

Momentum

EDUCATION

CLINICAL

RESEARCH

A New Era of Excellence in Dentistry

Today, the past meets the future by establishing the Eastman Institute for Oral Health, a new and fully integrated dental enterprise within the University of Rochester Medical Center while preserving the important academic relationships of dental research and education with the School of Medicine and Dentistry.

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Inside:

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ON THE COVER:

The newly formed Eastman Institute for Oral Health brings together all the dental entities at the University into a fully integrated dental enterprise within the University of Rochester Medical Center.

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DIRECTOR'S MESSAGE

Life as we know it in the 21st century is nothing but constant change. There is a flurry of mind boggling adaptations and transitions. When I Googled the word 'change,' I received 1.4 billion entries! Everybody's writing about it, analyzing it, teaching us how to accept it. Marshall Lichtman, the former dean of the School of Medicine & Dentistry, once described transition, or change, as the space between two transition and change points. Life is really like that.

We're no exception, which is why the theme for this issue is all about positive change. As an organization, we're whole-heartedly embracing transformative change for the good of the institution.

Today, we're making history by establishing the **Eastman Institute for Oral Health**, a new and fully integrated dental enterprise within the University of Rochester Medical Center. Importantly, it preserves the academic relationships of dental research and education with the School of Medicine and Dentistry and clinical care in the URM. After years of institutional evolution including the merger of EDC into the university, we've reached this exciting moment (see full story, page 4).

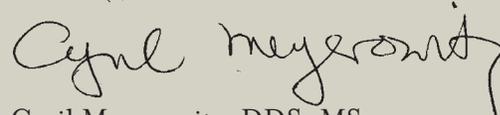
Thank you, to all of our esteemed alumni, who took part in the discussion and answered the recent survey and shared your thoughtful comments about the new Institute. You can read the results of that survey on page 9.

We're working hard to become more visible so that you and our national and international audience can better understand the entire breadth and depth of what we are all about.

We value our relationship with our alumni, residents, faculty, staff and many friends, and will keep you informed of developments and progress throughout this restructuring. As always, we remain focused on providing unparalleled education, clinical service and research.

The establishment of the Eastman Institute for Oral Health puts us in a unique position to maintain and strengthen our leadership in research and academic dentistry. We're also working hard on re-engineering our clinical service system to improve our service to patients and residents. A part of this includes the renovation of Eastman's main campus site and expanding our inner city downtown locations, funded by a HEAL grant we received from New York State (see page 10).

Each and every one of you—alumni, residents, patients, faculty, staff, board members and donors—have a valuable and vital role in shaping our future. We look forward to ongoing discussions, and working with you to make our great organization even better.



Cyril Meyerowitz, DDS, MS
Director, Eastman Institute for Oral Health

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DENTISTRY USHERS IN A NEW ERA OF EXCELLENCE

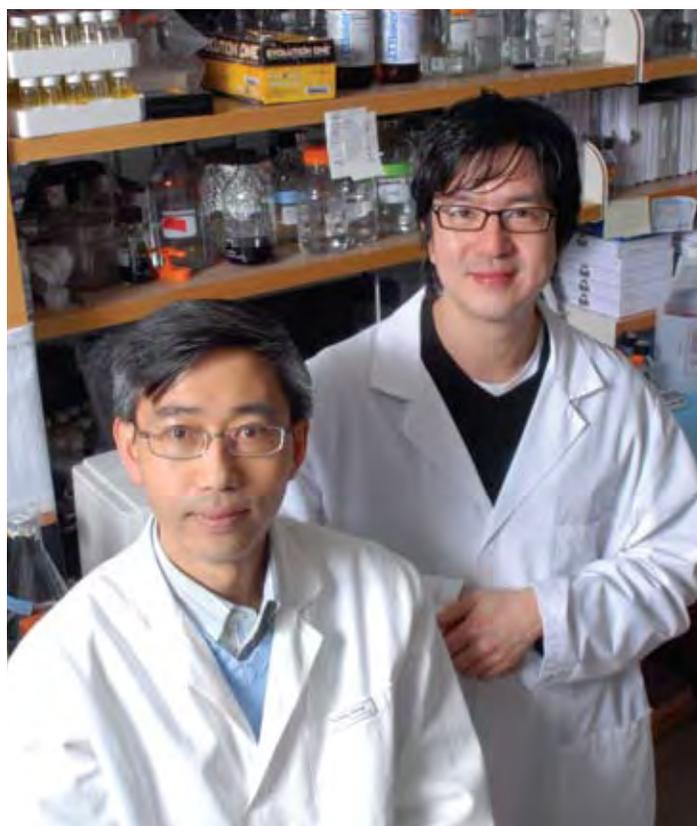
Today, the past meets the future by establishing the Eastman Institute for Oral Health, a new and fully integrated dental enterprise within the University of Rochester Medical Center that preserves the important academic relationships of dental research and education with the School of Medicine and Dentistry.

During William McHugh's leadership of the Eastman Dental Center beginning in 1972, and William Bowen's tenure as chair of dental research at the URMC starting in 1982, Eastman and the School of Medicine and Dentistry grew closer as the dental center moved to the Medical Center campus and clarified its affiliation with the Medical Center.

