

The Southern Academy of Periodontology

PerioSouth News

Volume XXXVI No. 1 Spring/Summer 2010

President's Message

Greetings from the Southern Academy! The Academy had another outstanding Winter Meeting with the North Carolina Society of Periodontists in Charlotte, and we are looking forward to a wonderful Annual Meeting at the Grove Park Inn in June.

We began our January meeting with a Strategic Planning Session led by Dr. Beth Bjornson, Chair of the Strategic Planning Committee, in which much was accomplished. The Officers and members of the Executive Council reviewed and, most importantly, updated the goals and strategies of our Academy while building on the Academy's existing Strategic Plan. We are on a good path, and our Committees are working hard to meet the needs of our Academy and membership.

On Friday afternoon and Saturday, our speakers, Dr. David Canfield and Dr. Ron Nevins, gave excellent presentations. The popular AAP Insurance program for our staffs was held concurrently on Friday afternoon. Dr. Jeff Taylor, Program Chairman and our President-Elect, is to be commended for a successful and well-attended meeting despite snow and ice on Saturday! I want to thank Dr. Nelson Eddy, President of the North Carolina Society of Periodontists, for helping this meeting to work so well, and Dr. Karen Lanier, Local Arrangements Chair, for helping to coordinate transportation for our speakers. A special thank you to Cindy Miller, our Executive Director, and her husband, Duke, for helping to plan and coordinate the many aspects and details of this meeting.

I want to thank Dr. Steve Daniel, our Exhibitor Chairman, and our winter sponsors, BioHorizons, Osteohealth, Procter and Gamble, Salvin, and 3i Implant Technologies. Our meetings would not be possible without the generous support of these companies.



Southern Academy President Dr. Jennifer Diversi, daughter Caroline, and husband Tommy, enjoying horesback riding and sporting clays at Burge Plantation near Atlanta.

The 90th Annual Meeting of our Academy will be held in the beautiful mountains of Asheville, North Carolina, at the historic Grove Park Inn & Spa, June 17th – 20th. The theme of our 2010 Meeting is, 90 Years, A Family Tradition. Come celebrate with your family, friends, and colleagues. The food, the views, and the service of the Grove Park Inn are all excellent. You will feel rested and rejuvenated after this wonderful adventure.

Dr. Chris Richardson, our Annual Meeting Program Chairman, has planned an outstanding education program. Our featured clinical speaker will be Dr. Michael McGuire. He will be speaking Friday and Saturday mornings on Biosurgery—Using Bioactive Molecules and Living Cells to Facilitate Hard and Soft Tissue Regeneration. He will identify the trends, challenges, and opportunities that will affect periodontics in the future. On Sunday morning, following our General Assembly, our Member Speaker, Dr. Steven Offenbacher, will be presenting.

Dr. Bill Claiborne and Dr. Bill James, our Local Ar-

Continued next page

rangements Co-Chairmen, have planned a wonderful family meeting for us. You can play golf with Dr. Chuck Felts, our Golf Chairman, or tennis with Dr. John Crosland, our Tennis Chairman, on Friday afternoon. And you can ride the rapids of the French Broad River with Dr. Bill James, our Rafting Chairman, on Saturday afternoon with your children. Hiking, a sporting clays excursion, fly-fishing, and gem mining are all nearby activities that you and your family can experience while in Asheville. The Inn's historic Donald Ross-designed golf course is included in Golfweek Magazine's "America's Best" listings. The Inn is rated one of the "50 Greatest Tennis Resorts" by Tennis Magazine. You and your children will also enjoy the two pools at the Inn. There is an indoor pool at the Sports Complex, and another outdoor pool at the Inn's Country Club. All ages will enjoy gathering here to socialize and to have lunch or a snack at the Cabana Grill located poolside. You can walk to either of the pools or take the complimentary shuttle.

