Industry commentary

Celebrating 100 years of dental hygiene

By Lori Bernardo, RDH

In 1906, when Dr. Alfred Fones came up with the idea to train his assistant, Irene Newman, to clean teeth and perform preventive oral services on children, no one could have predicted how our profession could have evolved. Fones' early vision of the role of the dental hygienist was revolutionary. His goal was to employ dental hygienists who were primarily from schools and medical practices. He was quoted as saying: "It is primarily to this important work of public education that the dental hygienist is called. She must regard herself as the channel through which dentistry's knowledge of mouth hygiene is to be disseminated, the greatest service she can perform in the persistent education of the public in mouth hygiene and the allied branches of general hygiene." It was a lofty goal, which became the start of a noble profession whose purpose was to eradicate oral disease and improve the overall health of the whole population.

I recently had the opportunity to attend a reception sponsored by Crest® to eradicate oral disease and improve the value of a noble profession whose purpose was to eradicate oral disease and improve the overall health of the whole population.

The ADHA’s annual meeting — The Center for Lifelong Learning at the 90th Annual Session — is being promoted as a celebration of a century in practice, "100 Years of Dental Hygiene: Proud Past, Un-limited Future." The meeting runs from June 19–25.

From the first hygienists trained by Dr. Alfred Fones in 1913 to the leading innovators of today, ADHA will extol the progress and accomplishments of dental hygienists in the oral health care field over the past 100 years. Dental hygienists from across the country and around the world are being invited to come together to prepare themselves to be the pioneers that make the next century of practice as successful as the previous one.

CLL at the 90th annual session hosts more than 30 continuing education courses taught by nationally renowned speakers, with six separate career tracks for professionals at all stages of their career, and the possibility of earning up to 20 C.E. hours at one event. Tracks include: clinical practice, public health, education, research, professional development, new practitioner and a separate student track. In addition, the exhibition hall will feature more than 125 companies displaying information and products representing the latest in oral health.

Plenary sessions, on Thursday and Saturday, will feature public health advocate Erin Brockovich and Oscar-winning actress Geena Davis, respectively. Friday evening, the ADHA Institute for Oral Health Benefit/Presidential Gala has as master of ceremonies and host the legendary Debbie Reynolds, star of stage and screen in some of America's greatest classic productions.

Pre-registration is open until June 7 at www.adha.org/annual-session, and on-site registration will be available at the event.

References


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www.dental-tribune.com
support for the City of Boston.”

The MCCA press release went on to say that after some uncertainty following the April 15 bombings the Ambulatory Surgery Center Association’s Annual Meeting began the following Wednesday as scheduled. On Friday, April 19, attendees – most of whom were staying in hotels connected to the convention center via walkways from the Prudential Center and Copley Place — were in the Hynes for sessions starting at 7 a.m. In accordance with the shelter-in-place order from the Governor, attendees stayed at the Hynes and continued with event activity as scheduled.

Friday April 19 was a scheduled arrival day for nearly 15,000 attendees of the Experimental Biology 2013 Annual Meeting, as well as a heavy move-in day for exhibitors. Move-in activity began early in the morning, prior to the shelter-in-place order being extended to the entire city, so contracted labor and exhibitors already on site were allowed to continue moving as planned. On-site registration was temporarily delayed, but attendees were able to register at satellite hotels, including the Westin Boston Waterfront and the Renaissance Boston Waterfront. On Saturday, April 20, the event opened as planned.

Following the week’s events, MCCA representatives said that customers, staff, attendees and exhibitors should expect heightened security throughout the city and particularly around public transportation and entrances to hotels and the convention centers.

For details on the ADHA meeting, including a full schedule of courses, visit www.adha.org/annual-session.

(Sources: American Dental Hygienists’ Association, Massachusetts Convention Center Authority)

The famed shopping and dining on Newbury Street are among the many Boston experiences awaiting attendees of the ADHA annual meeting in June. Photo/Provided by Tim Grafft/MOTT
Kerr TotalCare takes its brand in new direction

Company looks to its roots — and commits to being ‘hygiene focused’

TotalCare, an industry leader in dental infection prevention, has announced a new corporate brand identity, which the company says represents its drive toward delivering a full spectrum of innovative solutions to the dental hygiene community.

“The first major initiative will be a return to our company roots, with the addition of the name Kerr to our brand,” said Todd Norbe, president of Kerr TotalCare. “After 23 years in the industry, we understand what today’s dental hygienists and other dental professionals are faced with every day. Our new brand direction will afford us the ability to offer a suite of solutions to the dental hygiene community, so hygienists can focus on providing the highest level of care to their patients.”

“As of today, Kerr TotalCare will be a hygiene-focused brand, positioned to deliver products designed to address the full workflow of Dental Hygienists and Dental Assistants,” added Steve Fanning, vice president of marketing.

Kerr TotalCare’s new brand identity, already visible on its website, www.kerrtotalcare.com, will be featured throughout all of the company’s advertising and marketing campaigns. Additionally, throughout 2013, Kerr TotalCare will join the dental hygiene community in celebrating the 100th anniversary of dental hygiene.

The yearlong celebration will kick off with the “Celebrate Hygiene” enter-to-win sweepstakes for a registration to this year’s American Dental Hygienists’ Association (ADHA) national dental hygiene meeting — the Center for Lifelong Learning (C3L) at the 90th Annual Session from June 19–25, in Boston.

According to Kerr TotalCare representatives, the company’s business philosophy is “all about advancing hygiene and empowering people.”

With its experience and proven solutions, the company is able to state that it serves 99 percent of dental practices around the world.

About Kerr TotalCare

The corporate headquarters is located in Orange, Calif., and its manufacturing facility, which it describes as being “state-of-the-art,” is in Romulus, Mich.

The company’s literature describes its primary purpose as being to support hygienists and other dental professionals worldwide who are dedicated to improving patient health.

Kerr TotalCare’s mission is to be a trusted partner that delivers innovative solutions across dental hygienists’ workflows to empower and inspire them to deliver the highest level of care to their patients. The company reports that its brands have protected more than 100 million people every year for more than 25 years.

Kerr TotalCare products are sold through leading dental and medical product suppliers across the globe. Kerr TotalCare is part of the KaVo Kerr Group, which is a leader in smart products and processes that enable dental professionals to confidently optimize their work and lives.

For more information about all Kerr TotalCare products, you can contact Kerr TotalCare through its website, www.kerrtotalcare.com.

(Source: Kerr TotalCare)