



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

annual session 2018

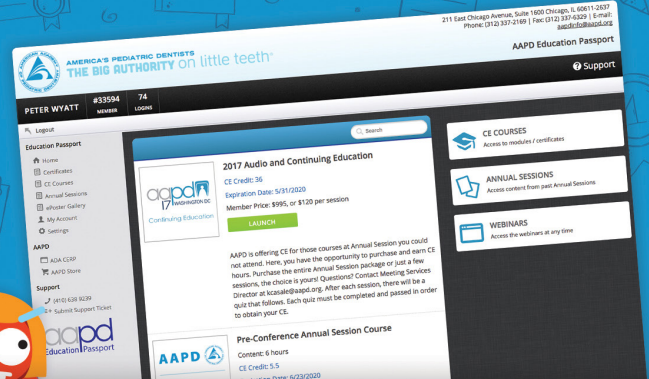
CEO REPORT TO THE MEMBERSHIP



AAPD Education Passport.

Recorded AAPD CE courses to view at your convenience.

www.aapd.org



What is the Education Passport?

View presentations. Listen to presenters. Earn CE.



Welcome to AAPD® 2018!

We are delighted to welcome you to the beautiful island of Oahu, Honolulu and the Hawaii Convention Center.

The Council on Annual Session, including our Local Arrangement Chair Dr. Lynn Fujimoto, has worked closely with the Scientific Program Committee, led by Dr. Rebecca Slayton, to put together an outstanding lineup of events and speakers.

- Our Preconference Course on Thursday, May 24, has a fantastic lineup of speakers.
- Kevin Wanzer is the keynote speaker on Friday morning.
- As of press time, over 5,700 (more than 2,500 members) have registered for the meeting, including over 500 residents and over 1,300 office staff.
- 436 research poster presentations have been accepted.
- 200 exhibit booths have sold, representing 141 companies.
- We anticipate nearly 4,000 at the AAPD Aloha Fest Welcome Reception at Bishop Museum.

The President's Farewell Dinner is an exciting event at the Waiialae Country Club. The evening starts with honoring the 2018 Distinguished Service Award recipient and all of the other award winners.

Donors to Healthy Smiles, Healthy Children: the Foundation of the American Academy of Pediatric Dentistry (HSHC) achieving Leaders Circle and above are invited to the Donor Gala on Saturday, May 26, for an unforgettable night at the USS Battleship Missouri.

The HSHC Booth and the AAPD Store are combined in Booth 625. The AAPD Store continues to offer great products, from the brand new 5th Edition of *The Handbook of Pediatric Dentistry* to souvenirs of the 2018 Annual Session. One lucky customer will win a free registration for AAPD 2019 in Chicago! Just visiting the store and filling out the entry ticket makes you eligible for the drawing.

WHO ATTENDS THE ANNUAL SESSION?

YEARS IN PRACTICE

Less Than 1 Year	394
1-5 Years	734
6-10 Years	507
11-15 Years	399
16-20 Years	240
More Than 20 Years	435
N/A	215

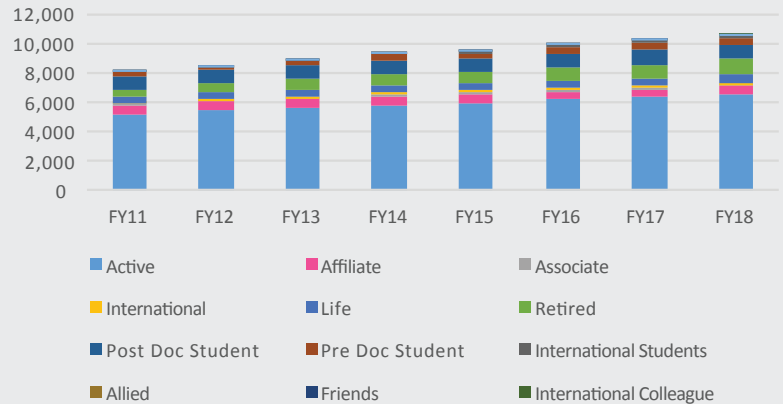


AAPD® Membership Exceeds 10,500!

The AAPD member retention rate was higher than last year by 1.3 percent at an impressive 91.7 percent. **The retention rate for Active and Life members is even higher at an amazing 96 percent.** These outstanding 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. Thank you!

AAPD Membership 2017 – 2018

Active	6,591
Life	531
Affiliate	534
Associate	54
International	162
International Colleague	2
Honorary	2
Retired	1,048
Predoctoral Students	433
Postdoctoral Students	1,026
International Students	97
Allied	20
Friends of Pediatric Dentistry	14
Total	10,514

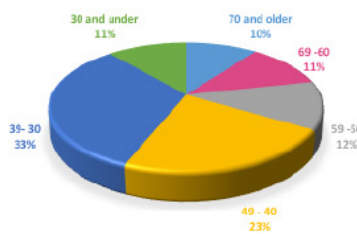


AAPD Pediatric Dentists by Districts

Northeastern Society of Pediatric Dentistry	1,626
NorthCentral Society of Pediatric Dentistry	1,095
Southeastern Society of Pediatric Dentistry	1,467
Southwestern Society of Pediatric Dentistry	1,113
Western Society of Pediatric Dentistry	1,726

AAPD Membership Demographics

AAPD MEMBERS BY AGE



AAPD MEMBERS BY GENDER



AAPD PEDIATRIC DENTISTS BY GENDER (ACTIVE/LIFE MEMBERS)



AAPD AFFILIATE MEMBERS BY GENDER



AAPD POST DOCTORAL STUDENTS BY GENDER



AAPD NEW MEMBERS BY GENDER



AAPD Pediatric Dentists by State

Alabama	88	Kentucky	92	North Dakota	14
Alaska	29	Louisiana	73	Ohio	189
Arizona	171	Maine	18	Oklahoma	54
Arkansas	44	Maryland	164	Oregon	105
California	838	Massachusetts	228	Pennsylvania	222
Colorado	161	Michigan	138	Puerto Rico	18
Connecticut	119	Military	25	Rhode Island	19
Delaware	14	Minnesota	87	South Carolina	100
District of Columbia	19	Mississippi	52	South Dakota	15
Florida	349	Montana	26	Tennessee	146
Georgia	192	Missouri	76	Texas	639
Guam	4	Nebraska	48	Utah	89
Hawaii	52	Nevada	59	Vermont	11
Idaho	39	New Hampshire	48	Virginia	203
Illinois	204	New Jersey	253	Washington	214
Indiana	120	New Mexico	30	West Virginia	17
Iowa	59	New York	485	Wisconsin	92
Kansas	39	North Carolina	210	Wyoming	11

Fellowship Program

The five year “grandfather” period on the revised AAPD Fellowship program ended in 2017. The Fellowship program was retooled in 2012 to focus on leadership, participation in organized dentistry, and community involvement. The intent was to make attainment of Fellowship status a unique and special professional achievement. We’re pleased to report that:

- 10 new Fellows applied and qualified.
- 708 members renewed their Fellow Status for five more years.
- 614 members qualified for Fellow Life Status.



New Members for 2017 – 18 Fiscal Year

Active	14
Affiliate	97
Allied	6
Associate	3
Friends of Pediatric Dentistry	2
International	15
Postdoctoral Students	286
Predoctoral Students	265
International Students	47
International Colleague	2

Total **737**

New Active Members from the class of 2017 – 385

Active Reinstated – 140

State and District Dues Collection

AAPD collection of state and district dues continues to be a very popular service offered to the chapters complimentary. 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 chapter.

State/District	FY15	FY16	FY17	FY18
Alabama Academy of Pediatric Dentists	86%	87%	93%	90%
Alaska Pediatric Dental Society	90%	93%	96%	85%
Arizona Academy of Pediatric Dentistry	N/A	84%	81%	88%
California Society of Pediatric Dentistry	N/A	75%	76%	79%
Colorado Academy of Pediatric Dentistry	84%	89%	90%	87%
Connecticut Society of Pediatric Dentists	90%	89%	90%	84%
DC Academy of Pediatric Dentistry	N/A	N/A	N/A	75%
Florida Academy of Pediatric Dentists, Inc.	72%	81%	81%	80%
Georgia Academy of Pediatric Dentistry, Inc.	67%	84%	82%	87%
Hawaii Academy of Pediatric Dentistry, Inc.	90%	93%	91%	90%
Illinois Society of Pediatric Dentists	N/A	N/A	92%	82%
Iowa Academy of Pediatric Dentistry	N/A	96%	95%	86%
Indiana Society of Pediatric Dentistry	91%	88%	87%	96%
Kentucky Academy of Pediatric Dentistry	81%	88%	92%	89%
Louisiana Academy of Pediatric Dentistry	90%	84%	89%	90%
Maine Society of Pediatric Dentistry	N/A	80%	88%	93%
Massachusetts Academy of Pediatric Dentistry	81%	83%	82%	84%
Maryland Academy of Pediatric Dentistry	76%	86%	86%	90%
Minnesota Academy of Pediatric Dentistry	N/A	94%	97%	97%
Mississippi Academy of Pediatric Dentistry	N/A	N/A	N/A	79%
Montana Academy of Pediatric Dentists	N/A	N/A	100%	90%
Nebraska Society of Pediatric Dentistry	93%	94%	90%	97%
Nevada Academy of Pediatric Dentistry	89%	78%	89%	86%
New Hampshire Academy of Pediatric Dentistry	89%	89%	94%	91%
New Jersey Academy of Pediatric Dentistry	78%	84%	85%	83%
New York Academy of Pediatric Dentistry	67%	74%	79%	81%
North Carolina Academy of Pediatric Dentistry	84%	90%	90%	92%
Northeastern Society of Pediatric Dentistry	N/A	N/A	N/A	57%
Ohio Academy of Pediatric Dentistry	84%	92%	88%	93%
Oregon Academy of Pediatric Dentistry	86%	88%	86%	92%
Pennsylvania Academy of Pediatric Dentistry	81%	85%	82%	91%
Southeastern Society of Pediatric Dentists	65%	75%	75%	73%
Southwestern Society of Pediatric Dentistry	N/A	65%	69%	69%
Tennessee Academy of Pediatric Dentistry	75%	84%	83%	84%
Texas Academy of Pediatric Dentistry	70%	72%	76%	70%
Virginia Society of Pediatric Dentistry	N/A	68%	70%	64%
Washington State Academy of Pediatric Dentistry	92%	80%	82%	91%
Western Society of Pediatric Dentistry	67%	70%	72%	77%
West Virginia Academy of Pediatric Dentistry	95%	94%	94%	100%
Wisconsin Academy of Pediatric Dentistry	88%	88%	93%	89%

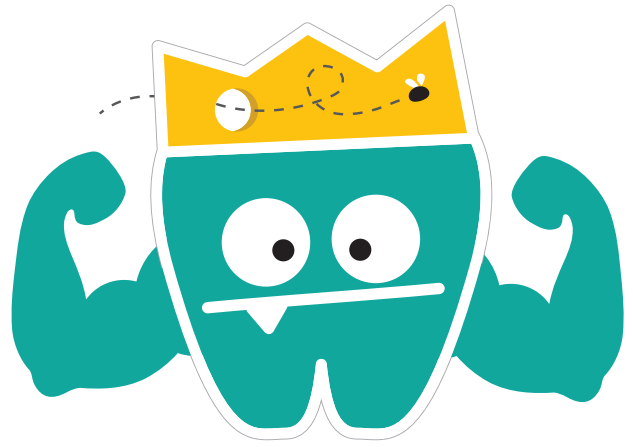
YOUR STAFF CONTACTS FOR MEMBERSHIP INQUIRIES

Membership and Marketing Director Suzanne A. Wester
Membership and Marketing Coordinator David Hydorn

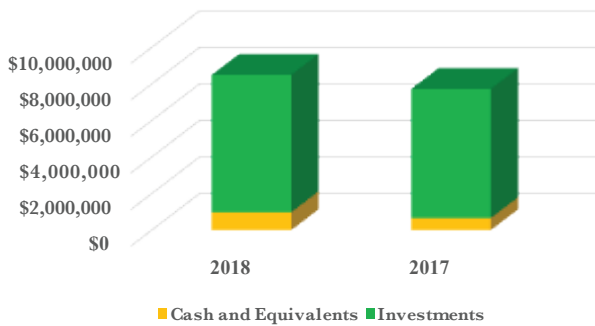
AAPD® Finances Remain Strong

Martin and Martin conducted the audit of the AAPD's financial statements for the year ending June 30, 2017. AAPD experienced a gain during the year of \$300,088, reflecting total revenues of \$11,799,206 compared to expenses of \$11,499,118. The financial highlights for the current fiscal year as of February 2018 are as follows:

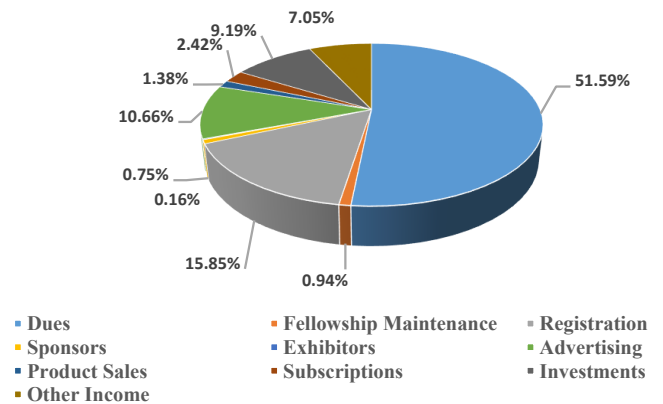
- AAPD core operations have generated a net gain of \$491,517. The budgeted net loss for the year ending June 30, 2018, is \$785,620, but we are running well ahead of this and expect to close the year with a net gain similar to last year's.
- Investment reserves as of Feb. 28, 2018, were \$7,507,101.
- Total assets as of Feb. 28, 2018, were \$12,140,410.



