

AP NEWSLETTER

A Publication of the Academy of Prosthodontics

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Presidential Address

by Dr. Stephen D. Campbell

By our nature, we are a group of leaders, of individuals engaged in more than just an academic or patient care pursuit. We have collectively accomplished much in our 90+ year history. The basis of the specialty of Prosthodontics was founded on this organization!

- The Examining Board
- The Journal of Prosthetic Dentistry
- The Glossary of Prosthodontic Terms
- Bringing Evidence Based Patient Decision Making to the oral health community
- Our Outreach Program helping underserved communities

But leadership is what we have really been about.... Busy professionals, busy family members, committed to making a difference through service. Somehow finding the time to volunteer to make an even bigger difference.

Leadership for all of Prosthodontics... Establishing it.... Nurturing it, and importantly allowing for the growth of Prosthodontics by wisely knowing when it was time to transfer some of these responsibilities to others. Things like the sponsorship of the specialty and the American Board of Prosthodontics and more recently the assignment of the Glossary of Prosthodontic Terms.

We have an incredible history of providing leadership for the profession for the private practice community and as part of organized dentistry and Prosthodontics. The history of the Academy



is worth telling, and our 100th year, just 10 years away, will provide that opportunity.

Just look at the last 15-40 years..... Count the number of Presidents of the various Prosthodontic Organizations that have been Fellows of the AP:

American Academy of Fixed Prosthodontics -

Approximately 40% over the past 15 years

American Academy of Maxillofacial Prosthetics -

Approximately 50% over the past 40 years

Academy of Osseointegration - The AO was really founded by Fellows of the Academy. A multidisciplinary group and 20-25% of the President's have been Fellows of the Academy

On Competing Prosthodontic Emotions



It is an accepted fact that for each force identified there is an observed equal and opposite reaction. Mother Nature frequently demonstrates this with the extremes that she can deliver from time to time. Equilibrium inevitably returns. It is a scientific fact that energy can be neither created nor destroyed but rather transferred from one form to another. Clinical psychologists inform us that human emotional energy should adhere to this same rule of nature. Does this all sound much like the rich tapestry of life and human emotion?

Izchak Barzilay described a very special feeling that only a prosthodontist can understand: The Prosthogasm in his Guest Editorial (AP

Newsletter 2006:88;3. p2). Izchak defined this emotion as a “warm and fuzzy” feeling that washes over a prosthodontist and accompanies exemplary prosthodontic outcomes like a well fitting casting, an implant placed into a prothetically convenient position, a ceramic crown that blends undetectable to discerning scrutiny, a

denture requiring no adjustment or the joy of exceeding patient expectation. One could go further and suggest that this is an essential energy that constantly fuels our specialty to continue to strive and achieve desirable outcomes for our patients in a difficult and at times highly challenging discipline. Possibly this is a feeling that only a prosthodontist could understand?

Last week I participated in a conference in Sydney entitled “An Inconvenient Truth: Challenges and Complications in Implant Dentistry”. It was a well-attended and busy one-day meeting with multiple experienced keynote speakers on the faculty representing the various stakeholders that

are involved with dental implants. The speakers included prosthodontists, a periodontist, oral and maxillofacial surgeons, general dentists and dental-lawyers discussing medico-legal matters pertaining to this prosthodontic intervention. I was invited to be the “Lead” presenter and then diligently listened to my fellow colleagues

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Secretary-Treasurer Notes

By Steven Eckert

The Academy of Prosthodontics held its annual session in Houston this year. Fortunately our meeting was in the spring and we avoided all the troubles that this great city has experienced following Hurricane Ike. I know that the members of the Academy will be happy to hear that our Immediate Past President Rhonda Jacob sailed through the hurricane with only minor damage to her home. On the other hand, Rhonda's golf course was turned into a large reservoir and it will take a little while to return to normal. To the best of my knowledge our other Houston members of the Academy, the Kings and Kramers, have likewise weathered the storm in good condition.

The Houston meeting attendance was lower than average. Over the last few years we had routinely met or exceeded our room block. These room blocks are contracted years in advance, for example we are currently looking at the 2012 meeting, and the number of rooms is established by the size of the group while also considering recent history. The room block for Houston was the same as the room block for the previous few years. During these years our expectation was that we would

routinely meet the room block and, in fact, there have been a number of years where we have asked the hotel to release additional rooms at the negotiated rate. Experiencing this shortfall in 2008 was unexpected.