This closer physical and organizational linkage between Eastman Dental Center and the University culminated in a formal merger of the two in 1998. As former University of Rochester President Thomas Jackson put it with considerable precision and economy, "The question is not why the merger happened, but why it took 70 years?"

"Establishing the Eastman Institute for Oral Health under the unitary leadership of a director responsible for all dentistry at the university, together with a vigorous and active Eastman Dental Foundation board, will allow us to be pre-eminent in oral health education, research and clinical care and is the contemporary realization of George Eastman's vision of dentistry as an integral and vital part of the University and the Rochester community," said Joel Seligman, president, University of Rochester.

Working diligently with leadership of the Eastman Dental Center and the Center for Oral Biology, David S. Guzick, MD, PhD, dean of the School of Medicine and Dentistry, helped enhance the alliance between



RESEARCHERS RULANG JIANG, PHD (LEFT) AND HYUN KOO, DDS, PHD, WILL ENJOY INCREASED COLLABORATION.

University of Rochester Medical Center
School of Medicine and Dentistry

Eastman Institute for Oral Health

Eastman Dental | Center for Oral Biology | Department of Dentistry



CYRIL MEYEROWITZ, DDS, MS, ROBERT G. QUIVEY, JR., PHD, AND JACK CATON, DDS, MS WILL WORK CLOSELY TOGETHER TO ALIGN THE CLINICAL, RESEARCH AND EDUCATION COMPONENTS WITHIN THE EASTMAN INSTITUTE FOR ORAL HEALTH.

the two faculty groups. “Dr. Cyril Meyerowitz, director of the Eastman Dental Center, and Dr. Rob Quivey, director of the Center for Oral Biology, are to be commended for their institutional commitment and vision in establishing the integrated research programs and organizational structure that forms the basis of the Eastman Institute for Oral Health,” said Dr. Guzick.

“From the inception of the Rochester Dental Dispensary to establishing the Eastman Institute for Oral Health, we have been a singular and extraordinary institution in the world of academic dentistry,” said Bradford C. Berk, MD, PhD, Medical Center CEO.

“Unlike any other dental institution, we combine a trinity of vigorous community engagement and service, advanced education and training, and leading edge oral health research. The establishment of the Institute will allow dentistry to address its future through unified strategic planning and a coherent fiscal process including appropriate branding, allocation of foundation and other sources of revenue,

and development opportunities to increase the endowment.”

Under the new entity, Cyril Meyerowitz, DDS, MS, will serve as director, and report directly to Dr. Berk, while working to integrate the research and educational programs, streamline operations and resources, increase efficiencies and improve patient services.

Jack Caton, DDS, MS, Periodontics chair and program director will serve as EIOH associate director for Education, while Robert Quivey, PhD, director of Center for Oral Biology, will serve as EIOH associate director for Research.

“By unifying all of dentistry and oral health under a single leader, yet maintaining the integrity of each of dentistry’s components, we will create a distinct identity for the Institute with a solid place at the table at URMC and the University, allowing us to articulate a single strategic vision for all of dentistry,” Dr. Meyerowitz explained. “That, in turn, will provide us many opportunities to move ahead to foster excellence in

EASTMAN INSTITUTE FOR ORAL HEALTH



JAMES M. ROGER, DDS (LEFT) AND TODD THIERER, DDS, MPH, ARE WORKING TO ESTABLISH CLOSER LINKS BETWEEN EDUCATION TOWARD A PHD EDUCATION AND CLINICAL TRAINING.

research, education, and clinical care. By creating one dental enterprise university-wide, we will, for the first time, be able to truly realize our full potential.”

EIOH finally fulfills the vision that began almost 100 years ago when Eastman Dental Center and the School of Medicine and Dentistry were established.

“Moving forward, our strategy is three-fold,” said Dr. Meyerowitz. “We will focus on strengthening an already superb basic science program while enhancing translational research areas to increase our NIDCR and industry funding; we’ll enhance and increase education offerings to promote academic leadership in translational research; and we’ll work to become the preferred clinical provider for complex oral health needs, as well as community service.”

“This new entity brings together the highly complementary dental academic units with shared strategic vision and strong operations,” added Dr. Guzick. “The great scientists, clinicians and educators within Eastman Dental Center, Eastman Department of Dentistry and Center for Oral Biology all share a similar passion for improving oral health.”

“The new Institute should open up a wealth of new opportunities and interactions for research, education and community service,” said Dr. Quivey. “All new things have unknowns, but there’s a lot of common ground for us to move forward.”

Linked with establishing the Institute, the EDC Foundation Board has undergone a significant transformation to include advocacy, development and academic advisory roles to its important fiduciary responsibility.

EDC Board President Bill Richardson strongly supports this initiative and thinks a variety of benefits will continue to evolve from the restructuring. “For example, we’re moving to brand our clinical operation as Eastman Dental within the umbrella of Eastman Institute for Oral Health,” he said, “to better position us in the communities we serve.”

The Board has also decided to enhance the yield on the endowment by using the University as its investment manager while retaining its control over allocation and the spending policy.

“The Institute is a testament to the vision, leadership and hard work of many faculty, administrators and staff within the Medical Center, and it will provide the structure within which all the many parts of the university interested in oral health can operate and flourish,” said G. Robert Witmer, Jr., EDC Foundation Board director, and former URMC Board of Trustees president. “This is truly an exciting time for Dentistry in Rochester.”

