







FRIDAY  
JUNE 12TH  
2015

## 19TH ANNUAL GOLF TOURNAMENT & FUNDRAISER

We invite you to join us for Artisan's 19th Annual Golf Tournament and Fundraiser, Friday June 12th, 2015, at Riverside Golf and Country Club in Portland. Enjoy a day filled with great camaraderie, fun, prizes and gifts. Fifty percent of proceeds will be donated to **The Terry Monetti Memorial Scholarship Fund at OHSU and Medical Teams International**. There will be awards and a banquet lunch following the tournament.

### 4 Person Scramble Tournament - Shotgun starts at 8:30 a.m.

\$200 registration fee (bring your own foursome for \$700)

\$75 of cost per person is tax deductible.

Please visit our website to register

**[www.artisandentalgolf.com](http://www.artisandentalgolf.com)**

or call Ashley Holder at 503.238.6006 ext. 224





# MEMBERSHIP *matters*



Official publication of the Oregon Dental Association in support of its core purpose to advance the dental profession and promote the highest standard of oral health and oral health care.

Member Publication  
**AAD**  
American Association  
of Dental Editors

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## CONTACT US

### Letters to the Editor

Letters to the editor are welcomed.  
All letters and other submissions  
to this publication become the  
property of the Oregon Dental  
Association. Send submissions to:

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### Articles

Are you interested in contributing  
to Membership Matters?

For more information, please  
contact editor, Dr. Barry Taylor:  
barrytaylor1016@gmail.com

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### Social networks

Look for the Oregon Dental Association on:



### Twitter

Follow ODA president, Steven E. Timm, DDS: @ODAPrez

**Blog** www.TheToothOfTheMatter.org

**MAY 30** Board of Trustees meeting (Skamania)

**JULY 24** Board of Trustees meeting (ODA)

**SEP 11-12** House of Delegates (Bend—Riverhouse)

**SEP 25** Board of Trustees meeting (ODA)

**OCT 30** Board of Trustees meeting (ODA)

**NOV 23-24** Oregon Mission of Mercy (Portland)

## ODA CALENDAR EVENTS & MEETINGS

For more information  
on these and other  
upcoming events, visit  
www.oregondental.org, and  
click 'Calendar' at the top  
of the page or call  
ODA at 503.218.2010.

### ODA House of Delegates is coming up!

**September 11 & 12, in Bend:** Don't forget to contact your  
local component society to become a delegate, and reserve your  
hotel room. Call ODA for more information: 503.218.2010

## DBIC RISK MANAGEMENT COURSES

Current reporting period:  
January 2014 to December 2016

### 2015

**October 16**  
Southern Willamette – Corvallis  
Dr. Mark Swensen, 541.754.4017

**November 10**  
Washington County – Beaverton  
Dr. Kathy Reddicks, 503.848.5605

**December 4**  
Marion & Polk – Salem  
Sabrina Hance, 503.581.9353

### 2016

**April 7**  
Oregon Dental Conference – Portland

**December 2**  
Multnomah – Portland  
Lora Mattsen, 503.513.5010

**December 9**  
Central Oregon – Redmond  
Dr. William Guy, 541.923.8678

## COMPONENT CE CALENDAR

compiled by Mehdi Salari, DMD  
Send your component's CE courses  
to bendsalari@yahoo.com.

**TUES, JUNE 9** Lane County **CE HRS: 2**

### Managing Time and Productivity in the Dental Office

Bethanne Kronick

**LOCATION:** Eugene (Valley River Inn)

**INFO:** www.lanedentalsociety.org/programs

**WED, SEPT 16** Multnomah **CE HRS: 2**

### Fluoride—Both Sides of the Issue

Dr. Kurt Ferré and Dr. Jay Levy

**LOCATION:** Portland (Moda Plaza)

**INFO:** www.multnomahdental.org or lora@multnomahdental.org

**FRI, OCT 2** Lane County **CE HRS: 6**

### Xylitol: The Oral and Systemic Benefits

Julie Seager, RDH, BS

**LOCATION:** Eugene (Valley River Inn)

**INFO:** www.lanedentalsociety.org/programs

**TUES, OCT 20** Lane County **CE HRS: 2**

### Infection Control in the Dental Office

Karla Kent, PhD

**LOCATION:** Eugene (Valley River Inn)

**INFO:** www.lanedentalsociety.org/programs

**WED, OCT 21** Multnomah **CE HRS: 2**

### Health Insurance: What You Need to Know

Chris Wright

**LOCATION:** To be determined

**INFO:** www.multnomahdental.org or lora@multnomahdental.org

**TUES, NOV 12** Lane County **CE HRS: 2**

### Cyber Security

Christopher Verbiest & Daryl Johnson, DMD

**LOCATION:** Eugene (Valley River Inn)

**INFO:** www.lanedentalsociety.org/programs

**WED, NOV 18** Multnomah **CE HRS: 2**

### Employment Agreements, Buy-Ins, Transitions

Greg Englund, JD and Alex Trauman, JD

**INFO:** www.multnomahdental.org or lora@multnomahdental.org

**WED, DEC 16** Multnomah **CE HRS: 2**

### The Paradigm Shift—Tilted Implants for Full Mouth Reconstruction

Dr. Steve Beadnell and Dr. Carlos Ugalde

**LOCATION:** To be determined

**INFO:** www.multnomahdental.org or lora@multnomahdental.org

### 2016

**WED, JAN 20** Multnomah **CE HRS: 2**

### Dentofacial Esthetics

Judah Garfinkle, DMD

**LOCATION:** To be determined

**INFO:** www.multnomahdental.org or lora@multnomahdental.org

**WED, MAR 16** Multnomah **CE HRS: 2**

### Managing Dentin Hypersensitivity: A Continuous Care Strategy

Monica Monsanto, RDH

**LOCATION:** To be determined

**INFO:** www.multnomahdental.org or lora@multnomahdental.org

**WED, MAY 18** Multnomah **CE HRS: 2**

### Table Clinics

**LOCATION:** To be determined

**INFO:** www.multnomahdental.org or lora@multnomahdental.org





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needed; thanks!

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Quality of service & craftsmanship:  
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the occlusal the M2B crown  
the occlusal contact was  
the perfect fit

Very nice fit and esthetic

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didn't have to  
great contacts, as  
every thing improve  
more fit but I am

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# Sending the gold onlay to hospice care?

Author Malcolm Gladwell defines a tipping point as “that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.” We seem to be at a juncture in dentistry in which several technologies are no longer considered new, but are starting to be accepted as being the standard of care. It is not yet conclusive, but certainly the momentum is well behind many of these technologies. The acceptance of new technology also means that long established techniques and materials will become a thing of the past.

