Research has shown that playing a musical instrument can help nourish, cultivate and increase intelligence in children, but playing a used instrument can also pose a potentially dangerous health risk, according to the Academy of General Dentistry.

Used woodwind and brass instruments were found to be heavily contaminated with a variety of bacteria and fungi. Many of the contaminants found on the instruments are associated with minor to serious infectious and allergic diseases, according to a study published in the March/April 2011 issue of General Dentistry, the peer-reviewed clinical journal of the AGD.

"Many children participate in their school’s band ensemble and often the instruments they play are on loan," said R. Thomas Glass, DDS, PhD, lead author of the study. "Most of these instruments have been played by other students, and without the proper sanitation, bacteria and fungi can thrive for weeks and even months after the last use."

A total of 117 different sites, including the mouthpieces, internal chambers and cases, were tested on 13 previously played instruments of a high school band. Six of the instruments had been played within a week of testing, while seven hadn’t been touched in about one month. The instruments produced 442 different bacteria, many of which were species of Staphylococcus, which can cause staph infections. Additionally, 58 molds and 19 yeasts were identified.

"Parents may not realize that the mold in their child’s instrument could contribute to the development of asthma," said Glass.

Additionally, the yeasts on the instruments commonly cause skin infections around the mouth and lips ("red lips").

Leo E. Rouse, DDS, was installed as the first African-American president of the American Dental Education Association (ADEA) at the 2011 ADEA Annual Session & Exhibition in San Diego in March. Rouse’s extensive background in leadership and dedication to service will guide the association over his yearlong presidential term.

"Leo’s commitment to service in the field of dentistry and dental education will be invaluable, not only to the association, but to all of academic dentistry," said outgoing ADEA President Sandra C. Andrieu, MEd, PhD. Rouse will host the 2012 ADEA Annual Session & Exhibition, which...
Rouse is a veteran of the U.S. Army. He concluded his 24-year career as the commander and chief operating officer of the U.S. Army Dental Command, where he led the global operation of the Army Dental Corps.

After starting a second career in academic dentistry, he was appointed dean of Howard University College of Dentistry in 2004.

Rouse previously served as chair of the ADEA Council of Deans and as one of the four ADEA commissioners on the Commission of Dental Accreditation. In 2009, he was awarded an ADEA Presidential Citation for distinguished service to the association and dedication to the advancement of the dental education community. He is actively engaged in other dental organizations. Currently, he serves on the Board of Directors for the American Dental Association (ADA) Foundation and the Association of Minority Health Professions Schools (AMHPS).

Rouse holds a DDS degree from the Howard University College of Dentistry. In 1997, he received the Howard University College of Dentistry Alumni Achievement Award for distinguished service to the country and the profession of dentistry.

Glickman voted ADEA president-elect

Gerald Glickman, DDS, MS, MBA, JD, was installed as ADEA president-elect. He will spend a year as ADEA president-elect and become ADEA president at the conclusion of the 2012 ADEA Annual Session & Exhibition in Orlando, Fla., March 17–21. In “his 25 years of service to ADEA, Dr. Glickman has been an actively engaged volunteer leader,” said Andrieu. “I was proud to serve with him, and look forward to seeing the association grow under his leadership.”

Glickman will focus his term as ADEA president on fostering lifelong learning. He aspires to give ADEA members the tools for self-direction and self-reflection.

An educator committed to bettering the future of academic dentistry, Glickman is a founding member of the ADEA Commission on Change and Innovation in Dental Education (ADEA CCI), which promotes innovative curricula to educate efficient and effective health-care team practitioners. He has chaired and served as councilor for the ADEA Section on Endodontics and the ADEA Section on Graduate and Postgraduate Education. He was elected ADEA vice president for sections, a position he held from 2002 to 2005.

Glickman is currently professor and chair of the Department of Endodontics and director of graduate endodontics at Baylor College of Dentistry. He holds a MS in microbiology from the University of Kentucky and earned his DDS from Ohio State University. He was awarded a GPR certificate from the University of Florida and a certificate and MS in endodontics from Northwestern University. Glickman also holds a MBA from Southern Methodist University and a JD from Texas Wesleyan University.

About the ADEA

The American Dental Education Association (ADEA) is the voice of dental education. Its members include all U.S. and Canadian dental schools and many allied and postdoctoral dental education programs, corporations, faculty and students.

