

Matt Mullin

## Prettier Braces Not Necessarily More Effective, Faster

In the world of braces, it is the ugly duckling variety — stainless steel — and not the swan — nearly invisible — that are most effective. But the problem is the prettier the appliance, the more challenging they are for orthodontists to manage.

“The paradox is that the more esthetic these dental appliances are, the more difficult they are to manage for the orthodontist,” said senior study author Henry Fields, professor and division chair of orthodontics at Ohio State University. “But those are what people like the most.”

The study recently was published in the *American Journal of Orthodontics and Dentofacial Orthopedics*, and the work was supported by Delta Dental.

Respondents were not queried about the attractiveness of decorative and colorful elastic modules that attach the wires

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### Venus White

→ The Venus Smile complete esthetic system offers a range of cosmetic products, both for direct and indirect application. Venus integrates direct composite solutions and indirect porcelain solutions. The fully integrated system, designed to



provide a natural-looking esthetic outcome, includes Venus Composite, Venus Flow, Venus Temp C&B, Venus Porcelain and now Venus White. The purchase of Venus White will benefit breast cancer research. For more information go to [www.smilebyvenus.com](http://www.smilebyvenus.com).

## New Program Reaches Out to Special Needs Community

The Arthur A. Dugoni School of Dentistry has embarked on a project to use nondentist oral health professionals to reach out to people with special needs in community locations where they reside or receive general health or social services.

Paul Glassman, DDS, professor at Dugoni School of Dentistry and project director for this new initiative, said “The number of people who have difficulty having good oral health or accessing oral health services because of a disability or medical condition is rising dramatically in the U.S.”

This is validated by the U.S. Census. Eight years ago, 49.7 million people, an estimated 1 in 5, had a long-standing disability or condition.

“We are attempting to find a workable solution to provide the growing number of underserved people with oral health care,” said Glassman.

The nondentist oral health professionals will gather electronic records, i.e., digital photographs, charts and X-rays, and subsequently collaborate — via the Internet — with licensed dentists. Once a treatment plan is devised, the approach to that treatment, including the details of when and where, can be settled.





**“A good understanding of a few behavioral science theories can enhance our ability to assess and treat our patients.”**

**RONALD KULICH**

### Getting Into Your Patient’s Mind

How important is it for a dentist to understand a patient’s psychology before delivering care? Utilizing behavioral science techniques to get a “snapshot” of a patient’s mind is every bit as important as taking an X-ray, according to an article in an issue of *Tufts Dental Medicine*.

In fact, both are necessary to prepare for a successful dental procedure. It’s one reason all dental schools are required to have behavior science programs to maintain their accreditation, said Julie Flaherty, the article’s author.

Ronald Kulich, an attending psychologist at the Craniofacial Pain Center at Tufts, said “A good understanding of a few behavioral science theories can enhance our ability to assess and treat our patients.”

The key to understanding a patient’s needs is communication, and more specifically, asking questions. Many questions that schools require students to ask patients have nothing to do with dentistry, whether they deal with diet, alcohol, or various phobias. A big part of getting patients to better accept treatment is to help them deal with anxiety, including their fear that their dentist is too rushed to fully understand what the patient expects from the visit.

Getting inside a patient’s brain helps prepare a dentist for the provision of treatment, according to the article. Whether it’s depression, fear of needles or a more serious psychological problem, what’s going on inside a patient’s head helps a dentist reduce the patient’s anxiety level.

#### UPCOMING MEETINGS

##### 2009

April 20-22	National Oral Health Conference, Portland, Ore., <a href="http://nationaloralhealthconference.com">nationaloralhealthconference.com</a> .
May 14-17	CDA Presents <i>The Art and Science of Dentistry</i> , Anaheim, 800-CDA-SMILE (232-7645), <a href="http://cda.org">cda.org</a> .
Sept. 11-13	CDA Presents <i>The Art and Science of Dentistry</i> , San Francisco, 800-CDA-SMILE (232-7645), <a href="http://cda.org">cda.org</a> .
Sept. 30-Oct. 4	American Dental Association 150th Annual Session, Honolulu, Hawaii, <a href="http://ada.org">ada.org</a> .
Nov. 8-14	United States Dental Tennis Association fall meeting, Scottsdale, Ariz., <a href="http://dentaltennis.org">dentaltennis.org</a> .

##### 2010

April 26-28	National Oral Health Conference, St. Louis, Mo., <a href="http://nationaloralhealthconference.com">nationaloralhealthconference.com</a> .
May 13-16	CDA Presents <i>the Art and Science of Dentistry</i> , Anaheim, 800-CDA-SMILE (232-7645), <a href="http://cda.org">cda.org</a> .
Sept. 24-26	CDA Presents <i>the Art and Science of Dentistry</i> , San Francisco, 800-CDA-SMILE (232-7645), <a href="http://cda.org">cda.org</a> .

