



THOROUGHBRED

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**WE WANT YOU!!!
LOOKING FOR COMMITTEE MEMBERS**

From the President...



The Annual Session of the Academy of General Dentistry was well attended by members and officers of the Kentucky Academy of General Dentistry with a record number of members receiving their Fellowship and Mastership in the Academy. We truly hope that this trend will continue next year in Boston. The event began with a keynote speech by Terry Jones who is the founder of kayak.com and was one of the best keynotes I have heard. In short the keynote was on change, being there for our customers, and about listening to/empowering our employees. Some of the changes the AGD will be implementing will be the use of digital badges (a way of promoting your professional achievements through the AGD on social media) as well as an increasing the number of CE Webinars and other new methods of obtaining continuing education.

During the Town Hall meeting state boards was discussed. As I'm sure you know the Kentucky Board of Dentistry has a new process for reviewing continuing dental education. Prior to the AGD Annual Session I spoke with the President of The Dental Exchange and he expressed a willingness to work with the AGD in many ways interfacing with national so that our CE's uploaded on the AGD will be viewable on The Dental Exchange. As of this week AGD and The Dental Exchange are working to make this a reality.

The AGD House of Delegates was mostly uneventful. The AGD passed a substitute resolution from Kentucky supporting the use of peer reviewed practice based research to help fill gaps in clinical research. Additionally, we declined to make the Executive Director of the AGD an ex-officio member of the AGD Board without voting privileges. The Executive Director currently attends most board meetings. When the definition of ex-officio was evaluated the description would have given the Executive Director voting rights further calling into question why this decision was being made. As this would have been a bylaws change it would have required a 2/3 majority vote and had no chance of passing. Additionally, the board made several changes that affected the house which were improper and for which we believe they got the message of our displeasure.

Finally, the Kentucky had an outstanding number of new members receiving their Mastership and Fellowship. We know we have a few more members who are making strong progress on these awards and we look forward to celebrating these accomplishments in the years to come.

Sincerely,
Geoffrey S. Ball, DMD, FAGD
President, Kentucky Academy of General Dentistry

8 Kentucky AGD members earned Fellowship or Mastership at this years annual meeting

The Kentucky Academy of General Dentistry (KY-AGD) is pleased to announce that 8 dentists recently earned the prestigious AGD Fellowship and Mastership Awards, which were presented during a special Convocation Ceremony on June 20 at AGD 2015, the association's annual meeting in San Francisco.

"We are proud to honor our 2015 Fellows and Masters for their commitment to continuing education and the dental profession," says AGD Immediate Past President W. Carter Brown, DMD, FAGD. "These individuals have distinguished themselves professionally among their peers, and they are role models for their colleagues and communities."

Two Kentucky AGD members received their Fellowship (FAGD) at this years convocation. To receive this honor, a dentist must complete 500 hours of dental continuing education, pass a comprehensive exam, and fulfill three years of continuous membership in the AGD.

The remaining 6 dentists received the Mastership Award (MAGD), the AGD's highest honor and one of the most respected designations in the dental profession. To receive this award, a dentist must earn the Fellowship Award and complete 1,100 hours of dental continuing education.

Pictured to the right from the left in the front is Dr. James Ransdell (MAGD), Dr. Darrell Lyvers (FAGD), Dr. Mark Moats (MAGD), Dr. Karishma Sheth FAGD. Back row from left is Dr. Mark Vance (MAGD), Dr. Darren Greenwell (MAGD), Dr. Geoffrey Ball (MAGD), and Dr. Michelle Story (MAGD). Congratulations to you all!



Dental Exchange Simplifies the Hiring Process & Substitute Placement

Ask any employer, and they'll tell you that looking for qualified employees is, in and of itself, a job. It's time-consuming to write a job description, manage applicants, and schedule interviews, especially when you're looking to fill multiple positions. Sure, you could make an intense, color-coded spreadsheet — but most of us aren't that Type A person. That's where the Dental Exchange comes in. The Dental Exchange, a new online resource and social platform exclusively for dental professionals has created a highly functional job dashboard which offers an organized view of your open positions and professional prospects.

