

The Virginia

VOICE

VAGD

Summer 2009

Highlights
In This Issue:

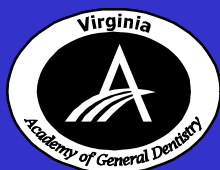
President's Message..... 2
From Region 5..... 3
Call For Volunteers..... 4

Continuing Education
Dr. Paul Scruggs..... 5
21st Colonial Conference..... 6-7
Dr. Howard Farran
Dr. Harvey Levy
ACLS Re-Certification
CPR Re-Certification

New Members and Student
Member Update 8
KnowYourTeeth.com..... 10
Capwiz..... 11

Academy of General
Dentistry
Mission Statement

To serve the needs and to represent the interests of general dentists and to foster their continued proficiency through quality continuing dental education in order to better serve the public.



Dr. Howard Farran Heads 21st Annual Colonial Conference

Don't miss this opportunity to experience Dr. Farran's course on the Virtues of Profitable Dentistry at the Virginia Academy of General Dentistry's 21st Annual Colonial Conference, being held at the Richmond Marriott West Hotel in Glen Allen, VA on November 6th and 7th, 2009. This course, along with Dr. Harvey Levy's course on the all-important subject of Special Needs Patient Care will present information you need to know, along with 16 hours of CE. Details on pages 6-7!



The Richmond Skyline (left) and Main Street Station (right) are chock full of exciting history and fun for you and your family while you spend a weekend of CE, shopping, touring, dining and more.

AGD Proposes Educational Guidelines On Implant Therapy

For decades, dental implant therapy has been safely practiced by general dentists who have attained the appropriate education and experience to do so. However, in late 2008, the leaders of the Academy of General Dentistry (AGD) noted that specialty and other private organizations had been accelerating a push to establish implant therapy as the domain of specialists. For example, guidelines promoted specialty residencies as setting the standard of care for implant therapy despite the fact that implantology is not an ADA recognized specialty.

The AGD's leadership determined that general dentistry, as the primary practitioners of implant therapy, must review the clinical literature on the practice of and training for implant therapy, and develop a well-supported and substantiated document to enable educational providers to provide the coursework recommended for the safe and effective practice of dental implant therapy by all dentists. In January 2009, the AGD Board founded the AGD Implantology Task Force.

On March 14, 2009, after numerous telephonic meetings, the AGD Implantology Task Force convened in Chicago to put the finishing touches on its policy paper, The Educational Objectives for the Provision of Dental Implant Therapy by Dentists. The nine general dentists from across the nation with substantial dental implant experience engaged in open debate and worked tirelessly to produce the document. The Educational Objectives have set forth guidelines for educational providers to use to develop curricula that will adequately prepare all dentists, regardless of generalization or specialization, to provide safe and appropriate dental implant therapy. Note that the purpose of the guidelines is not to define the curricula itself.

At the 2009 AGD Annual Meeting & Exhibits in Baltimore, the Educational Objectives will be presented to the House of Delegates for approval to become AGD policy. For more information please contact advocacy@agd.org.

Message from the President...

Ali Zarrinfar, DDS



Greetings to all proud members of the *Virginia Academy of General Dentistry*.

First I want to extend my gratitude to all our members whose support, feedback and guidance have made the *VAGD* a stronger association.

My humble thanks to all of our board members who volunteer their time away from their families and practices to enhance our organization. They ensure that we continue to provide our members with the best quality continuing education and to inform them of any changes that can affect their day-to-day practice of dentistry.

Allow me to briefly go over what has been happening in your Association:

- Your board members have been very active at the VCU School of Dentistry, engaging all students, especially juniors and seniors, by holding multiple events such as, “*Lunch and Learn*”, “*Clinic Day*”, and “*Mentorship Program*”, in order to articulate the values of membership in the *AGD* and organized dentistry and to lend a helping hand and give them a head start to their career.
- This year the board unanimously voted to waive membership dues for all students.
- We have tried to increase the attendance at the meetings of the Virginia Board of Dentistry in order to actively engage in discussions and represent your voice and ideas concerning any regulatory changes proposed to the board.
- I recently had the privilege to attend the third annual “*AGD GOES TO WASHINGTON*” meeting held at Capitol Hill on March 9th and 10th. I had meetings with the offices of *Senators Jim Webb* and *John Warner* and Representative Frank Wolf asking them for their support in

funding for the Title VII Health Profession Programs and to discuss and advocate for statutory and regularity changes to improve “Access to Care”.