The mission of the ADEA is to lead individuals and institutions of the dental education community to address contemporary issues influencing education, research and the delivery of oral health care for the public.

The ADEA’s activities encompass a wide range of research, advocacy, faculty development, meetings and communications such as the esteemed Journal of Dental Education, as well as the dental school admissions services AADSAS, PASS and CAAPID.
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It’s an interesting paradox of these economic times. Although the unemployment rate nationwide remains high and it would seem that the job market would be flooded with able candidates, according to a recent Manpower survey, talent shortages remain a problem. In some cases, employers have become so rigid in what they will accept that some very good, albeit not perfect, candidates are never even considered.

The challenge is that the people available and the skills required by employers do not match up, particularly as businesses seek greater specificity in the skill set. In other words, there may be plenty of talent but it’s not the right talent available in the right place at the right time. For these employers, flexibility is an issue.

However, for dentists, the opposite is too often the case. Typically, dentists are so flexible in their hiring practices, they make JELL-O® look rigid. When a vacancy occurs in the practice, it is common for dentists to focus almost solely on filling the position and give little consideration to the long-term quality of the hire or the specificity of the skills required — particularly if the hire is going to be a business employee.

They may zero in on one line on the resume that indicates a sliver of past dental office experience and consider this applicant to be “the one.” Yet they will disregard a multitude of red flags, such as...
gaps in the resume or frequent job changes. Dentists commonly ignore recommendations to check out references. Too often they are driven by one thought: “How quickly can I get someone, anyone, in here?” Little or no consideration is given to assessing the likelihood that this person will succeed in the position or what impact the individual will have on the success of the practice over time, or in other words, the “quality of the hire.” That being said, hiring failures can cost a fortune.

The figure commonly tossed about to fill a vacancy is 1.5 times the position’s annual salary. Yet, if the new hire doesn’t work out and you’re filling the position again six or maybe nine months later, you’re looking at doubling the cost, not to mention the frustration.

Thus, it is all the more reason why placing greater attention on the quality of the hire rather than merely filling the slot is tremendously important.

Take steps now to ensure that when the next employee turns in his or her two-weeks’ notice, you’re not spiraling into panic mode and scrambling to merely fill the position. Establish a well-defined hiring procedure.

‘Mission minded’
Recruiting quality employees is a process that goes well beyond the two-line classified ad written in secret code. Look at your mission statement and remind yourself where you want to take your practice. Remember, you’re building a team, a practice and a vision — not just filling a position.

Consider the strengths and weaknesses of your practice as well as your own and those of your employees. Are there voids in employee skills and/or duplication of strengths or weaknesses among the team?

One of the key components of this hiring procedure is a clearly defined job description for every position in your practice. Keep in mind that when an opening occurs, that is the opportunity to closely look at the position and update and/or refine the job description to better address the continually changing needs of the office. A staff opening isn’t the time to be creating the job description from scratch.

In addition, please don’t utter this tired line: “But I don’t like job descriptions because they box people in.” If that’s your excuse for not having job descriptions, I can assure you that your practice also lacks accountability. There are likely significant system breakdowns, and you are losing money hand over fist.

What’s more, if you’re looking for quality applicants to fill the position, not just a warm body, they expect to see a job description. The applicants will want details of precisely what the job entails and the expectations. Vague generalizations about the position that appear in the classified ads will not satisfy a quality applicant.

Next, consider your advertising strategy. What type of applicant do you want to attract, then target your ad to appeal to that particular audience. Place your ad in publications and on websites where prospective candidates are likely to see it. Look well beyond the local paper; consider online newsletters geared toward business employees, management staff as well as the usual dental publications targeting assistants and dental hygienists. Additionally, some dentists have had very good luck using online job advertising services as well.

Screen the applications first by...
narrowing down the list of candidates to those you are most interested in. From there, conduct phone interviews. Be sure that in the phone interviews you ask all of the applicants the same basic questions. Pay attention to tone of voice, word usage and grammar. You should now be able to pare the list down to only those you are most interested in interviewing face to face.

**Skills, personality and more**

While no applicant is perfect, it’s important to understand each job and what particular attributes a prospective employee needs to have. If your goal is a 98 percent collection rate, you don’t want a candidate who has trouble asking for money — even if she does have a perfect smile and charming personality.