Q & A

DR. MEYEROWITZ WILL NOW TAKE YOUR QUESTIONS ABOUT THE NEW EASTMAN INSTITUTE FOR ORAL HEALTH

Q. I THOUGHT WE ARE ALREADY MERGED INTO DENTISTRY AT THE UNIVERSITY OF ROCHESTER. HOW IS THIS DIFFERENT?

A. When Eastman Dental Center merged into the University of Rochester Medical Center, we established a virtual community which we called Dentistry at the University of Rochester. Establishing Eastman Institute for Oral Health transitions this virtual community of the dental academic units including COB, EDC and EDC, to a formal university institution with unitary leadership and fiscal management, while still preserving the unique and valuable nature of the institute components.

Q. WHY DID WE HAVE TO RESTRUCTURE? WEREN'T WE OPERATING JUST FINE AS SEPARATE ENTITIES?

A. Although we were operating well as separate dental academic entities, establishing the Eastman Institute essentially completes the merger, ensuring that we have a structure for dentistry in the University that has a unified strategic vision and a place at the table at the URM and the University. It also allows the new administrative and fiscal management of dentistry to better facilitate its ability to achieve its goals in education, research and clinical care well into the future.

Q. SPECIFICALLY, HOW DOES THIS AFFECT RESIDENTS/STAFF/FACULTY/PATIENTS?

A. There will be very little impact on the every day work lives of faculty, residents and staff. The education, clinical service and research activities will continue as before. What will change is the greater sense of common identity, the opportunity for greater interaction across the Institute, the improved education offerings for residents, such as the Master of Science program in translational research, the greater opportunity for collaborative research and grants, and the improvement in our patient care services through our re-engineering initiative and facility improvements.

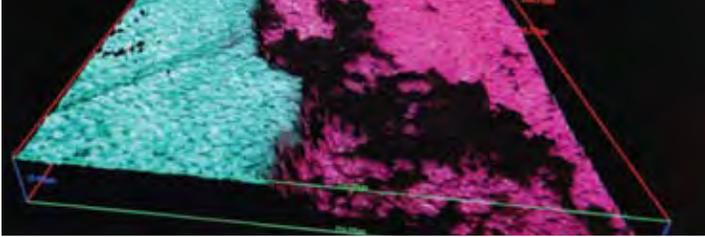
Q. WHAT ARE THE BENEFITS OF THIS NEW INSTITUTE?

A. Many benefits! Here are a few:

- * Better integration of clinical/translational and basic science research
- * Improved educational offerings, such as MS in translational research
- * Better clinical service through major re-engineering initiatives
- * Greater opportunity to apply for grants as a unified dental institution
- * Having a place at the table for Dentistry at the University and the Medical Center.

Q. WILL THERE BE LAYOFFS?

A. Since the beginning of the financial crisis we have laid off one person and not replaced three vacancies. As part of the University, the Eastman Institute will make every effort to minimize layoffs as it faces troubling fiscal times. We are optimistic given the re-engineering we are doing, our cost cutting efforts, and the opportunities offered by the American Recovery and Reinvestment Act of 2009, that we will weather the current difficult financial times well.



Q. ARE THERE CHANGES IN REPORTING STRUCTURE?

A. There will be a reporting relationship for education, clinical care and research through the EIOH. As fiscal management and administration of all of dentistry will flow through the EIOH, the reporting structure will reflect that. There will continue to be a reporting relationship of the academic components to the School of Medicine and Dentistry for academic issues. The director of the EIOH will report directly to the CEO of the Medical Center.

Q. ARE WE STILL USING THE NAMES CENTER FOR ORAL BIOLOGY, EASTMAN DENTAL CENTER AND EASTMAN DEPARTMENT OF DENTISTRY?

A. We will refer to the clinical dental services as Eastman Dental; Eastman Department of Dentistry within the School of Medicine and Dentistry will be Department of Dentistry, and the Center for Oral Biology will remain unchanged. All will be under the EIOH umbrella.

Q. ANY OFFICE LOCATION CHANGES?

A. There are no office location changes related to EIOH. But to make room for the new Urgent Care Center, Eastman Dental's Central Finance & Administration, Billing and Scheduling offices will move to the University's Town House building.

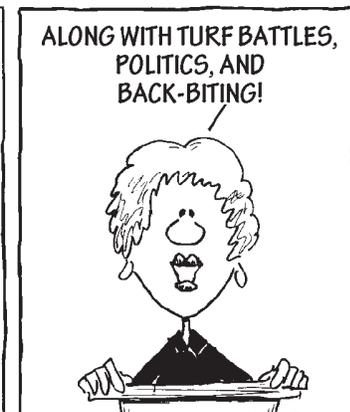
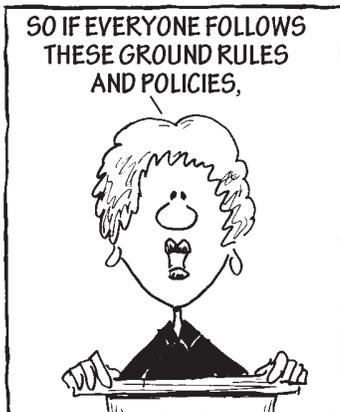
"BEYOND QUESTION, OUR HISTORY AND TRADITION NOW ENHANCED AND CONSOLIDATED IN THE EASTMAN INSTITUTE FOR ORAL HEALTH WILL ENSURE THAT ROCHESTER WILL CONTINUE TO LEAD THE WAY IN ACADEMIC DENTISTRY."

