

MOMENTUM

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News & Viewpoints for Eastman Dental Center Alumni & Friends

Commencement '88: shifting, shaping, changing

We think you'll discover a thought-provoking perspective in the following remarks. They are taken from the commencement address of Dr. James E. Kennedy (PERIO '68, M.S. '69), Dean of Dental Medicine, University of Connecticut. Dr. Kennedy applied the insights of sociologists and cultural anthropologists to questions of future viability and professional satisfaction for dentists. — Editor

The paradigm shift

If we are to understand what has happened to the health professions over the past 20 to 25 years and what will likely happen in the future, it is essential to understand the paradigm shift which has occurred regarding health care.

The paradigm is the model or pattern and describes what our society defines as good or appropriate or ideal. In simple terms, it is what is in people's minds, it is the values they hold that cause them to make choices.

What follows from a paradigm shift may appear to be revolutionary. For example, the American public underwent a paradigm shift with regard to automobiles. Cars that were small and fuel efficient became highly desirable.

The failure to recognize this shift and adapt rapidly to it has, in part, been responsible for unemployment, drastic reductions in the production of steel and negative trade balances.

(continued on page 4)

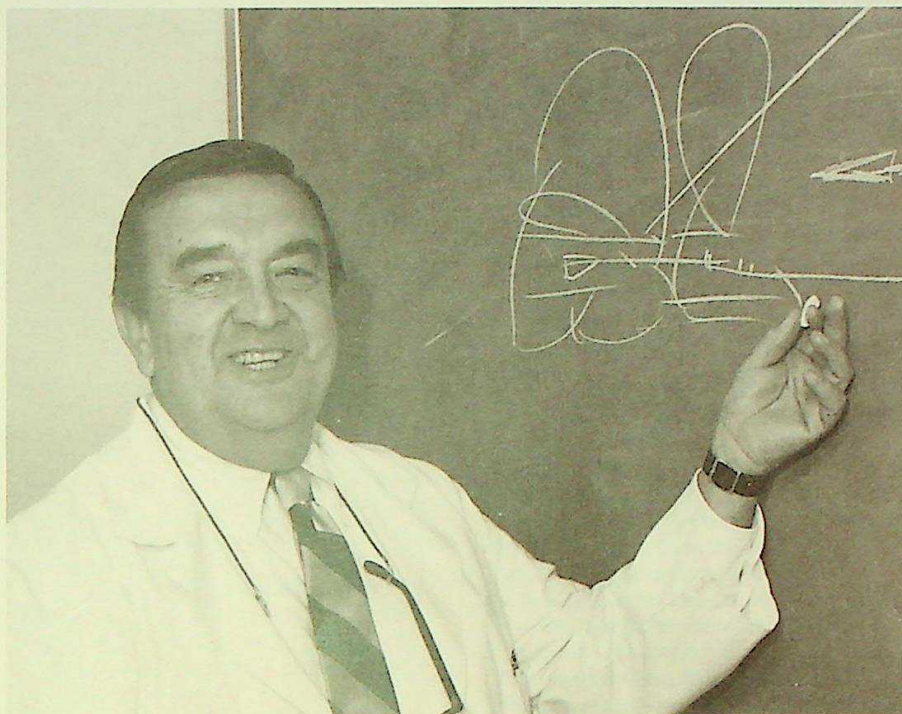


photo by Royal Chamberlain

Dr. Robert W. Baker, who was presented with the Award for Excellence in Part-Time Clinical Teaching, gives a seminar to students in the Department of Orthodontics.

Baker receives teaching excellence award

Applause rang throughout Farash Auditorium when Senior Clinician Robert W. Baker, D.D.S., M.S. stepped up to receive the Award for Excellence in Part-Time Clinical Teaching. Presented at EDC's commencement ceremony on June 17 by Dr. William D. McHugh, center director, the award expresses the high regard that students and faculty feel for Dr. Baker, a member of the Orthodontics Department faculty. He is the second recipient of the award since it was established in 1987.

