Award to help dental students offer dental care to troops

The ADA Foundation awarded its 2009 Bud Tarrson Dental Student Community Leadership Award to the University of Nevada at Las Vegas (UNLV) School of Dental Medicine in recognition of an oral health treatment program for National Guard troops.

The UNLV School of Dental Medicine will receive $5,000 with the award to enhance student education and outreach to underserved populations.

“This selfless effort by these dental students exemplifies what the ADA Foundation and the Tarrson Access to Oral Health Care Award are all about,” said Dr. Arthur A. Dugoni, president of the ADA Foundation.

“We are improving the lives and dental health of others by connecting people and investing in the human potential of so many individuals.”

In 2008, UNLV dental students founded the Special Care at the Ferrin Memorial Clinic to help meet the oral health needs of National Guard troops deemed non-deployable because of dental problems. Some of these troops cannot access dental care because they are not on active duty, making them ineligible for military benefits. The program has since expanded to include all local military veterans with limited access to dental care.

The first clinic, held in July 2008 at the UNLV School of Dental Medicine, treated 19 patients. Since then, there have been six additional clinics, with approximately 50 patients receiving free treatment at each session, including more than 100 veterans. UNLV dental students, supervised by Nevada licensed dentists, provided treatment that included restorations, root canals, extractions, crowns and dentures.

The clinic honors the memory of a UNLV dental student’s brother killed in action in 2004, while serving in Operation Iraqi Freedom.

Created in 2005 in memory of philanthropist Bud Tarrson, former CEO and owner of the John O. Butler Co., the Tarrson Award recognizes one exemplary volunteer community service project developed by dental students enrolled in a predoctoral dental education program.

A Chicago native, Tarrson was a director of the former ADA Health Foundation (now ADA Foundation) from 1994 to 1999.

Between 2004 and 2008, the Tarrson Award honored outstanding community service on the part of a practicing dentist or lay person. In 2009, the ADA Foundation redefined the Tarrson Award program to highlight significant dental student outreach to vulnerable communities.

“The new approach to this annual award program supports the efforts and acknowledges the initiative and outreach of dental students across the country,” said Linda Tarrson, who initiated the initiative and outreach of dental charitable activities.

Butler Co., the Tarrson Award recipient in 2009, is a Chicago native. Tarrson was a director of the ADA Health Foundation, which is now the ADA Foundation.

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“The new approach to this annual award program supports the efforts and acknowledges the initiative and outreach of dental students across the country,” said Linda Tarrson, who initiated the award in honor of her late husband.

“Selecting this year’s recipient was difficult because there are so many outstanding student programs that are supporting the ideals of professional service and outreach to the community.”

She added, “I’m extremely proud of the UNLV program and its students for their desire to go beyond what is expected and to be of service to those in the community who are truly in need of oral health care.”

The ADA Foundation is a catalyst for uniting people and organizations to make a difference through better oral health. Since 1991, the ADA Foundation has disbursed nearly $31 million to support such charitable activities.

In addition to funding grants for dental research, education, scholarships and access to care, the foundation supports charitable assistance programs, such as relief grants to dentists and their dependents who are unable to support themselves due to injury, a medical condition or advanced age; and grants and loans to those who are victims of disasters.

(Source: ADA Foundation)

About the ADA Foundation

The ADA Foundation’s primary goal is to connect people and organizations in order to effect a positive difference via improved oral health. For more information about grants awards through the ADA foundation, please visit www.adafoundation.org.

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Dental Tribune | April 2010

Page 1A
Meridian chart shows teeth and organ relationships

Many people are familiar with Chinese medicine or acupuncture and have heard about meridians, the channels through which energy flows in the body. Each organ, gland and body structure has an associated meridian, including the teeth.

What does this mean for health and wellness? Well, if someone has a bad tooth, the energy flow through the meridian belonging to that tooth will be altered. This in turn can affect the health of all the other organs on that meridian.

For example, tooth #14, the upper left first molar tooth, is on the same meridian with the kidneys, liver, spleen, stomach and breast. So, if this tooth has a problem, it may affect energy flow through the meridian of those organs and may be affected as well.

Dr. Thomas L. Stone, MD, a pioneer in alternative medical diagnosis and treatment strategies, once attended a dental health seminar, and when he was asked why an MD would attend a dental conference, he said, “I know you dentists are killing my patients. I just want to find out how you are doing it.”

One holistic dentist was so inspired by Stone’s statement that he wrote a book titled “Rescued By My Dentist,” which is an account of his patients with health problems related to their mercury amalgam fillings.

Experienced biological dentists who have an understanding of the teeth and body connection are able to consider the oral cavity for the possible cause of symptoms in patients who have been unable to secure a diagnosis through regular allopathic medicine channels.

The key, he said, is for patients to avoid any products that promote dryness, so at all costs patients should avoid any containing alcohol, McConnell said. The antibacterial properties that complement the rinses, McConnell recommends patients use the rinse at least two to three times a day and the toothpaste on an extra soft brush after every meal.

McConnell also recommends a remineralizing paste specifically designed to strengthen the tooth surface and make it less susceptible to decay. A secondary benefit of the paste is that it also helps to balance the pH of the mouth and subsequent dental caries, and help prevent mouth sores.

McConnell said his favorite brands are Closys and Breath Rx, because they are alcohol-free and have antibacterial properties. Both companies also make toothpastes that complement the rinses. McConnell recommends patients use the rinse at least two to three times a day and the toothpaste on an extra soft brush after every meal.

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The front teeth are connected to the kidneys. The stomach is connected to the premolars. This is something that practitioners of traditional Chinese medicine have known for thousands of years. Now, TALKInternational.com has developed an Interactive Meridian Tooth Chart to allow the dentist and patient to learn about the relationship between the teeth and the body as an aid for overall health and wellness issues.

