Insider this week

**D. Walter Cohen**

1st Annual DVI Lecture

Dr. D. Walter Cohen, high above the clouds in New York City, inaugurated the first Annual Dr. D. Walter Cohen DVI Lecture. Held at the American Express Tower at the World Financial Center, one could imagine the unending hopes and vision of the indefatigably giving founder of DVI, Trudi Birger.

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**What's in a (practice) name?**

Small business branding is about getting your target customers to see you as their preferred choice. Building a brand isn't just about what you do; it’s about what you do to differentiate yourself from everyone else.

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**WDA Foundation awards $45K to dental health programs**

The Wisconsin Dental Association Foundation’s 2007 grants total $45,976 and recognize 15 programs that bring oral health care to low-income Wisconsin residents and provide other dentistry-related services.

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**Aacd: Share what you know**

Michael R. Sesemann, DDS, FAACD, vice president of the American Academy of Cosmetic Dentistry, talks to Dental Tribune about cosmetic dentistry and what the academy offers.

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**Tainted toothpaste shows up up the U.S.**

**Spotlight on Rwanda**

By John Hoffman, Dental Tribune

Although Rwandan children have not experienced the uptick in dental caries that those in developed nations now face, Rwanda’s scarcity of oral health professionals leaves much of the population at risk.

**With less than 15 dentists in a nation of 8 million, Rwanda is facing an oral health crisis**

Ravaged by HIV/AIDS, severe poverty and decades of armed conflict, the continent-wide crisis that afflicts sub-Saharan Africa is finally beginning to draw attention — and action — in the Western world.

While much of the globe stood silent during the 1990s, the nation of Rwanda, for example, was the scene of a vast, ghastly genocide that left as many as one million dead.

But today things appear to be changing. In the last four years the United States government pledged $15 billion to fight AIDS primarily in Africa and $1.2 billion to fight malaria in the 15 African countries hit hardest by the disease.

And Hollywood stars like George Clooney are using their celebrity status to encourage the American public to focus on the plight of millions of starving children on the continent. Style arbiter Vanity Fair magazine even devoted an entire issue of the magazine this month to Africa.

Rwanda, particularly, needs help from governments, private industry and philanthropic organizations of the West, and from the dental profession worldwide. A rural country with about 90 percent of its population engaged in subsistence agriculture, it is the most densely populated country in Africa.

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**Saying “Yes” to Cosmetic Treatment is Easier with Financial Options**

Patients say “yes” more often during case presentation when practices offer a variety of financial options. Practices should also present cosmetic treatment to all patients, regardless of their economic background, age, status or longevity in the practice.

Increase your cosmetic case acceptance by offering these four financial alternatives:

- Reduce fees by 5% when patients pay with cash up front.
- Accept a range of credit cards.
- Patients pay half the fees up front and half before the end of treatment.
- Offer third-party financing that provides patients an instant line of credit or loan.

Has your practice made treatment affordable by offering several choices for financing?

— Roger P. Lewis, DDS

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**Tainted toothpaste shows up up the U.S.**

The recall of toothpaste made in China—or elsewhere—that may be laced with diethylene glycol, a lethal thickening agent used in antifreeze, is widening and now includes toothpaste sold in the U.S.

The Food and Drug Administration (FDA) has found diethylene glycol in tubes of counterfeited Colgate sold in several dollar-type discount stores in New York, New Jersey, Pennsylvania, and Maryland. In addition, an importer of Chinese toothpaste has issued a nationwide recall after FDA found diethylene glycol in legally imported Chinese toothpaste, and a Puerto Rican supermarket chain has also recalled toothpaste imported from China.

The problem with toothpaste containing diethylene glycol was first uncovered in May when health officials in Panama, Costa Rica, the Dominican Republic, Nicaragua and Australia, found the toxic industrial chemical in Excel and Mr. Cool, two brands of Chinese toothpaste.

The Dominican Republic removed 10,000 tubes of the toothpaste from store shelves. Panama also removed the toothpaste, and on May 50, police in Nicaragua seized 40,000 tubes while warning that another 80,000 tubes could still be on store shelves. The toothpaste was imported from Costa Rica, which obtained it from Panama.

Earlier in May, dozens of people died in Panama after Taixing Glycol Factory in China shipped diethylene glycol as 99.5 percent glycerin was marketed through middlemen in Spain and