

Momentum

LETTER FROM THE DIRECTOR

D

ear Friends
& Colleagues:

Every issue of *Momentum* is full of Center news and happenings. In this issue you'll find a wide range of stories. We hope that you enjoy them.

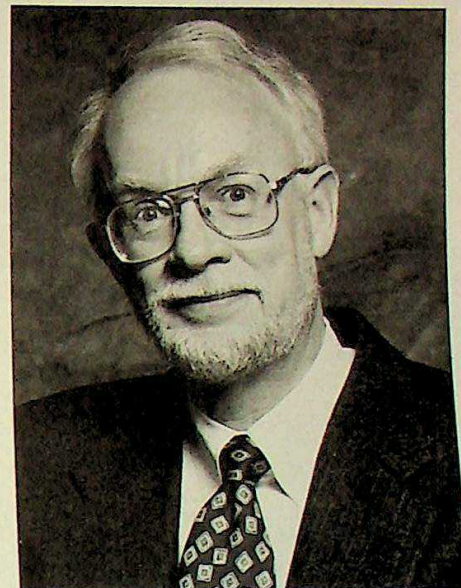
These past few months have been busy. On August 27, our Board of Trustees made an historic decision which moves us closer to an affiliation with the University of Rochester Medical Center.

On a sad note, we learned in June about the death of Dennis Leverett, former director of Eastman Dental Center and chair of our community dentistry department. Dennis' legacy in the field of dentistry is recognized throughout the world, and his warmth,

leadership, and kindness will long be remembered in the greater Rochester community.

Our community outreach programs are also in the news. A story about our Smilemobile program, submitted by a teacher from Enrico Fermi School No. 17, gives you an inside look at the ways we serve local school children. Get the inside scoop on everything from wigglebugs to sleepy juice to silver-stars (our Smilemobile staff know how to make dentistry fun for kids)! We also celebrate our newly established Mt. Morris outreach clinic, which brings dental services to rural children.

As I wind up this column, I'd like to express my appreciation for your generous support of our capital campaign. We're closing in on our \$200,000 goal, and we look forward to creating an orthodontics facility for the 21st century. For those of you who think orthodontics is all about braces, please see our story on page two. You'll



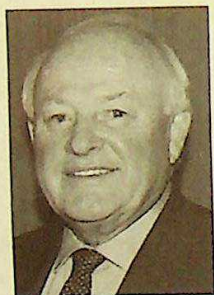
Ronald J. Billings, D.D.S., M.S.D., Director

learn how this program, under the inspired leadership of Dan Subtelny, serves people with special needs.

As always, warm regards from your friends and colleagues at Eastman Dental Center!

Sincerely,

Ronald J. Billings, D.D.S., M.S.D.
Director



"We anticipate that Eastman Dental Center and the University of Rochester are beginning a promising new era," says Dr. Wilfred A. Springer, president of Eastman Dental Center's Board of Trustees.



"George Eastman anticipated this affiliation in a letter he wrote in 1920. I am delighted to see his vision become a reality," says Jay H. Stein, M.D., senior vice president and vice provost for health affairs at the University of Rochester Medical Center.

AN AFFILIATION FOR THE FUTURE

W

ith the approval of the Board of Trustees of Eastman Dental Center (on August 27) and the Executive Committee of the University of Rochester Board of Trustees (on September 19), plans will move

forward for EDC to become an affiliate of the University of Rochester Medical Center (URMC).

A definitive affiliation plan—which is still under negotiation and which will not be complete for a number of months—will combine the resources and energy of EDC and URMC in one organization dedicated to becoming the number one institution worldwide for oral health care, dental post-graduate education, and dental research.

When a formal affiliation plan has been completed, it will be presented for approval to both Boards—perhaps in mid 1997. The intent is for EDC to join the URMC as a peer organization, along with Strong Memorial Hospital, the School of Medicine and Dentistry, the School of Nursing, and the UR Medical Faculty Practice Group.

The plan calls for EDC's endowment to be placed in a separate foundation and preserved exclusively for the advancement of oral health.