Dr. Baker has been a respected EDC part-time faculty member since July, 1962. At that time, he accepted the offer of Department of Orthodontics Chairman Dr. J. Daniel Subtelny to lecture and to review treatment plans with students one day each week.

He combines an active private orthodontics practice with teaching. "I enjoy doing both," he explains. "I find that teaching keeps you on the cutting edge of what's happening in orthodontics. It's also a wonderful opportunity to give something back to the profession."

Teaching was an important part of his Master's program at the University of Illinois. "That was the first graduate school of orthodontics in the country," Dr. Baker elaborates. "It was headed by Dr. Alan Gibson Brodie, an excellent teacher himself. He got the Master's degree students involved in teaching undergraduate dental students."

In his work at EDC, Dr. Baker has shown a particular interest in the problems faced by graduates who start private practice. He is concerned that these young dentists may be overwhelmed by the complex business of administering a dental office.

"To help them," he says, "I present a lecture series that outlines the economics of being a dentist. I want graduates to be able to run a successful practice when they leave EDC."

The tradition of teaching handed down to Dr. Baker by his mentor, Dr. Brodie, lives on. He notes that the current generation of students is eager to teach.

"Most of them say they would like 'to spend a day or so teaching' when they are in private practice," he notes. "It gives me a good feeling to know that they also want to give something back to the profession."

James P. O'Neill

Former EDC trustee James P. O'Neill died July 19, 1988. A resident of New Canaan, Connecticut, Mr. O'Neill was 67.

"Jim O'Neill was a valued friend to the Dental Center. His commitment to the Center — as a trustee, as a corporate leader, and as an individual — will always be remembered," said Dr. William D. McHugh, Center director.

Mr. O'Neill was born in Somerville, Massachusetts and graduated from Boston College in 1942. He served in the Navy during World War II. He later attended the Naval Academy in Annapolis, Maryland. He retired from the Navy in 1946 as a full lieutenant.

He joined Ford Motor Company (Dearborn, Michigan) in 1950 and worked for a time in England as vice president for finance with Ford's European division.

Mr. O'Neill was a former director and executive vice president of Xerox Corporation. He joined the company in 1968 and, while in Rochester, was corporate vice president of Xerox's Business Products Group. In 1975, Mr. O'Neill moved to Xerox corporate headquarters in Connecticut.

In addition to his service as an EDC trustee, Mr. O'Neill was a member of the boards for the Security Trust Company, Rochester Telephone Corporation, and Sybron Corporation. He was named a trustee of Boston College in 1973 and eventually became the chairman of that institution's board.

Upon his retirement from Xerox in 1981, O'Neill became a partner in Regional Financial Enterprises, a venture capital firm in New Canaan. He was also chairman of New Canaan's United Way.

Mr. O'Neill is survived by his wife, Alice Smith O'Neill of New Canaan; a daughter, Maureen Hennessy of Wheaton, Illinois; sons Terrence O'Neill of Delmar, NY, James O'Neill of Canandaigua, and Michael O'Neill of Pittsford; a step-son, Michael Smith of New Canaan; and seven grandchildren.



Dr. Basil G. Bibby (r.) confers with colleague Dr. C.T. Huang (l.).

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Honoring Dr. Bibby

The Board of Trustees has bestowed an unprecedented honor on Dr. Basil G. Bibby by appointing him Senior Scientist Emeritus. He is the first person in the history of EDC to receive this title.

The distinguished scholar and EDC director from 1947-1970, had recently asked that his appointment as senior scientist not be renewed. At their meeting on June 14, the Board regretfully honored this request, but then approved the new appointment by acclamation.

EDC Director Dr. William D. McHugh stated, "We hope that this new appointment will encourage Dr. Bibby to continue his active involvement with the Center."

The senior staff executive committee with other friends and colleagues honored Dr. Bibby with a luncheon at the Genesee Valley Club on July 14. Dr. Bibby was encouraged to return often to the Center.

