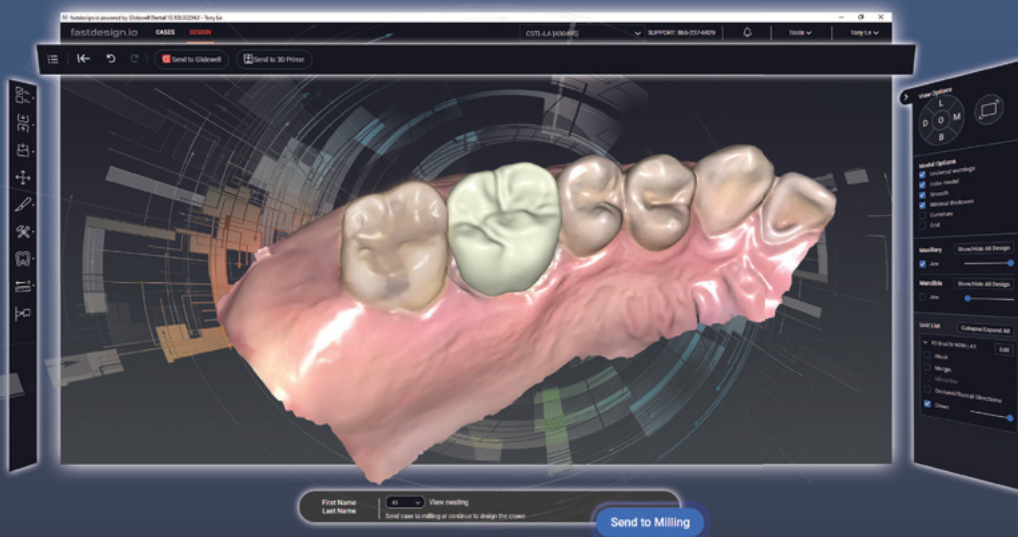
The ADA's EFT implementation checklist highlights these advantages and offers steps dentists can take to begin accepting EFT payments in their practices, from researching how electronic funds transfer works and preparing their implementation plan to completing training, software changes, banking arrangements and enrollment with payers to get started.

An ADA webinar, Decreasing Costs and Improving Efficiencies in Your Practice is Easy as EFT, also provides helpful information for dentists looking to use electronic funds transfer for claim payments. The checklist, webinar and other resources are available on the Administrative Efficiency topic page at ADA.org/dentalinsurance.

"Accepting EFT payments does take some initial adjustment of your systems, but once in place, you will find that it is well worth it," Dr. Stuefen said. "It's a fast and safe method of payment." ■



## GET ONE-CLICK CROWN DESIGNS GENERATED FROM OUR DATABASE OF 20 MILLION SUCCESSFUL CASES



The proprietary software in glidewell.io™, known as CrownAI™, uses artificial intelligence to generate crown designs ready for your approval within seconds. In fact, we use this exact software in our lab to fabricate thousands of successful restorations every year. Go digital with glidewell.io and see how simple designing a crown is when all you have to do is click, confirm, then mill.

**glidewell.io**  
IN-OFFICE SOLUTION



"Team members are able to complete crown designs in minutes, and **90% of the time our doctors don't even need to touch the mouse.**"

— Cary LaCouture, DDS | Parker, CO  
glidewell.io user since 2018

Go digital with glidewell.io for only **\$54,995\***

Enjoy no payments for 6 months, then just **\$988 per month** for 60 months at 2.99% APR



Scan the code to learn more about creating same-visit BruxZir® crowns with glidewell.io

[www.glidewell.io](http://www.glidewell.io)

888-683-2063

**Glidewell**  
for the sake of smiles

\*Offer expires September 30, 2024 and is subject to change. Offer cannot be applied to previous purchases or combined with any other offers. Packages that include an intraoral scanner are also available.

# August JADA finds vaping common among college students

## E-cigarette use could lead to caries, gingivitis

BY MARY BETH VERSACI

**E**lectronic cigarette use is common among university students and may lead to negative oral health effects, such as caries and gingivitis, according to a study published in the August issue of The Journal of the American Dental Association.

The cover story, "The Use of Electronic Cigarettes and Other Tobacco Products Among University Students and Their Potential Relationship with Oral Health: A Cross-Sectional Study," used an electronic questionnaire to determine the prevalence of tobacco product

use among 620 students at Universidade Estadual de Londrina in Brazil. About half of the survey respondents then underwent a physical examination at the university dental clinic.

Of those who responded to the questionnaire, 57.1% reported using tobacco in some form, with 47.4% indicating they used e-cigarettes. Based on the physical exams, e-cigarette users had a higher



proportion of white-spot caries lesions and gingivitis than those who did not use tobacco. When e-cigarette use was combined with using other forms of tobacco, additional oral changes were more prevalent, including coated tongue and nicotinic stomatitis.

"The use of tobacco in alternative forms, such as e-cigarettes, can affect oral health directly or indirectly," the authors said

in the study. "Dentists should be familiar with the characteristics of this population and the potential oral repercussions associated with tobacco use to address the impact on health and raise awareness of the associated risks."

To read the full JADA article online, visit [JADA.ADA.org](http://JADA.ADA.org).

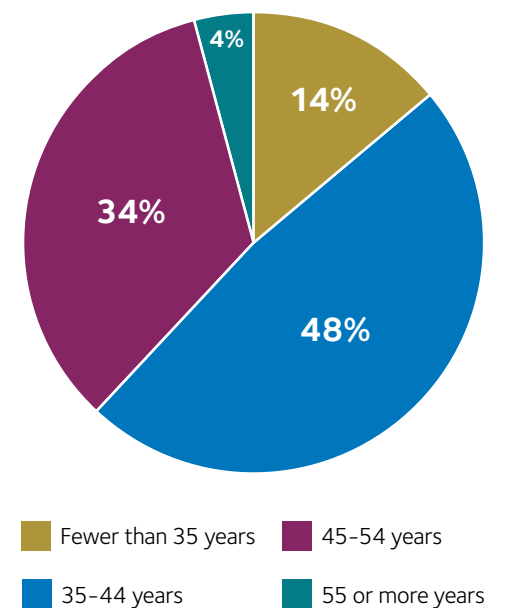
Other articles in the August issue of JADA discuss postoperative pain following endodontic treatment, global trends in caries incidence in children's permanent teeth and initial treatment decisions based on in-person versus teledentistry exams for people with disabilities.

Every month, JADA articles are published online at [JADA.ADA.org](http://JADA.ADA.org) in addition to appearing in the print publication. ADA members can access JADA content with their ADA username and password. ■

### HPI CORNER

#### CAREER SPAN OF DENTISTS

Among U.S. dentists who retired in 2023, the average career span was 42 years. Nearly half of retiring dentists had a career span of 35 to 44 years while a very small portion (4%) worked for 55 or more years.



Source: ADA Health Policy Institute. U.S. Dentist Retirement and Career Span Trends Available from: [ADA.org/resources/research/health-policy-institute/dentist-workforce/dentist-retirement-trends](http://ADA.org/resources/research/health-policy-institute/dentist-workforce/dentist-retirement-trends).



**LPS** | Large Practice Sales  
Monetizing Larger Dental Practices

#### Why IDSO Partnership?

- ✓ Millions in Cash at Closing
- ✓ Full Autonomy in Clinical & Business
- ✓ Reduced Administration Burden
- ✓ Higher Reimbursement Rates
- ✓ Lower Costs in Clinical & Business
- ✓ Recruiting & Marketing Support
- ✓ Upside Gains in Retained Ownership

#### LPS vs. Do-It-Yourself & Small Advisors

- ✓ Six to Ten or More Bidders
- ✓ Highest EBITDA Calculation
- ✓ Full Knowledge of Risks & Rewards
- ✓ Most Tax Efficient Structures
- ✓ Complete Accounting, Legal & Closing
- ✓ No Fee Unless the Transaction Closes
- ✓ Paid Only By Our Client, Not Both Sides

844-522-7533

[MySilentDentalPartner.com](http://MySilentDentalPartner.com)  
[Partner@LargePracticeSales.com](mailto:Partner@LargePracticeSales.com)



#### OUR CLIENTS ARE HAPPY TO TALK ABOUT THEIR LPS EXPERIENCE

"I was about to sign an offer I had in hand for \$8 million from an IDSO I really liked. Chip convinced me to go through the LPS process to see my other options. LPS delivered nine bidders and the \$8 million became \$11 million from the same group!"  
-Dr. T.S., Tennessee

"So glad I met you guys. You changed my life. My partner is great and I am still amazed how you achieved 3.9x collections for my practice."  
-Dr. S.L., Indiana

"I never could have achieved this value or completed this deal without you. Thank you for everything."  
-Dr. J.N., Maryland  
Achieved 12.2x EBITDA in 2023

Get Intelliscan 3D with Exclusive Scans Club Membership & **SLASH** Up To

**50% OFF YOUR LAB BILL**



INTELLISCAN 3D



CALL 866-491-0309 OR SCAN QR TO GET STARTED





# States experience Medicaid wins

## Victories include reimbursement rate increases, centralized credentialing

BY OLIVIA ANDERSON

A number of states have experienced Medicaid wins within the dental community over the past few months. From victories like reimbursement rate increases to centralized credentialing to removing annual dental services caps, here are the ways in which some states are making efforts to improve dental Medicaid.

**Georgia** approved an \$11 million increase in adult dental benefits for people enrolled in Medicaid. Last month, Gov. Brian Kemp signed House Bill 916, the state's appropriations bill for fiscal year 2025.

**Nebraska** passed Legislative Bill 358, which increases the reimbursement rate for dental services provided under Medicaid by 12.5% for fiscal year 2025. The bill was passed unanimously and took effect immediately. The state also removed a \$750 annual cap on dental services for adults enrolled in Medicaid in an effort to improve dental care access and allow providers to offer more comprehensive treatment.

Jessica Meeske, D.D.S., president of the Ne-

braska Dental Association, said while the organization originally asked for a 25% increase, the overarching goal was to find common ground. She added that many dentists, physicians, dental students and health departments testified at the hearing.

"Nebraska is very fortunate to have worked with our governor's office as well," Dr. Meeske said. "His chief policy officer came out to my office and looked in the mouths of children with Medicaid to help better understand the need for care. While this was a big win for Nebraskans with Medicaid, now our work begins to encourage dentists to see patients with Medicaid so we can address our access to care issue."