*To have an event included on this list of nonprofit association continuing education meetings, please send the information to Upcoming Meetings, CDA Journal, 1201 K St., 16th Floor, Sacramento, CA 95814 or fax the information to 916-554-5962.*

## Honors

At the National Oral Health Conference held in Miami, **Jared I. Fine, DDS, MPH**, of Oakland, received a national award recognizing his contributions and efforts with community dental programs. He is a dental health administrator, Alameda County Public Health Department.

**Irvin B. Silverstein, DDS**, of La Mesa, was given the humanitarian award by the American Academy of Periodontology for his work with the University of California at San Diego Free Dental Clinic, which he both organized and currently directs. The clinic provides free services to the underserved population in San Diego, and is staffed

by 60 volunteer dentists and more than 150 pre-dental students who function as assistants.

The International Association of Student Clinicians, American Dental Association, recently honored **Arthur A. Dugoni, DDS**, dean emeritus of Arthur A. Dugoni School of Dentistry, with its Alan J. Davis/SCADA Achievement Award. Named after the first corresponding secretary of SCADA, the award recognizes dedication to the dental profession and efforts to promote the aims and objectives of the organization. Dugoni currently is president of the American Dental Association Foundation, the philanthropic branch of the ADA.



Arthur A. Dugoni, DDS



## More Follow-up Treatment Required for Dental Implants Versus Root Canals

After studying the success and failure rates of teeth treated with a root canal or extracted and replaced with a dental implants, researchers concluded that while the success rate of each treatment was similar, data indicated that dental implants required additional treatment or surgical intervention after the procedure compared to endodontically treated teeth, 12.4 percent versus 1.4 percent, respectively.

"Many dental professionals today are faced with the dilemma of whether root canal treatment or dental implants are the best option for their patients," said lead investigator James Porter Hannahan, DMD, of the University of Alabama at Birmingham. "While the success of both procedures is similar, saving the natural tooth through a root canal rarely requires follow-up treatment and generally lasts a lifetime; implants, on the other hand, have more postoperative complications and higher long-term failure rates."

Poor oral health and tooth loss may lead to serious medical conditions, such as diabetes, heart disease, stroke, and certain cancer types.

"Considering these results in light of the growing body of evidence on the impact of oral health on overall health, it is imperative for dental professionals to partner with endodontists who have advanced training in examining whether a natural tooth can be saved through root canal treatment," said Louis Rossman, DMD, an endodontist and president of the American Association of Endodontists.

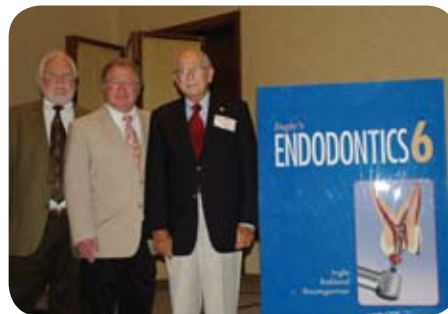
## New Endodontic Textbook Released

More than 130 endodontists from all over California met last fall in Santa Barbara for the largest-ever biennial session of the California State Association of Endodontists.

Three of the world's most popular endodontic textbooks: *Ingle's Endodontics*, *Pathways of the Pulp and Principles*, and *Practice of Endodontics* were coincident with the recent release of the sixth edition of *Ingle's Endodontics*. The textbook's 89-year-old author recounted some of the history of the development of the specialized discipline of endodontics and the story of how he obtained Walt Disney's first film, "Tommy Tucker's Tooth."

A chance encounter with Walt Disney led to a lifelong friendship between the two men. Disney told Ingle how his own personal dentist had asked him in 1922 to produce a film on the importance of good oral health and toothbrushing. Disney said the film's \$250 profit saved him from bankruptcy. The film was the only one not in the Disney Film Library.

Ingle finally located the film at the National Library of Medicine in Bethesda, and presented a copy to Disney's widow via her dentist.



Drs. Munce, Glickman, and Ingle stand next to the giant proportionately accurate mock-up of the sixth edition of *Ingle's Endodontics* handmade by Dr. Munce that served to introduce the newly released textbook.

### New Guidelines Released by CDC

The U.S. Centers for Disease Control and Prevention recently issued its “Guidelines for Disinfection and Sterilization in Healthcare Facilities, 2008.”

The 158-page document presents evidence-based recommendations on the preferred methods for cleaning, disinfection and sterilization of patient-care medical devices and for cleaning and disinfecting the health care environment.

In short, according to a press release, new guidelines include:

1. Formaldehyde-alcohol has been deleted as a recommended chemical sterilant or high-level disinfectant;
2. Several new chemical sterilants have been added;
3. 3 percent phenolics and iodophors have been deleted as high-level disinfectants;
4. Isopropyl alcohol and ethyl alcohol have been excluded as high-level disinfectants;

5. A 1:16 dilution of 2 percent glutaraldehyde-7.05 percent phenol-1.2 percent sodium phenate has been deleted as a high-level disinfectant; and

6. Many new subjects have been added including:

- the inactivation of emerging pathogens,
- bioterrorist agents and bloodborne pathogens,
- toxicologic, environmental, and occupational concerns associated with disinfection and sterilization practices,
- disinfection of patient-care equipment used in ambulatory and home care,
- inactivation of antibiotic-resistant bacteria, and
- new sterilization processes.