As always we encourage all of our members to find time from their busy lives and volunteer their services to their communities. Your dental contributions and services will only strengthen our profession and enhance its image in the public eye, keeping dentistry among the most highly respected of professions. More importantly, your services are greatly appreciated by those who may be less fortunate, especially children of low income families.



Above, left to right—Dr. Ali Zarrinfar, VAGD President, chats with VAGD student reps Sarah Kandrak ('11) and Stephanie Chambers (-09) at the recent lunch and learn.

In these challenging times and with major changes in the health care system on the horizon, we need to continue to be a strong voice. In order to make that happen we need to maintain and expand our roots. Not only do we need to recruit new members, but also bring back those who have dropped their membership. In an effort to invite them back the *VAGD* board has established a ***PHONE-A-THON*** to call these members and find out why they have had to drop their membership. Needless to say we need every member to help in this matter. If you know of prospective members ask them to join, or of a member who has decided to drop out, encourage them to return to the ranks of lifelong, loyal *AGD* members.

With your help we can strengthen our unity as the voice of the profession of general dentistry and secure a prosperous future.

Thank you for being a member of the VAGD/AGD and all that you do to preserve the integrity and values of this profession.

Regional Director's Report
March, 2009
George R Shepley, DDS, MAGD
Regional Director, Region 5



Region 5 had another successful CE program, the 12th Annual, at the new Hilton Baltimore at the Convention Center and Camden Yards Stadium. The topic was "Special Care for our Patients, Young, Old, and in Between". Three of the lecturers were from the University of Maryland

Dental School and the forth was our own Dr Harvey Levy. Also in the program was a very well received Panel Discussion on the access to care issue, led by our Trustee, Dr Ted Sherwin and included Dr Leslie Grant. Dr Sherwin summarized the AGD White Paper and other AGD activities on this very important issue. All that attended listened intently and realized that it is very important for our Profession must be involved in these activities or others will take control.

I hope everyone is getting excited and planning to attend the Annual meeting of the AGD that will be

held at the Hilton, Dental School, and Convention Center on July 8-12 this summer. On Wednesday, July 8, the courses will held at the new Dental School. The meeting is a fantastic CE venue and there are also many great social events to attend. One of the highlights is the induction of our very own Dr David Halpern as the AGD President. The search for a new Executive Director of AGD continues and maybe the new one will be in place by this meeting. Don't miss this meeting, come and enjoy the great CE, Baltimore's Inner Harbor with all its attractions, the National Dental Museum, and all the networking with your colleagues.

During this time of economic trying times, it is more important than ever for our profession to stay strong. Please encourage your fellow general dentists to join AGD and be involved in all the challenges that face our profession and health care in general. AGD is the general dentist's strongest advocate.

Please feel free to contact me if you have any suggestions or questions. As always, it is an honor and privilege to serve as your Regional Director.

Respectfully,

George R Shepley, DDS MAGD

Experience more.

- more* of downtown Baltimore
- more* from baseball all-star Cal Ripken Jr.
- more* Baltimore crab and other local flavors
- more* state-of-the-art equipment for CE hosted at the dental school

2009 AGD Annual Meeting & Exhibits
July 8-12, 2009
Baltimore

Experience more.

Networking and the AGD Baltimore Meeting—What A Great Mix!

By Pamela Stover, DDS

Networking --- I can't think of a better place for this than the AGD Annual Meeting! Among the premiere continuing education and hands-on courses are fellow dentists who truly appreciate quality dentistry and desire life-long learning.

I first attended the AGD Annual Meeting as a third year dental student with the Maryland AGD, and what a great experience this was for me! I was able to experience all that this Nashville meeting had to offer, including top-notch continuing education and fun networking events.

While in the exhibit hall, I met a dentist from Virginia with whom I kept in touch throughout the rest of dental school, during my AEGD residency program, and into my first associate position in Texas. An opportunity presented for me to move to Charlottesville, Virginia and work with

this same dentist just three years after we initially met in Nashville! We have been working together for three years, and I am so glad that this AGD Annual Meeting provided the opportunity for me to network with this dentist with whom I truly enjoy working.

At this same meeting in Nashville, I met dentists from both the west coast and Texas with whom I have become great friends. I always look forward to the AGD Annual Meeting where I am able to spend time with these friends as well as network and meet other dentists.

