To help the public realize the importance of saving their natural teeth and to seek treatment from endodontists as their first choice for oral health care, the American Association of Endodontists has launched a national consumer campaign pilot with digital advertising.

This integrated campaign consists of social media, earned press, promotion through AAE's thousands of members and other direct consumer engagement activities. The AAE created a mix of search engine advertising, sponsored social media posts and online display advertising. The association is also implementing grassroots activation through member outreach, a series of videos, surveys and social listening.

In honor of the meeting's French-speaking host city, AAE19 will feature a track presented entirely in French. Futurist Mike Walsh, CEO of innovation consultancy Tomorrow and award-winning, bestselling author of "Futuretainment," will deliver the keynote address at 9:30 a.m. on Wednesday. His speech will touch on the importance of adapting dentistry, practices and small business for the 21st century. Walsh will summarize trends currently shaping the future of business and consumer behavior, and the lessons learned from successful Fortune 500 companies on leveraging disruptive innovation, adopting a data-driven mindset and leading change through digital transformation.

"It’s important that patients understand the importance of preserving their natural teeth versus the overused, costly and complicated process of extraction," said Dr. Patrick E. Taylor, AAE president.

The campaign uses the tagline "Worth Saving" to help reinforce the importance of patients’ retaining their natural teeth and seeking an endodontist as the first choice for root canal treatment.

"The ‘Worth Saving’ campaign is also intended to grow the public’s awareness of who endodontists are and their specialized training," Taylor said. "Along with two to three years of advanced training beyond dental school, endodontists have incredible precision and hand-eye coordination, making them highly skilled in performing complex treatments."

More information for the general public about how endodontists can help save natural teeth is available online, at aae.org/patients.

(Source: AAE)
lia’s “Top 30 Entrepreneurs Under 30.” He then spent five years in senior strategy roles at News Corp., where he helped shape the digital strategy for both its Australian newspaper and Asian TV divisions. Directly engaged by the CEO of Star TV to provide the company with a digital roadmap for its operations, Walsh began his in-depth research into the fast growth markets of Asia, which became the inspiration for his first book, “Futuretainment.”


AAE’s top awards

Also at the meeting, a number of awards will be presented.

“We are honored and thrilled to announce the winners of our top awards and to celebrate their achievements in the endodontic specialty,” Taylor said. “These AAE members stood out as leaders within the research, education and service communities, and we are incredibly proud to be presenting them with these awards.”

Louis E. Rossman, DMD, will receive the Edgar D. Coolidge Award, AAE’s highest honor, in recognition of his extraordinary leadership and exemplary dedication to dentistry and endodontics. Rossman is a clinical professor of endodontics and overseer at the University of Pennsylvania School of Dental Medicine.

Known to his friends as “Lugi,” Rossman is never one to back down from a challenge — from complicated root canal treatments to mountain climbing. He is a past president of the AAE, the Foundation for Endodontics and the American Board of Endodontics, and a graduate of the University of Pennsylvania School of Dental Medicine and its University of Pennsylvania School of Dental Medicine specialty program in endodontics.

Markus Haapasalo, DDS, PhD, is the winner of the Louis I. Grossman Award for cumulative publication of significant research that has made an extraordinary contribution to endodontology. Haapasalo is active in various dental organizations and has written or co-written more than 200 scientific articles in peer-reviewed journals. He served as head of the Department of Oral Biological Medical Science at the University of British Columbia. Haapasalo has served as an editor on several endodontic and dental journals, including the Journal of Endodontics.

Glenn R. Walter, DDS, BDS, is the winner of the Calvin D. Tornear Part-Time Educator Award, recognizing his contributions to endodontics through his dedication as a part-time educator. He currently teaches at The University of Texas Health and Science Center in San Antonio and he has held dozens of leadership positions on various boards and at a variety of academic institutions.

This award was originally titled the Part-Time Educator Award, but its name was changed to honor the 2018 winner, Dr. Calvin D. Tornear.

