

# ACADEMY CONNECTION

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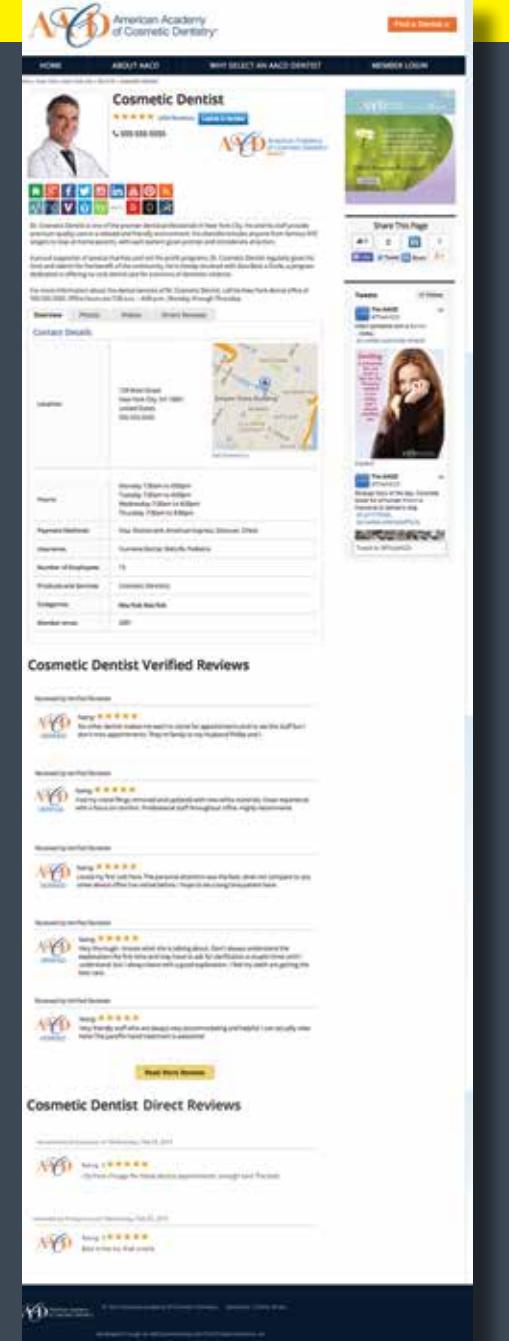


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# RENEW YOUR PASSPORT NOW! MEET ME IN TORONTO!



It is hard to believe the speed in which time passes. Preparing for the annual scientific conference took months and in a blink of an eye it is over. The opening sessions were dynamic and inspiring. Dr Drew was insightful, educational, and down to earth. There were over 80 lectures and 40 workshops to choose from! The conference had something for everyone to learn with three distinct three-day clinical tracks of anterior restorative, comprehensive restorative, and implants; along with a full three-day Lab Technician track; Practice Management; and Team track.

The top speakers in the world were all in one place and all at the same time. With so many choices, I'll have to buy the videos because there is no way to absorb this much education. The educators presented their knowledge



to teach and grow their students' clinical skill level. They passed along every step in the procedures. Students would take their work to the visualizer and get immediate feedback. They could not wait to return

to their practice and try these new techniques, pearls of knowledge and nuances. The interactive collaboration in the hands on workshops left all attendee's feeling inspired and invigorated.

For me, the best part was the new friendships that were developed, and the ones that were rekindled. The California Academy of Sciences, the venue for the Welcome Reception, was explosive with fun and crazy energy. I would walk from room to room to see the science exhibits, but mostly I would see friends everywhere, so happy to be together with pure joy filling the air. Relationships were built globally and strategic alliances were developed with camaraderie.

Toronto's program is built different. We have an innovative and edgy Professional Educational Committee. Their vision is to present a platform that builds on itself from the morning to the afternoon and from day one to day three. The days' themes of Design, Implementation, and Realization begin with treatment planning on day one, orthodontic and surgical options on day two, and restorative implementation on day three. Top educators from around the world will present in a rapid-fire power session format that is unparalleled by any other dental meeting in the world. We will also always have the accreditation track and hands on courses. These tracks are our flagship and are only available at the AACD.

WE have an opportunity to be in the same room at the same time. By the time you leave Toronto, you will be exposed to everything you ever wanted or needed to know to catapult you and your practice into the cosmos.