Saturday evening will be special. We will enjoy a traditional Appalachian menu and entertainment provided by the Southern Appalachian Cloggers. There will be clogging, blue grass music, and dancing with special activities planned for your children by our Children's Activities Chair, Dr. Mona Ellis and her committee. Make plans now to attend with your family. Join your friends and colleagues. I look forward to seeing all of you at the Grove Park Inn in June!

In closing, "Commitment to Excellence" was my father's theme for his meeting at the Grove Park Inn in 1987. I would like to include excerpts from his President's Message. I feel what he expressed then applies today to our Academy and to the practice of periodontics:

"We have not been, nor can we become, a stagnant organization. We all acknowledge how dramatically periodontology has changed over the past one hundred years. Consequently, many of us feel challenged by the technical expertise required to treat periodontal diseases. But, the challenge of ever changing ideas and attitude toward periodontal therapy is beneficial. We have access to on-going research activities and scientific advantages, which were unavailable to our predecessors. We, as an organization, need to continue to provide programs for our membership, which keep them updated. We must continue to meet the challenge of scientific change.

"We have noticed a widening acceptance of our profession through the media and by our patients and peers. In Georgia, we have television spots making people aware of the incidence of periodontal disease. Today, we also have the challenge of advertising, the competition of retail clinics, the increase in franchised dentistry and closed panel dentistry. We, in private practice, must be aware of the constantly changing climate in which we live. Marketing the quality

product we offer must become part of our vocabulary and part of our emphasis.

"Were we to stand still, were we to continue to practice the way we always have—we could be passed by. We are aware of the challenges, the need for education, and the need for sharing our ideas. We know there will continue to be a need for the private practice of periodontics. We are committed to doing the best job we can. We are committed to excellence."

In reading these words of my father almost 25 years ago, I was struck by how things change and yet stay the same. Even with all the changes in technology we have experienced and all of the advances in periodontology, some of which have made our practices significantly better, if not easier, it is still clear that there is today, just as there was 25 years ago, the need for all of us to strive for excellence. This is what our Academy strives to promote in our practices.

Thank you for the privilege of serving as your President this year. Let's continue to work together and build upon the wonderful traditions and legacy of our Southern Academy.

Dr. Jennifer Diversi, President

Special Meeting Rates for Retired Members

Retired members of the Southern Academy may now attend the annual summer meeting with no registration fee. To be eligible, you must have been a member of the Academy for 25 years or more, be retired from periodontics, and not derive income from dentistry.

You will be required to pay a per person fee for events that you attend. To obtain this special registration and fees, please contact Cindy Miller at the Central Office.

25-Year Club Adds 7

Drs. Danny Adkins, William Argo, Steven Daniel, William Farrar, Benjamin Hanson, Wayne Yarbrough, and Kirk Young will be joining the ranks of the 25-Year Club. These new additions bring the total enrollment in the club to 176.

Marketing to The Consumer...

...Has the Time Come?

Your Academy at Work

by John Crosland, DDS, District III Trustee



Last week I received an email that included correspondence between Sam Low, our president, and Rodney Richardson, a member of the Southern Academy. It had to do with the fact that Dr. Richardson had stopped limiting his private practice in periodontics. I called Dr. Richardson and asked him to send me an email describing his rationale as well as any suggestions he

might have for the AAP in light of this change in the “paradigm” as he puts it. The following is his email to me:

John:

I am significantly concerned with the imminent changes occurring in our specialty practices in periodontics. Approximately 3 years ago, I noticed a shift in referrals in my specialty practice of 18 years. As a typical periodontist, I assumed that we had offended the referrals and/or they had moved to my younger colleague one block down the road. Unfortunately neither scenario was true. A paradigm shift had occurred in my specialty. Soft tissue management and the magical laser had moved to a higher level in the general dentists' offices. All the cajoling, information pamphlets and donuts didn't bring the referrals back. An older general dentist who I consider my mentor suggested the following: "Talk to your remaining referrals. Tell them about the decrease in referrals. Inform them that you are changing your practice (out of necessity) to general dentistry. Explain to them that you will continue to treat referrals the same; however, any patient who is self-referred will remain in your practice." That suggestion was implemented 18 months ago with complete success.