NEW HOPE

by Greg Williams

M

ary Coffey was born with congenital cleft of the lip and palate, a condition that results in a gap in the upper lip, gum, and roof of the mouth where the two halves of the upper jaw fail to join during fetal development. Over several years, Eastman Dental Center's orthodontists used state-of-the-art techniques to reshape her mouth. The value of their work can be seen in Mary's smile... something she readily does now, without hesitation. "There was a time when I was embarrassed by my smile," says Mary, now 24, married, and a graduate of the Rochester Institute of Technology with a degree in criminal justice. "Thanks to the cleft palate team, I feel better about myself. I am more confident."

Most of the patients who visit Eastman Dental Center's orthodontic program come for traditional reasons: to have their teeth straightened. For decades, the program has provided this important service to children, many of them impoverished with no other source of care. The Center's orthodontic program has also earned an international reputation for the treatment of cranio-facial anomalies and growth problems, whether genetic in origin, or caused by injury.

Cleft lip and palate are two of the more common conditions that the Center's orthodontic specialists treat. Dr. J. Daniel Subtelny, orthodontic program director, was one of the founders of the Eastman Dental Center/Strong Memorial Hospital Cleft Palate Team, which began in 1960.

The team brings together orthodontists, surgeons, speech pathologists, and other specialists to diagnose problems and create long-term treatment plans. Over the years, the team's orthodontists have created increasingly sophisticated devices that can reposition and reshape the parts of the upper jaw so plastic and oral surgeons, with dentists, can eventually transplant tissue and teeth into the gap. "The result, when combined with advances in plastic surgery, creates an almost miraculous difference for children with cleft lip and palate," says Dr. Subtelny.



Mary Coffey

Today the cleft palate team adds 30 new cases each year and research suggests the number will continue to grow.

A GIFT OF BEAUTY

D

id you ever hear of a weeping blue atlas? This lovely tree now graces the south entrance of Eastman Dental Center, along with many other seasonal plantings donated as part of a civic beautification project by the Rochester Garden Club (RGC).

More than \$8,500 worth of plantings were installed, free of charge to the Center, in May. "These gardens are visible from our pediatric clinic," says Dr. Billings. "We are delighted that our young patients can share in the beauty of these gardens, thanks to the community spirit demonstrated by the Rochester Garden Club."



For the past 27 years, RGC has raised project funds through a geranium sale. Last year, more than \$14,000 was raised for civic beautification projects. Members select, sell, and deliver more than 10,000 geraniums that are specially grown for RGC. More than 120 people belong to the Rochester Garden Club, whose purpose is to promote the love of gardening in the community through educational pursuits and civic beautification projects.

For the past 27 years, RGC has raised project funds through a geranium sale.

A CHALLENGE GIFT FROM
ELAINE P. WILSON

E

laine P. Wilson,

one of our community's leading philanthropists and civic patrons, is well known for her love of Rochester and support for many local organizations. A member of EDC's Board of Trustees since 1977, and a former Board president (1991-92), Elaine Wilson is a strong advocate of Eastman Dental Center, especially in the realm of community outreach and education, in the fine tradition of our founder, George Eastman.

In a surprise announcement at our September Board meeting, Elaine Wilson designated a \$20,000 challenge gift to the Center's capital campaign. This challenge gift, from the Elaine P. and Richard U. Wilson Foundation, has only one corollary: to generate the gift, fellow members of the Board of Trustees must contribute \$30,000 towards a total gift of \$50,000 from the Center's Board of Trustees.

"This challenge gift is a demonstration of my commitment, as a member of the Board of Trustees, to Dan Subtelny and the orthodontic program," says Elaine Wilson. "I know that my fellow Board members



Elaine P. Wilson

will accept this challenge, and that together, we will demonstrate our dedication to the future of Eastman Dental Center during this exciting time in its history."

"Elaine Wilson's leadership on our Board has been legendary," adds Ronald J. Billings, director of Eastman Dental Center. "We are honored that Elaine and the Wilson family recognize the wonderful work performed by our orthodontics program, which is world renowned for academic excellence, and which provides many important services for children, families, and people in need."

One month after the challenge gift was announced, we are quickly approaching our Board goal of \$50,000—and all signs point to 100% participation!

