Across the five-decade observation period, edentulism prevalence declined from 18.9 percent in 1957–1958 to 4.9 percent in 2009–2012. The single most influential determinant of the decline was the passing of generations born before the 1940s, whose rate of edentulism incidence (5–6 percent per decade of age) far exceeded that of later cohorts (1–3 percent per decade of age). High-income households experienced a greater relative decline, but a smaller absolute decline, than did low-income households. By 2010, edentulism was a rare condition in high-income households and had contracted geographically to states with disproportionately high poverty. With the passing of generations born in the mid-20th century, the rate of decline in edentulism is projected to slow, reaching 2.6 percent (95 percent prediction limits: 2.1 percent, 3.1 percent) by 2050. The continuing decline will be offset only partially by population growth and population aging, such that the predicted number of edentulous people in 2050 (8.6 million; 95 percent prediction limits: 6.8 million, 10.3 million) will be 30 percent lower than the 12.2 million edentulous people in 2010.

“While it’s encouraging to know that this study by Dr. Gary Slade illustrates a steep decline in U.S. edentulism over the past five decades, these health gains in absolute terms have not been distributed equally,” said American Association for Dental Research President Dr. Timothy DeRouen. “Additional public health measures must be taken to reduce tooth loss in low-income populations.”

The paper, titled “Projections of U.S. Edentulism Prevalence Following Five Decades of Decline,” was published online on Aug. 21 in the Journal of Dental Research ahead of print. The journal is a publication of the International Association for Dental Research (IADR) and the American Association for Dental Research, a division of the IADR. The IADR is a nonprofit organization dedicated to advancing research and increasing knowledge for the improvement of oral health, among other objectives.

(Sources: University of North Carolina at Chapel Hill and the International Association for Dental Research)

**EDENTULISM, page A2**

Ensuring quality of DENTSPLY pharmaceuticals begins when collecting active molecules and continues through double-sterilization of cartridges, laser inspection for defects, safety-focused individual packaging and breakage-avoidance shipping. Photo/DENTSPLY International
INDICATIONS INCLUDE:
Implant Site Preparation
Atraumatic Extractions
Lateral Sinus Elevation
Crestal Sinus Elevation
Ridge Expansion
Block Grafting
Corticotomy
Apicoectomy
Tori Removal
Crown Lengthening
Harvest Particulate Bone
Root Scaling and Planing
Retrograde Endodontics
1.1-ounce camera system records your perspective in 1080p HD

Designs for Vision’s NanoCamHD also lets you grab high-def still images live or later

Designs for Vision’s new NanoCam-HD™ records digitally at 1080p high-definition resolution. The NanoCamHD records magnified HD images from your perspective. The complete system includes 2.5x, 3.5x and 4.5x lens systems to match the magnification you are using — providing a true user’s point of view.

As an added feature, still photographs can be taken from live video feed or during playback mode. The video or still images can be uploaded into a patient file, included in a presentation or course or shared with a colleague or laboratory for collaborative consultations.

Camera and mini LED headlight attach to loupe or headband

The NanoCamHD complete system includes a color corrected ULTRA Mini LED DayLite® headlight. The combination headlight/NanoCamHD weighs 1.1 ounces and can be attached to your loupes or can be worn on a lightweight headband.

The system also includes a foot pedal to enable hands-free operation of the NanoCamHD. Record/pause, mute/unmute and still photography are controlled by the operator hands-free via the foot pedal.

For best results, Designs for Vision recommends that users combine the NanoCamHD with the company’s dental telescopes. Matching true magnification levels of 2.5x, 3.5x or 4.5x will produce the most realistic simulation from the user’s perspective, according to the company. The NanoCamHD can also be attached to the new Nike® Retro frames or the new DVI Sport frames.

At the AAP annual meeting

To “See the Visible Difference®” yourself, you can visit Designs for Vision in booth No. 632 (level 1) or booth No. 1512 (level 2) at the American Academy of Periodontology annual education meeting, Sept. 19–22 in San Francisco.
DENTSPLY Pharmaceutical delivers a comprehensive line of local anesthesia products for your practice. With such a wide variety, you'll find what you need for any procedure. Discover our full line of local anesthesia at www.dentsplypharma.com.

To learn more, call us at 1-800-225-2787.

© 2014 DENTSPLY International
PHA01-04|4-1.0 Rev.00
right anesthetic from DENTSPLY.

DENTSPLY® PHARMACEUTICAL
Your trusted partner in dental anesthetics
Online-review rules you should follow

Safeguard your reputation with these three principles

Online reviews dramatically change the way patients choose a dental care provider. Eighty-eight percent of consumers trust online reviews as much as personal recommendations. In the highly competitive world of dentistry, online reviews can substantially impact the growth and profitability of your practice.