Cash & Investments



Revenues



I want to acknowledge the outstanding leadership, not just on financial issues but on visionary programmatic planning, of the AAPD board of trustees for 2017-18:

- James D. Nickman, President
- Joseph B. Castellano, President-Elect
- Kevin J. Donly, Vice President
- Jessica Y. Lee, Secretary-Treasurer
- Jade Miller, Immediate Past President
- Deven V. Shroff, Trustee, Northeastern District (2019)
- J.C. Shirley, Trustee, Southeastern District (2020)
- Jessica A. Meeske, Trustee, North Central District (2019)
- Bruce H. Weiner, Trustee, Southwestern District (2018)

- John L. Gibbons, Trustee, Western District (2018)
- Amr Moursi, Academic At-Large Trustee (2018)
- Tegwyn H. Brickhouse, At-Large Trustee (Liaison to Federal Services members) (2020)
- Paula L. Coates, At-Large Trustee (Liaison to International members) (2019)
- Kerry Maguire, Affiliate Trustee
- N. Sue Seale, Editor in Chief
- Heber Simmons Jr., Congressional Liaison
- Mario E. Ramos, Parliamentarian

YOUR AAPD STAFF CONTACTS FOR FINANCES AND BUDGETING

- Chief Executive Officer John S. Rutkauskas**
- Business Services Director Thomas P. Jurczak**
- Accounting Coordinator Veronica Gomez**

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 dental meetings:

American Student Dental Association Leadership Conference (Chicago, Ill.) • Nov. 17, 2017

Greater New York Dental Meeting (New York, N.Y.) • Nov. 25-29, 2017

Chief Executive Officer Dr. John Rutkauskas, COO & General Counsel C. Scott Litch, and Public Relations Director Erika Hoeft, represented the Academy in meeting and greeting members, as well as distributing applicable materials to attending dentists and resident students. Hoeft also arranged press briefings with attending media and AAPD President Dr. James Nickman, AAPD Chief Policy Officer Dr. Paul Casamassimo, and Dr. Rutkauskas, including *Dental Economics* & *DentalTown Magazine*.

Chicago Dental Society Midwinter Meeting (Chicago, Ill.) • Feb. 22-24, 2018

Erika Hoeft arranged press meetings with Mark Hartley/RDH Magazine, Amelia DeStanfo/RDH e-Village, and Tony Edwards/*Dr.Bicuspid.com*.

Also see additional meetings where AAPD exhibited or was represented, under the Research and Policy Center section.



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 2017 to January 2018. All inquiries have been successfully resolved for AAPD members.

Reattachment of root fragment – 4 calls

Sealant repair – 19 calls

ACA – 20 calls

Strip Crowns – 23 calls

Plans not covering services by pediatric dentists after age 7 – 26 calls

Interim therapeutic Therapy – 27 calls

Pulpotomy – 28 calls

Radiographic requirements – 29 calls

CPT Medical Claims/trauma – 38 calls

Contractual limitations – 61 calls

Silver Diamine Fluoride – 78 calls

Coding and Insurance Manual

An electronic update of the AAPD Coding and Insurance Manual (2018) was offered to members free of charge due to the generous support from Avesis Dental, Delta Dental of California and MCNA Dental. These corporate partners previously covered all printing and mailing costs for the 2017 manual. The 2018 update 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 on AAPD's website continues to be updated with new and pertinent information. In addition, timely insurance and coding information is regularly included in AAPD E-News, with recent items concerning legislation regarding non-covered services, general anesthesia, and the Affordable Care Act. Mary Essling continues to author "Behind the Code" articles of interest for PDT:

May 2017 PDT

- CDT 2017 – New Codes for Pediatric Dentistry Include Four New Management Codes

July 2017 PDT

- Sneak Peek at CDT 2018
- AAPD Helps Connecticut Member Resolve CDT Issue in Medicaid.

September 2017 PDT

- Common Coding Questions for CDT 2017

November 2017 PDT

- Tips for Writing Narratives

January 2018 PDT

- Advertising of Dental Benefits Symposium at Annual Session

March 2018 PDT

- Coordination of Benefits

Code on Dental Procedures and Nomenclature (CDT Code) Update 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.¹ 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. Dental codes are revised on an annual basis, and the AAPD is proactively engaged in the CMC process.

Notable CDT 2018 additions and revisions that pertain to pediatric dentists are as follows:

NEW CDT 2018 CODES

- **D0411 HbA1c in-office point of service testing**
- **D8695 removal of fixed orthodontic appliance(s) for reasons other than completion of treatment**
Rationale: This procedure is not associated with the removal of fixed appliances and the placement of fixed or removable orthodontic retainers at the completion of treatment (D8680). This includes the removal of appliances by another dentist when the patient has left the practice of the treating dentist. Example: remove brackets for wedding day or prior to MRI
- **D9222 deep sedation/general anesthesia – first 15 minutes**
Anesthesia time begins when the doctor administering the anesthetic agent initiates the appropriate anesthesia and non-invasive monitoring protocol and remains in continuous attendance of the patient. Anesthesia services are considered completed when the patient may be safely left under the observation of trained personnel and the doctor may safely leave the room to attend to other patients or duties.
The level of anesthesia is determined by the anesthesia provider's documentation of the anesthetic effects upon the central nervous system and not dependent upon the route of administration.
Rationale: Aligns with the medical model for the provision of anesthesia services.
- **D9239 intravenous moderate (conscious) sedation/analgesia – first 15 minutes**
Anesthesia time begins when the doctor administering the anesthetic agent initiates the appropriate anesthesia and non-invasive monitoring protocol and remains in continuous attendance of the patient. Anesthesia services are considered completed when the patient may be safely left under the observation of trained personnel and the doctor may safely leave the room to attend to other patients or duties.
Rationale: Aligns with the medical model for the provision of anesthesia services.

- **D9995 teledentistry – synchronous; real-time encounter Reported in addition to other procedures (e.g., diagnostic) delivered to the patient on the date**
Rationale: This administrative code documents the synchronous transmission of patient information to a remote site and allows not only documentation but also billing for the costs associated with such transmission.
- **D9996 teledentistry – asynchronous; information stored and forwarded to dentist for subsequent review**
Reported in addition to other procedures (e.g., diagnostic) delivered to the patient on the date of service.
Rationale: This administrative code documents the asynchronous transmission of patient information stored and forwarded to a remote site and allows not only documentation but also billing for the costs associated with such transmission.

REVISED CDT 2018 CODES

- **D1354 interim caries arresting medicament application – per tooth**
Conservative treatment of an active, non-symptomatic carious lesion by topical application of a caries arresting or inhibiting medicament and without mechanical removal of sound tooth structure.
Rationale: The current nomenclature lacks specificity as to the application of the caries arresting or inhibiting agent. It is unclear if the application should be coded and reimbursed as a per-surface, per tooth, per quadrant, per arch, or per mouth service. Unless procedure D1354 is interpreted and reported as a per tooth procedure, it is impossible to track individual tooth outcomes and follow-up procedures in the patient record. Some treated teeth will require reapplication at determined intervals, some will be followed to exfoliation, and others will eventually receive definitive restorative care as individual patient circumstances dictate.
Note that this revision to D1354 was submitted and advocated by the AAPD. This is especially important because this code should be used to report application of Silver Diamine Fluoride (SDF).
- **D1555 removal of fixed space maintainer**
Procedure performed by dentist or practice that did not originally place the appliance.
- **D4355 full mouth debridement to enable a comprehensive evaluation and diagnosis on a subsequent visit**
Full mouth debridement involves the preliminary removal of plaque and calculus that interferes with the ability of the dentist to perform a comprehensive oral evaluation. Not to be completed on same day as D0150, D0160, or D0180.
Rationale: Clarifies that subsequent visit is necessary for comprehensive evaluation.

- **D9223 deep sedation/general anesthesia – each subsequent 15 minute increment**
Rationale: Aligns with the medical model for the provision of anesthesia services.
- **D9243 intravenous moderate (conscious) sedation/analgesia – each subsequent 15 minute increment**
Rationale: Aligns with the medical model for the provision of anesthesia services.

CDT 2019

The CMC met on March 15, 2018, to determine which substantive and editorial action requests on the committee's agenda would be accepted or declined for CDT 2019. Official notice of the CMC's decisions will be posted in the "Action Report" at <http://www.ada.org/3830.aspx>. Accepted actions will be effective Jan. 1, 2019, in CDT 2019.

Regional and State Code Workshops

The AAPD continues to offer coding and insurance workshops to district and state chapters. The state or district is responsible for the speaker's airfare and lodging expenses. This member benefit is known to all state Public Policy Advocates and AAPD encourages state chapters to schedule such a workshop as part of their state academy's annual meeting in 2018 or 2019. Recent workshops were presented at the Texas Academy of Pediatric Dentistry (January 2016) and the Indiana Academy of Pediatric Dentistry (April 2016).

Dental Benefits Symposium at AAPD 2018

Friday afternoon, May 25, 2018

1:30 – 2:15 PM

New and Revised Dental Procedure Codes for 2018 and 2019

Ms. Mary Essling, R.D.H., M.S., Dental Benefits Director, American Academy of Pediatric Dentistry

2:15 – 3 PM

Big Data, Little Teeth: How Technology Enables Happier, More Engaged Pediatric Dental Networks

John Schaak, J.D., President, Scion Dental – A SKYGEN USA Company

3:15 – 3:30 PM

Panel Discussion/Questions from Audience

¹CMC 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); and one representative from the American Dental Education Association (ADEA).

YOUR AAPD STAFF CONTACT FOR INSURANCE AND CODING INQUIRIES

Dental Benefits Director Mary E. Essling

AAPD® Public Relations Efforts

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 healthcare stories as evidenced by the strong media traction below. We strongly encourage that you view the following stories:

NBC News

AAPD President Dr. Jim Nickman was interviewed by Linda Carroll of *NBC News* for a story on July 10, 2017, titled, "9 Questions to ask your dentist before your kids go under sedation." This story was posted to *The Today Show* website.

The New York Times

Catherine Saint Louis with *The New York Times* interviewed AAPD Chief Policy Officer of the Pediatric Oral Health & Research Center Dr. Paul Casamassimo (Ohio), Dr. Deborah Studen-Pavlovich (Penn.) and Dr. Jeannette MacLean (Ariz.) for an Aug. 24, 2017, story on sedating children for dental work.

According to the story:

"Sedation is above and beyond routine dentistry," so the first thing parents should ask is whether it's necessary, said Dr. Paul Casamassimo, the chief policy officer for the American Academy of Pediatric Dentistry's research center.

