

Momentum

MESSAGE FROM THE DIRECTOR

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ear Alumni,

Colleagues, and Friends:

By the time you receive this newsletter in your mailbox, spring will be in the air.

Spring is a good time to step back and review the year behind, and then to prepare for the challenges and promise of tomorrow.

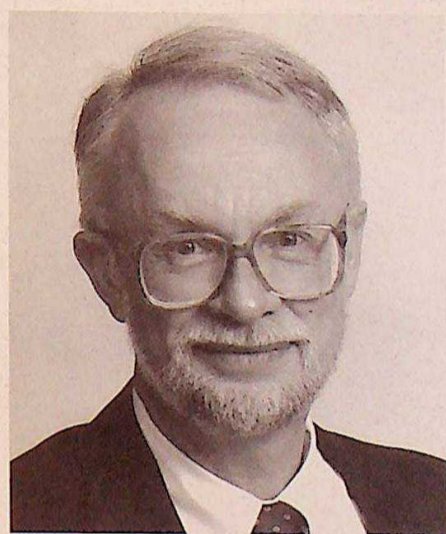
On the whole, 1995 was a year of transition and of renewal. We said good-bye to old friends, welcomed new arrivals, initiated new programs, and planned for the future.

Managed Care

With managed care on the horizon, we are preparing for the challenges that lie ahead. We are focusing on ways to maintain our high standards of care while strengthening our education and research programs. To do this, we are working closely with colleagues from within greater Rochester, New York State, and throughout the United States. These relationships remind us of the many positive things we share as leaders within the dental profession and how, by working together, we can make a difference.

In This Issue

This issue is full of good news about Eastman Dental Center. Read about how our new patient processing system will improve customer satisfaction, or how we are collaborating with other organizations to serve the community. See our interview featuring Dr. Domenick Zero, who speaks out on the Center's research program — where it's been and where it's heading. This is a big



Director Ronald J. Billings, D.D.S., M.S.D.

year for many of our alumni. Five continuing education conferences and reunions will take place in 1996. Our spotlight focuses on how three alumni of the prosthodontic program spent their vacation time helping others.

And we look forward to May, when Dr. J. Daniel Subtelny will receive the 1996 Albert H. Ketcham Memorial Award from the American Board of Orthodontics.

Thanks to our alumni, corporate supporters, and friends from around the world, 1995 has been a successful year for Eastman Dental Center. As for 1996 — well, just take a deep breath of the spring air, and join me for a year of renewal.

Sincerely,

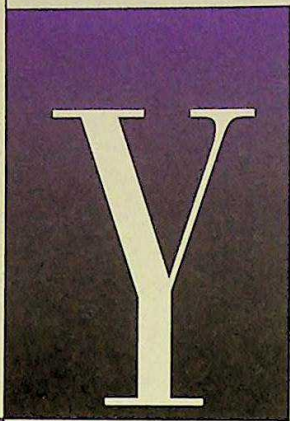
Ronald J. Billings, D.D.S., M.S.D.
Director



Eastman Dental Center, Rochester, New York

Spring is a good time to step back and review the year behind, and then to prepare for the challenges and promise of tomorrow.

SPOTLIGHT ON RESEARCH: AN
INTERVIEW WITH DR. ZERO



ou were

appointed as the Center's Associate Director for Research in 1994. What did you envision for the research program?

At that time Eastman Dental Center was in a state of restructuring and introducing our new administrative team. Some of our senior scientists were preparing to take new positions at other institutions. This was a challenging time.

My primary goal was to integrate our research activities with our educational programs. Research in an institution of our size cannot function totally independently of our educational programs because we don't have the resources. In the past, research activity lacked focus. Today, we need to be more directional and focused in the way we approach research.

I have always maintained my interest in dentistry and the role of research in improving oral health. Historically, a major strength of Eastman Dental Center has been in conducting research which advanced the entire field of oral health research. The ground breaking work with topically applied fluoride by Dr. Basil G. Bibby and sealants by Dr. Michael G. Buonocore are probably the two best examples. We need to continue and expand that tradition by rededicating ourselves to clinically relevant research. Now, I don't mean we shouldn't do basic science research, but we should have a clear understanding of how our research leads to improvements in oral health.

Q: When you look back on 1995, what objectives have you achieved?



Domenick T. Zero, D.D.S., M.S., associate director for research

A: We accomplished many of our objectives. 1995 was a year of transition, and as with any change, there were hurdles to jump over.