Just as we saw with the change from film-based radiographic imaging to digital, it is the point when the economics and practicalities of a technology merge that we seem to reach a tipping point. The spacial resolution of a radiographic film image is still better than the similar digital image, but the many advantages of digital radiography outweighed that factor and we now accept digital radiography as being a more popular standard of care. Similarly we are seeing the acceptance of CAD/CAM restorations, cone beam imaging, and all-porcelain crowns as being the new accepted standards of care.

CAD/CAM technology for dental restorations was first commercially introduced into the market in the late 1980s. Cone beam technology in dentistry was first made available in Europe in the late 1990s. Leucite feldspathic porcelain was first introduced in the 1950s but it was in the '90s when the first CAD/CAM all-porcelain crown was made available—which had a 99.9% alumina core to which feldspathic porcelain was layered.

Over the ensuing decades, we have seen the popularity soar of all-porcelain crowns made with materials such as lithium-disilicate, zirconia dioxide, and leucite feldspathic porcelain. None of these technologies are new but they all seem to have reached that point in which they are here to stay. Cone beam imaging is the new kid on the block, CAD/CAM is the closest to truly being at the tipping point, and the gold crown is becoming a fading memory because of the many all-porcelain options.

Our acceptance of these technologies isn't always based solely on evidence. Maybe our own personal experiences weigh more heavily

As easy as it is to **LAMENT THE PASSING OF THE LOST WAX TECHNIQUE**, there is no reason to think that the art of dentistry is passing, too.

than clinical evidence when making decisions. Twenty years ago it was easy to dismiss CAD/CAM dentistry because too often we saw a new patient who presented with a porcelain onlay with an open margin that their former dentist “had done right in the office in just one day.” You would roll your eyes, quip that ‘if you only own a hammer then everything looks like a nail,’ and then you’d inform the patient that the onlay had to be replaced with a PFM.

But over the years these incidences were less common. Then there was the moment of discovery when you find out that your own dental lab is using CAD/CAM to make your patients’ crowns. You suddenly have that “a-ha!” moment, and you accept that CAD/CAM dentistry meets your standard of care. You don’t want to be the first to use a technology, but you also don’t want to be the last.

In such moments I feel like we are writing the obituary for the gold onlay. Such a beautiful restoration that is now only given a cursory mention in dental school, and is probably not even mentioned in most treatment plan conversations with patients in our own offices. There is only a finite amount of time to teach techniques and the same time constraint when presenting patients with treatment options.

A gold onlay made by the lost wax technique *was* the great connection that dentistry had to art. It was a technique that had been used for thousands of years to make jewelry and other artistic items. I was enamored with the idea that I could explain to a patient that their gold onlay was made in much the way that their gold rings were made. As easy as it is to lament the passing of the lost wax technique, there is certainly no reason to think that the art of dentistry is passing too. As long as there are patients wanting an esthetically pleasing smile, there will be art in dentistry. ●



**Barry J. Taylor,**  
DMD, FAGD, CDE

Editor,  
Membership Matters

barrytaylor1016@  
gmail.com

*The opinions expressed in this editorial are solely the author's own, and do not reflect the views of the Oregon Dental Association or its affiliated organizations.*





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Hermiston  
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## **AARON B. BAIRD, DDS**

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## **ERIC C. BURGIN, DMD**

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## Join the Molar Movement #FightEnamelCruelty



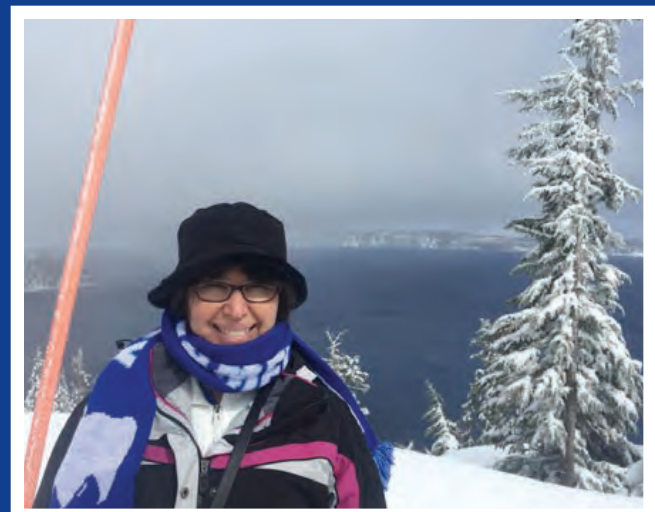
Post your photos to Facebook or Twitter and tag the ODA, and you may be featured in a future *Membership Matters!*

For more information, or to email your photo to us, contact ODA Membership Specialist Kristen Andrews at 503.218.2010 x110 or [kandrews@oregondental.org](mailto:kandrews@oregondental.org).



▲ Dr. Sunny Drake's family has enjoyed restoring old cars for most of her life. She's pictured here with two 1957 Belairs, while out cruising around Bull Mountain State Park on Easter Sunday.

▼ Dr. Francis Sunseri at a chilly Crater Lake (29 degrees and snowy!) during a spring break road trip with her daughter.



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The leadership positions detailed here are currently open for nominations. **All ODA members are encouraged to participate in the leadership of this organization.** The deadline to express interest is 45 days prior to election, unless otherwise noted below.

Interested applicants should submit a letter of interest and a one-page resume to:

**Mail: ODA Leadership Development Committee,** Jim Smith, DMD,  
Chair, Nominating Sub-Committee  
PO Box 3710  
Wilsonville, OR 97070

**Email:** [leadership@oregondental.org](mailto:leadership@oregondental.org)

#### ☒ Election held Sept. 12, 2015

Elected by ODA House of Delegates

★ ★ **If interested, the deadline to submit materials is July 6, 2015.** ★ ★

#### ODA Trustee

**POSITIONS OPEN** Three

**TERM** 4 years

**INCUMBENTS** Matthew C. Biermann, DMD, MS  
Greggery E. Jones, DMD, MAGD  
Steven E. Timm, DMD

#### DECLARED CANDIDATES

#### ADA Delegate at Large

**POSITIONS OPEN** One

**TERM** 3 years

**INCUMBENTS** Karley R. Bedford, DMD

#### DECLARED CANDIDATES

#### Leadership Development Committee

**POSITIONS OPEN** Three

**TERM** 3 years

**INCUMBENTS** Patrick M. Nearing, DMD  
William F. Warren, Jr., DDS, MS  
Kimberly R. Wright, DMD

#### DECLARED CANDIDATES

#### ☒ Election held Oct. 30, 2015

Elected by ODA Board of Trustees

#### Dental Foundation of Oregon Board of Directors

**POSITIONS OPEN** Two non-independent  
(dental) directors

Two independent directors

**TERM** 4 Years

**INCUMBENTS** Janet P. Peterson, DMD, PhD  
Thomas D. Pollard, DMD

#### DECLARED CANDIDATES

#### Moda, Inc. Board of Directors

★ ★ **If interested, the deadline to submit materials is July 31, 2015.** ★ ★

**POSITIONS OPEN** One dental directors

Two non-dental directors

**TERM** 4 Years

**INCUMBENTS** Mark E. Jensen, DMD

#### DECLARED CANDIDATES





## Mutual aid agreements



**Lori Lambright**  
Member Compliance  
Coordinator

503.218.2010, x104

llambright@  
oregondental.org

This column is intended to help you to be better informed of the **rules** and **regulations** that are required of running a dental practice in Oregon.