As Secretary-Treasurer I closely monitor the number of room bookings. If the numbers are falling short we send blast e-mails to our members to encourage their attendance. In fact this was done this year and it seemed to work in that we had confirmed reservations before the meeting that exceeded the minimum by a few room nights. Unfortunately, upon arrival in Houston we found that there were a number of cancellations resulting in a shortfall of more than 30 room nights.

The consequences of not meeting the room block are many and all of them are expensive to the Academy. The hotels write into their contract a specific percentage of the total number of booked rooms that **must** be met. Failure to meet these results in the hotel charging the Academy for rooms not occupied. Worse yet, hotels are now including meeting room rental rates that are charged to the Academy if room block is not met. In speaking with

professional meeting planners it appears that there is a trend nationwide towards meeting room charges regardless of whether room blocks are met. Fortunately we have avoided this problem as the contracts for our Academy meetings through 2011 have the meeting room charges complemented to the organization as long as the room block is met.

In Houston, the hotel was willing to make concessions on the charges for rooms that were not occupied in keeping with the

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AP Foundation

Contributions and
memorials should be made
to the

*Academy of
Prosthodontics
Foundation*

and sent to:

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6834 Linden
Prairie Village, KS 66208

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throughout the day while progressively experiencing a discernable change of emotion. At the end of the day and for several days following, “Prosthogasm” for me gave way to “Prosthepression” with the confronting realization of the significant potential for harm lurking within our wonderful profession of prosthodontics.

All health care professionals have an immense responsibility to patients to listen and diagnose while at the same time providing each patient with sufficient information for them to complete their risk-benefit analysis and make an informed decision concerning an appropriate intervention to meet their needs. The principles of evidence based dental practice give us the tools that should guide each of us through this process.

Sport psychologists employ strategies and practices for elite athletes designed to eliminate violent emotion swings. They recognise that sporting performances are enhanced if human emotions reside in a narrow band. Some very high achieving athletes are so well adapted at controlling their emotions

that sports commentators are sometimes given to describing them as having “ice in their veins”; I am not suggesting that prosthodontists become emotionally neutral.

Rather, it can be observed that as a young prosthodontist striving to acquire surgical skills and achieve high technical competence, emotions occasionally run high at achieving new goals. This then becomes the next benchmark and ever the bar is heightened. After years of clinical practice, the prosthodontist’s benchmark for technical acceptance can be unacceptably high. As experience is gained the incidences of Prosthogasm are fewer and the fear of an undesirable outcome from a recommended intervention can create progressive paralysis with advice to patients being prejudicially weighted in favour of risk probability. This compulsion for the perfect outcome can cause emotional harm to the prosthodontist: “prosthobsession”.

Most can attest to the benefits that flow to each of us as a health professional by submitting to the humility of being a patient from time to time. Tempering the emotion of

prosthogasm occasionally with a tincture of prosthob session will hopefully keep each of us in the prosthodontic emotional middle ground. An experienced and mature prosthodontist must reside in a narrow emotional band if “best-practice” and “predictable outcome” is to flow to our patients from our rich treasure chest of prosthodontic interventions.

The Academy of Prosthodontics is a wonderful forum for each of us to support one another and advance the art and science of Prosthodontics. By continuing to provide leadership through such an organization, we will hopefully remain Prosthomistic about the future by encouraging research into the exciting intellectual and technical possibilities that modern prosthodontics can offer our patients. We will hopefully continue to experience prosthogasm and remain vigilant to the competing force of prosthobsession.

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contracted room block but the hotel did charge us the meeting room fee. In retrospect, had we been able to predict the number of registered guests that did not arrive at the hotel, the Academy would have benefited by simply paying for those rooms so that the room block was met rather than paying the meeting room rental fee. This situation is not always going to be true but it would have worked this way in Houston primarily because of the favorable room rate in that city. The difference between a shortfall in room block and the meeting room rental fee was approximately \$2000. Although I spoke with everyone imaginable at the hotel to secure the lower of the two rates they were unwilling to budge on this and did charge the Academy for rental of the meeting room while forgiving the room block shortage. It would have been nice to get a better concession but it is important to remember that the contract called for much harsher penalties that we were able to negotiate away.