We are all aware of the changes occurring in periodontal referrals. The literature reviews, weekly news updates, re-

gional conferences, etc. will not affect this shift; therefore, the AAP should support these struggling periodontists and work with them to modify their practice into a form that will be successful and enjoyable until retirement. I've found that general dental patients are very accepting of periodontists who return to general dentistry; however, I am also aware of the importance of maintaining my periodontal referral relationship with the remaining general dentists who send their patients my way.

*Rodney C. Richardson, DMD
Meridian, Mississippi*

It is an interesting concept, and I am sure that in these economic times more than a few of us have had similar thoughts. Personally, I am not ready for this approach, but I agree that the environment of the periodontal marketplace has changed and not to the benefit of the periodontist. And, I am a firm believer that if we periodontists are not seeing as many patients, then the general public is not getting the best periodontal care.

Recently the State/Regional Assembly Coordinating Committee (SRACC) of the AAP sent out a survey to the general membership. Over 900 members responded. At this time the data is still in its raw form, but the AAP is in the process of having a professional firm give the Board a qualitative and quantitative analysis. This will be reviewed by the SRAC, and they will forward their recommendations to the Strategic Planning Committee who will present it to the Board in May. One of the major themes of the survey was the thought of the AAP engineering a Direct to Consumer (DTC) campaign. John Sottosanti, the Board liaison to the SRACC, has looked over the raw data, and the following are his opinions as to the survey findings:

1) 65% would be willing or are in favor of a DTC campaign with the most common amount (of additional assessment by the AAP to pay for a DTC campaign) being \$500 per year for 3 years. Only 18% were not in favor with the remaining 17% being unsure.

2) 74% did not feel it would negatively affect their relationship with their referral sources.

Cont'd Page 9

A Short History of the Southern Academy

By Dr. Hank Diversi

In the beginning our organization was named “The Southern Academy of Pyorrhea and Prophylaxis”. The first meeting was held on June 12, 1920 in Atlanta, Georgia. There were 13 charter members from four states, Florida, Tennessee,



*Dr. Diversi, 1986
Newsletter Photo*

Alabama and Georgia. One of the charter members was Dr. Justin Towner of Memphis, the grandfather of our current member Dr. Justin Towner. The charter members gathered together because “they were especially interested in pyorrhea and prophylaxis,” hence the original name. During this meeting it was agreed that membership be by invitation only and limited to those whose practice was at least fifty percent “Prophylaxis and Pyorrhea Work.”

Dr. Robin Adair of Atlanta was named the first secretary. He developed “Adair’s Solution” as a topical chemotherapy

to treat pyorrhea. It contained creosote. He was perhaps one of the first to develop a school in his office to train hygienists. At that time hygienists did not need formal training to be licensed under the preceptorship laws of Georgia that still were in effect in the 1960’s. I remember that in job interviews applicants would proudly proclaim that they were trained by Dr. Robin Adair and that they knew how to use his solution.

On June 26, 1920 Dr. T. P. Hyatt of New York presented the first scientific program for the Academy. His program included a discussion and demonstration of scaling, polishing, and methods of tooth brushing.

We have come a long way since those days but our basic philosophy has remained the same. We continue to be an elite academy with dedicated members who believe in the importance of excellent scientific programs. But perhaps what has sustained us and what the Southern Academy of Periodontology should be remembered for is not just our Southern hospitality but our congenial family-friendly atmosphere. This has set the tone for all of our meetings. I hope this will always be our trademark.

A Message for Our Retired Members...

From Dr. P. D. Miller and Dr. Hank Diversi

Please know that you are an integral part of the Southern Academy—probably more important to us as you are to many of the organizations that you belong to (or did belong to!!).