**i** Find us online at  
<http://bit.ly/ODAcompliancecorner>

### **Q** How can I prepare my practice & **A** for unexpected **EMERGENCIES?**

No one ever expects anything to happen to them, especially in the prime of their careers, but if a major illness befalls you, or if you die unexpectedly, the ADA has developed *General Guidelines for Mutual Aid Agreements*, to help you prepare for the unexpected. A mutual aid agreement will give you and/or your family peace of mind knowing whomever takes over your practice will do so legally and effortlessly.

A sample of what you will find in the agreement includes: Terms, handling amendments, participants, meetings, expenses, billing, payments, staff, officers and more.

More information can be found online in the ADA Center for Professional Success, <http://success.ada.org>. •

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[www.sofi.com/OregonDental](http://www.sofi.com/OregonDental).

**THE ODA APPRECIATES THAT MANY** of its members have student loan debt. We recently endorsed SoFi whose student loan refinancing offer assists recent graduates in achieving their financial goals by lowering the rates on their student loans.

The average recently graduated dentist often has—at a minimum—\$250,000 in student loan debt, and many have more. Due to high interest rates and other financial obligations, this debt is often paid down slowly. For example, for the cohort that graduated in 2005, a majority of borrowers have not paid off their student loans yet.

SoFi consolidates and refinances both federal and private student loan debt at lower rates than many borrowers pay today. SoFi reduces borrowers' rates by 1–3 percent on average, saving dentists an average of \$30,800, over the life of their loans. SoFi does not charge application or origination fees, nor prepayment penalties to its borrowers. Further, as an endorsed partner of the ODA, SoFi is offering its members an additional 0.125% rate discount that is worth \$1,200 for the average dentist refinancing \$180,000 (assuming a year fixed loan). For longer term loans or higher debt, the savings are larger.

**SoFi reduces borrowers' rates by 1 to 3 percent on average, saving dentists an average of \$30,800, over the life of their loans.**

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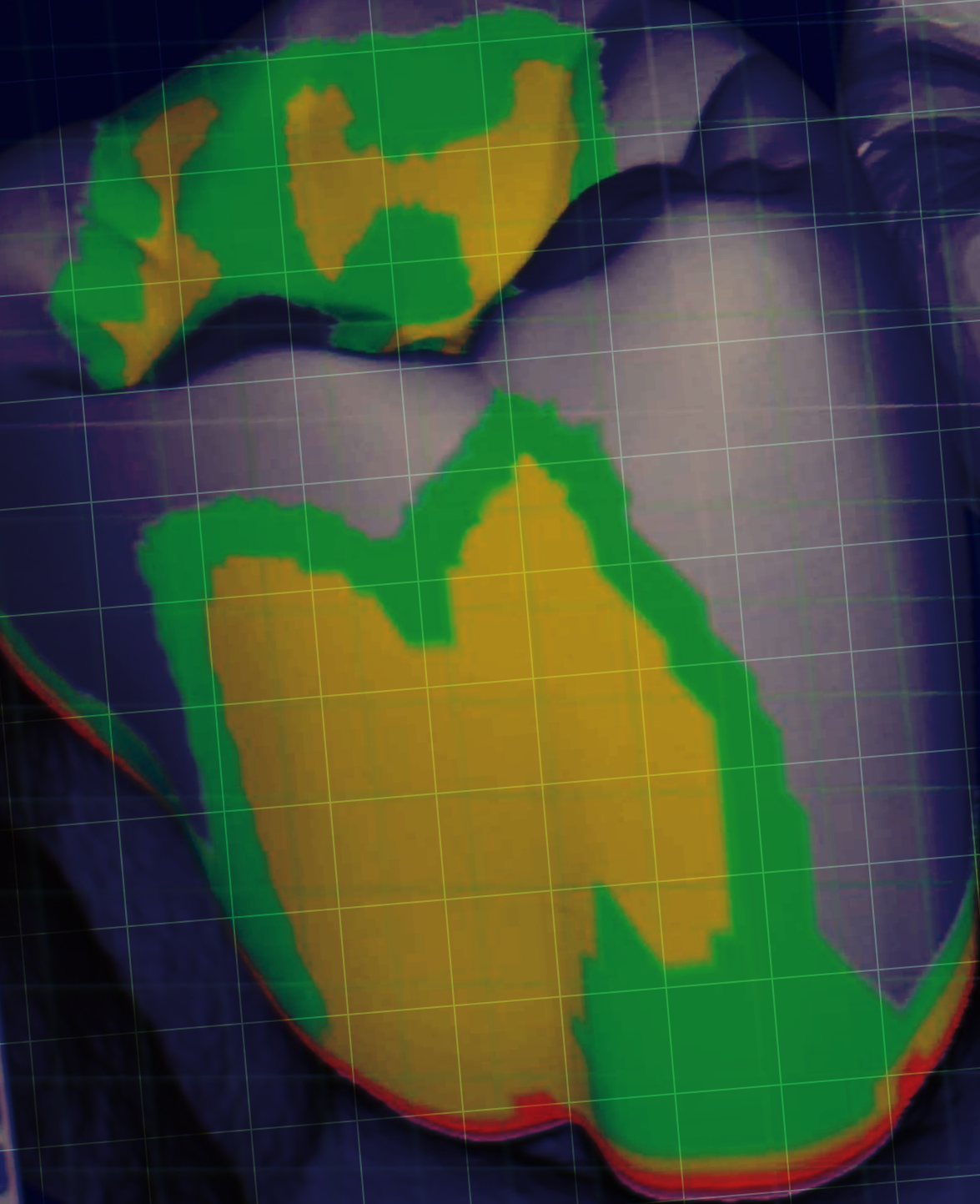
In late 2014, the Oregon Dental Association started a task force to begin the conversation around what important benefits ODA membership should provide to our members. After getting feedback from student members and approval from the ODA Board of Trustees, we are happy to announce the first of these endorsed programs.

**i Find us online at**  
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# LEADING-EDGE TECHNOLOGY





# What are the benefits of the many **ADVANCES** at dental labs?

By Melody & Barry Finnemore

Technology advances are driving one of the most exciting eras in dentistry, benefiting patients and practitioners alike. Technology also is playing a key role among dental labs, improving quality and efficiency and lowering costs while, in some cases, allowing labs to expand their services to clinics.