To involve our principal investigators, I formed a research committee. Committee members are Dr. Timothy Blieden, Dr. Jack Caton, Dr. Roxanne Lowenguth, Ms. Sandy McCormack, Dr. Andre Mol, Dr. Mark Moss, Dr. John Punzi, Ms. Sheila Mundorff-Shrestha and Dr. Ross Tallents. We addressed some important issues, such as how we pursue our individual and collective identity as part of the research program. In the past our identity was based on being members of small groups. It was necessary for us to create a broader identity with an institutional focus, and to create a structure for this. The committee went through a fairly detailed procedure to analyze research activity at the Center.

We included our research staff and faculty in this process. The total quality management (TQM) process, which is taking place throughout Eastman Dental Center, gave us an opportunity to work on issues associated with restructuring.

Through TQM, we began an institutional inventory of research equipment. Now we know what equipment is available as a shared resource. This is one example of how the TQM process helped drive us towards some good ideas.

Another objective was to develop working relationships with the researchers. I want to work with people to develop mutual trust and confidence, so that we can be more effective as a team.

Q: It is my understanding that you are formulating a new structure for the research program. How do you explain that structure?

A: The first step was Dr. Billings' creation in 1994 of my position as associate director for research. This gave research a prominent role in the institution's new administrative structure and gave me the responsibility for overseeing research activity center-wide.

We opened an office of research administration on the second floor of Eastman Dental Center, which gives research greater visibility and which increases our accessibility to residents, researchers, faculty, staff, and the director. This office provides oversight and support for research activity throughout the Dental Center.

Within the context of our new system, faculty will report their research activities directly to the office of research administration. Our research effort also enhances opportunities for research collaboration, research training for residents, and faculty development.

Q: Is there any particular research that you would like to highlight?

A: We have so much interesting and exciting research going on that I can't cover it all within the confines of this interview. However, I will highlight some of our younger investigators who have great potential. Dr. Mark Moss, who was recruited last year after earning a Ph.D. in epidemiology, brings many strengths to our program which complement ongoing research on caries risk assessment. Mark is well positioned to contribute to outcomes research, which is emerging as an important area because of the impact of managed care on dentistry.

Dr. John Punzi earned his Ph.D. in biochemistry, and he has unique skills in protein purification and

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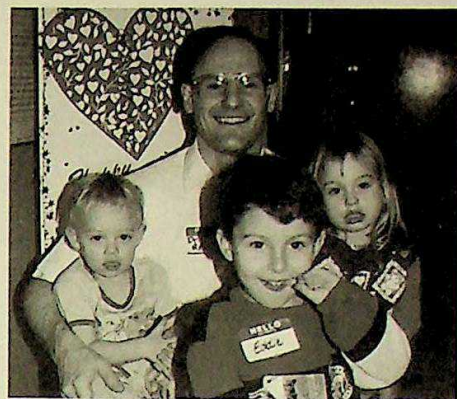
AN EDC VALENTINE

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upid's bow and arrow set hearts aglow on Valentine's Day, but for many EDC volunteers, the best part of the holiday wasn't about chocolates and roses. Cupid's arrow really hit the mark on February

13 during a special Valentine's event at Sojourner House, a residence for women and children who are transitioning to more independent lifestyles.

This is the third time in two years that the Center has staged a special event for Sojourner House residents. Dressed in EDC T-shirts, the volunteers baked Valentine's Day treats, decorated the dining room, prepared food, and served dinner to the residents of Sojourner House. Donations



Dr. Randy Heibel poses with his Sojourner House Valentines

of clothing, dental screenings, child-care, a visit with the tooth fairy, gift bags, and dental education were also part of the event.

A PARTNERSHIP WORKING FOR YOUTH

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here's nothing routine about oral health care for many local children from low income families.

Many disadvantaged children only see a dentist when they are in pain. Some require costly emergency treatment at local hospitals. Others live with discomfort, which only grows worse with time.

The Solution: "CHANGE"

When you look at the "big" picture, dentistry is just part of the puzzle. No one argues that children from disadvantaged backgrounds need access to dental care. However, they also need a wide range of health care and social services, ranging from medical aid to counseling, crisis intervention, emergency housing, education, mentoring, temporary assistance, tutoring, and summer employment opportunities.