"AS A LONG TIME FACULTY MEMBER, I FIND THIS INITIATIVE VERY INVIGORATING."

The above comments were submitted from two people who answered the anonymous survey. See story, next page.

If you have any other questions or comments related to the new Eastman Institute for Oral Health, please contact Dr. Meyerowitz at cyril_meyerowitz@urmc.rochester.edu

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ALUMNI AND FRIENDS SHARE THOUGHTS

Before deciding on a name for the new Institute, Eastman Dental Center commissioned a market research company to conduct an objective, anonymous survey with EDC's alumni, donors, Board members, COB, and other key stakeholders to better understand overall thoughts and concerns.

"From those who answered the survey, we were compelled by the strong, positive affirmation of how the proposed name 'Eastman Institute for Oral Health' accurately reflects the longstanding mission of Eastman Dental Center," said Dr. Cyril Meyerowitz. "We also recognize that a name change is a difficult notion, especially when strong and positive feelings are anchored among such cherished traditions.

"We've heard you, and want to assure you that the original mission is the same as it was 100 years ago," Dr. Meyerowitz added. "Maintaining and fulfilling the mission that George Eastman established is at the very core of making this important next step in dentistry."

SURVEY RESULTS

The respondents consisted mainly of alumni, while 16% of the respondents represented donors and 11% were faculty. 75% were from the U.S., and small percentages from Canada (5%), Mexico (2%), South America (9%) Europe (7%), and Asia (2%).

97% of respondents felt that EDC provides quality care, has a strong commitment to the community and education, has an outstanding reputation, high quality education and faculty members, and outstanding oral health research. 99% agree that COB is an excellent research and training entity. 90% agreed that EDC has high quality treatment facilities.

While opinions varied widely on the new name, including about 20% who had no opinion, nearly 90% of respondents said the EIOH name accurately conveys the mission of the new organization.

Here's what some survey respondents said about the new name:

- * Excellent choice
- * Oral is better than Dental
- * Timely, efficient
- * I am a traditionalist and I like the name Eastman Dental Center.
- * I feel very strongly about the Eastman name to be preserved because it is what links it with the previous center. The rest is descriptive about its mission.
- * Sounds too dry and clinical. Not reflect prestigious stature of our establishment.
- * The new name might work just fine and maybe it takes getting used to. It is certainly not bad and I understand the need for things to evolve and change with the times.
- * I do like the name, it conveys a high level of sophistication.
- * I think it's too universal. It is hard to let go of EDC unique identity.
- * I think the proposed name is the right name, because of the changes so far.
- * Good to maintain the Eastman name. Institute conveys a multifactorial entity like NIH. Oral Health is more encompassing than dental and reflects the direction Eastman has been moving in its research, education and patient care.
- * The name reflects well of the merger, which is long due, bringing together brilliant minds and initiatives.
- * Eastman Dental Center has taken an important step to better position our success

Striving for Excellence

without exception

Eastman Dental is unquestionably the largest provider of oral health care to the underserved in the Rochester region. But care demand, particularly dental emergencies, has increased significantly due to Genesee Hospital closing in 2001, and the Pluta Dental Center in 2006. In 2007, EDC reached a 100 percent increase over the past five years, placing significant stress on the ability to provide comprehensive care. To combat the situation, Eastman Dental faculty and staff have been working hard to better position us for the future.

A team of highly motivated faculty and staff have been tackling operational and other issues to be able to better position Eastman Dental as a high quality multi-disciplinary health care provider.

“By re-designing our care processes to be effective, efficient, patient-centered and timely, it is our goal to

have improved customer service and a change to the payer mix which would then allow for reinvestment in the operations,” said Holly Barone, an Eastman Dental senior operations administrator, who is leading this clinical re-engineering team.

“There have been more changes in the last nine months than there have in the last 12 years,” said John Borrelli, Eastman Dental’s director of Finance and Administration. “The future is very bright.”

EDC applied for and was awarded a \$3.9 million state grant to increase access and capacity for Rochester’s underserved residents. Investing these funds today will result in significant savings tomorrow through greatly increased operational and facilities efficiencies, translating into thousands of additional patient visits and increased revenue among all the Eastman Dental sites.



EASTMAN DENTAL MAKEOVER

Over the next year, the following changes will occur:

- * Build a seven treatment room Urgent Dental Care Clinic at Eastman Dental's main campus site that will provide care to 60 patients per day and foster regular dental and medical care.
- * Redesign and renovate the Perio/Prosthodontics waiting room.
- * Add four treatment rooms to Eastman Dental Downtown, doubling its capacity to 8,600 visits per year, thanks in part to a grant from the Greater Rochester Health Foundation.
- * Two new treatment rooms in General Dentistry Clinic, producing an increased capacity of 4,000 comprehensive care visits per year.
- * Two new treatment rooms in the Orthodontic clinic will produce an increased capacity of 4,000 visits per year and shorten the patient wait list from 1.5 years down to 8 months.
- * Renovate the atrium

We've also made some positive changes related to creating patient service representative positions, training staff, relocating Pediatric's record room, as well as successfully incorporating axiUm, a new information system currently being used for all scheduling and billing functions, after using CMI for over 12 years. The next step is to focus on implementing electronic health records for the University Dental Faculty Group. In addition, the leadership team participated in a retreat where they learned about the nuances of organizational change, and how to incorporate their strengths, weaknesses and preferences into a team-approach for positive outcomes.