"It's all about efficiency," says Dental Exchange CEO, John Stamper. "Right now, the current career and job placement process is really inefficient. You find many applicants that apply for an open position aren't qualified, in turn wasting your time and money. We give you the tools to post and manage open opportunities easily, efficiently, and affordably."

The Dental Exchange has introduced a slick UI (user experience) and an organized approach to the intimidating job fulfillment process. Employers are able to sift through applicants, bookmark exciting prospects, and modify job requirements all within a single web page via desktop or mobile app. Unlike other job sites, the Dental Exchange dashboard retains all applicant resumes even after the job has been filled — just in case.

In another specialized feature, Dental Exchange has created an exclusive SubHub™, a fully automated substitute employee placement service. Employers can quickly post substitute positions and available candidates are notified immediately. The SubHub™ helps employers make the most of every dollar while offering the peace of mind that the most qualified employee will be placed in every job, every time. Visit the Dental Exchange at www.thedentalexchange.com to create your FREE member profile today.

Megan Savransky Director of Marketing, Dental Exchange

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Want to Sponsor our Quarterly Newsletter?

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Wedding Season



“Larry, you have to have a booth at a wedding show. It’s a natural for the cosmetic side of our practice.”

Christy, my dental hygienist, was getting married in a few months and she had attended one of those bridal shows that brought everyone together: florists, dressmakers, wedding planners, caterers, hotels and other wedding locations, vacation people, makeup artists, photographers, and more. But she did not see one dentist! I had recently joined the American Academy of Cosmetic Dentistry (AACD) (now almost 20 years ago!) and my team and I had just discussed how we could get the word out about what we do and how we can do it. What an amazing team member; as she was busy planning for her wedding, she was thinking of our office and our goals as a team, too.

But it did seem like a natural opportunity. I just had recently purchased software that could import smiles, change them on the screen, superimpose other smiles, and give people a visual idea of what may be possible in a smile makeover.

So we contacted the organizers of the largest wedding show in Calgary and booked a booth. We got a corner booth for greater visibility, purchased tables, banners, lighting, and more to make it visually appealing and spent a weekend talking to a large number of women about their smiles and their upcoming big day. There was a lot of interest but, in the end, we did not garner a lot of business. The message we got was that there was so much being spent on the wedding, there was little left to spend on a smile makeover, too.

We kept going back, and refined what we were doing and how we were doing it, and we did get some interest and some people following up in our practice. It was financially worthwhile, but just by a little bit. We did wedding shows and women’s shows. We were ahead of the curve and building our reputation—one person at a time. But after three years of these shows, planning, buying supporting material, paying team members to give up some of their time to help out at the show (don’t get me wrong: I paid them for their time, but it was still family time that they were giving up to be there with me, although they did it with a smile and grace), and more, it just was not an effective use of my time and resources. After all, I was giving up family time to do this, too, and I was there every minute of every show!

One of the things that did come out of all of these shows, through research, contact with colleagues through the AACD, and my personal experience, is that we created a wedding timeline for planning a smile makeover and we posted it as a public service on our website. Over the years, many people had e-mailed me from all over the world, thanking me for providing the information, and it turned out to be a wonderful public information service. Here is what was on my website:

“Prior to your wedding day you will plan your clothing, jewelry, hair, and makeup in great detail. But the first thing people will look at on your wedding day, and the first thing you will see in all of your pictures forever after, is your smile.

“Who should be concerned with planning a fabulous smile for your wedding? Everyone who matters to you. The bride, groom, maid of honour, best man, parents of the bride and groom, bridesmaids, and groomsmen are the primary people who should consider a smile enhancement before the wedding day.