How can our community reach children with the services they need? CHANGE, a collaboration involving the Rochester City School District,



(From left) Dr. Shrestha, Holly Barone, Dr. Billings, and Dr. Almog hold the "Memorandum of Agreement," signed by JFWC's collaborating agencies.

City of Rochester, Monroe County, and United Way, is one answer. One of the group's projects, in partnership with a variety of agencies serving Rochester's youth, is taking place at the Jefferson Family Wellness Center in the Jefferson Middle School.

The Wellness Center offers health, education and social services to children and families in the Jefferson community.

Dental Lessons

On November 21, 1995, Eastman Dental Center opened a satellite dental clinic at the Jefferson Family Wellness Center. The clinic, which is open two days per week during regular school hours, serves Jefferson Middle School students who are eligible for Medicaid. Eventually the clinic will provide services to siblings of Jefferson Middle School students and children from elementary schools affiliated with CHANGE. "It is a rewarding

experience," says Buddhi Shrestha, D.D.S, M.S., Ph.D., community dentistry program director. "We see many children who have dental problems and live with pain on a daily basis. It's a wonderful feeling to help them."

More than 100 students are currently enrolled in the Wellness Center program, and program coordinators anticipate more patients. The clinic offers a full range of treatment, including cleanings, fluoride, sealants, fillings, and simple extractions. If children require additional services, they are referred to the pediatric program at Eastman Dental Center.

When the program expands to serve other elementary schools affiliated with CHANGE, transportation to and from the clinic will be another challenge. Holly Barone, dental hygienist and manager of the community dentistry outreach clinic program, says, "Identifying ways to transport children to the Wellness Center may be daunting, but with everybody working together, I'm sure that we'll get the job done."

An attitude like that is always the backbone of success, especially when you're talking about the collaborating partners who make up the Jefferson Family Wellness Center.

Eastman Dental Center is one of 13 agencies providing services to students and families as part of the Jefferson Family Wellness Center program. Participating agencies include Eastman Dental Center, The Center for Youth Services, Inc., Threshold, Urban League of Rochester, Society for the Protection and Care of Children, Finger Lakes Developmental Disabilities Service Office, Jefferson Middle School, Monroe County Department of Social Services, Special Education Training Resource Center, Puerto Rican Youth Development and Resource Center, Inc., St. Mary's Health System, Park Ridge Health System, and the Monroe County Office of Probation - Community Corrections.

**THE WHOLE TOOTH KEEPS
'EM SMILING!**

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It wasn't just pillow talk when the tooth fairy, despite her busy schedule, served as guest of honor for Eastman Dental Center's *The Whole Tooth* program, presented in cooperation with The Strong Museum. Just having the tooth fairy on hand was enough to draw crowds, even with tough competition from Santa Claus. After all, how often can you have your picture taken with EDC's favorite public liaison?

More than 500 children and adults visited the one-day program on Saturday, November 18, organized to put a playful spin on oral hygiene. Family-oriented activities ranged from a "dentalshop" trio, to a "pretend" dental office, a "thumb imprint" station for kids, photos with the tooth fairy, an art display created by children from Smilemobile I and II, a sports safety room, videos and cartoons, an archival exhibit, and screenings.

Special thanks to The Strong Museum and its staff! We are also grateful to the following organizations for their generous support: Continental Dental Assistant School, Child Safety Council of the Greater Rochester Metropolitan Area Chamber of Commerce, Churchville-Chili Senior High School, Finger Lakes Region Poison Control Center, General Cinema, MOTO Photo, Patterson Dental Company, and Rochester Junior Americans Hockey Club.



The dentalshop trio & tooth fairy #2 (from left): Dr. John Kalmar, Anne Romig, Dr. Charles Oster, and Dr. Randy Heibel

**DR. JAY STEIN
APPOINTED TO
BOARD OF
TRUSTEES**

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r. Jay H. Stein, who was appointed in August as vice president and vice provost for health affairs of the University of Rochester, has been elected to Eastman Dental Center's Board of Trustees. "Jay is a distinguished national leader in medicine, and we are enthusiastic about having him on our Board," said Dr. Ronald J. Billings, director of Eastman Dental Center. "His knowledge, leadership, and experience will help guide us forward."

**BRUSH! BRUSH!
BRUSH YOUR TEETH!**

tune of "Row, Row, Row Your Boat"

Brush, brush, brush your teeth,
keep them nice and bright!

Merrily, merrily, merrily, merrily.
You'll win the cavity fight!

