



Deborah Zemke

## M-O-M Can Turn to AGD for Help With Dental Issues

Moms hold a lot of sway when it comes to dentists.

In a recent survey commissioned by the Academy of General Dentistry, 90 percent of mothers decide who will be their child's dentist and 50 percent disclosed they have not found a trusted reliable online source.

The study, conducted by C&R Research, Inc., Chicago, that queried 450 moms of kids aged 3 to 12, also revealed that more than 30 percent of moms said they would turn to a reputable source of high-quality dental information if one existed.

Enter into the picture: KnowYourTeeth.com.

"The rise in disturbing dental trends, such as energy drinks and other beverages that have led to increased tooth

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The Natural Dentist All-Natural Antigingivitis Rinse and The Natural Dentist Pre-Brush Whitening Rinse



The Natural Dentist unveils an all-natural mouth rinse that will help reduce and prevent plaque and gingivitis, and an all-natural whitening pre-brush rinse that removes stains without peroxide. These safe and natural products provide safe



and healthy blends of ingredients that kill germs, fight gum disease, and prevent tooth decay, all without burning, staining, or irritation. For more information go to [thenaturaldentist.com](http://thenaturaldentist.com).

## Emergency Responder Act Involves Dentists

The American Dental Association has applauded the efforts of bipartisan Michigan Reps. Candice Miller and Bart Stupak for introducing the Dental Responder Act (H.R. 903) that would increase the country's ability to respond to terrorist acts or natural disasters by utilizing America's dentists' extensive education, professionalism, and training.

"This legislation, which calls for no new federal spending, would incorporate dentistry by name into federal and state disaster response frameworks, improving the nation's first-response infrastructure by deploying dentists during a natural or man-made disaster. Dentists receive a sound general medical background during their professional education. With proper preparatory training in disaster response, their knowledge and experience can make them valuable assets in the community response to man-made and natural disasters," according to a press release.

"Our nation's capacity to respond to emergencies depends a great deal on mobilizing health professionals at a moment's notice to triage and treat victims. This means utilizing all qualified health care personnel!"



## Smile Tops List as Most Attractive Physical Attribute

Nothing beats a killer smile.

A recent survey by American Dental Association, Crest, and Oral B found the smile is the most attractive physical feature, outranking hair, body, and eyes. What's more, there are vast differences between the genders when it comes down to good oral health.

In the nationally representative survey of 1,000 Americans age 18 and up found 86 percent of women brush their teeth twice or more a day compared to only 66 percent of men doing so. Women said they changed their toothbrush or power toothbrush head every three to four months on average while their counterparts held onto theirs an average of five months.

The ADA recommends replacing toothbrushes every three to four months or when the bristles become frayed since ragged and worn bristles decrease cleaning effectiveness.

There was disappointment on the subject of America's flossing habit. Only half of those surveyed, 49 percent, admitted to flossing their teeth once a day or more often. More disturbing? One out of three people think a little blood in the sink after brushing their teeth is normal; they do not realize it could signal gum disease or another health problem.

There is increasing research that indicates there may be an association between oral health and serious health conditions such as cardiovascular disease and diabetes, underscoring the importance of good oral hygiene habits.



### Innovative Product Discloses Early Oral Problems, Wins Award

A new dental product has been created that can help identify plaque buildup before it can even be noticed.

Scientists at the University of Liverpool developed a toothbrush-sized product that has a blue light at its tip, which, when illuminated around the mouth and viewed through yellow glasses with a red filter, readily shows plaque as a red glow.

Currently, disclosing tablets do the job of uncovering plaque and tooth decay, but the drawbacks are unpleasant taste and frequent staining of the mouth. The new product is known as Inspektor TC.

In the United Kingdom, children had an average of 2.5 teeth removed or filled by the time they reached age 15. In young people alone, £45 million currently is being spent every year on the problem.