PATIENTS AND STAFF ARE UPDATED REGULARLY ABOUT THE IMPROVEMENTS DONE THROUGH THE CLINICAL RE-ENGINEERING EFFORTS.

Striving for Excellence
without exception

EASTMAN DENTAL

Thank you for choosing Eastman Dental!

You've told us what you want and we're listening. We're improving our operations and upgrading our facility to save you time and better meet your needs. In the near future, you will see:

- **Faster service**
- **Urgent Care for Emergencies**
- **Technology upgrades for easier check in**
- **More comfy seating**

Here are a few things we've already accomplished for you:

More Staff – In order to personalize your treatment needs, we've hired new staff in General Dentistry and Periodontology and Prosthodontics to serve as Dental Treatment Plan Coordinators and Patient Service Representatives.

Training – Employees are undergoing training to better serve you and help you stay on target with treatment plans.

Technology – We're now using new technology to increase efficiency when scheduling appointments and tracking patients' treatments to improve coordination of care between departments.

Record Room – We've reorganized Pediatric Dentistry records for faster access and streamlined operations.

Patient Feedback – We're using new surveys to better understand your needs and how we can keep improving.

Many other improvements are in progress. Keep checking this space for updates.
Thank you for your support and patience during our renovations!

UNIVERSITY of ROCHESTER MEDICAL CENTER

GPR & OMFS RESIDENCY CHANGES

The General Practice Residency (GPR) program, traditionally based at Strong Memorial Hospital, will move its base site to Eastman Dental Downtown in July.

Similar to the Advanced Education General Dentistry (AEGD) program based at Eastman Dental, differences in the eight-resident GPR program include participation in anesthesiology medicine, oral surgery rotations, a Highland Hospital rotation, and many in-hospital consultations.

But, Program Director Todd Thierer, DDS, MPH, says not much changes, as residents will be doing all the same procedures and rotations. “The only basic difference is the main base site will be at the downtown clinic.”

Thanks to recent grant awards, the downtown clinic is in the middle of significant renovations to add four treatment rooms, allowing patient capacity to double. “This part of Rochester has been designated a high-need area, and allows us the opportunity to provide quality care to the people who need it where they need it,” Dr. Thierer added. “We are extremely excited about the educational opportunities this will provide our residents to work in a state-of-the-art facility and to work with digital radiography.”

The Strong Memorial Hospital site will be undergoing changes to make it primarily an oral and maxillofacial clinic. This will allow the OMFS program to enhance its education programs and improve its clinical service and visibility in the Medical Center.



ANNOUNCING THE JACK G. CATON GRADUATE FELLOWSHIP FUND



The Division of Periodontology is proud to announce the establishment of the Jack G. Caton Graduate Fellowship Fund. The fund honors Dr. Caton for his years of service to Eastman Dental Center as an academic and research leader.

This effort aims to foster expert educators, promote career development, and support educational innovation and research. Specifically, the fund will

provide a fellowship grant to an individual interested in pursuing a dental academic or administrative position in Periodontology.

We understand that these are difficult financial times, but now, more than ever, we are dependent on the generous support of alumni, corporations, and friends. There are a variety of giving alternatives including a number of planned giving options that can enhance the Division of Periodontics as well as provide personal benefits to you. Several individuals have made a commitment to the effort and have established a payment plan to meet their current needs.

For more information about how to support the Jack G. Caton Graduate Fellowship Fund, contact Dentistry's Advancement Office at 585-275-2767 or bherman1@admin.rochester.edu.



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- A charitable income tax deduction;
- Avoidance of capital gains tax on donated securities;
- A generous gift to the University, to be used as the donor directs.

For more information on this and other planned giving methods, contact the Office of Trusts and Estates. (800) 635-4672 • (585) 275-7547 • kreckel@alumni.rochester.edu • www.rochester.plannedgifts.org



Sample of Rochester's Single-Life Annuity Rates	
AGE	FIXED ANNUITY RATES FOR LIFE
60	5.0%
65	5.3%
70	5.7%
75	6.3%
80	7.1%
85	8.1%
90+	9.5%

DR. J. ANTONIO BELLO JOINS FOUNDATION BOARD



The highly respected J. Antonio Bello, DDS (Prosthodontics '84), has recently joined the Eastman Dental Foundation Board of Directors. An enthusiastic advocate for raising money to benefit others, Dr. Bello has lectured around the world, and is very active in community service, as well as many

academic and professional organizations.

Why do you want to serve on the Board? To serve on the Foundation Board of Directors presents the unique opportunity to strengthen EDC and hopefully make a difference in its growth and development.