Floss, floss, floss your teeth,
keep them nice and clean.

Merrily, merrily, merrily, merrily.

A smile is but a dream!

Courtesy of "The Dentalshop Trio
Song Book"

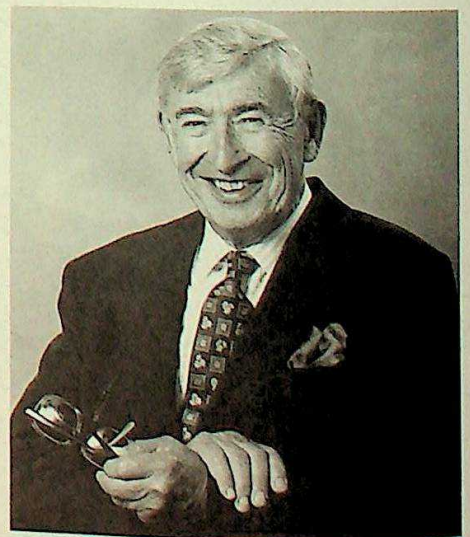
heryl Caccamise is a
picture-perfect tooth fairy



ORTHODONTICS HIGHLIGHTS

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aniel J. Subtelny, D.D.S., M.S., director of the orthodontics program, has been named a co-recipient of the 1996 *Albert H. Ketcham Memorial Award*; the highest award presented by the American Board of Orthodontics. He will receive the award during the opening ceremony of the 96th session of the American Association of Orthodontists (AAO) on May 11, 1996 in Denver, Colorado. Congratulations, Dr. Subtelny!



J. Daniel Subtelny, D.D.S., M.S., orthodontics program director

Alumni Celebration in Denver

An alumni reception will be held on Saturday, May 11 at the Mountain Ranch Club (home of the *Colorado Rockies*), Coors Field Complex.

**18th Biannual Eastman
Orthodontic Conference**

June 8-9, in Rochester, New York.

1995 ANNUAL
GIVING THANK
YOU!

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pecial thanks to our many alumni, friends, and corporate supporters who contributed to the 1995 annual giving campaign! Your gifts will help support vital community programs for children and people in need throughout our community. Donations will also help fund our library, important research projects, and advanced training for dentists from around the world.



IMPLANTING THE FUTURE
BY SEAN MEITNER, D.D.S., M.S.

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hat's new for our periodontal and prosthodontic programs? Not only have these programs expanded to three years, but they also are incorporating implant training. By the time residents complete the three-year program, they will meet dental implant standards set by the Advanced Specialty Education Programs in Periodontics and Prosthodontics for the Commission on Dental Accreditation of the American Dental Association.

Residents work with five different implant systems, *Branemark*, *Dentsply*, *Steri-Oss*, *ImplaMed*, and *Astra-tech*. First-year residents learn about dental implants by assisting the second and third-year residents who actually place the implants. Surgical templates are used for all cases to ensure adequate fixture position for prosthetic requirements. The periodontal and prosthodontic programs encourage referrals from private practitioners so residents learn how to develop and maintain relationships with referring dentists as part of their educational experience. After restoration is complete, patients return to their community dentists.

SATISFYING OUR CUSTOMERS

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ho is our customer? What do our customers want? These are questions that many institutions, faced with tough competition and a changing marketplace, evaluate as they plan for the future. Eastman Dental Center is placing the customer first through several new initiatives. Integrated registration is one example.

Why the Change?

More than 22,000 patients obtain their oral health care from Eastman Dental Center each year; with a total of 70,000 patient visits annually. EDC wants to keep these customers happy, which is why we are developing a new patient processing system. Our

goal: a streamlined registration process which will result in increased patient satisfaction.

We're facilitating these changes through a new patient services representative team, led by Jane Devries, our newly appointed patient services manager.

Behind the Scene

A new telephone system places calls through a central appointment number. Renovation of the central reception desk and its adjacent office better accommodates the patient services team and helps serve customer needs. Training is preparing the patient service representatives for the demands of their new job functions while giving them an understanding of what their partners do. By learning the new CMI computer

system, our patient services representatives can access valuable information about a patient's dental history while they schedule appointments. The patient services representatives act as our ambassadors to the public and their mission is customer service.