We realize that our meeting is no longer tax deductible to you, your income has been reduced, and budgeting is a priority. Having said that, we still want you to consider attending our historic 90th Anniversary Meeting in Asheville.

The Executive Council has assigned all a Carte costs to all events. For instance, should you just want to come to the 25-Year Club Banquet, that’s all you pay for! This affords you the opportunity of joining old friends, laughing and reminiscing about past meetings, and seeing some folks you may, unfortunately, never see again!

Think about it and come spend a day or two with us.

Hank & P.D.

Continued from Page 3, Your Academy at Work

According to Dr. Sottosanti, the comments from the responders regarding the benefits of a DTC campaign could be summarized into approximately 10 categories:

- 1) Define for the public what a periodontist is and why they are "special" in the treatment of periodontal disease; this includes improving the image of the periodontist.
- 2) Explain why a periodontist should be placing their implants.
- 3) Bypass the general dentist as the referral source to the periodontist (at least to some extent).
- 4) Educate the consumer on the mouth/body connection and the importance of reducing all inflammation in the body.
- 5) Position the periodontist as the primary health care provider.
- 6) Promote periodontal plastic surgery.
- 7) Educate MD's to refer directly to periodontists.
- 8) Educate the public about a periodontist so they will feel comfortable seeing the periodontist when referred by their general dentist.
- 9) Stress periodontists save teeth.
- 10) Educate the public about the importance of evidence based treatment and products.

Now, please understand that these are just John's opinions of unqualified raw data, but I have seen the data as well, and I agree with John's assessment.

So, assuming that the professional analysis corroborates our opinions, what should your Board do with this information? This has huge implications. While a part of the campaign could be to educate the public to ready them for referral from the GP, a portion could be to direct the public to the periodontist's office first. I have to wonder whether my referring dentists would be especially understanding. One does not have to have a long memory to remember the firestorm that the AAP's Guidelines brought from the AGD for stating that certain patients "should" be referred to the periodontist. And, what about the portion of the AAP membership who would be against a DTC campaign? Furthermore, we have no data supporting the concept that DTC advertising will bring patients to our chairs. In fact other dental specialties have tried this before with only limited success. Still, possibly we could coordinate with the endodontists in a campaign "for saving teeth". As I see it, your Board, should it decide to have a DTC campaign, will need to find just the right kind of professional campaign that makes everyone happy. It will have to be designed such that it brings in more patients to the general dentists' offices and also encourages referrals as well as possibly provide for the public to go directly to a

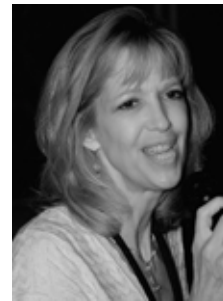
periodontist. The risks are great, and we will need to decide if the benefits for all parties outweigh the potential problems.

Finally, the AAP looked at a DTC campaign more than ten years ago and decided against it. But, Dr. Richardson is right. The paradigm has changed. While the practice change has worked well for him, I do not want to practice general dentistry, and I do not want my periodontal colleagues to be forced into a practice change that they do not want. However, I now believe that some form of DTC advertising is warranted. Your Board is thinking strategically now, and we will need your support and input. Please email your thoughts to your District III trustees.

Respectfully submitted,
John E. Crosland, DDS

SAP GPS

**By Dr. Beth Bjornson,
Chair, Strategic Planning**



Your academy has its own GPS! It's called the Strategic Plan.

Your Executive Council met on January 29th for a three-hour Strategic Planning Session to define the objectives and strategies for your organization.

Like a GPS, we have different paths in which we can get to the same destination; but without a departure position and destination, the trip may have wrong turns and detours. Starting with the results of the survey conducted at last summer's annual session, we incorporated your feedback and preferences for meeting locations and educational topics, like the points of interest along the way. Instead of the shortest distance, we chose to remain on the "best value" course.