Becoming involved in the Academy of General Dentistry on both the local and national levels has given me many opportunities to meet wonderful friends and colleagues! I look forward to seeing all of you this summer at the AGD Annual Meeting in Baltimore!!!!

Virginia Academy of General Dentistry Call For Volunteers

Getting involved with the Virginia AGD provides benefits to you and your profession. You will receive recognition as a leader who has a commitment to the profession, opportunity to network with peers in the profession, possible speaking opportunities, innovative ideas to use in your practice, leadership development training, and experience in leadership for future roles in the association.

Please use the following form to indicate your interest in any areas (check all boxes that apply), your volunteer experience, and any expertise you would like to share with us (in the spaces below each section).

COUNCIL ON DENTAL EDUCATION

Oversee, plan, recommend and evaluate quality continuing education opportunities.

EDITOR

Plan and oversee the Virginia AGD newsletter, including cover story selection and writing submissions, final review.

PUBLIC INFORMATION

Develop and implement programs that raise public awareness of general dentistry.

CONSTITUTION & BYLAWS

Study and make recommendations to the Board of Directors on proposed changes, following National guidelines as well as State information.

LEGISLATIVE & GOVERNMENTAL AFFIARS

Lobby Congress and regulatory agencies on AGD policy positions.

MEMBERSHIP

Develop and implement recruitment and retention strategies for dentists as well as students in Virginia.

FINANCE

Oversee and monitor the Virginia AGD budget and assist with the budgeting process.

PROGRAM APPROVAL FOR CONTINUING EDUCATION (PACE)

Evaluate the educational process used in designing, planning and implementing continuing education, as well as approve local requests for provider approval.

Please fax this form to the Virginia AGD office at 804-332-6815. If you have questions please contact our office at 804-320-8803.

THE VIRGINIA ACADEMY OF GENERAL DENTISTRY

presents

DR. PAUL SCRUGGS

SEPTEMBER 18, 2009

HOTEL ROANOKE, ROANOKE, VA



Academy of General Dentistry Mission Statement

To serve the needs and to represent the interests of general dentists and to foster their continued proficiency through quality continuing dental education in order to better serve the public.

The Virginia Academy of General Dentistry, Program Provider #219330, is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry. The current term of approval extends from 6/01/08 to 5/31/12.



Technology Trends in Implant Dentistry for the General Dentist (Hands-On and lecture!)

Many advances have occurred in the last few years that impact the diagnosis, treatment planning, surgical placement and restoration of dental implants. This course will review all the current trends and improve your ability to use implant dentistry in your practice. A two hour hands on component will review the surgical and restorative procedures for the Nobel-Biocare implant systems. Learning objectives for the course are as follows.

Understand CT scanning. When to use it and how to interpret the scan for implant placement.

When and where to refer for complicated cases. The participant will understand which cases can be treated by the general dentist and which may need specialist consideration.

The participant will gain understanding of CAD designed surgical guides using the Nobel Guide software program.

Understand when immediate placement is indicated for single and full arch restorations.

The participant should gain a good working knowledge of over-dentures and single tooth replacements both in traditional treatment and immediate placements.

Understand the latest materials for implants to include Zirconia frameworks, all ceramic crowns, and zirconia abutments.

Paul Scruggs is a Prosthodontist from

Raleigh N.C. who has been restoring and placing implants over the last 20 years. His practice has grown from the occasional implant procedure to presently consuming most of the day with implants. The course entitled "Dental Implants: making it simple predictable and rewarding" will discuss treatment planning using new technical and clinical advances, immediate insertion and loading of anterior implants, simplified Overdentures and complex implant cases. Teeth in an Hour and computerized guided surgery will also be introduced. In all cases a systematic approach will be presented to make the transition into implants in your practice easier and more predictable.

Registration		
Dr. Paul Scruggs—September 18, 2009 8:30AM—5:00PM (8 Credit Hours) Hotel Roanoke, 110 Shenandoah Avenue, Roanoke, VA 24016. Tel. 540-985-5900		
Name _____		
Tel # _____		AGD # _____
Address _____		
City _____		State _____ Zip _____
Fax # _____		
Email _____		
Fees:	<u>Early</u>	<u>After 8/25/09</u>
VAGD Member	\$199	\$249
Non AGD	\$249	\$299
Staff/Resident	\$ 79	\$ 99
Student	\$ 39	\$ 39
Return with check payable to: VAGD, c/o Frances Kimbrough, 4513 New Kent Avenue, Richmond, VA 23225, or		
Charge to <input type="checkbox"/> VISA <input type="checkbox"/> MCard <input type="checkbox"/> AMEX		
# _____	Exp. _____	

THE VIRGINIA ACADEMY OF GENERAL DENTISTRY



Academy of General Dentistry Mission Statement

To serve the needs and to represent the interests of general dentists and to foster their continued proficiency through quality continuing dental education in order to better serve the public.