The Interactive Meridian Tooth Chart is located at www.talkinternational.com/toothchart.html.

(Source: PRWeb)

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(Source: ADA)
By Mary Kay Miller

Your Web site is where your business resides online and the hub of your Internet marketing campaign. It is the virtual representation of who you are and what you are all about. Always incorporate good design principles to ensure your Web site reaches out to the maximum number of new patients and engages as many people as possible.

When you are promoting your treatment and services online, people cannot see you physically like they would if they met you in your office. People do judge you by your cover. This is where a good Web site design comes in.

In any professional practice, dentists and doctors spend hundreds of thousands of dollars on office design, decorating, marketing materials and customer service. Convenient locations should be chosen and appropriate signs displayed so patients have little if any difficulty finding your office.

Your office should be clean and tidy and your staff members should emit a professional air with everyones dressed accordingly. The entire presentation is a marketing strategy to show patients you care about quality and are someone they can trust to provide expert treatment.

First impressions matter

The same is true with your Web site. If your Web site is old and outdated and is difficult to navigate, looks as if you hired your next door neighbor to set it up or, worse yet, you don't have one and you are literally shouting to online visitors looking for you that you are not professional and you don't provide quality care.

If you have a professional-looking Web site layout, branded with your message, you are giving visitors a positive perception. They will see that you have put meticulous attention to every detail of your business and you care about professionalism. They will also perceive that you are organized and focused on patients.

As you grow your practice in todays tech-savvy society, your Web site, along with your business cards, letterheads and promotional materials, become the face of your business. Every marketing tool, both online and offline, has its place and matters.

Attention should be paid to every aspect of your Web site. Make sure it performs optimally to serve its purpose by attracting and engaging patients to contact your office for a new patient exam.

In today's ADHD society, do not give visitors a reason to click on the "back" button. Time is precious to visitors, so get to the point quickly and without fluff. Statistics show:

• You have less than 8 seconds to engage a visitor once he or she clicks on your site.

• On average, a visitor reads only 2.5 pages on your site.

• If a page has more than 500 words and is not neatly organized, most of the content will go unread.

• If your site is difficult to navigate, visitors will click away from it immediately.

Here are ten important rules of thumb to make sure your Web site performs well.

No. 1: Do not use 'splash' or 'flash only' intro pages
Splash pages are the first pages you see when you arrive at a Web site.

They normally have beautiful imagery with words like "Welcome!" or "Click here to enter." They are pictures with no real purpose other than to entertain. Visitors are not on your site to be entertained; they are there for content rich information. If they want entertainment, they will go to YouTube.

No. 2: Have simple and clear navigation

Provide a simple and straightforward navigational menu that even a young child will know how to use. Stay away from complicated flash-based menus or multi-tiered dropdown menus.

If your visitors cannot figure out how to navigate your site, they will leave it. Design your site for an Internet-challenged newbie. Keep it easy and simple.

No. 5: Allow users to always know where they are on your site

When visitors are deeply engrossed in your program on your site, make sure they know which part of the site they are in at that moment.

This way, they will be able to browse relevant information or navigate to any section of the site easily.

Don't confuse your visitors because confusion means "abandon ship!"

No. 4: Write the content on a fifth grade reading level
Make the content easy to read for all ages and educational levels. If visitors don't understand what is being said, they will click away.

A Web site is provided to inform and impress visitors on a basic level. It's all about them, not you. Don't speak to them on your level; speak to them on their level.

No. 5: Avoid using music on your site
If visitors are going to stay a long time on your site reading content, make sure they're not annoyed by music looping on and on. If you insist on adding audio, make sure visitors have some control over it; volume or muting controls work fine.

Music also slows the page loading. If your pages load slowly, users will leave. The No. 1 page people leave is the home page. The No. 1 reason why is loading time.

Remember, in the mind of those looking at your site; visiting your competition's Web site is only one click away. However, if they do, this could cost you thousands of dollars.

No. 6: Reduce the number of images on your Web site
Images make your site load slowly and, in many cases, a profusion of images is unnecessary. If you think every image is essential on your site, make sure each one is optimized correctly for quick loading.

No. 7: Keep your text paragraphs at a reasonable length
Online reading of text is different than reading the printed word. The brain processes the information differently when read off a computer. If a paragraph is too long, it is broken into smaller separate paragraphs or bullet point the content for easy reading.

A block of text that is too large will deter visitors from reading your content. They will either move on or click away.

No. 8: Make sure your Web site complies with Web standards
Go to www.w3.org and make sure your Web site is cross-browser compatible. If your Web site looks great in Internet Explorer but doesn't work properly in Firefox and Opera, you will lose prospective new patients. With all the problems with Microsoft, Firefox and Opera browsers are becoming more popular every day.

No. 9: Extra large/small text size
There is more to Web design than graphics. User accessibility and comfort is a big part of it also.

Design the text to be legible and correctly sized. This enables your visitors to read it without straining their eyes.

No matter how good the content of your Web site or your sales copy is, if it's difficult to read, you won't be receiving new patient calls. A size 11 or 12 font in Arial, Verdana or Trebuchet MS works best.

No. 10: Text and background page color
On a computer, some colors are more difficult to read than others. Studies report black text on a white background is the easiest to read.

White text on a black background, although it looks nice, causes eye-strain and is difficult to read. A light background with dark colored text is always your best option.

As a business owner, it is your job to make sure your Web site does what it's meant to do effectively.

Even though you are not a Web designer, it is your marketing responsibility to ensure your Web site does what it is supposed to: engage and direct new patients to contact your office for a new patient exam. Don't let minor mistakes in design stop your site from perform-