



AMERICA'S PEDIATRIC DENTISTS
THE BIG AUTHORITY on little teeth™



CEO REPORT TO THE MEMBERSHIP

aapd 
15 SEATTLE
#aapd2015



Earn CE for sessions you can't attend!



Sedation: 16 CE

The Sedation course is designed for pediatric dentists with training in sedation techniques. The course offers lectures on key sedation topics such as monitoring of the patient, child personality, selection of drugs, and more!

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Restorative Symposium: 10 CE

This symposium is designed to update the the practitioner on dental restorative materials and indications for their use.

The intention is to discuss topic areas presented at the last Pediatric Restorative Dentistry Consensus Conference and to update information presented.



Behavior Management Symposium: 11 CE

The evolution of society and chairside management of behavior is critical to the doctor-family relationships. This course will provide perspectives on how toxic stress and

social determinants of health can influence behavior in the dental setting. The course also explores changes in the specialty that affect management of behavior of families in pediatric dental practices.



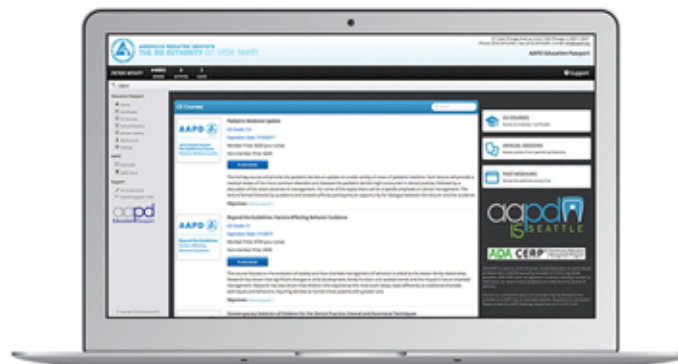
Pediatric Medicine Update: 7.5 CE

The 2014 Annual Session Preconference Course provides the pediatric dentist an update on a wide variety of areas concerning pediatric medicine. Medical

reviews of common disorders and diseases often seen in the clinical practice are discussed and followed up by discussion of the latest advances in management.

AAPD Education Passport

The AAPD Education Passport was created to fit your busy lifestyle! With the Education Passport, we've made it easy for you to fulfill your continuing education needs. Access recorded courses and webinars at your own pace and earn continuing education from the office, on the road, or even in the comfort of your own home.



Welcome to AAPD 2015

We are delighted to welcome you to Seattle, and the Washington State Convention Center.

The Council on Annual Session, including our Local Arrangement Chair Cody Mast, have worked closely with the Scientific Program Committee, led by Charlie Bertot, to put together an outstanding lineup of events and speakers.

- Our Preconference Course, “Start Monday Smiling, Not Stressing,” on Thursday, May 21, has already drawn 400 registrants as of press time.
- Frank Abagnale is the keynote speaker on Friday morning!
- As of press time, over 5,000 have registered for the meeting, including over 1,800 members and over 1,000 office staff.
- 375 research poster presentations have been accepted.
- 215 exhibit booths have sold, representing 168 companies.
- We anticipate over 4,500 at the AAPD Welcome Reception: Trifecta at Seattle Center.

Annual Session attendee demographics based on how long you have been a pediatric dentist:

Less than 1 year...	435	11.91 %
1-5 Years	1,066	29.18 %
6-10 Years	692	18.94 %
11 – 15 Years	468	12.81 %
16 – 20 Years	313	8.57 %
21+ Years	587	16.07 %



The Presidents' Farewell Dinner is a cocktail event at the Fremont Studios with a Steam Punk theme. Be immersed in the Victorian/Edwardian esthetic and industrialism throughout the evening. Honor our award winners and enjoy a fabulous band and dinner!

Donors to the Healthy Smiles, Healthy Children: the Foundation of the AAPD (HSHC) achieving Leaders Circle and above are invited to the Donor Gala on Saturday, May 23, at the Museum of Flight.

The HSHC Booth and the AAPD Store are combined in Booth 517. Make a PAC Donation, check out what's new with evidence-based dentistry, or browse for a while. The AAPD Store continues to offer great publications, from the patient brochures to the 4th Edition of the Handbook of Pediatric Dentistry, souvenirs of the 2015 Annual Session and other items. One lucky customer will win a free registration for AAPD 2016 in San Antonio! Any purchase of \$20 from the AAPD Store makes you eligible for the drawing which takes place on Sunday, May 24, at 11 a.m.



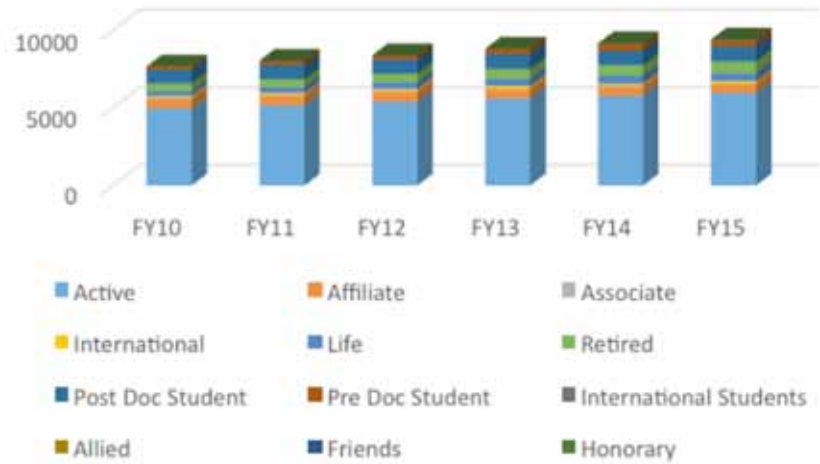
AAPD Membership Exceeds 9,500!

State and District Dues Collections Grow Substantially

The AAPD member retention rate was 93 percent. The AAPD's retention for Active and Life members was even higher, at 95 percent. These amazing numbers are the backbone of the Academy. Having such solid number and loyalty members allow us to continue to provide outstanding programs, services and initiatives.

AAPD Membership 2014 - 2015

Active	6,017
Life	505
Affiliate	558
Associate	74
International	154
Honorary	2
Retired	772
Predoctoral Students	386
Postdoctoral Students	971
International Students	97
Allied	14
Friends of Pediatric Dentistry	10
Total	9,560



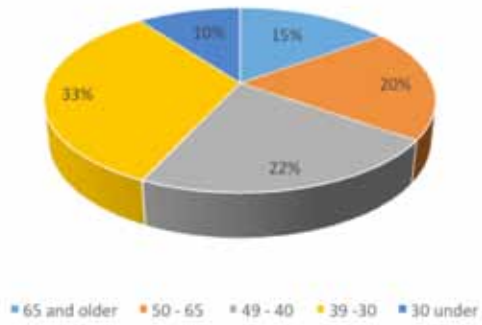
AAPD Member Pediatric Dentists by District

Northeast Society of Pediatric Dentistry	1,482
North Central Society of Pediatric Dentistry	992
Southeastern Society of Pediatric Dentistry	1,316
Southwestern Society of Pediatric Dentistry	1,039
Western Society of Pediatric Dentistry	1,562

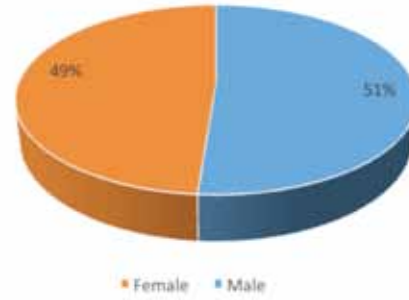
AAPD Member Pediatric Dentists by State

Alabama	86	Louisiana	74	Oklahoma	56
Alaska	27	Maine	15	Oregon	95
Arizona	145	Maryland	146	Pennsylvania	207
Arkansas	40	Massachusetts	207	Puerto Rico	21
California	777	Michigan	124	Rhode Island	15
Colorado	135	Military	10	South Carolina	84
Connecticut	119	Minnesota	79	South Dakota	16
Delaware	15	Mississippi	53	Tennessee	127
District of Columbia	18	Montana	17	Texas	582
Florida	300	Missouri	77	Utah	85
Georgia	192	Nebraska	44	Vermont	9
Guam	5	Nevada	52	Virginia	174
Hawaii	46	New Hampshire	34	Washington	202
Idaho	35	New Jersey	236	West Virginia	19
Illinois	194	New Mexico	33	Wisconsin	75
Indiana	113	New York	432	Wyoming	8
Iowa	57	North Carolina	176		
Kansas	37	North Dakota	12		
Kentucky	84	Ohio	171		

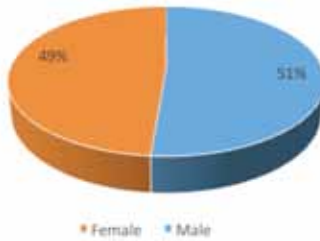
AAPD Members by Age



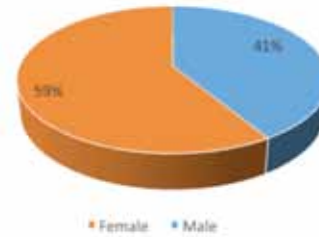
AAPD Members by Gender



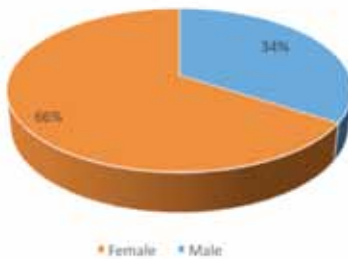
AAPD Pediatric Dentists by Gender (Active/Life Members)



AAPD Affiliate Members by Gender



AAPD Postdoctoral Student Members by Gender



AAPD New Members by Gender



Over 700 New Members for the 2014–15 Fiscal Year

Active	11
Affiliate	90
Allied	3
Associate	2
Friends of Pediatric Dentistry	2
International	10
Postdoctoral Students	265
Predocctoral Students	251
International Students	74
Total	708

State and District Dues Collection

AAPD's state and district dues collection program continues to grow. This year virtually all states and districts showed growth in membership. For states and districts participating for the first time, the membership growth rates were impressive as indicated below.

Membership Growth

Georgia Academy of Pediatric Dentistry, Inc.	23%
Hawaii Academy of Pediatric Dentistry	56%
Kentucky Academy of Pediatric Dentistry	51%
Louisiana Academy of Pediatric Dentistry	48%
Maryland Academy of Pediatric Dentistry	12%
New York State Association of Pediatric Dentists	538%
New Hampshire Academy of Pediatric Dentistry	23%
New Jersey Academy of Pediatric Dentistry	10%
North Carolina Academy of Pediatric Dentistry	17%
Nevada Academy of Pediatric Dentistry	100%
Tennessee Academy of Pediatric Dentistry	106%
Texas Academy of Pediatric Dentistry	93%
Washington State Academy of Pediatric Dentistry	41%
West Virginia Academy of Pediatric Dentistry	17%
Southeastern Society of Pediatric Dentists	83%
Western Society of Pediatric Dentists.	34%

States for whom AAPD has been collecting dues for more than one year are also showing steady growth. The list below shows the percentage of growth since AAPD has been collecting dues.

Membership Growth

Alabama Academy of Pediatric Dentists	5%
Alaska Pediatric Dental Society	34%
Colorado Academy of Pediatric Dentistry	10%
Connecticut Society of Pediatric Dentistry	20%
Florida Academy of Pediatric Dentistry, Inc.	17%
Indiana Society of Pediatric Dentistry	5%
Massachusetts Academy of Pediatric Dentistry	25%
Nebraska Society of Pediatric Dentistry	27%
Ohio Academy of Pediatric Dentistry	12%
Oregon Academy of Pediatric Dentistry	58%
Pennsylvania Academy of Pediatric Dentistry	30%
Wisconsin Society of Pediatric Dentistry	0%

The table below lists the membership/market share for each chapter, which is the percentage of AAPD member pediatric dentists who also joined the state or district.

Membership/Market Share

State/District	FY14	FY15	State/District	FY14	FY15
Alabama Academy of Pediatric Dentist	84%	86%	New Hampshire Academy of Pediatric Dentistry	N/A	89%
Alaska Society of Pediatric Dentists	75%	90%	New Jersey Academy of Pediatric Dentistry	N/A	78%
Colorado Academy of Pediatric Dentists	88%	84%	Nevada Academy of Pediatric Dentistry	N/A	89%
Connecticut Society of Pediatric Dentists	91%	90%	New York Academy of Pediatric Dentistry	N/A	67%
Florida Academy of Pediatric Dentists, Inc.	76%	72%	Ohio Academy of Pediatric Dentistry	88%	84%
Georgia Academy of Pediatric Dentistry, Inc.	N/A	67%	Oregon Academy of Pediatric Dentistry	85%	86%
Hawaii Academy of Pediatric Dentistry, Inc.	N/A	90%	Pennsylvania Academy of Pediatric Dentistry	84%	81%
Indiana Society of Pediatric Dentistry	89%	91%	South Eastern Society of Pediatric Dentists	N/A	65%
Kentucky Academy of Pediatric Dentistry	N/A	81%	Tennessee Academy of Pediatric Dentistry	N/A	75%
Louisiana Academy of Pediatric Dentistry	N/A	90%	Texas Academy of Pediatric Dentistry	N/A	70%
Massachusetts Academy of Pediatric Dentistry	81%	81%	Washington State Academy of Pediatric Dentistry	N/A	92%
Maryland Academy of Pediatric Dentistry	N/A	76%	Western Society of Pediatric Dentists	N/A	67%
North Carolina Academy of Pediatric Dentistry	N/A	84%	Wisconsin Society of Pediatric Dentistry	87%	88%
Nebraska Society of Pediatric Dentistry	93%	93%	West Virginia Academy of Pediatric Dentistry	N/A	95%

AAPD collects chapter dues for:

Alaska Society of Pediatric Dentists
Alabama Academy of Pediatric Dentists
Connecticut Society of Pediatric Dentists
Colorado Academy of Pediatric Dentists
Florida Academy of Pediatric Dentists, Inc.
Georgia Academy of Pediatric Dentistry, Inc.
Hawaii Academy of Pediatric Dentistry, Inc.
Indiana Society of Pediatric Dentistry
Kentucky Academy of Pediatric Dentistry
Louisiana Academy of Pediatric Dentistry
Massachusetts Academy of Pediatric Dentistry
Maryland Academy of Pediatric Dentistry
Nebraska Society of Pediatric Dentistry
Nevada Academy of Pediatric Dentistry
New Hampshire Academy of Pediatric Dentistry
New Jersey Academy of Pediatric Dentistry
New York Academy of Pediatric Dentistry
North Carolina Academy of Pediatric Dentistry
Pennsylvania Academy of Pediatric Dentistry
Ohio Academy of Pediatric Dentistry
Oregon Academy of Pediatric Dentistry
Tennessee Academy of Pediatric Dentistry
Texas Academy of Pediatric Dentistry
West Virginia Academy of Pediatric Dentistry
Washington State Academy of Pediatric Dentistry
Wisconsin Society of Pediatric Dentistry, Ltd.

Southeastern Society of Pediatric Dentistry
Western Society of Pediatric Dentistry

Joining the dues collection program for 2015 – 16 will be:

Arizona Academy of Pediatric Dentistry
California Society of Pediatric Dentistry
Iowa Academy of Pediatric Dentistry
Maine Society of Pediatric Dentistry
Minnesota Academy of Pediatric Dentistry
Virginia Society of Pediatric Dentistry

Southwestern Society of Pediatric Dentistry

YOUR AAPD STAFF CONTACTS FOR MEMBERSHIP INQUIRIES

Membership and Marketing Director Suzanne A. Wester
Membership and Marketing Assistant Adrienne Brown



AAPD Finances Remain Strong

The completed audit for fiscal year 2013-14 indicated that the AAPD closed the fiscal year at a slight deficit of \$193,621. This is compared to a budgeted \$2.6 million deficit. Outstanding attendance at AAPD 2015 in Boston along with a good year for investment returns closed the deficit. I compliment Margitta Winkler and Larry Martin and his accounting team for all their hard work in preparing for and getting through an audit. For the fifth year in a row, the audit was conducted by Legacy LLP.

Current AAPD reserves were at \$7,895,255 as of Feb. 28, 2015. This is a decrease from the prior year reflecting the build-out of the new AAPD office space in Suite 1600 of 211 E. Chicago Ave. Of the \$1.2 million cost the AAPD financed approximately half from reserves while the other half was provided by our landlord, the ADA. Our lease extends until 2028.

Home Sweet Home

On Sept. 19, 2014, the AAPD hosted an open house to show the new space in suite 1600 of the ADA building at 211 E. Chicago Ave. We moved from the 17th floor, where the AAPD occupied one half of the floor, to the entire 16th floor. This allows room for staff growth as well as work stations for visiting fellows and researchers and ample conference room space for staff and council or committee meetings. I applaud the visionary leadership of our board of trustees, and the American Dental Association for working with us to provide for a long-term lease (through 2028) at favorable terms (including paying for a significant percentage of the build-out costs). ADA's president, president-elect, and executive director all stopped by for a ribbon cutting ceremony. Other partner dental organizations were invited to the open house along with members of the AAPD board of trustees. If you are visiting Chicago at any time, we would be delighted to give you a tour of your new AAPD headquarters.



The most recent financial statements indicate that AAPD income is running comfortably ahead of expenses to date in the current fiscal year (2014-15).