The quality of dentists' sedation training matters, because a dentist needs to be able to choose the right candidates and the appropriate drug and know how to rescue an over-sedated child. Pediatric dentists train for an added two or three years to learn sedation. By contrast, a general dentist may have taken a weekend course in moderate sedation. "Classroom training is not enough," Dr. Studen-Pavlovich said.

"The bottom line is parents should be told the risks, benefits and alternatives," Dr. MacLean said. "If not, get a second opinion."

SHIFT Magazine

AAPD national spokesperson Dr. Sarat Thikkurissy contributed an article to *SHIFT* Magazine, by SPRIG formerly EZPEDO Magazine,

addressing the issues surrounding sedation/general anesthesia in pediatric dentistry, current AAPD guidelines/recommendations, and as well as offering insight on how to discuss these issues with patient's parents and their families.

Mentor Magazine

Rebecca Stone interviewed AAPD President Dr. James Nickman and AAPD President-Elect Dr. Joe Castellano for a December 2017 article on new products designed to lessen the fears in children of going to the dentist, as well as those that can encourage home care.

PBS NewsHour

During the evening *PBS NewsHour* on Wednesday, Jan. 3, 2018, special correspondent Cat Wise reported on a new method of treating tooth decay using silver nitrate and how it may make the pain and expense of traditional treatments obsolete. Within the story, she interviewed AAPD member Dr. Frank Mendoza, as well as cited and referenced AAPD's new EBD Guideline on Silver Diamine Fluoride.

CNN.com

AAPD Chief Policy Officer Dr. Paul Casamassimo was interviewed on March 8, 2018, by Susan Scutti for an article on how the CDC had identified a mystery cluster of deaths among dentists. This online story focuses on a Morbidity and Mortality Weekly Report from the U.S. Centers for Disease Control and Prevention in which a cluster of cases of a progressive lung disease occurred among dentists and other dental workers treated at one Virginia care center.

CBSNews.com

AAPD Chief Policy Officer Dr. Paul Casamassimo was interviewed on March 12, 2018, by Ashley Welsh for an article on how the CDC had identified a mystery cluster of deaths among dentists.

Media Training 2017

On June 16-17, 2017, nine spokespeople were trained in Chicago to address a variety of topics within pediatric dentistry, ranging from protective stabilization to sedation, to access to care, as well as our Mouth Monsters campaign. Trainees included: Drs. James Nickman, Joseph Castellano, Jessica Lee, Reza Ardan, Tegwyn Brickhouse, Kelly Gonzalez, Jacob Lee, Dorothy Pang, and Susan Tavana. Presenters Dr. Robin Wright (AAPD) 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.

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/or distributed over PR Newswire and then pitched to various media outlets. Press releases included the following:

May 26, 2017: AAPD Honors Award Winners

May 30, 2017: AAPD Names New Board Offices and Trustees at AAPD 2017 in National Harbor

Oct. 11, 2017: AAPD Issues the First-Ever Evidence-Based Guideline for Using Silver Diamine Fluoride to Treat Cavities

Oct. 18, 2017: The AAPD Encourages Parents to be Aware of Mouth Monsters this Halloween

Nov. 20, 2017: AAPD, NYAPD & the Greater New York Dental Society to Co-Host Pediatric Dentistry Summit

Feb. 7, 2018: Why Little Teeth are Such a Big Deal

Mouth Monsters Campaign Activities

Mouth Monsters is a consumer-focused media campaign initiated by the AAPD in 2014 via partnership with the leading public relations firm Weber Shandwick. **The campaign's goal is to distinguish the AAPD and pediatric dentists as the go-to experts on children's oral health and get more children to see a pediatric dentist by age 1.** Via the board's leadership, the AAPD has invested over \$1 million in this campaign since its inception.

Consumer Hub Articles

What do I Need to Know when Selecting my Child's Pediatric Dentist?

AAPD Secretary-Treasurer Dr. Jessica Lee explores how selecting a pediatric dentist for your child can feel like a big decision for many parents. <http://mouthmonsters.mychildrensteeth.org/little-teeth-truth-what-do-i-need-to-know-when-selecting-my-childs-pediatric-dentist/>

Did You Know? 5 Fun Teeth Facts

<http://mouthmonsters.mychildrensteeth.org/did-you-know-5-fun-teeth-facts/>

What is SDF and is it Right for my Child?

AAPD spokesperson Dr. Yasmi Crystal addresses this new treatment. <http://mouthmonsters.mychildrensteeth.org/what-is-silver-diamine-fluoride-sdf-and-is-it-right-for-my-child/>

How to Start the School Year Off Strong

<http://mouthmonsters.mychildrensteeth.org/how-to-start-the-school-year-off-strong/>

AAPD's Guide to a Tooth-Friendly Halloween

<http://mouthmonsters.mychildrensteeth.org/aapds-guide-to-a-tooth-friendly-halloween/>



Thanksgiving Treats

<http://mouthmonsters.mychildrensteeth.org/thanksgiving-treats/>

Help Santa Pack his Sleigh

<http://mouthmonsters.mychildrensteeth.org/santa-needs-help-packing-his-sleigh/>

Big Love for Little Teeth

<http://mouthmonsters.mychildrensteeth.org/big-love-for-little-teeth/>



When Will My Child's Teeth Come In?

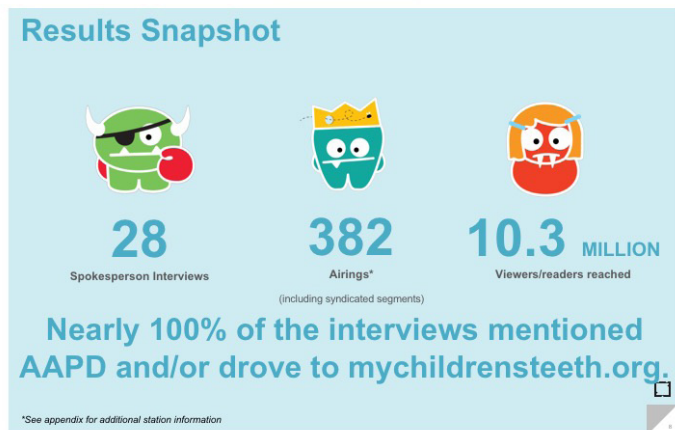
Little Teeth Truths written by AAPD national spokesperson Dr. Reza Ardalan.

<http://mouthmonsters.mychildrensteeth.org/little-teeth-truths-when-will-my-childs-teeth-come-in-should-i-be-concerned-if-my-child-has-no-teeth-when-they-are-1-year-old/>

National Children's Dental Health Month (February 2018) Outreach

Dr. James Nickman was featured as a guest columnist in *Dimensions of Dental Hygiene, Dental Economics and Decisions in Dentistry's* February issues centered around National Children's Dental Health and Silver Diamine Fluoride. Also see the summary below of his satellite media tour.

NCDHM Satellite Media Tour



NYC Media Tour Keeps AAPD Top-Of-Mind to Elite Media



AAPD members continue to be featured as industry experts and thought leaders on children's oral health issues in local and national media. Throughout the Summer and Fall of 2017 and the Winter of 2018, AAPD members and media spokespeople appeared in magazines, newspapers, online news sites, as well as on television and radio. The AAPD continues to be contacted as a resource for pressing healthcare stories, most recently by such influential media outlets as *NBC News*, *The New York Times*, *PBS NewsHour*, *CNBC*, *CNN.com*, *Kaiser Health News*, *CBSNews.com*, 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>TwinCities.com</i>	AAPD President Dr. James Nickman (Minn.)	June 11, 2017	Business People
<i>Chicago Tribune</i>	Dr. Marcio da Fonseca (Ill.)	June 30, 2017	The Other Looming Health Crisis: Americans' Lack of Dental Care
<i>Reuter's Health</i>	Dr. Robert Morgan (Texas)	June 30, 2017	Prolonged Breastfeeding Ups Risk of Severe Dental Caries
<i>Mom.me</i>	AAPD	July 6, 2017	The Breastfeeding Health Risks No One Talks About
<i>Raonteur.com</i>	AAPD President Dr. James Nickman (Minn.)	July 28, 2017	Lure of the All American White Smile
<i>AAP News</i>	AAPD	July 31, 2017	Guidelines Evolving for Safe Pediatric Sedation in Dental Offices
<i>Alaska Dispatch News</i>	Dr. Donald Chi (Wash.)	Aug. 15, 2017	Study Finds that Rural Alaska Dental Aides, Once Challenged by Dentists, Make a Difference in Oral Health
<i>Sun Advocate</i>	Dr. Michael J. Hanna (Penn.)	Aug. 17, 2017	Help Kids Feel Comfortable at the Dentist
<i>Romper.com</i>	Dr. David Tesini (Mass.)	Aug. 18, 2017	An Expert Weighs in on Pacifier Usage
<i>Parents Magazine</i>	AAPD Immediate Past President Dr. Jade Miller (Nev.)	September Issue	A Mouthful of Answers
<i>The Orange County Register</i>	Dr. Richard Spaulding (Calif.)	Sept. 8, 2017	A Special Dentist for Special Needs
<i>Gulf News</i>	Dr. Zeina Armouche (Dubai)	Sept. 11, 2017	5 Expert Tips on Dental Hygiene
<i>Kaiser Health News</i>	Dr. Ray Stewart (Calif.)	Sept. 20, 2017	Dental Checkups Urged for Babies – but Many Dentists are Wary
<i>Sunstar E-Brief</i>	AAPD President Dr. James Nickman (Minn.)	October 2017	Pediatric Oral Health Care Grows into Success
<i>DentistryIQ.com</i>	AAPD President Dr. James Nickman (Minn.) & Dr. Yasmi Crystal (N.J.)	Oct. 11, 2017	AAPD Issues First-ever Evidence-based Guideline for Using Silver Diamine Fluoride to Treat Cavities in Pediatric Dental Patients
<i>ADA News</i>	AAPD President Dr. James Nickman (Minn.) & Dr. Yasmi Crystal (N.J.)	Oct. 16, 2017	AAPD Issues First Evidence-based Guideline on Silver Diamine Fluoride use
<i>Dr.Bicuspid.com</i>	AAPD President Dr. James Nickman (Minn.) & Dr. Yasmi Crystal (N.J.)	Oct. 17, 2017	AAPD Panel Conditionally Recommends SDF

<i>Zocdoc.com</i>	AAPD President Dr. James Nickman (Minn.)	Oct. 19, 2017	How Dentists do Halloween
<i>Consumer Reports</i>	AAPD President Dr. James Nickman (Minn.)	Oct. 30, 2017	How to Have a Healthy Halloween
<i>HowStuffWorks.com</i>	AAPD President Dr. James Nickman (Minn.)	Dec. 11, 2017	What Happens if Your Adult Teeth Just Don't Come in?
<i>Dentistry Today</i>	AAPD Chief Policy Officer Dr. Paul Casamassimo (Ohio)	Feb. 5, 2018	National Children's Dental Health Month Fills Chairs and Important Policy Gaps
<i>Palm Beach Post</i>	Dr. Peter Claussen (Fla.)	Feb. 5, 2018	Florida's Children Deserve Dental Care
<i>WRTV-TV</i>	Dr. LaQuia Vinson (Ind.)	Feb. 18, 2018	Riley Children's Health Dentist Discusses How Flu Medications Affect Teeth
<i>Insurancenews.net</i>	AAPD	Feb. 19, 2018	Bust the Myths about Children's Dental Care
<i>Citizen Tribune</i>	AAPD	Feb. 21, 2018	The Importance of Children's Oral Health
<i>WRAL.com</i>	Dr. Skip Tyson (N.C.)	Feb. 23, 2018	When Teething Starts, it's Time for the Dentist
<i>Ladue News</i>	AAPD	March 1, 2018	Kids MD: Caring for Children's Teeth
<i>St. George News</i>	Dr. Jeremy Scholzen (Utah)	March 5, 2018	Create Healthy Smiles for Life with Important Children's Dental Tips
<i>The Washington Post</i>	AAPD Chief Policy Officer Dr. Paul Casamassimo (Ohio)	March 10, 2018	Dentists Keep Dying of this Lung Disease
<i>The Jerusalem Post</i>	Dr. Ari Kupietzky (Israel)	March 11, 2018	The Mouth-Body Connection

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 2017: "Dental Home Day Feature"

November 2017: "The Bresler Family is on a Mission"

March 2018: "Marching into Spring with the Mouth Monsters"

May 2018: "Interview with Dr. James Nickman"

National Facial Protection Month

The AAPD has continued working alongside AAOMS, ADA, AAO, as well as the Academy for Sports Dentistry, on promoting this month in April each year. A press release and applicable materials were distributed in early April 2018.

