security after Marathon bombing

Boston-area conferences increase

American Dental Hygienists’ Association assures attendees of emphasis on safety

With the Boston Marathon explosions and subsequent manhunt occurring a relatively short time before the American Dental Hygienists’ Association annual meeting in Boston, the ADHA released the following statement:

“All of us at ADHA express our sympathy for the victims in the bombings that occurred in Boston yesterday [April 15]. We extend our sympathies to our colleagues and friends in Boston and Massachusetts, and others affected by this tragedy. While the Center for Lifelong Learning at the 90th Annual Session is still two months away, we want to assure members and attendees that their safety is the top priority. We will be communicating with the City of Boston, the Convention and Visitors Bureau and each hotel to share safety instructions and procedures as they become available.”

The ADHA’s annual meeting — The Center for Lifelong Learning at the 90th Annual Session — is being promoted as a celebration of a century in practice, “100 Years of Dental Hygiene: Proud Past, Unlimited Future.” The meeting runs from June 19–25.

From the first hygienists trained by Dr. Alfred Fones in 1913 to the leading innovators of today, ADHA will extol the progress and accomplishments of dental hygienists in the oral health care field over the past 100 years. Dental hygienists from across the country and around the world are being invited to come together to prepare themselves to be the pioneers that make the next century of practice as successful as the previous one.

CLL at the 90th annual session hosts more than 30 continuing education courses taught by nationally renowned speakers, with six separate career tracks for professionals at all stages of their careers, and the possibility of earning up to 20 C.E. hours at one event. Tracks include: clinical practice, public health, education, research, professional development, new practitioner and a separate student track. In addition, the exhibition hall will feature more than 125 companies displaying information and products representing the latest in oral health.

Plenary sessions, on Thursday and Saturday, will feature public health advocate Erin Brockovich and Oscar-winning actress Geena Davis, respectively. Friday evening, the ADHA Institute for Oral Health Gala has as master of ceremonies and host the legendary Debbie Reynolds, star of stage and screen in some of America’s greatest classic productions.

Pre-registration is open until June 7 at www.adha.org/annual-session, and on-site registration will be available at the event.

Industry commentary

Celebrating 100 years of dental hygiene

By Lori Bernardo, RDH

In 1906, when Dr. Alfred Fones came up with the idea to train his assistant, Irene Newman, to clean teeth and perform preventive oral services on children, no one could have predicted how our profession could have evolved. Fones’ early vision of the role of the dental hygienist was revolutionary. His goal was to employ dental hygienists who were primarily from schools and medical practices. He was quoted as saying: “It is primarily to this important work of public education that the dental hygienist is called. She must regard herself as the channel through which dentistry’s knowledge of mouth hygiene is to be disseminated, the greatest service she can perform in the persistent education of the public in mouth hygiene and the allied branches of general hygiene.” It was a lofty goal, which became the start of a noble profession whose purpose was to eradicate oral disease and improve the overall health of the whole population.

I recently had the opportunity to attend a reception sponsored by Crest® and Oral-B® to celebrate the 100-year anniversary of dental hygiene with fellow hygienists. In the past 100 years, our profession has fought hard to carry out Fones’ mission. As I reflect on this anniversary, there are two major areas where the dental hygiene profession has made leaps and bounds — the career opportunities available beyond the clinic and the oral health challenges facing our patients.

Although most dental hygienists are employed in the private practice setting, many of us have chosen to take our mission “to the streets” in a variety of ways over the past 100 years. We can still be seen as public health workers, teachers, marketing and sales representatives, research professionals, and more. I personally have had a very rewarding career that has spanned almost 30 years in the oral health industry. Although most of those years were spent in clinical practice, twice during this time I left to work in sales for different dental product companies. In my current sales representative role, the commodity that I offer is no longer the work of my hands, but the collected knowledge of 30 years in the dental profession. It is more about what I know than what I do. I believe this role allows me to continue delivering the message of our original dental hygienist mission on a much larger scale and make room chairside for new graduates. Sharing information on new products and services gives other dental professionals the tools they need to do their work more efficiently, and in turn, help them reach more people.