I want to acknowledge the outstanding leadership, not just on financial issues but on visionary programmatic planning, of the AAPD board of trustees for 2014-15:

Edward H. Moody Jr., President

Robert L. Delarosa, President-Elect

Jade Miller, Vice President

James D. Nickman, Secretary-Treasurer

Warren A. Brill, Immediate Past President

David A. Tessini, Trustee, Northeastern District (2016)

Brian A. Beitel, Trustee, Southeastern District (2017)

Paul B. Andrews, Trustee, North Central District (2016)

Joseph B. Castellano, Trustee, Southwestern District (2015)

Santos Cortez Jr., Trustee, Western District (2015)

Catherine M. Flaitz, Academic At-Large Trustee (2015)

Scott D. Smith, At-Large Trustee (Liaison to Federal Services members) (2017)

Jessica Y. Lee, At-Large Trustee (Liaison to International members) (2016)

Kerry Maguire, Affiliate Trustee (2017)

N. Sue Seale, Editor in Chief

Heber Simmons Jr., Congressional Liaison

John A. Hendry, Parliamentarian

YOUR AAPD STAFF CONTACTS FOR FINANCES AND BUDGETING

Chief Executive Officer John S. Rutkauskas

Business Services Director Margitta Winkler

AAPD on the Road

The AAPD takes the opportunity to promote the children's oral health and AAPD's mission at a variety of tradeshows. Over the past year the AAPD exhibited at the following meetings:

American Student Dental Association Leadership Conference, Chicago, Ill. (Oct 31, 2014)

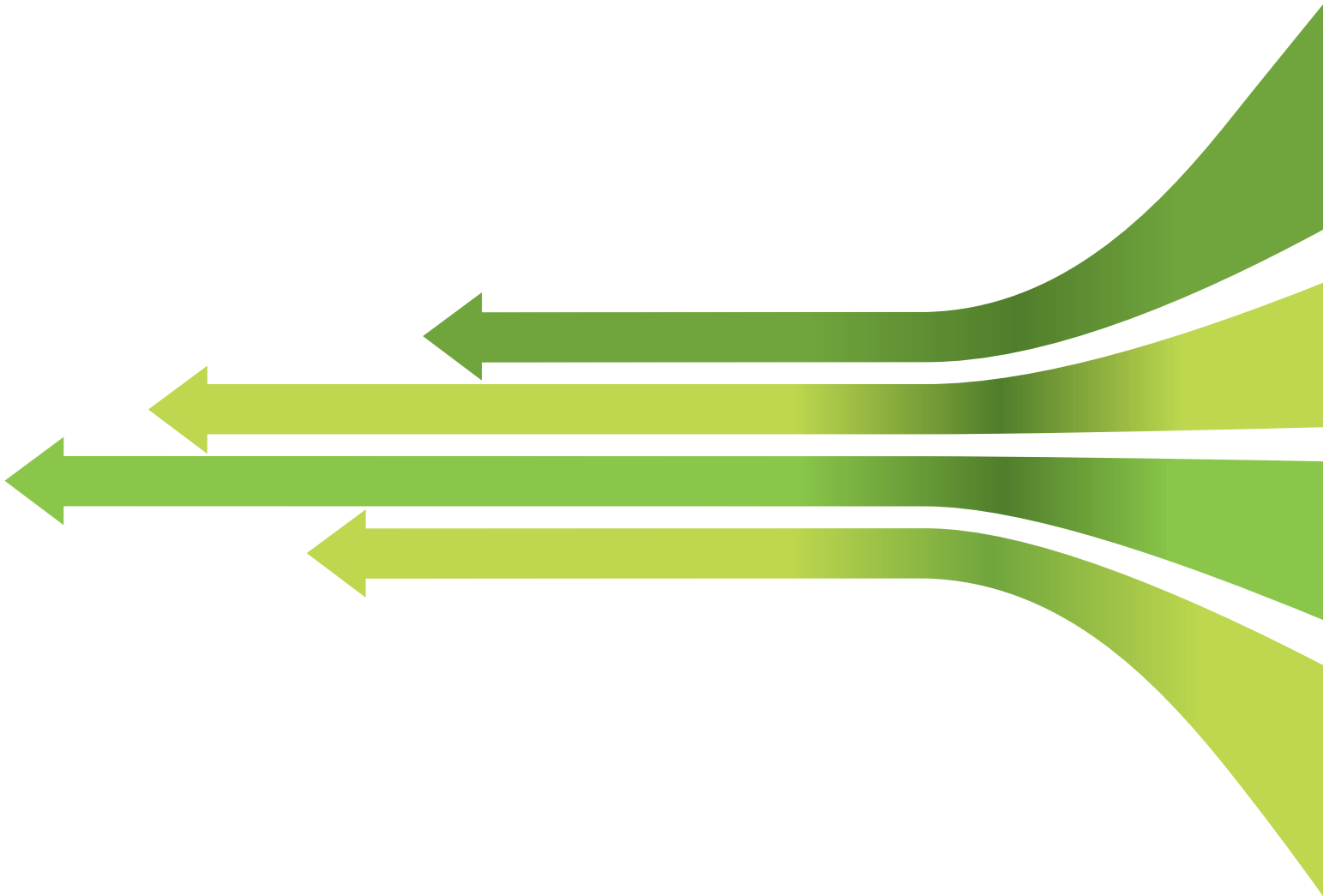
The AAPD participated for the fourth time in the ASDA Leadership conference. Over 300 dental students attended from around the country.

Greater New York Dental Meeting (Nov. 30 – Dec 3, 2014)

Public Relations Senior Manager Erika Hoeft and Membership and Marketing Director Suzanne Wester represented the Academy in meeting and greeting members, as well as distributing applicable materials to attending dentists and resident students. The AAPD booth was in a prime location thanks to Dr. Lois Jackson. Hoeft also arranged press briefings with attending media and Dr. Amr Moursi, including *Oral Health Group*, *RDH Magazine*, *Dental Economics* and *DentalTown Magazine*. A special thank you to Drs. Moursi, Tesini, Keck, Jaffe and Best for taking time to volunteer to speak with attendees.

Chicago Dental Society Mid-Winter Meeting (Feb. 26-28, 2015)

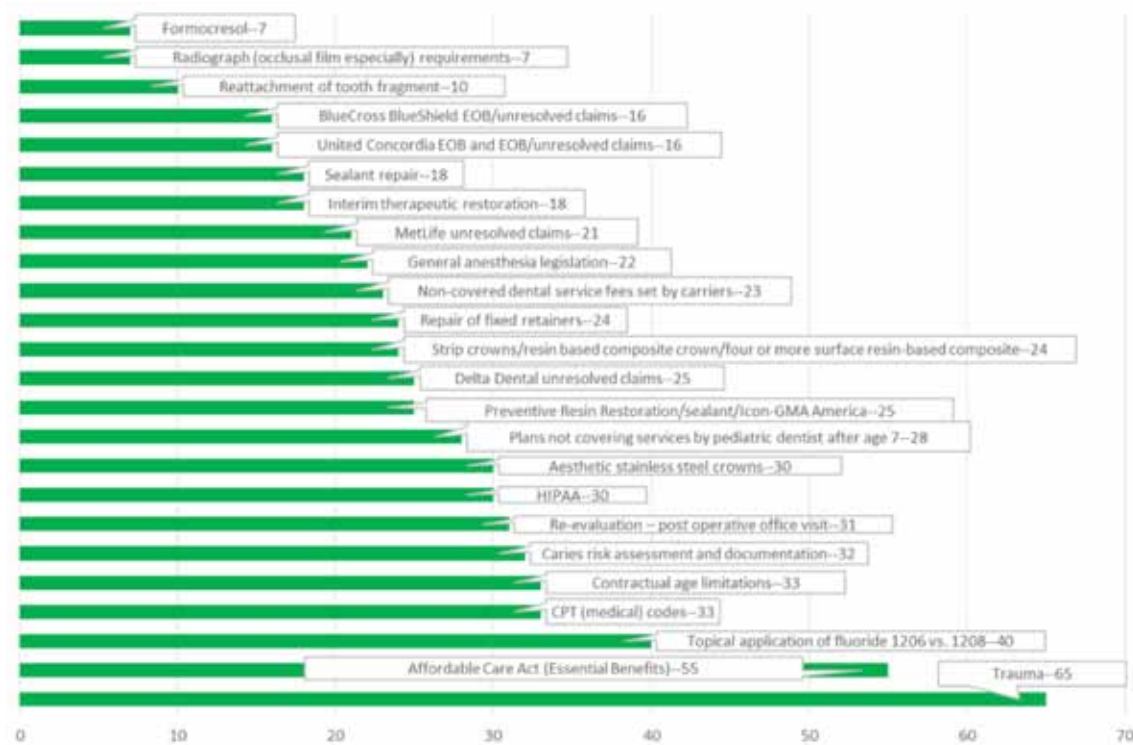
The AAPD again exhibited at this meeting, with participation from our membership and public relations staff. Hoeft facilitated press briefings with attending dental trade publications and Dr. Charlie Czerepak, including *Dr.Bicuspid.com* and *DentalTown*.



Dental Insurance and Dental Coding Assistance

The AAPD provides members with hands-on assistance related to third-party reimbursement (dental and medical insurance) and coding. Our goal is to answer your questions regarding dental and medical coding, effective utilization of dental benefits and provide technical assistance to help resolve any difficulties that your practice may be having with claims submitted to dental or medical plans. Calls come in regularly from members seeking assistance with appealing denied claims, determining appropriate coding, utilizing general anesthesia legislation requirements, coordination of benefits, conversion of dental to medical and diagnostic codes, the Affordable Care Act as it relates to pediatric oral health benefits, and various other third party reimbursement issues.

Below is a summary of the insurance or coding matter and number of member calls received in the period from January 2014 to January 2015. All inquiries have been successfully resolved for AAPD members.



Coding and Insurance Manual

Dental Benefits Manager Mary Essling and the Council on Dental Benefit Programs (CDBP) completed the fifth edition of *AAPD Coding and Insurance Manual 2015*. This is offered in an electronic format that is cost effective and easily made available to subscribers. The 2015 edition includes dental procedure codes, medical procedure codes, and diagnostic codes used routinely by pediatric dentists. It also offers recommendations for submitting dental and medical claims, the appeal process for denied dental claims, contacts for all state insurance commissioners, carrier-friendly narratives for common procedures and a glossary of pediatric dental terms, and other sources of pertinent information useful to the dental team.

Ongoing Coding and Insurance Resources

The dental benefits and coding webpage continues to be updated with new and pertinent information. In addition, timely insurance and coding information has been regularly included in *AAPD E-News*, with recent items concerning legislation regarding non-covered services, general anesthesia, and the Affordable Care Act. Essling continues to author “Behind the Code” articles of interest for each *PDT* Insurance Benefits section. Recent articles include:

May 2014

- D2990 - Resin Infiltration of Incipient Smooth Surface Lesions
- ADA Releases Report on Initial ACA Pediatric Dental Insurance Plans
- Coding and Insurance Manual and Annual Session Code Workshop

July 2014

- Documenting to Support Medical Necessity for Pediatric Dental Professional
- Senate Passes ICD-10 – Delay Bill

September 2014

- Coordination of Benefits – Accepted Rules for Defining the Order of Benefits

November 2014

- HIPAA Guidance from ADA
- AAPD CDBP Assists Dentists with Delta Dental Missouri SSC Claim Issue

January 2015

- Advertising of Coding and Insurance Workshop at Annual Session

March 2015

- Pediatric Evaluations – Case for D0145
- Advertising the fifth edition of the AAPD Coding and Insurance Manual
- Code revision D8660 pre-orthodontic treatment examination to monitor growth and development

CDT 2015 Update Process and AAPD Initiatives

The ADA's Code Maintenance Committee (CMC) ensures that all stakeholders have an active role in evaluating and voting on CDT Code changes. The CMC is a 21-member voting body that votes to accept, amend or decline requests. All requests where the decision is appealed by the submitter, are returned to the CMC for further consideration. The CMC is expected to arrive at decisions that are in the best interests of the profession and patients, and third-party payers/administrators. CMC membership consists of:

- Five representatives from the American Dental Association, one of whom will serve as chair;
- One representative from each of the nine recognized dental specialty organizations (the AAPD's representative is Dr. Paul Reggiardo);
- One representative from the Academy of General Dentistry;
- One representative from each of the following third-party payer organizations
 - » America's Health Insurance Plans
 - » Blue Cross and Blue Shield Association
 - » Centers for Medicare and Medicaid Services
 - » Delta Dental Plans Association
 - » National Association of Dental Plans;
- One representative from the American Dental Education Association (ADEA)

Dental codes are revised on an annual basis, and the AAPD is proactively engaged in the CMC process.

Per approval by the board of trustees, the AAPD submitted the following proposals at the February 2014 CMC meeting for consideration in CDT 2015:

Deletion of Procedure Code D1206 – topical application of fluoride varnish

Rationale for this request: Originally the D1206 code was instituted in CDT 2007-2008 to report the therapeutic use of varnish for moderate to high caries risk patients. During the CDT 2013 cycle, the wording for risk was removed. The code then created redundancy and confusion among providers as to which code to submit for fluoride application. D1208 is used to report fluoride application irrespective of the type (modality).

The CMC voted to revise D1208 – topical application of fluoride (excluding varnish) versus deleting code D1206. AAPD agreed as this accomplished the goal of eliminating confusion.

Addition of Procedure Code D13XX – sealant repair – per tooth

Re-application of sealant material to a previously sealed tooth surface

Rationale for this request: Dental sealants may fail completely (i.e. no sealant material remains bonded to the tooth surface), but most fail incrementally with partial loss of sealant material. When either occurs, reapplication of sealant material to the now unprotected caries-susceptible pits and fissures is indicated. This is consistent with accepted clinical sealant guidelines, including that of the AAPD, which state that “Sealants should be monitored and repaired or replaced as needed.” Sealant maintenance or repair is a clinical procedure distinct from initial sealant placement and which should be separately coded so that the clinical record remains accurate.

The CMC voted to approve request, as submitted, resulting in new code D1353 sealant repair – per tooth.

Other notable CDT 2015 additions and revisions that pertain to pediatric dentists are as follows:

Additions:

D0171 re-evaluation – post-operative office visit

D6549 resin retainer – for resin bonded fixed prosthesis

Revisions:

D8660 pre-orthodontic treatment examination to monitor growth and development
Periodic observation of patient dentition, at intervals established by the dentist, to determine when orthodontic treatment should begin. Diagnostic procedures are documented separately.

D8670 periodic orthodontic treatment visit

D8693 re-cement or re-bond fixed retainer

CDT 2016

The CMC met on March 5-7, 2015, to determine which of the 74 substantive and three editorial action requests on the committee's agenda would be accepted or declined for CDT 2016. Official notice of the CMC's decisions will be in the “Action Report” posted at <http://www.ada.org/3830.aspx>.

Accepted actions will be effective Jan. 1, 2016, in CDT 2016.

Notable additions that pertain to pediatric dentists are as follows:

- extra-oral posterior dental radiographic image
- interim caries arresting medicament application
- occlusal orthotic device adjustment
- removable orthodontic retainer adjustment
- non-intravenous moderate (conscious) sedation
- deep sedation/general anesthesia – each 15 minute increment
- office-based general anesthesia/deep sedation – first 30 minutes; no other services provided except deep sedation/general anesthesia
- intravenous moderate (conscious) sedation/analgesia – each 15 minute increment
- occlusal guard adjustment

The AAPD and ADA CAPIR Submitted a Case Management Code Proposal

Comprehensive case management is often necessary for many low-income patients and parents who fail to access care due to myriad factors including lack of oral health literacy and limited personal resources for such costs as transportation. Case management activities can assist families in overcoming these barriers through various modalities such as making the dental home more accessible to families by helping find transportation; completing Medicaid paperwork; scheduling appointments and following up with prevention, future appointments and after-care instructions; community outreach and health literacy instruction; and ensuring care is coordinated across providers. Unfortunately, the CMC declined this submission as they believed this procedure lacks sufficient specificity. The CMC recommended that this submission be resubmitted next year with more clarity, including possibly a suite of codes that describes each type of case management activity separately versus bundling the various modalities into one code.

AAPD-CMS Medicaid Compliance Webinars

The last of three webinars were presented on Dec. 12, 2013. All three webinars reached out to over 300 attendees overall and the survey results received very favorable remarks. The actual presentation is posted on our website at <http://www.aapd.org/assets/1/7/MedicaidComplianceWebinar2013.pdf>.

An updated “Medicaid Compliance 2.0” webinar with Drs. Kathy Poepperling and Lynn Mouden as co-presenters is pending approval by CMS. We are hopeful to offer this on several dates in 2015.

Regional and State Code Workshops

The AAPD continues to offer coding and insurance workshops to district and state chapters. The state or district society is responsible for the speaker’s airfare and lodging expenses. Notice of this member benefit was recently sent to all state public policy advocates to remind them of the opportunity to schedule such a workshop as part of the their state academy’s annual meeting in 2015 or 2016.

Annual Session Insurance Symposium Friday, May 22 1:30 - 4:30

The updated 2012 ADA claim form now has entry boxes for diagnosis codes. While entering ICD-10 diagnosis codes on the dental claim form is not mandatory yet, it will be for medical claims on Oct. 1, 2015. Pediatric dentists and their staffs should become familiar with this medical diagnosis code set. In addition, diagnoses must be part of each patient’s documentation. Keep in mind that most business office team members do not have the clinical knowledge to choose diagnosis codes. The determination of accurate diagnoses for patients is the responsibility of the dentist, and it is vitally important for successful claims and avoiding audits. Therefore, the full dental team needs to embark on a training program to learn about ICD-10 diagnosis code sets. Dental practices should develop their own encounter forms.