YOUR AAPD STAFF CONTACT FOR PUBLIC RELATIONS INQUIRIES

Public Relations Director Erika Hoeft

Pediatric Oral Health Research and Policy Center

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

POHRPC Advisory Board

Scott W. Cashion, MSDA Board Representative

Donald L. Chi, CSA Chair

James J. Crall, AAPD representative to Dental Quality Alliance

Catherine M. Flaitz, CODA Commissioner

Jane Gillette, Expert Consultant

Eric D. Hodges, CGA Chair

Jessica Y. Lee, Expert Consultant

Amr M. Moursi, Board Liaison

Paul A. Reggiardo, AAPD Past President

Edward L. Rick, CCA Chair

POHRPC Fellows

The POHRPC Research Fellows serve as principal investigators for Policy Center 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 Policy Center.
- Assisting the Policy Center in monitoring the quality of current research activities.
- Identifying funding and research opportunities consistent with Policy Center goals.
- Advising the POHRPC as requested by the Advisory Board and AAPD leadership.

Current Fellows are Drs. Tegwyn Brickhouse, Natalia Chalmers, Donald Chi, Jessica Lee, Amr Moursi, Art Nowak, and Anupama Tate.

2017 Survey of Pediatric Dental Practice

The AAPD Survey of Dental Practice supplies up-to-date information on critical functions of pediatric dental practices, as well as offers an inside look at such topics as changing demographics of the profession, perceptions of busyness, geographic variations in the pediatric dental workforce, Medicaid participation, and charitable care. The survey was distributed to 6,505 selected AAPD members last summer, garnering a response rate of 39 percent (2,549 responses out of 6,505).

Intriguing findings from the survey include:

- Publicly insured patients represent a higher percentage of pediatric dental practice patients in 2016 (34 percent) than in 2011 (26 percent).
- The majority of pediatric dentists in 2016 were women (52 percent) compared with only 14 percent in 1998.
- In 2016, 45 percent of pediatric dentists reported three or more dentists in their primary work setting compared to 11 percent in 2011.
- The percentage of pediatric dentists providing charitable care increased from 74 percent in 2011 to 78 percent in 2016.

The full report will be posted in the Members Only section of the AAPD website.

Pediatric Dentist Workforce Study Analyzes Future Supply and Demand

Last year the AAPD contracted with the Center for Healthcare Workforce Studies (CHWS) at University at Albany-SUNY to conduct a pediatric dentist workforce study to provide the profession and policy-makers an overall target for the ideal number of pediatric dentists in the U.S. The study consisted of a comprehensive literature review and interviews, online survey to members, prediction equations for supply of and demand for pediatric dentists, and a health workforce simulation model to develop projections of future supply and demand for pediatric dentists. Basic findings can be summarized as follows:

- The overall number of pediatric dentists appears adequate, but there are geographic distribution issues.
- Due to recent increases in residency positions, the overall number of pediatric dentists will continue to grow slowly as projected to the Year 2030.
- There are scenarios where increased demand could require faster growth, such as pediatric dentists seeing a larger share of younger children as compared to general dentists and dentally insured children (in both public and private programs) utilizing dental services at a higher rate. This is especially significant because currently 90 percent of children in the U.S. have dental insurance coverage, the highest percentage ever.

Full results from the workforce study will be published in fall of 2018.

Final Report Now Available: Predictive Model for Caries Risk Based on Determinants of Health Available to Primary Care Providers

A full report of the third year of research exploring oral health promotion in primary care is now available through the AAPD Policy Center website at http://www.aapd.org/policy_center/.

With an aim of creating a history-based, caries-risk screening tool that more easily assimilates into the work flow of a well-child visit, a predictive model was developed at Nationwide Children's Hospital (NCH) in Columbus, Ohio. The model characterizes the likelihood a child would have oral disease or risks of future disease at the time of their first dental visit and is based upon information noted in the early well-child visits.

The study, with over 2,000 infants, produced a predictive model that suggests the odds of a child having tooth decay at the first dental visit more than doubles for every year of increased age for this visit. Additionally, it offers clues to assist health care professionals identify tooth decay risk in young children before even looking in their mouths. Starting at the 18-month well-child visit, health care providers can use five variables to assess the odds of future or present tooth decay risk. The five variables are:

- Age of the child
- History of a preventive dental health visit
- Duration of breastfeeding (past age 1)
- No-show rate (such as broken appointments, etc.)
- Preferred spoken language

With such a predictive tool, health care providers could easily administer caries-risk assessment as a part of the well-child visit without taking time from other equally important health concerns.

Harris Fellowship Update

Analyzing Pediatric Dental Access in Community Health Centers



Wayne Stephens, D.D.S., M.B.A., the 2017-2018 Samuel D. Harris Research and Policy Fellow, worked with the POHRPC and Drs. Amr Moursi and Vinod Miriyala on a research project focusing on the role and impact of pediatric dentists in federal qualified health centers. The survey was distributed by the National Network for Oral Health Access (NNOHA) in early 2018.

The findings will be presented at the Annual Session in Honolulu.

Harris Fellows Publish in Pediatric Dentistry Journal

Scott B. Schwartz, D.D.S., M.P.H., and Benjamin D. Curtis, D.D.S., recipients of the 2015-2016 Samuel D. Harris Fellowship, published original research articles in the September-October 2017 issue of *Pediatric Dentistry*.

In Schwartz's article, "Pediatric Dentists' Attitudes, Perceptions, and Experience With the Affordable Care Act," study respondents reported a lack of understanding of ACA benefits by parents and deferral of both preventive and restorative care due to high out-of-pocket costs. Additional authors of the article were Dr. Jessica Lee, Dr. Paul Casamassimo, Dr. Paul Reggiardo, Dr. Robin Wright and C. Scott Litch.

The article by Curtis, "Strengthening the AAPD Public Policy Advocate Network: Identifying Advocacy Efforts and Recommendations," collected information on the involvement, training, and barriers to participation in advocacy efforts for state Public Policy Advocates (PPAs). Co-authors included Dr. Ashley Orynich, Dr. Paul Casamassimo, Dr. N. Sue Seale, Dr. Paul Reggiardo, Dr. Robin Wright and C. Scott Litch.

New Technical Brief: Are Your Kids Covered? Medicaid Coverage for Essential Oral Health Benefits

This technical brief presents the findings of a POHRPC research project on state Medicaid coverage of selected dental procedure codes by Erica Caffrey, D.D.S., M.S., 2016-2017 Samuel D. Harris Fellow. It identifies the pediatric dental procedures most essential for coverage, catalogs the coverage of these procedures by state, and specifies problem areas of coverage for oral health services. Designed as a state-level advocacy resource, this publication will be of valuable assistance to members as they champion for extended access to care through public insurance of oral health services for children. The brief was co-authored by Dr. Anupama Tate, Dr. Scott Cashion, Dr. Jessica Lee, Dr. Paul Casamassimo, Dr. Robin Wright, C. Scott Litch and Mary Essling.



New Technical Brief: Pediatric Dentist Toolkit for Seeing Patients with Medicaid: Changing Children's Lives One Smile at a Time



This toolkit is an invaluable guide to getting a Medicaid program started in a pediatric dental practice. It covers such practical concerns as how to become a dental Medicaid provider, schedule patients wisely, maintain compliance, and find training opportunities for team members. The publication features solid answers to common questions about participating in Medicaid, as well as an assortment of time-saving resources.

State of Little Teeth: Resurgence

The popular 2014 AAPD publication, *State of Little Teeth*, is being updated and revised to reflect scientific advances, oral health trends and legislative changes. While this second edition will continue to feature information on the epidemic of caries in young children and the impact of caries on quality of life, it will extend into such topics as dental disparities through childhood, workforce issues, and pediatric dentistry's commitment to the safety of child patients. Slated for publication in mid-2018, the second edition project team includes POHRPC staff, Advisory Board members, and UIC pediatric dental resident Dr. Brittany Hill.

Conference Participation Builds AAPD Visibility

At the National Conference of State Legislators held Aug. 6-10, 2017, in Boston, Drs. David Tesini and Hubert Park provided key policy-related messages to legislators and legislative aides from nearly every state through the AAPD exhibit booth. The AAPD shares a prime exhibit booth location on the floor of the NCSL trade show with the ADA and the Academy of General Dentistry.

The AAPD hosted an exhibit booth at the Annual Conference of the National Network of Oral Health Access (NNOHA) in San Diego, Calif., on Nov. 12 - 16, 2017, and the National Oral Health Conference, April 15-18, 2018, in Louisville, Ky., sponsored by the Association of State and Territorial Dental Directors and American Association of Public Health Dentistry.

AAPD Speaks to Childhood Obesity and Sugared Drinks

"Calories, Cavities, and Kids: The Role of Dental Professionals in Addressing Childhood Obesity" was a topic of interest for NNOHA during a one-hour webinar presented by Dr. Robin Wright on Feb. 5, 2018. The continuing education session discussed how oral health professionals can join collaborative efforts with their colleagues to combat childhood obesity. To listen to the webinar and view the slides, visit <http://www.nnoha.org/>.

New Course on Difficult Conversations Slated for AAPD 2019

The Policy Center is developing an interactive educational session on how to provide communication-based interventions on such difficult oral health-related topics as overweight/obesity, substance use, STDs, and transgender issues. The objective of the session is to boost communication skills and confidence in addressing topics that might make parents and adolescents feel embarrassed, judged negatively, or unlikely to return to the pediatric dental practice. The course has been approved by the Scientific Program Committee for the 2019 Pre-Conference Program at the AAPD Annual Session in Chicago.

Safety Committee Update

The AAPD Committee on Safety was created by the board of trustees to:

- Examine the processes and culture of patient safety as they pertain to the practice of pediatric dentistry.
- Make recommendations to the AAPD as to possible initiatives the organization could implement to enhance the safety of children in a pediatric dental office.

Its vision is the delivery of the safest possible oral health care, protecting the health and well-being of patients and their providers. Its mission is to apply the diverse resources of the AAPD in aiding dentists to create a culture of safety for both patients and providers in the dental setting, accomplished by building and incorporating systems of safety into all aspects of the delivery of oral health care. Members are Drs. Jade Miller, Chair, Paul Casamassimo, Charles Czerepak, John Liu, Paul Reggiardo and Leila Younger. Staff liaisons are Dr. John Rutkauskas and Policy Analyst Leola Royston.

The committee met in Chicago in December, 2017, and April, 2018. Members have completed a Delphi exercise in which various topics related to safety were reviewed and discussed (sedation, office policies and procedures, physical safety patients, physical safety staff, infection control, and therapeutics). They also assisted in clarifying a key issue of personnel support as discussed in the joint AAP/AAPD sedation guideline. Under development is a new “Safety Issues and Actions” web page to be located on the AAPD website under the “Public Policy and Advocacy” tab. Some of the potential deliverables the committee may produce are:

- “Safety Corner” article in each issue of Pediatric Dentistry Today (PDT).
- “Office Safety Elements” manual/toolkit.
- Safety Symposium in 2019.
- Review and update of existing AAPD sedation policies and recommendations to match the joint AAP/AAPD sedation guideline and addendum.
- Engage OSAP (The Organization for Safety, Asepsis and Prevention) about hosting another webinar (e.g., infection control).

Education Continues Through Smiles for Tomorrow

The POHRPC completed updates for Smiles for Tomorrow, an online self-instructional continuing education module hosted by Procter & Gamble. Topics reviewed in the course include normal oral structures, common oral conditions, eruption pattern, orofacial trauma, and dental caries and prevention. Upon completion of this course, users will better understand appropriate evaluation, treatment and preventive measures that should be instituted during infancy and continued on a regular basis to maintain optimal health.

