



Well-supported Workers Reflect a Well-supported Leader

Sometimes, nice guys finish first AND have a happy staff to boot.

“Great companies realize that employees are their most important resource,” said Ed Rehkopf, author of *Leadership on the Line – A Guide for Front Line Supervisors, Business Owners, and Emerging Leaders*. “They foster a leadership style that motivates leaders to serve their employees as well as their customers. This approach to leadership creates relationships—the deep and abiding bonds that sustain the efforts of the company.”

It is in the best interest of a leader to be as supportive of employees as possible. The ultimate concern is satisfying the customer and how employees are treated

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Biotene PBF Mouthwash →

Laclede, the makers of Biotene, introduce Biotene PBF Plaque-Biofilm dissolving mouthwash. Plaque is a biofilm created by bacteria to hide within. Biotene PBF's breakthrough chemistry dissolves excessive plaque-biofilm, freshens breath longer and brings out the natural whiteness in teeth. The all-new mouthwash also contains Biotene's proven LP3



salivary enzyme system to strengthen the natural antibacterial system found in saliva. Biotene PBF mouthwash is alcohol-free, sweetened with xylitol to fight cavities and does not include any SLS or chlorine compounds. Essential for anyone with dry mouth or oral irritations. For more information or free samples, call 800-922-5856 or visit www.biotene.com.

Major Revision of Standard Practices for Dental Materials' Biocompatibility

The American Dental Association Standards Committee on Dental Products has published a major revision of ADA Specification No. 41, “Recommended Standard Practices for Biological Evaluation of Dental Materials.”

According to a press release, this specification, recently approved by the American National Standards Institute as an American National Standard, is its first revision since 1979. Updated and expanded, the revised edition provides detailed methodologies and guidelines for dental professionals, manufacturers and scientists who must evaluate the biocompatibility of dental materials as part of a materials research or evaluation program.

To determine the potential toxicity resulting from contact of the component materials with the body, biological evaluations of dental materials are performed.

ANSI/ADA Specification No. 41 and all ANSI/ADA Specifications, ADA Technical Reports and ISO Standards are available for download or hard copy purchase from the ADA E-catalog at www.adacatalog.org or by calling 800-947-4746. Questions regarding the standards section of the ADA E-catalog or the purchasing of standards should be made via e-mail to standards@ada.org.





Results for Dental Anesthesia Reversal Agent Announced

Novalar Pharmaceuticals, Inc. announced that NV-101, a local dental anesthetic reversal agent, was well-tolerated and met its primary endpoints in two pivotal Phase 3 studies. In both trials, NV-101-treated patients reported the return of sensation in less than half the time it typically took after receiving local dental anesthesia.

"We are extremely pleased with the outcome of these studies," said Donna Janson, president and chief executive officer, in a press release. "Based on these positive results, Novalar will continue to work closely with the U.S. Food and Drug Administration toward a successful submission of our New Drug Application for NV-101 in 2007, and to build the organizational infrastructure necessary to launch NV-101 following FDA approval." Both pivotal trials were initiated in the first

quarter of 2006 after a Special Protocol Assessment was completed by the FDA.

The two multicenter, randomized, blinded, controlled Phase 3 studies were conducted in 18 centers across the country, including leading dental schools, private clinics and clinical research organizations. Youths and adults were enrolled across the two studies. In the first, 244 patients received anesthesia in the mandible while 240 patients were administered anesthesia in the maxilla in the second study. Following anesthesia and completion of the dental procedure, patients were administered either sham control or NV-101.

If approved by the FDA, NV-101 will be the only local anesthetic reversal agent available for use in pediatric, adolescent and adult, including geriatric, patients, which accelerates the return to normal sensation and function following restorative and periodontal maintenance procedures.



Oral Health Focus Renewed by World Health Organization

After a 26-year absence, the topic of oral health was finally back on the agenda at the recent World Health Organization's executive board meeting in Geneva. The report, "Oral

Health: Action Plan for Promotion and Integrated Disease Prevention," was prepared by the WHO's Global Oral Health Programme.

Addressing the WHO board, Michele Aerden, DDS, president of the FDI World Dental Federation talked about the important strategic principles contained in the report.

Supporting the merger of oral health into promoting overall general health, the FDI wants to involve the dental profession as a responsible and active partner in integrated disease prevention.

"By reducing the risks common to many chronic diseases, such as smok-

ing or high sugar consumption, we do not only improve oral health, but also other chronic diseases such as diabetes or cardiovascular diseases," Aerden said.

The WHO report cited oral disease as an acute public health problem, linking tooth loss and periodontal disease to other chronic illnesses, and oral cancer to such lifestyle determinants as alcohol and tobacco use.

Oral diseases are a "neglected area of international health," despite their huge impact on well-being and economies, particularly in low and middle-income countries, said Margaret Chan, MD, newly elected director-general of the WHO, adding that "the tools and best practices are there and we need to ensure that they are applied and implemented."