Dr. Bibby has recently devoted his time to writing about diet and dental caries as well as about the history of EDC. He spends his summers in his cabin in Ontario, Canada, and will return to Rochester in the autumn.

Zeroing in on fluoride

With a new grant from the National Institute of Dental Research, Clinical Research Associate Dr. Domenick Zero again has the opportunity to do what he does best: investigate scientific questions by studying a living environment — namely, the human mouth.

Through his work, the Department of Oral Biology faculty member hopes to discover the answers to basic questions concerning fluoride: where is it retained in the mouth and what dental care products can help to keep it there?

"These answers," states Dr. Zero, "could help the significant numbers of children and adults who still get caries (dental decay), even though they drink fluoridated water and brush with a fluoride toothpaste."

Dr. Zero's three-year study, "Oral retention of topical fluoride and clinical efficacy," is based on knowledge gained from recent laboratory studies. These have shed light on important chemical reactions that take place at the tooth surface.

One reaction, called demineralization, breaks down tooth enamel. Another, called remineralization, rebuilds it. The studies have shown that when low levels of fluoride are present, demineralization is slowed and remineralization is enhanced.

During the first year of the study, Dr. Zero is gathering data on the conditions that cause low levels of fluoride to be retained in the mouth, where it is readily available to influence the chemical reactions taking place at the tooth surface. Fluoride that is not retained is removed by swallowing.

The dental scientist will gather data from the mouths of study volunteers who receive fluoride from three sources: toothpaste, mouthrinse and high-concentration fluoride gel. The volunteers will be tested over 24 hours after receiving one of the fluoride treatments. The tests will yield information about which treatments best cause fluoride to be retained and about where in the mouth the fluoride concentrates.

During the second year of the grant, Dr. Zero will study the effects of both low and high concentrations of fluoride on enamel.

Results from studies conducted during the third year may influence the advice dentists give patients, such as the best time of day to apply the fluoride-containing products they use at home.

Other studies planned for the third year might encourage companies that manufacture mouth care products to take a second look at the formulas they have developed. These studies focus on the ingredients contained in the products and how they influence fluoride retention in the mouth.

"We might find, for example, that a product containing a strong flavor stimulates saliva flow and causes fluoride to be washed away," states Dr. Zero. "That would hardly

be a good way to maintain fluoride levels in the mouth."

Dr. Zero expresses optimism that his research will bring better dental health to many people. "When we learn more about how fluoride works in the mouth," he says, "we can teach people the most effective way to use fluoride mouth care products. I'm hoping that we will also lay important groundwork for new and more effective ways to fight dental caries."

Dr. John D.B. Featherstone and Dr. Ronald J. Billings are co-principal investigators on this study.

Alums, friends pay tribute to Dr. Brewer

"A complex man as a professor." "An uncompromising perfectionist." "A model of tact and diplomacy."

That's how those who best knew Dr. Allen Brewer described him. Alumni, family, and friends of the late Dr. Brewer, EDC's founding chairman of the Department of Prosthodontics, gathered at the Center on June 2 to remember him and to honor members of his family.

Dr. William D. McHugh, EDC's director, noted the immense impact Dr. Brewer had on the institution during his tenure as chairman and said that many students described him as "a demanding, fair, and fine chairman." In his remarks, Dr. McHugh also acknowledged the important role that Dr. Brewer's family played in his life and his profession.

At the hour-long ceremony, Dr. Gerald N. Graser (Prosthodontics '72, MS '75), chairman of the Department of Prosthodontics and a former student of Dr. Brewer, recalled his first meeting with Dr. Brewer. "I first met Allen in June, 1970. I had recently returned from a tour of duty in Vietnam and had made application to EDC while I was there. We talked about the future of prosthodontics, my future, kids — Allen and his wife, Brownie, had six kids, you know — and about training students. I decided that I wanted to train in his program, because he encouraged independent thinking."