The Virginia Academy of General Dentistry, Program Provider #219330, is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry. The current term of approval extends from 6/01/08 to 5/31/12.



Cancellation and Refund Policy for All Continuing Education Courses: Must be in writing. Refunds up to two weeks prior to the course. \$35 processing fee after that date. No refunds within 72 hours of course.



Howard Farran DDS, MBA, MAGD
Harvey Levy, DMD, MAGD
ACLS Re-Certification
CPR Re-Certification

Glen Allen, VA

November 6-7, 2009

Friday, November 6th
Course 1

Howard Farran, DDS,
MBA, MAGD

The Virtues of
Profitable Dentistry



Start building your ideal dream dental office! In the new millennium the lack of virtues is the greatest threat to our patients, our profession and to our profitability. All of the greatest and most successful civilizations throughout history have been built on the same basic virtuous principles, for example concordia (harmony), dignitas (dignity) and felicitas (happiness/prosperity).

Dr. Farran's "Virtues of Profitable Dentistry" lecture shows you how these same virtues can help you build a great, meaningful and profitable dental office that will make a difference to your community. Spend the day learning practical hands-on applications, not fluff or superfluous fanciful theories.

For the first time, I am opening my office to you and sharing the processes and procedures that have made it so successful.

Now is the time to take a step back and re-evaluate the most basic virtuous business fundamentals. See how these virtues can be the compass that guides your every dental business move and leads you to increased profitability with greatly diminished stress.

Dr. Howard Farran, DDS, MBA, MAGD is a noted international lecturer on faster, easier, more efficient dentistry. He has captivated audiences around the

world with his innovative, informational and entertaining style. In his seminar entitled, "The Virtues of Profitable Dentistry" he gets down to the nitty gritty details of running a thriving family practice. He can show any dental team how they too can achieve their dreams and goals.

Dr. Farran graduated from UMKC dental school in 1987. He earned his MBA from Arizona State University in 1999. He received his MAGD in 1998. He received his Diplomat in the International College of Oral Implantology in 1998.

Dr Farran has received wide-range recognition, such as being named Alumni of the year by the University of Missouri in 1997, Arizona Public Health Dentist of the year award in 1995 by the Arizona Office of Dental Health, and the Arizona Award in 1989 from the Arizona State Dental Association for outstanding contributions made to the profession of dentistry efforts to fluoridate the water of Phoenix.

Dr. Farran is the founder and publisher of Dentaltown and Hygienetown Magazines which are mailed to over 155,000 dentists in 38 countries and over 81,000 hygienists each month. Dr. Farran is also the founder of www.docere.com which includes dentaltown.com and hygienetown.com where over 80,000 registered dentists and over 16,000 registered hygienists share information with each other daily! In addition to Dentaltown and Hygienetown, Dr. Farran is the author of several dental practice management articles and multiple video series. Dr. Farran's experience ranges from all aspects of practice management, including business planning, operations and finance, to e-commerce business, and Internet marketing.

21ST COLONIAL DENTAL CONFERENCE

Saturday, November 7th

Course 2

Harvey Levy, DMD, MAGD



Management of Anxious and Special Needs Patients

8:00 — Registration

8:30 AM — Debunking The Myths Of Special-Needs Patient Care (1-1/2 hours—Lecture) 29 reasons dentists give for not seeing special-needs patients, with 29 better reasons why you should welcome them, treat them, and be pleased with your success and your profit.

10:00 AM — Break

10:10 AM — Office Management Of Anxious And Special-Needs Patients (2 hours—Lecture) How to identify anxious or special-needs patients, and successfully manage most of them using a combination of techniques including nitrous oxide, oral sedation drugs, Velcro® restraints, mouth props, and more.