CAPITAL
CAMPAIGN
REPORT

O

ur capital

campaign to raise funds for a 21st century orthodontic facility is in full swing! A chart with bright, red columns located in the orthodontics clinic marks the fund's advancement towards its \$200,000 goal.

We've received 44 gifts and 18 pledges from alumni, faculty, staff, board members, dental companies, and friends of the orthodontic program. These donations will fund 12 new chair units, three classrooms, new radiology equipment, carpet, paint, and other program-related support.

Plans are underway for a June 20 ceremony to dedicate the clinic in honor of J. Daniel Subtelny, orthodontic program director.

If you would like to donate to this campaign, please call us at (716) 275-1143.



HELP the tooth fairy!

The tooth fairy, our No. 1 public liaison, seeks your support for Eastman Dental Center's 1996 annual giving campaign! Your gift will help support the tooth fairy's favorite causes: oral health for children, adults, seniors, and people with special needs; field advancing research; and training for dentists from around the world. For those of you who have already donated to the campaign, a special thanks from your friends at EDC and you know who!

If you would like to make a contribution to Eastman Dental Center, please clip and mail to:
Development Office, Eastman Dental Center, 625 Elmwood Avenue, Rochester, NY 14620

EASTMAN DENTAL CENTER

Name/Company: _____
Street Address: _____
City: _____ State/Country: _____
Zip Code: _____ Phone #: _____

Eastman Benefactors	(\$2,500 and above)
Eastman Founders	(\$1,000 - 2,499)
Director's Society	(\$250 - 999)
Friends of EDC	(\$100 - 249)
Donors	(under \$100)

Enclosed is \$ _____ or I/we pledge \$ _____

Card #: _____

Exp. date: _____

Please print your name(s) as it should appear in our annual report:

Yes! I want to support Eastman
Dental Center

You may use my gift for:

- ☐ General Support
- Educational Programs:
 - ☐ General Dentistry
 - ☐ Orthodontics
 - ☐ General Program Support
 - ☐ Ortho Renovation Campaign
 - ☐ Pediatric Dentistry
 - ☐ Periodontics
 - ☐ Prosthodontics
- ☐ Community Outreach Programs
- ☐ Library
- ☐ Research
- ☐ Other _____

(Eastman Dental Center is a not for profit organization)

QUIET MIRACLES

by Bonnie Shirley

W

hat's sleek and

shiny on the outside and secure and cheerful on the inside? Answer:

Eastman Dental Center's Smilemobiles.

One of these two mobile dental units came to the campus of Enrico Fermi School No. 17 and remained there, servicing No. 17 school children for ten weeks.

A trip to the Smilemobile is truly an adventure. Where else can you get a silver star (silver filling), a hat for a tooth (stainless steel crown); sleepy juice (Novocain); experience a tooth toughener (fluoride); have your very own tooth towels (gauze); meet Mr. Bumpy (drill); feel the wiggiebug (toothbrush); have your teeth get a shower (water syringe); and then be dried off with a one-of-a-kind blowdryer (air syringe)?

During treatment a child can also decide which pair of funky protective glasses to wear. The glasses are neat: oversize beach glasses, New York City glasses to make you feel and look exactly like the Statue of Liberty, white ghost glasses with an orange "Boo," or a truly glamorous pair of glasses complete with ruby lips, teeth, and fashion eyes. As a child's reward for a good visit, the Smilemobile has many prizes: toothbrushes, fancy pencils, coloring papers, stickers, and special certificates.

Since most kids are typically wary of a trip to the dentist, it is evident that the Smilemobile staff quietly performs daily miracles. Smilemobile II Manager and Dental Hygienist Mary Montanarella explains, "Everything is in plain view and children

can move around and explore. We provide quality dental care in a fun environment."

At Enrico Fermi School No. 17, about 270 children in grades pre-kindergarten through two receive oral health care from the Smilemobile staff. They are seen at least twice, once for an exam and x-rays, and then for a cleaning and fluoride treatment. Children who require more dental work are seen up to six times. Referrals for orthodontics and space

maintainers are coordinated with EDC's pediatric dentistry and orthodontics programs.