The highlight of the reception was the presentation of a commemorative plaque, which now hangs in the Department of Prosthodontics. The plaque has special meaning, since it was created by another of Dr. Brewer's students, Dr. Mohssen Ghalichebaf (Prosthodontics '79), a maxillofacial prosthodontist in Indianapolis, Indiana.

The simulated bronze plaque features a relief head-and-shoulders sculpture of Dr. Brewer, with an inscription below. "I began work on the plaque in October, 1987," said Dr. Ghalichebaf, "and worked mostly from photographs of Dr. Brewer. The relief is worked in a mixture of clear plastic and bronze dust, which is then highly saturated and poured into a custom-made mold. Buffing with a special wax compound creates the facial highlights and shadows."

Dr. Ghalichebaf expressed strong sentiments about his former teacher and friend. "If you want to be an excellent dentist, try to be like Allen Brewer. If you want to be the best teacher, try to be like Allen Brewer. And if you want to be a wonderful human being, try to be like Allen Brewer."



photo by Roger B. Smith

Brownie Brewer (l.) stands beside a likeness of her late husband, Dr. Allen A. Brewer, sculpted by Dr. Mohssen Ghalichebaf (r.).

Commencement '88

(continued from page 1)



photo by Roger B. Smith

Master of Ceremonies Dr. William D. McHugh (r) observes Department of Pediatrics Chairman Dr. Steven Adair (l) present a pediatrics certificate to Dr. Raul Tango (center). Following the 1988 graduation ceremony, Dr. Tango returned to Sugre, Bolivia, where he joined the pediatric dentistry faculty of Universidad de San Francisco Xavier.

John Naisbet, in his book *Megatrends*, provides perhaps the most easily understood examples of the things which are occurring in our society and which have clear implications for future approaches to both dental education and dental practice. For example, Naisbet points out that we are shifting from an industrial to an information society.

Not only is it acknowledged that people have more knowledge and significantly increased access to information than they have had at any other time, but that the generation, interpretation and transmission of knowledge is a product that has high value in today's society...

Locked in a stereotype

When one thinks about information as a product of and by itself, it is hard to escape an old sentiment regrettably fostered by dental education, that unless a tooth has been restored or a prosthesis delivered, then nothing has been done for the patient. Perhaps the time has come to recognize and assign value to the service we provide which results in enhanced knowledge and the benefits which can accrue therefrom.

Similarly, what is it worth if we effectively correct the inaccurate or outdated information which comprises a component of the patient's knowledge base? Is it really that

the public won't value such services or are we locked in our own stereotype?...

Short-term, long-term

Perhaps the concept most relevant to dentistry falls under the heading short-term/long-term. The short-term, in essence, is the bottom line and describes those whose actions and reactions are committed to short-term benefit. The long-term component evokes the law of situation in which one is urged to ask the question, "What business are you really in?"

Naisbet provides the example of railroads which, at a critical juncture, responded to the question of what business they were in by saying "railroading" rather than "transportation." Herein lies the story of Penn Central.

Imagine for the moment that you are the chief operating officer of a company that makes window shades and for a variety of reasons decide that you are really in the business of controlling natural light. This simple change in the concept of business opens up entirely new vistas of opportunity...

Defining our business

I suspect that had you asked my contemporaries as we completed advanced training in the late '60's what business we were in, you would have heard an answer that centered around the treatment of caries and periodontal diseases, the correction of malocclusions or the construction of bridges and dentures.

If all that we have been told about society today and in the future is true, then perhaps the answer in 1988 is that we are in the business of assisting the patient to maintain optimal oral health and when necessary to enhance or restore the form and function of the masticatory system.

I would suggest to you that the difference between these definitions of business is not trite or insignificant. For example, these definitions would define a different point for the initiation of interaction with patients from sometime after the onset of disease to a point well before disease occurs. It also implies the necessity to expand the scope of general practice into areas traditionally reserved for specialists.