To a great extent I think that the situation, relative to hotels and meeting room charges, is likely to get worse rather than better in the future. It seems that there is a move on the part of hotels to

always charge a meeting room usage fee even if the room block is met. If this were to occur, a group of our size would incur an additional cost per attendee of approximately \$100. It seems as if this is a developing situation for meeting planning. Of course this assumes that the economy improves for if the economy stays as it is hotels may soon be running fire sales rather than being in a position of relative power as they are right now.

The purpose of providing this information is not to give a primer on meeting planning or the hotel industry, if it were someone more knowledgeable would need to present that information, but is instead to demonstrate how important it is that we renew our commitment to attend the meeting each year. The Academy of Prosthodontics has maintained a **mandatory attendance policy** in part because failure to do so severely compromises our ability to run a meeting in a fiscally responsible way. If any members of the Academy are unable to attend the meeting there is the expectation that they will notify the Academy and provide a reason for non-attendance. Although the Executive Council strives to be understanding, each absence must be approved by the EC. Patterns of unexcused absences

could even lead to loss of fellowship in the Academy.

In addition, guests are important to the future of the Academy. Not only do many of our guests eventually become speakers and Academy members but they also help the Academy in achieving the minimum attendance numbers required to conduct the meeting. Whenever a member recognizes a potential guest attendee that name should be forwarded to any of the officers so that individual can be invited. In additional personal invitations from the members are encouraged as that personal touch is what brought so many of us to this organization.

The Academy has benefited from its relationship with industry. Industrial sponsorship of our meetings reduces the cost to members and attendees for virtually everything that we receive at a meeting. The expenses for printing, banquets, social outings, continental breakfast, coffee breaks, spouse and significant other outings and all other catered events are partially underwritten by corporate donations. This amounts to as much as a 40% reduction in fees to members and guests. Using this background it is ever more important

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Spread the Word!



Academy of Prosthodontics Annual Scientific Session

Westin River North Hotel, Chicago, Illinois

Room rate: \$254 single; \$274 double

Reservation information: 1-800-233-4100

Wednesday April 29: Dr. Louis Blatterfein Welcome Dinner

Thursday April 30 - Sunday May 3: Scientific sessions

Friday May 1: Social outing

Saturday May 2: Installation Banquet

Sunday May 3 (1-4 pm): Second business meeting



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for us to acknowledge our corporate supporters during the meeting and to thank them whenever we see them at other meetings.

Corporate support for Academy meetings falls into an interesting category for the corporations. Clearly it is not advertising alone that motivates the corporations to provide financial support to an organization such as ours. If that were the case the corporate display booths would suddenly become massive and the corporate presence would likely become oppressive. Instead we have benefited from a very cordial relationship whereby industry recognizes that members of the Academy are leaders within the prosthodontic community. Rather than providing heavy-handed marketing at our meeting the corporations have agreed to partner with us towards the creation of the meeting without expecting huge meeting sales. When we consider the amount of support that we receive it is obvious that the donations are disproportionate to the size of the meeting. Once again, the explanation for this is that the corporations value our leadership sufficiently to provide this funding.

Next year we will be meeting in Chicago at the beautiful Westin River North Hotel. As the name implies the hotel is located on the Chicago River in the heart of downtown Chicago. This is the same river that miraculously turns emerald green on St. Patrick's Day each year. The hotel is adjacent to the new Trump Tower, and a short walk from Michigan Avenue with all the shopping opportunities that anyone could possibly desire. The meeting will begin on April 29 with the Welcome Reception followed by the Scientific Session starting on the morning of April 30 and will conclude on the afternoon of May 3rd.

President Campbell assures us that this will be a wonderful meeting in his adopted hometown. I know that the local arrangements committee is working closely with Steve and I'm sure that the meeting will be great!

So here are the keys to making next year's meeting the best ever.

- Mark your calendar now. The scientific session is being held from Thursday, April 30 until Sunday, May 3 with the second business meeting on Sunday afternoon.
- Make your hotel reservations early. The hotel will hold our room block until about one month before the meeting. To get the negotiated rate you must make your reservation while the room block is being held. If you don't reserve a room until after the room block is released your room will not count towards the Academy's block. So the way to make everything work is by making your reservation early.
- Plan to arrive the day before the meeting so that you can attend the Welcome Reception.
- Sign up for social events. Remember that Fellowship is as important as scholarship and the AP offers you the opportunity to visit with friends.
- Make your airline reservations early.
- Invite guests.
- Plan to venture out in Chicago. This is a great time of year, the location is great and the city has something for everyone.