By implementing integrated registration, the Center strengthens its commitment to patient-centered care. The system will be fully operational by late spring 1996.

atient Services Manager Jane Devries reviews paperwork with an elderly patient



NOTES

FACULTY NOTES

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onald Baxter, D.D.S., M.S.D., will retire after more than 30 years as a part-time faculty member of the orthodontic program.

Robert J. Berkowitz, D.D.S., director of the pediatric program, has been re-appointed for a two-year period as chief of the Division of Pediatric Dentistry in the Departments of Clinical Dentistry and Pediatrics at the University of Rochester Medical Center.

Ronald J. Billings, D.D.S., M.S.D., director of Eastman Dental Center, has been inducted into the American College of Dentists. He is a member of the 1996 Monroe County Dental



Jack G. Caton, Jr., D.D.S., M.S., is named a fellow of The American Academy of Periodontology at the AAP's 81st annual meeting. The award, funded by Procter & Gamble Company, was presented by District Trustee Dr. Gary Greenstein (left) and Dr. Don Adams, past president of the AAP (far right).

Society Community Services Committee, and he has been appointed to the Board of Directors of the Seventh District Dental Society.

Jack G. Caton, Jr., D.D.S., M.S., director of the periodontology program and associate director for educational programs, has been elected secretary of The American Academy of Periodontology (AAP).

Dennis H. Leverett, D.D.S., M.P. H., professor emeritus and retired interim director of Eastman Dental Center, has been elected president of the American Association of Public Health Dentistry (AAPHD).

Buddhi M. Shrestha, D.D.S., M.S. Ph.D., community dentistry program director, was elected to the Northeast Neighborhood Alliance Council (NENAC) as an at-large member last May.

J. Daniel Subtelny, D.D.S., M.S., director of the orthodontics program, has been named a co-recipient of the 1996 Albert H. Ketcham Memorial Award, presented by the American Board of Orthodontics.

Domenick T. Zero, D.D.S., M.S., associate director for research, has been elected councilor/president-elect of the Cariology Research Group of the International Association for Dental Research.

ALUMNI SPOTLIGHT: MAKING A DIFFERENCE!

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elping others is always a nice idea. And the notion of giving back to help people and serve your community is so popular — it even makes the bestseller list.

This past September, three of EDC's prosthodontics alumni wrote their own chapter about helping others. Dr. Gary S. Rogoff (class of '74), Dr. Edward J. Plekavich (class of '73), and Prosthodontic Program Director Gerald N. Graser, D.D.S., M.S. (class of '72), joined four other colleagues, and fellow members of the Academy of

Prosthodontics, for a visit to an Indian reservation in eastern Utah. Using donated materials, the dentists created dentures for patients in one-fourth the time it normally takes to create them. How did they do it? It wasn't magic: they performed all of the laboratory procedures and worked late into the night.

New Smiles

Imagine living for years with ill-fitting dentures or no dentures at all. One recipient had asked for dentures three years ago to replace her 18-year old set. There is a long waiting list for dentures because "the dental programs tend to be under-resourced," says Dr. John Neale, chief of dentistry at the Indian Reservation Clinic on the

Uintah and Ouray Reservation. By week's end, 22 people sported new dentures and a new outlook on life. "It's a week well worth any sacrifices," says Plekavich. "It just makes you feel good."

Congratulations to our prosthodontic alumni for their work on this project — and to the more than 80 members of the Academy of Prosthodontics for forming a foundation that raises money for endeavors like this one.

Editor's Note: If you are an EDC alum with a story about giving back to help others, thanks to your EDC training, send us a note c/o the communications office. You may be featured in our next Alumni Spotlight!

Congratulations to our prosthodontic alumni for their work on this project — and to the more than 80 members of the Academy of Prosthodontics for forming a foundation that raises money for endeavors like this one.

SPOTLIGHT ON RESEARCH

(continued from page 2)



"Studying tooth protein is a basic science effort and, although it is time intensive, the results are promising."
John Punzi, Ph.D.



"I enjoy sparring with Dr. Zero about ideas and possible solutions to problems."
Mark Moss, D.D.S., Ph.D.



"The introduction of digital imaging in dentistry has unlocked exciting new opportunities..."
Andre Mol, D.D.S., Ph.D.

crystallization. He is working on several interesting projects associated with amelogenins and other enamel proteins involved in tooth development. These studies, funded by the National Institute of Dental Research, provide fundamental information on how teeth are formed and may also lead to a better understanding of how enamel defects, such as dental fluorosis, occur. He deserves special recognition because he was recently awarded a \$500,000 five-year grant to continue his work in this area.