I fear that I will blink my eyes and we will all be in Toronto, so put April 26-30, 2016 on your calendar and renew your passport. **FOLLOW THIS PARTY TO TORONTO!**

Joyce L. Bassett, DDS, FAACD  
AACD President, 2015-16

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# The Missing Piece in Your Treatment Financing

By Shaleen Shah, CEO of SimplePay

Take a moment to think about the patients you have consulted in the past few months. How many of them returned to get your recommended treatment?

Why is it that quite often these patients do not come back? Treatment plans go unscheduled especially when the treatment is cosmetic in nature. In fact, the average number of these unscheduled treatment plans is often as high as 60%!

The number one reason patients across the country do not return for recommended treatment is **financial affordability**. Providers have watched patients walk out the door for decades with no sign of return.

A few years back, my business partner and I dreamed up an audacious plan to help solve this challenge in a unique way. With his experience in dental, and mine in building scalable technologies we were well suited to address this challenge, and SimplePay was born.

The same three payment methods have been used for ages to help patients get treatment; Cash, Insurance, and Traditional Credit Based Financing. However, just **these three options often leave many still in need of care**.

The right solution was to create the perfect program that fills in the gaps and captures those who are not served by the existing three options.

The top three financial barriers are eliminated by SimplePay.

- No Credit Checks.** SimplePay approves without credit checks. There are a large number of patients who may not have the perfect credit history, or do not wish to have their credit checked in order to finance treatment.
- No Interest – Ever!** SimplePay never charges any interest. Patients don't like to take on financing when they may have to pay high interest.
- Affordable Payments.** The patient can pick their payment amounts and frequency, thus ensuring that the payments are always affordable.



Applying these three principals allows SimplePay to **approve every patient** with just the minimal requirements.

SimplePay pays a fixed-amount each month to mirror the payments agreed to by the patient. This is a little different from traditional financing, but the payments are fully **guaranteed against any recourse or default**. Financing through SimplePay builds a substantial residual income that providers can forecast with. Patients that otherwise would have walked out the door are now treated.

With our recent partnership with The AACD, SimplePay is now available for **FREE** as a member benefit to all AACD members.

I am very excited to work with AACD and its members, and hope that you will join us now and complete your treatment-financing puzzle!

**SimplePay™**  
SimplePay supplements your existing financing options by giving you the ability to approve the patients who are being declined or are simply not applying.

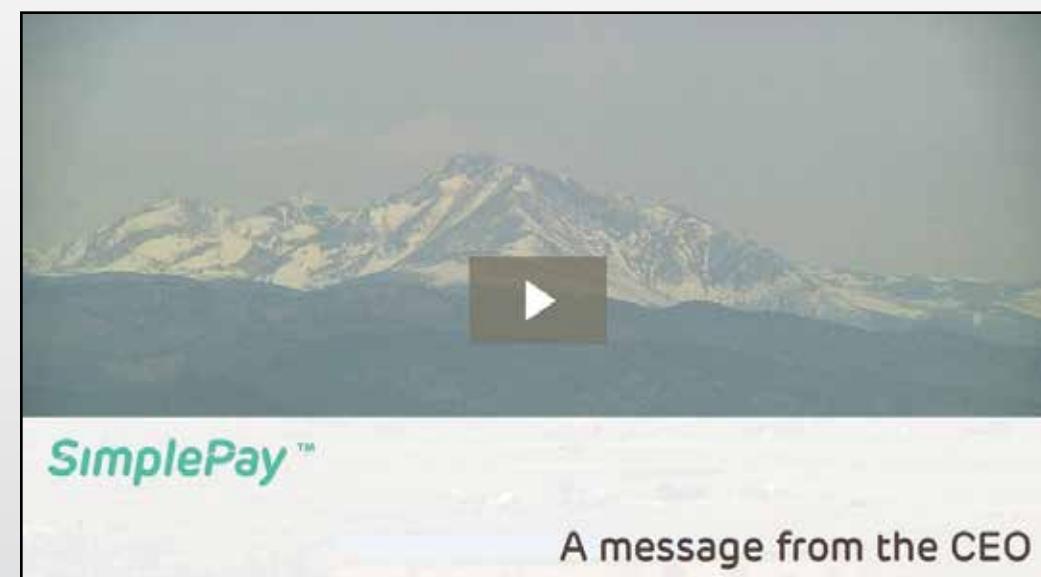
## Your Patients Get

No Credit Check Approval  
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Affordable Payments

## You Get

Increased Treatment Acceptance  
Guaranteed Stream of Income  
Happy Patients

As an AACD Member, you get access to SimplePay's Patient Financing as a benefit to your membership. Saving you \$199/month!