By the time the Smilemobile leaves No. 17 school, students account for about 900 visits. The Smilemobile is parked adjacent to a host school for between eight and 10 weeks. By the end of the school year and the summer, the Smilemobile staff has approximately 3,000 student visits. Editor's Note: We thank Bonnie Shirley, a teacher at Enrico Fermi School No. 17, for sharing this heartwarming account of how Eastman Dental Center's Smilemobiles serve children in our community.

Enrico Fermi School No.

17 Principal Ralph Spezio

recalls a day nearly four

years ago when a kinder-

garten teacher asked him

to come to her room. He

saw a small child, sobbing

and rocking back and forth

in his chair. "I discreetly

asked the child to come

with me, away from the

classroom and other chil-

dren," he explains. "Then

I asked the child to open

his mouth. I was absolutely

horrified to see that nearly

every one of this child's top

teeth were rotting away. I

contacted the Smilemobile

immediately." He adds,

"They perform a very impor-

tant service for our school."

A CELEBRATION OF LIFE

D

ennis H.

Leverett, D.D.S., M.P.H., former director of Eastman Dental Center and chair of the community dentistry department, died at his home in Las Cruces, New Mexico on July 7, 1996 after a long battle with cancer. More than 150 friends and colleagues attended *A Celebration of Life* ceremony, honoring Dr. Leverett, in July at Eastman Dental Center.

In January 1996, the Center's Board of Trustees granted Dr. Leverett the honorary title of professor emeritus, in recognition of his distinguished career at Eastman Dental Center.

"Dr. Leverett had a profound impact on many people within the greater Rochester and international dental community," says Dr. Wilfred A. Springer, president of the Board of Trustees. "He truly cared about helping children and people in need obtain oral health care. His leadership, compassion, and skills as a

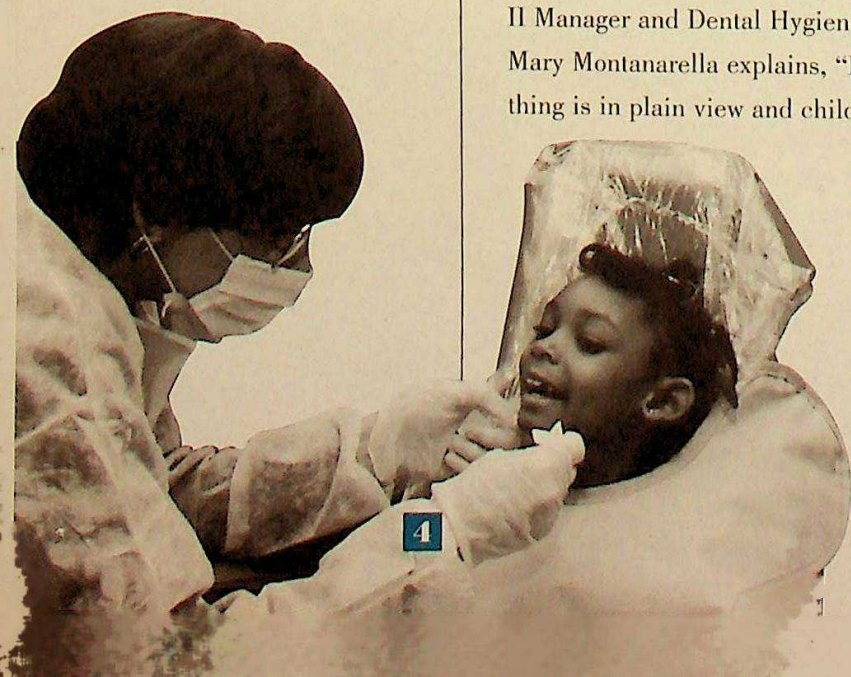


In June, Dr. Leverett accepted the John W. Knutson Distinguished Service Award.

scientist and senior clinician helped shape our community outreach programs. We will miss him greatly."