Dental labs, which once again showed a strong presence at the 2015 Oregon Dental Conference, said computer-aided design (CAD) and computer-aided manufacturing (CAM) continue to lead to restorations that fit better, look more natural and are more durable than materials used in the past. Long used in the industrial and design sectors, CAD/CAM began being used by the dental industry about 20 years ago and has evolved in its use for milled ceramic crowns, implants, veneers, bridges and other applications.

CAD/CAM also provides greater efficiency for dentists because digital impressions improve the fit for patients and reduce the need for adjustments, said Eric Kraus, account representative for Assured Dental Lab in Portland.

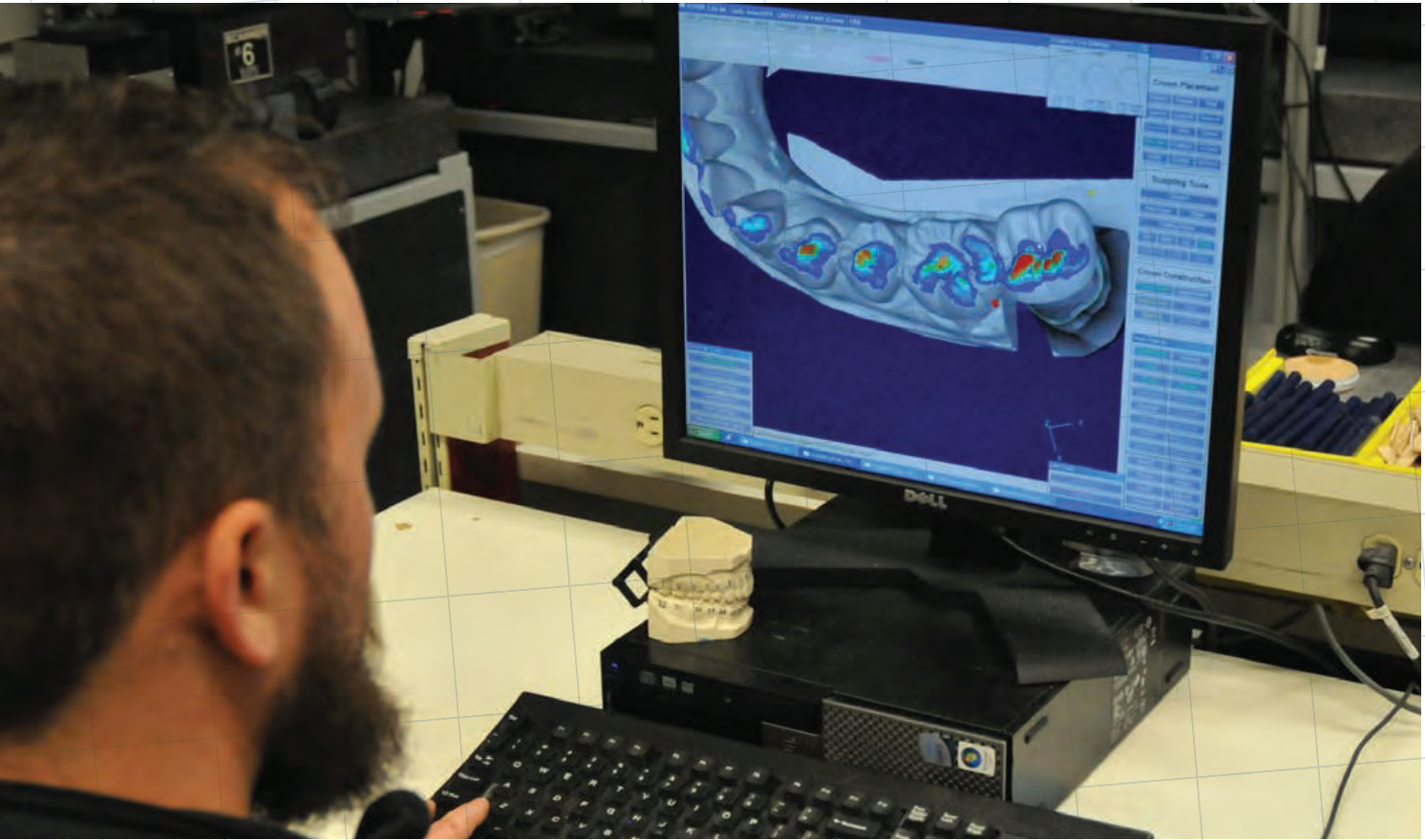
"Sometimes with a traditional impression you can't zoom in as well, so it creates a better impression for the dentist and a better fit for the patient," he said.

Derrick Luksch, owner of O'Brien Dental Lab Inc. in Corvallis, owned a machine shop and worked as a machinist when the industrial sector adopted CAD/CAM in the late 1980s. As the dental profession began to embrace the technology, Luksch developed the patented TRUfit technology his lab provides for dental practices today.

continues >



# LEADING-EDGE TECHNOLOGY



When O'Brien Dental Lab receives digital files from a practice, the files are sent to a technician trained in anatomy who uses CAM software to craft crowns, bridges, dentures and other restorative products produced by industrial mills.

The TRUfit system mills custom formulated, high-strength wax-like material that doesn't melt, which solves the problem of lineal shrinkage that occurs with molten wax. The result is a stable pattern with superior margins, an even cement gap and no pinch points, according to the company's website.

"It gives us the capability of making crowns that fit far better than anything that can be done entirely by hand," Luksch said in an interview at the dental conference. "And we're using milling equipment for industrial uses with high tolerances, so we know exactly what our tolerances are and we can be more precise because we're not using dental equipment."

New technologies not only allow labs to produce products that are more consistent and reliable, but they also mean labs can produce products for dentists much faster.

"It has opened many doors with very complicated implant cases that once were so time consuming. With everything being digital, we can eliminate many steps in-between. This is good news for the patient," said Kristan Stark, marketing and event coordinator for Artisan Dental Laboratory in Portland.

John Beals, prosthetic adviser with Qualident Dental Lab in Vancouver, said about three years ago, the company invested in new technology, including CAD, and its business in the greater Portland area has been growing. Qualident has roughly tripled the number of employees to more than 35 in that span.

Beals called it "a very exciting time" to be in the dental lab field given new technology has

*continues >*

**Special thanks to Mike Wilson, Director of Customer Relations, O'Brien Dental Laboratories, for supplying the photos and images used in this article and on the cover.**

# CAD/CAM

## Restoration Preparation Guidelines

By Thomas J. Hilton, DMD, MS

**ALL-CERAMIC RESTORATIONS** are becoming an ever-increasing component of the restorative dentist's armamentarium, and a larger proportion of those are chairside CAD/CAM all-ceramic restorations. As with any restoration, keys to success include appropriate indications, meticulous technique, and appropriate tooth preparation. This article will briefly summarize the latter.

General preparation guidelines include the following:

- Rounded internal line angles
- No external cavosurface margin bevels
- Greater axial wall divergence (compared to gold/PFM)
- Marginal design that approximates a butt margin
- 1.0–1.5 mm axial reduction

The difference between a "heavy chamfer" finish line and a butt margin with a rounded axial-gingival line angle is likely more academic than clinically significant as in vitro research has not shown a significant difference in crown adaptation between crowns made with either margin design.