To assist our members with a better understanding of ICD-10, this year’s Insurance Symposium will help you to help you customize and design such those forms to meet your office needs. Rhonda Buckholtz, vice president of ICD-10 education and training at the American Association of Professional Coders will present a 3-hour course to teach your dental team how to implement the ICD-10 code set. In addition to being an instructor, Buckholtz has more than 20 years of experience in health care, working in reimbursement, billing and coding.

YOUR AAPD STAFF CONTACT FOR INSURANCE AND CODING INQUIRIES

Dental Benefits Manager Mary E. Essling

AAPD Public Relations Efforts

Featured Stories

AAPD members continue to be featured as industry experts and thought leaders on children's oral health issues in local and national media. Most importantly, the AAPD continues to be contacted as a resource for pressing health care stories as indicated below.

The New York Times

On Oct. 21, 2014, Catherine Saint Louis of the *New York Times* featured AAPD members in an online story on children with autism in relation to dental care entitled, "For Children with Autism, Opening a Door to Dental Care." In addition to a quote from your CEO, the article also included a video and showcased AAPD members Drs. David Tesini, Amy L. Luedemann-Lazar, Cavan Brunsten, and Linda P. Nelson. This article sparked interest in other publications/media outlets that wanted to cover this topic, including *KCBS Radio*, the *Houston Chronicle*, *Parents Magazine*, etc.

On March 5, 2015, Catherine Saint Louis' article on how untreated dental decay is falling among children was published. She interviewed Dr. Man Wai Ng and reported the following:

"Dr. Man Wai Ng, the chief of the dentistry department at Boston Children's Hospital, noted that teenagers skip brushing at night because "they are falling asleep while texting," and they report "drinking sugary beverages at all hours to stay awake." After assessing risk, Dr. Ng, a spokeswoman for the American Academy of Pediatric Dentistry, works with families to establish a self-care plan to help keep children cavity-free."

FoxNews.com

AAPD President Dr. Edward Moody was interviewed and quoted in a story by Julie Revelant titled, "7 Mistakes Parents Make With Their Kids' Teeth."

USA Today

Kim Painter interviewed and included AAPD President Dr. Edward Moody in her Oct. 26, 2014, Halloween article, "Scary stuff: Halloween hazards are not just for kids."

DailyParent.com

AAPD President Dr. Edward Moody and AAPD President-Elect Dr. Robert Delarosa were both interviewed by Stephanie Witmer for a story on *DailyParent.com* on common kids' dental health problems and how to avoid them. According to the article:

"It probably comes as no surprise that cavities top the list of dental issues among patients ages 1 to 18, according to Dr. Robert Delarosa, D.D.S., a pediatric dentist in Baton Rouge, La., and the president-elect of the American Academy of Pediatric Dentistry. Although cavities can cause a lot of problems, most of the time, they're preventable.



Dr. Edward Moody, D.D.S., a pediatric dentist in Morristown, Tenn., and the current president of the AAPD, says that, in general, parents schedule their child's first dental visit too late—often by several years. The AAPD recommends children see a dentist by their first birthdays, but many parents wait until age 2 or 3 or later."

You can access the full story at <http://dailyparent.com/articles/the-most-common-dental-health-issues-in-kids/>.

Yahoo Parenting

Dr. Paul Casamassimo was interviewed by Beth Greenfield for a story titled, "Does My Child Need Dental X-Rays? The Great Debate."

Ad Council Public Awareness Campaign (2MIN2X)

Media Results

The estimated reach from press coverage from the launch to date is approximately 95 million people! Since the campaign launch in August 2012, media outlets throughout the country have donated more than \$78 million to run the PSAs. Additionally, over 1.9 million people have visited the campaign website (2MIN2X.org) to learn more about the importance of children's oral health. Parents are watching two-minute videos from Cartoon Network, LazyTown, MyKazoo! and Sesame. Visitors spend on average almost six minutes on Watch and Brush page. There have been over 177,000 U.S. video views since the campaign launch.



TOOTHSAVERS APP

Apple has featured Tothsavers in the Kids' Section of the App Store!



National Brush Day (Nov. 1, 2014) PR/Social Media Efforts

- The campaign launch received positive coverage in a range of general interest and dental press including, *The Huffington Post*, *Media Bistro*, and numerous local *Patch* outlets. The English and Spanish multimedia news releases (MNRs) were re-posted on more than **350 websites** and media outlets including *International Business Times*, *Reuters*, and *Yahoo!*
- We also coordinated a national Satellite Media and Radio tour on Oct. 30, 2014, featuring ADA's Dr. Maria Lopez Howell, AAPD's Dr. Edward Moody and OHA's Beth Truett to discuss the new campaign PSAs, as well as upcoming National Brush Day efforts.
 - » Forty-four national and local TV and radio interviews have aired reaching over 20 markets nationwide, generating an audience of more than **3.1 million!**
- On the second Annual National Brush Day (Nov. 1, 2014) we received coverage from 60 blogs and dentistry trades on the importance of brushing the day after Halloween and all year long. Celebrities such as Melissa Joan Hart and Alec Mapa also posted personal tweets and Instagram posts on National Brush Day, reaching almost **2 million followers.**
- The *Kids' Healthy Mouths* campaign received additional coverage as a result of winning the Ad Council's prestigious Gold Bell Award for Creative Excellence. Mentions of the win were included in *The New York Times*, *The Drum* and other outlets.



New Public Service Ads for the Kids' Healthy Mouths Campaign Announced at the 2014 ADA Annual Meeting in San Antonio

Below is the text of that announcement.

New Survey finds that 3 out of 4 Parents Admit Their Kids Forget to Brush their Teeth

Kids' Healthy Mouths PSA Campaign Continues to Encourage Parents to Make Sure Their Kids Brush Two Minutes, Twice a Day

In an effort to help parents better understand why ignoring dental health can have serious consequences, and educate families about good dental health habits, the Ad Council and The Partnership for Healthy Mouths, Healthy Lives created new Public Service Ads (PSAs) for the *Kids' Healthy Mouths* campaign. The new PSAs are humorous depictions of life lessons which make the point that while parenting can be tricky at times, getting kids to brush for two minutes, twice a day can be easier than most other things parents will try to teach their children. The new PSAs debuted at the American Dental Association (ADA) annual meeting and are now available for nationwide distribution.

Since its launch in 2012, more than 1.7 million people have visited *2min2x.org* and the English and Spanish-language PSAs have received more than \$64 million in donated media across TV, radio, print, web and outdoor outlets. Additionally, a 2013 Ad Council survey showed that in one year, English-speaking parents reported that their children were significantly more likely to brush twice a day (55 percent in 2013, up from 48 percent in 2012) and significantly more likely to brush for two minutes each time (64 percent in 2013, up from 60 percent in 2012). Spanish-speaking parents report improvement as well, with an increase in those saying that their child brushes at least twice a day (66 percent in 2013, up from 63 percent in 2012) and significantly more reporting their kids are brushing for two minutes (77 percent in 2013, up from 69 percent in 2012).

Video Contest Winners

The Ad Council announced the following videos as contest winners:

"Eyes on the Ball" (Sam Benenati), "How To Weed The Garden" (Joseph Binetti), "Mime" (Jason Kraynek), "Birds and Bees" (Jason Kraynek), "Children's Oral Health Career" (Sean Tracy), "Big Boy Time" (Justin Pinder) and "Sharing" (Terrence Jones) with "Let's Change the Oil" (Cynthia Bravo) and "The Talk" (Allen Baldwin) as early entry winners.

In addition to announcing the video contest winners, Kids' Healthy Mouths planned various initiatives for the month of February 2015 including:

- **Texting Program Challenge:** Kids' Healthy Mouths invited parents to join their free texting program which further supports the campaign's main goal of encouraging parents to make sure their children brush their teeth for two minutes, twice a day. Texters could take part in a five-day family brushing challenge, and will also receive personalized tips and support. Text TOOTH to 97779 to join.
- **Toothsavers App Update:** The widely popular mobile app Toothsavers got an update with three new characters (Alice in Wonderland, Pinocchio, and Rabbit). The new characters were announced on Kids' Healthy Mouths social channels. Since its launch, more than 68,400 people have downloaded the app.

In addition to the new PSAs, the campaign is kicking off its first video contest leveraging *Zooppa.com*, the world's leading crowd sourced marketing platform for producing creative content. The contest will allow amateur and professional video makers to create their own videos showing parents trying to give important advice in just two minutes, leveraging the campaign strategy and using the hashtag #BrushRules. Zooppa has a creative community of 270,000 talented filmmakers and designers. The winner of the contest will be announced in early January 2015. A \$20,000 cash prize will be awarded to the contest winners and early submitters can enter the contest in four weeks to receive up to \$5,000. The final videos will be reviewed by creative directors at ad agency Grey New York.

The Ad Council is also launching a mobile program in-house on behalf of *Kids' Healthy Mouths* that will engage parents and their kids in a fun and creative brushing challenge that supports the campaign's main goal of encouraging parents to make sure their children brush their teeth for two minutes, twice a day. Users will meet the voice of the program, "Joy," who will help brand and personalize the texter's experience. The campaign also includes a mobile gaming app called "Toothsavers" which has received over 120,000 downloads since January of 2014.

- **Scholastic Partnership:** Kids' Healthy Mouths has partnered with Scholastic to continue to educate parents and teachers on the importance of brushing. Resources are available at <http://www.Scholastic.com/HealthyTeeth> for caregivers, and <http://www.Scholastic.com/2min2x> for teachers where they can download lesson plans, activities, an oral health care book list, oral health care tips in English and Spanish, and a printable oral health poster.



Pediatric Dentist Rebranding Campaign

The AAPD's work with the leading public relations firm Weber Shandwick over the past year has been one of transformation, starting with our rebranding in the fall of 2013 and followed by the January 2014 launch of the consumer-focused campaign, the **Monster-Free Mouths Movement**. We are excited about the buzz generated so far – from the six-fold increase in followers of AAPD's consumer Facebook page (40,000 Likes) to AAPD and our spokespeople being featured in radio and television segments, guest blogs and in top print media.

Monster-Free Mouths Movement Features New Hub



The Mouth Monsters have moved! You might have seen them in their new home on the recently-launched hub on <http://www.mychildrensteeth.org>, which is devoted entirely to the Monster-Free Mouths Movement. The hub houses a variety of Mouth Monster-themed campaign resources and educational materials for parents and caregivers. **The hub furthers the goal of the Monster-Free Mouths Movement—to distinguish the AAPD and pediatric dentists as the go-to experts on children's oral health and to get more kids to see a pediatric dentist by age 1.**

Calendars are just one item that can be found on the new hub. Dental check-up certificates, tip sheets and posters of each Mouth Monster are all available to download on the hub. On-the-go parents will revel in the fact that the hub is designed for busy families. Just as little patients grow and have changing needs, the hub will continue to evolve as new resources are added to keep the hub timely and relevant.

Member E-Toolkit

The AAPD announced the launch of our first-ever e-toolkit for members! This toolkit contains downloadable materials to engage with current families and patients in addition to resources to help drive local awareness about your practice. Initially, the toolkit includes a template newsletter to help communicate news to families and patients, posters to use in your office and a fact sheet for in-office use or as a handout at community events for prospective families. Additionally, you can download design-friendly images of the ever-popular Mouth Monsters to incorporate in websites or printed collateral to show your support for the Monster-Free Mouths Movement. Go to the members-only section of <http://www.aapd.org> to download the e-toolkit along with additional details and instructions - and be sure to check-back periodically for new materials!

AAPD Press Releases

The AAPD continued to keep the media apprised of key developments relating to pediatric oral health activities of our members, as well as AAPD initiatives, through press releases that were posted to our website and distributed over PR Newswire and then pitched to various media outlets. Announcements included the following:

May 27, 2014

AAPD Names New Board Officers and Trustees at Annual Session in Boston

June 13, 2014

AAPD Names Award Winners at Annual Session in Boston

June 18, 2014

AAPD Named a Gold Award Winner by ASAE

July 2, 2014

AAPD Issues Statement on FDA Lidocaine Alert to Dr.Bicuspid.com

Oct. 9, 2014

New Survey Finds that 3 out of 4 Parents Admit Their Kids Forget to Brush Their Teeth

Oct. 16, 2014

The AAPD Encourages Parents to be Aware of Mouth Monsters this Halloween

Oct. 17, 2014

Children at West Side's Salinas Dental Clinic to Benefit from \$375,000 Healthy Smiles Grant to UT Health Science Center

Nov. 1, 2014

Children's Teeth Tops Parents' Halloween Concerns, According to New Survey

Jan. 6, 2015

Robin Wright Named as AAPD's Assistant Director to Policy & Research Center

March 5, 2015

The American Academy Of Pediatric Dentistry Pediatric Oral Health Research and Policy Center Offers Commentary On New CDC Report

Consumer Hub Articles

Cold Turkey: How to Convince Baby It's Time to Part from the Pacifier

A New Year's Resolution with Teeth: Finding a Dental Home

AAPD, HSHC/Ricardo Salinas Pediatric Dental Clinic Media Briefing

On Oct. 14, 2014, AAPD and HSHC spokespeople facilitated a media briefing at the Ricardo Salinas Pediatric Dental Clinic on San Antonio's West Side, to announce a \$375,000 Healthy Smiles, Healthy Children (HSHC) Access to Care Grant. The grant, payable in \$75,000 annual installments for the next five years, will fund much-needed dental supplies for use by dental students, residents and faculty members from the UT Health Science Center San Antonio who provide comprehensive dental care for the children. Spokespeople Drs. Edward Moody, Beverly Largent, Kevin Donly and Maria Cervantes fielded media requests and received media coverage on *Univision 41 San Antonio*, *La Prensa* and *MySanAntonio.com*.

Media Training 2014

On June 27-28, 2014, nine spokespeople were trained in Chicago to address a variety of topics within pediatric dentistry, ranging from revised fluoride guidelines to social media/reputation management to our Mouth Monster consumer campaign. Presenters Dr. Robin Wright (formerly with Wright Communications) and Dick Helton, Morning Show Host and Senior Political Correspondent with *KNX1070*, CBS Newsradio, provided insights on how to best address the media, especially when controversial topics arise in the pediatric dental industry.

Pediatric Dentistry in the News

AAPD members continue to be featured as industry experts and thought leaders on children's oral health issues in local and national media. Through the summer, fall and winter and into early 2015, AAPD members and media spokespeople appeared in magazines, newspapers, online news sites, as well as on television. The AAPD continues to be contacted as a resource for pressing healthcare stories, most recently by such influential media outlets as *The New York Times*, *Fox News*, *USA Today*, *Yahoo Parenting*, the *Atlanta Journal Constitution*, *Boston.com*, *Parents Magazine*, *Univision*, *It's Your Health Radio*, among many others! Here's a sampling of the impressive set of media placements we have accomplished over the past year:

Media Outlet	AAPD Expert(s)	Date	Topic
<i>Boston.com</i>	HSHC/AAPD Dental Home Day at Tufts School of Dental Medicine	May 22, 2014	These Kids are Excited to See the Dentist
<i>Pittsburgh Parent.com</i>	AAPD President Dr. Edward H. Moody (Tenn.)	Summer 2014	Protecting Kids' Teeth During Summer Months
<i>Pregnancy & Newborn</i>	AAPD President Dr. Edward H. Moody (Tenn.)	June 2014	What Pediatric Dentists Want Parents to Know About Pacifiers
<i>One Good Dad Blog</i>	AAPD President Dr. Edward H. Moody (Tenn.)	June 2, 2014	Injuries to Children's Teeth
<i>La Opinión</i>	Dr. Mario E. Ramos (N.J.)	June 7, 2014	Do You Know How to Care for His/Her Smile?
<i>NBC Parent Toolkit</i>	Dr. Amr M. Moursi (N.Y.)	June 16, 2014	How Brushing with a Fluoride Toothpaste Can Help Your Child Prevent Tooth Decay
<i>CTPost.com</i>	Drs. Douglas B. Keck & Jennifer D. Epstein (Conn.)	June 19, 2014	Pediatric Dentistry Offers Comprehensive Care for Kids
<i>Mom Talk Radio</i>	AAPD President Dr. Edward H. Moody (Tenn.)	June 29, 2014	Preventing Tooth Injury
<i>Sunstar E-Brief</i>	AAPD President Dr. Edward H. Moody (Tenn.)	July 2014	Improve Access to Dental Care
<i>Dentaltown Magazine</i>	AAPD Immediate Past President Dr. Warren A. Brill (Md.)	August 2014	You Should Know: Mouth Monsters
<i>Atlanta Journal Constitution</i>	AAPD President Dr. Edward H. Moody (Tenn.) & Dr. Rhea Haugseth (Ga.)	August 2014	Why Baby Teeth Shouldn't Be Ignored
<i>Dallas Child Magazine</i>	AAPD President Dr. Edward H. Moody (Tenn.)	September 2014	Good Habits
<i>Parents Magazine</i>	AAPD Immediate Past President Dr. Warren A. Brill (Md.)	September 2014	Cavity Control
<i>Dr.Bicuspid.com</i>	Dr. Paul A. Reggiardo (Calif.)	Sept. 3, 2014	Embedded Family Dental Coverage Impact Remains Unknown
<i>Univision 41 San Antonio</i>	HSHC President Dr. Beverly A. Largent (KY) & Dr. Maria -Jose Mendez Cervantes (Texas)	Oct. 14, 2014	Dental Health Care for Your Children Without Hurting Your Pocket