A graduate of Ohio State University (D.D.S. 1956) and Harvard University (master's degree in public health 1968), Dr. Leverett joined the faculty of Eastman Dental Center and the University of Rochester School of Medicine and Dentistry in 1973. Dennis served as chair of EDC's community dentistry department from 1973 to 1992, and as the dental director of the Monroe County Health Department from 1973 to 1989. In 1984 he was promoted to the rank of professor of dental science at the

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As of a result of his exemplary contributions and quality work, Dr. Leverett received the 1996 John W. Knutson Distinguished Service Award from the Oral Health Section of the American Public Health Association.

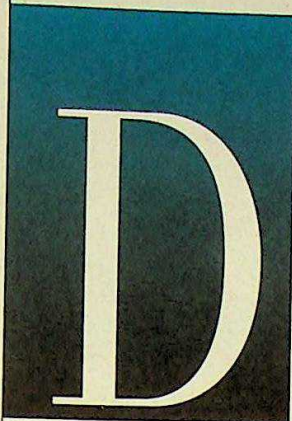
A Celebration of Life continued from page 4

University of Rochester and in 1987, he was promoted to the rank of professor at EDC. He was appointed interim director of Eastman Dental Center in 1992, and he served in that position until his retirement in 1993.

In addition to his work at EDC and the University of Rochester, Dr. Leverett is recognized for his work in clinical research and public health dentistry. Dr. Leverett was a diplomate of the American Board of Dental Public Health, and he was a member of several professional organizations, including the American and International Associations for Dental Research, the European Organization for Caries Research, the American Public Health Association, and the American Association of Public Health Dentistry (AAPHD). His contributions to the AAPHD included serving as editor of the *Journal of Public Health Dentistry* and as president in 1996. During his career, Dr. Leverett presented 86 papers at national and international meetings and published 50 papers and book chapters.

Dr. Leverett is survived by his wife Joyce, seven children, and several grandchildren. Donations in his memory may be made to: Mesilla Valley Hospice, Inc., 299 East Montana, Las Cruces, New Mexico, 88005.

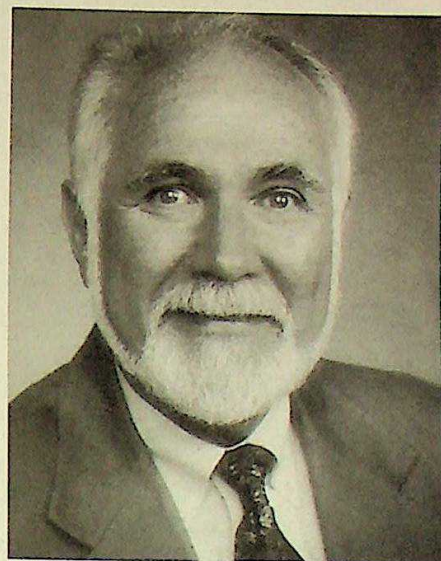
NIDR DIRECTOR SPEAKS AT COMMENCEMENT



r. Harold

Slavkin, director of the National Institute of Dental Research (NIDR), delivered commencement remarks on Friday, June 14, to an auditorium packed with graduating residents, parents, friends, and colleagues.

In his commencement address, Dr. Slavkin reflected on the nation's health care delivery system, its costs, and the demands upon it. Today, Americans enjoy access to the finest medical and dental care in the world, but it comes at a price. Taking a cue from a line in the Lewis Carroll novel, *Through the Looking Glass*, Dr. Slavkin says he rises each morning believing in six impossible dreams. In his address, he outlined the six impossible dreams, which he says must become possible if American dentistry is to continue to lead the world in oral health education, science, and clinical practice into the next century.

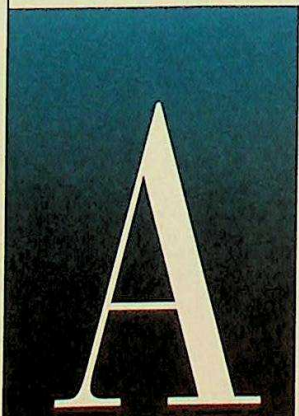


National Institute of Dental Research Director
Dr. Harold Slavkin

Twenty-two residents received certificates during the commencement ceremony, and awards were presented to:

- *Award for Excellence in Teaching by Part-time Faculty:*
Dr. Edward Sommers
- *Basil G. Bibby Fellowship:*
Dr. Carlo Ercoli
- *Student Research Fellowship:*
Dr. Dionne Johnson
- *Rochester Section, AADR Scientific Merit Awards:*
Dr. Rejane Ribeiro,
Bibby Award
Dr. Spyros Karatzas,
The Buonocore Award
Dr. Stephanos Kyrkanides,
The Buonocore Award

RETIREMENT



Advocating for people with developmental disabilities has been the driving force behind Dr. Jorge Davila's 29-year career at Eastman Dental Center. Jorge M. Davila, D.D.S., M.S., professor emeritus

and director of the dentistry for the disabled program, retired in June.