Couple these changes with a shift from episodic care to a long-term association in which satisfaction with service is defined in terms of a positive state of health to include the reasonable assurance that with the combined efforts of patient and practitioner, that state of health will continue in the future, we have a radical departure from the philosophy of relief of pain and correction of the sequelae of disease.

If you are beginning a relationship which you assume will be long-term, you build a different foundation and establish different goals than if the relationship with the patient is assumed to have a finite time frame.

Thus, a convincing argument can be made for not only understanding the changes which have taken place in our society, but that the willingness to stay



photo by Roger B. Smith

The parents of Department of Orthodontics graduate Dr. Joseph A. Catania (center), Frances (l.) and Joseph Catania (r.), stand proudly with their son. Dr. Catania is continuing his studies in the department, where he is a TMJ (temporomandibular joint) resident.



photo by Roger B. Smith

Terry Urbaniak (r) reads the orthodontics certificate awarded to her husband, Dr. James A. Urbaniak (l), who is now in private practice with Dr. Roger Bumgarner (Ortho '72) in Castle Rock and Littleton, Colorado.

Calendar

September '88

16-Atrium Gallery Opening Reception: "Nature's Creatures — In Woodland and Coral Reef." Fiber sculptures by Roy Grisewood. Marine photography by Kevin Fager. 7:00-9:00 p.m.

23-Reception honoring members of Director's Society and Friends of EDC. Atrium. 6:30-8:00 p.m.

October '88

7-Continuing education course: Management of Medical Emergencies. Speaker: Dr. Peter D. Quinn. EDC.

29-Reception and dinner honoring members of Eastman Associates and George Eastman Society. Genesee Valley Club. 7:00 p.m.

November '88

13-Atrium Gallery Opening Reception: "Watercolors" by Kristin Malone and Patricia Wygant. 2:00-4:00 p.m.

abreast of future changes and societal attitudes is just as important as updating knowledge in any of the clinical disciplines of dentistry.

Perhaps the greatest challenge lies on the other side of the equation.

Whether you are looking at the final third of a professional career or its beginning, we, the dental profession, must be willing to change and change is clearly difficult.

Not only must one recognize that change is necessary, but we also must identify what and how to change. But the most difficult aspect of all is to find the courage and energy and willingness to change.

Change is difficult, but not impossible. Change is necessary if the future of dentistry is to be viable and satisfying...



photo by Roger B. Smith

Claire Wallace speaks with her husband, Department of Prosthodontics graduate Dr. Phillip Wallace. The couple plans to live in Cleveland, Ohio, where Dr. Wallace will enter private practice

Alumni News

Mahmoud Ashrafi (PED DEN '77) successfully completed the comprehensive examination for board certification in pediatric dentistry.

Robert W. Baker, Jr. (ORTHO '87) was appointed co-editor of a new publication, the *Journal of the American Lingual Orthodontic Association*. The journal features articles on total diagnosis and treatment of the adult orthodontic patient. Dr. Baker practices in Ithaca, NY, in a group practice that includes his father, Dr. R.W. Baker, Sr., senior clinician in EDC's Department of Orthodontics.

Andrejs Baumhammers (PERIO '65) presented a talk, "Recent Advances in Pure Titanium Screw Implants," to the West Virginia Society of Periodontists on July 16. The talk was given at the Annual Meeting of the West Virginia Dental Association, which met at The Greenbrier, White Sulphur Springs, West Virginia.

Ted DiSantis (PED DEN '67) was recently recognized by the Ohio Department of Health and Human Services for his 21-year commitment to dental care for the poor. He was awarded a certificate of commendation for his work at the Free Medical Clinic of Cleveland.

Paul Gualtieri (ORTHO '76) has joined the ranks of the board-certified. He successfully completed the comprehensive examination for certification in orthodontics by the American Board of Orthodontics.

Edward "Ned" Kardys (GEN DEN '86) has set up practice in his hometown of Groton, CT. His wife, Dr. Spinelli, will join the practice this fall when her contract with the Naval Base in Groton expires. Dr. Kardys is also pursuing research involving titanium implants in the Univ. of Connecticut's Dept. of Oral Surgery.