12:00 — Lunch

1:00 PM — Hospital Dentistry (1-1/2 hours—Lecture) How do you successfully complete cases too difficult to manage in the office? Treatment in the hospital may be the best answer for patients who are uncooperative, mentally challenged, medically compromised, too young to understand, or too anxious to sit still. You may discover that you can do your best quality, most effective, most efficient and most profitable work while the patient is safely asleep in a surgical center or hospital.

2:30 PM — Break

2:40 PM—Extractions With No Fatigue And Few Fractures (1-3/4 hours—Participation and Lecture) Learn a new, simple way to extract teeth that results in 75% fewer fractures, with no fatigue of the wrist, arm or body. Learn, in a hands-on fashion, how effective body mechanics commonly known to martial artists can be applied to exodontias.

4:25 PM — Try It On (1/2 hour—Participation) Try some equipment we use to easily manage difficult patients: Aribex Nomad® Handheld X-Ray unit, Ergonom-X® self-developing films, Velcro® wraps, special mouth props, and more.

4:55 PM—Wrap up and close

Dr. Harvey Levy is a general dentist from Frederick, Maryland who has earned Mastership and Lifelong Learning Service Recognition in the AGD along with eight fellowships, and four diplomate certifications, including Special Patient Care and DOCS. He completed a two-year residency in Rochester, NY, and was a GPR residency

clinical director at the University of Pennsylvania Hospital. With 35 years experience in treating special-needs patients, he has written many articles, produced audio and video tapes, and lectured about management of anxious and special patient care. His work with special-needs patients earned him the 1986 AGD Humanitarian Award, the ADA Access to Care Award, and was a 2002 Winter Olympic torch runner. To date, Dr. Levy has treated 1000 patients in the OR and 30,000 patient visits in his office via oral sedation.

ACLS Re-Certification, Sat. Nov. 7th, 9:00 AM—1:00 PM — Course 3 — (REQUIRED BY THE BOARD OF DENTISTRY IF YOU PRACTICE SEDATION DENTISTRY!)

CPR Re-Certification, Sat. Nov. 7th, 2:00 PM—4:30 PM — Course 4

Registration—2009 Colonial Conference
November 6-7, 2009
Richmond Marriott West Hotel, 4240 Dominion Blvd., Glen Allen, VA tel. 804-968-5000

Name _____
Address _____
City _____ State _____ Zip _____
AGD # _____ Tel. # _____
E-Mail _____

Other Attendees
Name _____
Course(s) 1 2 3 4 5
Name _____
Course(s) 1 2 3 4 5

Course 1—Dr. Howard Farran
Course 2—Dr. Harvey Levy
Course 3—ACLS Re-Certification
Course 4—CPR Re-Certification

#	VAGD Member		Non-AGD		Staff	Student
	After	After	After	After		
		10/4		10/4		
1	\$219	\$269	\$269	\$319	\$ 99	\$ 39
2	\$199	\$249	\$249	\$299	\$ 99	\$ 39
1&2	\$349	\$399	\$399	\$449	\$149	\$ 69
3	\$350		\$350			
4	\$ 59		\$ 59			

Return with check made payable to: VAGD, c/o Frances Kimbrough, 4513 New Kent Avenue, Richmond, VA 23225, or charge to (circle one) VISA, Mastercard, American Express
Card # _____
Exp. Date _____
Cardholder: _____
Amount \$ _____

VAGD Welcomes New Members

Dr. Elizabeth T. Nance, Membership Chair



The Virginia AGD would like to welcome the following 47 new members who joined between December, 2008 and March, 2009. It's great to see this level of involvement and commitment, especially during these trying economic times.

Nazir Ahmad, DDS, Richmond
Tawfiq M. Alkilani, DDS, Midlothian
Peter B. Appleby, Richmond
Christin M. Baker, Richmond
Poonum Bharal, Richmond
James D. Cahn, Richmond
Edith P. Solarte Castro, Virginia Beach
Christopher G. Chapman, Richmond
Bryson K. Dunham, Mechanicsville
Andreen M. Fearon, Richmond
Mohamed F. Elgazzar, DDS, Woodbridge
Jacob L. Geyer, DDS, Midlothian
Michael P. Hackman, DMD, Williamsburg
Athra A. Khalaf, Richmond
Shawn S. Kumra, DDS, Falls Church
David L. Jones, Richmond
Preeti Kansal, Richmond
John W. Kent, Richmond
Min Y. Kim, DDS, Annandale
Luiza N. Kruezer, Richmond
Greg L. LaVecchia, DMD, Arlington
Elizabeth M. Matteson, Richmond
David J. McIntyre, Mechanicsville
Elizabeth G. Mojares, DDS, Virginia Beach
Amber D. Myers, Richmond
Tiffany N. Nightengale, DMD, Richmond
Charles H. Park, DDS, Lorton
Daniel E. Pouchot, DDS, Gloucester
David A. Reznick, Richmond
Jonathan Rucker, Richmond
Marvin G. Sagun, DDS, Suffolk
Maninder Sandhu, DDS, Fredericksburg
Chetana Anne Saxena, DMD, Leesburg
Scott A. Scheps, Richmond
Richard W. Sedwick, Richmond
Shima Shadman, Vienna
Steven Shinebarger, DMD, Richmond
Kambe Shukoor, Richmond