Media Outlet	AAPD Expert(s)	Date	Topic
<i>La Prensa</i>	HSHC President Dr. Beverly A. Largent (KY) & Dr. Kevin J. Donly (Texas) & Dr. Maria –Jose Mendez Cervantes (Texas)	Oct. 17, 2014	Donation to Dental Clinic Benefits Low-Income Children
<i>KCBS Radio San Francisco</i>	Dr. David Tesini (Mass.)	Oct. 22, 2014	Evolving Attitudes and Practices as Dentists Treat Children with Autism
<i>Sirius XM Doctor Radio (National)</i>	AAPD President Dr. Edward H. Moody (Tenn.)	Oct. 27, 2014	Halloween & Mouth Monsters
<i>The Star Tribune</i>	Dr. James D. Nickman (Minn.)	Oct. 29, 2014	Preventing Cavities at Halloween Time
<i>The Baltimore Sun</i>	Dr. Shari C. Kohn (Md.)	Oct. 30, 2014	Halloween May Cause Scary Things to Happen to Your Teeth
<i>The New York Times Blog</i>	AAPD	Oct. 30, 2014	Looking A Dangerous Disease in the Mouth
<i>Boston.com</i>	AAPD	Oct. 31, 2014	The Scariest Halloween Candy You Can Eat
<i>Tucson.com</i>	Dr. Paul A. Reggiardo (Calif.)	Nov. 1, 2014	Needing Dental Care, Tucsonans Line up Overnight
<i>Fox News Chicago</i>	Dr. Charles Czerepak (Ill.)	Nov. 3, 2014	Tackling the Mouth Monsters After Halloween
<i>Philadelphia Inquirer Healthy Kids blog</i>	AAPD President Dr. Edward H. Moody (Tenn.)	Dec. 3, 2014	Help! My Child Doesn't Want to Give up the Pacifier
<i>Philadelphia Inquirer Healthy Kids blog</i>	AAPD President Dr. Edward H. Moody (Tenn.)	Jan. 14, 2015	Why Should I Find a 'Dental Home' for my Child?
<i>Dimensions of Dental Hygiene</i>	AAPD President Dr. Edward H. Moody (Tenn.)	February 2015	Education is the Key
<i>Parents Magazine</i>	Drs. Courtney Chinn (N.Y.) & Lezli Levene Harvell (N.J.)	February 2015	Five Tooth Truths
<i>Parents.com</i>	Rosie Pope/Parenting Advisor & AAPD	Feb. 3, 2015	Kids' Dental Health: Making Little Teeth a Big Deal
<i>KAZM-AM Radio</i>	Dr. Joseph Creech (Ariz.)	Feb. 4, 2015	Making Your Child's Dental Health a Priority
<i>Dentaltown & DentistryIQ.com</i>	AAPD	Feb. 9, 2015	AAPD Pediatric Oral Health Research & Policy Center Issues Technical Brief
<i>Sirius XM Doctor Radio</i>	Dr. Amr Moursi (N.Y.)	Feb. 11, 2015	NCDHM
<i>Entercom Seattle Media Cluster</i>	Dr. Joel Berg (Wash.)	Feb. 15, 2015	NCDHM
<i>FoxNews.com</i>	Dr. Paul Casamassimo (Ohio)	Feb. 16, 2015	Children Whose Parents Have a Positive Attitude Less Likely to Have Cavities, Study Says
<i>El Diario</i>	Dr. Mario Ramos (N.J.)	Feb. 17, 2015	40% of the Children of Mexicans Born in the US have Higher Incidence of Caries
<i>Star Tribune</i>	Dr. James D. Nickman (Minn.)	Feb. 19, 2015	Health beat: Parenting Style has Role in Kids' Cavities
<i>ADA News</i>	Dr. Catherine Flaitz (Ohio)	March 2, 2015	Symptoms of Measles May Appear in Oral Cavity Before Other Manifestations of Disease
<i>It's Your Health Radio</i>	AAPD President Dr. Edward H. Moody (Tenn.)	March 5, 2015	Taking Your Child to a Dentist for the First Time
<i>Dr.Bicuspid.com</i>	Dr. Paul Casamassimo (Ohio)	March 9, 2015	Organization Leaders Focus on Moving Forward from CDC Caries Report
<i>The New Dentist.net</i>	Drs. David Avenetti (Ill), Courtney Alexander (Texas) & Kennon Curtis (Miss.)	Spring 2015	Is A Career in Pediatric Dentistry for You

Halloween 2014 Media Efforts

Once again we utilized this popular day for children to promote messages of responsible snacking and good oral health habits. We posted these helpful resources on our newly launched Mouth Monster hub, including English and Spanish versions of coloring sheets, a Halloween treat candy sorter grid, among many others helpful tips!

AAPD and Weber Shandwick's concerted Halloween media outreach efforts reached 78 million people via 23 original placements (though a total of 27 outlets published coverage). Of note, nine AAPD members and media spokespeople were interviewed and coverage was secured in each of the five target markets (Baltimore, Phoenix, Minneapolis/St. Paul, Seattle, and Denver) as well as Chicago.

National Children's Dental Health Month (NCDHM) Outreach

This year the AAPD worked with Weber Shandwick to create a larger presence and message related to NCDHM.

NCDHM Videos

AAPD partnered with Rosie Pope, parenting advisor who worked previously with AAPD during our Satellite Media Tour in New York City, in producing two videos for NCDHM. Both can be accessed on our consumer hub at <http://mouthmonsters.mychildrensteeth.org>.

Top Stories in Tiny Teeth

Breaking news and in-depth coverage from AAPD's official – and imaginary – news bureau, the Pediatric Dentistry News Network. Our child anchor gets the scoop during National Children's Dental Health Month with special guest and parenting expert Rosie Pope.

Teething Experts Tell All

Our kid anchor gets the scoop on teething in this exclusive interview with Rosie Pope and AAPD's Dr. Amr Moursi.

BabyCenter Byline Article

AAPD President Dr. Edward Moody contributed a bylined article to *BabyCenter* titled, "Teething 101: Tips from a dentist and dad," as part of our NCDHM children's Dental Health Month outreach. According to the article:

"Teething typically begins when a baby is between six and eight months old, although some children don't have their first tooth until 12 to 14 months. The two bottom front teeth (lower incisors) usually come in first and next to grow in are usually the two top front teeth (upper incisors). Then, the other incisors, lower and upper molars, canines, and finally the upper and lower second molars typically grow. All 20 baby teeth should be in place by the time a child is around two and a half years."

Parents.com

The AAPD also collaborated with Rosie Pope for an article on *Parents.com*, in which she's a contributor, for a byline titled, "Kids' Dental Health: Making Little Teeth a Big Deal" that was posted on Feb. 3, 2015.

BabyCenter Banner Ads

The AAPD partnered with *BabyCenter* for the distribution of online banner ads that appeared from Feb. 1 to March 30, 2015.

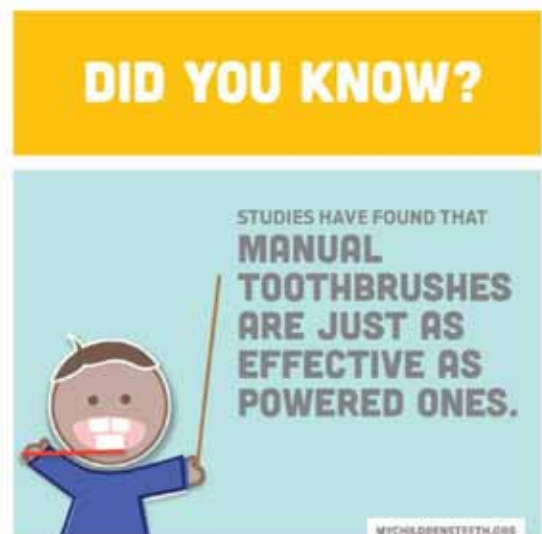
Twitter Chat

AAPD hosted its first Twitter chat with Rosie Pope and AAPD spokesperson Dr. Charlie Czerepak on Feb. 3, 2015. During the chat, they shared tips for keeping children's mouths monster-free. Key results from our Twitter chat included:

- Our chat drew 47 participants with a combined reach of 110,000 followers.
- Key influencers such as Migdalia Riviera of @MsLatina (1.1k Twitter followers) and Stilleto Media (1.5k Twitter followers) contributing to reach in the tens of thousands.
- Through strong partners and influencer engagement, #LittleTeeth generated a total of 3.9 million potential impressions with 790 total mentions.
- Since chat promotion began in January, AAPD has gained 135 new Twitter followers and 184 new Facebook fans.
- Chat provided a great opportunity to share relevant links to our Mouth Monsters hub, and as a result, the hub saw 357 new sessions on the day of the chat alone (more than twice the daily average for the month of January).

AAPD Facebook Growth is Phenomenal

Thanks to our efforts with Weber Shandwick in utilizing social media to a greater extent, our Facebook page "Likes" are 40,000! We are always updating our consumer-facing Facebook page with new content geared toward the lay public whether it be our "Did You Know" posts as seen below, factoids from our State of Little Teeth Report, holiday-oriented tips and tricks, as well as our Monster-Free Mouth of the Month pics.



Pediatric Dentistry Today (PDT) Feature Articles

In an effort to highlight AAPD members and programs that have shaped and influenced pediatric dentistry, we have added feature articles to this publication. In the past year, features stories have included:

September 2014

“Annual Dental Home Day Brings HSHC Mission to Boston”

November 2014

“Policy Center Becomes a Toddler”

March 2015

“Keeping Up with the Monster-Free Mouths Movement”

May 2015

“Interview with Dr. Edward Moody”

Pediatric Dentist Video

Last year the AAPD produced a video at that can be used in local media markets and utilized in your particular office or practice, and one that can be shared as a television spot in your media market. You can also link to it on your website or Facebook page. A preview of this video was shown during the Opening Keynote session during the 2014 AAPD Annual Session in Boston.

AAPD member and national spokesperson Dr. Ann M. Bynum and her Simpsonville, S.C., practice are showcased in this broadcast video. For AAPD members who are interested in personalizing the video with your practice’s information practice for a TV spot in your local markets, you will need to take the Uncompressed Quicktime broadcast video file to any local post-production house and request a custom five-second end tag created to replace the existing five seconds of the video, but not replacing the existing audio.

We worked with our public relations firm Weber Shandwick in further promoting this exciting video. The video was viewed by a significant number of consumers, targeted because of their interest in topics related to AAPD! **Overall, we reached 1.7 million online users** and our video was viewed more than 84,000 times. Weber Shandwick promoted the AAPD video as a newsfeed post targeted to caregivers and those interested in children’s health.

National Facial Protection Month – April 2015

AAPD continued to work alongside AAOMS, AAO, as well as the Academy for Sports Dentistry and ADA, on promoting this month. A press release and applicable materials were distributed at the end of March.



YOUR AAPD STAFF CONTACT FOR PUBLIC RELATIONS INQUIRIES

Public Relations Senior Manager Erika Hoelt



The Pediatric Oral Health Research and Policy Center (POHRPC) helps the AAPD be more effective in the public policy arena by analyzing data, research, and policy and carrying out health services research that can have a positive impact on children's oral and overall health. POHRPC projects are designed to:

- Conduct oral health policy research that advances children's oral health issues and supports AAPD public policy and public relations initiatives at the national, state, local and international levels with legislatures, government agencies, professional associations and other non-governmental organizations.
- Monitor and report on state, national and international data concerning the oral health status and overall health status of children.
- Develop and implement special activities that advance children's oral health issues and public understanding of such issues, in accordance with AAPD policies and guidelines.
- Provide policy analysis on critical issues impacting children's oral health.
- Produce useful studies and analyses that contribute to understanding best practices which will advance the oral health of all children.
- Review, seek clarification, and provide comment to written reports related to pediatric oral health issues that are issues by federal agencies and other organizations.

POHRPC Advisory Board (2014-15)

Dr. Tegwyn H. Brickhouse, Council on Scientific Affairs Chair, Virginia Commonwealth University School of Dentistry

Dr. Scott W. Cashion, Council on Government Affairs Chair and MSDA Board Representative, Greensboro and University of North Carolina

Dr. James J. Crall, AAPD representative to Dental Quality Alliance (current chair), University of California Los Angeles School of Dentistry

Dr. Kevin J. Donly, CODA Commissioner, University of Texas San Antonio

Dr. Jane Gillette, Expert Consultant, Sprout Oral Health, Montana

Dr. Jessica Y. Lee (Board Liaison) University of North Carolina at Chapel Hill

Dr. Joseph McManus, Expert Consultant, Columbia University College of Dental Medicine

Dr. Paul Reggiardo, Council on Dental Benefit Programs Chair and AAPD Past President, Huntington Beach and University of Southern California School of Dentistry

Dr. Sara L. Filstrup, Council on Clinical Affairs Chair, Cambridge, Mass.

Dr. John S. Rutkauskas, AAPD Chief Executive Officer, Chicago, Ill.

POHRPC Research Fellows

The POHRPC Research Fellows serve as principal investigators for POHRPC projects and also act as an expert resource for the policy center by:

- Constituting a queue of researchers prepared to respond to research opportunities presented by/to the POHRPC;
- Assisting the POHRPC in monitoring the quality of current research activities;
- Identifying funding and research opportunities consistent with POHRPC goals; and
- Advising the POHRPC as requested by the advisory board and AAPD leadership.

The current fellows are:

Dr. Tegwyn Brickhouse, Virginia Commonwealth University School of Dentistry

Dr. Natalia Chalmers, NIH, National Institute of Dental and Craniofacial Research

Dr. Donald Chi, University of Washington School of Dentistry

Dr. Joanna Douglass, University of Connecticut School of Dental Medicine

Dr. Jessica Lee, University of North Carolina at Chapel Hill

Dr. Amr Moursi, New York University College of Dentistry

Dr. Art Nowak, University of Iowa and University of Washington

Dr. Anupama Tate, Children's National Health Systems

New Technical Briefs

Unique Considerations for Medicaid Audits of Pediatric Dental Practices

The February 2015 technical brief analyzes the unique characteristics of pediatric dental practices crucial to the effectiveness of Medicaid audits. The brief provides recommendations for consistent audit methods grounded in sound clinical practice, information on the impact of Medicaid audits on access to dental care, as well as current case studies of pediatric dental audits. It draws upon our recent discussions with the D-HHS Office of Inspector General, which has developed an audit methodology that is well-designed to detect outliers and prevent fraud as opposed to burdening honest providers.

Public Policy Advocate Tip Sheet on Medicaid Compliance and Audit Issues

The December 2014 brief discusses how AAPD Public Policy Advocates can establish state-level relationships with public and private entities sharing the goal of improved oral health for children; promote fair and consistent auditing practices; and educate members about relevant regulations, documentation standards and appropriate billing practices. In addition, the Brief offers practical tips for surviving an audit as a pediatric dental provider.

Previous Technical Briefs

Early Preventive Dental Visits, April 2014.

Patient-Centered Care, August 2013.

The Use of Case Management to Improve Dental Health in High-Risk Populations, June 2013.

An Essential Health Benefit: General Anesthesia for Treatment of Early Childhood Caries, May 2012.

Considerations for Caries Risk Assessment in an Essential Health Benefits Dental Plan for Children, March 2012.

All POHRPC technical briefs can be found on the Policy Center page of the AAPD website.

POHRPC Comments on CDC Report Showing Decline in Dental Disease Among Preschoolers

The AAPD's Pediatric Oral Health Research and Policy Center (POHRPC) issued a press release in March 2015 commenting on the new CDC/ National Center for Health Statistics analysis of NHANES data, particularly noting the decline in dental disease among pre-schoolers from 28 to 23 percent. POHRPC attributed this progress in part to the increased number of pediatric dentists, and modest improvement in utilization of children's dental services under Medicaid over the past decade. However, disparities in oral disease among African-American and Latino children were still persistent.

Leavitt Partners ACO Dental Report

A joint study on dental care delivery in Accountable Care Organizations (ACOs) is being conducted by Leavitt Partners with support from the POHRPC and the ADA's Health Policy Institute. A limited number of ACOs include dental care as part of their care coordination strategy, and the AAPD is interested in the challenges and successes related to incorporating dental care into a coordinated approach to care. The institutions participating in case study interviews are Hennepin Health, Kaiser, Trillium Community Health Plan, Nationwide Children's Hospital, and Delta Dental of Iowa. The report will be released shortly, with the following findings:

- Although payment arrangements vary across organizations, most of the ACOs profiled accept a variation of a capitated payment where dental services are carved out of the total capitation in addition to upside incentives for individual dentists.
- The ACOs report some success in coordinating patient care and improving patient outcomes. Dentists were found to have longer, more frequent patient touch-points than other health providers and thus were closing gaps in patient care.
- Integrating dental care can present organizational and technical challenges, such as dental and medical electronic health record systems unable to interface with each other.
- ACOs and alternative payment models are likely to expand in the dental marketplace. For example, state legislatures could mandate that ACOs serving Medicaid populations offer dental care.