The EC looks at the four goal categories: Membership, Continuing Education, Value, and Administration. John Crosland, our District III Trustee, wrote in the last newsletter about the AAP, "Unfortunately, there is no magic wand, and one of the things we have to decide is not just what we want or wish for, but what is truly attainable." With that reality, we go forth with our plan to grow our membership, offer the most relevant educational opportunities, encourage family togetherness, represent you on a local, regional and national level, provide a forum for better communication, and to continue with sound management practices.

The Southern Academy of Periodontology's GPS system just got an update!

Virginia Commonwealth University

This past summer we welcomed three first-year residents into the program Dr. Corin Marantz who received his D.D.S. from Stony Brook School of Dental Medicine; Dr. Justin Hardison who received his D.M.D. from the University of Connecticut School of Dental Medicine; and Dr. Samuel Malkinson who received his D.M.D. from McGill University. All three were distinguished graduates and have gotten off to a fast start.

Our 2009 graduates were honored at a graduate student reception hosted by the School of Dentistry and one hosted by the Department of Periodontics. All three graduated with honors and received their Certificate in Periodontics which included a certification in intravenous conscious sedation In addition all three successfully defended their research and were awarded a M.S.D. Dr. Bill Maughan returned to Utah to practice and Drs. Melanie Chou and Amal Rastogi are practicing in the Washington D.C. and Maryland area.

This past year Dr. Sharon Lanning class of 1999 and Dr. Cary Bly class of 2008 received Diplomate status from the American Board of Periodontology. Dr. Kiya Green-Dixie who received Diplomate status in 2006 did an encore performance and presented her board experience at the ABP Part II examination CE program at this past years AAP meeting.

Our third and second year residents, Drs Francisco Carlos, William Bohlen, Sayward Duggan, Jason Stroom and Rafael Rodriquez continue to excel both clinically and academically. Dr Carlos has joined the USAF and will be stationed in Texas and Dr. Bohlen plans to inter private practice. All residents attended the AAP meeting in Boston.

A major highlight of this past year was moving into a new ten chair periodontal graduate clinic. The new clinic is located in the recently dedicated Baxter Perkinson Jr. Building. Thanks to our generous alumni and friends of the periodontal program we have a state of the art facility for education and continuing education. The clinic consists of ten large surgical operatories with top of the line equipment, dual monitors, patient monitoring equipment and digital radiographic capabilities in each area. One operatory is equipped with state of the art video monitoring and recording capabilities. Surgical procedures can be watched by students on a large flat screen in the operatory or in nearby classrooms. In addition the clinic has a large sterilization facility, cone beam area and conference room.

We continue to be fortunate to have exceptional clinical staff and part-time faculty that this year includes Drs. James Butler, David Abbott, John Burmeister, Mehrdad Favagehi, Barry Green, Barry Griffen, Carl Block, Claire Kaugers, Kevin Sweeney, Gary Maynard, Benjamin Overstreet, Christopher Richardson, John Ross, James Slagle, Mark

Zemanovich, Jean-Claude Kharmouche, Bijon Kooski, and Neil Landy. In addition to clinical teaching they participate in oral and mock board examinations.

Dr. Thomas C. Waldrop

[Note: Space limitations prohibited including the above in "From The Schools" News in our last newsletter.]

Virginia State News

Even though we are only a couple of months into the new year it has been busy here in Virginia. Dr. Ben Overstreet, the current President of The Virginia Society of Periodontists, has planned an outstanding Annual meeting of the VSOP for April 23, 2010. The speaker will be Dr. Michael Block and we anticipate an excellent presentation as well as a great turnout. With regards to governmental activities in the Commonwealth of Virginia, it has been a history making year to this point. Two bills have been presented to the General Assembly by the Virginia Dental Association to counteract activities by Delta Dental of Virginia. Delta Dental would like to be able to regulate NON-COVERED dental services. In other words, services which dentists provide that are currently not in the insurance's covered fee schedule, would be determined and set by the insurance company. SB622 and HB1263 both address and protect the dentist's ability to maintain economic autonomy and provide a fair value for services that we provide our patients. The legislators have been very receptive to our position as some 250 dentists turned out to show their support for these bills during committee meetings. The bills are now moving through the General Assembly and most recently were passed by a vote of 95 to 1 in the House of Representatives. We continue to remain diligent in our efforts as the bills will not become law until signed by the Governor. Trust me, the rest of the country is watching this legislation and it goes to show that organized dentistry does and can have a significant impact on shaping the future.