There are some differences in preparation design depending on the restorative material and whether the restoration will be conventionally or adhesively luted. A good rule-of-thumb is to provide 2 mm of occlusal reduction, although eMax® (Ivoclar) can perform adequately with 1.5 mm occlusal reduction if it is bonded. If an eMax is going to be cemented with conventional cement, the manufacturer recommends at least 2 mm of reduction in the occlusal contact area. Feldspathic ceramic restorations should always be adhesively luted but due to reduced mechanical properties compared to eMax, they should be reduced 2 mm in the occlusal aspect of the preparation.

There are some preparation considerations that are unique to CAD/CAM restorations due to the dimensions of the diamonds used to mill the ceramic blocks. Very angular preparations (changes in preparation geometry less than 1 mm) cause the restoration to be over milled, potentially leading to thin areas prone to fracture. Smooth, rounded, divergent, flowing preparations without sudden changes in geometry are more likely to be successful.

While it is true that some unique characteristics need to be incorporated into CAD/CAM preparations, when ceramic restorations fabricated for properly prepared teeth in an appropriate indication are properly cemented, all-ceramic CAD/CAM restorations have shown impressive clinical performance. ●

Thomas J. Hilton, DMD, MS, is Alumni Centennial Professor in Operative Dentistry at OHSU School of Dentistry.



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# LEADING-EDGE TECHNOLOGY

increased the accuracy and efficiency of prosthetics fabrication.

"Predictability is a big part of what is going on with CAD, procedures and materials offered to us by manufacturers," he said. "How that trickles down to our accounts is in predictable results, accelerated completion dates for prosthetics such as crowns and dentures, and more efficient use of (practitioners') time. Patients are experiencing less chair time, and less time at the dental office."

Technology such as CAD, press machines with greater precision, and new ceramics mean greater quality control, Beals noted. "We're recreating nature in a more predictable way. Qualident is excited about the opportunities to be around this new technology and incorporate it in our artwork."

Crown Works Dental Laboratory in Sutherlin received immediate positive feedback when it began using digital scans that no longer require patients to bite down on impressions or have powder sprayed into their mouth before a scan, said Lorna Humphreys, the lab's administrator.

"We've been working with a particular dentist and he wasn't complaining about fit before, but at the same time he recognized that the fit had really improved and digital scans make a big difference," she said. "He has had zero adjustments and he is extremely pleased."

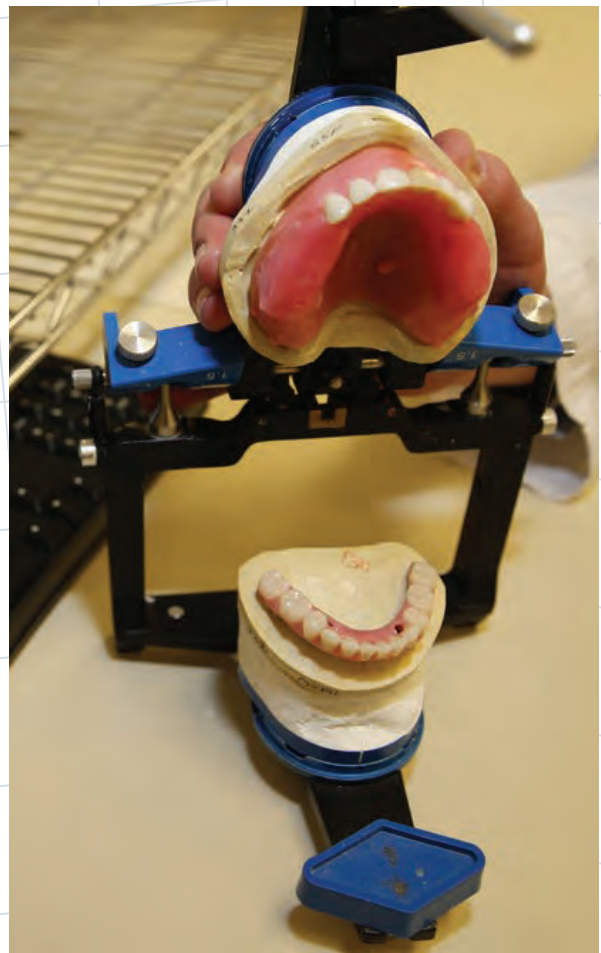
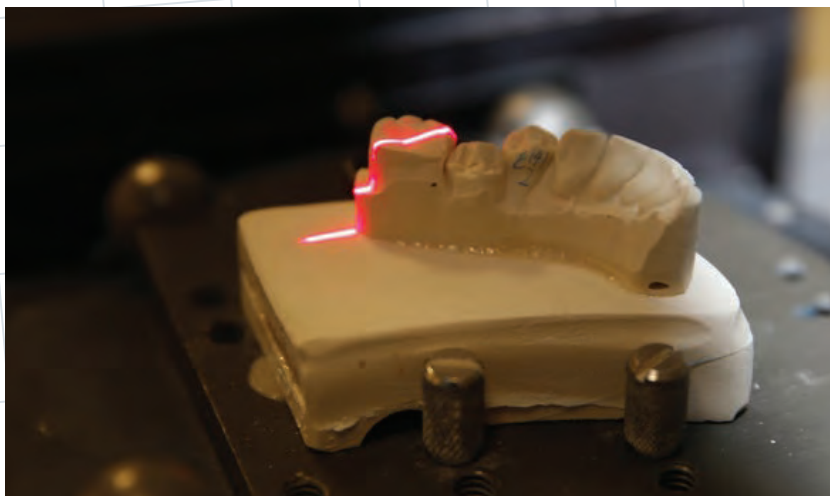
In addition to enhancing patient comfort, the digital scans save time that previously was needed for processing impressions. It also helps save money

because models are no longer needed, which eliminates the expense of the impression material, Humphreys said.

Damon Liesse, business development manager with Advanced Dental Technologies Inc. of Portland, said his company is experiencing growth in printing 3D models from digital impressions and making implants, crowns, bridges and night guards, and it's poised to begin providing 3D surgical stents.

Technology also is providing benefits in terms of patient education, communications and marketing. For example, one of the ways Advanced Dental Technologies is adding value for dental clinics is through a "closed" website it rolled out a little more than a year ago that general practitioners, specialists and their patients access via an access code. The site essentially is an educational and marketing platform, providing via text and video information to patients about implant procedures—from single

*continues >*



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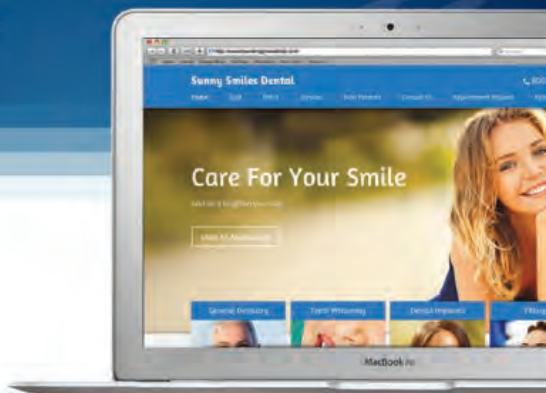
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**Milwaukie Area** – Collecting \$1,300,000 with good net. Modern, state-of-the-art building and office. 4 equipped ops + 5th. Beautiful view. Dr. retiring.