**West Virginia's** House Bill 4993 takes an innovative approach to the state's Medicaid dental coverage annual benefit limit of \$1,000. The law doubles the term from one year to two resulting in a benefit of \$2,000 maximum over a two-year term. This allows coverage for dental service costs that might exceed \$1,000, and since the actual total limit was not raised, there is no additional cost to the state for the benefit.

West Virginia Dental Association Executive Director Hallie Mason said member dentists vocalized "great frustration" with the \$1,000 cap. She noted West Virginia Medicaid pays \$600 for an upper and lower denture, meaning patients are unable to receive a full denture in one year, as \$1,200 exceeds the \$1,000 limit.

"West Virginia consistently ranks towards the

Medicaid law," Ms. Mason said.

**Colorado** allocated \$78 million in the state budget toward Medicaid funding for fiscal year 2024-25. The funds will increase reimbursement rates for Medicaid dental providers, and according to Colorado Dental Association Vice President Jeff Lodl, D.D.S., it was fueled by more than 18 months of work by the Colorado Dental Association Medicaid Task Force. This included a group of dentists who work to address challenges faced by Colorado Medicaid providers to "help make sure the Medicaid dental benefits continue to be a success."

The task force prioritized the most meaningful rates for patient care and provider recruitment and retention, and 28 codes were approved for rate increases: 15 preventive, periodontic and

endodontic codes and 13 diagnostic and crown codes.

"Sustainable provider reimbursement rates are critical to providing excellent patient care in the Medicaid program and to provider recruitment and retention," said Dr. Lodl, who also chaired the Colorado Dental Association Medicaid Task Force. "The Colorado Dental Association will continue to work with the state legislature with the goal of raising all dental Medicaid reimbursement rates to align with benchmark data through the 2024 Medicaid Provider Rate Review Advisory Committee process."

**Ohio** now mandates that all managed care plans use the Council for Affordable Quality

See MEDICAID, page 9

omnichROMA Flow

EVERY SHADE. ONE CHOICE.

Resin-based Dental Restorative Material

SYRINGE 3g(1.8mL)

Tokuyama Dental

OMNICHROMA Flow is the world's first one-shade flowable composite able to esthetically shade match any tooth color from A1 to D4. Its high strength and wear resistance make it suitable for a wide range of indications beyond cavity lining and minor restorations, giving clinicians the freedom of choice for any direct restoration.

Request your free sample!  
offers.tokuyama-us.com/ofadan6  
Use promo code: OFADAN6

+1 (877) 378-3548  
Omnichromaflow.com

Innovating Tomorrow's Dentistry, Today.™

Tokuyama



# Rhode Island and Louisiana pass dental loss ratio bills

BY OLIVIA ANDERSON

**L**awmakers in Louisiana and Rhode Island passed bills that hold dental insurance companies accountable, requiring more specifics on what plans are paying for.

They fall under the category of dental loss ratio bills, which regulate the portion of

insurance premiums spent on patient care rather than overhead. Rhode Island and Louisiana join Virginia in passing legislation this year. Arizona, California, Colorado, Maine, Nevada, Massachusetts, New Mexico and Washington adopted DLR laws prior to 2024.

Rhode Island's bill requires dental insurers to submit specific financial data to the insurance commissioner who will analyze the information

and provide a recommendation with respect to a minimum dental loss ratio. Louisiana's bill provides transparency of patient premium expenditures for dental health care services to help patients better understand their dental insurance products.

In Rhode Island, Senate Bill 2873 requires the commissioner to analyze carriers' financial data for 2023, 2024 and 2025 and submit a

recommendation in 2026 with respect to a minimum dental loss ratio. Carriers are assessed a fee to cover the costs of conducting the analysis. The law also requires the commissioner to provide a recommendation on requiring dental health carriers to offer a full range of comprehensive dental benefit plans, including 100% coverage options.

Procedures for dental carriers to report incurred claim and earned premium data will be approved by the commissioner. Expenditures that insurers report as "incurred claims" are meant to represent amounts insurers spent on covered dental care procedures. However, adding insurers' charitable contributions to that figure is allowed. The Rhode Island Dental Association made certain that charitable contributions reported by insurers only would qualify as "incurred expenses" if they are targeted to improving access to dental care for disadvantaged and underserved populations.

Earned premiums refer to premium revenue received minus federal and state taxes and assessments, as well as pass-through payments made by the dental health insurance carrier as a billing convenience for commissions or fees charged by a broker or consultant retained by the group or individual receiving coverage.

## ADA. Members Insurance Plans

Underwritten by Protective\*

# You take steps to protect yourself.

But what about your loved ones?

Safeguard those who matter most with ADA Term Life Insurance, underwritten by Protective®.

Featuring:

- Low rates exclusively for ADA members
- Up to \$3,000,000 in coverage
- Spouse and dependent child coverage options at member rates



**Connect with your personal Insurance Plan Specialist** for all your life insurance needs. Call 855-411-5191 or visit [ada.protective.com/TL](https://ada.protective.com/TL).

Protective has a 117-year history of protecting people and is recognized by:

USA TODAY

**Best Life Insurance Company**

2023

FORBES ADVISOR

**Top Life Insurance Company**

2023

# “

**They fall under the category of dental loss ratio bills, which regulate the portion of insurance premiums spent on patient care.**

“The commissioner will now determine the current [dental loss ratio], what it should be, and set goals for the insurance companies to improve their dental plans,” said Rhode Island Dental Association Executive Director Aaron Guckian. “This was a huge victory for our patients, our dentists and our members. We’re not, however, stopping here. The Rhode Island Dental Association has a robust legislative agenda which we will be tackling next year. This is only the beginning.”

Louisiana's Senate Bill 463 leans into the model adopted in January by the National Council of Insurance Legislators. The law requires insurers to file a dental loss ratio report annually where the information will be posted in a searchable format on the state's Department of Insurance website. The law also requires dental insurers to provide the number of enrollees in their plans, the plan cost-sharing figures, deductible amounts, annual maximum coverage limits and the number of enrollees who meet or exceed the annual coverage limits.

According to Annette Droddy, executive director and CEO of the Louisiana Dental Association, the “milestone legislation” supports Louisiana dentists and their patients.

“SB 463 is milestone legislation for the Louisiana Dental Association and supports our mission to protect Louisiana dentists and their patients. Just like in medical insurance, patients and their employers deserve visibility into how much of their dental insurance premiums are paying for care, as opposed to administrative costs. Transparency and reporting will give consumers the opportunity to have choices in selecting a quality dental plan,” she said. ■

Protective refers to Protective Life Insurance Company (PLICO) and its affiliates, including Protective Life and Annuity Insurance Company (PLAIC). PLICO, founded in 1907, is located in Nashville, TN, and is licensed in all states excluding New York. PLAIC is located in Birmingham, AL, and is licensed in New York. Each company is solely responsible for the financial obligations accruing under the products it issues. Product guarantees are backed by the financial strength and claims-paying ability of the issuing company.

Protective® is a registered trademark of PLICO. The Protective trademarks, logos and service marks are property of PLICO and are protected by copyright, trademark and/or other proprietary rights and laws. ADA® is a registered trademark of the American Dental Association (ADA). ADA Members Insurance Plans is a registered service mark of the ADA. The ADA trademarks, logos and service marks are the property of the ADA and used by Protective with permission. In some states, the ADA is entitled to receive royalties from the ADA Members Insurance Plans.

ADA Members Insurance Plans refers to the group life, disability and supplemental medical policies issued by PLICO and PLAIC to the ADA.

TL-P 1-21 is a Term Life insurance policy issued by PLICO in all states except New York where it is issued under form TL-P-NY 1-21 by PLAIC. Benefits are provided under a group policy issued to the ADA. Product availability and features may vary by state. Consult the policy for benefits, riders, limitations and exclusions. Benefits adjusted for misstatements of age. Each participant will receive a Certificate of Insurance explaining the terms and conditions of the policy. An insured must maintain continuous ADA membership to remain eligible for insurance.

The Premium Credit discount is not guaranteed but reevaluated periodically. Premiums increase annually based on age which is each participant's actual age beginning on the first day of the month following his or her birthday.

CLC.5734262.05.24

**MEDICAID** *continued from Page 7*

Healthcare for credentialing. This will create single credentialing, which not only standardizes the process and documentation collection but also works to eliminate repetitive work, improve revenue cycle and lower credentialing costs for providers, practices, hospitals and facilities.

Ohio Dental Association Executive Director David Owsiany said the Ohio Dental Association has been working with the Ohio Department of Medicaid for many years to improve the state's Medicaid program, including during the re-procurement process with the Medicaid managed care plans.

"This will help ensure more prompt processing of credentialing applications and a uniform process across all entities involved in administering Medicaid dental benefits in Ohio," Mr. Owsiany said.

Additionally, Ohio's fiscal year 2024 budget included a significant additional investment into dental Medicaid reimbursements. Effective earlier this year, dental reimbursements in the state's Medicaid system increased by 93% on average per procedure.

Missouri saw more than 100 new providers sign up to participate in Medicaid for 2024, after raising the reimbursement rates to 80% of the

50th percentile. This approximately 10% increase took decades of work with many oral health care stakeholders addressing the need to increase reimbursement rates for dental Medicaid, Missouri Dental Association Executive Director Vicki Wilbers said. The fiscal year 2025 budget also included \$2.4 million towards additional coverage for dental anesthesia and extraction codes in parity with Medicare.

An "essential part" of the successful increase came from hiring a dental Medicaid facilitator, according to Ms. Wilbers. The Missouri Foundation for Health provided a grant to the Missouri Coalition for Oral Health to hire the position in December 2022 to assist dentists in applying to be a provider, answer their questions and provide education through regular meetings. The facilitator

works closely with the state Medicaid program, the Office of Dental Health and the Missouri Dental Association.

"Missouri Medicaid rates are often higher than private carrier dental reimbursements. That makes this a good financial decision for many providers to join. And then on top of that, [with] the additional help with the facilitator, it results in the goal of all this: more oral health access for Missourians," Ms. Wilbers said.

Rhode Island passed Senate Bill 2751, which adjusts the Medicaid reimbursement rate for dental procedures performed in ambulatory surgical care centers by including a new dental rehabilitation code, called G0330, on the list of procedures eligible for Medicaid reimbursement. G0330 allows ambulatory surgical care centers

to bill for facility costs they incur by making their facilities available for dental procedures. The legislation requires that services billed by ambulatory surgical care under G0330 are reimbursed at 95% of the total payment rate listed on the Medicare Part B Hospital Outpatient Prospective Payment System.

Fred Hartman, D.M.D., past president of the Rhode Island Dental Association, said the "unimaginable wait" of 14 to 18 months for patients requiring dental care under general anesthesia prompted legislators to pass the bill.