DentaQuest Foundation Research Grant

Interprofessional Study of Oral Health in Primary Care: Common Risk Factor Study

POHRPC was awarded a second yearlong grant from the DentaQuest Foundation on October 1, 2014, to conduct research on oral health promotion in the primary care setting. The first year of the study investigated the current implementation of oral health promotion in primary care via focus groups, practice observations and surveys. Year one findings strongly suggested that simplification of the caries risk assessment (CRA) process will facilitate more consistent integration of oral health in well-child visits and potentially lead to improved inter-professional collaboration. The need for the incorporation of CRA as a component in oral health promotion in primary care is widely recognized as important to combat oral disease. This project, by relating caries risk to activities that have been well established in primary care, will bring a new, effective methodology to enable a wider range of providers to offer this service.

The focus for 2014-2015 is Common Risk Factors. Nationwide Children's Hospital in Columbus, Ohio, has the EPIC electronic health record (EHR) system that fully integrates dental with general pediatrics and pediatric specialties. The availability of this data offers the unique opportunity to identify and evaluate relationships across the span of medical, dental and social services provided to children. The identification of global factors that earmark at-risk children for multiple problems, including dental caries, through the analysis of electronic data variables has the potential to transform the caries-risk assessment (CRA) process.

Projected outcomes include:

- Identification of global, non-dental factors that correlate to caries risk,
- An evidence-based and standardized CRA mechanism based on input from medical and dental associations, and
- A determination of the feasibility of integration of CRA into the EHR.

Input from the multi-disciplinary advisory group, as well as data from focus groups and practice observation from year one, was analyzed and integrated into the process and expected outcomes for this year of the project. An expanded group of stakeholders has been incorporated into the advisory group, building on current partnerships with the long-term goal of strengthening oral health and health care policy, broadening access to quality care and prevention, and expanding the integration of oral health into community-based systems.

The project advisory group consists of:

Paul Casamassimo, D.D.S., Director, Pediatric Oral Health and Policy Research Center

William Frese, M.D., M.P.H., Assistant Professor, General Pediatrics, Medical Director, Child & Youth Center, University of Illinois Hospital & Health Sciences System

Art Nowak, D.M.D., Fellow, Pediatric Oral Health and Policy Research Center

Leola Royston, M.P.H., Program Coordinator, Pediatric Oral Health and Policy Research Center

Jan Silverman, M.S., M.S.W., L.C.S.W., DentaQuest Project Consultant

Robin Wright, Ph.D., Assistant Director, Pediatric Oral Health and Policy Research Center

American Academy of Family Physicians Representative

Kim S. Kimminau, Ph.D., Associate Professor, Department of Family Medicine, University of Kansas Medical Center

American Academy of Pediatrics representative

Lauren Barone, MPH, Manager, Oral Health

American Dental Association representative

Diptee Ojha, Senior Manager, Office of Quality Assessment & Improvement Council on Dental Benefits Programs

National Interprofessional Initiative on Oral Health representatives

Erin Hartnett DNP, APRN-BC, CPNP, NYU College of Nursing, Program Director, Oral Health Nursing Education and Practice, Teaching Oral-Systemic Health

Patrick Killeen, MS, PA-C, Past President, American Academy of Physician Assistants; Coordinator, PAs for Oral Health

Practice Observation Representative

Diane Dooley, MHS, MD, Chair, Department of Pediatrics, Contra Costa Regional Medical Center

2014-15 Harris Research and Policy Fellow Project

Pediatric Dental Workforce Attitudes towards Interprofessional Collaborative Practice

Maria Cordero-Ricardo, D.M.D., M.S.

Dr. Maria Cordero-Ricardo is conducting an investigation of the attitudes, barriers and feasibility of interprofessional practice in the pediatric dental workforce of the United States. Interprofessional collaborative practice is generally defined as multiple health professionals from different backgrounds working together with patients, families and communities to deliver quality care. It is becoming increasingly important to the practice of pediatric dentistry in view of the inclusion of pediatric oral health as an essential benefit in the Affordable Care Act, as well as the Act's call for innovative solutions to the "silo" approach to health care.

The survey of AAPD members will quantify current practices, application of knowledge, interest, and anticipated barriers to the expansion of responsibilities and scope of practice of pediatric dentists. The specific aims of the study are to:

- Assess the current need for inter-professional collaborative practice in pediatric dentistry;
- Study the current workforce preparations and attitudes towards inter-professional collaborative practice; and
- Expand the knowledge base and advise on the needs of pediatric dentistry to best prepare for the future oral health needs of children.

Harris Fellows: Where Are They Now?

POHRPC is developing an article titled, "Where Are They Now? Stories of Past Recipients of the Samuel D. Harris Research and Policy Fellowship." The goal of the article is to update members on the achievements of the Fellows, highlight the benefits of the Fellowship, and demonstrate the value of participation in organized dentistry, especially the AAPD. The article will be posted on the AAPD website and published in *Pediatric Dentistry Today*. Past Harris Research and Policy Fellows are:

2004-2005: Dr. Sona J Isharani, Greensboro, N.C.

2005-2006: Dr. Tyrone F. Rodriguez, Moses Lake, Wash.

2006-2007: Dr. Sharzad Sami Dowlatshahi, Agoura Hills, Calif.

2008-2009: Dr. Courtney Alexander, San Antonio, Texas

2009-2010: Dr. Erin Stuewer Hinze, Frisco, Texas

2010-2011: Dr. Mary Catherine Correll-Wurth, Campbellsville, Ky.

2011-2012: Dr. Jacqueline Hom Burgette, Chapel Hill, N.C.

2012-2013: Dr. Barrett W. R. Peters, Charlottesville, Va.

2013-2014: Dr. Juan Fernando Yepes, Indianapolis, Ind.

2013-2014: Dr. Catherine Ashley Orynich, Tulsa, Okla.

POHRPC-Supported Upcoming Studies and Projects

The Center has assisted in the development of a study on pediatric dentists' educational debt that has implications for practice pattern modification and access to care under Medicaid. The results will help focus and support efforts to address the issue of burgeoning student debt. The research is underway at the Ohio State University and Nationwide Children's Hospital.

During the Annual Session meeting of the POHRPC advisory board, discussion will begin related to a women's initiative looking at the gender shift in the specialty, its implications, and how best to assist members in achieving success and benefiting patients as this social phenomenon transpires.

Evidence-Based Dentistry (EBD) Initiative

Over the past year, the AAPD has been working concurrently on three evidence-based systematic reviews: vital pulp therapy, non-vital pulp therapy and sealants (co-sponsored with the ADA). Systematic reviews provide a thorough review and synthesis of existing data, but they are not prescriptive. The EBD clinical guidelines based on these systematic reviews will provide practitioners with easily understandable evidence-based recommendations.

AAPD's evidence-based guidelines are being produced in accordance with standards created by Institute of Medicine and mandated by the National Guideline Clearinghouse (NGC), an initiative of the Agency for Healthcare Research and Quality, and therefore will be eligible to be included in the NGC. Inclusion in the NGC guarantees the guidelines will be seen by private and public payors, policy makers and the public. Both the sealant and pulp therapy systematic reviews will be the basis for the new AAPD EBD guidelines in these areas. Note that the process for updating and creating clinical guidelines via the Council on Clinical Affairs that are subsequently published in the AAPD's annual *Reference Manual* will continue. However, as merited based on available scientific knowledge, each year certain existing AAPD clinical guidelines upon their revision cycle will go through the more extensive EBD review process.

The Evidence-Based Dentistry Committee overseeing the initiative consists of:

Dr. Donald Chi, (Chair) University of Washington

Dr. Jessica Lee, (Board Liaison) University of North Carolina

Dr. N. Sue Seale, Baylor College of Dentistry

Dr. Anupama Tate, Children's National Health Systems

Dr. J. Timothy Wright, University of North Carolina

YOUR AAPD STAFF CONTACTS FOR RESEARCH AND POLICY INQUIRIES

Director Dr. Paul S. Casamassimo

Assistant Director Robin Wright, Ph.D.

Evidence-Based Dentistry Manager Laurel Graham

DentaQuest Foundation Grant Coordinator Leola Mitchell-Royston

Pulp Therapy in the Primary Dentition

The pulp therapy workgroup consists of Drs. James Coll, Donald Chi, Ann Lazar, Suzi Seale and Kaaren Vargas. They have been working concurrently on two evidence-based systematic reviews: vital pulp therapy and non-vital pulp therapy. Originally, the publication was to cover both vital and non-vital pulp therapy, but the profound differences in vital and non-vital therapy require two reviews to meet the highest standards of evidence-based dentistry guidelines. These guidelines reflect a new age in pediatric dentistry research. While these guidelines will be produced utilizing different protocols from the past, they will continue to recognize the value of input from pediatric dentists with years of clinical experience.

This January the workgroup registered the vital pulp therapy review with PROSPERO, which is a database of prospectively registered systematic reviews in health and social care. As well as being the AAPD's first registration with this internationally recognized database, this step is essential to the completion of a gold-standard systematic review. Registration of the review maintains transparency in the process and allows readers to determine differences between the methods or outcomes reported in the published review and those planned in the registered protocol.

Full-text critique of studies has been completed for both reviews (vital and non-vital) and workgroup members have extracted data from over 90 included studies. Since the most recent systematic review from the Cochrane Collaboration (an international network of health practitioners, researchers, patient advocates and others that produces systematic reviews) on pulp therapy included only 50 studies and excluded some pulp therapies, the group is optimistic that their reviews will provide practitioners an exhaustive synthesis of all available evidence regarding pulp therapies to date.

During their recent onsite meeting, Drs. Coll, Seale and Vargas reviewed the extraction sheets of over 90 randomized controlled trials of pulp therapy treatments and determined which studies are like enough to combine and quantify. Once these studies are statistically analyzed, the evidence-based dentistry workgroup will formulate the findings into evidence tables. The resulting systematic review will be the basis of the AAPD's first evidence-based dentistry guideline.

Pit and Fissure Sealant Guidelines

The sealant systematic review, a joint project of the ADA and AAPD, is currently synthesizing data from randomized-controlled trials selected for inclusion in review. The sealant workgroup, consisting of Drs. James Crall, Vineet Dhar, Kevin Donly, Jane Gillette, Jessica Lee, Rocio Quinonez, and Tim Wright, met in October 2014 to review all of the extracted data in aggregate. After the data is statistically analyzed, the actual text of the review will be written.

Public Policy Advocacy for Children's Oral Health

The AAPD continues to vigorously advocate for critical issues impacting children's oral health care. The 2015 Legislative and Regulatory Priorities, as developed by the Council on Government Affairs and approved by the board of trustees, are available on the AAPD website at http://www.aapd.org/aapd_2015_legislative_and_regulatory_priorities/.

Final FY 2015 Appropriations Legislation Included \$10 Million for Title VII Pediatric Dentistry Training

On Dec. 12-13, 2014, the U.S. House of Representatives and Senate passed the massive "cromnibus" \$1.1 trillion bill to fund the federal government for fiscal year (FY) 2015. The President signed the bill into law Dec. 16, 2014. The AAPD's top appropriations priority, funding for Title VII pediatric dentistry, received our requested amount of \$10 million.

This represents the highest level of funding ever obtained for this program to date. The AAPD also worked closely with the ADA to secure language that continues to prohibit federal funding for dental therapist or other alternative provider demonstration projects.

Background: The authority to fund Pediatric Dentistry residency training under Title VII was first enacted under the Health Professions Education Partnerships Act of 1998. This expanded the existing General Dentistry training authority, providing "start up" funds to either increase Pediatric Dentistry positions at existing programs or initiate new programs. **In the first decade-plus of funding, over \$70 million has supported over 60 Pediatric Dentistry programs, including 10 new programs.** Under the Affordable Care Act (ACA), Title VII authority was expanded to create a primary care dental funding cluster under Section 748 of the Public Health Service Act. Authority was broadened to allow use of funds for faculty development, predoctoral training, and **faculty loan repayment.** The latter initiative had long been advocated by the AAPD, on account of the significant difficulties in recruiting qualified individuals to fill faculty positions.

New HRSA FY 2015 Title VII Dental Grants

In early December 2014 the Health Resources and Services Administration (HRSA) announced new FY 2015 grant cycles for Title VII predoctoral and postdoctoral dental programs, including pediatric dentistry. The AAPD strongly encouraged all interested programs to apply by the early February deadline. HRSA anticipates making \$10.5 million available for 23 postdoctoral grants and \$3.95 million available for 13 predoctoral grants. This is the first new grant cycle for these areas of funding since FY 2010, and would not be possible with AAPD's success in obtaining funding for Title VII pediatric dentistry.

FY 2015 Final Appropriations: The "cromnibus" bill provided \$254.978 million for health professions training (Title VII), an 3.9 percent increase over FY 2014, and \$231.622 million for Title VIII (nursing), a 3.5 percent increase over FY 2014. The bill provided \$33.928 million for the oral health primary care training cluster, a six percent increase over FY 2014, with the following report language:

*"Oral Health Training-*The agreement includes not less than \$9,000,000 for General Dentistry programs and **not less than \$10,000,000 for Pediatric Dentistry programs.**

*Alternative Dental Health Providers-*While the agreement continues to carry bill language that prohibits the use of funds for alternative dental health care provider demonstration projects, this language is not intended to prohibit or preclude a State's ability to independently develop policies to increase patient access to dental care in underserved areas in order to address the unique needs and demands of that State."

The AAPD thanks all of those advocates who attended the Public Policy Advocacy Conference in Washington, D.C., in March 2014, which included advocacy for this program. The AAPD especially thanks Congressional Liaison Heber Simmons Jr. and Mike Gilliland and Kate McAuliffe at Hogan Lovells in Washington, D.C., for all of their efforts through-out the long budgetary process. The AAPD also acknowledges our joint efforts with ADA and ADEA.

Dental Associations Spell Out Fiscal Year 2016 Oral Health Funding Priorities for Congress

On Feb. 9, 2015, the AAPD, along with the American Dental Association, American Dental Education Association, and the American Association for Dental Research, communicated FY 2016 oral health funding priorities to the chairs and ranking minority members of the Senate and House Appropriations Committee's Subcommittee on Labor, Health and Human Services, Education, and related agencies. This request includes the AAPD's top funding priority, \$10 million for pediatric dentistry training under Title VII of the Public Health Service Act (Section 748). The letter also requested report language encouraging the Health Resources and Services Administration (HRSA) to initiate a new grant cycle for dental faculty loan repayment.

Public Policy Advocacy Conference in Washington, D.C.

On March 23-25, 2015, over 200 AAPD members advocated for children's oral health in Washington, D.C., by visiting with their Members of Congress. AAPD attendees included members of the Council on Government Affairs, PAC Steering Committee, Executive Committee, Budget and Finance Committee and state public policy advocates. Attendees participated in an AAPD PAC event and heard updates on key AAPD public policy issues such as Title VII pediatric dentistry training funds, the need for ACA amendments related to the pediatric oral health benefit, including extension of the Children's Health Insurance Program (CHIP). They advocated for these issues in their Capitol Hill visits. Twenty-five pediatric dental residency programs were also represented. Fact sheets used in Congressional visits are available on the AAPD website at http://www.aapd.org/advocacy/legislative_and_regulatory_fact_sheets/.

We thank all those members who took time from their busy schedules to attend this important conference.



1 – AAPD CEO John Rutkauskas, AAPD Congressional Liaison Heber Simmons Jr., Congressman Brian Babin (R-Texas 36th), AAPD PAC Steering Committee Chair Reneida Reyes, AAPD President Edward H. Moody, Jr., and Mr. C. Michael Gilliland of Hogan Lovells. The AAPD PAC hosted a fundraiser for Babin that raised nearly \$15,000 for his 2016 primary.

2 – AAPD Congressional Liaison Heber Simmons Jr. presents the 2015 AAPD PAC Legislator of the Year to Congressman Paul Gosar (R-Ariz. 4th).

3 – AAPD President Ed Moody, Congressman Brian Babin, and AAPD CEO John Rutkauskas celebrate Babin's birthday, which was the same evening as the AAPD PAC fundraiser.

4 – Congressman Brian Babin (R-Texas 36th)

5 – Congressman Paul Gosar (R-Ariz. 4th)

6 – AAPD Congressional Liaison Heber Simmons Jr, AAPD Vice President Jade Miller, Congressman Paul Gosar, AAPD President Edward H. Moody Jr.

Affordable Care Act Updates

The AAPD offers expanded ACA information on our website, at http://www.aapd.org/advocacy/aca_basics/. We continue to collect information from our members as to the types of ACA plans (embedded or stand-alone dental plan) they are experiencing with children in their practice. This will be of great value in our advocacy efforts to fix the problems in the ACA related to pediatric oral health coverage. Based on Congressional visits as part of Public Policy Advocacy Conference describe on page 26, we are drafting corrective legislation and seeking Congressional champions.

New ACA Analysis from ADA's Health Policy Institute (HPI)

The February 2015 HPI report "More Dental Options in 2015 Health Insurance Marketplaces"¹ reveals some positive developments, but with many challenges still remaining:

- There is an upward trend in the share of medical plans with embedded dental benefits in the health insurance marketplaces. 35.7 percent of medical plans have embedded pediatric or family dental benefits
- While pediatric dental benefits are an essential health benefit under the Affordable Care Act, many plans do not offer first dollar coverage for preventive dental services.
- Medical plans with embedded pediatric dental benefits are more likely than stand-alone dental plans (SADPs) to provide first dollar coverage for preventive dental services. This is partially due to federal regulations that reduced the out-of-pocket maximum for SADPs; as a result, many plans modified their first dollar coverage for preventive services.

¹ The authors of this Research Brief are: Cassandra Yarbrough, M.P.P.; Marko Vujicic, Ph.D.; Kamyar Nasseh, Ph.D.