Activate Your  
Free SimplePay  
Membership Now!



**“**At our practice we see a significant amount of patients making cosmetic based decisions. So having an option that allows us to offer the treatments they actually want/need instead of the cheapest route is essential! SimplePay is that option! Thanks to SimplePay ALL of our patients are leaving with the smiles they deserve!

- Dr. Alvarez Dentist 4 U | Mission Viejo, CA

*F*

The five new Accredited Fellows and nine newly-Accredited dental professionals received recognition and their awards at a special ceremony during the 31st Annual AACD Scientific Session held May 6-9, 2015, in San Francisco.

The Accreditation process, which was developed by the AACD and is the world's most recognized advanced credentialing program, encourages further education, interaction with like-minded colleagues, and the opportunity for professional growth. Accreditation requires dedication to continuing education and responsible patient care.

Accredited Fellows have reached the highest level of achievement available to members of the American Academy of Cosmetic Dentistry. Once they've earned Accredited Member status, they must submit 50 clinical cases (of which 45 must be successful) documenting their continued mastery of and excellence in the field of cosmetic dentistry.

Accreditation recipients have reached this achievement after completing a rigorous credentialing process including a written examination, oral examination, and the submission of clinical cases for peer-reviewed examination.

**The newly-Accredited AACD members are:**

- Jenine M. Arab O'Malley, DDS
- Sarah A. Aylard, DDS
- Leslie A. Barrilleaux, DMD
- Stephen E. Edgerton, DDS
- Sarah J. Jebreil, DDS
- Cheryl A. Malcamp, CDT
- Alberto J. Meza, DDS
- Tracey T. Nguyen, DDS
- Vaughn M. Wright, CDT

**The newly-Accredited Fellows are:**

- Deborah E. Cooper, DDS
- Nicholas C. Davis, DDS
- Laura L. Justice, DMD
- James A. Merriman, DMD
- Marc L. Montgomery, DDS

*Congratulations to these members on these amazing accomplishments!*



2015 Accredited Members and Accredited Fellows

# NEW ACCREDITED MEMBERS AND ACCREDITED FELLOW MEMBERS

*Honored*



2015 Accredited Fellows



2015 Accredited Members

# Unleash the *Artist* Within

By James A. Merriman, DMD, FAACD

If you wanted to design a graduate level course, a residency in the field of cosmetic dentistry it would look very much like the process of becoming an Accredited Fellow with the AACD. But, unlike a residency there are no professors, no one calling roll, no course materials offered, just a final exam. Aside from the incredible AACD mentors, you are on your own to gain the knowledge, the skills, and the strategies for delivering 50 cases at your highest level.

Above all, this process often demands that you work with great intention on those areas that you are the most vulnerable. With 50 cases, there is no hiding out, no slipping by. But, isn't that what you want when you're attempting to improve yourself, to do something noble and honorable? Isn't it the professional that wants to master his or her technique? Wouldn't you want to be the best you could be in ALL areas of this field, not just a few, not just the ones that rely on the skills of a valued ceramist? In fact, it calls on you to deliver in every facet of your dental practice, not just in the area of esthetics.

Without managing occlusion, tissue health, and patient education some cases wouldn't survive till the post-op photos are taken. The process challenges you to be an effective communicator with the entire TEAM involved in treatment, the specialists, the technicians, the staff, and above all the patients. Let's not forget that you are running a dental practice and a business at the same time. Interestingly, this effort can result in a practice model that is quite different than any around you, an opportunity to re-create the type of practice that you may have always envisioned for yourself.

Why would you want to make the effort to move from Accredited Member to Accredited Fellow? The answer is a lot like what would make you attempt the credential to begin with. You wanted to see how your skills measure up, how you could push yourself to reach a difficult and sometimes tortuous goal, but at the same time something attainable if you are persistent. Each of us has our own motivators, reasons to accomplish something meaningful, and at the same time we each have our particular "demons" that stand in the way. For some we have to, as Steven Pressfield says it, "overcome the obstacles of ambition". He adds that "If we embrace our ideals, we must then prove worthy of them". Nothing is more fearful than being found out.