Fondest memory during residency: My fondest memory while an EDC student was the interaction with personalities who have made a difference in the way we practice dentistry today, and its international atmosphere.

Specific examples of how your experience at EDC has benefited you: The three most influential lessons at Eastman were excellence in the field of Prosthodontics, I gathered enough material to teach what I learned, and to provide for the underprivileged. All these lessons have helped me to be a better dentist and a better human being.

Greatest accomplishment: My wife and family.

Historical figure, living or dead, I'd most like to have dinner with: Martin Luther King

Favorite way to spend an evening: Dinner with family and friends



Excellence Inspired.

Every gift, no matter the size, has an immediate and significant impact on residents, students, and researchers every day. Your gift of \$1,500 or more may qualify you as a George Eastman Circle Member.

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SHARING HIS FELLOWSHIP EXPERIENCE

Dr. Jose F. Cortes Botello was selected as the Gerald N. Graser Fellowship recipient for a one-year period. Dr. Cortes is the third Graser fellow who has benefited from the generosity of alumni, corporate partners, and friends. The Graser Fellowship Fund was established to address shortages of dental school faculty, encourage recruitment of young, qualified dentists to dental faculty positions, and promote advancement in oral health education and academic research.

Dr. Cortes, pictured below (center), says the best part of the fellowship is “having the opportunity to combine the surgical learning experience with the clinical assessment of the residents and students.” He supervises nine residents in the Prosthodontic Clinic while working closely with faculty in Prosthodontics and Periodontics.

“I feel tremendous support from the faculty and am grateful to them for helping shape my career,” he said.

This year he has had the great fortune to work in a treatment room recently renovated and fully equipped so that faculty and residents can provide surgical implant procedures. Dr. Cortes sees this as a benefit to the patient who can now come to one place to receive care. He also took second place in a table clinic presentation at the recent American Prosthodontic Society Annual Meeting in Chicago, IL.

His future plans are to combine private practice and academics. He is interested in working as a part-time faculty member and lecturing internationally.





COB SCIENTISTS DISCOVER WHY TEETH FORM IN A SINGLE ROW

A system of opposing genetic forces determines why mammals develop a single row of teeth, while sharks sport several, according to a study published recently in *Science*, and authored by Rulang Jiang, PhD, associate professor of Biomedical Genetics and of Dentistry in the Center for Oral Biology. When completely understood, the genetic program described in the study may help guide efforts to re-grow missing teeth and prevent cleft palate, one of the most common birth defects.

Gene expression is the process by which information stored in genes is converted into proteins that make up the body's structures and carry its messages. As the baby's face takes shape in the womb, the development of teeth and palate is tightly controlled in space and time by gene expression. Related abnormalities result in the development of teeth outside of the normal row, missing teeth and left palate, and the new insights suggest ways to combat these malformations.

The current study adds an important detail to the understanding of the interplay between biochemicals that induce teeth formation, and others that restrict it to result in the correct pattern. Specifically, researchers discovered that turning off a single gene in mice resulted in development of extra teeth, next to and inside of their first molars. While the study was in mice, past studies have shown that the involved biochemical players are active in humans as well.

"This finding was exciting because extra teeth developed from tissue that normally does not give rise to teeth," said Dr. Jiang. "It takes the concerted actions of hundreds of genes to build a tooth, so it was amazing to find that deleting one gene caused the activation of a complete tooth developmental program outside of the normal tooth row in those mice. Finding out how the extra teeth developed will reveal how nature makes a tooth from scratch, which will guide tooth regeneration research."