"This bill's passage is significant because it provides immediate relief and is another indicator that legislators and the public understand oral health is deeply connected to overall health," Dr. Hartman said. ■

 **AROUND THE ADA**

## ADA Foundation award open to researchers showing promise

### Crest and Oral-B Promising Researcher Award recognizes excellence

BY DAVID BURGER

The ADA Foundation has an award opportunity for researchers early in their careers who have demonstrated leadership and research excellence in dentistry.

The Crest and Oral-B Promising Researcher Award promotes and recognizes excellence in oral health research by providing \$5,000 to a promising candidate whose research is focused on preventive dentistry.

Eligible candidates may be involved in basic, translational or clinical research. Award funds will enable the winning candidate to attend one or more scientific conferences to further their knowledge or skills or to present research findings.

Degree candidates must conduct oral health research in preventive dentistry while enrolled in one of the following degree programs at an eligible institution:

- D.D.S. or D.M.D.
- D.D.S./D.M.D. and Ph.D. dual degree.
- Advanced Dental Education.
- Ph.D. or equivalent.
- M.P.H., M.S. or equivalent.
- Foreign equivalent.

The application portal deadline is Sept. 16 at 11:59 p.m. Central time.

For questions about the awards, contact Tracey Schilligo, ADA Foundation professional programs manager, at foundation@ada.org or 312-440-2763. ■



Forged by reputation, world famous "Brawn" by NEOBURR is a bold aromatic nod to resilient composite cutting connoisseurs.

Not a *luxury*. A necessity.

FREE SAMPLE!

Call or visit: [MicrocopyDental.com/#/sample](https://MicrocopyDental.com/#/sample)

 **microcopy**

**NEOBURR**®

**800.235.1863**  
Microcopydental.com

# HEADs UP supports individuals with developmental disabilities

## Association expresses 'strong support' for legislation

BY OLIVIA ANDERSON

The ADA is expressing "strong support" for a bill that would authorize the Department of Health and Human Services to award grants to health centers that provide services to people

with developmental disabilities, including dental care.

The Healthcare Extension and Accessibility for Developmentally disabled and Underserved Population Act of 2023, H.R. 3380, allows the department to designate individuals with intellectual and developmental disabilities as

medically underserved populations. The change in designation would give individuals with intellectual and developmental disabilities access to primary care and specialist services.

The HEADs UP Act aligns with the ADA's commitment to improving access to comprehensive dental care for those with developmental

disabilities, the Association said in a letter signed by ADA President Linda J. Edgar, D.D.S., and Executive Director Raymond A. Cohlma, D.D.S.

The letter goes on to note the ADA has long advocated for the designation of individuals with intellectual and developmental disabilities as a medically underserved population. It states that the inclusion of individuals with developmental disabilities in the definition of medically underserved populations under Section 330 of the Public Health Service Act will "facilitate the provision of critical health care services, including specialized dental care, through health centers and the National Health Service Corps."

"H.R. 3380's emphasis on enhancing dental care services by health centers and requiring specialized treatment for individuals with developmental disabilities is a significant step towards achieving equitable access to oral health care," the ADA letter reads. "This bill's provisions for supplemental grants will ensure that health centers can deliver the necessary services without supplanting existing resources."

Follow all the ADA's advocacy efforts at [ADA.org/Advocacy](http://ADA.org/Advocacy). ■

## Lower Your Lab Expenses Instantly with Trident.

WE  
**SAVE**  
DENTISTS  
MONEY

We are committed to offering practical pricing without sacrificing quality or service.



Full Solid  
Contour Zirconia

**\$75**  
/ Per Unit

### Let Trident Take On All Of Your Dental Lab Needs

- Full Service Lab
- Highest Quality Materials
- Advanced Technology and Support Team



**Get Started Today!**

◀ Scan the code to request a FREE Starter Kit.



(800) 221-4831 | [www.tridentlab.com](http://www.tridentlab.com)

## HIPAA rule supports reproductive health care privacy

### Final rule now in effect

BY OLIVIA ANDERSON

The Biden administration's final rule to support reproductive health care privacy went into effect June 25.

The HIPAA Privacy Rule to Support Reproductive Health Care Privacy was published in the Federal Register April 26 by the Office for Civil Rights at the U.S. Department of Health and Human Services. The final rule aims to strengthen the Health Insurance Portability and Accountability Act of 1996 Privacy Rule by prohibiting the use and disclosure of protected health information related to lawful reproductive health care in certain circumstances.

The final rule prohibits the use or disclosure of protected health information when it is sought to investigate or impose liability on health care providers or others who seek, obtain, provide or facilitate lawful reproductive health care, according to a news release from the Department of Health and Human Services. It requires all covered entities to obtain a signed attestation that certain requests for protected health information potentially related to reproductive health care are not for a prohibited purpose. The final rule also requires covered entities to modify their Notice of Privacy Practices to support reproductive health care privacy.

The compliance date for covered entities and business associates is Dec. 23, except for the changes to the HIPAA Notice of Privacy Practices, which has a compliance date of Feb. 16, 2026.

The Office for Civil Rights has compiled resources for both community members and covered entities or business associates. To view the resources, visit [hhs.gov/hipaa/for-professionals/special-topics/reproductive-health/index.html](http://hhs.gov/hipaa/for-professionals/special-topics/reproductive-health/index.html). ■

# ADA election campaign statements

Candidates seeking ADA-elected offices prepared platform statements and profiles for the ADA News. Each candidate was sent a profile form with the same questions and asked to list no more than five items for professional memberships, volunteer posts/elective offices and main qualifications. Publication of these statements and profiles should not be construed as an endorsement of any candidate by the ADA News or other staff of the ADA or its subsidiaries. These statements and profiles are presented as information for Association members. The candidates included are those who — as of July 30 — had decided to seek office through the upcoming Association elections being held concurrently with the Oct. 19-22 House of Delegates in New Orleans. The candidates' profiles and statements are also available on ADA.org for Association members only.



## Chad R. Leighty, D.D.S.



My campaign slogan is "Leight the Way for the ADA." What I mean by this is that to meet the challenges we face, we must be open to finding creative and innovative paths forward that demonstrate value for all dentists.

In exploring these new paths, we must remember what has made our profession so special and our ADA so effective. We got here by upholding our core values of putting patients first, promoting quality oral health care and demonstrating professional ethics in all we do.

Our path forward will build on this strong foundation. Together, we can address the important issues we face including dental insurance reform and workforce challenges.

Moving forward, we must be more transparent in our member communications, so we truly have a shared vision for the ADA. The ADA must also continue to enhance its business model, including leveraging technology, exploring new membership models and engaging in strategic forecasting, so that we better meet the needs of all dentists, regardless of demographic background or practice type. My goal is to "Leight the Way" for every member dentist to succeed and to a brighter future for the ADA. ■

## Rudolph T. Liddell, D.M.D.



The strength of organized dentistry lies in the tripartite system. I have dedicated the last 25 years serving in all levels of leadership. My quintessential leadership experience occurred during the pandemic. While serving as Florida Dental Association president and Council on Dental Practice chair, I co-chaired the ADA's COVID Response Task Group. We delivered a worked product, the Return to Work Toolkit, in a record four weeks. I also served as the only health care practitioner on the governor's Re-Open Florida Task Force.

I believe that the American Dental Association is the stitching that bonds us together and keeps our association strong. My hope is to be a national leader who unites for the moment and builds for the future. We need to continue to advocate for our members in areas such as third-party payors, workforce and student debt. Many of our colleagues struggle when it comes to mental well-being; we need to do more to identify and help these individuals. Current leaders must cultivate a generation of diverse and young leaders, for the profession will be theirs to lead into the future. Under my leadership, I believe the diversity within dentistry can be one of its greatest assets. ■

## Maria C. Maranga, D.D.S.



Change is here, in our world, our profession and in our Association. Change can sometimes be hard and uncomfortable. Strong and experienced leadership is key to communicating how change, although not always perfect, will improve both the dental profession and the patients we serve.

Membership decline has been a topic of discussion for several years. We can no longer just talk about it; we must act to keep our Association relevant and the leader of the dental community.

In order to do this, we need to be mindful of how our membership is evolving. We must take into account changing demographics, practice models, workforce issues and student debt.

The new membership model, paired with Salesforce and Fontiva, will give members tailored products and services in real time. With these goals and collaboration, we will restore the value of membership.

Through advocacy, we must continue to communicate with third-party providers and streamline regulatory issues, to protect and strengthen our profession for better patient outcomes.

We must transform the way the ADA communicates, connect members to the tools they need to succeed, and establish effective collaboration between ADA staff, the Board, the House and our members. ■

### President-elect candidate profile

**Current residence:** Marion, Indiana  
**Dental school attended:** Indiana University School of Dentistry  
**Year received dental degree:** 1993  
**Postgraduate education/specialty:** None  
**Years of ADA membership:** 31

#### Other professional memberships:

- Pierre Fauchard Academy.
- International College of Dentists.
- Dental Lifeline Network.
- Mission of Mercy triage lead volunteer.
- ADPAC lifelong giving member.

#### Volunteer posts/elective offices held in organized dentistry:

- Chair of ADA Budget & Finance Committee.
- Board liaison to ADA New Dentist Committee.
- Board liaison to ASDA.
- Board liaison to ADA Council on Dental Practice.
- Chair of ADA Committee on Annual Meetings.

#### What are your main qualifications for the office you seek?

I have a long history of visionary and inclusive leadership that challenges the status quo and pushes innovation. I also bring the unique ability to engage a broad cross-section of dentists. I owned and operated a private general dental office for more than 20 years. Today, I am a member of a multi-site group practice. Over the course of my career, my patient base has included people with private dental benefits, people without any dental coverage and people on government assistance (Medicaid). So, I understand the challenges of practicing in a single-office private practice and in a multi-site group practice, and the challenges of providing care to a diverse patient base. Because of these experiences I will work to ensure the ADA is relevant to all dentists, regardless of practice type.

#### Why do you want to be an ADA officer?

Our profession has reached a transformative time. The ADA needs a leader that is relevant, bold and can inspire innovation. I am a leader that will challenge those around me while building collaborative bridges among all generations, demographic backgrounds, and practice models. The ADA is engaging in an enterprising new strategy by fine-tuning our strategic forecasting process, exploring new membership models and leveraging technology platforms like Fonteva and Salesforce. I possess the leadership skills to carry out this vision in a way that is both bold yet collaborative, so our members know that the ADA is on their side. Change can be difficult, but without change, there can be no progress. I know that together we can build an ADA that truly helps every member succeed.