Mark G. Smith, DDS, Purcellville
Kelsey N. Taylor, Richmond
Harper A. Thompson, Richmond
Anh K. Vu, Richmond
Amber M. Weems, Richmond
Rudolph W. Wolf, Richmond
David J. Yoder, Richmond
Mesfin Zelleke, DDS, Fairfax

Congratulations on becoming a part of general dentistry!

Dental Student Update

Stephanie Chambers, Student Rep

While the spring semester is winding down, the Fellowtrack Program is gearing up with its first series of lectures for senior dental students at the VCU School of Dentistry. We are scheduled to have Dr. Jeffery Levin give two presentations: "Mini Implants" and "Record Keeping and Board of Dentistry Regulations regarding the General Practice of Dentistry", Dr. Ralph Howell speak about "Patient Management" and Dr. James Schroeder give a lecture on "Hitting the Bullseye with your Leadership Style (a DISC program)". We plan to continue the Fellowtrack Program with more presentations from various speakers when classes and clinics reconvene this summer.



This past February, the VAGD was able to sponsor nine senior dental students to attend Dr. Mike Melker's presentation "Nuts and Bolts Occlusion" in Charlottesville, VA. The students enjoyed learning about different occlusal splint philosophies and how to better communicate to patients about them. This course along with the other courses being offered at the dental school this spring, will give students the opportunity to fulfill the Fellowtrack Program requirements. We are also planning on having an all-student Lunch and Learn on April 10th where newly inducted VAGD president Dr. Ali Zarrinfar will speak, as well as Cory Hoffer from Hermitage Wealth Management and myself about the Fellowtrack program and corresponding presentation series.

Timeless Solutions

A unique comprehensive financial planning practice that believes an effective planning relationship is built on a commitment to personal attention. We invite you to contact us to learn more about how our approach delivers value with distinct customization to healthcare professionals.



HERMITAGE

WEALTH MANAGEMENT

J. Cory Hoffer, CFP®

Senior Financial Planner

Hermitage Wealth Management

3761 Westerre Parkway, Suite G

Richmond, VA 23233

Tel: (804) 270-7877

Fax: (804) 270-7811

www.hermitagewealth.com

- *Comprehensive Financial Planning*
- *Investment Management Services*
- *Retirement Plan Design*
- *Risk Management & Protection Strategies*

*Hermitage Wealth Management offers Group Discount Programs for
Select Dental Professionals & Staff in the state of Virginia*

To inquire about eligibility, complete your identifying information below and FAX this ad to (804) 270-7811.

Name/Practice:

Telephone:

Email:



KnowYourTeeth

KnowYourTeeth.com is a new and exciting Web site offered through my professional organization, the Academy of General Dentistry (AGD).

I trust the AGD to offer you great information about your dental health care. So, check-out *KnowYourTeeth.com* today!

sites, the Dental Diary can be uploaded onto desktops or personal Web pages of portal visitors, and it can be used as a personalized interface to *KnowYourTeeth.com*. The Dental Diary provides up-to-date information and options designed to help users maintain optimal oral health, including: Reminders for each member of the family to replace toothbrushes every six months; Reminders to schedule dental visits (such as cleanings) for family members; Reminders of upcoming dental appointments by individual; Ability to create a “personal reminder” option for busy moms and other portal visitors; Topics related to a variety of dental treatments and tooth restorations (fillings, crowns, dentures, and so forth); The ability to search any topic on *KnowYourTeeth.com*; Links to other features on *KnowYourTeeth.com*; and RSS feeds of new *KnowYourTeeth.com* content.

