

In this letter:

- [HHS Secretary Speech](#)
- [Annual Session](#)
- [State-Based Public Affairs](#)
- [Give Kids A Smile®](#)
- [Your Dental Advocate](#)
- [Internet Search Engines](#)
- [Dental Radiographs](#)
- [Golden Apple Awards](#)
- [Hygiene Practice](#)
- [Dental School Tuition](#)

Dear Colleague:

We were honored to have **HHS Secretary Michael Leavitt** speak to the ADA House of Delegates in Las Vegas last month. His speech on health care costs and electronic health records is on [ADA.org](#) so you can read it if you weren't at Annual Session with us. It's also featured in an article in [ADA News Today](#). Sec. Leavitt graciously offered his time after his presentation to speak with *ADA News* about the National Health Information Infrastructure and the importance of having the professions set the standards used in developing it. "The ADA is and needs to continue to be involved in helping its membership understand what a serious culture shift this is," he said. We're also planning to have ADA councils discuss the speech because it frames the Washington agenda in such a compelling and understandable way.

We believe the **Las Vegas meeting** was a huge success, with total registration reaching 40,355, of whom 12,440 were dentists. ADA06 drew 1,001 nonmember dentists, 948 of whom took advantage of the one-time discounted rate of \$75. This surpassed the 891 nonmembers who attended in 2005 in Philadelphia. Dentists attending from outside the country numbered 754, the highest in 10 years. We also continued our tradition of being the largest dental exhibition in the country, with more than 700 exhibiting companies.

The ADA House funded a **state-based public affairs** project for 2007. States can participate on two levels. Tier-one states will commit to a year-round, comprehensive public affairs push aimed at helping them integrate their major issues, policies and goals to position themselves as the premier source of information on and leadership toward helping the maximum number of people get the best possible oral health care. Tier-two states are those needing spot help, that is, support on a specific issue or initiative. We'll also develop a best-practices toolkit for use by all states.

Remember that November 15 is the deadline for requesting free product to support **Give Kids A Smile** programs. If you are a participant in the program and haven't registered or requested product, visit ADA.org. Registration for the February 2 event will remain open.

Your Dental Advocate, our new publication on public affairs and advocacy issues facing the dental profession from Congress, federal agencies, state governments and the media, is now available on ADA.org. Three issues of *Your Dental Advocate* will be published in 2006, with a full schedule of 10 issues planned for 2007.

One of the things we've worked hard on for the past few years is ensuring that ADA.org content on critical issues such as fluoridation and amalgam is near the top of **search engine lists**. With continuing interest in fluoridation, we're happy to report that we're coming up in the top three links on Google for both fluoride and fluoridation after some simple content changes and a few keyword adjustments.

Just a reminder that the September *JADA* contains new guidelines on The **Use of Dental Radiographs**: Update and Recommendations from the Council on Scientific Affairs. The report summarizes the most recent guidelines from three key agencies: the National Council on Radiation Protection, the CDC and the FDA. It provides new information on reducing radiation exposure to patients and operators, infection control practices during radiographic exposure and processing, and prescribing dental radiographs based on individual patient needs. Dentists should carefully review the report to be aware of changes in the recommendations.

Congratulations to the 2006 **Golden Apple Award** recipients: Connecticut State Dental Assn. (Legislative Achievement); Missouri Dental Assn. and Chicago Dental Society (Membership Recruitment and Retention); Ohio Dental Assn. and Louisville Dental Society (Dental Health Promotion to the Public); Greater Springfield (MO) Dental Society and California Dental Assn. (Member-Related Services/Benefits); Indiana Dental Assn. (Promotion of Dental Ethics); Maryland State Dental Society (Dental School/Student Involvement in Organized Dentistry); Dutchess County Dental Society, branch of Ninth District (NY) Dental Assn. (Science Fair Program Support and Promotion), and Maryland State Dental Assn. (Dentist Well-Being Activities). Also receiving Golden Apples are Dr. Sean Benson (Oregon Dental Assn.), New Dentists Leadership Award, and Dr. Sharon Nicholson Harrell (North Carolina Dental Society), Outstanding Leadership in Mentoring. Award trophies will be presented by ADA trustees or representatives at venues selected by dental societies. The 18th annual awards program, judged by teams of volunteer dentists, again recognized outstanding achievement in constituent and component activities. Again, congratulations to the dedicated, hard-working dental society staffs being honored this year.

Recently enacted California law eliminates the requirement that a prescription must be issued by a dentist or physician *before* registered dental **hygienists in alternative practice** (RDHAPs) are allowed to treat patients. The requirement for a prescription prior to treatment by RDHAPs was viewed by some as a barrier to care for the underserved. Under the new law, prescription requirements kick in after 18 months from the date of initial treatment. After 18 months, the RDHAP cannot provide further treatment unless the patient has obtained a valid prescription.

Over the past 10 years, average dental **school resident tuition and fees** (total for all four years of school) among U.S. dental schools increased 71.9%, from \$65,067 in 1995–96 to \$111,807 in 2004–05. During the same period, average non-resident total costs have increased 68.1%, from \$94,625 to

\$159,025. These are among the findings of the 2004–2005 *Survey of Dental Education, Volume 2, Tuition, Admission and Attrition*. The survey report is available from the Survey Center (item code SDE2-2004) for \$75 for members, \$112.50 for nonmember dentists and \$225 for others. Order the report at 800- 947-4746 or online at <http://www.adacatalog.org>. The remaining report volumes in the 2004–05 Survey of Dental Education series have been published and are available individually or as a full set.

Sincerely,

Handwritten signatures of Kathleen Roth, DDS and James B. Bramson, DDS. Kathleen's signature is on the left and James's is on the right.

Kathleen Roth, DDS,
president

James B. Bramson, DDS, executive director

ADA. Update

Copyright © 2006 American Dental Association 211 E. Chicago Ave. Chicago, IL 60611.
Reproduction or republication strictly prohibited without prior written permission. See [Terms of Use](#)
and [Privacy Policy](#) for further legal information.

You are receiving the *ADA Update* because you are an ADA Member, have subscribed through our Web site, or have requested a subscription. To unsubscribe from *ADA Update* or change your e-mail address, please [click here](#).