### President-elect candidate profile

**Current residence:** Valrico, Florida  
**Dental school attended:** University of Florida College of Dentistry  
**Year received dental degree:** 1982  
**Postgraduate education/specialty:** None  
**Years of ADA membership:** 47

#### Other professional memberships:

- Fellow, American College of Dentists.
- Fellow, International College of Dentists.
- Fellow, Pierre Fauchard Academy.
- Member, Florida Academy of Dental Practice Administration.

#### Volunteer posts/elective offices held in organized dentistry:

- American Dental Association 17th District trustee.
- Chair, ADA Council on Dental Practice.
- President, Florida Dental Association.
- President, West Coast District Dental Association.
- President, Hillsborough County Dental Association.

#### What are your main qualifications for the office you seek?

Results oriented — I can identify what needs to be accomplished and stay focused on the tasks required to achieve goals. Examples: During the pandemic, I co-chaired the ADA's COVID Response Task Group, a team that delivered a Return to Work Toolkit in four weeks. I was the Florida Dental Association's president at that time and the only health care practitioner on the governor's Re-Open Florida Task Force. I presented the essential need for dental care, emphasizing that Florida dentists were positioned to return to work early. When dental school clinics were shut down, I petitioned the governor to issue an executive order rescinding the live patient exam requirement so that new graduates had a path to licensure.

Visionary — Guided by the wisdom gained from all levels of the tripartite in which I've served, I understand the need for the ADA to adapt to meet the changing requirements of today's diverse and young members. I am passionate about leadership development, positioning others to succeed in their roles to represent and support the profession into the future.

Advocacy — I have supported and promoted the interests of the dental profession at both the state and national level for many years. Giving our members a voice in governmental affairs consistently ranks among the benefits that matter most to our members.

#### Why do you want to be an ADA officer?

I am seeking the office of ADA president-elect to use my experience, influence and integrity to lead our association with strategies to meet the needs of our evolving demographics and inspire my colleagues coming up through the ranks to continue to work for the benefit of the profession.

### President-elect candidate profile

**Current residence:** Northport, New York  
**Dental school attended:** NYU College of Dentistry  
**Year received dental degree:** 1988  
**Postgraduate education/specialty:** Endodontics  
**Years of ADA membership:** 36

#### Other professional memberships:

- American Association of Endodontists.
- American Dental Educators Association.
- American Association of Women Dentists.
- International College of Dentists.
- Pierre Fauchard Academy.

#### Volunteer posts/elective offices held in organized dentistry:

- Past ADA first and second vice president.
- President, New York State Association of Endodontists.
- Academic affairs director, American Association for Women Dentists.
- Past chair, ADA Council on Membership.
- American Association of Endodontists board/foundation and liaison to ADPAC.

#### What are your main qualifications for the office you seek?

- I have board, chair and/or presidential experience at all three levels of our tripartite. Coupled with my experience at the AAE, I value and embrace the symbiotic relationship of the ADA, specialty groups and dental service organizations.
- As chair of the NYS Dental Foundation, I promote an environment of mutual respect for our dental leaders, corporate sponsors and oral health advocates.
- As an educator for over 30 years, I see firsthand the struggles of our students and residents, who also look to me as a mentor for career guidance and empathy.
- As an alumna of the ADA's Institute for Diversity in Leadership, my commitment to encourage, inspire and stimulate growth of our diverse membership remains steadfast.
- As a practitioner/educator, small business owner and ADPAC board member, I understand the importance of advocacy for all members from early on in their careers to more seasoned practitioners. Leading by example helps to ensure that the autonomy we enjoy will be passed on to another generation.

#### Why do you want to be an ADA officer?

As ADA president-elect, I would continue to carve more successful pathways for our membership through advocacy, mentorship and consensus building. Over the next few years of transformation, as our profession is critiqued by members and the public alike, we need an officer who can facilitate inclusion and growth calmly and boldly. I have been that champion through my work as a clinician, a specialty educator, a researcher, a state foundation chair and international outreach team member. I believe I have the competence, drive and passion to do what the ADA needs right now, to move us forward and with necessary change.

**ELECTIONS** *continued from Page 11*
**Michael D. Medovic, D.D.S.**


My dream and vision is to unite all dentists under the banner of the ADA so we can guard and defend our profession against outside entities seeking to interfere with the doctor-patient relationship our profession holds sacred. We then can serve as

the voice and advocate for our members, so they can chart the course for the future of our profession. I want the ADA to be a "port in the storm" for all dentists and their teams and a "bridge to the future" for dentists at every stage of their careers.

United together we can speak with one powerful voice to address the many issues that lay before us such as third-party payers, workforce shortages, student debt and faculty recruitment. We must also incentivize new graduates to consider replacing retiring dentists in rural areas where the quality of life is very good, there is less competition, the cost of living is much lower and the patients need care.

My platform includes a leadership summit at the ADA's expense for all allied and specialty groups to work on unifying our profession, a mentorship program for all dental students and a free financial literacy program available only to ASDA / ADA members. ■

**Richard J. Rosato, D.M.D.**


Dentistry is precious to those of us privileged to practice this profession. At its best, the ADA represents the art and science of dentistry rewarding each of us with the ability to achieve the American dream for ourselves, our families and the communities we serve.

I am running to be your president-elect because the world will belong to the proactive collaborators who create the future we envision reflecting our shared values. Members rightfully expect more from the ADA, and we must strive to exceed expectations with mission-driven leadership and knowledge sharing. My years of experience are deeply rooted in encouraging difficult conversations, listening to all stakeholders and bringing bold ideas to fruition.

By approaching every challenge as an opportunity, the ADA can both ensure quality care for our patients and secure the practice of dentistry. Let us continue the momentum we built with our successful response to a global pandemic and our single-state ballot initiative that spread into national insurance reform.

Together we can move forward with confidence and purpose. Please join me in building a stage every member is warmly welcomed to stand on. I humbly ask for your vote and partnership. ■

## Federal task force to crack down on e-cigarettes

### ADA urges 'all hands on deck' in coalition letter

BY OLIVIA ANDERSON

The Food and Drug Administration and the Department of Justice announced a new federal agency task force aimed at combating illegal sales and distribution of e-cigarettes. The ADA has previously advocated for mitigating unauthorized e-cigarette products, including flavored products that put young people at risk.



The June 10 announcement follows criticism from lawmakers and public health groups who have pointed to illicit products entering the country. The task force will include the Bureau of Alcohol, Tobacco, Firearms and Explosives; the U.S. Marshals Service; the U.S. Postal Inspection Service; and the Federal Trade Commission to fight the illegal distribution and sale of e-cigarettes. Other agencies may join the task force in the coming months.

The task force will focus on investigating and prosecuting new criminal, civil, seizure and forfeiture actions, as well as the Federal Food, Drug and Cosmetic Act. The goal is the seizure of unauthorized products, which will, in turn, make illegal e-cigarettes less accessible, including to American youth.

At present, the FDA has authorized the sale of 23 specific tobacco-flavored e-cigarette products and devices, meaning these are the only e-cigarette products that currently may be lawfully marketed and sold in the country.

The ADA signed onto a May 22 coalition letter encouraging the FDA, DOJ and U.S. Customs and Border Protection to "use all the enforcement tools at their disposal against manufacturers, distributors, wholesalers and retailers" to clear the market of unauthorized e-cigarette products.

"Despite the fact that FDA has denied marketing authorization for millions of flavored e-cigarette products, several studies have shown that the number of e-cigarettes on the market has increased and that these products have gotten larger in volume, stronger in nicotine strength and cheaper to buy," the letter states.

In the coalition letter, the groups advocated for the adoption of several concrete changes in tobacco enforcement policies to alleviate the issue. These include urging:

- The FDA to make more frequent use of the full range of available enforcement tools.
- The FDA to seek greater penalties in civil monetary penalty actions.
- The DOJ to prioritize tobacco product enforcement and to streamline the process for bringing actions for injunctive relief.
- The Customs and Border Protection to prioritize efforts to stop illegal importation of unauthorized products.
- Bringing enforcement actions against all parties in the supply chain.
- The FDA to end broad exercise of enforcement discretion.

"We urge FDA, DOJ and CBP to respond with an 'all-hands-on-deck' strategy that will use all enforcement tools at their disposal to protect the public health, and particularly the health of our young people, from the flood of illegal, unauthorized e-cigarettes," the letter concludes.

Follow all the ADA's advocacy efforts at [ADA.org/Advocacy](https://ada.org/Advocacy). ■

### President-elect candidate profile

**Current residence:** Wheeling, West Virginia  
**Dental school attended:** West Virginia University School of Dentistry  
**Year received dental degree:** 1984  
**Postgraduate education/specialty:** None  
**Years of ADA membership:** 44

#### Other professional memberships:

- Fellow, International College of Dentists.
- Fellow, American College of Dentists.
- Fellow, Pierre Fauchard Academy.
- Member, Academy of General Dentistry.

#### Volunteer posts/elective offices held in organized dentistry:

- President, West Virginia Dental Association, 2001.
- Member, ADA Council on Annual Sessions, 2006-09.
- Member, ADA Council on Dental Practice, 2016-20.
- Chair, ADA Committee on Annual Meetings, 2023.
- Chair, National Elder Care Advisory Committee, 2017-20.

#### What are your main qualifications for the office you seek?

- Servant leadership style.
- Good listener and respectful of all viewpoints.
- Compassionate and caring for others.
- Passionate fighter for what is right and just.
- Good at coalescing people around a shared dream and vision.

#### Why do you want to be an ADA officer?

My dream is to bring all dentists together under the banner of the ADA so we speak with one voice and are able to unite, guard, defend and serve the profession we have been privileged to inherit. Unless we unite together and become the guardians of the profession, we will be unable to defend her against those outside entities which seek to interfere with the doctor-patient relationship we hold sacred, and we will be unable to truly serve our members. Being an ADA officer should ideally be all about leaving your ego at the door and leading without a title so as to be the voice and the advocate for our members. I want to empower our members to chart the course for the future of the ADA and the future of our profession. A profession is much more than a job, it is a calling, a vocation. We are charged as professionals to leave a better profession to inherit for all those who will follow in our footsteps. Being a professional is all about giving back, and in this giving of self to this profession that has given us all so much, you actually receive back more than you've ever given.

