

# The EBD Champion Conference

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**ADA.** Center for Evidence-Based Dentistry™



THE JOURNAL OF

**Evidence-Based  
Dental Practice**

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# Clinical Decision Making



- **Prophets**
  - Claims merits of a new treatment / procedures despite empirical findings to the contrary “ it always works in my hands”
  - Illustrates success with cases or mini-studies that have no controls, small samples or poorly defined outcomes.
  - Products marketed using multi-level distribution have many prophets.

# Prophets and Vendors



- **Vendors**
  - Quote prophets
  - Refer to “sources” that support their biases.
  - Selling treatments to other professionals or the public.

# Where are we today?

- **Richards 2006**
  - Only 6-7% of all dental treatment is evidence-based
  - >60% of general dentists turn to friends and colleagues for evidence rather than read a textbook or journal
- **Niederman 2009**
  - No dentist believes that he or she does not practice EBD
  - Do you practice EBD on the basis of the best current evidence?



## Niederman et al 2002

Investigators publish reports of >500 human clinical trials related to each dental specialty



Reports appear in >50 journals



Identify, obtain, read and appraise >1 article/day, 365 days/yr, for the “rest of your professional life”

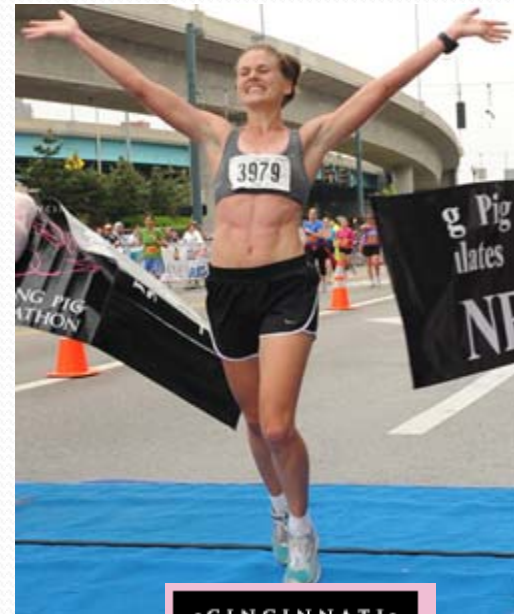
- **Champions Class of 2009**

- How many hours do you spend each week reading professional journals, textbooks?
- Mean 5.3 hrs/week
- Minimum of 0 and a maximum of 30 hrs/week

