Changes, Challenges, Choices are three things you likely face on a daily basis, whether you are a clinician or a staff member. You’ll find more of all three when you head to Chicago for the AAO Annual Session, taking place May 13–17. With so many educational and social events to choose from, the challenge of even planning out a schedule might prove difficult.

The 2011 AAO Annual Session offers new educational and social events to add to your schedule. To help in that cause, here are some highlights that await you.

Scientific program
This year, annual session lecture categories include such topics as craniofacial growth and tissue engineering, advances in anchorage control, appropriate use and value of aligners, treatment of the complex patient, Class II and Class III treatment, esthetics and orthodontic

Report: Not cleaning retainers can be harmful

Orthodontic retainers are a potential source of harmful microbes if not properly cleaned, scientists in the U.K. have warned. In a series of tests conducted at the UCL Eastman Dental Institute in London, at least 50 percent of all tested retainers contained species of Candida and Staphylococcus microorganisms, including MRSA, a multidrug-resistant bacterium that can be fatal to patients with a compromised immune system.

The Candida yeast, found universally on human skin and in other areas, can also cause infections. Amongst other conditions, it has been associated with oral candidiasis, a condition often related to ill-fitting dentures.

Both species do not normally occur in the oral cavity.

Researchers said the high number of harmful bacteria found in retainers is most likely the result of poor cleaning, allowing microbes to build up a resistant biofilm and spread to other areas of the oral cavity.

They recommend wearers wash their hands thoroughly before and after inserting their retainers. Proper dental hygiene also helps to keep harmful bacteria from entering the mouth.
A look at professionalism

By Dennis J. Tartakow, DDSD, MEd, EdD, PhD
Editor in Chief

What is the meaning of professionalism? How has it evolved? I would opine that professionalism is a set of values, behaviors and relationships underpinning the trust that the public has for doctors. Building and maintaining trust is the most important aim of professionalism. Our role must be defined by what is in the best interest of our patients as well as society. We must be capable of taking ultimate responsibility for all decisions in situations of clinical uncertainty and complexity by drawing on our scientific knowledge and acute clinical judgment.

Our role as clinicians continues to evolve alongside concepts of professionalism. This evolution is driven by changes in the practice of dentistry in regard to skills, discoveries and technology, as well as a more multidisciplinary approach to health-care delivery. It is also redefined by society’s consensus of what is expected and demanded from each of us.

Professionalism has several vital elements: (a) advocating a desire to improve what clinicians do; (b) accepting change as an asset rather than a threat; (c) using different knowledge and mobilize knowledge for improving care and to build formal evidence-based development; (d) accentuating the importance of working in multidisciplinary teams across organizational boundaries; (e) committing to expand the quality of patient care; (f) placing stronger organizational boundaries; (g) combining the ultimate responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for typographical errors. The publishers also do not assume responsibility for typographical errors.

This does not detract from the doctor-patient relationship but rather is intended to help clinicians achieve a one-to-one interaction. The public health community has recognized the importance of influencing the environment where quality assurance for many years, but now it must be expanded to a core body of knowledge and skill for all clinicians.

The importance of quality improvement training and making it a part of everyday delivery of health care requires training commencing from the undergraduate dental school level on up. According to Friedman (1986), professional norms are adopted from role models in the workplace. Unfortunately, many senior clinicians are less familiar with the science of quality improvement and, ultimately, unprepared to teach it; this is a challenge. The transmission of knowledge relies upon the traditional gradient of senior to junior. This transfer of knowledge regarding quality improvement as a core of the concept of professionalism may best be dispersed via formal and informal networks, online and elsewhere. This concentration of knowledge and its application is required to extend beyond the traditional concepts of professionalism to include all aspects of dentistry and dental organizations.

Health care and its changing world are complex and often intimidating to resolute professional norms. Clinicians are encouraged to become actively involved in service improvement as part of their professional identity and responsibility; commitment to improving quality in health care is no longer a choice — it is a core value of professionalism.

This editorial was inspired by an article from Stanton, E., Lerner, C., and Marshall, M. (2011). Journal of the Royal Society of Medicine, 104:48-49.

References


OT Corrections

Ortho Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please report the details to Managing Editor Kristine Colker at k.colker@dental-tribune.com.

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In addition, this year the program will feature the “Big Show” concept: pairing speakers who are recognized experts on the same topic. Each pair may speak in agreement on their topic or may take opposing positions on it. Some of the expert pairs have worked together previously; others have not. Each pair will present information interactively, rather than in back-to-back presentations. Each program will feature two orthodontic experts, two podium and two perspectives on one topic.

For staff members, a separate program has been developed to address the most urgent and complex challenges facing today’s orthodontic team members, both on the business side and on the clinical side.

Exhibitors forum
The 2011 Annual Session Exhibitors Forum, held Saturday from 8 a.m.–4 p.m. and Sunday from 1–4 p.m., will feature presentations by exhibitors about their latest innovations in products and services. A non-C.E.-credit series, the day-and-a-half-long forum will include in-depth information on new offerings for orthodontic practices.

Exhibit hall
More than 300 companies will show off their newest and best products in the exhibit hall from Saturday to Tuesday, and you don’t have to skip class to go shopping. Each day, 11 a.m. to 1 p.m. has been set aside as dedicated time for clinicians to explore the exhibit hall without having to worry about classes or any other event. Each day, from noon to 2 p.m., has been set aside for staff members to do the same.

Many companies are offering discounts, launching new products or providing entertainment in their booths. (For more on what you can see in the exhibit hall, turn to Page 8.)

Go wireless
Enjoy free Wi-Fi throughout the McCormick Place convention center, where the annual session is being held, including in public spaces, meeting rooms and the exhibit hall.

The 2011 annual session mobile Internet browser is now available and accessible to anyone using a smartphone, including an iPhone. The native application for the iPhone is available via iTunes. View session details, create your own agenda, network with other attendees, complete session evaluations, view exhibitor information and more. Any member wishing to use the mobile service, but who does not have a smart phone, will be able to rent an iPod Touch on-site at a kiosk that will also offer assistance with using the technology.

View complete instructions, or open the browser on your mobile device and type: mobile.aao2011. alliancetech.com. Click the “Add Bookmark” icon at the bottom left of the page. Choose the “First Time User — Click Here to Create an Account” option. When prompted, enter your annual session badge ID (confirmation) number to begin using the application and create your profile.

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