Here are three principles to help you protect your online reputation, ensuring your high-quality reviews get in front of prospective patients searching for a dentist:

• Make sure your published reviews get in front of prospective patients. It’s imperative that your online reviews are published to a site generating organic prospective patient traffic and has tools that convert that traffic into appointment requests. Healthgrades is an example of this, boasting over 220 million annual visitors and more than 20 million visitors looking for a dental care provider. Last year Healthgrades Enhanced Profiles from Sesame Communications were introduced in the dental industry. With an Enhanced Profile, your high-quality, verified patient reviews are automatically populated and allow prospective patients to click-to-request an appointment. A recent study by Sesame Communications found that dental care providers with a Healthgrades Enhanced Profile publish an average of more than 21 online reviews and generate 11 appointment requests every month.

• Keep track of your online reputation. There is always the possibility your profile will encounter a negative review. This is easier to track when reviews come from your verified post-appointment surveys. Keeping track of online reviews across the Internet can be a challenge. Utilize a service from a reputable vendor that can traverse major review sites and return the results to you. Also, make sure you publish a sufficient volume of positive reviews. They will put infrequent negative reviews in the right perspective.

• Address every negative review. Dealing with a negative review isn’t easy, but quickly addressing the issue can have a positive outcome. Contact the reviewer immediately, apologize where appropriate and then ask the reviewer to re-submit their review. The best review sites will override the negative review with the new review, ensuring the reputation of your practice is accurately represented.

Final thoughts

The weight prospective patients put on online reviews continues to grow. By publishing reviews where prospective patients search for a new dentist, keeping track of what patients are saying about your practice online and quickly addressing negative reviews, your practice can use this powerful medium to promote the value of your practice and expand your loyal patient community.

(Source: Sesame Communications)

References

By Mark Duncan, DDS, FAGD, LVIF, DICOI, FICCMO, Clinical Director, LVI

As a patient, I expect the best care I can find. As a doctor, I want to deliver the best care possible. That takes us to the power of continuing education, and as doctors we are faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys, 99.7 percent said they love practicing dentistry, and of those surveyed, 92 percent said they enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover the breadth of dentistry, the most powerful and life-changing program is generally reported as Core I, “Advanced Functional Dentistry: The Power of Physiologic-Based Occlusion.”

**Take control of your practice**

This program is a three-day course that is designed for doctors and their teams to learn together about the power of getting their patients’ physiology on their side. In this program, doctors can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning their practice and providing high-quality dentistry.

Whether he or she works in a solo practice or in a group setting, every doctor can start the process of creating comprehensive care experiences for his or her patients.

We will discuss why some cases that doctors are asked by their patients to do are actually dangerous cases to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary health care professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored and how the supporting soft tissue is the most important diagnostic tool you have — not simply the gingiva, but the entire soft-tissue support of the structures not just in the mouth but also in the rest of the body.

**Comprehensive care**

A successful restorative practice doesn’t need to be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patients’ needs and desires. Dentistry is a challenging and thankless business, but it doesn’t have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank-yous and hugs and tears that our patients bring to us, but only when we can change their lives. The Core I program at LVI is the first step on that journey.

That’s why when you call, we will answer the phone, “LVI, where lives are changing daily!”

Las Vegas Institute for Advanced Dental Studies offers Core I, a three-day course for doctors and their teams. Photo/Provided by Las Vegas Institute for Advanced Dental Studies.
Powerfully easy

Crisp, clear intraoral images delivered on a screen your patients hold in their hands

By DrQuickLook Staff

DrQuickLook™ SD Basic and SD Plus intraoral cameras deliver powerful features that can lift your practice to the next level. Showing crisp, clear images delivered on a screen that your patients hold in their own hands is the best way to convince patients to follow your recommendations for treatment.

Distoration-free imaging, adjustable lighting system

These devices are feature-rich to deliver the utmost in quality images, according to the company. The camera lens is covered by optical glass for distortion-free imaging. Six powerful LEDs highlight the most minute details for your patient to see.

The lighting system is adjustable to create the lighting balance needed for a variety of situations. Turn off the LEDs to take an image of a traditional radiograph on a viewbox to send to an insurance company or to add to your digital patient records. Images can be magnified for immediate viewing of defective margins and fracture lines. One touch of a button on the wand saves the image to a standard SD card.

Highly portable

Images can be quickly reviewed from the SD card to show your patient all the images in sequence. Need to magnify that area? Simply eject the SD card and, using the supplied adapter, import the jpeg images into the insurance company to highlight, for example, a fracture line that calls for a crown on the tooth.

The FaceCam feature in the SD Plus model can create a quick print-out image to enable immediate patient recognition at your reception desk or to send as an additional aid for your dental laboratory. Optional patient education can make your practice cutting edge. That’s another feature enables patients to see any of 30 videos to fully understand procedures. You can provide your own narrative with the matching slideshow series.