AAPD and Organized Dentistry Coalition Question HRSA on GME Proposals that Omit Dental Residencies

On May 30, 2014, the AAPD and other members of the Organized Dentistry Coalition recently wrote the Administrator of the Health Resources and Services Administration (HRSA) concerning support for dental residency training under HRSA Graduate Medical Education (GME) programs. The President's FY 2015 budget proposed to eliminate Children's Hospital GME (CH-GME) and move it into a larger Targeted Support GME initiative (TS-GME). The proposal would also move the current Teaching Health Centers GME (THC-GME) program, created under the Affordable Care Act (ACA), into the TS-GME program, creating a \$530 million program. Pediatric and general dental residencies are funded under CH-GME and are also a part of the THC-GME program, but were omitted from this new proposal. This letter was followed up by a meeting with HRSA officials in August 2014. While the administration still advocates this proposal, Congressional approval would be required and to date Congress has not been interested. AAPD also supports efforts of the Children's Hospital Association to preserve the current funding and structure of the CH-GME program, which is vitally important to pediatric dentistry residency programs.

- Information on dental benefits is much more transparent in the 2015 Federally-Facilitated Marketplace compared to 2014. This was something strongly advocated by the ADA and AAPD with the CMS Center for Consumer Insurance Information and Oversight (CCIIO).

However, many unknowns remain about ACA pediatric oral health coverage including network adequacy, patient utilization, and provider reimbursement.

The AAPD continues to advocate for a required pediatric dental purchase requirement as well as an exemption for preventive dental services from costs sharing requirements.

The latter is especially important for embedded plans, as the combined medical-dental deductible for the first enrollment year was an average of \$2,935. ADA HPI analysis for the first year of enrollment also demonstrated the validity of AAPD and ADA concerns about the lack of a true mandate to purchase pediatric dental insurance:

- "Through April 19, 2014, 88,101 children and 1,073,248 adults obtained stand-alone dental plans (SADPs) through the federally facilitated marketplace and California." Note the great irony in this finding because pediatric oral health coverage is an ACA essential health benefit while adult oral health coverage is not.
- The average 2014 take-up rate of SADPs by children through the FFM was 15.8 percent, virtually unchanged from the take-up rate observed through February (15.9 percent).
- The take-up rate for children varied from 2.6 percent in South Dakota to 36 percent in California.

The AAPD's message to Congress in 2015 is clear: the status quo is unacceptable for children. Congress should either fix these ACA pediatric dental insurance provisions, or repeal those provisions and start over.

AAPD Joins 1,500 Organizations Supporting CHIP Extension

Because of limitations in ACA pediatric oral health coverage, analysis has shown that children eligible for CHIP receive better coverage than if CHIP were terminated and they had to purchase coverage through ACA insurance exchanges. Therefore, in February 2015 the AAPD joined more than 1,500 organizations in sending a letter to congressional leadership urging action this year to protect the millions of children who get their health care through the Children's Health Insurance Program (CHIP). The letter was coordinated by the bipartisan national children's advocacy organization First Focus and signed by national, state, and local organizations, including organizations in every state. Compared to ACA exchange plans, CHIP covers more of the child-specific care, with dramatically lower out-of-pocket costs. *The U.S. House of Representatives approved a two-year CHIP extension the same week as the AAPD's Public Policy Advocacy Conference described on page 26. Subsequently, the CHIP extension was approved by the U.S. Senate and signed into law by the President.*

State Public Policy Advocates (PPA) Initiative

In 2012 the AAPD through the Council on Government Affairs initiated a state Public Policy Advocate initiative in order to strengthen and coordinate advocacy efforts by our state chapters. The Public Policy Advocate (PPA) position is designed to serve as the state pediatric dentistry association's advocate for the oral health issues of infants, children, adolescents and patients with special health care and developmental needs. The PPA will help represent the state pediatric dentistry association in promoting children's oral health issues with the state legislature and other elected bodies, state regulatory agencies (including Medicaid and health departments), licensing bureaus, professional health and child welfare organizations, oral health coalitions, foundations, institutions of dental education, publicly-funded safety net programs, and the private sector benefits industry. The PPA will also closely coordinate their activities with those of the state dental association. PPAs will serve as an advocacy liaison between the state pediatric dentistry association and the state dental association.

The PPA program is modeled on the successful efforts by Dr. Paul Reggiardo (past AAPD president and chair of the Council on Dental Benefit Programs) in serving as PPA for the California Society of Pediatric Dentistry over the past decade. The current list of PPAs is available at http://www.aapd.org/advocacy/public_policy_advocates/.

Recent PDT state PPA updates have featured the following items (also available in PDT online):

- California: Auditor's Report Documents Weaknesses in Medi-Cal Dental Program that Limit Children's Access to Dental Care (PPA Dr. Paul Reggiardo)
- Colorado: Multiple Initiatives Aimed at Improving Access to and Quality of Care (PPA Dr. Jeff Kahl)
- Connecticut: Medicaid Audit Reform Legislation Approved (PPA Dr. Doug Keck).
- Maryland: Dentist Day in Annapolis (PPA Dr. Stuart Blumenthal)
- North Dakota: Op-Ed on Dental Therapists (former PPA Dr. Brent Holman who is now Executive Director of the North Dakota Dental Association). This legislation was defeated in the 2015 session of the state legislature
- Ohio: Ohio Dental Care Modernization Act Signed into Law (PPA Dr. Homa Amini)
- Vermont: Dental Therapist Legislation Dead for 2014 (PPA Dr. Brian Collins).

New Medicaid Dental Analysis from ADA HPI will assist AAPD Medicaid Dental Reform Efforts

In October 2014 the ADA's Health Policy Institute issued a Research Brief entitled *A Ten-Year, State-by-State, Analysis of Medicaid Fee-for-Service Reimbursement Rates for Dental Care Services*. This document should prove helpful in state efforts to increase Medicaid dental reimbursement rates for pediatric dental services. The AAPD disseminated this report our state Public Policy Advocates. Among the key findings in the report:

- "In 2013, the average Medicaid fee-for-service reimbursement rate was 48.8 percent of the commercial insurance charges for pediatric dental care services."
- "Between 2003 and 2013, 39 states experienced a decline in the Medicaid-to-commercial-dental-insurance fee ratio for pediatric dental services. Only seven states and D.C. experienced an increase. This means that Medicaid FFS reimbursement has not kept up with "market" rates in most states."
- "Reforms in Connecticut, Maryland, and Texas, including reimbursement increases, have led to increased dental care use for Medicaid-eligible children."

Medicaid Dental Reform: RAC Audits Pose Threat to Children's Access to Oral Health Care

Under the Affordable Care Act (ACA), the Medicare Recovery Audit Contractor (RAC) program was extended to Medicaid. The RAC program allows private contractors to demand patient records and conduct audits on providers while retaining a percentage of any refunds collected. The AAPD and the American Dental Association (ADA) support efforts to detect, prevent, and eliminate any fraud and abuse from Medicaid dental programs. However, the RAC program as currently operated is seriously flawed. In some states, this has resulted in unfair and unreasonable provider audits, penalizing pediatric and general dentists who are long-time Medicaid providers. This has the potential to drive good providers out of the program, while discouraging new dentists from becoming Medicaid providers. Critical to Medicaid improving access to oral health care is keeping existing dentists while attracting new dentists into Medicaid participation.

It is important for dentists to be evaluated by their peers, meaning that a dental specialist under review should be able to expect a similar specialist to conduct or consult on the audit. Auditors should rely on policies and guidelines consistent with clinical guidelines of the AAPD and ADA.

Much activity has taken place over the past year, including the development of technical briefs from POHRPC as indicated in that section of this report.

Congressman Gosar Sends Letter to HHS Secretary Signed by 73 Other House Members

In June 2014 Congressman (and dentist) Paul Gosar (R-4th Ariz.) and a bi-partisan group of 73 Members of the House of Representatives sent a letter to the HHS Secretary requesting specific federal agency action to insure fair and reasonable RAC audits.

Nebraska Medicaid RAC Audit Issues Gain Congressional Attention

Pediatric dentist Dr. Jessica Meeske (Hastings, Neb.), presented testimony in July 2014 before a roundtable discussion hosted by the Senate Special Committee on Aging. Committee members heard about the problems associated with the Medicare and Medicaid RAC programs. Below is coverage of that testimony from the online publication Dr. Bicuspid.

Nebraska Dentists Get Audited for Medicaid Prophies

By DrBicuspid Staff

July 17, 2014 -- Many Nebraska dentists have opted not to take any more Medicaid patients after being audited for \$22 prophies, a pediatric dentist told a recent U.S. Senate hearing on Medicare and Medicaid.

Hundreds of Nebraska dentists recently were sent letters from the state's Medicaid recovery audit contractor (RAC), Health Management Systems (HMS), asking for charts containing adult and pediatric billing codes for prophylaxis, according to an ADA News story.

During her testimony at a July 9 Capitol Hill hearing, Nebraska pediatric dentist Jessica Meeske, D.D.S., who chairs the Nebraska Dental Association's Medicaid Committee, said the Medicaid RAC audit process lacks transparency and opportunity for feedback, and she offered recommendations to improve the process.

The hearing focused on Medicare audits and acknowledged growing concerns about Medicaid RAC audits, which began in some states in 2012.

Dr. Meeske described her experience with an RAC audit. She said one billing code involved a \$22 cleaning fee, and noted that dentists could be audited if they billed the state for prophies that were done one day short of a patient's six-month visit.

RACs were created to find and recover overpayments and underpayments in the Medicare program, which were expanded to the Medicaid program by the Patient Protection and Affordable Care Act. Dr. Meeske said that neither she nor any dentists she knew had received compliance training, and there was no collaboration with the dental community on the audit process.

Nebraska's provider manual language was revised a decade ago to give dentists flexibility in the six-month prophy frequency, depending on the patient's risk for caries. Current language recommends a six-month frequency but also notes that the «frequency [will be] determined by the dentist,» Dr. Meeske said. This corresponds with the American Academy of Pediatric Dentistry's dental schedule for children and allows high-risk children more frequent visits, when appropriate, to prevent more serious dental issues.

As a result of the audits over \$22 prophies, Dr. Meeske said many of her colleagues simply paid the amount requested in the audit and have opted not to take any more Medicaid patients.

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Subsequent to Dr. Meeske's testimony, Senator Susan M. Collins (R-Maine) sent a letter to the HHS Secretary requesting reforms to the Medicaid RAC audit process.

AAPD staff has provided technical assistance to Nebraska and other states in crafting legislation and to promote fair and reasonable Medicaid RAC audits consistent with federal Medicaid RAC audit regulations. Legislation is moving forward in several state legislatures in 2015.



Federal Judge Rules that Florida Medicaid Program Violates Federal Law

Almost a decade after the original lawsuit was filed and three years after the trial was completed, on Dec. 30, 2014, U.S. District Court Judge Adalberto Jordan ruled that the Florida Medicaid program violates federal law. This was based in part on the legal requirement under the federal Medicaid Early and Periodic Screening, Diagnostic and Treatment (EPSDT) program that children must have access to care from doctors that is equal to the access to care received by privately insured children, and such children must receive preventive health services.¹ The lawsuit was brought by the Florida Chapter of the American Academy of Pediatrics and the Florida Academy of Pediatric Dentistry. Pediatric dentist and Medicaid dental expert Dr. James J. Crall was a critical expert witness in the case. The judge's opinion relied heavily on Crall's analysis:

"I also agree with Dr. Crall's opinion that Florida's Medicaid dental rates are not sufficient enough to provide equal access . . ."

"Based on the evidence in this case, I conclude that while reimbursement rates are not the only factor determining whether providers participate in Medicaid, they are by far the most important factor, and that a sufficient increase in reimbursement rates will lead to a substantial increase in provider participation and a corresponding increase in access to care."

¹ *The case Florida Pediatric Society/The Florida Chapter of the American Academy of Pediatrics v. Levine, No. 05-23037-CIV-HUCK (S. D. Fla., was originally filed in the U.S. District Court, Southern District of Florida on Nov. 21, 2005.*

² *The case is Armstrong v. Exceptional Child Center.*

Supreme Court Rules Against North Carolina Dental Board

On Feb. 25, 2015, the U.S. Supreme Court ruled in the case of *North Carolina Board of Dental Examiners v. Federal Trade Commission* that a North Carolina dental board doesn't have antitrust protections to limit the actions of non-dentists from whitening teeth because the board is not actively supervised by the state. Justice Anthony Kennedy wrote the 6-3 opinion for the court. Justices Antonin Scalia, Clarence Thomas and Sam Alito dissented. The case arose when the Federal Trade Commission (FTC) challenged the decision by the North Carolina board to limit teeth-whitening services in the state to dentists. The FTC deemed the dental board's actions an illegal suppression of competition. That ruling was upheld by the 4th U.S. Circuit Court of Appeals. The Supreme Court subsequently granted the board's request for review of the 4th Circuit's decision. **The AAPD had joined Amici Curiae (friends of the court) briefs before both the Fourth Circuit Court of Appeals and the U.S. Supreme Court.**

The Court's majority opinion said that since the board is controlled mostly by dentists and not actively supervised by the state, it doesn't have antitrust immunity. Therefore, it cannot make decisions as drastic as telling non-dentist tooth whiteners that they cannot practice. To satisfy the requirement of active supervision, the court observed that state officials must possess and exercise power to review the particular anticompetitive acts of private parties and disapprove those that fail to accord with state policy. The "mere potential for state supervision is not an adequate substitute for a decision by the State." Daily involvement by the state in an agency's operations is not required to satisfy the second requirement. It is only important that the state's involvement provide a "realistic assurance" that the anticompetitive conduct of an actor such as the

The AAPD applauds this court decision and hopes that policymakers will make reforms in Medicaid dental programs to improve patient utilization and provider participation, as has occurred in states like Connecticut, Maryland, and Texas (albeit in two of those states as a result of lawsuit settlements and the other due to the death of a child from a tooth infection).

Unfortunately, in late March 2015 the Supreme Court decided that the Supremacy Clause does not give Medicaid providers a private right of action to seek judicial enforcement of 42 U.S.C. 1396a(a)(30)(A)—which is the so-called equal access provision.² This puts a damper on pursuing Medicaid dental reform via litigation and could also result in a reversal of the Florida decision upon appeal. The case involved Medicaid providers who sued Idaho to enjoin state policies (provider reimbursement rates) that they argued are inconsistent with the federal Medicaid statute. The Ninth Circuit affirmed a lower court ruling that the Supremacy Clause gave providers a private right of action to sue to enforce the federal Medicaid law. The Supreme Court reversed the Ninth Circuit in a 5-4 decision. Justice Breyer voted with the majority and Justice Kennedy voted with the dissent.

board "promotes state policy, rather than merely the party's individual interests." The court accordingly identified three requirements of active supervision:

1. The state supervisor must review the substance of the anticompetitive decision, not merely the procedures followed to produce it.
2. The state supervisor must have the power to veto or modify particular decisions to ensure they accord with state policy.
3. The state supervisor may not itself be an active market participant.

The ADA believes the decision constitutes a radical departure from the court's established law, and throws into question the regulatory, licensing, and disciplinary authority of thousands of professional boards across the country. ADA's General Counsel Craig Busey made the follow observation:

The court's decision leaves professional boards across the country in a quandary, with no explanation as to what level of active supervision is necessary to invoke immunity for each board. In addition, boards are likely to be extremely reluctant to take actions that may subject them to legal exposure, and individual members may be justifiably concerned about possible liability."

The AAPD is also fearful this decision will cause state boards to be extra cautious about enforcing existing regulations where there is any likelihood of a legal action. This would include regulations governing specialty advertising, namely that a general dentist is not allowed to hold him or herself out as a specialist.

The AAPD PAC Had Another Very Productive Year



I compliment our membership for their strong support of the AAPD PAC. Please refer to the Annual Report from PAC Steering Committee Chair Reneida Reyes for more details. A detailed list of our 2014 supporters will be printed in the May 2015 *PDT* and will also be available at the PAC booth in Seattle. Please stop by and learn more and contribute more!

Here are some photographs of your PAC in Action:



YOUR AAPD STAFF CONTACT FOR GOVERNMENT RELATIONS AND PAC INQUIRIES

Chief Operating Officer and General Counsel C. Scott Litch (and Secretary to the AAPD PAC)

AAPD Publications Update

Our publications—the *Pediatric Dentistry* journal, *Journal of Dentistry for Children*, and *PDT* (Pediatric Dentistry Today) had another exceptional year in design and appeal.



Pediatric Dentistry

The 2015 volume of *Pediatric Dentistry* continues to promote the practice, education and research related to the specialty of pediatric dentistry through its peer-reviewed articles. *Pediatric Dentistry* is completely integrated and accessible in online format as well as print. This format provides worldwide access to an individual subscriber as well as students, academics, and researchers of universities with multiple campuses. You can find out how to get your access today at <http://www.aapd.org/publications/peddent/>.

JDC

The online *Journal of Dentistry for Children* (JDC) continues to attract articles that pertain to the practice of pediatric dentistry around the world. These peer-reviewed articles give the reader an insight into international case reports, scientific, education, and research findings related to pediatric dentistry.