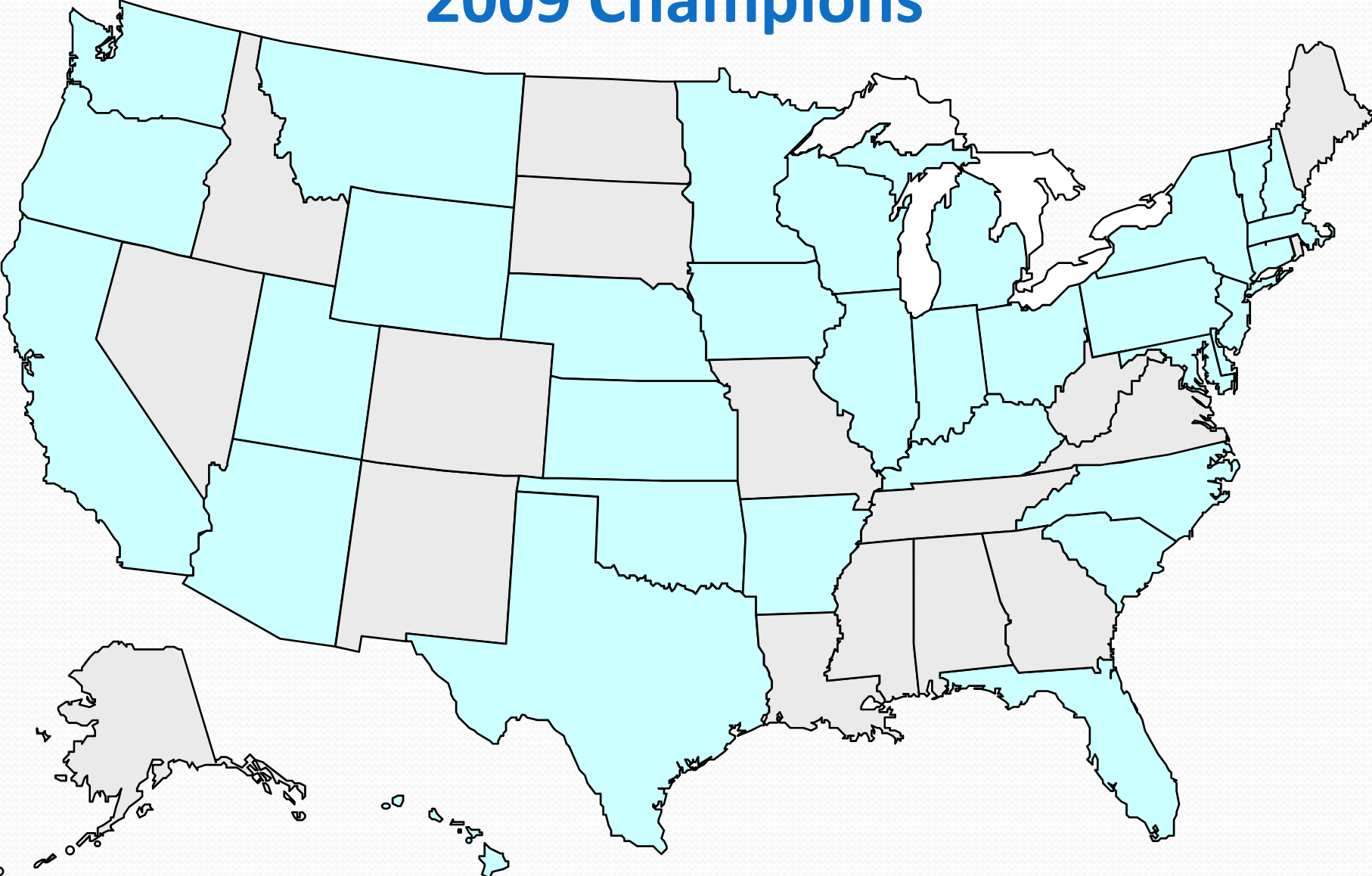
# Champions

**Champions are made from something they have deep inside them: A desire, a dream, a vision. They have to have late minute stamina, they have to be a little faster, they have to have the skill and the will. But the will must be stronger than the skill.**

*Muhammad Ali*



# 2009 Champions



# Objectives

- 1) **To improve the quality and effectiveness of dental care through the application of the principles and tools associated with Evidence-Based Practice.**



# Objectives

- 2) **To recruit and train selected dentists throughout the United States to become Evidence-Based Dentistry Champions who will formally and informally disseminate information and guide their colleagues in the application of critical thinking skills and EB decision-making.**



# 2008 Champions Conference

**Over 200 individuals attended the EBD Champion Conference**

- 127 Champions
- Cross-section of practice settings, geographical regions and ability to influence the care of a diverse group of patients
- Practicing dentists, public health dentists and dental educators



## What we learned last year

**Greater than 70% of respondents of both the pre-conference and onsite survey felt that EBD had a positive effect on:**

- Quality of patient care
- Practitioner's knowledge
- Practitioner's treatment decisions
- Patient's decision
- Advancement of the science of dentistry
- Continuing education

# What we learned last year

- **Champion knowledge of EBD was heterogeneous**
- **Need more resources for dissemination**
- **Need environment conducive to discussions and group activities**



# Goal

- **Develop a network of dentists that will serve as a resource to their local dental communities by promoting the application of an evidence-based approach to patient treatment and prevention of disease**



# Expectations

- **Attend the conference**
- **Learn from your peers, other clinicians and educators who have successfully implemented EBD (Day 1)**
- **Learn and discuss how to disseminated your learning to other colleagues (Day 2)**



# Why is EBD important to Procter & Gamble?

- Major investor in dental research globally
- We believe the dental profession is more a science than an art
- Knowledge is critical to the long-term success of the profession



# Acknowledgements

## EBD Champion Organizing Committee

**Julie Frantsve-Hawley (Co-Chair)**

*American Dental Association  
Center for Evidence-based Dentistry*

**Michael Newman (Co-Chair)**

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# Acknowledgements

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