### President-elect candidate profile

**Current residence:** Concord, New Hampshire  
**Dental school attended:** Tufts University School of Dental Medicine  
**Year received dental degree:** 1994  
**Postgraduate education/specialty:** Oral and maxillofacial surgery  
**Years of ADA membership:** 34

#### Other professional memberships:

- Academy of General Dentistry.
- American Association of Oral and Maxillofacial Surgeons.
- American College of Dentists.
- International College of Dentists.
- Pierre Fauchard Academy.

#### Volunteer posts/elective offices held in organized dentistry:

- ADA Council on Ethics, Bylaws and Judicial Affairs chair.
- ADA Election Commission chair.
- ADA 1st District trustee.
- ADA Headquarters Sale Task Force chair.
- New Hampshire Dental Society president.

#### What are your main qualifications for the office you seek?

1. Visionary: Relentless in preparing us for the future. An early advocate for insurance reform and instrumental in the national movement to address it. Brought the ballot initiative to the ADA and secured 5 million in funding from the Board of Trustees to ensure the successful electoral effort.
2. Mission-driven leadership: During the start of the pandemic, remained calm and focused on securing government declaration of dentistry as an essential service, assuring members that our patients and profession would be protected.
3. Fiscal focus: Successfully led multimillion-dollar transaction of ADA headquarters, investing the returns and securing our financial future.
4. Shared values: As a board member for the ADA's two for-profit entities, ADA Business Enterprises Inc. and the Innovation Advisory Committee, gained insight into nondues revenue and dues stabilization opportunities to facilitate saving members money.
5. Knowledge sharing: Leadership positions such as compensation chair allowed me to create a culture that fostered learning, communication of ideas and working collaboratively to promote a sense of unity amongst our leaders that will extend to our members.

#### Why do you want to be an ADA officer?

The opportunity exists to create a culture of belonging at the ADA, where all voices are heard. As practitioners, we make a difference in the daily lives of millions of patients. As president-elect, I will work to ensure we continue to move in the direction we choose for ourselves. Just as we are in our individual practices, our ADA must be fiscally responsible and the model of an ethical profession that brings us pride and respect. I have seen the power of unity and will continue to work alongside our dedicated leaders.

# Professor, retired colonel recipient of ADA Distinguished Service Award

## Theresa S. Gonzales, D.M.D., continues to demonstrate commitment to underserved

BY DAVID BURGER

Retired U.S. Army Col. Theresa S. Gonzales, D.M.D., remembers her childhood dentist well.

“Our dental care was provided by the local dentist in my hometown, and I can honestly say that the only two words that he ever spoke to me, or my four siblings, was ‘open’ and ‘spit.’”

But what he lacked in conversation skills, she said, was made up in abundance with compassion and integrity.

“He was a genuinely kind and honorable man who wore the starched white dental smocks of that era, and he meticulously maintained the environment of care for his patients. He was our dentist, and we were his patients. He encouraged me to consider dentistry as a career, and I did not want to disappoint him. He cared about us, our community and our teeth, in that order.”

The daughter of a career soldier, Dr. Gonzales grew up to become both a dentist and ultimately a colonel in the U.S. Army.

Now chair of the department of advanced specialty sciences and director of the Ryan White Dental Clinic at the Medical University of South Carolina’s James B. Edwards College of Dental Medicine, she has demonstrated a lifelong commitment to leadership, education, military readiness, veterans and serving the underserved.

For that, the ADA Board of Trustees is awarding her the Association’s 2024 Distinguished Service Award, one of the highest honors the ADA bestows on its members.

“In addition to her distinguished service in the military, Dr. Theresa Gonzales has been an educator for

nearly 35 years,” said ADA President Linda J. Edgar, D.D.S. “She brings her real-world experiences as an oral and maxillofacial pathologist to the classroom, along with her perspectives on the importance of interprofessional collaboration for optimal patient

care. Amid all of these roles, she also advocates for improved dental care for veterans in her service on the board of the ADA Foundation. I am so happy that she is being recognized for her many years of service to her patients, to the next generation of

dentists, and to our country.”

Dr. Gonzales will accept her award in October at SmileCon 2024 in New Orleans.

“Generally, people have encouraged me to achieve whatever was humanly possible with the knowledge, skills and attributes that I possess and for that I am truly grateful,” said Dr. Gonzales.

### ARMY OF ONE

Mark A. Miller, D.M.D., M.D., associate professor, faculty endowed chair and associate dean for hospital affairs at the James B. Edwards College of Dental Medicine at the Medical University of South Carolina, said Dr. Gonzales was in the top 1% of all clinicians he has ever worked with.

See DSA, page 14



Impart: Theresa Gonzales, D.M.D., delivers a speech as the 2023 Medical University of South Carolina commencement speaker.



Hobby: Dr. Gonzales shows off her latest catch while engaging in her favorite pastime. “For the most part I am a catch and release person, and waters off the Carolina coast never disappoint,” she said.

Photos courtesy of Dr. Gonzales

Introducing



# AlignerAi

Revolutionary Aligner Therapy™

Created by Dentists, for Dentists

## Transforming Aligner Therapy with AI-driven Solutions

-  Remote patient tracking & monitoring in real time
-  Virtual 3D Bite Registration
-  Creates STL revision files remotely
-  Reduces chair time by 3.5 visits
-  More predictable and more reliable outcomes



vBite™ with IntelliTrack™

\*Products shown above are computer-generated demo versions. The product is still currently under development and is not yet available on the market.

JOIN THE CROWD  
INVEST NOW →



  
[smile@alignerai.com](mailto:smile@alignerai.com)

  
[AlignerAi.com](http://AlignerAi.com)

  
[StartEngine.com/offering/AlignerAi](http://StartEngine.com/offering/AlignerAi)

  
 Fremont, CA | Berlin, Germany

FDA Disclaimer: None of the statements in our marketing and educational materials or website have been evaluated by the Food and Drug Administration (FDA). Any devices depicted have not obtained 510(k) clearance and are not commercially available.

Copyright 2024 AlignerAi

DSA continued from Page 13

"When I reflect on Dr. Gonzales' life of service, it is clear to me that she is the shining example of what distinguished service should be, as evident in her career as an officer in the United States Army, serving meritoriously at every level along the way," Dr. Miller said. "Her dedication to continuing her own education in the spirit of serving the population at greatest risk place her in a rare and elite group. Her achievements are too many to discuss, but the picture they paint are of a servant who excels at every opportunity, leads by example and above all, places her patients first."

Dr. Gonzales grew up in a small town in upstate South Carolina, with parents she proudly called members of the greatest generation.



Honor: Theresa Gonzales, D.M.D., second from right, stands at the Medical University of South Carolina's College of Dental Medicine's Commissioning Ceremony.

"My childhood was pretty idyllic," she said. "As an intrepid adventurer, I rode horseback and fished almost every day. Life was perfect."

According to Dr. Gonzales, her blessed childhood led her to voluntarily join the Army.

"The United States Army is the family business," Dr. Gonzales said. "I grew up in a very military family, so from my perspective, I have always been in the Army. My immediate family has served in every war since World War I, and this was somewhat expected as a condition of citizenry."

Dr. Gonzales graduated from the College of Charleston in 1980 and earned her D.M.D. at the Medical University of South Carolina in 1984. That same year, she began her military service with a general practice residency at Moncreif Army Hospital in Columbia, South Carolina.

Over the years, she served as a peacekeeper with the Multinational Force and Observers posted to El Gorah, Egypt, at the Walter Reed Army Regional Medical Center, and as director of strategic communications with the

Office of the Surgeon General, which she concluded in 2013 when she joined her alma mater as a professor of oral pathology and director of orofacial pain management.

**NEW FOCUS, NEW ROLE**

When she retired from the military, she wanted to focus on the diagnosis and treatment of chronic orofacial pain. It was important to her, she said, "Primarily due to the fact that these patients are 'medical orphans,' and they are bounced from place to place trying to access the care they require. Chronic pain management should and must be a priority in health care."

When she retired to her native South Carolina, she endeavored to establish a pain management portal for the diagnosis and treatment of chronic orofacial pain.

"Chronic orofacial pain is relatively common with approximately 7-12% of the general population reporting such symptoms, which concomitantly occur with other somatic symptoms that cannot be adequately explained by known organic pathology," Dr. Gonzales said.

With her support, the Chronic Orofacial Pain Management Service was born, the first service of this type to be offered at the college of dental medicine.

"Over the past several years, I have endeavored to diagnose and treat a robust cohort of patients with chronic orofacial pain complaints, and I regularly review the treatment outcomes in a deliberate effort to refine and more importantly improve treatment efficacy with regard to chronic pain patients in general," she said.

On top of those efforts, Dr. Gonzales said her favorite days of the week are spent at the Roper Ryan White Clinic, a multidisciplinary health care facility devoted to providing HIV/AIDS care by an inter-professional team of experts in infectious disease.

"It's where we can regularly deliver on the promise of oral health care for vulnerable communities," she said. "Providing access and equity to oral health care for vulnerable and underserved populations is a public health mandate."

Next on her agenda, she said, is a life centered on public health and public health policy that makes oral health care front and center in the overall health care debate.

"I am an unapologetic 'policy wonk,' and I know we can do this. We must reimagine a healthier America — one that makes good on access and equity," Dr. Gonzales said. "Lessons from our shared experience of the pandemic taught us that the health of all of us depends on the health of each of us."

When she looks back, Dr. Gonzales is most proud of her opportunity to assist in the education of successive generations of clinician-scholars.

"Dentistry has changed dramatically in my lifetime and as a career educator, I have been able to champion curricular changes to help equip 21st century learners." ■



DENTAL LABORATORIES HUNTSVILLE, ALABAMA

# Save on Zirconia Crowns!

## Special Price Offer for 30 Days





BEFORE



AFTER

### ULTRA Z<sup>®</sup> ESTHETIC

- ✓ Highly esthetic, multi-layer zirconia with built-in gingival and incisal color blend
- ✓ 88% stronger than pressed lithium disilicate; 750 MPa
- ✓ 5Y-TZP Grade



### Element-Z<sup>®</sup>

- ✓ Higher translucency and more accurate shade matching capabilities than competing brands
- ✓ 1200 MPa for ultimate strength
- ✓ 3Y-TZP Grade





**\$85.00\***  
Per Unit

**\$75.00\***  
Per Unit  
MODEL LESS & DIGITAL

**ULTRA Z<sup>®</sup> Element-Z<sup>®</sup>**

**SPECIAL PRICE OFFER FOR 30 DAYS**

\*Terms: Retail price \$122 per unit & \$95 digital scanned / model-less. The offer does not include Element Z Lingual crowns or SELECT crowns. Discount may not be combined with any other offer or discount and may only be applied one time per account. Discount is applied for 30 consecutive days and ends automatically. Send in coupon for discount to be applied. Offer must be redeemed before December 31, 2024.