ONGOING EIOH RESEARCH PROGRAMS

Dental Caries and Biofilms

Skeletal, Alveolar and Dental Tissue Regeneration

Periodontal Diagnosis and Therapy

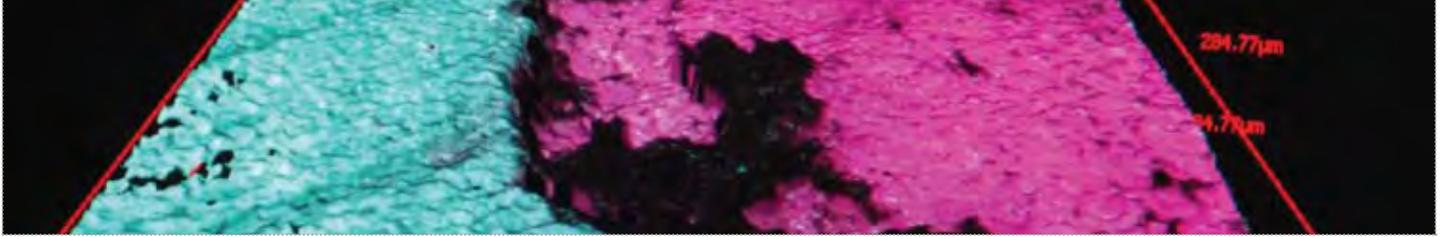
Environmental Agents and Oral Health

Health Services Research

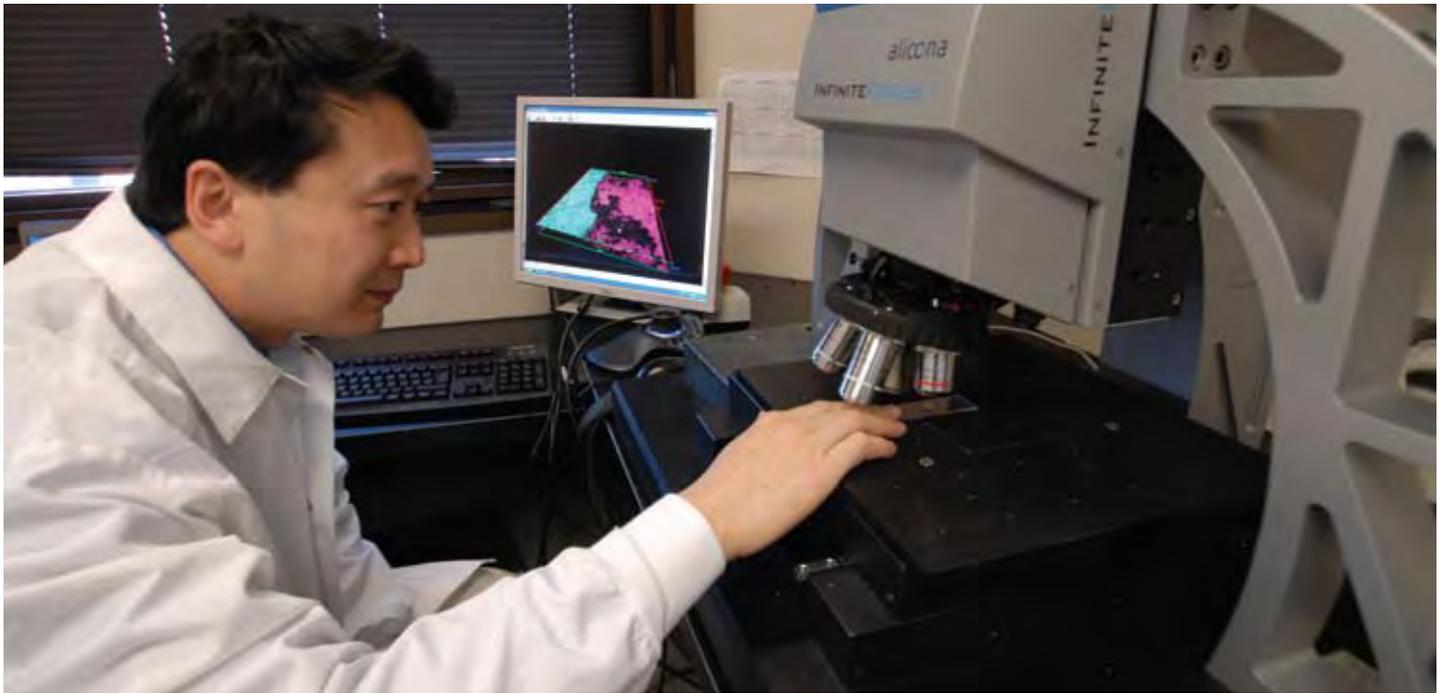
Craniofacial Development

Salivary Diagnosis and Therapy

Clinical Research (implants, dental materials, lasers)



OJ WORSE THAN WHITENING, EASTMAN DENTAL RESEARCH FINDS



DR. YANFANG REN USES EASTMAN DENTAL'S NEW FOCUS-VARIATION VERTICAL SCANNING MICROSCOPE, ALLOWING HIM TO SEE EXTENSIVE SURFACE DETAIL UNLIKE EVER BEFORE.

With the increasing popularity of whitening one's teeth, researchers at Eastman Dental set out to learn if there are negative effects on the tooth from using whitening products.

Eastman Dental's Yanfang Ren, DDS, PhD, and his team determined that the effects of 6 percent hydrogen peroxide, the common ingredient in professional and over-the-counter whitening products, are insignificant compared to acidic fruit juices. Orange juice markedly decreased hardness and increased roughness of tooth enamel.

Unlike ever before, researchers were able to see extensive surface detail thanks to a new focus-variation vertical scanning microscope. "The acid is so strong that the tooth is literally washed away," said Dr. Ren, whose findings were recently published in the online issue of *Journal of Dentistry*. "The orange juice decreased enamel hardness by 84 percent."

Weakened and eroded enamel may speed up the wear of the tooth and increase the risk for tooth decay to quickly develop and spread. "Most soft drinks, including sodas and fruit juices, are acidic in nature," Dr. Ren said. "Our studies demonstrated that the orange juice, as an example, can potentially cause significant erosion of teeth."

For more information, visit www.urdentistrynews.wordpress.com/

ALUMNI | FACULTY | STAFF NEWS



ANDREA PEDERSON, a dental hygienist, received the 2008 URMC Board Excellence Award. She employs compassionate and progressive “desensitization” techniques to provide dental services to adults with developmental disabilities.

As a hygienist, educator and researcher, her accomplishments are many, including exploring effects of cheese and fluoride on caries and serving as a member of the New York Task Force for Special Care.

HYUN ‘MICHEL’ KOO, DDS, PHD, was promoted to Associate Professor, HANS MALMSTRÖM, DDS, was promoted to Professor, and YANFANG REN, DDS, PHD, was promoted to Associate Professor.



