Diagnose this: white lesions
The first in a series on the different types of mucosal and soft-tissue pathologies. ➤ page 64

How to reach practice goals?
Learn what has the most impact when it comes to achieving your practice’s goals. ➤ page 74

New products and more
Take a peek at some products that might be unfamiliar to you. ➤ pages 19A–22A

Retired orthodontist gives $4 million to East Carolina University School of Dentistry

By Fred Michmershuizen, Online Editor

Dr. Ledyard E. Ross, an 84-year-old retired orthodontist, has pledged $4 million to East Carolina University (ECU) School of Dentistry. The gift, one of the largest in the history of the university, will be used for student scholarships, faculty research and other academic enterprises.

Ross is a 1951 graduate of ECU (then called East Carolina College). He has been a supporter of several academic and athletic initiatives at the university since establishing his dental practice in Greenville. He is a member of the Leo Jenkins Society and Order of the Cupola.

Ross attended Greenville High School and Hardbarger Business College before being admitted to East Carolina College. He graduated from Northwestern University Dental School with a DDS in 1953, and he received a master of science degree in orthodontics in 1959 from UNC-Chapel Hill. He served in the U.S. Marine Corps First Marine Division from 1945 to 1946.

His financial gift comes at a well

5 ways dental practices can reduce waste and pollution

In honor of the 40th annual Earth Day, the Eco-Dentistry Association (EDA) — an international association promoting environmentally sound practices in dentistry — is encouraging dentists to do their part to help save the environment.

To help dentists be more environmentally conscious, the EDA has issued a checklist of standards for green dental offices. Specifically, the EDA is recommending that dental professionals make the following Earth Day resolutions to reduce waste and pollution.

Use an amalgam separator
Even if you don’t place amalgams, you still need an amalgam separator, according to the EDA. In a typical

Crown or same-day onlay?

Patients want to replace their old amalgam fillings, but they want to do it conservatively, consistently, efficiently, predictably and economically — and they want to do it in one visit. Review the advantages associated with indirect laboratory-processed composite resin posterior restorations and see the case study presented by Dr. Lorin Berland.

~ See pages 10A–13A

~ See page 2A, “Orthodontist …”

Dr. Ledyard E. Ross, a retired orthodontist, stands before an artist’s rendering of the new building that will house the School of Dentistry at East Carolina University. The building will bear his name. (Photo/Cliff Hollis, ECU News & Communication)
Cloth sterilization wraps and pouches and reusable cloth patient bibs and barriers, popular in high-tech and spa practices, help dentists significantly reduce their environmental footprint. When a paper-plastic pouch is the best solution, separate the paper from the plastic and recycle each appropriately, the EDA says.

Detoxify your infection control processes
Using the right non-toxic, biodegradable cleaner and disinfectant is an important component of pollution-preventing infection control, according to the EDA. Line cleaners and cold sterile solutions such as glutaraldehyde are a significant source of pollution from the dental industry and contribute to poor indoor air quality.

Modern dentistry has eliminated the need for cold sterilization, and there are several environmentally safe line cleaners on the market.

Making a switch to the non-toxic option will keep your office in compliance with hospital infection control standards while eliminating the “dental office smell” that patients hate, the EDA says.

Take digital images
Dental radiographs are an important part of preventive dentistry, but traditional dental X-rays will contribute as much as 4.5 million lead foils and 28 million liters of toxic X-ray fixer to local ecosystems this year, according to the EDA.

Conserve resources and help cool the planet by switching to digital patient charting.

The EDA says patients will appreciate the significant reduction in radiation digital imaging provides and will benefit from an up-to-date approach to their health-care records. Going digital will also save a practice more than $8,700 a year, the EDA says.

Promote your practice paperlessly
Dental practitioners are always looking for ways to build rapport with patients. You may not realize how much your patients will appreciate your office’s eco-friendly initiatives, especially when they are delivered paper-free.

Use a digital marketing and communications provider that offers Web optimization and appointment confirmation by e-mail or text message, the EDA recommends.

Provide your patients with regular updates about your eco-friendly initiatives in electronic newsletters and e-mail blasts. Once or twice a year send a special newsletter using eco-friendly papers, inks and printing processes.

Tell us what you think!
Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see more articles about? Let us know by e-mailing us at feedback@dental-tribune.com. If you would like to make any change to your subscription (name, address or to opt out) please send us an e-mail at subscription@dental-tribune.com and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to 6 weeks to process.

The unofficial Earth Day flag, designed by John McConnell.

The EDA offers “Best Practices for Waste-Reducing Sterilization and Infection Control” to help dental professionals become litter-free while maintaining the highest infection control standards.