Most importantly: gut instincts are no match for good data. As the school of hard knocks has taught virtually every dentist I know, a seemingly rock-solid resume and practical skills offer no assurance that the person you hire will prove to be the excellent candidate you interview.

The candidates may appear to have the right skill set, but if one has trouble making decisions or the other is overly controlling, today’s seemingly ideal hire can metamorphose into tomorrow’s employment nightmare. Don’t gamble and don’t guess, instead, test the candidates.

Testing tools available in the dental marketplace provide a statistically valid and scientifically based hiring assessment tool for dentists. The computerized assessment measures job applicants against a profile of the “ideal” dental practice employee for each position. The procedure is simple.

Applicants answer a list of questions online. Just minutes later, the dentist receives a statistically reliable report enabling him or her to clearly determine if the candidate under consideration would be a good match for the position being filled. It’s straightforward and accurate.

What’s more, this carefully tested and thoroughly researched hiring tool is fully compliant with the legal requirements associated with employee testing.

Beyond “You’re hired!”

Once the new hire is in the practice, help him or her succeed. Supply the necessary equipment, tools and training needed to perform the job well. Clearly explain what is expected of the employee and how his or her performance will be measured. Provide an office policy manual that explains policies and procedures, such as sick time, holidays, vacation, disciplinary procedures, etc.

In addition, provide routine, ongoing and direct feedback. This constructive direction helps the employee learn the ropes. Finally, schedule performance reviews to assess the new hire’s performance at least twice, and preferably three times, during the first 90 days.

If you take specific steps before, during and after the hiring process, you are far more likely to ensure that quality hires make up your quality team.
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Kick up your ‘dental’ heels in San Antonio

By Dr. Roger Macias
Chair of the 2011 Texas Meeting

The 2011 Texas Meeting is fast approaching, May 5–8. We are gearing up with our speakers, presentations and festivities. Let me give you an example of the new dawn.

We are very proud to be able to have some of the most dynamic speakers from the dental world be with us in May.

The speakers include the following:

• Dr. Lee Brady, Dr. Gary DeWood, Dr. Bob Winter and Dr. Steve Ratcliff from the Spear Institute.
• Dr. Jim Fondriest and Matt Roberts (one of the most well-known laboratory ceramists) presenting some of the latest techniques in crown and bridge.
• Dr. Michael Unthank, offering his office design course.
• The hilarious but informative Bruce Christopher.
• Kirk Behrendt, Debbie Castagna and Virginia Moore, Dr. Roger Levin and Rosemary Bray, all talking about practice management.
• Dr. Joseph Massad on prosthodontics.
• Jo Ann Majors on implant marketing.

A new dentist, Dr. Mark Kleive, joining Dr. Richard Hunt to present the latest in a workshop on exquisite provisionals.

It’s a new day …

This year we are proud to be able to present for the first time at the Texas Meeting a certification course for dental assistants on the application of pit and fissure sealants as well as a coronal polishing course. These two courses have been a long time in coming, and we are very excited to be able to offer them to our membership.

It’s a new life …

The Texas Council on Annual Sessions is aware of how important the dentist/lab technician relationship is in the dental team concept. Because of this, for the first time in a long time, we are offering courses from some of the most prestigious speakers in the world for both the dentist and lab technician.

The “Lab Track” on Saturday, May 7, from 8:30 a.m. to 1:30 p.m., offers five session options, culminating with lunch and an open forum, hosted by Dr. Mark Murphy, to discuss the “Role of the Dentist/Laboratory Technician in a Digital World.” Some of the greatest dentists and lab technicians in the world will be here to participate in this.

The state-of-the-art exhibit hall is the place you need to be to find more than 500 exhibitor booths as well as the TDA Pavilion, TDA Smiles Foundation, DENPAC Silent Auction and the TDA Perks Program partners.

In addition, there will be a digital caricature artist and happy hours on Thursday and Friday.

Our own Dr. Bud Luecke and his band, Morning, will generate the music for Thursday’s Texas Party.

It’s a new dawn. It’s a new day. It’s a new life. I’m feelin’ good!\(\text{b}\)
Dr. Larry Emmott has more than 30 years of experience as a practicing dentist and has been speaking and writing on high-tech in dentistry for nearly 20 years. He has helped thousands of dentists learn about and understand high-tech equipment and how it can be used effectively in the dental office.