Another young investigator, Dr. Andre Mol, is a rising star in dental imaging. He is collaborating with researchers from Eastman Kodak Company on new digital imaging technology. This looks very promising. Dr. Timothy Blieden is another of our multi-talented faculty members. He is applying his Ph.D. training in immunology towards basic science research involving fibroblasts. He is also using his dental training in clinical trials which explore new approaches to prevent periodontal disease.

We also have a number of seasoned investigators whose work merits description. Dr. Ross Tallents, program director of the TMJ program, continues to make significant contributions in research which involves the etiology, diagnosis and treatment of temporomandibular joint disorders. He has been very successful working on research projects with our residents. Dr. Jack Caton's work in periodontal regeneration is internationally recognized and receives a high level of support from industry. Dr. Ron Billings recently had his grant on caries risk assessment renewed, while my own work with intra-oral models and studies on fluoride retention continue at a productive pace. These are but a few examples of cutting-edge research being conducted at Eastman Dental Center and which form the foundation for field-advancing studies that will ultimately lead to improvements in oral health.

Q: *What's on the horizon in 1996?*

A: All of the restructuring and reorganization is of little value unless it translates into enhanced productivity and efficiency for our research program. We are poised to translate this structure into positive outcomes.

There are a couple initiatives that will be underway in 1996. The dental profession has been successful in helping patients keep their teeth longer by preventing tooth loss from dental caries and periodontal disease. I am working with a number of our investigators to explore collaborative research efforts on tooth wear. Developing a better understanding of tooth wear and its prevention is an important next step in preserving and protecting teeth.

Another area where we will focus is outcomes research. With rising health care costs and fewer resources, we must develop a scientific basis for clinical treatment decisions. To do this, we need research data that will support our treatment decisions. If we want to manage dental care based on the quality of care, not just the cost, this information is essential. As I mentioned earlier, Dr. Moss is playing an important role in this area.

Q: *From a personal standpoint, what would you like to see happen with the Center's research program?*



Dr. Basil G. Bibby

A: I would like to see the Center expand its role in the education of "clinical dental scientists." I firmly support our vision statement which emphasizes the Center's preeminence as an internationally recognized post-graduate dental educational institution. Eastman Dental Center has many unique strengths and resources. By building our research program to better complement our educational focus, we can educate clinical scientists who will contribute to the future of oral health research.

My job is to create an environment where our investigators pursue cutting-edge research and integrate it into our educational programs. I want to create a sense of synergy. Some say this is like mixing oil and water because there is often conflict between research and clinical training. However, I am not too concerned about this... with my Italian background, I've learned how to make a good salad dressing.

1996 conferences & events

18th Biannual Eastman Orthodontics Conference

June 8-9, 1996
Rochester, New York

Pediatric Dentistry Conference

October 4-6, 1996
Rochester, New York

Lingual Orthodontics Conference

October 25-27
Rochester, New York

Second Annual Handelman Conference

May 10-11, 1996
Rochester, New York

18th Annual Allen A. Brewer Prosthodontic Conference

June 6, 1996 (alumni reunion, June 7)
Rochester, New York

For more information about upcoming continuing education or alumni events, contact Connie Truesdale at (716) 275-5064 or (716) 256-3153 (fax).

DENNIS LEVERETT NAMED
PROFESSOR EMERITUS

Y

ears of service

and dedication deserve recognition, and on January 9, the Center's Board of Trustees unanimously approved a motion to bestow the honorary title of professor emeritus of Eastman Dental Center on Dennis H. Leverett, D.D.S., M.P.H. "We greatly benefited from Dr. Dennis Leverett's leadership, commitment, and hard work," said Dr. Wilfred A. Springer, president of the Board of Trustees. Dr. Leverett served as acting director of Eastman Dental Center from December 1992 to December 1993. Prior to this appointment, he chaired the depart-



Dennis Leverett, D.D.S., M.P.H.

ment of community dentistry for more than 19 years. Dr. Leverett, now retired, lives in Las Cruces, New Mexico with his wife, Joyce.

"We greatly benefited from Dr. Dennis Leverett's leadership, commitment, and hard work," said Dr. Wilfred A. Springer, president of the Board of Trustees.

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1996 Momentum written and produced by the development and communications office.

If you have any comments, you may contact us at (716) 275-1143 or (716) 256-3153 fax

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Momentum

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