Saving images to the patient file in a practice management system is a breeze using the standard SD card, according to the company. If you want to retain any image, simply eject the SD card and, using the supplied adapter, import the jpeg images into the patient’s file. Save when you want and discard images if they are not needed. This works with both Windows- and Mac-based systems.

No formal training needed

DrQuickLook SD Basic and SD Plus intraoral cameras are easy to use, the company says that formal training is not needed. Simply have any staff member take the unit home for the weekend and practice until he or she feels comfortable with all of the features.

The touch screen creates an intuitive interface for all of the available features. According to the company, working with DrQuickLook SD Basic and SD Plus intraoral cameras is revolutionary. Everything needed to get things started is included the first day you open the box.

Think about how DrQuickLook SD Basic and SD Plus intraoral cameras can transform your practice into an efficient office where you and your staff can deliver the kind of quality care you’ve dreamed about. Don’t let another day go by wondering whether dental imaging and patient education can help make your office the kind of practice where you can’t wait to get to work each day.

With the company’s “30-Day Do Your Own Demo” you can discover the success that practices all over the country have been achieving with the DrQuickLook SD Basic and SD Plus intraoral cameras.

AGD, OralID partner to give oral cancer screenings

During the Academy of General Dentistry (AGD) 2014 Annual Meeting & Exhibits in Detroit, the AGD Foundation hosted oral cancer screenings in an effort to increase early detection and public awareness of the disease. Twenty-two dentists conducted thorough head and neck exams for 136 patients, utilizing the proven fluorescence technology of OralID’s oral cancer screening device and setting a high standard for oral cancer examinations.

“Oral cancer is the sixth most common cancer accounting for nearly 5 percent of all cases,” says AGD spokesperson Vincent Mayher, DMD, MAGD. “More than 43,000 Americans will be diagnosed with oral or pharyngeal cancer this year, resulting in more than 8,000 deaths — that’s more than one person every hour.” Oral cancer is particularly dangerous because it can go unnoticed in its preliminary stages. In many cases, however, dentists can detect the disease early, which makes the dental community the first line of defense against oral cancer.

Adjuvant devices, such as OralID, manufactured by Forward Science Technologies, make it possible to detect abnormal lesions at their earliest stages, which may increase survival rates.

“We designed OralID with community outreach programs in mind,” said CEO Robert J. Whitman. “We understand that some of the highest-risk patients are the ones who cannot make it to the dental office. Thus, we designed a device that is easy to use and portable, without any restrictions or consumables, this allows for a large number of people to be screened in a short period of time. We also added a camera filter to put on any smartphone or tablet, so dentists can take pictures of any lesions they find. It’s rewarding to be able to give back to the community in such a unique way.”

Forward Science Technologies supplied the AGD Foundation with 10 OralID devices for the screening event, enabling the volunteers to use the latest technology on meeting attendees and members of the public. Whitman personally oversaw the event, along with Mayher and AGD Foundation Manager Marilyn Mays. “It was great to see the AGD members rally together for a great cause,” Mays says.

Forward Science Technologies

Forward Science Technologies is a privately held medical device company based in Houston. OralID was designed with community outreach programs in mind. With the launch of CyxID, Forward Science Technologies becomes the first company in the United States to provide an oral health protocol, referred to by the acronym F.A.C.T. In addition to being the only FDA-cleared oral cancer screening device with no per-patient costs, OralID carries a two-year warranty.

(Source: Forward Science Technologies)
According to a recent Oral Health America (OHA) survey, low-income Americans and those with children are more likely to delay and skip dental visits. That’s why OHA’s Fall for Smiles campaign is so important this year. Every September and October, the campaign teaches Americans about the importance of maintaining a healthy smile by brushing and flossing daily, regular dental visits, eating healthy foods and avoiding tobacco products.

Support from the dental community is key to the success of the campaign — the more people who hear the message of the importance of oral health at their dental offices and in their communities, the more likely they are to focus on maintaining a healthy mouth.

To help dental professionals and families participate in the campaign, OHA will have various materials available on the Fall for Smiles website throughout September and October. For those looking to engage and educate children, the campaign website features an activity booklet, coloring page, brushing chart and tip sheet to make caring for teeth fun.

Those who want to spread the message of the importance of oral health in their communities can use a template press release, letter to the editor, social media guide, Web button and customizable poster. OHA will also be releasing information about the state of oral health in America throughout the campaign and hosting an event on Capitol Hill with “Oral Healthcare Can’t Wait,” an initiative by the Dental Trade Alliance to address the oral health needs of communities throughout the country.

To learn more about Fall for Smiles, including more information about the Capitol Hill event on Sept. 10, visit www.oralhealthamerica.org/fallforsmiles. With help from dental professionals, the organization plans to reach millions of Americans with the message that oral health impacts overall health.

(Source: Oral Health America)