My dad was a practicing dentist for 50 years and I am quite proud of that. At the same time, he was widely admired for his artistry, his drawing, sculpting, and painting. In fact, there are other members of my immediate family that are gifted in this way. My dental office is decorated throughout with the artwork of my family, especially Dad's. Patients often admire the paintings around them and ask me, "Did you get any of this artistic talent?"

"Dentistry is my artwork", would be my response almost sounding like I am trying to convince myself. Honestly, I rarely get the reaction that I am looking for in that situation and they often give me a kind of bewildered look.

If my assertion of being an artist in dentistry is true, then what better way to find out than to enroll into the Fellowship process? But committing to that can be a bit

*"... Once you make up your mind and the commitment is truly made, something magical happens, providence lends its hand, and the world can even shape itself into allegiance with your quest."*

scary and immediately after that come the inevitable excuses. These could include: not having enough time, too young, too old, not talented enough, don't have the right patients, would have to sacrifice family, or sacrifice the other very important things in your life. There could be some of you thinking of your own excuses as you read this article.

However, once you make up your mind and the commitment is truly made, something magical happens, providence lends its hand, and the world can even shape itself into allegiance with your quest. Those patients you thought you didn't have begin showing up. The skills you require are coming about because you are seeking methods for obtaining them, relentless in your pursuit of excellence. Your family doesn't feel slighted, but rather inspired by your journey towards a worthy goal. Those around you see the growing confidence and it makes them want to jump on board. Especially inspired can be your patients, those that benefit the most and those that we are so privileged to treat.

Meanwhile, this pursuit is fraught with obstacles, dragons and demons that lurk in the shadows ready to pounce on you when you slip, and you will slip, sometimes quite a lot. Stay the course, knowing that the more scared we are of something, the more that should convince us that we are doing the right thing. Yes, this game will have its bad hops, poor calls, and lucky breaks. That's all part of it. But you are on the field, in the arena, not on the sidelines watching others play the game, giving everything you have. And guess what, you might lose the game, but there is another one next week and you are better for the loss because you grow from

it. At the same time, what would you expect is happening to your overall level of care in your office, getting more average or more exceptional?

Believe me, this is not something you do for money or for recognition. Very few people outside our corner of our world even understand the significance of it. Yes, you gain knowledge, skill, and confidence and those are measurable attributes that can make a difference in your business. But, this is a pursuit that you would seek even if in the end no one knew you had attained it, completely anonymous.



James Merriman,  
Accredited Fellow 2015

That is why I would have continued this effort even if I had not gained Fellowship this time around. I would have started over because I trust the credential that much and so should you.

If you feel you are meant to aspire to the AACD credentialing process and you don't do it, you're not only hurting yourself, you are hurting those around you that would benefit from this pursuit. Don't cheat us of your contribution. *Unleash the artist within.*

Congratulations to the office of Drs. Kenneth and Christopher Banks for winning the Bright White Award for making the largest contribution to Give Back a Smile through the whitening challenge and to the NYUCD Aesthetics Society who were honored for their outstanding support and dedication to the AACD Charitable Foundation's Give Back a Smile program.



Proceeds from the Give Back a Smile Event and silent auction generated more than \$25,000 for Give Back a Smile.



Thank you to everyone who supported the AACD Charitable Foundation while in San Francisco.



Slide hosted a great party for GBAS. The slide and photo booth were a hit and the dance floor was packed

Thank you to the event sponsors,  
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## Give Back a Smile — Partying with a Purpose

# 2015 EVY AWARD WINNERS HONORED



**Dr. Peter Auster** was awarded the **2015 Humanitarian Award** for his generous contributions to Smiles for Life, which include examining and restoring smiles pro bono for 50 patients in Jamaica annually over the last six years.



**Dr. Scott Finlay** was awarded the **2015 Outstanding Service to the Academy Award** for spending countless hours updating the AACD publication, "A Guide to Accreditation Criteria, Contemporary Concepts in Smile Design," which is a must-have tool for all dentists and lab technicians--especially those seeking AACD Accreditation.



**Dr. Ed Lowe** was awarded the **2015 Journal of Cosmetic Dentistry Award** for creating the vision and executing the entire Fall 2014 Academic issue, which covered seven Academic programs in Esthetic Dentistry and featured a faculty editorial and a student/resident case/clinical research article from each program.