If you want to nominate any speakers from last year's meeting or any previous meetings please do so at your earliest convenience. Nominations have to be received before the end of the year. Nominations can be sent to Tom Taylor or to me. It is perfectly acceptable to use electronic methods for the nomination. The nomination forms are on the old website at: http://academy-prosthodontics.org/speaker_forms.htm.

Dues statements will be arriving before the end

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American Prosthodontic Society -

Approximately 50% over the past 25 years

Greater New York Academy of Prosthodontics -

Approximately 35% of the last 40 years

International College of Prosthodontists - Largely founded by Fellows of the Academy and several Fellows have or will soon be President.

Pacific Coast Society for Prosthodontics -

Approximately 50% over the past 25 years

American Board of Prosthodontics - Since 1966, 75% of the ABP Examiners have been Fellows of the Academy

American College of Prosthodontists -

Approximately 50% over the last 38 years

How many have not served or are planning to serve in one of these roles? This is part of our character and what makes this organization unique and still pertinent today. It provides us an opportunity to nurture and foster leaders that have impact upon.... Not just Prosthodontics.... but all of dental education and practice.

We have succeeded. But as we all know, success is not something that you accomplish; it is part of a lifestyle, a personality. Much as individuals have personalities so do organizations, and this is the AP's. As leaders of our chosen profession, we share some common responsibilities. We need to continuously ask, **Now What?** How are we going to continue to realize this rich heritage?

Prosthodontics has changed in ways we could not have envisioned. Look at the nature of practice today. We are in the midst of a new digital era, and emerging technologies promise to change our core way of doing business.

The technology now exists to diagnosis, plan, and realize indirect procedures in the virtual

world. This is expanding the scope of available materials and processing techniques. Making it easier for individuals to achieve competence.

Use of materials that we have grown up with and use daily will soon be processed and managed in a very different way. Beyond the need for provisionalization and the final prostheses phases, we will rarely touch them in the real world. Impression materials... gypsum products, wax, casting machines... will soon be part of the past. Efficiencies of care, less chairside time, and importantly providing direct control to the practitioner via the virtual world. Lab technicians will play a different role. It is upon us!

Even with the dramatic escalation of change, we are and will continue to be the heart and soul of dental education and dental practice. Did you know that Prosthodontic therapy makes up over 50% of the average General Practitioners revenue?

- 26% of their revenue comes from providing care for partial and complete Edentulism. (F SPD's, RPD's, Complete Dentures, and Implant)
- 24% of their revenue comes from single tooth fixed care including cores, crowns, and Post-Cores.
- There is also a large diagnostic basis of revenue based on Prosthodontics.

We have over 1,000 Prosthodontists engaged in part and full-time predoctoral and advanced education. Prosthodontics is on an upward spiral and we have hard evidence to support it... There are now over 420 Students enrolled in Advanced Prosthodontic Programs in the US and the percentage of non-US degree individuals has dramatically declined. The number of applicants to Advanced Prosthodontic Programs has nearly tripled in the past 3 years. We are now on par with Oral and Maxillofacial Surgery, attracting

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the best and the brightest.

The US Department of Labor, Bureau of Labor Statistics ranks us 7th in income level of over 800 occupations they monitor. Forbes magazine online has named us... Prosthodontists, as the #1 high paying “rare” career path. They used the term “rare”.... because there are not many of us.

All of this and yet we have a long way to go..... We have approximately 180 million Americans affected by partial and/or complete edentulism. The aging demographics makes a compelling case for an oral health care environment with increasing demands to provide partially and completely edentulous care with an inadequate capacity to meet it. We have 21 schools without Advanced Prosthodontic Programs. Can you imagine the impact of this on their local environments and community on their educational programs, on the patient care?

We simply must continue to find ways to partner with others to address these issues. Thank you for being so engaged in the volunteer nature of making a difference.

Please Come to Chicago from April 29 through May 3 next year to participate in our 91st Annual Scientific Program in a very special location at a very special time of year. Dr. David Eggleston has assembled a world-class scientific program that will be sure to promote continued growth and learning for all of us. We will elect our next Recording Secretary who will ultimately serve as the 100th President of the Academy.