The dentistry for the disabled program provides dental care to people with physical and mental disabilities. More than 1,000 patients were treated this past year. Twenty-eight local organizations, including United Cerebral Palsy and Arc of Monroe County, utilize the Center's expertise in oral health care for people with special needs.



Jorge M. Davila, D.D.S., M.S.

continued on page 6

DENTAL CARE FOR RURAL CHILDREN

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Livingston County are taking advantage of a newly established year-round dental clinic, thanks to a collaborative effort between the Center's community dentistry program, BOCES Geneseo Migrant Center, and the Livingston County Health Department. The dental clinic facility, located in Mt. Morris, has been operating as a part-time migrant dental clinic. Since the clinic was not in use during the day, EDC received permission from the State Health Department and

Livingston County to share and operate a part-time pediatric dental clinic, using the existing two-chair units and other equipment. This clinic enhances access to preventive and primary dental care for rural children. Start-up funds were provided by the Rochester Primary Care Network through a grant awarded to Rushville Health Center.



This new program has been enthusiastically received by the community, and more than 200 children received dental care this summer. Holly Barone, EDC's Satellite Clinic Manager and her support staff, under the direction of Dr. Buddhi Shrestha, deserve credit for a job well done!

This clinic enhances access to preventive and primary dental care for rural children.

Retirement

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In January, the Center's Board of Trustees conferred the honorary title of professor emeritus upon Dr. Davila, honoring his distinguished career as an educator, researcher, and care provider for people with mental and physical disabilities. With the support of federal grants, Dr. Davila has developed training materials on the management and treatment of people with disabilities. He has also developed audiovisuals to educate people with developmental disabilities and their caregivers about oral hygiene and how the dentist plays an important role in maintaining oral health.

Dr. Davila has also published several scientific journal publications and abstracts during his 29-year career, many of which focus on dental care and patient management for people with physical and mental disabilities.

Dr. Davila earned his D.D.S. from the School of Dentistry in Cochabamba, Bolivia in 1953 where he practiced, researched, and taught for 14 years. Dr. Davila came to Eastman Dental Center in 1967 and received his certificate in pediatric dentistry in 1970. He completed his master's degree at the University of Rochester in 1972.

Dr. Davila was co-appointed to a position as senior clinical and research associate at Eastman Dental Center and director of dental services at the Monroe Developmental Center in 1975.

In 1995 the Center gave up its satellite clinic at MDC and consolidated patient care for people with developmental disabilities at EDC.

BRIGHT SMILES FOR COLLEGE STUDENTS

H

althy smiles

and dental services are part of a new plan being offered to University of Rochester students. More than 350 students have enrolled in the plan, which began September 1.

The University of Rochester Student Dental Plan, a program sponsored by the University of Rochester with Eastman Dental Center and the University Dental Faculty Practice Group as the preferred provider organizations, offers students and their families cost-effective, convenient dental care. Coverage is underwritten by The Guardian.

In January, the Center's Board of Trustees conferred the honorary title of professor emeritus upon Dr. Davila, honoring his distinguished career as an educator, researcher and care provider for people with mental and physical disabilities.

A RESOURCE FOR HOMELESS VETERANS

"I

thank you, your

staff, and students for your support during the Winter Haven Homeless Veterans Program on March 2, 1996 at the Rochester War Memorial. Over 370 homeless, or at risk of becoming homeless, veterans and their families accessed a wide variety of services. One of the resources hardest to find and most eagerly sought by the veterans is dental care. The support that your organization has given in providing this critically needed resource, both this year and in years' past, has been invaluable."