"Good oral health should no longer be a privilege of a few but a right for all," Aerden said.

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MICHELLE AERDEN

UPCOMING MEETINGS

2007

April 15-21	United States Dental Tennis Association, Sarasota, FL, www.dentaltennis.org .
April 17-21	American Academy of Oral Medicine Annual Meeting, San Diego, www.aaom.com .
May 3-6	CDA Spring Scientific Session, Anaheim, 866-CDA-MEMBER (232-6362).
June 27-July 1	Academy of General Dentistry Annual Session, San Diego Convention Center, 888-243-3368.
Sept. 27-30	American Dental Association 148th Annual Session, San Francisco, www.ada.org .
Nov. 27-Dec. 1	American Academy of Oral and Maxillofacial Radiology 58th Annual Session, Chicago, www.aaomr.org .

2008

May 1-4	CDA Spring Scientific Session, Anaheim, 866-CDA-MEMBER (232-6362).
Sept. 12-14	CDA Fall Scientific Session, San Francisco, 866-CDA-MEMBER (232-6362).
Oct. 16-19	American Dental Association 149th Annual Session, San Antonio, Texas, www.ada.org .

To have an event included on this list of nonprofit association 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.

Tongue Tool →

The new stainless-steel, long-lasting Tongue Tool is a durable, lifetime guaranteed tongue cleaner that is easy to use, affordable and dishwasher safe with prices ranging from \$9.99 to \$13. The Tongue Tool tongue cleaner



maintains durability and effectiveness in removing the plaque, bacteria, and sulfur compounds that collect on the tongue daily. For more information on the Tongue Tool or other Britestar Products, visit www.tongue-tool.com or call 419-341-0432.

Novel Stem Cell Treatment Used to Save Kids' Teeth

Endodontists have been able to save the teeth of four children — without the use of traditional root canal therapy.

In a recent issue of the *Journal of Endodontics*, endodontists fostered the growth of the stem cells surrounding the tooth root, allowing the youths to regenerate new root tissue and in the end, save their teeth. The children were between the ages of 9 and 10, and had suffered an injury or experienced severe endodontic disease in a permanent adult tooth.

Root canal treatment is effective in children and the tissue in young adult teeth has a rich blood supply and proximity to the stem cells outside the tooth. The endodontists were able to develop a method to use on tissue more responsive to regeneration.

The article "Immature Teeth with Periradicular Periodontitis or Abscess Undergoing Apexogenesis: A Paradigm Shift," presented four cases involving children, where endodontists irrigated the affected area of the inner tooth with

a cleaning solution instead of using endodontic files or other instruments, and effectively assisted the regeneration of the root tissue.

This treatment approach not only saved the children's natural teeth, but also allowed the young tooth to continue its development into a healthy adult tooth. This development is critical to long-term oral health since tooth loss at a young age can result in additional dental complications and possible facial disfigurement. The findings detailed in the article may allow endodontists to save even more of kids' adult teeth by encouraging the natural development to continue, allowing for healthy, strong teeth into adulthood.

For more information on this article, or to speak with an endodontist familiar with this area of research, contact Meg O'Connor at 312-233.1322 or meg.oconnor@edelman.com.



Honors

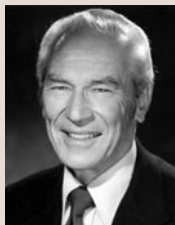
Craig S. Yarbrough, DDS, of Greenbrae, Calif., a former associate dean for institutional advancement, has been named executive associate dean at the University of the Pacific Arthur A. Dugoni School of Dentistry.

Rex Ingraham, DDS, Distinguished Emeritus Professor at the University of Southern California School of Dentistry, has been awarded the Pierre Fauchard Academy Gold Medal. He was honored for a lifetime of contributions in teaching.

Carl Lundgren, DDS, of Rolling Hills Estates, has been awarded the Pierre Fauchard Academy's Distinguished Service Award for community and dental leadership. He recently



Craig C. Yarbrough, DDS



Rex Ingraham, DDS



Carl Lundgren, DDS

served as president of the USA Section of the International College of Dentists, and as president of the PFA Foundation.

Yiming Li, DDS, MSD, PhD, director of Loma Linda University School of Dentistry Center for Dental Research, has been appointed to serve on the U.S. Food and Drug Administration Dental Products seven-member panel. Li's term is until Oct. 31, 2009.

Single Tooth Anesthesia System From Milestone Scientific →

Milestone Scientific has unveiled its FDA-cleared Single Tooth Anesthesia System, comprised of a computer-controlled drive unit and a single-use disposable handpiece/needle assembly. The STA System enables the dental professional to precisely administer an intraligementary injection to anesthetize a single tooth in only one to two minutes, rather than administering a mandibular block that anesthetizes an entire quadrant. The STA



Intraligementary injection has an immediate onset and the injection lasts as long as a radiational infiltration or mandibular block. Unlike traditional syringe injections, the STA System allows the dental professional to start working immediately after the injection is administered, resulting in definitive and uninterrupted treatment saving valuable chairtime. For more information, contact Elite Media Group at 407-585-1080.