“The best cosmetic dentists in Calgary are all fairly busy, especially during wedding season, so here is a timing checklist to ensure every member of your bridal party will look their best:

3 months prior: Have a smile consult to determine what could be done. These consults are usually 30 to 45 minutes long, should be complimentary, or have a nominal fee.

2 months prior: Large smile makeovers should be started (usually completed in only 2 visits, about 2 weeks apart). This early date will ensure you will have lots of time for other last minute details. Your smile makeover will last for many years! Do it sooner than later.

1 month prior: For smiles that need minor changes only, consider home or laser whitening. The best cosmetic dental practices offer both services.

1 to 7 days prior: Go for a tooth polishing. Even if it is not time for a regularly scheduled dental visit, a thorough polishing will make your teeth shine, and should cost less than \$100.”

Feel free to use any or all of this for your own website. I don’t mind. Unfortunately, the Complaints Director (CD) of the Alberta Dental Association and College told me I had to remove this from my website as it was a statement of superiority. No one complained about it, but the CD still found fault with everything I was doing and shut it down.

The happy ending to this, however, and as always, was the relationships that came out of these shows. At my first wedding show, I met this young woman and her mother. The young woman was getting married in a few months and had small peg laterals and was very conscious of her smile. We did photographs of her, analyzed her smile and offered a number of solutions from simple to complex. She chose something in the middle which consisted of two Empress restorations (this is the late 90s now) on her upper lateral incisors with some teeth whitening and she looked fabulous (I am a little biased).

But the best part is over the next 10 years I saw two of her sisters and I ended up enhancing all their smiles. They are incredibly beautiful women, inside and out. Now these three young women are all married and mothers to some amazing young kids. It’s so much fun to be part of something like this.

So enjoy wedding season. We really can make a difference for some people on a really important day in their lives.

Warm regards,

Larry Stanleigh, BSc, MSc, DDS, FADI, FICD, FACD

News and Media

ADA Applauds Final Announcement on Optimal Fluoride Level in Drinking Water

April 27, 2015

WASHINGTON, D.C. — The American Dental Association (ADA) today commended the Department of Health and Human Services (HHS) for announcing the final recommendation for the optimal level of fluoride in community water systems. The recommended ratio of fluoride to water, newly calibrated at 0.7 parts per million, results from years of scientifically rigorous analysis of the amount of fluoride people receive from all sources.

The ADA supports the recommendation, which was released for comment four years ago. The new recommendation will help ensure an effective level of fluoride to reduce the incidence of tooth decay, while minimizing the risk of cosmetic fluorosis in the general population.

“Water fluoridation is effective and safe,” said ADA President Dr. Maxine Feinberg. “It has now been 70 years since Grand Rapids, Mich., became the first U.S. city to begin adding fluoride to its water system. Since then, decades of studies and the experience of tens of millions of people have affirmed that water fluoridation helps prevent cavities in both children and adults. Today’s announcement is based on solid science.”

Extending the availability of optimally fluoridated water is one of eight initiatives of Action for Dental Health, launched by the ADA in 2013 with the goal of making good oral health available to all Americans, especially those who lack adequate access to preventive and restorative care. Through both education and advocacy, the ADA and state dental societies have set a goal to bring fluoridated water to 80 percent of the population on public water systems by 2020, using a baseline level of 74 percent in 2010.

The Association strongly urges communities that already are doing so to continue fluoridating water at the levels the government recommends. People who live in the dwindling number of non-fluoridated communities should help educate their state and local officials about the need to fluoridate. They also should talk to their dentists about other ways to ensure that they are receiving the right amount of fluoride, through such means as supplements or topical applications.

“Dentistry is proud of its record in preventing disease,” said Dr. Feinberg. “The ADA and other health organizations in the U.S. and around the world understand that community water fluoridation is one of the safest, most effective and least costly ways to do so.”