Evidence-based Dentistry Committee Update

Two new EBD guidelines were accepted by the National Guideline Clearinghouse:

- **Clinical Practice Guidelines for use of Vital Pulp Therapies in Primary Teeth with Deep Caries; and**
- **Clinical Practice Guideline on the Use of Silver Diamine Fluoride for Dental Caries Management in Children, Adolescents and Individuals with Special Healthcare Needs.**

Patient education materials based on the new guidelines have been developed for silver diamine fluoride, pulpotomy and indirect pulp therapy. They are available through the AAPD’s online bookstore.

The non-vital pulp systematic review workgroup, composed of Drs. Shahad Al Shamali, Chia-Yu Chen, James Coll, Abdullah Marghalani, N. Sue Seale and Kaaren Vargas, met in December to begin work and are meeting for a full-day work session at the 2018 Annual Session. In vivo and in vitro protocols will be registered within the year.

The EBD Committee is forming a new workgroup on behavior guidance for the pediatric dental patient. The new behavior guideline, based on an existing systematic review, will be published in early 2019. The table below summarizes the status of all AAPD EBD clinical practice guideline development to date.

Topic	Systematic Review	Guideline
Sealants (joint with ADA)	August 2016	September 2016
Vital pulp therapy	January 2017	September 2017
Silver Diamine Fluoride	n/a	September 2017
Non-vital pulp therapy	2019	2019
Behavior guidance	n/a	2019

YOUR AAPD STAFF CONTACTS FOR RESEARCH AND POLICY INQUIRIES

Chief Policy Officer Dr. Paul S. Casamassimo
Director Dr. Robin Wright
Policy Analyst Leola Royston
EBD Manager TBD

Public Policy Advocacy for Children's Oral Health

The AAPD continues to vigorously advocate for critical issues impacting children's oral health care. The 2018 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/assets/1/7/2018_Legislative_Priorities_for_website.pdf.

In addition to our efforts at the federal level in Washington, D.C., our state Public Policy Advocates continue to make important strides on legislative and regulatory matters at the state level. Our success in D.C., is thanks in no small part to the work of Congressional Liaison Heber Simmons Jr., our lobbying consultants at Hogan Lovells, and of course the AAPD Political Action Committee.

Public Policy Advocacy Conference (PPAC) in Washington, D.C.



On March 5-7, 2018, nearly 300 AAPD members from 36 states plus D.C., 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, and Budget and Finance Committee. Twenty-nine AAPD state Public Policy Advocates participated as well. **Thirty-six pediatric dentistry residency programs were represented, with more than 175 residents in attendance.** For the third year, the AAPD held a special pre-conference advocacy orientation and training session for residents.

Attendees heard updates on key AAPD public policy issues focusing on Title VII pediatric dentistry funding and student loan repayment reform legislation, as well as an update from the ADA on the Affordable Care Act, Medicaid, and CHIP. The keynote speaker was Michael Barone, currently senior political analyst for *The Washington Examiner*, Resident Fellow at the American Enterprise Institute, and contributor to Fox News. Barone discussed the current political landscape and the upcoming 2018 Congressional mid-term elections.

The AAPD PAC hosted a fundraiser for **Congressman Tom Cole (R-Okla.-4th)**, chair of the House Appropriations Subcommittee on Labor, Health and Human Services, and Education. Cole is a fifth generation Oklahoman and an enrolled member of the Chickasaw Nation. He is one of only two tribal members currently serving in Congress. The event, co-sponsored with ADPAC, AAOMS PAC and Hogan Lovells PAC, raised over \$15,000.

The specific advocacy requests made by attendees during Capitol Hill visits were:

- **Fund Title VII Pediatric Dentistry**

Provide FY 2019 funding of \$40.673 million for the primary care dental Title VII program with \$12 million for Title VII Pediatric Dentistry that includes funding for the Dental Faculty Loan Repayment Program.

As part of this effort, attendees urged House Members to sign onto a Dear Colleague letter circulated by Congresswoman Julia Brownley

(D-Calif.-26th) and Congressman Gregg Harper (R-Miss.-3rd) that asked members to **support a bipartisan call for investment in pediatric dental care.** The final letter included 38 signatures and will be printed in the July 2018 *PDT*.

- **Make dental faculty loan repayments non-taxable to recipient or allow institutions to offset tax liability.**

The dental faculty loan repayment program would have even greater impact if made non-taxable to recipient or if institutions were allowed to use grant funds to offset tax liability.

- **Support H.R. 372, repeal of antitrust exemption for health insurance companies.**

H.R. 372, repeal of the McCarran-Ferguson Act, was approved by the House on March 22, 2017. A Senate bill has yet to be introduced.

Fact sheets used in Congressional visits are available on the AAPD website at http://www.aapd.org/advocacy/legislative_and_regulatory_fact_sheets/.

We sincerely thank all those members who took time from their busy schedules to attend this important conference. Many thanks to the state and district chapters which help support residents' attendance at the conference.

ACA Rolls On and AAPD Continues Advocacy for Children's Oral Health Provisions

Congressional efforts by the Republican Majority to repeal and replace the Affordable Care Act (ACA) were not successful in 2017.

On June 9, 2017, the AAPD joined the ADA and over 40 other national associations or organizations to highlight key priorities in 2017 health care reform legislation. Specifically, the letter emphasized the importance of the Medicaid guarantee of Early and Periodic Screening, Diagnostic and Treatment (EPSDT) for children's dental coverage, and retaining children's pediatric oral health care as an essential health benefit. On June 26, 2017, the AAPD joined a coalition of dental organizations writing to key Senate and House committee chairs and ranking members (Senators Orrin Hatch, R-Utah, Lamar Alexander, R-Tenn., Patty Murray, D-Wash., and Ron Wyden, D-Ore.) with a copy to the Senate Majority Leader (Mitch McConnell, R-Ky.) and Minority Leader (Chuck Schumer, D-N.Y.) asking that the pediatric oral health essential health benefit provision in the ACA be retained.

An ACA open enrollment period took place (albeit shorter than the prior year) and – while the final tax reform law did eliminate the ACA individual mandate penalty – for 2018 the ACA lives on. Note that starting in 2019 there will be premium tax assistance for purchase of stand-alone dental plans for those who purchase a qualified health plan that does not provide pediatric dental benefits.

CHIP Reauthorized for 10 Years

AAPD continued our advocacy for reauthorization of the Children's Health Insurance Program (CHIP) and actively engaged our state Public Policy Advocates (PPAs) and e-Advocates network in these efforts. On Sept. 30, 2017, Congress allowed CHIP to expire, potentially impacting nearly 9 million children's access to oral health care. On Nov. 29, 2017, we joined the ADA in calling for a Day of Action for CHIP Reauthorization, asking dentists to e-mail their Members of Congress via a link provided by ADA. Additionally, a joint AAPD-ADA letter from Presidents Nickman and Crowley was sent to key Congressional leaders on Dec. 14, 2017.

Although funding lapsed on Sept. 30, 2017, Congress acted on Jan. 22, 2018, to pass a six-year CHIP extension, and again on Feb. 9, 2018, to extend CHIP for an additional four years through FY 2027. During PPAC Congressional visits described above,

- **Support H.R. 4001, student loan refinancing and restoration act.**

H.R. 4001 would:

- » Allow borrowers to refinance their student loan interest rates to the 10-year Treasury note rate, plus one percent, throughout the lifetime of the loan.
- » Eliminate origination fees and instead set future student loan interest rates at the 10-year Treasury note rate, plus one percent.
- » Delay student loan interest rate accrual for many low- and middle-income borrowers while they are in school.
- » Allow for borrowers in medical or dental residencies to defer payments until the completion of their programs.

AAPD attendees thanked all Senators and Representatives for their support of CHIP reauthorization.

CHIP Background: CHIP was created in 1997 with strong bipartisan support to provide coverage for children who fell above Medicaid eligibility levels but lacked access to other options. CHIP was specifically designed to include child appropriate benefits, access to pediatric providers, and cost-sharing limits to protect children and families. States that provide CHIP coverage to children through a Medicaid expansion program are required to provide the EPSDT benefit, which includes dental coverage. Dental coverage in separate CHIP programs is required to include coverage for dental services "necessary to prevent disease and promote oral health, restore oral structures to health and function, and treat emergency conditions." States with a separate CHIP program may choose from two options for providing dental coverage: a package of dental benefits that meets the CHIP requirements, or a benchmark dental benefit package. The benchmark dental package must be substantially equal to: (1) the most popular federal employee dental plan for dependents; (2) the most popular plan selected for dependents in the state's employee dental plan; or (3) dental coverage offered through the most popular commercial insurer in the state. **CHIP is one of the reasons that 90 percent of children in the U.S. currently have dental insurance coverage.**

Section 1557 of ACA: Update

Section 1557 regulations required the following of dentists (and other health care providers) by October 16, 2016, if they receive federal financial assistance such as Medicaid or CHIP reimbursement:

- Posting a notice of non-discrimination in the office, on its website, and in significant publications and communications.
- Including taglines in the top 15 non-English languages spoken in your state to inform the public that you will provide translation or interpretation services, posted on a practice website and in significant publications and communications. OCR provided the following sample tagline: "ATTENTION: If you speak [insert language], language assistance services free of charge are available to you. Call 1-xxx-xxx-xxxx (TTY: 1-xxx-xxx-xxxx)."
- » Note that in shorter publications such as postcards and tri-fold brochures, you may use the top two language taglines and a shorter Nondiscrimination Statement instead of the full Notice of Nondiscrimination: "[NAME OF DENTAL PRACTICE] complies with all applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex."

One of the common questions AAPD has received is how can my practice easily post notices in all 15 of the most common languages spoken in my state? The ADA has made that easy by providing state-by-state ADA sample taglines indicating that language assistance is available for patients with limited English proficiency who need interpretation or translation services. Find the top 15 languages in each state at <https://www.cms.gov/CCIIO/Resources/Regulations-and-Guidance/Downloads/Appendix-A-Top-15.pdf>.

Another common question is how can my practice access translation or interpretation services? Last year the AAPD announced a new endorsed, discounted services for AAPD members with Martti, who provide outstanding video and audio interpreting services. See <http://www.martti.us/aapd/> for more information.

The AAPD also continues to support ADA's efforts for repeal of Section 1557 regulations.

Title VII Health Professions Training Program for Pediatric Dentistry

HRSA Awards 10 Pediatric Dental Faculty Loan Repayment Grants

The AAPD was pleased that the federal Health Resources and Services Administration (HRSA) awarded 10 dental schools or pediatric dental residency programs grants for faculty loan repayment. Thanks to AAPD advocacy efforts that obtained both FY 2017 federal funding and favorable Congressional report language, \$884,000 in total was awarded with a preference for pediatric dental faculty members. The loan repayment program extends for five years, repaying a higher amount each year so long as the benefitted individual remains a full-time faculty member. Preference in making grant awards was given to applicants providing loan repayment to pediatric dentistry faculty supervising residents at dental training institutions providing clinical services in dental clinics located in dental schools, hospitals, or community-based affiliated sites.

The 10 awardees were:

- Loma Linda University (Loma Linda, Calif.)
- Howard University (Washington, D.C.)
- Augusta University (Augusta, Ga.)
- Nicklaus Children's Hospital of Miami (Miami, Fl.)
- University of Illinois-Chicago (Chicago, Ill.)
- University of Minnesota (Minneapolis, Minn.)
- University of Mississippi (Jackson, Miss.)
- Bronx-Lebanon Hospital (New York, N.Y.)
- Children's Hospital of Cincinnati (Cincinnati, Ohio)
- University of Tennessee (Memphis, Tenn.)

Each awardee program will administer the loan repayment and identify the individual recipient(s) of such funds. All 10 awardees met the preference for pediatric dental faculty.² The institutions will use grant funds to pay an amount equal to 10, 15, 20, 25, and 30 percent of the student loan balance, upon completion of each year of service. See the profiles of one of the recipients in the education training programs section of this report.

²These are defined in HRSA's Notice of Funding Opportunity as individuals who have completed a pediatric dental residency, have an appointment in a division or department of pediatric dentistry, and who teach in the field of pediatric dentistry at either the predoctoral or postdoctoral residency level.

HRSA Awards 13 Predoctoral Pediatric Training in General Dentistry and Dental Hygiene Grants

In the fall of 2017 HRSA awarded 13 grants to dental education institutions to enhance clinical predoctoral dental and dental hygiene training focusing on children ages 0-5 to improve the oral health of vulnerable, underserved, and rural pediatric populations. Thanks to AAPD advocacy efforts that obtained FY 2017 federal funding, HRSA allocated \$4.4 million for this competition, which includes a small childhood obesity prevention supplement. These are five-year awards, with up to \$300,000 available per grantee per year.