Alan Klein (PED DEN '79, GEN DEN '77) has kept up an energetic schedule over the past 3 years. After graduating from law school, he passed both the Michigan and Florida bars. In addition, he opened a pediatric dentistry office in Grand Blanc, Michigan, and completed board requirements in pediatric dentistry to become a diplomate.

Mario Paz (ORTHO '87, GEN DEN '84) and Linda Hartzell were married on July 8 in Saint Louis Church, Pittsford. After a honeymoon in the Virgin Islands, the couple will live in Irvine, California.

David Richardson (PED DEN '79) writes that in June, he retired from teaching and entered private practice in "Canada's smallest and most beautiful province," Prince Edward Island.

Buddhi Shrestha (PED DEN '70) married EDC Oral Biology Research Associate and Section Leader, Sheila Mundorff, on June 18. Their wedding ceremony, held in Rochester, was attended by many EDC friends.

Jim Soltys (GEN DEN '82), who works in Victor, NY, writes, "My practice is leaning more toward the restorative mode and I'm proud of the rehabs I've completed and the patients they refer to me. Our children are 1-3-5 — Mary and I are now at least 50 years old! 1987 found us in a 'new' old home — one we wanted ever since moving into town."

Minna Stein (GEN DEN '72) became assistant to the registrar of the Royal College of Dental Surgeons of Ontario, Canada, on June 15. The Royal College is the provincial licensing body for the dental profession in Ontario.

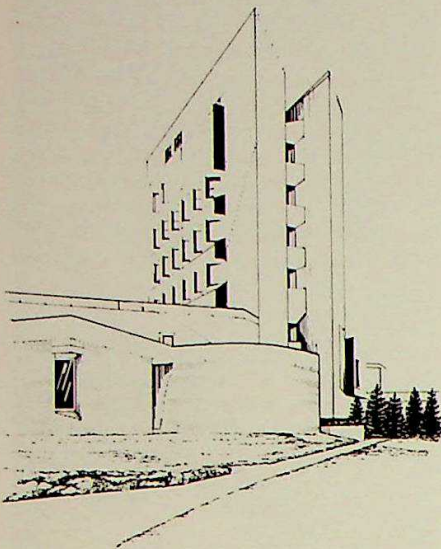
Patrick Treasure (GEN DEN '77, CRIES RESEARCH faculty '78-'81) has completed examinations for the Fellowship in Dental Surgery of the Royal College of Physicians and Surgeons of Glasgow, and is currently a full-time faculty member in the Operative Dentistry Department, University of Birmingham, England. In May, he married Dr. Elizabeth Maclaurin, a district dental officer and Birmingham dental school faculty member.

Lourdes Ch. Veloso-Miranda (GEN DEN '54) took a vacation from her general dentistry practice in Cebu City, Philippines, to visit the United States. She came to EDC with her daughter, Ruth, a dental student at Cebu Doctors College. Dr. Veloso-Miranda said she lives "a peaceful life" and recommends the Philippines as a serious alternative to anyone who lives at a hectic pace.

W. Neil Williams (GEN DEN '75) opened a new practice at Lonehill in Johannesburg, South Africa.

Have you seen us lately?

The office of Development and Communications is asking all of our alumni and friends for their assistance in compiling clippings about EDC. If you spot news about EDC in your local newspapers, magazines, or hear about us on radio or see us on TV, we'd like to know about it. Please take a moment to clip out the article or send us a note about the radio or TV story. Identify the source and date on which the story appeared and send it along to *Momentum*. We'd be grateful for your help.



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Please note: We try to include as many items as we can in each issue. But our quarterly publication schedule sometimes means that we receive items after the deadline for the next issue has gone by. If your news doesn't appear right away, be on the lookout for it in the very next issue. We enjoy receiving your letters, comments, and latest news. Your photos are also encouraged (black and white preferred).