The American Dental Association Releases Guideline on Gum Disease Treatment

July 01, 2015

CHICAGO — Dentists treating patients with chronic periodontitis, a severe form of gum disease that can lead to tooth loss, are advised to use scaling and root planing (SRP), deep cleaning of the teeth, as initial treatment, according to new guidelines from the American Dental Association (ADA). The guidelines, based on a systematic review and meta-analysis of treatment of periodontitis, were published in the July issue of the Journal of the American Dental Association (JADA).

“This is the first time the various treatments of periodontitis have been compared side-by-side,” said ADA President and periodontist Maxine Feinberg, D.D.S. “Dentists are often challenged with managing gum disease of varying severity; these guidelines will assist practitioners in their decision-making and ultimately help patients receive the right treatment at the right time.”

According to the authors, chronic periodontitis is a prevalent condition, affecting 47.2 percent of the adult U.S. population aged 30 years or older. It is a major cause of tooth loss in adults. According to the Centers for Disease Control and Prevention and American Academy of Periodontology, the prevalence of moderate and severe periodontitis are estimated at 30 percent and 8.5 percent, respectively, among adults.

In 2011, the ADA resolved to develop a clinical practice guideline on nonsurgical treatments including SRP. SRP is the process by which dentists remove tartar and plaque that attach to the tooth surfaces. Based on a review of the evidence, the ADA concluded that clinicians should consider SRP as the initial treatment for patients with chronic periodontitis. Other treatments combined with SRP were examined, including systemic subantimicrobial-dose doxycycline (SDD), systemic antimicrobials and lasers. The sub-antimicrobial dose doxycycline (Periostat) was a stronger recommendation than other systemic antimicrobials/antibiotics because of concerns of side effects and overprescribing.

CALENDAR OF UPCOMING EVENTS

Continuing Education...

Kentucky AGD

Adult Oral Conscious Sedation: Introduction and Update with Dr. Anthony Feck Friday July 24, 2015; 7:45 am-4 pm EST. Click [here](#) for more info.

Implant Course Sponsored by BioHorizons. August 14 at Nashville Dental Lab in Louisville. More information to come soon.

2015 annual meeting will be October 2nd at the University of Louisville Event and Conference Service Center at Shelby Campus beginning at 8:30 am. "Jewels you can use on Monday" presented by Dr. Marc M. Gottlieb. Click [here](#) for more info.

Louisville Dental Society

Sept 17 will be at ULSD; KDA Update, telling us what's going on in the KY legislature & what's new at the KDA.

Oct 15 will be at Audubon Country Club; Brian Wilson with Four Quadrants Advisory.

Indiana AGD

Date: September 18th, 2015 Time: 9am-5pm

Restorative Endodontics, A Modern Standard of Care for Long-Term Success with Dr. Wayne Pulver. Munster, IN at the Center for Visual and Performing Arts

Link to course registration: <http://www.eventzilla.net/web/event?eventid=2139091773>

Date: October 16th & 17th, 2015 Time: 9am-5pm

Oral Surgery Skills for the General Practitioner with Dr. Ted Reese. Indianapolis, IN at the Crowne Plaza near the International Airport

Link to course registration: <http://www.eventzilla.net/web/event?eventid=2139091773>

Date: January 22nd, 2016 Time: 8:30am-3:00pm

Set Your Practice on Fire with Dr. Roger Levin. Indianapolis, IN at the Crowne Plaza near the International Airport

Link to course registration: <http://www.eventzilla.net/web/event?eventid=2139092358>



**Mark your calendar now for AGD 2016 in Boston,
July 14 to 17, 2016, at the Hynes Convention Center**

Board Meetings...

Next KYAGD Board Meeting— August 22, 2015 at 9:00 am at 254 Market Place Dr, Louisville, KY 40229

If you are interested in getting involved with the board and attending our board meeting please contact Maegan Bennett at mbennett@agd.org.

Next KYBOD Board Meeting— September 12, 2015 at 9:00 am at 312 Whittington Parkway First Floor - Board Meeting Room Louisville, Kentucky 40222. For more information about attending a Board of Dentistry board meeting please contact the Board at 502-429-7280.