The 13 awardees were:

- University of Alabama at Birmingham – Ala.
- Western University of Health Sciences – Calif.
- Meharry Medical College – Tenn.
- Nova Southeastern University – Fla.
- University of Hawaii – Hawaii
- University of Illinois – Ill.
- Boston University – Mass.
- University of Michigan – Mich.
- Temple University – Pa.
- University of Pennsylvania – Pa.
- University of Texas Health Science Center at San Antonio – Texas
- Virginia Commonwealth University – Va.
- University of Washington – Wash.

AAPD Pleased with Pediatric Dentistry Funding in FY 2018 House Labor-HHS-Education Appropriations Bill

On July 19, 2017, the House Appropriations Committee approved the FY 2018 Labor-HHS-Education Appropriations bill by a 28-22 vote. The committee report indicates that the bill provides \$237 million for Title VII health professions training, a \$72.2 million (23.3 percent) cut, and provides \$211 million for Title VIII nursing programs, an \$18.3 million (eight percent) cut. Fortunately, Title VII oral health training programs fared well, with pediatric dentistry receiving level funding of \$10 million, along with a continued commitment to the dental faculty loan repayment program. The following funding level and favorable report language sought by AAPD, ADA, and ADEA was included (emphasis added):

“Oral Health Training

The Committee recommends \$36,673,000 for Oral Health Training programs, which is the same as the fiscal year 2017 enacted level and \$36,673,000 above the fiscal year 2018 budget request . . .

Within the funds provided, the Committee includes not less than \$10,000,000 for General Dentistry Programs and not less than \$10,000,000 for Pediatric Dentistry programs. The Committee directs HRSA to provide continuation funding for pre-doctoral and postdoctoral training grants initially awarded in fiscal year 2015. Within the funds provided, the Committee

provides not less than \$1,675,000 for the Dental Faculty Loan Repayment program authorized by section 748 of the Public Health Service Act. The Committee directs HRSA to provide continuation funding for grants initially awarded in fiscal years 2016 and 2017.” (pp. 22-23)

The Senate L-HHS-Education Appropriations Subcommittee approved its version in early September, 2017 as S. 1771 and Sen. Report 115-150. This contained similar report language and the same funding level for Title VII primary dental care programs as the House bill.

We acknowledge the efforts of Congressional Liaison Dr. Heber Simmons Jr. and the firm of Hogan Lovells in obtaining this outcome. The AAPD also thanks all members who advocated for this funding during the 2017 AAPD Public Policy Advocacy Conference in Washington, D.C. After a series of Continuing Resolutions to keep the federal government running, the final Omnibus FY 2018 funding bill was approved by Congress and increased Title VII oral health funds by \$4 million to \$40.67 million overall.

Chief Dental Officer Position at CMS

On Dec. 15, 2017, the AAPD along with the ADA and the Organized Dentistry Coalition wrote a letter to CMS requesting appointment of a new Chief Dental Officer (CDO) despite a federal hiring freeze. Dr. Lynn Mouden stepped down as CMS CDO last summer. Slightly before that Laurie Norris, Senior Policy Advisor for Oral Health, also left CMS. The AAPD is seriously concerned about a leadership void in oral health expertise at the agency. The letter to Eric D. Hargan, acting secretary of the U.S. Department of Health and Human Services, asked the agency not only to fill the vacant position, but also to prioritize oral health services in a manner equal to medical services.

State Public Policy Advocate (PPA) Initiative

The AAPD through the Council on Government Affairs (CGA) initiated a state Public Policy Advocate initiative in 2012 to strengthen and coordinate state-level advocacy efforts by our state chapters. The PPA serves as the state pediatric dentistry chapter's advocate for the oral health issues of infants, children, adolescents and patients with special health care and developmental needs. The PPA represents the chapter 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 also closely coordinates their activities with those of the state dental association. PPAs serve as an advocacy liaison between the state pediatric dentistry chapter and the state dental association.

We continue to convene PPA quarterly conference calls to share information and discuss strategy. See written reports from PPAs in your annual session council and committee reports (available on the AAPD website).

Note the following new or replacement PPAs were approved by the CGA over the past year.

- Maryland – Dr. Shari Kohn
- Nevada – Dr. Lindsay Row
- North Carolina – Dr. Beau Myer
- Oregon – Dr. Natasha Bramley
- West Virginia – Dr. Vinod Miriyala

Below are some examples of PPA efforts over the past year:

Minnesota Medicaid Dental Program Fee Increase

Minnesota PPA Dr. Elise Sarvas reported that the Minnesota state legislature approved a 23.8 percent fee increase for pediatric FFS patients, effective July 1, 2017. Sarvas indicates that it's a step in the right direction that begin to dig Minnesota out of the inglorious last-place position in terms of Medicaid dental reimbursement. This was spurred in part by a May 1, 2017, letter sent by CMS to Minnesota warning that the state did not adequately cover dental care for children on Medicaid. Only 37 percent of Minnesota children on Medicaid had any type of preventive dental care in 2015, far below the national average of 46 percent. An improvement plan from the state was requested within 90 days. Unfortunately the increase only impacts non-managed care Medicaid plans, meaning it impacts about 20 percent of families covered by Medicaid in the state.

Nebraska EFDA Legislation

Nebraska PPA Dr. Holly Portwood reported that the state legislature unanimously passed an expanded duties bill (LB 18) for dental assistants and hygienists. This was a 10 year effort with support of the Nebraska Academy of Pediatric Dentistry, the Nebraska Dental Association, the state board of dentistry, and the AAPD. She indicated this bill improves the efficiency of dental care while keeping the dentist the head of the dental team. Among the bill's provisions, upon completion of education and testing approved by the board and with a permit from the department for the respective competency, an expanded function dental assistant (EFDA) may place, under the indirect supervision of a licensed dentist: restorative level one simple restorations (one surface); and restorative level two complex restorations (multiple surfaces). Dr. Portwood noted the licensed dentist supervising a dental assistant, a licensed dental assistant, or an expanded function dental assistant shall be responsible for patient care for each patient regardless of whether the patient care is rendered personally by the dentist or by a dental assistant, a licensed dental assistant, or an expanded function dental assistant.

Washington State Medicaid Audit Reform Legislation

Washington State PPA Dr. John Gibbons reported that the state legislature approved a Medicaid audit reform bill (Substitute House Bill 1314). Modeled after many provisions in a 2015 Nebraska law, among various provisions the bill would require:

- Thirty days' notice before scheduling any on-site audit, unless there is evidence of danger to public health and safety or fraudulent activities.
- Reasonable effort to avoid reviewing claims that are currently or have already been audited by the state Medicaid program.
- Any finding based upon extrapolation and related sampling must be established to be statistically fair and reasonable.
- Overpayments may not be recouped until all informal and formal appeals processes have been completed.
- In any appeal, the auditor must employ or contract with a medical or dental professional who practices within the same specialty, is board certified, and experienced in the treatment, billing and coding procedures used by the provider being audited.
- The state shall provide education and training programs annually for providers, including a summary of audit results, a description of common issues, problems and mistakes identified through audit and review, and opportunities for improvement.

Specialty Advertising Regulations

AAPD is working closely with PPAs and their state chapters to promote reasonable state dental board regulation of specialty advertising announcements. In March of 2018 the AAPD submitted a joint letter comment letter with the Washington State Academy of Pediatric Dentistry to the Washington State Dental Quality Assurance Commission, and a joint comment letter with the Iowa Academy of Pediatric Dentistry to the Iowa Dental Board. The letters were written in response to consideration of regulatory changes to either expand the definition of a dental specialty or delete specialty advertising criteria altogether. These letters highlight the unique nature of pediatric dentistry as the only age-defined dental specialty, and urge the dental boards to fulfill their duties to prevent confusion for parents/guardians as to whether or not a dentist is trained as a pediatric dentist. You may access the letters on the AAPD website.

http://www.aapd.org/assets/1/7/IAPD-AAPD_Letter_to_Dental_Board_on_Advertising_Regulation_Proposals_March_2018.pdf

http://www.aapd.org/assets/1/7/WSAPD-AAPD_Letter_to_DQAC_Regarding_Specialty_Advertising_2018.pdf

We're pleased to report that on April 6, 2018, the Iowa Dental Board adopted most of our recommendations.

Little teeth are a big deal

44%

of U.S. children will suffer from pediatric dental disease before kindergarten.



25%

of children from low income families do not have a dental visit in a given year.¹



51 million

school hours are lost each year to dental problems.



Tooth decay is the single most common chronic childhood disease.

5 times more common than **asthma**

4 times more common than early-childhood **obesity**

20 times more common than **diabetes**

About **1 in 5** (20%) children ages 5 to 11 have at least one **untreated decayed tooth.**²

"Help us take care of the children."

- Dr. Heber Simmons Jr.

¹Larson K, Cull WL, Racine AD, et al. Trends in Access to Health Care Services for US Children: 2000-2014. *Pediatrics*. 2016;138(6):e20162176.

²Dye BA, Xianfen L, Beltrán-Aguilar ED. Selected Oral Health Indicators in the United States 2005-2008. *NCHS Data Brief*, no. 96. Hyattsville, MD: National Center for Health Statistics, Centers for Disease Control and Prevention; 2012.

The AAPD® PAC Had Another Very Productive Year



I commend our membership for their strong support of the AAPD PAC. Please refer to the Annual Report from the PAC Steering Committee, which you will receive shortly in the mail, for more details. A detailed list of our 2017 supporters is printed there, and in the May 2018 *PDT*.



YOUR AAPD STAFF CONTACTS FOR GOVERNMENT RELATIONS AND PAC INQUIRIES

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

AAPD® Publications (Print and Online) 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 2018 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, hosting more than 5 million articles and 16,000 publications from 350 publishers, and is accessed in over 25,000 institutions worldwide. **Both journals continue to rank in the top 75 out of over 16,000 titles.** For the period Feb. 1, 2018, to Feb. 28, 2018, *Pediatric Dentistry* ranked 5th with 3,636 full text downloads. *JDC* ranked 65th with 775 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 2018 *Membership Directory* and 2017-18 *Reference Manual* were mailed to members in 2017. The 2017-18 *Reference Manual* is available 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

Same great information, new location! Published four times a year, *Practice Management and Marketing News* is now a featured column in *Pediatric Dentistry Today*.

Continuing Education (CE) Brochure

The Fall 2018 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 topics at <http://store.aapd.org/index.php/featured.html>. 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.



The Handbook of Pediatric Dentistry

The 5th Edition Handbook of Pediatric Dentistry is the premier reference for pediatric dentists and other health professionals. Designed to serve as a quick reference guide, the handbook is a must-have addition to every practice. The Handbook of Pediatric Dentistry has been completely revised and updated to present the most up-to-date information in a quick reference format. Each chapter also suggests readings and useful Web sites for additional information. This 5th edition of the handbook is available as a mobile application too (compatible with iPad/iPhone/iPod Touch or Android mobile devices). Visit store.aapd.org to order yours today!

YOUR AAPD STAFF CONTACTS FOR PUBLICATIONS INQUIRIES

Senior Publications Director Cindy Hansen

Communications Manager Robert Gillmeister (journals and print publications)

Publications Manager Adriana Loaiza (Pediatric Dentistry journal)

Web and Social Media Coordinator Lily Snyder

Publications Associate Ken Berry

Advertising Sales and Administrative Coordinator Kathy Corbin

AAPD on the Web (www.aapd.org, mychildrensteeth.org and pediatricdentistrytoday.org)

The AAPD website continues to provide information and resources to assist its members in advocating guidelines and programs that advance the oral health of all children, including those with special health care needs. In addition to providing information to its members, the website also provides tools and resources for parents to encourage good dental health habits to share with their children.

In 2017, we saw nearly an 8.6 percent increase in the number of sessions, meaning visits to the AAPD website (Figure 1). This had a lot to do with the redesigned annual session webpages for AAPD 2017. In addition to the 8.6 percent increase, the average user spent close to 1.5 minutes on each page which is an increase from the past few years. Pageviews also went up in 2017 by 7.5 percent. Another interesting finding in 2017 was that the information on the aapd.org website was being accessed in over 200 countries (Figure 2). This improvement is remarkable and reflects that the website gets the best, most appropriate information to visitors as quickly and easily as possible, ensuring they return again and again.