Our two journals are part of Ingenta Connect's comprehensive collection of academic and professional research articles online, featuring some five million articles from more than 16,000 publications, with over 25 million individual users a month. Both journals continue to rank in the top 100 out of over 16,000 titles. For the period March 1, 2015, to March 31, 2015, *Pediatric Dentistry* ranked 20th with 3,373 full text downloads. *JDC* ranked 85th with 948 full text downloads. This is very impressive! I salute our editor-in-chief, editors and contributors for making these journals so well-read.

PDT

PDT (*Pediatric Dentistry Today*), the official AAPD magazine, offers feature stories, guest editorials, and news about members, trends affecting pediatric dentistry, legislative advocacy, insurance and coding issues, continuing education opportunities, and activities of HSHC. *PDT* is your member resource to know what's going on at the AAPD and in the world of pediatric dentistry.



Membership Directory and Reference Manual

Both the 2015 *Membership Directory* and 2014-15 *Reference Manual* were mailed to members in 2014. The 2014-15 *Reference Manual* is available both as an App for your iPhone, iPad or Android device and on the AAPD website at <http://www.aapd.org>.

Practice Management and Marketing Newsletter

Published four times a year, Practice Management and Marketing News is a newsletter that provides useful information on managing your private practice. Topics such as records management, staffing issues, office protocols, budgeting and accounts receivable, patient communication and recare systems are but a few of the areas covered.

Continuing Education (CE) Brochure

The Fall 2015 AAPD Continuing Education (CE) Brochure has made its way to your mailbox. This design highlights all of our fall CE courses. Learn about each course and register today!

Health Care Provider Brochures

AAPD brochures are updated often! Check out these new and improved revisions at <http://www.aapd.org/publications/brochures/>. These brochures are used not only by dentists but also by teachers and school nurses. Teachers can use this information to develop classroom lessons and health education projects, while school nurses may be interested in treatment options and preventive oral health guidelines.

YOUR AAPD STAFF CONTACTS FOR PUBLICATIONS INQUIRIES

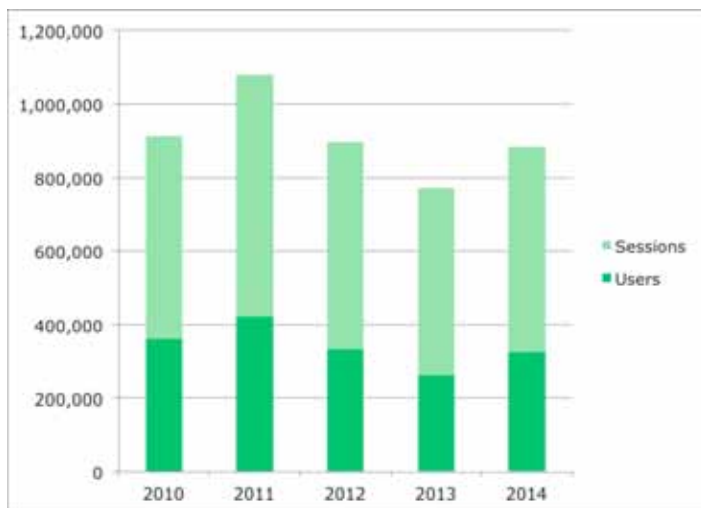
- Publications Director Cindy Hansen**
- Communications Manager Robert Gillmeister (journals and print publications)**
- Magazine and Website Manager Thomas McHenry (PDT)**
- Publications Manager Adriana Loaiza (Pediatric Dentistry)**
- Publications Assistant Kelli O'Brien**

AAPD on the Web

The AAPD website (www.aapd.org) continues to provide the most up-to-date news affecting members and the public, including information on advocacy, continuing education, membership, HSHC activities, media activities, practice management, pediatric dentistry residency programs, and pediatric oral health care tips for parents and health care providers.

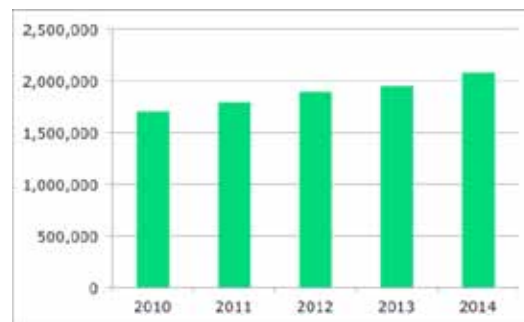
As part of the redesigned website launch in 2012, the AAPD upgraded our Web statistics software. The new software allows us to track more user statistics more accurately than ever before. For example: of the visitors in 2014, the average user visits 3.71 pages during a single session minutes, meaning each user is heavily using our redesigned site—**notice how much the annual page views have jumped since the new site launch in 2012** (Figure 2). Annual user numbers of the redesigned site continued to improve, by 19 percent. This improvement is remarkable, and reflects that our redesigned website gets the best, most appropriate information to visitors as quickly and easily as possible, ensuring they return again and again.

Figure 1: Visitors by Year*



*Information as of Dec. 31, 2014. A user's computer is counted only once per calendar year in determining statistics, while a session is counted each time that user accesses the site. Users can help give an idea of the number of people actually using the site, while sessions and page views demonstrate the overall traffic.

Figure 2: Page views by Year*



*Data shown for each year is from Jan. 1-Dec 31.

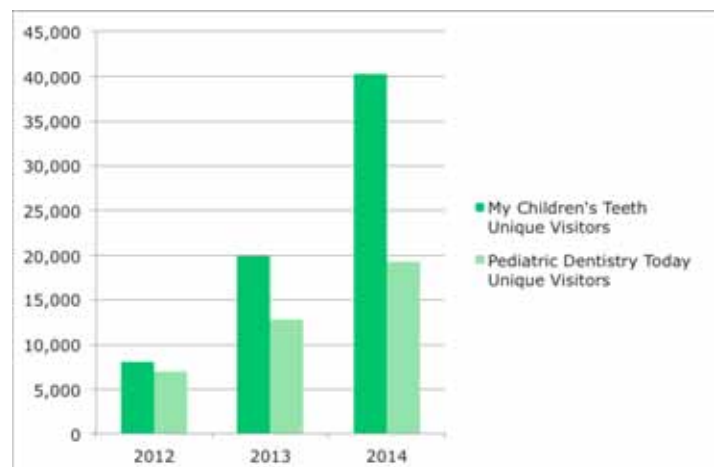
The top five pages visits on www.aapd.org were:

1. AAPD Homepage
2. Residency Programs
3. Policies and Guidelines
4. Parents FAQ
5. AAPD Annual Session

It is noteworthy that the AAPD Journals page is the sixth most trafficked page on the site, providing contributors with submission information, non-members with subscription information, and members with full-text online access to the journal archives. This page was recently redesigned in order to streamline access to the journal archives for members.

The consumer-focused site, MyChildrensTeeth.org, was launched in 2012 to educate parents and caregivers about our policies and recommendations in features catering to the layperson. We also launched *PediatricDentistryToday.org*, an online version and archive of *Pediatric Dentistry Today* (PDT) magazine.

Figure 3: mychildrensteeth.org and pediatricdentistrytoday.org Unique Visitors by Year*



*Data shown for each year is from Jan. 1-Oct. 3.

Both of these spinoff sites have seen large jumps in traffic, nearly tripling the number of visitors since their initial launch as they continue to be promoted to membership and the public and gain new content.

YOUR AAPD STAFF CONTACT FOR WEBSITE INQUIRIES

Magazine and Web Manager Thomas McHenry

AAPD Offers an Exciting Range of Popular Continuing Education Courses



The AAPD continues to provide relevant continuing education courses designed to meet your needs. The CE course calendar for 2014–15 was a full and successful one based on the attendance figures and favorable participant evaluations. Kristi Casale and Jessica Vaughn manage the advance planning and on-site coordination to ensure these courses run smoothly. **We thank the CE Course Faculty for the time they take to create meaningful handouts and presentations, plus the time away from their professional and personal lives.** Their dedication to providing high-quality continuing education is the driving factor behind the success of the AAPD CE courses.

CE Conference Apps



The conference app serves as an all-in-one course guide by putting everything you need to know right onto your mobile device. It includes a complete list of sessions, speakers, handouts, and presentation slides! This allows you to follow along with presentations and take session notes right within the app. These mobile conference apps are secure and accessible only to conference registrants.

Recent CE Courses

Oral Clinical Exam Review Course

Sept. 4, 2014, Philadelphia, Pa.

213 attendees

Comprehensive Review of Pediatric Dentistry

Sept. 5-7, 2014, Philadelphia, Pa.

233 attendees

Dental Assistant's Course: Sedative and Medical Emergencies in the Pediatric Dental Office

Oct. 24, 2014, Denver, Colo.

96 attendees

Contemporary Sedation of Children for the Dental Practice

Oct. 24-26, 2014, Miami, Fla.

331 attendees

An Update in Pediatric Dentistry Symposium

Nov. 14-15, 2014, Fort Lauderdale, Fla.

244 attendees

Comprehensive Review of Pediatric Dentistry

Jan. 23-25, 2015, Fort Lauderdale, Fla.

244 attendees

Contemporary Sedation of Children for the Dental Practice

Feb. 19-21, 2015, Los Angeles, Calif.

97 attendees

Management of Pediatric Sedation Emergencies: A Simulation Course

Feb. 21-22, 2015, UCLA Simulation Center

35 attendees

Mark your Calendars for these Upcoming 2015 CE Courses

Oral Clinical Exam Review Course

Sept. 10, 2015

Hyatt Regency Gainey Ranch, Scottsdale, Ariz.

Comprehensive Review of Pediatric Dentistry

Sept. 11-13, 2015

Hyatt Regency Gainey Ranch, Scottsdale, Ariz.

Sedative and Medical Emergencies in the Pediatric Dental Office for the Dental Assistant

Oct. 23-24, 2015

Hilton Bonnet Creek, Orlando, Fla.

Safe and Effective Sedation of the Pediatric Dental Patient

Oct. 23-25, 2015

Hilton Bonnet Creek, Orlando, Fla.

A Symposium on Important Oral and Cutaneous Lesions in Infants and Children

Dec. 4-5, 2015

JW Marriott, Lake Las Vegas, Nev.

CE Webinars

The AAPD plans to expand our webinar offerings in 2015. These are all accessible via the Education Passport. We currently have one webinar planned for 2015 and hope to have at least two more before the end of the year.

Pediatric Behavior Management: A Little Art, A Little Science, and A Little Medicine

Collaborative webinar with the Academy of General Dentistry

April 24, 2015

Stainless Steel Crowns

June 17, 2015

YOUR AAPD STAFF CONTACTS FOR CE AND MEETING INQUIRIES

Vice President of Meetings and Continuing Education

Tonya Almond

Meeting Services Senior Manager Kristi Casale

Meetings and Education Coordinator Jessica Vaughn

Meetings and Exhibits Associate Colleen Bingle

Support for Educational Programs

There are a number of exciting initiatives to support and enhance our pediatric dentistry residency training programs, as well as pediatric dentistry in the dental school/predoctoral curriculum.

AAPD In-Service Examination

The AAPD has been contracting with the National Board of Osteopathic Medical Examiners (NBOME) since 2008 for psychometric services and has expanded that partnership to include computerization of the exam. For 2015 the exam is being administered in two phases: Phase I for outgoing or graduating residents and Phase II for incoming residents. For 2015, the AAPD anticipates a total of 811 exams being administered. **We continue to have a 97 percent participation rate of the CODA-approved pediatric dentistry residency training programs and expect this trend to continue or increase for 2016.**

2015 Joint Academic Day

Planning is complete for the Annual Joint Academic Day being held in Seattle on Wednesday, May 20, 2015. The combined morning session for pre- and post-doctoral program directors will feature:

- Dr. Bruce Silverstein, gastroenterology professor from the University of Washington School of Medicine, speaking about his innovative teaching methods that have earned him “favorite teacher” status among UW medical students year after year;
- Dr. Joel Berg, dean of the University of Washington School of Dentistry, presenting on “Managing up and down: Manage and be Managed”;
- Dr. David Johnsen, dean of the University of Iowa School of Dentistry, speaking on “Critical Thinking: Cornerstone for a Culture of Inquiry: Theory and Practice”;
- Drs. N. Sue Seale and Paul Casamassimo discussing the results of a survey and article published on the topic of predoctoral patient pools for achieving competency on pediatric dentistry and the resident and program director perspectives on resident preparedness; and
- Dr. Allen Lurie providing an update on the *Image Gently* campaign.

In the afternoon, the Society of Predoctoral Program Directors and the Society of Postdoctoral Program Directors will meet independently for programming specific to their needs.

Pediatric Dentistry Residency Continues to Soar in Popularity

Pediatric dentistry continues to be a popular specialty with graduates as evidenced by the continued growth in the Match results for the 2015-2016 academic year. For the 2015–16 academic year, the number of positions offered and residency positions filled surpasses oral and maxillofacial surgery, orthodontics, advanced education in general dentistry and anesthesiology.

2015-16 Match Statistics for:	# of Applicants	Offered	Positions filled
Pediatric Dentistry	648	390 (+ 8)	384 (+ 10)
Orthodontics	514	270 (+ 14)	268 (+ 15)
Oral and Maxillofacial Surgery	369	224 (- 4)	215 (- 8)
Adv. Education in General Dentistry	519	346 (+ 37)	228 (+ 33)
Anesthesiology	34	36 (+ 2)	25 (- 6)

The number in parentheses in both columns represents the changes (plus or minus positions) as compared to last year.

AAPD / HSHC Master Clinician Scholarship Program

AAPD and Healthy Smiles, Healthy Children: the Foundation of the American Academy of Pediatric Dentistry (HSHC) awarded seven scholarships for new and prospective dental educators who completed the American Dental Education Association (ADEA) and the Academy for Academic Leadership (AAL) intensive faculty development program, the Institute for Teaching and Learning and the AAPD continuing education course Comprehensive Review of Pediatric Dentistry. **This is the seventh class of Master Clinician scholarships to be awarded by the AAPD and HSHC.**

The two-phase program held in Atlanta enabled this year's class to attain a higher level of excellence in evidence-based clinical and didactic modalities of dental education. Participants received hands-on experience with key teacher tasks such as evaluating student competence, presenting lectures, planning courses, constructing tests, small-group learning, and working with difficult students, guiding students with questions, and providing feedback. Also explored were cognitive theories, strategies to enhance motivation, a review of research on educational best practices, exploring student learning styles and an analysis of the characteristics of today's Gen Y learner. They also completed teaching self-assessments and a focused examination of their career development plans. The program concluded with extensive lessons on leading effective meetings and chairing academic committees.

All seven of the 2014 AAPD scholarship recipients are pursuing promising academic careers:



Paul A. Bahn, III, D.M.D. recently assumed the duties of clinical program director at Temple University Hospital. Bahn is a graduate of Juniata College (2002) and Temple University's School of Dentistry (2006). Following dental school, he attended Temple University Hospital-Episcopal

Division Pediatric Residency Program and graduated in 2008. Immediately after residency he joined Pediatric Dental Associates, LTD as an associate and remained on staff at Temple Univ. Hospital with the pediatric residency program as an instructor. He enjoys teaching the residents about oral conscious sedation, the use of soft tissue lasers in dentistry, breastfeeding issues and performing infant frenulectomy procedures.



Raghbir Kaur, B.D.S., D.M.D., M.P.H. is a clinical instructor and assistant director of Curriculum Development in the Division of Pediatric Dentistry at Mt. Sinai Hospital in New York City. Kaur obtained her B.D.S. degree from Manipal Academy of Higher Education in India in 2004. She finished a Master's of

Public Health program at East Tennessee State University in 2006 and D.M.D. degree from Boston University in 2008. Between 2008 and 2011, Kaur completed two certificates, one in general practice residency and one in pediatric dentistry, from Yale New Haven Hospital. Kaur's academic interests are pediatric dentistry, health disparities and social determinants of health, and special needs patients. She is a member of American Association of Pediatric Dentistry and American Dental Association.



Bruce H. Weiner, D.D.S., B.A. is the founder and president of Fort Worth Pediatric Dentistry. Weiner graduated from the Virginia Military Institute in 1967 and the University of Maryland School of Dentistry in 1971. He served as an Air Force dental officer in Germany from 1971 to 1975 before completing a two-

year Pediatric Dental Residency at the University of Maryland and Johns Hopkins University. Weiner has taught at Texas A&M University Baylor College of Dentistry, particularly focusing on staff management and practice management. Weiner is a board-certified diplomate of the American Board of Pediatric Dentistry and serves on the Continuing Education Committee for the AAPD. He is also a member of the American Dental Association, Texas Dental Association, Texas Academy of Pediatric Dentistry, and Southeastern Society of Pediatric Dentistry.

Lee Weinstein, D.M.D. is an attending dentist at the Lutheran Medical Center Pediatric Dental Residency program. Weinstein received his undergraduate degree in 1975 and dental degree in 1979 from Temple University School of Dentistry. He then went on and completed his two-year specialty training at Temple University and St. Christopher's Hospital for Children. He spent seven years as the director of Pediatric Dentistry at Nassau County Medical Center on Long Island and was an attending dentist for fifteen years in the Pediatric Department at Schneider's Hospital for Children at Long Island Jewish Hospital in Queens, New York. He also taught at Farleigh Dickinson School of Dental Medicine for nine years. Weinstein is a member of the American Academy of Pediatric Dentistry and a Fellow of the American Society of Dentistry for Children. He is also a member of the American Dental Association, Arizona Dental Association, and Arizona Academy of Pediatric Dentistry.