LI NING, DDS, MS, PHD, a third-year resident in Advanced Education in General Dentistry, was awarded a \$10,000 grant from the American Academy of Implant Dentistry Research Foundation, for translational research of novel biomimetic materials of nanocomposites for bone tissue engineering and dento-alveolar regenerative therapy.

EIOH Director CYRIL MEYEROWITZ, DDS, MS, delivered the keynote address at the 7th National Convention of the Italian Society of Maxillo Odontostomatology, where people gathered from around the world to share the latest in research and techniques, including leaders of the other Eastman Institutes from Brussels, Paris, Stockholm, and Rome. He also delivered the keynote address at the 21st Annual Meeting on Special Care Dentistry Care in Baltimore, Md.

DR. ANIBEL SILVEIRA (ORTHO ’83) has been appointed chair of the Department of Orthodontics and Pediatric Dentistry at the University of Louisville School of Dentistry. He previously served as interim chair and has been faculty member at the University for 18 years.



EDUARDO IZAGUIRRE-FERNANDEZ CD, MS (GENDEN ’80, MS ’82), contributed a chapter, Salud Bucal y Nutricion (Dental Health and Nutrition) to the textbook, *Funsalud Nutriologia Medica (Medical Nutriology)*, read by nutritionists, physicians and dentists in Mexico and Spain.



HOLLY BARONE, Sr. Operations Administrator for Community Dentistry & Oral Disease Prevention won a coveted *Rochester Business Journal* Health Care Achievement Award in the Management category.



100 YEARS YOUNG! Mrs. Beatrice Bibby, widow of Dr. Basil G. Bibby, former director of Eastman Dental Center, turned 100 on Jan. 25. She lives in the Rochester area and recently attended the Basil G. Bibby Library’s 30th Anniversary Celebration!

Dr. Brian Singletary (GPR ’90, MS ’93) was appointed as director of the General Practice Residency Program at the University of Minnesota, Dept. of Primary Dental Care, School of Dentistry.

With Sympathy

Our thoughts and prayers go out to the family and friends of the following graduates.

DR. YOUNG H. KIM (ORTHO '57) of Wayland MA, a member of Dr. Subtelny's first class and also the first orthodontic resident to receive his Master's degree from the program.

DR. RICHARD OFFERMAN (ORTHO '62) from Mukwonago, WI

DR. ANDREW J. REED, III (PEDO '66) passed away Sept. 5, 2008, due to complications from lung cancer.

Our Dentistry family mourns the loss of MRS. RUTH HANDELMAN, wife of Dr. Stanley Handelman. Ruth passed away unexpectedly in Oct. 2008. Stan and Ruth have been dedicated and devoted members of our community for years. She is greatly missed.

I now work at a large children's hospital in Florida, and had the opportunity to use the dental trauma skills that I learned while working with your residents. I had a 13yo male with complete avulsion of teeth 8 and 9 as well as lingually subluxated tooth #10. I was able to re-implant the teeth and etch, bond, and cure a temporary bridge/brace in place. The dentist was quite impressed that a pediatric emergency physician was able to complete this task. I proceeded to boast about you and your residents. Just wanted you to know I couldn't have done this without you and I appreciate it even a year later!!!

Micheyle L. Goldman, DO
Attending Pediatric Emergency Medicine
Joe DiMaggio Children's Hospital
Hollywood, FL

ARE YOU LINKED IN?

Join the "Dentistry at the University of Rochester" Group on LinkedIn, a professional networking site for making contacts, conducting job searches, and more. It's another way to stay connected with your fellow alumni. Go to www.linkedin.com where you'll find us in the Groups Directory.

DENTISTRY ONLINE COMMUNITY

Search for friends and make new connections with the University of Rochester Medical Center (URMC) Alumni Network. Membership is exclusive and free to alumni only. The registration process is easy; simply establish a username and password. Visit www.alumniconnections.com/olc/pub/ROC/directory.html and get connected today!

FACEBOOK

Millions of people use Facebook everyday to keep up with friends and former classmates. **Join the "Eastman Dental Alumni Group" on Facebook today!**

**A LETTER SENT TO
DR. JEFF KARP,
PEDIATRIC DENTISTRY
PROGRAM DIRECTOR**



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MEDICINE of THE HIGHEST ORDER

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DENTISTRY CALENDAR

SAVE THE DATE!

DENTISTRY EVENTS

For more information about these events, please see our Web site: www.urmc.rochester.edu/dentistry/ Call 585-273-5947 or email mrogan@admin.rochester.edu.

**31st Annual Allen A. Brewer
Upstate NY Prosthodontics
Conference
Dinner and Picnic**
June 12 & 13, 2009
Rochester, NY

Dentistry Convocation
June 26, 2009, 5:30 PM
Rochester, NY

**American Academy of
Periodontics (AAP)
Alumni and Friends
Reception**
September 14, 2009
Boston, MA

UNIVERSITY EVENTS

Because of Dentistry's affiliation with the University of Rochester, you can now take advantage of these University-wide events. Visit the Web site frequently, as new events are added regularly.

Meliora Weekend
October 8-11, 2009
Rochester, NY
www.rochester.edu/melioraweekend

Dentistry Meliora Breakfast *
Saturday, October 10, 2009
Rochester, NY
* This event recognizes benefactors who support Dentistry at the \$1000+ level