Mail your submissions to Editor, *Momentum*, Eastman Dental Center, 625 Elmwood Avenue, Rochester, New York 14620.

Pictures of a Rotary Scholar

Snapshot #1: A bewildered-looking young man sits on a chair in his bedroom. Beside him is a stack of papers that reaches to the chair seat.

Snapshot #2: The same young man is reading the society column of a newspaper, written in Portuguese.

Snapshot #3: He is bending over a map of the United States. His finger points to "Tennessee." His lips are pursed as though he is sounding out a new word.

These images tell a small part of the story of a two-and-one-half year intensive search by General Dentistry student and EDC's first ever Rotary Scholar, Dr. Andre Puppín. When the Brazilian dentist decided to further his studies in an English-speaking country, he mounted a tireless campaign. A scholarship and graduate dental program are what he wanted, and a scholarship and graduate dental program are what he got.

"There really is a photo of me with a stack of papers as high as a chair seat," says Dr. Puppín. "If I were at home, I would show it to you." The stack he describes was made of responses from the international agencies and more than 20 embassies Dr. Puppín contacted for scholarship information.

"I finally found out about the Rotary Foundation Scholarship from reading the society page in my local newspaper," he continues. "The columnist always wrote about Rotary Club activities."

The graduate scholarship Dr. Puppín ultimately won covers tuition, travel and living expenses. The recipient must act as a "goodwill ambassador" to the host country.

After winning the scholarship, Dr. Puppín scouted for a one-year dental program. "I got to know the map of the United States so well," he says. "Not just the well-known states like New York and California and Florida," he insists, and starts to count on his fingers. "I learned Alabama, Oregon, Washington, Massachusetts, Michigan..."

Dr. Puppín graduated in March, 1985, from a five-year dental program at Universidade Federal do Espírito Santo in Vitória, Brazil. Shortly afterward, he began the ceaseless hard work of writing letters, poring through lists, interviewing, reading and traveling, that brought him to EDC. When he wasn't working in a local clinic or in the office of his dentist father, he was researching. "It was almost a full-time job," he says.

He has so many stories. He tells about taking the 350-mile bus trip to Rio de Janeiro three different times to get help writing a letter.

"The way you write a letter is so different from the way you speak," he explains. "In my eight years of English studies, I had never been taught to write letter-style. Rio was the closest place I could find someone to help me.

"And typing! I can type with only one finger, so I hired a typist. But she didn't speak English, so her typing always had mistakes. In the time it took to send the letter

back and forth several times for corrections, I could have typed it myself. I finally gave up and decided to write my letters longhand."

Dr. Puppín starts to describe the difficulty of changing money from Brazilian cruzados to American dollars to send money for application fees, but throws his hands up. "I could tell you so many, many, many more stories," he apologizes, "if my English were better."

He found Eastman Dental Center in a catalogue for graduate training given to him by the Brazil/American Institute. "I was very happy," he says, "when I received a telephone call from Dr. Handelman (chairman, Department of General Dentistry) telling me that I was accepted."

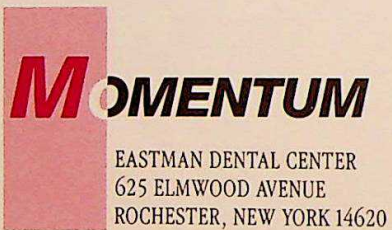
Since his arrival in this country, Dr. Puppín has begun the huge task of getting acclimated to a new language and customs. "I thought I'd be settled after a month or so," he says, "but I find that's impossible because you have to adjust your mind to so many things at the same time."

The dentist who pushed through hundreds of roadblocks to be able to study in a foreign country now pursues a dual career as dental resident and as goodwill ambassador at Rotary Club meetings. He describes his stimulating new life with a smile. "I'm always so aware," he says. "Every day something new is happening."



photo by Royal Chamberlain

Snapshot #4: Dr. Andre Puppín, EDC's first Rotary Scholar, develops new clinical skills in the Department of General Dentistry.



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