**SE Portland** – Small 3 operator practice collecting about \$170,000. 35-40% hygiene, all endo & OMS referred out. Nice shopping center location. Dr. retiring.

**Wine Country – SALE PENDING** Collecting over \$1,500,000 with excellent net income. Located in the center of wine country. Digital imaging and paperless charting. 7 ops.

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**Roseburg – SALE PENDING** Practice collecting \$500,000+ on three days per week.

**Roseburg Area** – Collecting over \$700,000 with excellent net. Nice office with good visibility on a high-traffic arterial. 4 operatories. Long-term staff. Dr. retiring.

**Southern Oregon** – Practice collecting almost \$1,000,000. High visibility traffic location, 4 operatories, 40% hygiene, no endo. Digital x-ray. Buyer net after debt service over \$300,000.

**Astoria** – Collecting \$420,000 with good net income. Dr. retiring.

**Pediatric Practice Salem** – Collecting about \$800,000 with good net income. Adec equipment. Great high traffic location. Long term staff.

**Perio Practice Hawaii** – Exceptional ocean views from operatories. Contact me for details.

**Perio Practice Northern Idaho** – Periodontal practice with a focus on implants. Collecting about \$1,200,000 with a good net income. 6 Adec operatories. ICAT system.

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# LEADING-EDGE TECHNOLOGY



tooth to full mouth implants—and helping position a given practitioner and specialist as a team, with information about their background and expertise. Additional information about implant history, materials and manufactures is listed. Advanced Dental also provides implant demonstration model kits and brochures to clinics.

The website is growing in popularity with general practitioners, Liesse said, stressing that both the site and 3D printing are tools to help build practices and “help our clients increase their case acceptance of dental implants.”

Lance Dowdle, co-owner of Excel Orthodontics Inc. in Tigard, said Excel's business has grown, in part because it has adopted software that allows online prescriptions and paperless billing. The lab is seeking to expand that paperless aspect of its service this year due to the efficiencies customers enjoy. Excel Orthodontics also is using 3D technology to a greater degree to print models used for appliance fabrication.

Dowdle, whose lab is now in its 25<sup>th</sup> year in business, said based on his interactions with practitioners, technology is more top of mind.

“It's interesting, because when talking with a new doctor, they no longer just ask, ‘What appliances

do you make? It's also, ‘What technology do you offer?’ We're trying to stay one step ahead.”

Humphreys said Crown Works is encouraging more of its clients to send digital scans, and she is exploring the potential benefits of a 3D printer. The lab also is considering the possible effectiveness of an impression scanner that would allow dentists who don't conduct intraoral scans to send an impression the lab would be able to use to mill restorative products.

Cone beam imaging is an emerging advancement that allows dentists to diagnose patients using 3D imaging that can be manipulated by computer software for a wide variety of applications. Among its uses, “it will continue to improve facial scans and has the ability to replicate how a patient's jaw functions on a daily basis,” Assured Dental Lab's Kraus said.

Luksch said digital dentistry will continue to drive the profession, and noted an increasing interest in intraoral scanning. “The companies involved in that technology are starting to open their files and the business model is changing, so it's more economically feasible to get involved,” he said. ●

Melody and Barry Finneare are freelance writers for ODA and partners in Precision Communications. They can be reached at [precisionpdx@comcast.net](mailto:precisionpdx@comcast.net).

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# ODC 2015 *Wrap-up*



## A great opportunity to learn, re-energize and connect with friends

By Melody & Barry Finnemore

The Oregon Convention Center became a time machine April 9–11 as the Oregon Dental Association celebrated its annual conference with the theme “Dentistry: Honoring the Past, Embracing the Future.”

At the early end of the timeline, a historical dental showcase in the Exhibit Hall displayed photos of equipment used decades ago by practitioners. The showcase was a sampling from the exhibit “Impressions in Time: The Growth of the OHSU School of Dentistry” that was hosted, January through April, by the OHSU Historical Collections & Archives. The full exhibit included historical materials uncovered during the dental school’s move to Skourtes Tower, including construction photographs, yearbooks and catalogs, artifacts, and a collection of unusual teeth.

The light-years of progress made since those bygone days marked the remainder of the Exhibit Hall and meeting rooms. More than 200 exhibitors displayed the latest in dental technology, oral health products, and business services for providers. Courses offered during the conference ranged from new technologies and products,



to practice management and enhanced patient care. Courses also informed attendees about how to manage stress, the role dental professionals can play in recognizing and intervening in domestic violence, and the contributions that dentists have made to humanity.



New to the conference this year was the Mobile Photo Booth, in which volunteers equipped with iPads took pictures of attendees that could be viewed in a photo hub. Sponsored by the Dentists Management Corporation and the Dentists Benefits Corporation, the Mobile Photo Booth gave two lucky participants a chance to win gift cards.







○ The ODA Annual Meeting Council:

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*Council Chair*



○ Dave Mitchell's keynote address "The Power of Understanding People, Hollywood Style!" drew rave reviews from attendees such as Kellie Butler and Tanya Langdon, who said Mitchell's energy and humor were compelling as he spoke about communication styles that are effective both professionally and personally.

Butler, an office administrator, and Langdon, a dental assistant, work for the same practice and said the conference fosters teambuilding.

"Generally we come to regroup, get remotivated and learn new things that we can take back to the office and give to our patients," Butler said.

"I enjoy meeting the people from the labs we use," Langdon added. "We talk to them on the phone nearly every day, so it's nice to see them face to face."



Derrick Luksch, CDT, owner of O'Brien Dental Lab Inc. in Corvallis, said many exhibitors also relish the conference's social aspect.

"The dental conference every year gives us the opportunity to get together with friends and customers that we often can't get out to see throughout the year. It's a gathering spot, and it's a good opportunity to shake hands and share conversations with friends," he said.

Amanda Koski, who is studying to be a dental assistant at Concorde Career College, was among the more than 6,600 people who attended the ODC, and said she was pleased her instructor signed her up for the event.

"I didn't really know what to expect, and we're studying radiology so I decided to go to a course on 3D technology," she said. "It was actually kind of cool because

*continues*



3D imaging can show more than 2D technology, so I hope whatever office I work for has 3D technology.”