"It is extremely difficult to get rid of all plaque in the mouth. Left undisturbed it becomes what we call 'mature' plaque and gets thicker. This is what leads to gingivitis, or bleeding gums, and decay," said Sue

Higham, PhD, a professor from the University's School of Dental Sciences. "Early stage plaque is invisible, and so this device will show people the parts of the mouth that they are neglecting when they brush their teeth, enabling them to remove plaque before it becomes a problem.

"Inspektor TC is designed so that people can easily incorporate it into their daily dental hygiene routine at home. We now hope to work with industry partners to develop this prototype so that people can use it in the home to identify plaque before any serious dental work is needed," she said.

For the product, the developing team received a Medical Futures Innovation Award, which acknowledges its significant innovation in science. The device, produced in collaboration with dental and health care developers, Inspektor Research Systems BV, has been designed for everyday use in the home.

Adapted from materials provided by [liv.ac.uk](http://liv.ac.uk), via ScienceDaily, [sciencedaily.com/releases/2009/01/090113074423.htm](http://sciencedaily.com/releases/2009/01/090113074423.htm).

## Safety Guidelines Created for New 3-D Dental Scans

Practitioners in the United Kingdom and Europe now have new guidelines for dentists using the latest 3-D imaging system in their surgeries.

Cone beam computed tomography, CBCT, which now is available to give 3-D scans of patients' teeth and jaws offers the same type of image as a medical CT scan. However, CBCT carries an increased risk associated with greater radiation dose than traditional dental X-rays.

In light of this, the European Academy of Dental and Maxillofacial Radiology, EADMFR, has since developed 20 "Basic Principles" for use of CBCT in dentistry.

"In many European countries, dentists can purchase and use CBCT without any additional training and so there was a pressing need to establish some guidelines," explained Keith Horner, SEDENTEXCT coordinator, who is based at The University of Manchester.

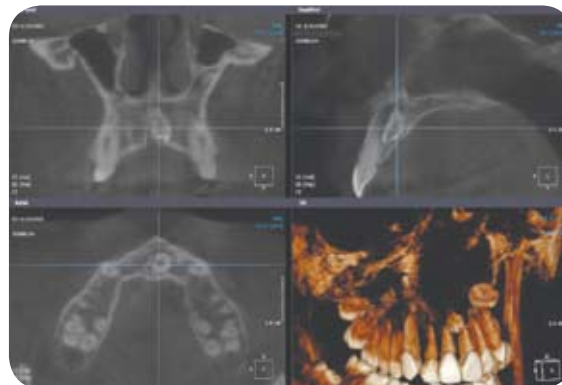
"The 20 Basic Principles are aimed at

protecting the patient and guiding the dentist toward good practice covering important areas such as justification and optimization of CBCT examinations and training of users," he said.

Among these principles are guidelines about when CBCT examinations may be justified, and information about training, equipment and safety measures. These guidelines establish the safe and ethical use of CBCT and were created by the EADMFR, along with the EU-funded SEDENTEXCT project, to conduct research into the use of CBCT in dentistry.

Lennart Flygare, DDS, EADMFR president, said, "We hope that this document will be a core standard within Europe for dentists, dental specialists, and equipment manufacturers."

Go to [sedentext.eu](http://sedentext.eu) for additional details about the SEDENTEXCT project.



## Miami Hosts New Dentists Conference

Dentists are welcome to attend the American Dental Association's Committee on the New Dentist later this month, April 30-May 2, in Miami.

The 23rd New Dentist Conference features distinguished speakers on oral health issues currently before Congress, as well as the impact on the dental profession, in addition to practice and clinical concerns. Networking continuing education and practice management courses, hand-selected by the ADA's Committee on the New Dentist, highlight this year's program.

Topics will cover a wide range of issues from the science of dentistry to the business of dentistry such as a cone beam imaging, soft tissue lesions of the oral cavity, and how to run a dental practice. Attendees can earn up to 11 credit hours and have the opportunity to participate in special programming from the ADA-Pankey Education Connection including hands-on workshops to be conducted at The Pankey Institute.

For more information about this event or to register online, go to [ada.org/goto/newdentconf](http://ada.org/goto/newdentconf).