During 2017, the top pages visited on www.aapd.org were: AAPD Homepage, Oral Health Policies & Guidelines, Annual Session Homepage, Residency Programs and Publications.

In addition to the AAPD member website, AAPD has two other websites. MyChildrensTeeth.org was launched in 2012 to educate parents and caregivers about AAPD policies and recommendations in features catering to the layperson. PediatricDentistryToday.org was also launched in 2012, as an online version and archive of *Pediatric Dentistry Today* magazine.

Both sites have seen jumps in the numbers of unique users each year, but in 2017, PediatricDentistryToday.org saw a 9.7 percent increase in the number of unique users on the website. MyChildrensTeeth.org saw a 14 percent increase in the number of unique users as well. Social media has been a great platform for us to promote content from MyChildrensTeeth.org. Both websites have grown significantly since their launch in 2012, and continue to show promise for success as more content is posted and as membership numbers grow.

As mentioned before, MyChildrensTeeth.org has grown significantly over the past few years. This is thanks in part to the Mouth Monsters website (mouthmonsters.mychildrensteeth.org) that hosts lots of activities for pediatric dentists, parents and kids to learn more about dental care in a fun way. During the 2017 calendar year, we created several activities on the website such as tips on how to start the school year off strong, recipes for healthy Thanksgiving treats, and a quiz to help Santa pack his sleigh. These activities have performed very well on the website and have also reached a social media audience that averages around eight thousand people for each post. We are looking forward in creating more and more fun content to share with our members and followers in the near future.

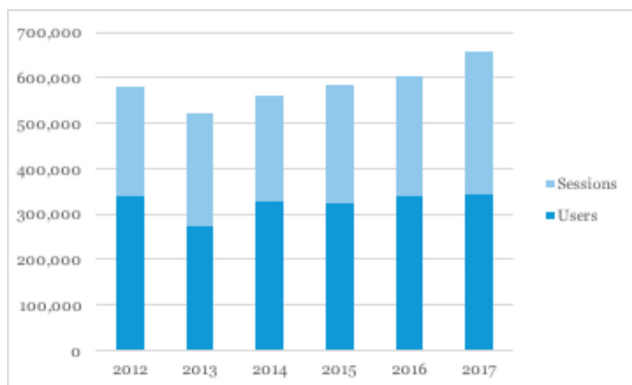


FIGURE 1: USERS AND SESSIONS BY YEAR*

*Information as of Dec. 31, 2017. A user's device is counted only once for their initial visit to the website. A session is counted for the user's initial visit to a page and every visit after 30 minutes of inactivity.

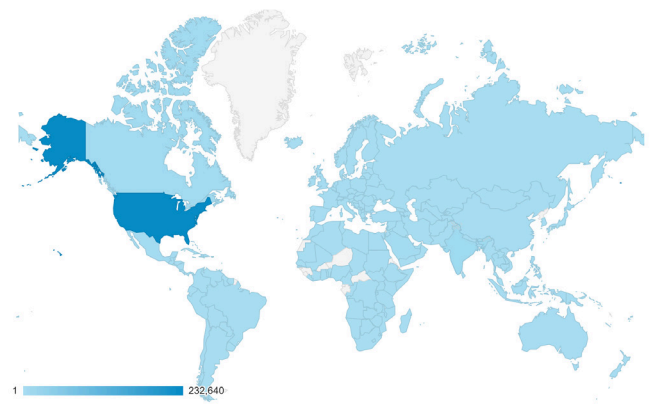


FIGURE 2: COUNTRIES THAT ACCESS THE AAPD WEBSITE*

*Data shown from Jan 1- Dec 31, 2017. Each country has at least one user accessing the AAPD website during the 2017 calendar year.

AAPD social media has really taken off over the past few years. Over the past year, we have hit two huge milestones for the AAPD social media accounts. **On the AAPD consumer Facebook page we hit 50,000 likes and on the AAPD Twitter account @AmerAcadPedDent we hit 15,000 followers.** By promoting new content on the AAPD hub website mouthmonsters.mychildrensteeth.org, updates to the organization, images and more, we have been able to create a strong social media presence across Facebook, Twitter and Instagram.

You asked, we listened. In October 2017, the AAPD board of trustees agreed on moving in another direction with our web design company. We are currently working with Chicago-based company, Adage Technologies, to update the look and feel on aapd.org. This project will take several months, but we are hoping that the final outcome will be easier for members to navigate and will create a new custom member experience. Updates will be shared on social media and in email correspondence when the new website is ready to be unveiled.

YOUR AAPD STAFF CONTACT FOR WEBSITE INQUIRIES

Web and Social Media Coordinator Lily Snyder

Education On Demand by AAPD®

A course or a podcast. We have it for you!



The AAPD continues to provide relevant continuing education courses designed to meet your needs. The CE course calendar for 2017–18 was a full and successful one based on the attendance figures and favorable participant evaluations. 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.

PEDO TEETH TALK

THE BIG AUTHORITY ON LITTLE TEETH

Last year, AAPD launched Podcasts which proved to be very popular! Check out the app store to subscribe and listen to the Pedo Teeth Talk presented by AAPD with our host, Dr Joel Berg. This year at Annual Session in Honolulu, we will be recording a variety of podcasts right in the Tech Bar! Be sure to check them out live!

Here's a list of Podcasts that are currently available so be sure to give them a listen.

- The AAPD Reference Manual: The Guide to Evidence Based Practice. With Anupama Tate—402 downloads
- Are You Using Your Dental Materials for Children Correctly? With Dr Jed Best—1,593 downloads
- Resin Infiltration: Using ICON to Halt Caries Lesion Progression. With Dr Rick Chaet—1,907 downloads
Sponsored by DMG
- Practice Management: They Didn't Teach Me That in Dental School. With Dr Rob Delarosa—1,799 downloads
Sponsored by My Kid's Dentist
- Pulp Fiction: Can We Regenerate a Pulp Following Dental Trauma? With Jessica Lee and Ron Hsu—2,945 views
- SDF: Game Changer? If So, How Do I Change My Game? With Dr Jeremy Horst—3,498 downloads
Sponsored by Elevate Oral Care

Mark your Calendars for these 2018 CE Courses

Oral Clinical Exam Review Course

Sept. 6, 2018
Grand Hyatt, Denver, Colo.

Comprehensive Review of Pediatric Dentistry

Sept. 7-9, 2018
Grand Hyatt, Denver, Colo.

Dental Assistant Sedation Course

Oct. 26-27, 2018
Hilton, Austin, Texas

Safe and Effective Sedation of the Pediatric Dental Patient

Oct. 26-28, 2018
Hilton, Austin, Texas

2017-18 CE Course History

Oral Clinical Exam Review Course

August 17, 2017, San Francisco, Calif.
202 attendees

Comprehensive Review of Pediatric Dentistry

Aug. 18-20, 2017, San Francisco, Calif.
197 attendees

Dental Assistant Sedation Course

Oct. 27-28, 2017, San Diego, Calif.
87 attendees

Safe and Effective Sedation of the Pediatric Dental Patient

Oct. 27-29, 2017, San Diego, Calif.
321 attendees

Comprehensive Review of Pediatric Dentistry

Jan. 26-28, 2018, Washington, D.C.
253 attendees

Early Orthodontic Treatment; Working Together for Excellent Results (with American Association of Orthodontists)

Feb. 9-11, 2018, Scottsdale, Ariz.
1,069 attendees

Safe and Effective Sedation of the Pediatric Dental Patient

March 8-10, 2018, Chicago, Ill.
169 attendees

Management of Pediatric Sedation Emergencies: A Simulation Course

March 11, 2018, Chicago, Ill.
30 attendees

YOUR AAPD STAFF CONTACTS FOR CE AND MEETING INQUIRIES

Meeting Services Director Kristi Casale
Exhibits and Meetings Coordinator Colleen Bingle
Meeting Services Coordinator Caroline Price

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/HSCH Master Clinician Scholarship

To address the critical shortage of clinical and dental school faculty, the AAPD and HSHC established its Master Clinician Scholarship in 2008. For the tenth consecutive year, the AAPD and HSHC has provided scholarships to our members to participate in the ADEA/AAL Institute for Teaching and Learning (ITL) as well as receiving complimentary registration to Comprehensive Review of Pediatric Dentistry. **The class of 2017 consisted of six AAPD scholarships for a total of 58 ITL scholars since 2008.** The ITL is an intense professional development program created for early and mid-career dental faculty and private practice dentists interested in transitioning to an academic career. The overall program goal is to help participants refine teaching skills to enhance the quality of their interactions with students and to develop other skills that facilitate confidence, job satisfaction and professional growth in the academic environment.

Meet the 2017 AAPD Scholars



Warren A. Brill, D.M.D., M.S.

Warren A. Brill is in private practice and a clinical associate professor at the University of Maryland, School of Dentistry.



Kuei-Ling (Christine) Hsu, D.D.S.

Kuei-Ling (Christine) Hsu serves as clinical assistant professor in the Division of Pediatric Dentistry, University of Maryland School of Dentistry (UMSOD).



Jeannie Ginnis, D.D.S.

Jeannie Ginnis is a research assistant professor in pediatric dentistry at the University of North Carolina – School of Dentistry in Chapel Hill.



Evelina Kratunova

Evelina Kratunova holds a full-time faculty appointment as clinical assistant professor in pediatric dentistry at the University of Illinois at Chicago.



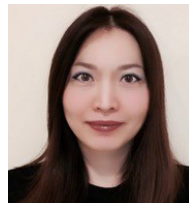
Kim Hammersmith, D.D.S.

Kim Hammersmith is on the pediatric dental faculty team at Nationwide Children's Hospital as Outreach Coordinator and has an adjunct assistant professor appointment by the Ohio State University College of Dentistry.



Andrea Nave, D.D.S.

Andrea Nave joined the part-time faculty at the University of Pittsburgh–School of Dental Medicine, Department of Pediatric Dentistry in 2016 and transitioned to a full-time faculty position as assistant professor in 2017.

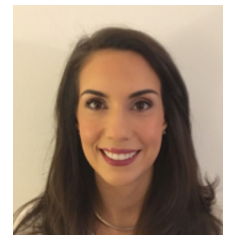


Thanh Ton, D.D.S.

Thanh Ton teaches at the Herman Ostrow School of Dentistry and is the clinical director of the Pediatric Dental Clinic at LAC+USC Medical Village.

Recipient Profile – Title VII Dental Faculty Loan Repayment Program

The University of Tennessee College of Dentistry has a rich heritage of alumni who became leaders in Pediatric Dentistry as well as organized dentistry. This traces back to faculty who were role models of service, commitment to the patient first and clinical excellence. The challenge going forward is replacing those icons. In 2016 the average age of the faculty in the Department of Pediatric Dentistry was 64 yrs. This is not unique to the University of Tennessee. Over time residents have been identified with teaching gifts and leadership skill; who would be interested in dental education if it were not for the mountain of student debt. The HRSA Dental Faculty Loan Repayment program has enabled the identification and recruitment of such a person in **Dr. Jennifer Fernandez**, who tells the following story:



“I graduated from the University of Tennessee’s pediatric dental residency in 2016. While under the mentorship of Martha Wells and Larry Dormois I discovered an affinity for teaching, but due to the heavy burden of student debt I was forced into private practice. I moved away after graduation to work and due to life circumstances, found myself back in Memphis. The Dental Faculty Loan Repayment Program allowed me to both enjoy a life of teaching and comfortably repay my student loans. Were it not for the faculty loan repayment half of my take home pay would go toward debt repayment, which would preclude the faculty position. The freedom it has given me to pursue this field of work is without measure, and for that I am truly grateful.”