How did you get started in the high-tech area?
I started practicing in the days of peg boards, film and paper. When technology started to invade our society, some people found it frightening, I found it fascinating and exciting. I jumped into technology and quickly learned two things: high-tech systems had the potential to revolutionize dental practice, and many dentists were confused and making poor technology choices. I have made it my mission to help fellow dentists make wise technology choices.

What are the biggest problems or mistakes you see dentists making when it comes to choosing high-tech equipment?
The biggest mistakes are not picking the wrong sensor or network, they are more fundamental and they are somewhat related. Mistake No. 1 is not knowing what is possible and therefore having no plan or vision as to how you will use technology. If you have no plan, you tend to buy random technology that may not really benefit you or your practice.

The second mistake is poor or limited training. Even when dentists invest in high-quality systems, they frequently do not get full value because they do not know how to use them. I often have people come to me and say, “If my system just did XYZ it would be great.” The fact is usually that the system does do XYZ and has for years, but the practitioner just did not know how to use the system.

You have been successful in presenting what some see as a complex and boring topic. How do you make it interesting?
You are right. What could be more boring to a dentist than talking about computers? The answer is “KISS” and have fun. KISS stands for “keep it simple, stupid.” I don’t believe dentists or dental team members are stupid, however, I also don’t believe learning to use technology means learning about bits, bytes and code. I always relate technology to what we do every day in the dental office and how it compares to our old non-technical systems.

The second component is fun. We have fun at the training sessions I’m involved with. For example, I sponsor a C.E. vacation program in Sedona, Ariz., called Technology on the Rocks. It combines real education with a great vacation destination.

Is that the mountain biking program?
Yes. I get to indulge both my passions: high-tech dental equipment and mountain biking. Sedona is an amazingly beautiful place and a world-class mountain biking destination. However, you don’t have to be a cyclist to enjoy the area, there is lots to do for everyone. Have fun, learn a lot and do it in a beautiful place; what’s not to like?

The question everyone wants answered is, what’s the next big thing in technology?
The Internet. Of course, the Internet is not new, but how we will be using it is. Internet-based e-services, interactive patient communication and cloud-based computing are all going to have a big impact in the future. The future is coming and it will be amazing!

More information
If you want to learn more about Technology on the Rocks in Sedona, Ariz., from June 2–4, contact Emmott directly at 602-791-7071 or visit www.drlarryemmott.com.
Switzerland’s Electro Medical Systems (EMS) wants to demonstrate how treatment with an ultrasonic scaler can be enhanced even more with the brand new Piezon Master 700. EMS points to the special refinements of integrated i.Piezon technology. It is designed to assure smooth interaction between the original Piezon handpieces and the EMS Swiss instruments made of biocompatible surgical steel to ensure the best in patient comfort.

The company says that the i.Piezon module assures that instrument movements are perfectly aligned with the tooth surface, and vibrates 32,000 times per second to make it extremely effective. The intelligent feedback control minimizes damage to the tooth surface. The result is a uniquely smooth tooth surface and maximum soft-tissue protection. This is the formula for incomparable precision and therapy that is practically painless thanks to optimum instrument movements.

The balanced Piezon handpieces show how substantially improved illumination of the oral cavity can be achieved with the six LEDs arranged around the tip of the handpiece. In the words of the manufacturer, which describes itself as the leading maker of dental hygiene systems, this advance enables dentists to handle ultrasonic instruments with even greater precision. This means even greater precision for periodontal and root canal treatments, calculus removal, cavity preparation and other conservative treatments.

The seamless housing of the Piezon Master 700 has an esthetic, ergonomic and hygienic design, which promises a high degree of operator comfort. The touch panel can be rapidly and precisely operated by simply touching the self-explanatory operating elements or tapping on the desired action. This enables the system to meet all the requirements in respect to ease of use, and especially hygiene.

The two replacement bottles with a capacity of 350 ml or 500 ml for holding various antiseptic solutions are resistant to UV radiation and can be replaced easily and quickly thanks to their snap-shut caps.

**Fig. 1:** The Piezon Master 700: a new ultrasonic scaler with integrated i.Piezon technology.

**Fig. 2:** The balanced Piezon handpieces show how substantially improved illumination of the oral cavity can be achieved with the six LEDs arranged around the tip of the handpiece.

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