“The rise in disturbing dental trends, such as energy drinks and other beverages that have led to increased tooth decay and the erosion of tooth enamel, coupled with the growing desire to have a perfect and whiter smile, has consumers asking questions like never before,” says Dr. Paula Jones, AGD President. The AGD chose mothers and families as their initial target for the portal, she says. Future efforts will be directed toward college graduates and individuals moving to a new location.

While offering important messages about dental care and oral health, *KnowYourTeeth.com* also aims to impress upon the public the need to regularly see a primary general dentist, as 46 percent of consumers report that they currently do not have a general dentist. “In the same way that consumers have a primary care physician, we believe that everyone should have an equally qualified professional looking out for their dental care,” says Dr. Jones.

The portal’s wealth of content makes it easy for consumers to browse important dental topics and find answers to their questions. Other areas of *KnowYourTeeth.com* include: ***The ABCs of Oral Health***—Housed in the portal’s “InfoBites” section, ***“The Life of a Tooth”***—an animated timeline; ***Dental Advisor***—post a question on the portal’s online forum and an AGD dentist will provide an answer within 48 hours; ***Find a General Dentist***—a practical tool to help consumers locate a qualified general dentist in their area; ***Poll of the Week and Factoid of the Week***— a weekly poll on a dental topic and interesting educational facts about the many facets of oral care; ***SmileLine***—A monthly electronic newsletter that updates consumers with useful information about their dental care and oral health.

KnowYourTeeth.com is designed for people of all age groups, and it will provide information for other consumer groups, including college graduates and those moving to new areas of the country in the coming months.

In 2007, the Academy of General Dentistry’s (AGD) Board of Trustees approved funds that would allow the AGD to launch an image campaign designed to provide consumers and patients with a better understanding of general dentistry, better family oral health care, and to make it easy for the public to locate an AGD member dentist in their area. The AGD launched the new Web portal at the end of 2008 in an attempt to meet a growing need for accurate, accessible information in user-friendly formats.

According to a recent study commissioned by the AGD and conducted by C&R Research, Inc., 90 percent of moms decide who becomes their child’s dentist, yet 50 percent have not found an online source of dental information that they trust. The study, which queried 450 mothers of children ages 3 to 12, also revealed that more than 30 percent of moms said they would turn to a reputable source of high-quality dental information if one existed.

Here are just a few of the most pressing questions that moms have: When should I first bring my child to the dentist? How do I prepare my child for his/her first visit to the dentist? How do I get my child to brush and floss regularly? What are sealants, and do my children need them? Are sports drinks bad for my children’s teeth? My children won’t drink milk—how else can I provide them with the calcium they need?

One of the most exciting, sophisticated offerings on *KnowYourTeeth.com* is a personalized “Dental Diary.” The only one of its kind among dental association Web

Virginia Academy of General Dentistry 2009 Officers

Ali Zarrinfar, DDS
President
850-D East Main Street
Purcellville, VA 20132
(540) 751-2221
(540) 750-2218 (fax)
zarrinfar@yahoo.com

Pamela K. Stover, DDS
President Elect
1522 B Insurance Lane
Charlottesville, VA 22911
(434) 973-7744
(434) 975-0250 (fax)
stoverdds@yahoo.com

Stuart A. Broth, DDS, MAGD
Vice President
3400 Wicklow Lane
Richmond, VA 23236
(804) 276-5060
(804) 276-5061 (fax)
sabdds@comcast.net

Matt Cline, DDS
Secretary
1147 River Oaks Lane
Charlottesville, VA 22901
(434) 414-5304
(434) 296-1286 (fax)
mcline315@hotmail.com

Jack Kayton, DDS
Treasurer
315 Old Ivy Way, Suite 101
Charlottesville, VA 22903
(434) 977-3939
(434)984-1728 (fax)
scopedoc@earthlink.net

Julie Tran, DDS
Public Information Officer
200 Little Falls Street, Suite 506
Falls Church, VA 22046
(703) 532-3300
(703)532-3302/(703) 836-6743 (fax)
julietrandds@yahoo.com

Pamela K. Stover, DDS
Editor
1522-B Insurance Lane
Charlottesville, VA
434) 973-7744
(434) 975-0250 (fax)
stoverdds@yahoo.com

Frances Kimbrough
Executive Director
4513 New Kent Avenue
Richmond, VA 23225
(804) 320-8803
(804) 332-6815 (fax)
VAGDmail@aol.com

Cheryl B. Billingsley, DDS, FAGD
Immediate Past President
10446 Ridgefield Parkway
Richmond, VA 23233
(804) 740-4485
(804) 740-4415 (fax)
cbillingsley@mindspring.com

Become a Capwiz Whiz - Make Your Voice Heard in Washington!