OSAP, according to a press release, will continue to study the complete document and provide insights appropriate for dental workers. The new guidelines may be downloaded at the OSAP Web site, <http://www.osap.org>.



### Dental Implants Provide Good Anchor for Orthodontic Treatment

The use of dental implants as orthodontic anchors, appears to be expediting treatment times and expanding possibilities for previously untreatable cases, according to research presented at the American Academy of Implant Dentistry Annual Scientific Meeting.

“Dental implants are changing the way orthodontics is being practiced,” said Frank Celenza, DDS, associate clinical professor, New York University College of Dentistry. “In conventional orthodontics, teeth are used to move other teeth, but implants can serve as excellent anchors from which force is applied to move the targeted teeth without causing shifts in other teeth.”

Celenza said the use of implants as sources of orthodontic anchorage is a powerful technique that has just begun to be explored. “In our studies, we’re already seeing cases in which implants simplify and streamline orthodontic therapy, decrease treatment times, and eliminate dependence on patient compliance in making adjustments and wearing orthodontic appliances,” said Celenza. “Because the anchor systems are so much more predictable and stronger when implants are incorporated, the temporal sequencing of tooth movements is eliminated and teeth can be moved en masse or all together. Consequently, treatment times easily can be reduced by a third.”

He also noted that implants can be used in any orthodontic case that requires tooth replacement, as well as for fully dentate patients. “Cases progress faster when implants are used as anchorage, but not because teeth are subject to higher force levels. Rather, it’s the result of a more efficient appliance design that provides the ability to move multiple teeth simultaneously rather than individually, as is necessary in conventional orthodontics.”

## What Are Patients Saying About You Online?

While word of mouth still is the most powerful advertising a dentist or other health care provider can have, today's person-to-person method is now via the Web. Patients are using the Internet and sites such as Angie's List, Doctoroogle, and yelp.com to voice their praise or criticism.

Matt Moog, CEO of Viewpoints Network, a company that launched a user-generated review site, viewpoints.com, said a large segment of dental patients goes to the Web for referrals. Moog is quoted in the September/October 2008 issue of *CDS Review*, the publication of the Chicago Dental Society.

"There is tremendous evidence that consumers trust the opinions of other consumers more than they trust traditional media sources," said Moog.

Obviously, there will always be patients who badmouth their dentists, no matter how unjustly, but there are things dentists can do to minimize the negative impact online ratings sites might have on one's practice.



### BRACES, CONTINUED FROM 11

to the braces, which, in the past few years have become popular among the teen set.

Two hundred adults used a computer-based survey that presented standardized images of teeth with a variety of orthodontic appliances. The images did not show the faces of the patients so the attractiveness of the person wearing the appliances was not a factor. Respondents were asked to rate the appliances using a range from "extremely attractive" to "extremely unattractive" on a scale of 1 to 100.

The responses fell into three clear categories, said Fields, according to an article in *Science Daily*. Topping the list of the most attractive was clear tooth trays and teeth with no visible appliances, aka lingual braces, with the average of most scores exceeding 90. Lingual braces are invisible because they are applied behind the teeth, creating the appearance of appliance-free teeth.

Next on the list were ceramic appliances, often clear or tooth-colored and less visible than metal. This type of orthodontia received average ratings of between about 55 and 70 on the scale.

Ceramic brackets with white or clear wires were considered more attractive than ceramic brackets with metal wires.



Rated the least attractive, despite its effectiveness, were stainless-steel appliances, with average ratings hovering between about 25 and 40 on the 100-point scale.

Researchers collected demographic information on the adult respondents but any differences in demographic influences were insignificant in the overall analysis.

"The general trends of appliance attractiveness are universal," said Fields. "The stainless steel that we like to use, which is the most durable and efficient, is often ranked the lowest in attractiveness. These braces don't wear out and you can get total control with them.

"The most esthetic ones, the trays, have limitations on the types of movements you can make and forces you can deliver, and the

efficiency," he said. "And the ceramics sometimes have breakage problems, and they tend to just be a little bit more delicate."

Each kind of correction requires specific manipulation of the wires in the brackets, and some require specially shaped wires to perform the task. Moving teeth about 1 millimeter, a little less than the thickness of a dime, every four weeks, is the ideal.

Clear tray appliances reposition multiple teeth in tiny increments of about a quarter of a millimeter every two weeks, he said. Patients receive an assortment of trays that are to be changed every two weeks. The trays are worn all day and night, the wearer only removing them to eat and brush.

One in four patients being fitted with braces are adults, Fields said, with adults perhaps being more concerned about esthetics of braces than their adolescent counterparts. Fields said some children opt for different route, viewing their braces as accessories that should be enhanced instead of hidden.

"Some of the kids are going for braces made in the shape of a star, or have colors put on the ties that hold the wires to their brackets," he said. "Some people are decorating their braces."