## Passage Sought for ‘Meth Mouth’ Bill

Capitol Hill legislators recently introduced a federal bill aimed at treating “meth mouth.”

If passed, it will fund local, school-based initiatives to educate primary and elementary school students about the oral health aspects of meth use. It also will enhance federal research and promote a series of continuing education activities for dentists to learn more about substance use disorders and their relationship to oral health and dental care.

John S. Findley, DDS, ADA president, expressed his approval of the bill as little is known about the actual causes of meth mouth. What is known, however, is meth can cause dry mouth, which in turn can promote caries. Additionally, users also tend to clench and grind their teeth.



“This condition robs the young and old alike of their oral health, thereby jeopardizing their overall health,” said Findley, in a press release. “It can lead to a lifetime of wearing dentures. We applaud these senators for helping us to better understand causes of this health condition.”

Introducing the bill was Senate Finance Committee Chairman Sen. Max Baucus, D-Mont.; Sens. Kent Conrad, D-Mich., and Tim Johnson, D-S.D.; Charles Schumer, D-N.Y.; Debbie Stabenow, D-Mich.; and Jon Tester, D-Mont., are cosponsors.

For more information, go to [ada.org/public/media/releases/0902\\_release05.asp](http://ada.org/public/media/releases/0902_release05.asp).

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decay and the erosion of tooth enamel, coupled with the growing desire to have a perfect and whiter smile, has consumers asking questions like never before,” said Paula Jones, DDS, FAGD, AGD president. She further explained that the association chose mothers and families as their initial target for the portal, with college graduates and individuals moving to a new city not far behind, according to a press release.

Among the most pressing questions moms had:

- What preparations are needed for the child’s first-ever visit?
  - When do they bring their child to the dentist the first time?
  - How do they ensure the children floss and brush regularly?
  - What are sealants, and do their children need them?
  - Are sports drinks bad for children’s teeth?
  - If their children refuse to drink milk, how else do they get their needed calcium?
- KnowYourTeeth.com has a personal-

ized “Dental Diary” widget, which per Wikipedia, “is anything that can be embedded within a page of HTML, i.e., a Web page, that adds some (additional) content to the page so that it is (less) static.”

The Dental Diary, which contains current information and calendar reminders to help users maintain optimal oral health, can be uploaded onto the desktops or personal Web pages of portal visitors and used as a personalized interface to KnowYourTeeth.com.

The Dental Diary includes reminders for each member of the family to replace toothbrushes regularly, schedule family members’ dental visits for checkups and cleanings, upcoming dental appointments based on individuals, and an ability to create a “personal reminder” option for busy parents.

KnowYourTeeth.com’s other features:

- The ABCs of Oral Health is a collection of dental care and oral health topics that run the gamut from cavities wisdom teeth, orthodontics, and tooth loss to gum disease and xerostomia.

- The Life of a Tooth offers an animated timeline that represents six important life stages from newborns to senior citizens. There are articles on how the mouth changes at each stage of life.

- Dental Adviser is where consumers can post a question on an online forum and an AGD dentist will reply within 48 hours.

- Find a General Dentist helps newcomers or recent grads to a new city locate a qualified dentist in their area.

- Poll of the Week and Factoid of the Week features a poll on a dental topic and interesting educational facts on oral care.

- SmileLine is an electronically delivered monthly newsletter that updates consumers about their oral health and dental care.

While KnowYourTeeth.com was initially aimed at moms and families, it is a portal that can help individuals of all age groups. For example it can assist recent college graduates transitioning to independent living and taking control of their own dental care and oral health.

## What's a Dentist to Do?

With the economy in free fall, dentists, like every other small businessperson, would be wise to implement some protective measures, wrote Doug Carlsen, DDS, in the winter issue of *Monterey SmileLine*, the quarterly publication of the Monterey Bay Dental Society. It's important to take measures to protect your practice's finances, he said.

Among the tactics he recommended were:

- Get the maximum credit line possible. Keep it clear for practice-related emergencies, not equipment purchases. You should use credit now as a kind of contingency fund, to replace computers lost to theft or fire, for instance.
- Do not finance major treatment yourself. In other words, if a patient is

having trouble with payments, help them arrange for credit themselves.