**CODE: ADAEZUZ85 / CODE: ADAEZUZ75**

CUT HERE

oralartsdental.com | 800-354-2075 | Free Inbound Shipping



# ADA Library & Archives digital exhibit details pain management through the years

Collection complements traveling aspirin exhibit



On display: The National Library of Medicine’s “Take Two and Call Me in the Morning: The Story of Aspirin Revisited” traveling exhibit stops by ADA headquarters in Chicago.

BY MARY BETH VERSACI

The ADA Library & Archives has launched a digital exhibit detailing pain management in dentistry to complement a National Library of Medicine traveling exhibit that stopped at ADA headquarters in Chicago this summer.

The ADA Library & Archives provides ADA members with access to dental and oral health resources and research, as well as records and publications from the ADA’s archives. Part of that research is available through ADA Commons, an open digital repository that collects, preserves and disseminates state and local dental association publications and research.

“From Willow Leaf to Pain Relief: Aspirin & Pain Management in Dentistry” is ADA Commons’ first digital exhibit. It traces the progression of orofacial pain management throughout history, highlighting how recommendations for aspirin and other medicines prescribed for dental pain relief have changed over the years. The exhibit is available at [commons.ada.org/exhibit/aspirin-and-pain-management-in-dentistry](https://commons.ada.org/exhibit/aspirin-and-pain-management-in-dentistry).

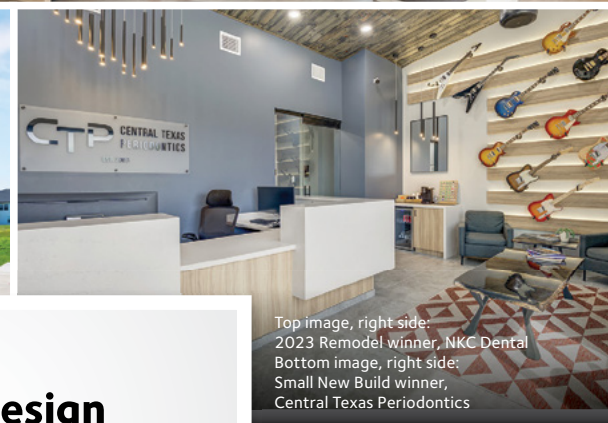
“It’s exciting to get to uncover and piece together dentistry’s past with its present through the ADA’s extensive modern resources and archival collections,” said Ellen Thieme, ADA Library & Archives digital archives assistant, who worked on not only the ADA exhibit but also the National Library of Medicine exhibit when she was an associate fellow there.

The digital exhibit features three collections. One offers a sampling of the different ways people have attempted to alleviate orofacial pain over time, including folk beliefs and early medical thought. Another section deals with the changing best practices for medications prescribed to patients to ease pain after extractions, and the third contains primers on aspirin from contemporary ADA and National Library of Medicine resources, as well as a selection of archival materials pertaining to aspirin published by the ADA.

The National Library of Medicine’s “Take Two and Call Me in the Morning: The Story of Aspirin Revisited” is a traveling exhibit detailing the history of aspirin around the world, from ancient to modern times. It expands on the content of a 1959 exhibit about the same topic and features a companion website at [nlm.nih.gov/exhibition/the-story-of-aspirin/index.html](https://nlm.nih.gov/exhibition/the-story-of-aspirin/index.html).

“I think, especially paired with the ADA Commons exhibit we’ve created, dentists will really appreciate the bird’s eye perspective on the magnitude of dentistry’s impact on people’s relationship to pain and patient safety,” Ms. Thieme said. “In many ways, the traveling exhibit and our ADA Commons exhibit are a thank-you note to our scientific community and the people who engage with it.”

For more from the ADA Library & Archives, visit [ADA.org/library](https://ADA.org/library). ■



Top and bottom image, left side: 2023 Large New Build winner, Bennett Family Dentistry

Top image, right side: 2023 Remodel winner, NKC Dental  
Bottom image, right side: Small New Build winner, Central Texas Periodontics

Photos courtesy of 2023 winners.



## CALL FOR ENTRIES 2024 Design Innovation Awards

**SUBMIT ENTRIES:**  
June 17 - August 16, 2024

**NEW BUILD PRIZE WINNER:**  
Receives \$1,000

**LARGE NEW BUILD PRIZE WINNER:**  
Receives \$1,000

**REMODEL PRIZE WINNER:**  
Receives \$1,000

**WINNERS WILL BE ANNOUNCED:**  
By November 11, 2024

**IS YOUR PRACTICE A WINNER?** It could be. Enter the ADA Design Innovation Awards and receive the recognition your practice deserves for a new build, large new build or an exciting remodel from the past three years. Winning dental facilities will demonstrate an interesting or innovative use of space and color with an eye towards function and a design that enhances the patient and staff experience in your office. A panel of dentist judges will select three finalists from each category. Votes can then be cast via an online voting website to determine the winners. Winners will receive a \$1,000 prize and be featured in ADA publications.

FOR ENTRY FORM AND COMPLETE CONTEST RULES VISIT: [ADA.org/DIA](https://ADA.org/DIA)



SPONSORED BY:

ADA American Dental Association®

ADA Member Advantage™

panacea FINANCIAL



# SmileCon Opening Session to offer insights, inspiration

## Event kicks off ADA's annual meeting Oct. 17 in New Orleans

BY MARY BETH VERSACI

**G**et ready to feel wowed, moved and empowered during SmileCon 2024's Opening Session, which will kick off the meeting Oct. 17 in

New Orleans.

"The Opening Session is where insight meets inspiration," said ADA President Linda J. Edgar, D.D.S. "Don't miss the fun as we hear from experts, bond over our shared journeys and experiences, and celebrate dentistry's



Wow: Opening Session attendees are all smiles during SmileCon 2023 in Orlando, Florida.

**Dentsply  
Sirona**

# Realign Your Expectations with SureSmile®

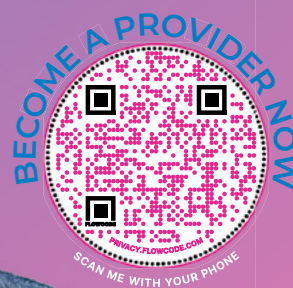
**75% OF SURESMILE® PATIENTS**

**REQUIRED NO REFINEMENTS<sup>1</sup>**

Faster treatment times<sup>2</sup>

Works with most scanners

Expert practice support



**Expect a Better Experience. Switch to SureSmile® Aligners.**

Partner with the aligner brand that delivers predictable results and happy patients from their first aligner to their final smile.

Visit: [www.SureSmile.com](http://www.SureSmile.com)

1. Based on an internal analysis in excess of 150,000 global SureSmile® aligner cases started and completed between Jan 2021 - June 2023  
2. Independent third-party survey among 295 U.S. Clear Aligner Clinicians, 2020. Data on file.

**SMILECON®**  
NEW ORLEANS 2024  
ADA®

triumphs and breakthroughs together as one ADA family."

Bestselling author and organizational expert Shawn Kanungo is this year's keynote speaker. Mr. Kanungo, who has guided countless organizations through major technological shifts, will share the secrets of remaining competitive and relevant in today's crowded market, including how the dental profession can successfully leverage the rise of artificial intelligence.

Trudy-Ann Frazer, D.D.S., known as "Dr. Freeze," the ADA member host of the Opening Session, will use her experience and energy to guide attendees through the session and fire them up for the rest of their time at SmileCon. Dr. Frazer is a board-certified pediatric dentist from Smyrna, Georgia, as well as an educator, podcaster and advocate for self-care.

“

**Don't miss the fun as we hear from experts, bond over our shared journeys and experiences, and celebrate dentistry's triumphs and breakthroughs together as one ADA family.**

— ADA President  
Linda J. Edgar, D.D.S.

The Opening Session will also include remarks from Dr. Edgar, ADA President-elect Brett H. Kessler, D.D.S., and ADA Executive Director Raymond A. Cohlmya, D.D.S.

SmileCon will take place from Oct. 17-19 at the New Orleans Ernest N. Morial Convention Center. The Opening Session will run from 8:15-9:30 a.m. in the La Nouvelle Ballroom, and attendees are invited to arrive early for a continental breakfast and coffee beginning at 7:45 a.m.

To register for SmileCon or learn more, visit [SmileCon.org](http://SmileCon.org). ■

# Dental Office Shopper

For advertising information, call: 877.394.1388 or email us at: [adanews@russelljohns.com](mailto:adanews@russelljohns.com)

Disclaimer: Classified advertisements in ADA News are limited to job opportunities for dentists and auxiliaries, continuing education, professional services, practice and equipment sales and offices for rent. Advertising that appears to discriminate on the basis of race, religion or gender will be rejected. The publisher reserves the right to decline, withdraw or edit copy at its discretion.

## Opportunities Available



### Here's A Position You Don't Want To Miss!

Do you want to live near beautiful lakes, enjoy hiking in the summer, skiing in the winter? We are replacing a Dr with \$275K take home. Great opportunity for an associate dentist to join our incredible dental team, full-time! We are a **dynamic large private practice** in Northern Michigan (near Traverse City) with experienced staff and doctors who focus on providing an exceptional patient experience. Our office offers all phases of dentistry to include endodontics, periodontics, implants, IV sedation and oral surgery. Experienced staff willing to mentor the right individual to achieve a million dollars in production.

We are seeking a skilled and compassionate Dentist to join our team. As a Dentist, you will provide comprehensive dental care to patients of all ages. This is an excellent opportunity to work in a modern dental practice and make a positive impact on the oral health of our community.

Send resume to: [debbie@birchstreetdental.com](mailto:debbie@birchstreetdental.com)

### ASSOCIATE DENTIST NEEDED GREAT EARNING POTENTIAL FOR ASSOCIATE DENTIST IN SUCCESSFUL PRIVATE PRACTICE.

Considering motivated FT associate dentist for private, well established, busy, general, single location (Troy, OH), practice. Begin with existing schedule. Great mentorship for new grad or current practicing dentist who's self-motivated & eager to cultivate skills. Candidates should be skilled with most procedures. Must possess passion, high ethics & integrity. We're fee for service & submit to all dental ins. through employers but not contracted with PPOs. Base salary, minimum \$200K, up to \$400K. **Our world-class office has been voted the #1 DENTAL OFFICE in Miami Co. 15 consecutive years!** We have a respectable reputation for high quality & friendliest staff around.

