AAID hails Florida court verdict allowing advertising of bona fide dental credentials

A Florida judge has ruled that a state law restricting how dentists can advertise credentials issued by bona fide professional organizations is unconstitutional and violates the First and Fourteenth Amendments of the U.S. Constitution.

The American Academy of Implant Dentistry (AAID) said today the verdict is a victory for consumers evaluating the qualifications and experience of dentists who perform implant procedures and for practitioners entitled to promote their credentials to the public.

“We are very pleased with this decision recognizing the rights of dentists with bona fide credentials to advertise them to the public without negative disclaimers and offer consumers valid information from which they can evaluate qualifications of dentists in their communities,” said AAID President Beverly Dunn, DDS. “Also, the decision noted that AAID and other dental organizations provide substantial training that enhances proficiency and competency and benefits consumers as well.”

At issue was a Florida statute preventing advertising of membership in or credentials earned from any dental organization not recognized by the Florida Board of Dentistry (FDB). Florida’s dental board only recognizes specialty credentials issued by the American Dental Association (ADA).

Therefore, implant dentists who wanted to advertise their AAID credentials had to include an onerous disclaimer that implant dentistry is not a recognized specialty of ADA or the FDB and that AAID is not a recognized specialty accrediting organization.

The case stemmed from multiple challenges to the constitutionality of the Florida statute by dentists with credentials from AAID, the Academy of General Dentistry and the American Academy of Cosmetic Dentistry. Circuit Court Judge Frank E. Sheffield ruled in favor of the plaintiffs on April 3.

“The Court found that these advertising restrictions were unconstitutional on many grounds. They violated the Florida constitution’s guarantee of the right to be rewarded for industry or professional achievement and First and Fourteenth Amendment rights of free speech and equal protection of the law,” said Frank, R. Recker, DDS, JD, AAID’s chief counsel.

Dunn added that the Florida decision establishes a strong precedent that could form the basis for challenging advertising restrictions in other states, if necessary. “Demand for dental implants is rising, and more dentists need comprehensive training to become highly skilled at implant procedures,” Dunn said. “Attending a weekend course isn’t enough. There is a higher level of risk with the procedure if the dentist has limited experience.”

AAID offers a rigorous implant dentistry credentialing program that requires at least 500 hours of post-doctoral instruction in implant dentistry, passing a comprehensive exam and presenting to a group of examiners successful cases of different types of implants.

It is one of the most comprehensive credentialing programs in dentistry.

(Source: AAID)
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Iacono heads slate of AO’s newly-elected officers

Vincent J. Iacono, DMD, Stony Brook, N.Y., was elected president of the Academy of Osseointegration (AO) during the organization’s annual business meeting in San Diego. He succeeds former Academy President Steven G. Lewis, DMD, Cincinnati, newly elected members of the AO Board of Directors with Dr. Iacono are:

- President-elect: Peter K. Moy, DMD, Los Angeles;
- Vice president: Kenneth E. Hinds, DDS, Laguna Niguel, Calif.;
- Secretary: Stephen L. Wheel er, DDS, Encinitas, Calif., and;
- Director: Jay P. Malmquist, DMD, Portland.

Dr. Iacono is distinguished service professor and chairman, Department of Periodontology, School of Dental Medicine, Stony Brook University. He is also director of the school’s Advanced Education Program in Periodontics, and associate dean of Postgraduate Programs.

Iacono co-chaired the academy’s landmark 2006 Workshop on the State of the Science of Osseointegration and oral medicine at Harvard University School of Dental Medicine. He then received a certificate in immunology from the Forsyth Institute, Boston.

With more than 6,000 members in 70 countries around the world, the AO is the world’s leading dental implant organization. Its goal is to advance the field of osseointegrated implants by fostering collaboration between representatives of different dental disciplines—oral surgery, periodontics, prosthodontics and general practice—through clinical and evidence-based research and education.

For more information, visit www.osseo.org. (Source: Academy of Osseointegration)

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Prosthodontist William Laney receives 2008 Nobel Biocare Brånemark Osseointegration Award


The award recognizes an individual’s impact on, and leadership in, the field of osseointegration. It is presented by the Osseointegration Foundation — AO’s charitable wing — and funded by a five-year, $2.5 million donation by Nobel Biocare.

“The foundation is proud to present this award recognizing Dr. Laney for his outstanding educational research contributions, international clinical leadership, and distinguished character,” Foundation President Dr. Fraya Karsh, New York, N.Y., explained.

“The Nobel Biocare Brånemark Osseointegration Award is the highest honor bestowed by the foundation. It is fitting that Bill Laney, considered by many to be the pre-eminent prosthodontist of his generation, is this year’s recipient,” said Dr. Steven E. Eckert, former AO president and editor in chief of AO’s journal, The International Journal of Oral & Maxillofacial Implants (IJO MI).

Laney played an essential role in the Academy’s founding in the mid-1980s. Members elected him AO’s first president in 1986, and he is the only academy member to serve two terms at the helm. He was named AO’s first Fellow in 1991, and was presented with the Distinguished Service Award — its highest honor — in 2006.

“The academy was a group effort. That said, Bill Laney pulled it together,” recalled Dr. Charles L. Berman, co-founder of the study group that would become the AO. “The academy would never have happened without his cohesive leadership.”

Laney was also the first editor in chief of IJO MI, a position he held for 20 years.

In addition to his service to AO, Laney also served as president of the Federation of Prosthodontic Organizations, the Academy of Prosthodontics, the American Academy of Maxillofacial Prosthetics and the American Cleft Palate Association.

Laney earned his dental degree from the University of Oregon Dental School, Eugene, Ore., a certificate in prosthodontics from the VA Medical Center, Iowa City, Iowa, and a master’s of science degree from the University of Iowa.

Recipients of the Nobel Biocare Brånemark Osseointegration Award are selected by a committee composed of the immediate past presidents of both the Academy and Osseointegration Foundation, and osseointegration pioneer Dr. Per-Ingvar Brånemark, Göteborg, Sweden, after whom the award is named.