American Academy of Periodontology Clarifies Guidelines

The American Academy of Periodontology has issued "Guidelines for the Management of Patients with Periodontal Diseases" for nationwide distribution in an effort to identify patients with periodontal diseases, who, because of the severity of the disease and/or risk profile, may present treatment challenges.

The guidelines have four sections: a narrative introduction, a three-level categorization of patient conditions, definition of terms, and frequently asked questions. Taken together, these sections provide the philosophy and context essential for the proper interpretation of the document. Excerpting any portion of the document out of context will lead to a misunderstanding of the content.

The American Academy of Periodontology issued the clarification since some questions arose regarding the guidelines.

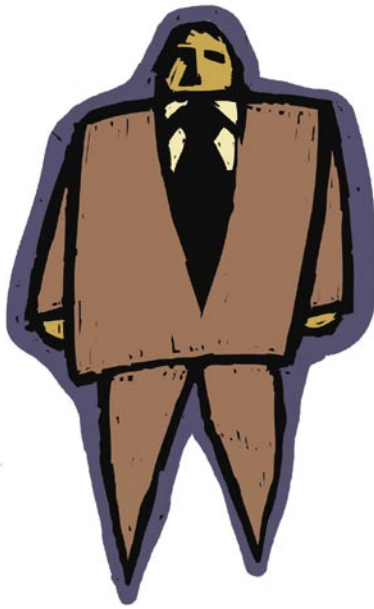
Concern had been expressed that the guidelines mandate referral of patients with specific conditions to a periodontist. However, the language of the guidelines provides flexibility. The word "should" is

used, which is defined in the document as "a highly desirable direction but does not mean mandatory." The guidelines do not include treatment or referral mandates.

The guidelines identify a category of patient conditions (Level 3), for which treatment by a periodontist is highly desirable. This identification is based on the experience and judgment of periodontists. The guidelines do not indicate that periodontists are the only individuals qualified to treat patients with Level 3 conditions. However, they do suggest, that periodontists are the individuals best qualified to do so by virtue of their education and experience.

The guidelines also suggest conditions of disease and risk for the general dentist to co-manage with the periodontist in Levels 2 and 1. The academy supports the role of the general dentist as the primary care provider. It offers these guidelines as a means for dentists to immediately identify those patients at greatest risk and, therefore, most appropriate for specialty level care.





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has an immediate and direct bearing on how customers are treated. Employees who feel good about themselves, whose welfare and problems are attended to in a supportive way, who are provided with the right tools and training to do their jobs, will continually and enthusiastically communicate their satisfaction in countless small but vitally important ways.

A good leader sets up an environment where:

- Employees continually are recognized.
- There is an open flow of ideas, opinions, and information.
- Initiative and risk are highly regarded.
- Problem discovery and solution is a focus while placing blame is unimportant.
- Every employee feels energized and part of the team and is valued for his or her contribution.
- Prestige is derived from performance

and contribution, not title or position.

- Customers are treated well because employees are treated well.

- The energy and initiative of all employees is focused on the common effort.

“Being the best leader is an evolutionary process. No one is perfect,” Rehkopf said. “The gradual understanding of what makes people tick, of what motivates and de-motivates, of what does and doesn’t work, will eventually develop into a storehouse of common sense proven to be successful.

“The accumulated wisdom should bring a leader to a state of profound humility. What gets accomplished is not so much a result of your efforts, but the efforts of your willing and committed employees. Your singular role is to articulate the vision and stand aside while coaching and cheerleading.”

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Dental Settings and Defibrillators

The aging of America means medical professions are seeing more and more elderly patients. Among these professions, dentists and their staffs may be called upon to respond to medical emergencies in their offices, most likely: cardiac arrest.

In an issue of the *New York State Dental Journal*, Barry Boyd, DMD, MD; Joseph Fantuzzo, DDS, MD; and Timothy Votta, DDS, MD, noted that since the American Heart Association has assigned high priority to defibrillation for cardiac arrest victims, it is important that dental settings have access to automated external defibrillators, as well as staff trained to use them.

“With the increasing medical complexity and aging of dental patient populations, the likelihood of sudden cardiac arrest in the dental practice setting is of major concern,” according to the article. “Given the overall risk



of sudden cardiac arrest in the general population, the potential for an event in the operatory, waiting room, or common areas surrounding dental practices is significant, especially in large public clinics.”

The authors also stated that dental health professionals have an obligation to “become part of the chain of survival,” train in the use of automated external defibrillators, and ensure that properly working devices are available in their offices.