- Offer a one-time discount on long-term receivables. Sometimes it's better to take, say, half now rather than risk never collecting on an account already over a year in arrears.

- Take a close look at your practice. Schedule a hygiene visit for yourself and visit your own practice as a new patient. Take a look around the waiting room. Is it cluttered? Are you greeted warmly? Remember, you're in business and business depends on patients' (i.e., customers') view of you.

Be understanding of patients who might need creative payment options. Times are tough and ignoring that could be detrimental to your practice in the long run.



## Will You Have Enough to Retire?

Every dentist dreams of retiring, perhaps spending free time on a beach somewhere with no worries about hiring, collections, appointments, etc. But as Roger Levin pointed out in the Dec. 15-21 issue of the *Dental Tribune*, that dream is increasingly disconnected from reality.

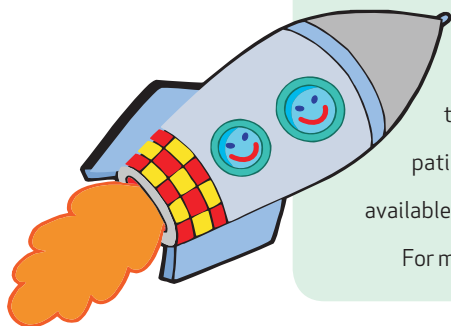
"Today many doctors can't retire when they want to," Levin said. "After practicing 25 or 30 years, they often suddenly realize that financial independence is still years away. The biggest reason doctors don't retire when they want to is failure to plan."

Levin recommended three "action steps to retirement." First, he said, get a practice analysis. Because it is difficult to objectively analyze the potential of your own dental practice, Levin believes it is crucial to hire an outside analyst to compare your business with other businesses and to use industry-wide data to help you achieve breakthroughs in performance.

Second, take financial planning seriously. A financial plan tells you where you are, and what you have to do to get to where you want to be. This entails meeting with a certified financial planner who can help you find the ways you can save money with the least tax obligation. Once you establish a financial plan, you need to revisit it quarterly.

Finally, consider a "life plan." According to Levin, attending a life-planning course that encompasses your financial and family life can help you prepare for the future of your practice, your family, financial involvements, etc. It's never too late, Levin said, to begin planning for the future.





## New 'Smile Experience' Web Site Launched

The National Museum of Dentistry has launched a new Web site that showcases hands-on exhibitions ranging from ancient Egyptians to today, and where one can play an online game about how to keep the patient's smile sparkling. Details about the traveling exhibitions also are available at this site.

For more information, go to [smile-experience.org](http://smile-experience.org).

### UPCOMING MEETINGS

#### 2009

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

#### 2010

- April 11-17** United States Dental Tennis Association, Amelia Island Plantation, Fla., [www.dentaltennis.org](http://www.dentaltennis.org).
- April 26-28** National Oral Health Conference, St. Louis, Mo., [nationaloralhealthconference.com](http://nationaloralhealthconference.com).
- May 13-16** CDA Presents *the Art and Science of Dentistry*, Anaheim, 800-CDA-SMILE (232-7645), [cda.org](http://cda.org).
- Sept. 24-26** CDA Presents *the Art and Science of Dentistry*, San Francisco, 800-CDA-SMILE (232-7645), [cda.org](http://cda.org).

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.

#### Venus Supra

→ Heraeus is continuing its expansion of the Venus Esthetic System with the launch of the new universal diamond polishing system, Venus Supra. Venus Supra achieves a higher gloss and luster due to its high level of active ingredients. Rubber pre- and high-gloss polishers are filled with fine diamond powder that achieves a long-lasting high gloss, reduces plaque accumulation and pigmentation.



Venus Supra comes with five different shapes of pre- and high-gloss polishers; a stainless steel shaft that fits all turbines, hand pieces and contra angles; and its polishing system is applicable for all types and brands of composites. For more information go to [smilebyvenus.com](http://smilebyvenus.com).