**Gary Lewellyn, DMD**, has been a general practitioner for 53 years and attended his first state dental conference as a student in 1960. He’s been to more than 30 since then, and said the event is a good source of continuing education.

“In this day and age, you have to stay on top of things,” said Dr. Lewellyn, who practices in Medford. He appreciates learning about new technology such as CAD and CAM, but relishes what he calls “hands-on, eyeball” dentistry.

**Michael Biermann, DMD**, a past ODA president who practices in Portland and teaches part time at OHSU, agreed that the conference is a convenient place to keep pace with the continuing education required to maintain licensure. He also appreciates the camaraderie of peers, including social events such as the President’s Dinner and the ODC President’s Party.

“It’s a good program this year,” he said. “I always enjoy coming.”

John Blaisdell, DDS, with Blaisdell Dental Center in Caldwell, Idaho, and president of the Idaho State Dental Association, has attended about 10 ODCs during the last 20 years and has watched it grow and improve over that time.



## ODC Attendance 2007–2015

2015	6,651
2014	6,846
2013	6,844
2012	6,743
2011	6,704
2010	6,443
2009	6,351
2008	6,202
2007	6,271

“This dental conference is about five times larger than ours. It’s a nice location and an excellent facility. The number of exhibitors has increased, and the value of the time spent here is well worth it,” he said.

Eric Kraus, an account representative for Assured Dental Lab in Portland, said he appreciates the visibility the Oregon Dental Conference offers for exhibitors.

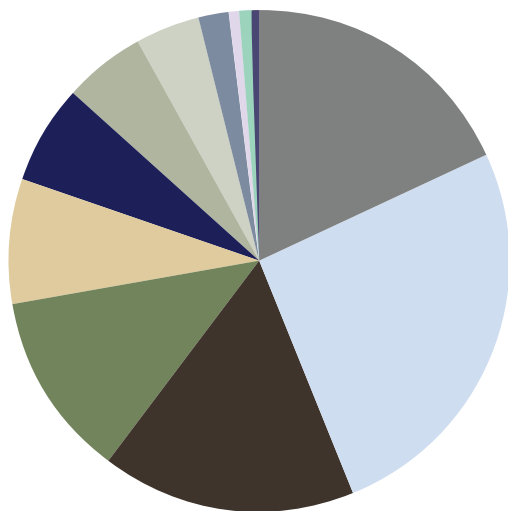
“It’s a great area to be able to showcase new technology and show current and potential customers what you can offer. It allows dentists to add value to their practice and their patients,” he said.

Michele Gunness, PhD, CLP, senior technology development manager with OHSU’s Technology Transfer & Business Development office, said the conference offers the chance to evaluate new technology. “It’s a good opportunity for me to see the new products they are selling and what is being marketed,” she said.

Attendees such as Luis Garibay of Keizer, who is studying to be a dental assistant, said the conference was informative and gave him a bigger picture view of the profession—“all the things I could be,” he said. “I learned a lot.”



## ODC 2015 Attendance Breakdown



- Dentist—1,243
- Hygienist—1,823
- Exhibitor—1,131
- Assistant—753
- Administrative Staff—468
- Assistant Student—370
- Dental Student—326
- Hygiene Student—237
- Guest—144
- Resident—44
- Pre-dental Student—51
- Other—61

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A course led by staff and volunteers for Medical Teams International educated attendees about dental techniques, equipment and supplies that can be used domestically and abroad to maximize production and impact in low-resource environments. And the perennial presence of the Dental Foundation of Oregon's Tooth Taxi allowed practitioners to learn more about how they can support access to care for underserved children in communities throughout Oregon.



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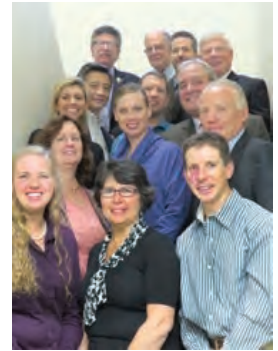
## Meeting Highlights

### Saturday, March 7, 2015

- Trustees were given an update on the Dental Foundation of Oregon, ODA investments, and the ODA legislative agenda.
- SoFi was approved as an ODA endorsed program.
- WEO Media was approved as an ODA endorsed program.
- The 2015 ODA Strategic Plan was approved.

### Sunday, April 12, 2015

- **Dr. Greggery Jones** was elected as ODA President Elect.
- **Drs. Kim Wright, Jill Price, Barry Taylor, Jim McMahan, and Patrick Hagerty** were elected as 2015 ADA Alternate Delegates at Large.
- **Dr. William Trevor** was elected to the Government Relations Council.
- OHSU Sterilization Services was approved as an ODA endorsed service.
- Dental quality metrics discussion was lead by **Dr. Kenneth Chung**.



### Upcoming Board of Trustee meetings:

DATE	LOCATION
May 30	Skamania
July 24	ODA

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## 7 Years of Great Service to the Foundation

### Charlie LaTourette to retire in June

"The DFO has been lucky to have such a **GREAT LEADER** for all these years. Charlie is leaving the Foundation in a much stronger place than when he started and we are grateful for his **DEDICATION** and **SERVICE.**"

—Dr. Weston Heringer, Jr., DFO President



Charlie LaTourette, left, with  
Dr. Weston Heringer, Jr., DFO President





**T**HE DENTAL FOUNDATION OF OREGON (DFO) has made considerable strides since Charlie LaTourette came on board in October of 2008 as the foundation's first full-time executive director. With the addition of the Tooth Taxi program in September 2008, his challenge was to establish financial support and partnerships to keep the van operating with a full time staff and to increase visibility and overall support for the foundation.

LaTourette rolled up his sleeves and got to work. Over his next few years, through increased outreach, additional programs, and focused grant writing, the DFO was able to **secure over two million dollars** dedicated for the Tooth Taxi. He established good relationships with many of the Oregon foundations, who continue to provide funding for the Tooth Taxi, and the American Academy of Pediatric Dentists Foundation which gave the Tooth Taxi program two \$20,000 grants.

Over the last seven years, LaTourette has been present at local component societies around the state and regularly attended the annual ODA House of Delegates meetings, raising awareness and further engaging the dental community in the ODA's charity.

To reach a greater statewide audience, LaTourette applied, and the DFO was accepted, into the Oregonian's *Season of Sharing* and the Willamette Week Give Guide, which helped introduce the DFO/Tooth Taxi to hundreds of new non-dental donors and generated over \$52,000 dollars for the program over five

years. Combined with increased awareness and renewed annual DFO events like the golf tournament, car raffle, and many more—greater awareness and exposure for the charitable efforts of the dental community have benefitted all dental professionals in Oregon.

As a founding member of the **Oral Health Funders Collaborative**, LaTourette, along with the Oregon Community Foundation, Providence, Kaiser, and others, worked to explore ways to maximize the impact of oral health grants, shared information and best practices, and helped shape the conversation around oral health in Oregon.