Secretary-Treasurer: Steven Eckert

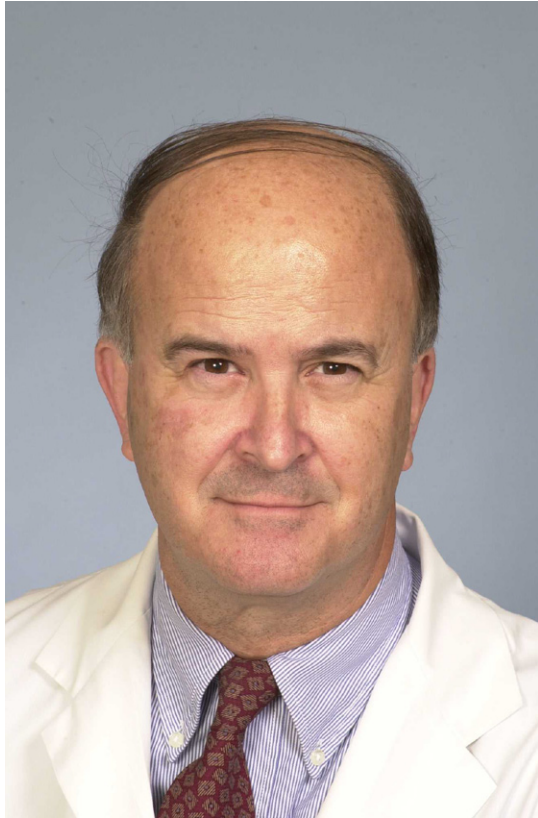
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of the year. If it is better for you financially to have dues paid during 2008 you may certainly make those payments before year's end and I will ensure that they are deposited. Remember that the dues statement includes a \$250 nonrefundable social fee that will then be applied to the cost of the social events at the annual meeting. If you fail to attend the annual meeting the nonrefundable social fee cannot be refunded as this money will be used for expenses incurred by the Academy during the meeting. I know that this sounds a bit redundant but there are times when redundancy helps.

As I read through this Secretary Treasurer report it seems like I've delivered some bad news and some good news. Most of the bad news is easily avoided in the future by simply attending the meeting each and every year. For me it's easy to remember how much this Academy means to me and all of the comments from this report are simply meant to ensure that the next generation of prosthodontists continues to benefit from its association with the Academy of Prosthodontics just like all of us have benefitted.

I hope everyone enjoys the rest of this year, the Holiday Season and has a wonderful New Year when we can all visit again.

George Zarb receives Order of Canada



The insignia of the Order is a stylized snowflake of six points, with a red annulus at its centre which bears a stylized maple leaf circumscribed with the motto of the Order, *DESIDERANTES MELIOREM PATRIAM* (They desire a better country), surmounted by St. Edward's Crown

Her Excellency the Right Honourable Michaëlle Jean, Governor General of Canada, will award Life Fellow George A. Zarb membership in the Order of Canada later this year. In her citation, the Governor General cited Dr. Zarb's "contributions and leadership in prosthodontic dentistry, notably for introducing dental implantology to North American dentists". This is a very prestigious award made by the Governor General on the recommendations of the Advisory Council on the Order of Canada, an independent council chaired by the Chief Justice of Canada.

The Order of Canada is the centre piece of Canada's honours system established to recognize citizens who have made extraordinary achievements in various fields of endeavour. For a civilian, there is no higher honour that can be awarded to a Canadian citizen. Only 5 dentists have ever been awarded membership in the Order of Canada.

The prosthodontic community globally is very well aware of George Zarb's excellent and sustained scholarship, teaching and service both as a professor at the University of Toronto and as Editor of the International Journal of Prosthodontics, Past-President of the Academy of Prosthodontics and many other key positions. However, this latest award is a fitting acknowledgment in Canada of the widespread contributions that George Zarb has made to dentistry and healthcare generally.

The Editorial team of the AP Newsletter are most grateful to Dr. Michael MacEntee from the University of British Columbia and Ms. Tomoko Tsuchiya from Quintessence International for their permission to reprint the text written by Dr. MacEntee and published in the International Journal of Prosthodontics 2008;21:386.