Dr. Chris Richardson, SAP Executive Council,
Chairman, New Perodontists, and
Program Chair, Annual Meeting

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Duke Miller, Producer & Graphics
Dr. Benjamin Duval, Editor

Central Office:

Cindy Miller, Executive Director
P. O. Box 1988, Anna Maria, FL 34216
Phone 941-778-0670; Fax 941-894-6166
E-mail: periosouth@tampabay.rr.com

The Southern Academy of Periodontology

Officers

Dr. Jennifer I. Diversi, President
jdiversiperio@aol.com

Dr. Jeffery Y. Taylor, President-Elect
gumdr@drjtaylor.com

Dr. Richard W. Oliver, Treasurer
roliver@kingandoliver.com

Dr. Andrew Duckett, Secretary
andrewducket1@bellsouth.net

Dr. R. L. "Randy" Shelley, Immediate Past-President
drshelley@bellsouth.net

Executive Council

Dr. Leigh Kent (2010)
leigh.kent@mindspring.com

Dr. Christopher Richardson (2010)
periodocusa@msn.com

Dr. Brian West (2010)
happygums@comcast.net

Dr. Benjamin Duval (2011)
bduvalga@comcast.net

Dr. Elizabeth Bjornson (2010)
drebjornson@bellsouth.net

Dr. Steve Daniel (2011)
nn4t@bellsouth.net

Dr. John Russo (2011)
russoimplant@comcast.net

Dr. Steven VanScoyoc (2010)
PerioNC@gmail.com

Dr. Gregg Langston (2012)
glangston@contemporaryperio.com

Dr. W. Lee Young, Jr. (2012)
wleeyoung@comcast.net

Dr. Ryan Clagett (2011)
clagettperio@yahoo.com

Dr. William Claiborne (2012)
wclaiborne@charterinternet.com

Committee Chairpersons

Budget & Finance
Dr. Ricky Oliver, roliver@kingandoliver.com

Constitution & Bylaws
Dr. Brian West, happygums@comcast.net

Exhibitors & Sponsors
Dr. Steve Daniel, nn4t@bellsouth.net

Awards Committee
Dr. Brian West, happygums@comcast.net

Membership & Graduate Student Liaison
Dr. Andrew Duckett, andrewducket1@bellsouth.net

New Periodontists
Dr. Chris Richardson, periodocusa@msn.com

Newsletter
Dr. Benjamin Duval, bduvalga@comcast.net

Nominations
Dr. Randy Shelley, drs1952@aol.com

Strategic Planning
Dr. Beth Bjornson, drebjornson@bellsouth.net

Technology/Website
Duke Miller, dukemiller@tampabay.rr.com

Pennel Awards
Dr. John Russo, russoimplant@comcast.net

Special Positions

25-Year Club, Drs. Hank Diversi & P. D. Miller

Clinical Practice, Dr. Lee Young

Historian, Dr. Hank Diversi

Past Presidents, Dr. Randy Shelley

Political Information (Ad hoc), Dr. Leigh Kent

Parliamentarian, Dr. Randy Shelley

Executive Director

Cindy Miller, periosouth@tampabay.rr.com
P. O. Box 1988
Anna Maria, FL 34216
941-778-0670 Fax: 941-894-6166



SOUTHERN ACADEMY OF PERIODONTOLOGY

P. O. Box 1988

Anna Maria, FL 34216