EMAIL RESUME INCLUDING CAREER GOALS: [resume@bentleydds.com](mailto:resume@bentleydds.com); FOR MORE INFO, PLEASE WATCH VIDEO HERE:



## Professional Services

# SAVE MONEY TODAY!

## REDUCE YOUR CREDIT CARD PROCESSING FEES

**Rates As Low As 0.05%\***



**SWITCH NOW AND GET YOUR FREE SMART TERMINAL**

- ✔ Send Digital Receipts: Email or SMS a Receipt
- ✔ Send Invoices
- ✔ Accept EMV/NFC (Apple Pay, etc.)



Accept EMV/NFC (Apple Pay, etc.) EBT, Snap, Checks and more

Next Day Funding

- ✔ Easy setup (with no setup fees and quick approvals)
- ✔ Seamless integration with your current POS
- ✔ \$295\*\* towards your early termination fee (if you have one) with your current processor
- ✔ Access to Payments Hub - our secure, online merchant portal
- ✔ Free paper\*\*

### OPTIONAL PROGRAMS:

**EDGE: The Best CASH DISCOUNT PROGRAM from North American Bancard**  
Are you ready to get rid of the impact of payment processing costs on your business? With the Edge Cash Discount program you will enjoy the same profit margins from cash payments as you do from non-cash payments.

**Point of Sale Systems**  
Recommendations, Solutions & Integrations

GROW YOUR BUSINESS. PARTNER WITH NAB TODAY!

# 866.481.4604

**North American BANCARD**  
[WWW.NYNAB.COM](http://WWW.NYNAB.COM)

© 2024 North American Bancard, LLC (NAB). All rights reserved. NAB is a registered ISO of BMO Harris Bank N.A., Chicago, IL, Citizens Bank N.A., Providence, RI, The Bancorp Bank, Philadelphia, PA, and First Fresno Bank, Fresno CA. American Express may require separate approval. \*Durbin regulated Check Card percentage rate. A per transaction fee will also apply. \*\*Some restrictions apply. This advertisement is sponsored by an ISO of North American Bancard. Apple Pay is a trademark of Apple.



## Professional Services

# GET CASH

## FOR UNWANTED HANDPIECES & ATTACHMENTS



Clear Out Your Cluttered Drawer!

**3 EASY STEPS**

- 1 Request Free Shipping Box
- 2 Send Items You Want to Sell
- 3 Approve Offer & Get Paid CASH



[BillsForDrills.com](http://BillsForDrills.com)  
1-855-544-1900



## Professional Services

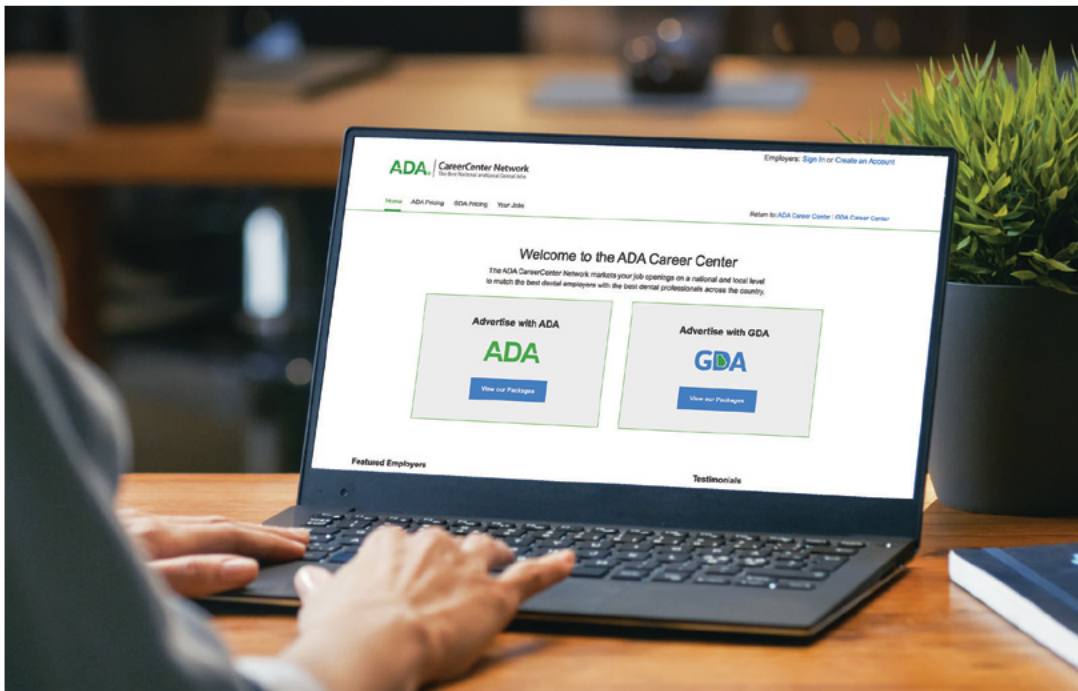
### INTRAORAL X-RAY SENSOR REPAIR/SALES

We repair broken sensors. Save thousands in replacement costs. Specializing in Kodak/Carestream, and major brands. We also buy/sell sensors.

**American SensorTech**  
919-229-0483 [www.repairsensor.com](http://www.repairsensor.com)

Promote your Dental Services with ADA News

**Call today!**  
**877.394.1388**



# POST YOUR DENTAL JOB OPENINGS ON

## [careercenter.ada.org](http://careercenter.ada.org)

# Attract talented candidates today!

## Practices/ Offices Available

**NATIONWIDE** — Practices achieve record values in an IDSO partnership. Confidentially learn the value of your practice without cost or obligation from the largest advisor in the U.S. [www.LargePracticeSales.com](http://www.LargePracticeSales.com).

**FLORIDA** — Fort Lauderdale. Incredible location; practice \$400,000 year gross 3 day week, asking \$300,000. No HMO. 5,000 sq. ft. office building \$1,850,000.00 OBO; Brokers 4%. **Contact James (954) 270-8014, email: [floridadentist123@yahoo.com](mailto:floridadentist123@yahoo.com).**

**MASSACHUSETTS** — Two generation General Dental Practice for sale in Western Massachusetts (Springfield). Sale includes practice and 7 operator office condominium. Seller willing to stay if desired. **Call (413) 530-9460.** No Brokers.

**MISSOURI** — Practice for sale, Southwest Missouri Ozarks. 4 day workweek, 3 operatories. Collections \$450,000. Building and practice, \$250,000 financed @ 4.5%. **E-mail: [toofdrbill@aol.com](mailto:toofdrbill@aol.com) for inquiries.**

**PENNSYLVANIA** — Practice for sale. Dauphin County. Five year transition plan at minimum. Popular Family practice with 8 operatories, experienced care team, strong hygiene program, fully digital with CBCT/Pan, I/O cameras, iTero scanner, and laser. Current owner licensed for nitrous and IV sedation. Stable client base, 50-60 new patients a month and over 3,500 active patients. Real estate owned by Dentist with 7,000 sq. ft. additional leased space. **Contact Dr. Silvers at: [careers@silversfamilydental.com](mailto:careers@silversfamilydental.com).**



## DREAM DENTAL JOBS.

Top Talent.  
Everything  
you need in  
one place!

Find your next dental  
opportunity today on  
[careercenter.ada.org](http://careercenter.ada.org)

### ELECTIONS *continued from Page 12*

#### Tamara S. Berg, D.D.S.



Throughout my career, I have been privileged to mentor dental students and new dentists, represent and advocate for my peers on committees and councils and serve as a leader at the local, state and national levels of the ADA.

My commitment to the ADA's mission is evident in my extensive involvement in organized dentistry, and my vision for the future aligns with the ADA's goals of promoting oral health, advancing dental science and ensuring high standards of practice.

My dedication to these principles drives my desire to continue serving, and I want to work together to grow and enhance our membership value proposition. I strive to influence positive change and will support our professional growth — both as individuals and collectively.

Being in private practice dentistry myself for more than 30 years, I have witnessed firsthand the challenges and opportunities within the field. I've experienced the same staffing and insurance issues you have, and we must collaborate to find innovative and sustainable solutions that improve the patient experience and help us be more successful on every level.

My name is Tamara Berg, and I would be honored to represent you as the second vice president of the American Dental Association. ■

#### Viren L. Jhaveri, D.D.S.



I have been a loyal grassroots member of the ADA for close to 30 years. I am running because I believe our "members in the trenches" deserve to be represented by one of their own.

My platform encompasses three issues:

**Membership:** Improve marketing of the ADA member brand. We know that brands that engage the public with consistency and focus eventually win. Nonmembers don't see the value the ADA brand provides to the individual or its impact on the profession. I will work to better communicate tangible member benefits. Also, I want my ADA to become my virtual dental service organization, providing me with the tools I need to run my practice.

**Workforce issues:** Data shows, besides supporting Action for Dental Health, we need to keep developing toolkits to assist members with staff fulfillment, practice efficiency and work/life balance.

We need to provide guidance to our members and aid states in developing auxiliary dental programs.

**Artificial intelligence:** Our most valuable intelligence is not artificial, it's human. I will work with the board to develop a code of ethics for AI in dentistry, to develop policies and seek legislation that require AI oversight by licensed dentists. ■

#### Second vice president candidate profile

**Current residence:** Yukon, Oklahoma

**Dental school attended:** University of Oklahoma College of Dentistry

**Year received dental degree:** 1995

**Postgraduate education/specialty:** None

**Years of ADA membership:** 29

##### Other professional memberships:

- American Association of Women Dentists.
- American College of Dentists.
- Pierre Fauchard Academy.

##### Volunteer posts/elective offices held in organized dentistry:

- ADA Council on Membership, 2019–22.
- President, American Association of Women Dentists, 2018.
- President, Oklahoma Dental Association, 2010.
- Chair, American College of Dentists Oklahoma Section, 2019.
- Chair, Oklahoma Mission of Mercy, 2011.

##### What are your main qualifications for the office you seek?

- Past president of multiple levels of organized dentistry.
- Served on ADA Council on Membership.
- Chair of multiple committees for Oklahoma Dental Association.
- Delegate or alternate delegate to ADA 14 years.
- Private practice owner.

##### Why do you want to be an ADA officer?

After serving in numerous volunteer leadership roles at all three levels of the ADA tripartite, I feel I can represent my fellow members with my proven organizational, communication and leadership skills. Demonstrating value in tripartite membership is imperative to gaining and retaining a member, and I will bring new and fresh ideas. Open and consistent communication, as well as being available to the membership, is equally invaluable when trying to demonstrate value. I have shown I can balance the required time commitment with work and family life, and I welcome the opportunity to work together to find solutions to the many challenges that lie ahead for our Association.