Do you ever wish you had the ear of your state senator, congressman, or governor? You do—just use the AGD’s Capwiz program! The AGD’s Capwiz program is an interactive Web site that allows AGD members to quickly and easily correspond with their legislators and state dental boards while learning about issues of importance to general dentists. When there is an issue in your state that your constituent wants to take action on, whether it be the state dental board proposing onerous sedation rules or a state legislature considering a bill calling for independent practice for dental hygienists, an action alert can be created on Capwiz and an e-blast sent out to the constituent’s members asking them to visit the Capwiz site and be the voice of general dentists and their patients!

How do you access these Capwiz action alerts? It’s pretty simple. The easiest way is to click on a link provided to you in an e-mail alert. Alerts are sent to members who are asked to take action; each of these e-mails provides a direct link to the action alert. If you don’t see the link, simply go to the advocacy page of the AGD Web site. Once there, click on the Capwiz link. That’s it! If you want to take action on federal issues, information will be posted on this page. If you want to see what’s happening in Virginia, simply click on “Issues and Legislation” under “Policy Tools,” and then click on Virginia. You also can find out about your elected officials, election information, and Capitol Hill basics.

You can download the Capwiz instruction manual at www.agd.org/issuesadvocacy/manuals to help you facilitate education among constituent members to take action and voice their opinion via Capwiz. So, the next time you wish you had the ear of your elected officials, remember: You do!

The Virginia Voice is published by the Virginia Academy of General Dentistry. Inquiries should be made by contacting the Editor, Pam Stover, DDS, at 434-973-7744 or stoverdds@yahoo.com. The opinions expressed are not necessarily endorsed by the VAGD. Editorials may be submitted to **The Virginia Voice** by any member of the Virginia Academy of General Dentistry. If you are interested in contributing articles or other items of interest, please contact

*Pam Stover, DDS, at 434-973-7744 or
the Central Office at 804-320-8803, 804-332-6815 fax or email VAGDmail@aol.com.*



Dr. Pam Stover

The Virginia VOICE

Virginia Academy of General Dentistry
4513 New Kent Avenue
Richmond, VA 23225
804-320-8803 Telephone
804-332-6815 Fax
VAGDmail@aol.com
www.vagd.org



Be sure to visit our website at www.vagd.org. Check out our CE calendar, and take advantage of online registration. Also available is our Call For Volunteers which you can fill out and submit online. As always, we appreciate your time and suggestions.

Virginia Academy of General Dentistry 2009 Continuing Education Calendar

- | | |
|----------|---|
| Jul 8-12 | AGD Annual Meeting, Baltimore, MD |
| Sep 18 | Dr. Paul Scruggs, Hotel Roanoke, Roanoke, VA (8 CE Hrs.) |
| Oct 15 | VCU/VAGD MasterTrack Session 5 Program* |
| 15 | Periodontics, Orthodontics Reports |
| 16 | Occlusion (5 CE Hrs.)
Pediatric Dentistry (2 CE Hrs.) |
| 17 | Occlusion (hands on) (5 CE Hrs.)
Special Patient Care (3 CE Hrs.) |
| 18 | Operative Dentistry (3 CE Hrs.)
Homework: Occlusion, Pediatric Dentistry, Operative Dentistry, Special Patient Care) |
| Nov 6-7 | Annual Meeting, Marriott Innsbrook Hotel, Glen Allen, VA |
| Nov 7 | Dr. Howard Farran, 'The Virtues of Profitable Dentistry' (8 CE Hrs.) |
| Nov 7 | Dr. Harvey Levy, 'Management of Anxious and Special-Needs Patients' (8 CE Hrs.) |
| Nov 7 | ACLS Re-Certification (4 CE Hrs.) |
| Nov 7 | CPR Re-Certification (4 CE Hrs.) |

*Co-sponsored with the VCU School of Dentistry. For further information go to http://www.dentistry.vcu.edu/professionals/ce/documents/mastertrack_registration_form.pdf or call 804-828-0869.

For further information, go to www.vagd.org (brochures available online), email VAGDmail@aol.com or call 804-320-8803.