As part of the DFO, LaTourette strived to help low-income children and to leave the foundation in a stronger position than when he started. Given the success of the Tooth Taxi, fundraising outreach efforts, a broader base of donors, increased engagement from the dental community, new and stronger relationships with foundations and a greater awareness of the foundation in the larger community, he has done just that.

We congratulate Charlie LaTourette on his accomplishments and wish him all the best in his retirement. ●



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For more information, visit [www.SmileOnOregon.org](http://www.SmileOnOregon.org).





<< From left: Owen Trinh, Soroush Amali, Mary Hoffman, Adam Ward, Gregory Boehme, Seth Monson.

## Dental students gain public speaking experience during ODC

By Melody Finnemore

**O**F THE HUNDREDS OF STUDENTS who attended the Oregon Dental Conference, a select few had the opportunity to gain experience that was unique to this year's event.

A half dozen students from the OHSU School of Dentistry served as conference speakers on April 11 during sessions that combined public speaking experience for them and leading-edge information about patient care for the audience.

**Steven Gold, DDS**, an assistant professor in OHSU's department of restorative dentistry and a group practice leader, evaluates fourth-year students annually as they give comprehensive care presentations that are required as part of their coursework. During the presentations, students chronicle the first time they examine a patient in OHSU's Dental Clinics, the treatment plan they create for that patient, and the results of the treatment.

As he listened to the presentations last year, Dr. Gold realized that they were similar to a continuing education session, and that the information shared would be a perfect fit for the dental conference.

"I was listening to the students and I was thinking, 'I'm learning a lot and hearing things that I may have forgotten, or that may be new information,'" he said.

The ODA's Annual Meeting Council, which organizes the dental conference, embraced the idea of the student presentations. A member of the council, Dr. Gold said the experience was invaluable for the students because it provided a forum to hone their public speaking



The OHSU School of Dentistry can be found online at [www.ohsu.edu/sod](http://www.ohsu.edu/sod).

The School is also on Facebook: [www.facebook.com/ohsuschoolofdentistry](https://www.facebook.com/ohsuschoolofdentistry).

skills while explaining how they determined a patient's course of treatment and how the patient responded to it. In addition, the students earned a fee for speaking during the conference.

"They (got) paid an honorarium like the other speakers, and they can put on their resume that they were a paid speaker at a major dental conference," Dr. Gold said. "Some of them are going on to specialty residency programs and may start doing more of this type of thing."

When interviewed the day before the presentations, Dr. Gold said he expected several members of the audience to be OHSU School of Dentistry alumni. During a Q&A panel session following the presentations, course attendees had the opportunity to ask the students about the dental school's new home in Skourtes Tower and their experiences as students there.

This was the first ODC for **Soroush Amali**, a third-year dental student, who said he appreciated the audience of seasoned practitioners who listened to the presentations.

"I kind of jumped at the opportunity because it sounded like it was going to be an exciting experience," he said. "It was kind of humbling to see all of these people in the audience and know they are practitioners who are very good at what they do, like I hope to be someday."

Amali spoke about creating a treatment plan for a patient with cancer. During the Q&A, some clinicians posed questions and made suggestions that he felt will guide him through future treatment plans for cancer patients.

Fourth-year student **Owen Trinh** said public speaking did not come

naturally for him at first, but practice and mentoring from others have helped him come to enjoy it. He has learned that public presentations are a powerful tool to share ideas with others, and they are particularly effective if the speaker can engage the audience with concise narratives and key details supported by high-quality clinical photos.

"The ODC experience laid the foundation for future presentations that I expect to deliver during my prosthodontics training," Trinh said. "In the long term, I intend to practice advanced prosthodontics full-time, and to gradually transition to either pre- or post-doctoral teaching part-time. Observing other presenters

gave me a good perspective of which presentation style I think would work well for academic purposes, compared to the style that would work well for other types of public engagement."

**Seth Monson**, also a fourth-year student, said speaking during the conference taught him and some of his fellow colleagues that they had a flare for the educational side of dentistry. "Through poster presentations and CE courses, I found an avenue of dentistry that sparked my interest. I have to thank the ODC hosts, organizers, and Dr. Gold for the opportunity," said Monson. ●

Melody Finnemore is a freelance writer for ODA and a partner in Precision Communications. She can be reached at [precisionpdx@comcast.net](mailto:precisionpdx@comcast.net).



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### GENERAL DENTISTRY

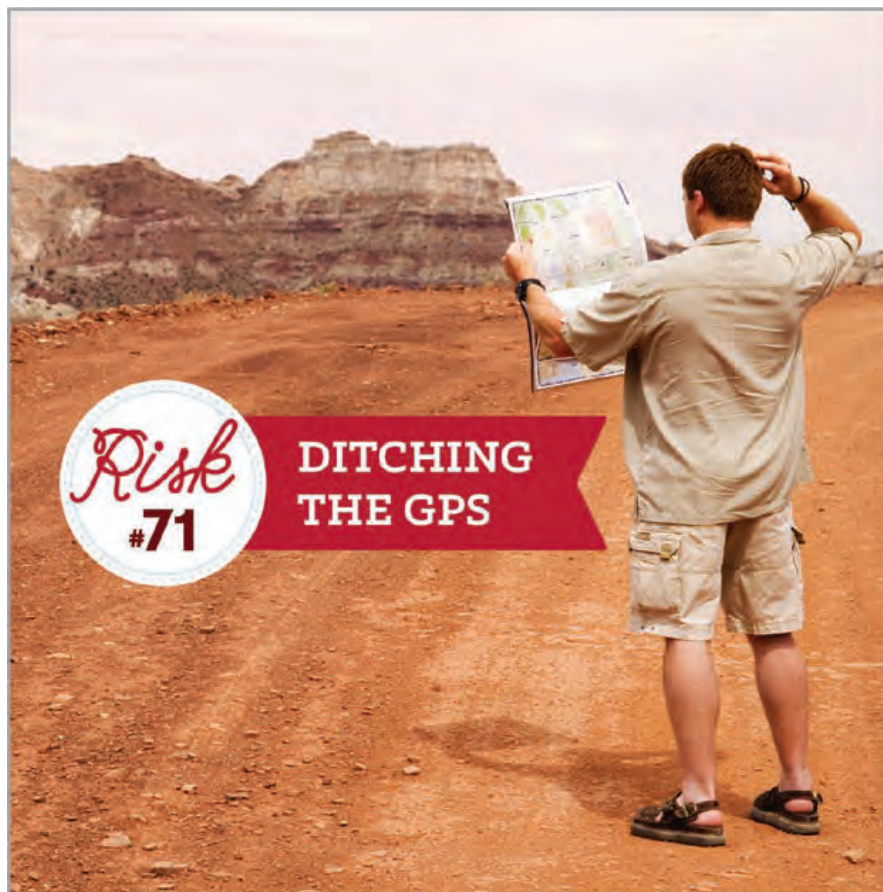
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