

## Podcast News Week Of 2/26/17-3/4/17

1. E-Cigarettes Shown to be detrimental to oral health in new study. Instead of smoke they create vapor which is often believed to be relatively harmless, however, the vapor still contains a variety of harmful chemicals that can damage the epithelial lining of the mouth. Study reported by Science Daily and published in the Journal of Cellular Physiology, found that e-cigs are more dangerous than we believe. Even though the Vapor doesn't contain Tar compounds like cigarette smoke, it exposes the mouth tissues and respiratory tract to compounds produced by heating the vegetable glycerin, propylene glycol and nicotine aromas in the e-liquid.

A. Normal circumstances, the epithelial cells died at the rate of 2%. In the experiment, after one, two and three days, the cells die at a rate of 18, 40, and 53%, respectively.

More information on the study: <http://www.dentalproductsreport.com/dental/article/e-cigarettes-shown-be-detrimental-oral-health-new-study>

2. Study Finds men require less sedation than women during oral surgery, research provides valuable information to oral surgeons and dental anesthesiologist to help make sedation safer and more effective.
  - A. Finding the right dose of sedation can be its own challenge, when the dosage needed for each patient can vary greatly.
  - B. Journal Anesthesia Progress found that male patients require a lower dosage of a sedative than females during oral surgery. Researchers were able to establish this by using the bispectral index (or BIS). Which allowed them to evaluate sedation levels by a special form of Brain wave monitoring beyond just watching breathing and reactions.
  - C. Study found that women generally needed far more Propofol in order to adequately sedated for the duration of the surgery.
  - D. The authors noted that, on average, the women in the study weighed less than the men. This means that women generally need more Propofol per body weight than men to stay at the same level of sedation. The authors concluded that for adequate moderate sedation during implant surgery, women likely need to receive Propofol at a high rate

More Information on the study: <http://www.dentalproductsreport.com/dental/article/study-finds-men-require-less-sedative-women-during-oral-surgery>

3. 4 Secrets for successful online marketing.

97% of patients would rather click than call the practice for more information

61% of patients will leave a dentist's website if it is not mobile friendly

80% of adults in the US actively use social media

- A. Focus on your audience: One of the major benefits of marketing a dental practice online is the wide range of marketing opportunities out there—and one of the greatest downfalls is also the wide range of marketing opportunities out there! The ways in which dentists can cultivate an online presence is nearly limitless, and that reality can be extremely overwhelming.
- B. Automate your process: Automation tools are a terrific resource for busy dental offices because they streamline many of the online marketing processes. While this doesn't mean that dentists can take an entirely hands-off approach, automating various tasks can help to save your incredibly valuable time, money and energy. There are also many options for enhanced patient communication software from

companies like Weave Communications, Rhinogram, Lighthouse 360, SolutionReach and Sesame Communications that sync with most popular practice management software.

- C. Be Adaptable: A modern online strategy requires ongoing attention. Google changes its search algorithm 500-600 times a year<sup>2</sup> and Facebook continually rolls out new updates. In order for a dentist to stay current, it helps to have a flexible mindset. Recognize that the practice website will need to be updated regularly or that there may be sudden modifications to the SEO (search engine optimization) plan. The key is to accept ahead of time that changes will occur and to have trustworthy vendors in place who will guide you through the process throughout the life of your practice.
- D. Ask For Help: No dentist should ever expect to tackle all online marketing on his or her own. It's not realistic, and it's not good business practice. You hire an accountant to handle your finances, and don't hesitate to outsource your lab work. Online marketing should be thought of in the same manner. There should also be someone on staff—not the dentist—who is responsible for weekly monitoring of the website, online profiles and social media engagement. If you are a dentist who has someone on the team who is willing and able to fulfill this duty, then be sure to appreciate your good fortune. For the majority of dentists out there who lack a capable, qualified in-house marketing coordinator

- 4. Little River dentist arrested for illegally taking drugs from practice: Jeffery Scott Dowdy is listed as a dentist with Coastal Cosmetic Dental Association in Little River and an arrest warrant says that between April 9, 2014 and July 6, 2015, Dowdy unlawfully obtained a quantity of Zolpidem by misrepresentation, fraud, or deception.