#### Second vice president candidate profile

**Current residence:** Old Westbury, New York

**Dental school attended:** NYU College of Dentistry

**Year received dental degree:** 1994

**Postgraduate education/specialty:** None

**Years of ADA membership:** 28

##### Other professional memberships:

- International College of Dentists.
- American College of Dentists.
- Pierre Fauchard Academy.
- American Academy of Implant Dentistry.
- Indian Dental Association (USA) Inc.

##### Volunteer posts/elective offices held in organized dentistry:

- ADA delegate.
- Review committee member, CODA.
- Board of trustees, New York State Dental Association.
- Delegate, NYSDA House.
- President, Queens County Dental Society.

##### What are your main qualifications for the office you seek?

Practicing general dentistry for over 29 years in Queens, New York, arguably the most diverse community in America, has given me cultural sensitivity and unique insight into the problems dentists and the public face daily. I have served on various levels of the tripartite and on CODA. I've attended the ADA House for over 25 years, gleaned many valuable lessons about the needs of our delegates, the House and the ADA. Over the years, I have developed a deeper understanding of why the ADA exists and its positive impact on its members and the profession, understanding that the world is looking to us for leadership. We are loved, admired and, most of all, trusted all over the world. My commitment to organized dentistry is lifelong. I believe in the miracle of our collective power.

##### Why do you want to be an ADA officer?

I have been a loyal grassroots member of the ADA for almost 30 years and a faculty member at the NYU College of Dentistry and Flushing Hospital residency program for over 15 years. I'm running because I believe I'm in a unique position. The diversity of my community, along with my experiences, has given me intimate understanding of the varied needs and issues facing our grassroots members with their multitude of backgrounds. I'm confident I will be able to communicate these issues to the Board of Trustees in such a manner as to create policy that will transcend the cultural and generational diversity of our membership, making the ADA more relevant to the new generation of dentists.



# Ohio passes bill aimed at improving dental insurance, license portability

## State joins Dentist and Dental Hygienist Compact

BY OLIVIA ANDERSON

Ohio lawmakers passed legislation that aims to improve dental insurance and license portability, with Gov. Mike DeWine signing the bill into law July 24.

Senate Bill 40 enters Ohio into the Dentist and Dental Hygienist Compact and addresses the limitations health insurers impose on dental care services. Manish Chopra, D.M.D., Ohio Dental Association president and chair of the ODA executive committee, said the bill's passage marks a "significant victory" for the state and would not be possible without the lobbying team and member dentists who testified on behalf of both provisions of S.B. 40.

"The noncovered services bill will protect dentists from unfair insurance practices by prohibiting insurers from setting fees for services they do not cover, ensuring dentists can establish fair and reasonable fees for their services," Dr. Chopra said. "[The compact] will streamline the licensure process, making it easier for dentists to move and work across state lines, ultimately improving access to dental care. This is a big win for Ohio dentists."

Joe Crowley, D.D.S., past ODA and ADA president and chair of the Coalition for

Modernization of Dental Licensure, testified before the Ohio House Health Provider Services Committee in favor of the DDH Compact provisions of S.B. 40. The DDH Compact is an interstate licensure agreement that supports license portability by permitting dental professionals to practice in multiple states without the need for separate licenses. Ohio is the 10th state to join the compact, following Colorado, Minnesota, Maine, Washington, Iowa, Tennessee, Virginia, Wisconsin and Kansas.

Dr. Crowley shared excitement that both the ODA and the Ohio legislature saw the value of the compact and expressed hope that other legislative jurisdictions follow suit.

"License portability for dentists and dental hygienists makes sense at so many levels. The compact becomes a frontline tool to help accommodate the portability process. In the end, the oral health community and the patients that are served by the profession win with the legislation," Dr. Crowley said. "Continued passage throughout [the] U.S. is imperative to success. I am so pleased our Ohio legislators recognized the value by moving the DDH Compact forward."

The bill passed 22-9, with some lawmakers opposing the noncovered services provisions.

Sharon Parsons, D.D.S., past ODA president who testified multiple times throughout the years before the Ohio House and Senate insurance committees in favor of noncovered services, said the provision took a while to pass.

Noncovered services legislation was introduced several years ago after having passed in many other states, Dr. Parsons noted, but Delta Dental decided to fight it in Ohio. She testified on behalf of the bill because "it is an unfair practice levied by insurance companies," she said.

Dr. Parsons highlighted that dentists who sign contracts with insurance companies to be participating providers in preferred provider organizations must accept the carrier's fee schedule for the covered services. This sometimes means dentists barely make a profit on certain procedures and, in some cases, they must limit their fee for services the insurance company deems unnecessary to cover.

In her testimony, Dr. Parsons mentioned that dentists often have to make the difficult decision of whether or not to perform a noncovered service, which as a result interferes with the dentist-patient relationship.

"If we are facing a situation where we can't afford to do a procedure that the insurance company does not cover, we may have to tell the patient that they will need to seek this treatment elsewhere, which is very difficult for them after they have built a trusting relationship with us," Dr. Parsons said.

Under S.B. 40, dental insurance companies will no longer be allowed to require dentists to charge a fee set by the insurer for services the insurer does not cover. If the dentist chooses to charge their regular fee for noncovered services, they must provide the patient seeking noncovered services with pricing and reimbursement information and post the following notice in a conspicuous place:

"IMPORTANT: This dental care provider does not accept the fee schedule set by your insurer for dental care services that are not covered benefits under your plan and instead charges his or her normal fee for those services. This

dental care provider will provide you with an estimated cost for each noncovered service."

According to Dr. Parsons, this new legislation is a very important step forward for dental professionals and the patients they treat.

"The business of an insurance company is to accept risk. The business of a dentist is to treat patients in exchange for a fair fee. The dentist should not have to accept risk so that the insurance company can sell policies by advertising these services at lower cost, especially when the company does not deem them important enough to cover," she said.

For more information on dental insurance, visit [ADA.org/dentalinsurance](http://ADA.org/dentalinsurance). For more information on the DDH Compact, visit [ddhcompact.org](http://ddhcompact.org). ■



## Get to know University of Illinois Chicago College of Dentistry

BY MARY BETH VERSACI

The U.S. boasts more than 70 accredited dental schools, all charged with educating the next generation of dentists.



This series from the ADA News highlights facts about each to help paint a picture of the current dental education landscape.

From the year it was established to its total enrollment across all programs, learn more about the University of Illinois Chicago College of Dentistry in the fact box below, and stay tuned for details about more schools in upcoming ADA News issues. ■

## ADA opposes NIH spending bill rider

### 'This massive consolidation of NIH's institutes and centers amounts to Congress dictating science'

BY OLIVIA ANDERSON

The ADA is expressing opposition to provisions in the fiscal year 2025 Labor, Health and Human Services, Education and Related Agencies Appropriations Act, specifically language that would restructure the National Institutes of Health.

In a July 10 letter to House Appropriations Committee Chair Tom Cole, R-Okla., and ranking member Rosa DeLauro, D-Conn., the ADA urged removal of the language that calls for a reorganization of the NIH.

"Structural and policy changes of this magnitude must be considered through an open, transparent process that includes public hearings and a thorough review of the impact on biomedical research," wrote ADA President Linda J. Edgar, D.D.S., and Executive Director Raymond A. Cohlma, D.D.S. "They must be legislated thoughtfully and deliberately — through an appropriate authorizing body — not simply written into an appropriations bill."

The current version of the House appropriations bill would consolidate the NIH's 27 institutes and centers into 15 newly named institutes and centers. It would place the National Institute of Dental and Craniofacial Research under the jurisdiction of the Institute of Neuroscience and Brain Research.

"NIDCR is the nation's primary biomedical and behavioral research and research training organization specializing in dental, oral, and craniofacial health," the ADA leaders wrote. "Diminishing

NIDCR's institute-level status would threaten the United States' position as the world's leader in dental, oral and craniofacial health research."

NIDCR recently celebrated its 75th anniversary of conducting biomedical and behavioral research and research training, specializing in dental, oral and craniofacial health. The organization works to prevent, detect and treat dental, oral and craniofacial diseases and conditions.

Additionally, the ADA joined 222 other organizations in a July 9 coalition letter also opposing the NIH restructuring proposal.

"This massive consolidation of NIH's institutes and centers amounts to Congress dictating science; it would affect all research conducted at the NIH and be detrimental to the research enterprise," the coalition wrote. "A policy of this magnitude — and one affecting one of our nation's preeminent research institutions — should not be included in an appropriations bill."

During a July 10 appropriations markup meeting, Rep. Mike Simpson, R-Idaho, spoke about the importance of the NIDCR.

"As a former dentist for over two decades, I know the unique challenges that hinder advancements in oral health. Shifting NIDCR to this broader context will dilute its focus and risk the loss of prioritization of the important research this institute carries out. I urge the committee to consider preserving the NIDCR's economy as a unique and separate institute, and I stand ready to work with the committee to achieve this goal," he said.

Follow all the ADA's advocacy efforts at [ADA.org/Advocacy](http://ADA.org/Advocacy). ■



**Location:** Chicago

**Year established:** 1913

**Dean:** Susan Rowan, D.D.S.

**Total enrollment:** 526

#### FUN FACT:

The University of Illinois Chicago College of Dentistry is the **largest dental school** and provider of dental care in **Illinois**.



Next steps: The University of Illinois Chicago College of Dentistry class of 2023 celebrates its commencement on May 4, 2023, at the UIC Isadore and Sadie Dorin Forum.

# GrandiOSO: Built to Last

PROVEN PERFORMANCE,  
ESTHETICS & LONGEVITY  
BUILT ON TOOTHLIKE  
PHYSICAL PROPERTIES



#### 89% fillers by weight:

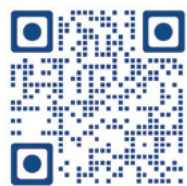
- Outstanding wear resistance
- Enhanced color stability

#### 30–50% less resin compared to classic hybrid and pseudo nano composite

- Low shrinkage of only 1.6 vol.%
- **NON-STICKY**
- Prolonged working time under ambient light

#### Designer Nano particles:

- **EXCELLENT POLISHABILITY AND POLISH RETENTION**
- Tooth-like modulus of elasticity
- Tooth-like thermal expansion and flexural strength



Request Your  
Free Sample!

Data on File at [www.vocoamerica.com](http://www.vocoamerica.com)

Call 1-888-658-2584

## GrandiOSO

### 89% filled Universal Nano-Hybrid Composite