So, my fellow colleagues, I say we pause to celebrate our profession and all that we have done. Have a party. Enjoy a piece of cake. But don’t rest for too long, because if we want to honor the mission that Dr. Fones set out for us 100 years ago, we still have a lot of work to do.

Are you ready? Now, let’s get started on another “100 Years of Dental Hygiene”!

References

1. www.nidcr.nih.gov/DataStatistics/FindDataByTopic/DentalCaries/DentalCariesChildren

www.dental-tribune.com
support for the City of Boston.”

The MCCA press release went on to say that after some uncertainty following the April 15, bombings the Ambulatory Surgery Center Association’s Annual Meeting began the following Wednesday as scheduled. On Friday, April 19, attendees — most of whom were staying in hotels connected to the convention center via walkways from the Prudential Center and Copley Place — were in the Hynes for sessions starting at 7 a.m. In accordance with the shelter-in-place order from the Governor, attendees stayed at the Hynes and continued with event activity as scheduled.

Friday April 19 was a scheduled arrival day for nearly 15,000 attendees of the Experimental Biology 2013 Annual Meeting, including a full schedule of courses, visits to convention centers.

Following the week’s events, MCCA representatives said that customers, staff, attendees and exhibitors should expect heightened security throughout the city and particularly around public transportation and entrances to hotels and the convention centers.

For details on the ADHA meeting, including a full schedule of courses, visit www.adha.org/annual-session.

(Sources: American Dental Hygienists’ Association, Massachusetts Convention Center Authority)
Kerr TotalCare takes its brand in new direction

Company looks to its roots — and commits to being ‘hygiene focused’

TotalCare, an industry leader in dental infection prevention, has announced a new corporate brand identity, which the company says represents its drive toward delivering a full spectrum of innovative solutions to the dental hygiene community.

“The first major initiative will be a return to our company roots, with the addition of the name Kerr to our brand,” said Todd Norbe, president of Kerr TotalCare. “After 23 years in the industry, we understand what today’s dental hygienists and other dental professionals are faced with every day. Our new brand direction will afford us the ability to offer a suite of solutions to the dental hygiene community, so hygienists can focus on providing the highest level of care to their patients.”

“As of today, Kerr TotalCare will be a hygiene-focused brand, positioned to deliver products designed to address the full workflow of Dental Hygienists and Dental Assistants,” added Steve Fanning, vice president of marketing.

Kerr TotalCare’s new brand identity, already visible on its website, www.kerrtotalcare.com, will be featured throughout all of the company’s advertising and marketing campaigns. Additionally, throughout 2013, Kerr TotalCare will join the dental hygiene community in celebrating the 100th anniversary of dental hygiene.

The yearlong celebration will kick off with the “Celebrate Hygiene” enter-to-win sweepstakes for a registration to this year’s American Dental Hygienists’ Association (ADHA) national dental hygiene meeting — the Center for Lifelong Learning (CLL) at the 90th Annual Session from June 19–25, in Boston.

According to Kerr TotalCare representatives, the company’s business philosophy is “all about advancing hygiene and empowering people.”

With its experience and proven solutions, the company is able to state that it serves 99 percent of dental practices around the world.

About Kerr TotalCare
The corporate headquarters is located in Orange, Calif., and its manufacturing facility, which it describes as being “state-of-the-art,” is in Romulus, Mich.

The company’s literature describes its primary purpose as being to support hygienists and other dental professionals worldwide who are dedicated to improving patient health.

Kerr TotalCare’s mission is to be a trusted partner that delivers innovative solutions across dental hygienists’ workflows to empower and inspire them to deliver the highest level of care to their patients. The company reports that its brands have protected more than 100 million people every year for more than 25 years.

Kerr TotalCare products are sold through leading dental and medical product suppliers across the globe. Kerr TotalCare is part of the KaVo Kerr Group, which is a leader in smart products and processes that enable dental professionals to confidently optimize their work and lives.

For more information about all Kerr TotalCare products, you can contact Kerr TotalCare through its website, www.kerrtotalcare.com.

(Source: Kerr TotalCare)