Zolpidem is a sedative more commonly known as the sleeping drug Ambien, a schedule IV controlled substance.

The warrant goes on to say that while performing his duties as a licensed general dentist at Coastal Cosmetic Dental Association he unlawfully took possession of the drug from the office's controlled substance inventory without authorization.

The South Carolina Bureau of Drug Control is listed as the prosecuting agency in the case. The Department of Health and Environmental Control made the arrest.

Dowdy was arrested on November 4 and booked into J Reuben Long Detention Center. His bail was set at \$5,000 dollars and he was released that afternoon, according to the jail website.

In a phone call to Coastal Cosmetic Dental Association, the front desk employee called the incident a "misunderstanding" and said they had no further comment at this time.

- 5. Aspen Dental 'MouthMobile' to provide free dental care to local veterans - aking care of your dental health can be costly, but today Aspen Dental and Step Up Savannah are teaming up to take the financial burden out of going to the dentist—for local veterans.

Savannah is the third stop for Aspen Dental as they work their way across the United States on a 35-city MouthMobile tour.

The tour is apart of the Healthy Mouth Movement that has enabled more than 7,000 volunteers to help more than 12,000 veterans *love* their smiles again. Aspen Dental Practices across the country have also donated more than \$7.5 million dollars in dentistry over the past three years.

For additional information or questions, call: (202)-263-2577

More information : <http://wsav.com/2017/02/28/aspen-dental-mouthmobile-to-provide-free-dental-care-to-local-veterans/>

6. **New ADA code D6085** is used when a period of healing is necessary prior to fabrication and placement of permanent prosthetic.

While a patient is healing, use this code when they come in for their follow-up.

## 7. **Has 3-D printing for the dental office arrived?**

Using this printer in combination with implant planning software allows dentists to plan and fabricate highly accurate surgical guides in the office for a fraction of commercial system prices. Future applications might include clear aligner therapy and possibly partial and full dentures.

### **How does it work?**

To design your own surgical guides, you'll need a **CBCT** scan and an intraoral scan of the patient, or scans of dental casts or models. CBCT scans should be in DICOM file format, while intraoral scans should be in STL file format. Open software, such as Blue Sky Plan (Blue Sky Bio), 360imaging, or CoDiagnostix (Dental Wings), can be used to merge the CBCT scan and intraoral scan, plan the implant position, and design the surgical guide.

Many factors in the design process can affect the final accuracy of the guide. To accomplish this process with consistent accuracy, you need to have a thorough understanding of the implant planning software and factors that affect guided surgery and a basic understanding of CAD technologies.

More Information: <http://www.dentistryiq.com/articles/2017/01/has-3-d-printing-for-the-dental-office-arrived.html>

8. **Estrogen may improve dental health in postmenopausal women:** A study of 492 postmenopausal Brazilian women ages 50 to 87 were split into two groups, 113 given osteoporosis estrogen treatment and 379 were not treated. Results showed the occurrence of severe periodontitis was 44 percent less in the group taking estrogen treatment than in the group not on estrogen therapy. Osteoporosis can occur throughout the body, including the jaw, and lead to an increased risk of periodontal disease," Dr. JoAnn Pinkerton, executive director of the North American Menopause Society, said in a press release. "This study demonstrates that estrogen therapy, which has proven to be effective in preventing bone loss, may also prevent the worsening of tooth and gum disease. All women, but especially those with low estrogen or on bisphosphonate treatment for osteoporosis, should make good dental care a part of their healthy lifestyles."

**More Information:** [http://www.upi.com/Health\\_News/2017/02/22/Estrogen-may-improve-dental-health-in-postmenopausal-women/2681487770727/](http://www.upi.com/Health_News/2017/02/22/Estrogen-may-improve-dental-health-in-postmenopausal-women/2681487770727/)