Bruce Riggs, D.M.D. is an assistant professor in the Department of Pediatric Dentistry at Georgia Regents University College of Dental Medicine. He received his dental degree from the University of Kentucky in 1984 and completed a pediatric dentistry residency at the University of Florida/Shands Hospital in 1986. Riggs had a private practice in Pediatric Dentistry in Marietta, Georgia for 28 years prior to joining GRU College of Dental Medicine. Riggs's current academic interests include pre-clinical pediatric dentistry, infant oral health, and outreach dental education programs. He is a diplomate of the American Board of Pediatric Dentistry, and a member of the American Associate of Pediatric Dentistry, American Dental Education Association, and Southeastern Society of Pediatric Dentistry.

Paula L. Coates, D.D.S., M.S. is an assistant professor in the Department of Pediatric Dentistry at Meharry Medical College School of Dentistry. She received her D.D.S. degree from Meharry Medical College School of Dentistry in 2000. She then received a Certificate in Pediatric Dentistry and a Master's degree from University of Illinois at Chicago in 2003. Coates is the chair of Council of Membership and Membership Services of American Association of Pediatric Dentistry; member of the Committee on Inter-professional Relations-Member; chair of Awards Committee of the National Dental Association; and member of the American Association of Women Dentists. She is also an AAPD Leadership Institute II (2007-2009) participant, and a member of the Omicron Omicron Chapter of Omicron Kappa Upsilon Omega.





Micheal R. Johns, D.D.S., M.S.D. is a clinical director at Arizona/Central Lutheran Medical Center Pediatric Dental Residency at Murphy. Johns obtained his Doctoral and Master's degrees from Indianan University School of Dentistry. He also has a certificate in pediatric dentistry. Johns was in private practice in Indiana between 1976 and 2011. Dr. Johns is a life member of the American Dental Association and American Association of Pediatric Dentistry (AAPD); former president the North Central Indiana Dental Association, Mishawaka Dental Association, and South Bend Dental Association; and former Government Physicist for Defense Department.

2015 NuSmile Graduate Student Research Award (GSRA) Competition

Sponsored by NuSmile Primary Crowns, the Graduate Student Research Award was established in 1989 for current and recent pediatric dentistry students and residents. The AAPD Committee on Scientific Affairs selects eight finalists to present their research during the Annual Session. Finalists receive complimentary Annual Session registration for themselves and a guest, travel expense reimbursement, a cash award and plaque presented during the General Assembly. A matching cash award is given to each finalist's training program.

Congratulations to the following winners of the *NuSmile Graduate Student Research Awards*:

Dr. Reem Almashat

Nova Southeastern University

Dr. Gina Bufalini

University of Pittsburgh

Dr. Larkin Clark

University of Tennessee Health Science Center

Dr. Angela Cook

Texas A&M University Baylor College of Dentistry

Dr. Karin Herzog

University of Washington

Dr. Michele Lacy

Children's Hospital Colorado

Dr. Amy Luce

University of Florida

Dr. Karen Mak

University of Washington

YOUR AAPD STAFF CONTACTS FOR EDUCATIONAL AFFAIRS INQUIRIES

Educational Affairs Manager Scott Dalhouse

Collaboration with Other Organizations

International Association of Dental Research (IADR) and the American Association of Dental Research (AADR)

The AAPD continues to collaborate with the Pediatric Oral Health Research and Scientific Group (POHR) within IADR/AADR. Dr. Francisco Ramos-Gomez from UCLA serves as president of the POHR. AAPD staff serve continues to as the recording secretary and assistant treasurer of the group.

American Dental Education Association (ADEA)

The AAPD, along with members from the ADEA Section on Pediatric Dentistry will be hosting a booth during the 2015 ADEA Dental Student Virtual Fair. This event provides an opportunity for the Section on Pediatric Dentistry to connect with dental students. Current as well as incoming students are able to research specialty options and ask questions as they investigate their career choices.

Image Gently and The Alliance for Radiation Safety in Pediatric Imaging

The AAPD continues to support the *Image Gently in Dentistry* campaign, which is designed to improve safety and effectiveness of pediatric imaging of the maxillofacial complex by informing dental professionals and parents about radiation safety best practices. The campaign, supported by the American Dental Association, the AAPD, the American Academy of Oral and Maxillofacial Radiology and other dental specialty groups. AAPD member Dr. Clarice Law from the UCLA School of Dentistry is on the Steering Committee. AAPD staff assisted *Image Gently* at their exhibit booth during the Radiological Society of North America (RSNA) Annual Meeting in Chicago.



Healthy Smiles, Healthy Children: The Foundation of the American Academy of pediatric dentistry believes every child deserves a Dental Home. That's why it's our mission to support community-based initiatives providing Dental Homes to children whose families cannot afford dental care.

HSHC Grants

Thanks to the increasing generosity of AAPD members and other supporters, Healthy Smiles, Healthy Children (HSHC) total grant-making surpassed the \$3 million mark. **Over the past six years, HSHC will have made commitments to 70 organizations in 26 states – helping more than 290,000 children receive Dental Homes.**

This year, HSHC will make more than \$1.1 million in grants to 22 organizations this year – including two \$375,000 multi-year grants. This is the largest grant commitment ever made by HSHC.

At this report's deadline, all 2015 grantees had not completed grant agreements, but HSHC will award \$400,000 in single-year grants to 20 organizations. Two previous grantees also will receive HSHC's multi-year grants, receiving \$75,000 a year through 2020.

Kids' Community Dental Clinic, in Burbank, Calif., and the Waukesha County Community Dental Clinic, in Waukesha, Wis., are the 2015 recipients of HSHC multi-year grants. Each will receive \$75,000 a year over the next five years.

2015 HSHC (single year) Recipients

Caridad Center, Inc., Boynton Beach, Fla.

CASS Community Health Foundation, Kansas City, Mo.

Center for Pediatric Dentistry, Seattle, Wash.*

Children's Dental Services, Minneapolis, Minn.

Children's Hospital Colorado, Aurora, Colo.

Cincinnati Health Department, Cincinnati, Ohio

Community Health Centers of Burlington, Burlington, Vt.

The Dental Foundation of Oregon, Wilsonville, Ore.

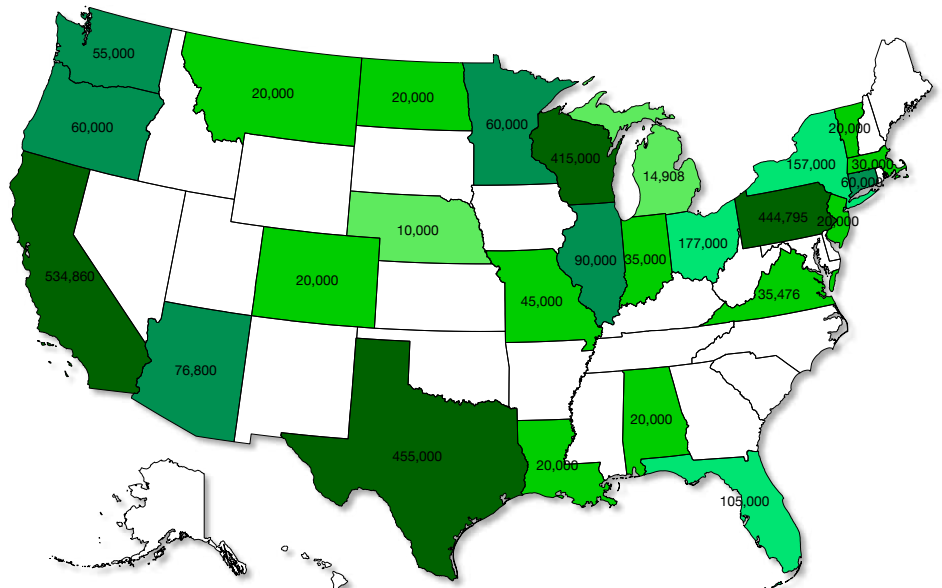
Eastman Institute for Oral Health, Rochester, N.Y.

Family Healthcare, Fargo, N.D.

First Choice Health Centers, Inc., East Hartford, Conn.

The Floating Hospital, Long Island, N.Y.

HSHC Grant Distribution Since 2010



*Dental Home Day host clinic

Dental Home Day

Our third annual *Dental Home Day* will take place on Wednesday, May 20, 2015, the day prior to the official start of the AAPD Annual Session in Seattle. As of this report, 52 volunteers have already signed up to play a part in helping more than 160 underserved children from the Seattle area receive much-needed dental care. The Center for Pediatric Dentistry at the University of Washington will host this year's *Dental Home Day*, which is sponsored by Sunstar Americas, Inc. The Center will receive HSHC Access to Care Grants totaling \$35,000 to support the May 20 event. *Dental Home Day* is a day of service and a year of care, meaning that all participating children will receive ongoing care for at least 12 months following the event.



Leadership Institute



A corollary to HSHC's providing an appropriate Dental Home for every child, AAPD and HSHC recognized 10 years ago the need to foster and train dental professionals to develop leadership skills that will allow them to better serve their patients, their staff, the dental profession and their communities.

The fourth cohort of Leadership Institute will meet for its final session at the Kellogg Graduate School of Management at Northwestern University Dec. 10-14, 2015.

Leadership Institute, Cohort IV Participants

Drs. Eduardo A. Alcaino; Paul B. Andrews; Neal R. Benham; Charlie A. Bertot; Donald L. Chi; Jessica R. DeBord; Jeffrey A. Dean; Kimon Divaris; Larry D. Dormois; Jane Gillette; Scott D. Goodman; William A. Greenhill; Stephen E. Greenleaf III; Steven P. Hackmyer; Felicity K. Hardwick; Cynthia L. Hipp; Kemie D. Houston; Ryan J. Hughes; Janice G. Jackson; Shari C. Kohn; Ashok Kumar; Jonathon E. Lee; Stephen C. Mitchell; Dorothy T. Pang; Mario E. Ramos; Francisco Ramos-Gomez; Edward L. Rick; Deven V. Shroff; Sharine V. Thenard; and Anne R. Wilson.

Applications for the fifth cohort of Leadership Institute will be accepted starting later this summer.

Development and Outreach

Total fundraising activity through Feb. 28, 2015, (our last complete month at press time), continues to be encouraging. Please note the table below represents gift and pledge income through the first eight months of the current fiscal year. It does not include pending pledges and other commitments in development.

Category	Actual – 02/28/15	Actual – 02/28/14
Contributions – members	\$326,599	\$406,626
Contributions – perm. restricted	\$0	\$0
Contributions – corporate	\$0 ^a	\$0
Donor Advised Funds	\$250	\$2,750
DentaQuest Foundation	\$142,401 ^b	\$183,287
Access to Care Fund	\$8,663	\$5,381
Total through month end	\$477,931	\$589,035

a – Does not include \$75,000 installments made by Sunstar Americas, Inc., to support Dental Home Day through 2015 because entire \$225,000 pledge was recorded the year it was received.

b – DentaQuest Foundation contribution represents support for the AAPD's partnership with the America Academy of Family Physicians.

HSHC Leadership

Thank you to the leaders, volunteers and staff who make Healthy Smiles, Healthy Children an emerging presence in dental philanthropy.

2014-2015 Board of Trustees

OFFICERS

- Dr. Beverly A. Largent, President**
- Dr. David K. Curtis, Immediate Past President**
- Dr. Neal R. Benham, Vice President**
- Dr. Neophytos L. Savide, Treasurer**
- Dr. Douglas Keck, Secretary**
- Dr. Edward H. Moody Jr., AAPD President**
- Dr. Robert Delarosa, AAPD President Elect**
- Dr. John S. Rutkauskas, AAPD/HSHC Chief Executive Officer**

TRUSTEES

- Dr. Courtney Alexander**
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- Dr. Charles S. Czerepak**
- Ms. Diane Johnson Krueger**
- Dr. Nick Rogers**
- Dr. Angela M. Stout**
- Dr. Anupama Tate**
- Dr. Jerome B. Miller, Trustee Emeritus**



YOUR AAPD STAFF CONTACTS FOR HSHC INQUIRIES

- Senior Director of Development and Charitable Programs Paul Amundsen, M.N.A., C.F.R.E.
- Grant Management and Corporate Relations Manager Tracey Schilligo, M.S., C.F.R.E.
- Annual Fund Coordinator Michelle Hidalgo, M.S.
- Database Coordinator Phil Bloch, M.A.

Brief Update on the American Board of Pediatric Dentistry

The AAPD maintains a working relationship on both the volunteer and staff level with our specialty's certifying board, the American Board of Pediatric Dentistry. Since 1964, the AAPD has sponsored the American Board of Pediatric Dentistry (ABPD), fulfilling a requirement that to be recognized as a specialty an organization must demonstrate the ability to establish a certifying board (CDEL/ADA 2001). As the credentialing and certifying arm of the specialty, ABPD has a vision that we support:



To achieve excellence in pediatric dentistry through certification of all pediatric dentists.

As of this writing, 4,421 pediatric dentists are board certified, which represents 70 percent of eligible AAPD members. There are another 848 active candidates and 446 active applicants in the certification process.

In Memoriam

Dr. F. Ahlstrom-Jenacaro	Las Vegas, Nev.
Dr. Ronald A. Bell	Johns Island, S.C.
Dr. David A. Bresler	Philadelphia, Pa.
Dr. Mary Anne Butler	Tallahassee, Fla.
Dr. Charles I. Citron	Bayside, N.Y.
Dr. Stephanie Kay Gonsoulin	Lafayette, La.
Dr. John I. Haynes	Kansas City, Mo.
Dr. Scott T. Jacks	Los Angeles, Calif.
Dr. Thomas J. Kiebach	Baton Rouge, La.
Dr. Robert W. Lloyd	Jenkintown, Pa.
Dr. Ralph E. McDonald	Bloomington, Ind.
Dr. Robert S. Morgenstein	Rockville, Md.
Dr. Charles Post	Milwaukee, Wis.
Dr. William R. Snaer	Arcadia, Calif.
Dr. Philip Sokoloff	Deerfield, Ill.
Dr. Josh Sullivan	Valdosta, Ga.
Dr. Russell F. Vann	Indianapolis, Fla.

What's New With the AAPD's Headquarters Office Staff?

Tonya Almond was promoted to **vice president for meetings and continuing education**. Almond has been with the AAPD for five years.

Colleen Bingle joined the AAPD as **meetings and exhibits associate**. Bingle is a 2013 graduate of Boston College, and has experience in event planning and catering management with After School Matters in Chicago, the Harvard University Alumni Association, and the Union League of Chicago.

Bob Gillmeister was promoted to **communications manager**. Gillmeister has been with the AAPD for ten years. He handles subscriptions and all other business matters for AAPD journals and other publications.

Adriana Loaiza was promoted to **publications manager**. Loaiza has been with the AAPD for seven years. She handles layout, design and manages production for both the journal *Pediatric Dentistry* and the *Journal of Dentistry for Children*.

Tom McHenry was promoted to **magazine and web manager**. McHenry has been with the AAPD for nine years. He manages all aspects of AAPD's websites and social media presence, along with editing *PDT*.

Kelli O'Brien joined the AAPD staff as **publications assistant**. O'Brien is a 2014 graduate of Indiana University with a B.A. in journalism and minor in entrepreneurship and small business management. She has done internships with a law office, a collegiate fashion magazine, and a fashion Web company in London.

Robin Wright, Ph.D., joined the AAPD as **assistant director** of the Pediatric Oral Health Research and Policy Center. Wright ran a consulting business for over 20 years, working with many dentists and dental associations. She has presented at the AAPD's annual media training program for over 20 years, and has made numerous presentations at AAPD Annual Sessions. Wright has also provided seminars to state dental associations on communications and related practice management and public policy issues, along with training a number of ADA leaders on public speaking.



YOUR HARD-WORKING AAPD STAFF THAT WEREN'T PREVIOUSLY MENTIONED IN THIS REPORT

Executive Assistant and Office Manager Margaret Bjerklie
Administrative Assistant, Office of the Chief Executive Officer Janice Haase
Front Office Services and Administrative Assistant Kathy Corbin



John S. Rutkauskas
Chief Executive Officer



C. Scott Litch
Chief Operating Officer
and General Counsel



Margaret A. Bjerklie
Executive Assistant and
Office Manager



Jan Haase
Administrative Assistant,
Executive Office



Kathy Corbin
Front Office Services and
Administrative Assistant



Mary Essling
Dental Benefits
Manager



Cynthia Hansen
Publications Director



Robert Gillmeister
Communications
Manager



Thomas McHenry
Magazine and Web
site Manager



Adriana Loaiza
Publications
Manager



Kelli O'Brien
Publications Assistant



Erika Hoeft
Public Relations
Senior Manager



Tonya Almond
Vice President for
Meeting and Continuing
Education



Kristi Casale
Meeting Services
Senior Manager



Jessica Vaughn
Meetings and
Education Coordinator



Colleen Bingle
Meetings and
Exhibits Associate



Scott Dalhouse
Educational Affairs
Manager



Margitta Winkler
Director of
Business Services



Paul Amundsen
Senior Director of
Development and
Charitable Programs



Tracey N. Schilligo
Grant and Corporate
Relations Manager



Philip S. Bloch
Database
Coordinator



Michelle Hidalgo
Annual Funds
Coordinator



Suzanne A. Wester
Membership and
Marketing Director



Adrienne Brown
Membership and Marketing
Assistant



Robin Wright
Pediatric Oral Health
Research and Policy
Center Assistant Director



Laurel Graham
Evidence-Based
Dentistry Manager



Leola Royston
Project Coordinator
for the AAPD
DentaQuest
Foundation Grant



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