2018 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:

Tariq Ghazal, B.D.S., M.S., Ph.D., D.A.B.D.P.H., University of Alabama at Birmingham, Birmingham, Ala.—*An Innovative Two-step Process to Predict Future Permanent Tooth Caries Incidence*

Joshua Cline, D.M.D., M.S., University of Florida College of Dentistry, Gainesville, Fla.—*Association of Streptococcus mutans and Candida albicans in ECC Relapse*

Jennifer E. Tung, D.D.S., M.S., USC Herman Ostrow School of Dentistry, Los Angeles, Calif.—*Clinical Performance of the DentalVibe® Injection System on Pain Perception During Local Anesthesia in Children*

Kelly M. Lipp, D.D.S., M.S., OSU / Nationwide Children's Hospital, Columbus, Ohio—*Comparing Post-Operative Comfort Following Dental Treatment under General Anesthesia*

Shan Girn, D.M.D., University of California – San Francisco, San Francisco, Calif.—*Functional Remineralization of Dentin using Polymer Induced Liquid Precursors (PILP)*

Ruth Alvarez, D.D.S., Ph.D., University of California at Los Angeles, Los Angeles, Calif.—*Relationship Between Salivary Biomarkers and Caries Experience in Hispanic Children*

Salam Alsadiq, B.D.S., M.S., Boston University, Boston, Mass.—*Sleep Disturbances and Upper Airway Size among Children 3-18 years*

Martin Berger, D.M.D., Boston Children's Hospital/Harvard School of Dental Medicine, Boston, Mass.—*The Microbiological and Microstructural Effects of SDF on Caries Arrest*

Pediatric Dentistry Residencies 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 2018–19 academic year. The number of positions offered and residency positions filled surpasses oral and maxillofacial surgery, orthodontics, advanced education in general dentistry and anesthesiology.

2018-19 Match Statistics for:	Positions # of Applicants	Matches / Offered	Positions filled
Pediatric Dentistry	644	417 (+ 9)	404 (+ 8)
Orthodontics	487	298 (+13)	283 (+ 1)
Oral and Maxillofacial Surgery	382	234 (+ 5)	223 (+/-0)
Adv. Education in General Dentistry	515	355 (-26)	244 (-14)
Anesthesiology	34	26 (- 8)	21 (- 6)

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

Please note that not all programs participate in the March. For the 2016-17 academic year, there were a total of 457 1st year positions in pediatric dentistry.

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

The AAPD continues to support and collaborate with the Pediatric Oral Health Research and Scientific Group (POHR) within IADR / AADR. Dr. Rebecca Slayton, UW Professor Emeritus and president-elect of the Section has been assisting the current president Dr. David Manton from the University of Melbourne (AU) throughout the year. AAPD member Kimon Divaris from the University of North Carolina continues to serve as group program chair, and AAPD member Donald Chi from the University of Washington continues to serve as the Proposal Coordinator and organizer for symposium, lunch and learn and hands-on workshops. AAPD staff serve as the assistant secretary and assistant treasurer of the group.

The Society for Pediatric Sedation and Dartmouth University Informatics

The AAPD is engaged in collaboration with the Society for Pediatric Sedation and Dartmouth University Informatics to develop a national data base to build a data base about sedation activities in pediatric dentistry. Currently six residency training programs are participating in a pilot program tracking sedation activities. It is anticipated that data collected will be used to reinforce the safety and efficacy of sedation in the dental office, influence policy makers and provide accurate information to the public and press.

YOUR AAPD STAFF CONTACTS FOR EDUCATIONAL AFFAIRS INQUIRIES

Educational Affairs Manager Scott Dalhouse

Administrative Assistant, Office of the Chief Executive Officer Janice Haase



Pediatric dentists are the most generous professionals in all of dentistry. Nearly 80 percent of AAPD members provide some form of pro bono dental care in the United States AND one-third of AAPD members have contributed to Healthy Smiles, Healthy Children at least once in the last four years.

Driven by this generosity and Healthy Smiles' mission to promote initiatives providing Dental Homes for all children, the Healthy Smiles, Healthy Children's board of trustees began charting a course to help our grantees provide dental homes to one million children by June 2022.

With the grants we made in 2018, total HSHC grants issued since 2010 surpassed the \$4.6 million mark. Including the 2017-2018 single-year grantees listed below, we've issued Access to Care grants in every AAPD District.

2017-2018 Access to Care Grantees

- El Centro de Corazon: Pediatric Dental Home for Low-Income Children: Houston, Texas
- Chesapeake Health Care: Eastern Shore Dental Home: Salisbury, Md.
- Children's Mercy: Dental Home for Children with Complex Medical Conditions: Kansas City, Mo.
- Eastern Iowa Health Center: Eastern Iowa Dental Center: Cedar Rapids, Iowa
- Healthy Smiles for Kids of Orange County: Garden Grove Smile Center: Santa Ana, Calif.
- Infant Welfare Society of Chicago: IWS Pediatric Dental Home: Chicago, Ill.
- Gillette Children's Hospital Foundation for Gillette Children's Specialty Healthcare: Improving Access to Dental Homes for Children who have Special Needs: St. Paul, Minn.
- Petaluma Health Center, Inc.: Access to Care: Petaluma, Calif.
- Shenandoah Dental Clinic: Smart Smiles: Woodstock, Va.
- Turner House Children's Clinic: A Dental Home for Underserved Children in Wyandotte County: Kansas City, Kansas

HSHC received more than 200 applications for 2018-2019 Access to Care Grants. New grantees will be announced in June 2018.

HSHC Leadership

May 2018 will be a time of transition for HSHC leadership as we make some changes in our officer ranks. First, Dr. Neophytos (Ned) Savide will complete his two-year term as President. He will assume the role of Immediate Past President at the conclusion of AAPD 2018. Also, Dr. Beverly Largent will be retiring from the board, completing her term as Immediate Past President. Dr. Anupama (Anu) Tate will complete her term as Secretary and remain as a Trustee. Dr. Doug Keck will complete his term as Vice President. Drs. Neal Benham and James Nickman also will be completing their terms of service on the Foundation Board.

Our incoming HSHC President is Dr. Nick Rogers; he will begin his two-year term at the conclusion of AAPD 2018. Dr. Teresa Fong will begin her term as Vice President; Dr. Charles Czerepak will continue as Treasurer; and Dr. Doug Keck will move to the Secretary position.

More detailed information on HSHC, including a complete listing of our loyal donors, is available in the HSHC annual report which was e-mailed directly to you in early April 2018, and is available online at www.healthysmileshealthychildren.org. Printed copies are also available upon request.

Making Every Grant Count

In collaboration with the National Network of Oral Health Access, we've begun a trial outcomes tracking protocol with our six current Multi-Year Access to Care Grant recipients. This effort began in March 2018 and will allow Healthy Smiles and participating grantees to monitor and compare their progress.

Broadening our Reach

HSHC is expanding grant making efforts through a variety of initiatives while pursuing our 1 million-child goal. This includes identifying pilot opportunities around the country that will help us help grantees provide much-needed care to underserved children and pursuing opportunities that also help raise the national understanding of the importance of child oral health.

Developing Leaders

Cohort V of Leadership Institute is 2/3 of the way through its program at the Kellogg School of Management at Northwestern University. The group, pictured below, will complete their course of study in December 2018.



A call for applications for Cohort VI, which will begin on-campus in December 2019, will be issued later this fall.

YOUR AAPD STAFF CONTACTS FOR HSHC INQUIRIES

Vice President of Development and Charitable Programs Paul Amundsen
Development Director Gary Rejebian
Development and Marketing Manager Michelle Hidalgo
Grants and Programs Associate Kelly Katona
Donor Relations Assistant Jasmine Williams

Brief Update on the American Board of Pediatric Dentistry

I am pleased to report that the AAPD maintains an excellent workshop 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:



AMERICAN BOARD OF
PEDIATRIC DENTISTRY

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

As of this writing, 5,566 pediatric dentists are board certified, which represents more than 78 percent of eligible AAPD members. There are another 762 active candidates and 600 active applicants in the certification process. **This is a tremendous achievement for the ABPD and for the profession of pediatric dentistry!**

The AAPD works closely with the ABPD Executive Director Dr. Jeffrey Dean. The AAPD leadership and my office continues to support ABPD's efforts to encourage all Academy members to be certified and to enroll in the renewal of certification process.

In Memoriam

Dr. Marc W. Anderson

Dr. John R. Embry

Dr. Frances B. Glenn

Dr. Brian A. Kelleher

Dr. William S. Kramer

Dr. Elias Lisman

Bothell, Wash.

Lexington, Ky.

Vero Beach, Fla.

Palmer, Alaska

Fort Collins, Colo.

Bernardsville, N.J.

Dr. Silas D. McCaslin

Dr. Merien L. Robins

Dr. Nancy S. (Suzi) Seale

Dr. Norman J. Schuman

Dr. Paul O. Walker

Dr. Philip S. Wasserman

Dr. Mark S. Webman

Dr. Robert S. White

Savannah, Ga.

Orem, Utah

York, Pa.

Cordova, Tenn.

Shoreview, Minn.

Bloomfield, N.J.

South Miami, Fla.

Skagway, Alaska

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

Promotions

- Colleen Bingle – Meetings and Exhibits Associate
- Margaret Bjerklie – Governance and Operations Manager
- Paul Casamassimo – Chief Policy Officer, Research and Policy Center
- Kathy Corbin – Advertising Sales and Administrative Coordinator
- Veronica Gomez – Accounting Coordinator
- Michelle Hidalgo – Development and Marketing Manager, HSHC
- David Hydorn – Membership and Marketing Coordinator
- Kelly Katona – Grants and Programs Associate, HSHC
- Leola Royston – Policy Analyst, Research and Policy Center
- Robin Wright – Director, Research and Policy Center

Interns

We want to acknowledge the fine work of our 2017 summer interns: Public Relations Intern Anne Versnel (a junior at Loyola University Chicago) and EBD and HSHC Intern Brandon Buchholtz (a recent graduate of the University of Wisconsin-Madison who is interested in dental school). We are also pleased to report that Brandon was subsequently admitted to Tufts University School of Dental Medicine.

Litch's Law Log

Litch's Law Log continues to address current legal matters impacting the practice of pediatric dentistry, and appears regularly in *Pediatric Dentistry Today*.

May 2018 PDT

Washington State Academy and AAPD Weigh in on State Dental Board Specialty Advertising Regulations

March 2018 PDT

Getting Informed Consent from the Right Person in the Era of the "Drop Off" Visit

November 2017 PDT

Reminder About Medicaid Compliance Resources

September 2017 PDT

Levels of Supervision in a Dental Home

New Staff

Caroline Price joined our meetings department as Meeting Services Coordinator. Caroline's most recent experience was working as Senior Banquet Manager with the Omni Dallas Convention Center Hotel, preceded by another position at that property and prior work at the Omni Los Angeles and Westin Gaslamp Quarter (San Diego). She has a bachelor's degree in Hospitality and Tourism Management from San Diego State University.

Gary Rejebian, M.S.J., joined HSHC as Development Director. Gary has 30-plus years of experience in and around nonprofits, most recently as Director of Philanthropy of the JourneyCare Foundation. He also has association and higher education fundraising experience, including serving as a campaign associate for the University of Chicago. Gary did his undergraduate studies at Hamilton College and received a Master's degree in journalism from Northwestern University.

Jasmine Williams joined the staff as HSHC donor relations assistant. Jasmine is a 2016 graduate of Knox College and also spent a year as an AmeriCorps volunteer working in Florida for the Literacy Coalition of Palm Beach County and Forest Hill High School.

Departures

Jessica Parra resigned when she and her husband moved to Kansas City. We wish them the best and thank Jessica for her outstanding work in the Meetings Department at AAPD over the past four years! Note that Jessica has served as consultant to the Meetings Department for months leading up to the Annual Session to assist with registration.

Vice President for Meetings and Continuing Education Tonya Almond accepted a position with PCMA (Professional Convention Management Association) as Vice President, Knowledge and Experience Design. Tonya served on PCMA's board of directors, and this is an exciting opportunity for her with the premier meeting professionals organization. Tonya had been with the AAPD since October of 2009, and spearheaded a number of innovations in our meeting and CE programming and processes and attendee experiences, along with corporate sponsorship initiatives. We wish her the best in this new endeavor!

Senior Evidence-Based Dentistry Manager Laurel Graham accepted a position as head librarian at the University of Pennsylvania School of Dental Medicine, where among other duties she will help create an EBD resource center. Laurel served a critical role bringing our EBD efforts together and seeing some great successes in developing our first series of EBD clinical practice guidelines. We thank Laurel for her nearly five years of service to the AAPD.



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