James D. Johnson, DDS, MS, is the winner of the I.B. Bender Lifetime Educator Award, presented to an individual whose contributions to endodontics in the field of education have demonstrated excellence through selfless commitment to full-time educational pursuits, and whose contributions have instilled in students the desire to pursue excellence in their careers. Johnson is professor and chair of University of Washington’s School of Dentistry and a past president of the American Board of Endodontics.

He received his DDS degree from Northwestern University and served in the U.S. Air Force as a dental officer.

Avina K. Paranjpe, BDS, BS, PhD, MSD, is the winner of the Edward M. Ossetek Award, which is presented to a full-time educator with less than 10 years of teaching experience, who has earned the esteem and respect of students and faculty associates. She is an associate professor in the Department of Endodontics at the University of Washington and a past president of the 2018-19 American Dental Education Association Leadership Institute.

Exhibit hall

Companies will display the latest products and technology. Hours for the trade show are 11 a.m. to 6 p.m. on Wednesday, 9:30 a.m. to 6:30 p.m. on Thursday and 10 a.m. to 6 p.m. on Friday. A grand opening on the exhibit hall floor will take place at 11 a.m. on Wednesday.

The AAE’s exhibit hall also includes networking, recognition and social events. A complete schedule for the meeting, including times and locations for all educational events, is available online, at aae.org/AAE19.

About the AAE

The American Association of Endodontists, headquartered in Chicago, represents more than 8,000 members worldwide. Endodontics is one of nine dental specialties formally recognized by the American Dental Association. The AAE, established in 1943, is dedicated to excellence in the art and science of endodontics and to the highest standard of patient care. The AAE inspires its members to pursue professional advancement and personal fulfillment through education, research, advocacy, leadership, communication and service. More information about the AAE is available online, at aae.org.

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FUTURIST MIKE WALSH IS THE KEYNOTE SPEAKER AT AAE19.

Photo/Provided by AAE

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Sonendo offers education, special events at AAE19

By Sonendo Staff

Sonendo, developer of the GentleWave® System, will offer a number of educational opportunities and will sponsor several special events at AAE19, to be held April 10 to 13 (Wednesday to Saturday) at the Palais des Congrès in Montreal.

The company describes the GentleWave System as the next evolution in endodontic technology that has transformed an ever-expanding network of progressive practices across the country. The high-tech irrigation process of the GentleWave System harnesses optimized procedure fluids, vortical flow and broad-spectrum acoustic energies to debride and disinfect the root canal system — even the undetected, uninstrumented spaces — with a minimally invasive protocol that leaves more of the tooth structure intact.

In partnership with TDO® Software, Sonendo is continuing to show its commitment to improving the overall patient experience. Visit Sonendo at booth No. 1606 or TDO at booth No. 1706 during AAE19 to learn more about how Sonendo and TDO are working to achieve excellence in endodontic treatment and patient care.

Sonendo will offer two “To-The-Point” lectures in the exhibit hall.

James A. Smith Jr., DMD, will present “Why GentleWave? Efficacy, Efficiency and Practice Impact” on Wednesday from 11:15 a.m. to 12:15 p.m. Smith, a GentleWave practitioner, will discuss how the technology has impacted all aspects of his practice.

Kirk Coury, DDS, MS, and James C. Douthitt, DDS, MS, will present “A GentleWave System Case Study: Investing in Efficacy and Realizing Value in Everyday Practice” on Thursday from 2 to 3 p.m. Coury and Douthitt will report on the positive impact to their schedule and economics since incorporating GentleWave into their practice.

Throughout the meeting, Sonendo will also offer in-booth presentations and hands-on GentleWave experiences.

Looking to experience some of the food and culture of Montreal? Sonendo will sponsor with AAE the Rooftop Welcome Reception, to be held Wednesday from 6 to 7:30 p.m. on Level 7 of the convention center. The gathering will feature traditional Quebec food and culture.

How about scenery and exercise? Join Sonendo on Thursday for the 6th Annual 5K Charity Fun Run & Walk, to be held from 6 to 7 a.m. Enjoy a warm-up with former New England Patriots cheerleader and molecular mechanistic biologist Theresa Oei.

For a full schedule, visit Sonendo.com/AAE19.

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