ADHA supports FTC’s input on dental therapy education

The American Dental Hygienists’ Association (ADHA) has issued a statement of support of the recent Federal Trade Commission (FTC) action that provided written comments to the Commission on Dental Accreditation (CODA) on proposed standards for dental therapy education programs.

ADHA Executive Director Ann Battrell said, “ADHA advocacy efforts to increase access for oral health care across the country, coupled with our efforts to expand the workforce with dental hygiene-based mid-level oral health care providers, provided the impetus for our ongoing communications with the FTC.” (FTC chairman Edith) Ramirez is to be commended for her commitment to promote competition in the oral health care industry for the benefit of consumers.” Battrell’s comments came after she and ADHA Director of Government Affairs Ann Lynch, ADHA Director of Education and Research Pamela Steinbach and ADHA Washington Counsel Karen Sealsander (of McDermott, Will & Emery) met with Ramirez.

With recognition that Minnesota has developed mid-level oral health providers and noting that a number of state legislatures have legislation pending or planned to create similar programs, the FTC provided 15 pages of written comments to CODA. The comments noted that the proposed dental therapy standards’ effectiveness may be limited by unnecessary statements on supervision, evaluation and treatment planning. The FTC comments included the recommendations that CODA develop standards that do not unnecessarily restrain the discretion of states to determine dental therapy scope of practice and authority.

The FTC comments raised concern that the draft standards do not fully address the accreditation needs in Minnesota and, as proposed, could hinder competition.

CODA is scheduled to meet on Jan. 30 at the ADA offices in Chicago, at which time it is expected to further deliberate on the proposed standards for dental therapy education programs.

Still time to earn Pros in the Profession honor

Final year three standout dental hygienist to be honored by Crest Oral-B for devotion to oral health care

Crest® Oral-B® continues to recognize registered dental hygienists who go above and beyond the call of duty — with the third year of the Pros in the Profession awards program. These awards acknowledge the pivotal role hygienists play in their patients’ lives in addition to their unwavering personal commitment to promoting good oral health.

“We have seen extraordinary entries over the past several years, which is why we must continue to honor those hygienists whose passion shines through in their everyday work,” said John Scarchilli, global scientific communications manager for Procter & Gamble German Innovation Center in Kronberg, Germany.

“At individually dedicating countless hours to furthering the oral health cause, so we are pleased to be able to applaud them publicly.”

Two winners have been named thus far for the Pros in the Profession year three award. Michelle Vacha, from Colorado Springs, Colo., and Heather Steich, from San Francisco, “I am one hygienist who has been able to make a difference,” says Vacha. “I challenge all hygienists to be passionate and think outside of the box. I have been able to bring full dental services to people who haven’t had dental care in years — and make them happy, healthy members of society once again. The incredible, professional and fun team I have has brought back validity and confidence to the dental experience.”

In March, Crest Oral-B will identify one RDH who consistently displays dedication toward both his or her patients and the profession. The winner will receive:• An all-expense paid trip to visit the Procter & Gamble German Innovation Center in Kronberg, Germany.
• A $1,000 monetary prize
• A recognition plaque
• Recognition in dental periodicals and announcements on the Crest Oral-B for Dental Professionals Facebook page and on www.dentalcare.com.

Nominees must be:• RDHs with two years or more of clinical/professional experience after graduation from dental hygiene school.
• RDHs who participate in community service.
• RDHs with examples of work that goes above and beyond the call of duty.

“My proudest professional accomplishment was when I stepped out of my comfort zone and traveled to Honduras for a dental volunteer trip,” said Pros in the Profession winner year three Steich. “Our group provided dental services for over 1,400 school-aged children, some of whom had never received previous dental care. It was a humbling and personally rewarding accomplishment. My favorite part of the profession is that I have the opportunity to make a positive impact on people every day.”

Nominations for dental hygienists who meet the above criteria can be submitted via a nomination tab on the Crest Oral-B for Dental Professionals Facebook page.

For the first time in the program, hygienists may nominate themselves for the honor. Nominations also can be submitted by fellow colleagues conveying why their nominee is a Pro in the Profession. Additionally, Crest Oral-B will be present at Yankee Dental Congress in Boston, from Jan 29—Feb 1, in booth No 1006 in the exhibit hall, accepting applications on site.

“It is an honor as a previous recipient of...
the award that Crest Oral-B has decided to continue rewarding those in our profession,” said Ann Benson Ross, Pros in the Profession winner year one. “I’ve learned an immense amount from the experience and have been afforded so many new opportunities, so I encourage all to take part as I know so many of us out there deserve the honor.”

To learn more about Pros in the Profession, including how to nominate your colleague, visit www.dentalcare.com/professionalcosmeticdental

For information about Crest Oral-B products and resources, visit the updated Crest Oral-B website.

About Crest, Oral-B and P&G
Crest was the first oral care brand to secure the ADA Seal of Acceptance for a clinically proven fluoride toothpaste. Since introducing fluoride toothpaste 54 years ago, it is estimated that Crest has helped prevent more than half a billion cavities in the United States.

Headquartered in Cincinnati, Crest is owned and distributed by the Procter & Gamble Co.

Oral-B is a worldwide leader in the more than $5 billion brushing market. Part of Procter & Gamble, the brand includes manual and electric toothbrushes for children and adults, oral irrigators and interdental products, such as dental floss.

Oral-B manual toothbrushes are used by more dentists than any other brand in the United States and in many international markets.

Procter & Gamble Co.

The P&G community includes operations in approximately 70 countries. You can visit www.pg.com to learn more about Procter & Gamble and its brands.

◊ AWARDS

To learn more about Pros in the Profession, please visit www.dentalcare.com/professionalcosmeticdental

The Procter & Gamble Co. serves approximately 4.8 billion people worldwide with a portfolio of well-known brands, such as Ace, Always, Ambi Pur, Ariel, Bounty, Charmin, Crest, Dawn, Duracell, Fairy, Febreze, Fusion, Gain, Gillette, Head & Shoulders, Iams, Lenor, Mach3, Oral-B, Pampers, Pantene, Prestobarba, SKII, Tide, Vicks, Wellas and Whisper.

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(Source: Procter & Gamble Co.)
Crest + Oral-B wants to know...
Are you a Pro?

Nominate yourself or a deserving colleague for the Crest + Oral-B Pros in the Profession Award, honoring four hygienists that go above and beyond the call of duty to promote patients’ oral health. Visit facebook.com/professionalcrestoralb to learn more and enter.*

Winners will receive:
- Exclusive all-expenses-paid trip to the P&G Innovation Center in Kronberg, Germany
- $1,000 prize
- And more!

For more information, visit dentalcare.com or the Crest + Oral-B booth at select dental conventions throughout the year.

* NO PURCHASE NECESSARY. Nominations/entries must be legal residents of 49 contiguous U.S. & DC, who, as of the last day of month prior to date of entry, are 18+ residents of AL and NE who must be 19+, and residents of HI who must be 21+. Nominators must be dental professionals who have had any interaction with the nominee. Nominees must also be an employed dental hygienist who is licensed in the U.S., has been in a clinical practice setting located in the 49 contiguous U.S. or DC for at least 2 years prior to date of nomination. Void where prohibited. The Pros in the Profession Awards Program starts 12/01 am ET 8/30/2013, ends 11:59 pm ET 2/15/2014. Sponsor: The Proctor & Gamble Distributing Company LLC. For Rules, visit https://www.facebook.com/crestonline.
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