—Robert Van Keuren, Special Assistant to the Associate Medical Center Director
Winter Haven Program Coordinator

CONTINUING EDUCATION

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uing education for dentists in New York State became official June 12 when Governor George Pataki signed into law the "Quality Care Continuing Education Act." This bill, which takes effect in January, requires that dentists complete 45 hours of continuing education every three years.

GRANTS & AWARDS

D

r. Timothy

Blieden

- Awarded a First Independent Research Support and Transition grant totaling \$505,481 to study the role of fibroblasts in periodontal disease.

Dr. Cyril Meyerowitz, professor and chair, University of Rochester Department of Clinical Dentistry and professor, Eastman Dental Center

- Awarded an NIDR grant to develop clinical researchers with expertise for conducting clinical trials, in the amount of \$154,548. This grant was awarded to the University of Rochester. EDC mentors participating

in the grant include: Drs. Berkowitz, Billings, Blieden, Caton, Kalmar, Malmstrom, Mol, Moss, and Zero.

Dr. Domenick T. Zero

- Awarded \$90,000 to evaluate a new toothpaste formulation using an intra-oral model.
- Awarded \$24,000 to compare fluoride uptake by partially demineralized enamel.

asil G. Bibby (left) receives the plaque marking his Honorary Membership in the International Association for Dental Research, which was accepted on his behalf by Ron Billings (right), director of Eastman Dental Center, at the IADR San Francisco meeting in March.



SAVE!
the date

Periodontology: Overview and Advantages of the ASTRA TECH Implant System
November 6, 1996

General Dentistry: General Dentistry Alumni Conference in Curacao
February 5-8, 1997

General Dentistry: Endodontic Technique Participation Course

Part I

February 14-15, 1997

Part II

March 7-8, 1997

Part III

April 12, 1997

Third Annual Handelman Conference

May 16-17, 1997

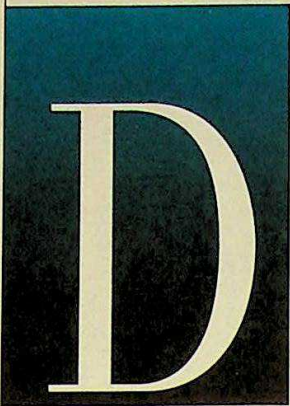
19th Annual Allen A. Brewer Conference

June 12, 1997

For information, call Connie Truesdale at (716) 275-5064 or fax (716) 256-3153

NOTES

ALUMNI NOTES



r. Martin

Curzon, (Ped Den '68) recently completed a visiting professor position at the University of Otago Dental School, New Zealand, working with **Dr. Bernadette Drummond (Ped Den '82).**

Dr. Murray Diner, (Ped Den '69) presented "A New Sedation Technique for the Developmentally Disabled," in April at the 8th Annual National Conference on Special Care Issues In Dentistry.

Dr. Kostis Giannakopoulos, (Gen Den '96) won the *1996 Eastman Kodak Student Research Award*, presented by the Diagnostic Systems Group of the International Association for Dental Research, for a research project he presented at the 74th IADR meeting. This fall, Giannakopoulos will make two presentations on digital radiographic imaging at a national dental conference in Greece.

Dr. Lawrence S. Harte, (Ortho '62) has been elected president of the New Jersey Association of Orthodontics and Secretary of the Public Health Council of the State of New Jersey. Dr. Harte was also selected by New Jersey Governor Christine Whitman to serve on a special blue-ribbon HMO committee.

Dr. Antonio J. Moretti, (Perio '95) began a one-year visiting professor position in May at the University of Texas Dental Branch's Department of Periodontology in Houston, Texas.

Dr. Anibal Silveira, Jr., (Ortho '83) received *The Best Teacher's Award* during commencement ceremonies at the University of Louisville.

1996 Momentum is written and produced by the development and communications office. If you have any comments, you may contact us at (716) 275-1143 or (716) 256-3153 fax

*Lisa Farrell, Director
Constance Truesdale, Coordinator
Meghan Kodweis, Assistant*

8

Momentum

EASTMAN DENTAL CENTER

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