**Dr. Buddy Mopper** was awarded the **2015 Outstanding Innovation in Cosmetic Dentistry Award** for being a pioneer in the field of aesthetic composite restorations and for developing new products and teaching techniques that have shaped the discipline.

Some of the Academy's most accomplished and dedicated professionals were honored with Celebration of Excellence awards, known as the Evy, on May 8 during the Celebration of Excellence Gala.

Evy award winners represent the most exemplary and talented individuals within the AACD. These individuals are dedicated to advancing excellence in the art and science of cosmetic dentistry and to the highest standards of ethical patient care.

Award recipients are pictured with Immediate Past President, James H. Hastings, DDS, AAACD and Awards & Recognition Committee Chair, Laura Kelly, CDT, AACD.



**Dr. Bradley J. Olson** was awarded the **2015 Excellence in Cosmetic Dentistry Education Award** for his efforts mentoring many through the Accreditation process, encouraging professionals to join the Academy and pursue Accreditation/Fellowship, and routinely presenting the Accreditation and Criteria Workshops.



**Dr. Dennis Wells** was awarded the **2015 Rising Star Award** for being one of the credential's strongest supporters, giving generously of his time and talent, and interacting with the media to share the benefits of cosmetic dentistry.

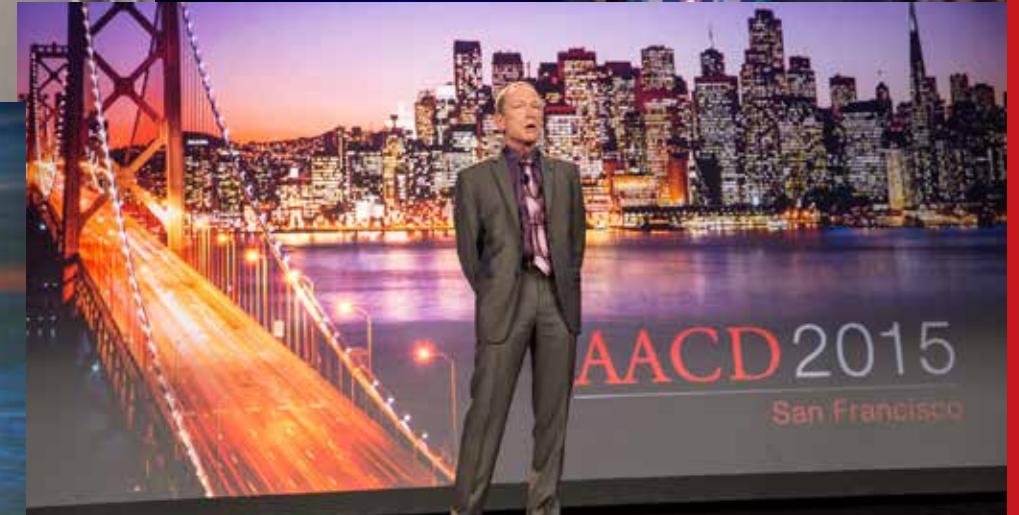


**Dr. Marty Zase** was awarded the **2015 Lifetime Achievement Award** for his innumerable contributions and accomplishments to the field of cosmetic dentistry. To highlight a few: he lectures internationally on cosmetic dentistry; he has published over sixty dental articles; he is one of only a dozen dentists in the world to have both a Mastership from the Academy of General Dentistry and an Accreditation in Cosmetics from the American Academy of Cosmetic Dentistry; he was the 2006-2007 President of the AACD; and he is the President of the New England Academy of Cosmetic Dentistry (an affiliate of the AACD). Dr.

Zase continues to add to these accolades and was just elected to the AACD Nominating and Leadership Development Committee – he may be on his way to a second Lifetime Achievement Award!



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# APEX Scholarship Ignites Sparks for Dental Students

This year, the AACD was thrilled to award the APEX Scholarship to ten promising dental students. The APEX Scholarship provides these students with the opportunity to join other dental professionals at the Annual Scientific Session by covering the cost of their tuition, airfare, lodging, and AACD membership for a year.

For many of the scholarship recipients, the experience of attending AACD 2015 surpassed all of their expectations. Eric Bui, a second year dental student at Western University, was blown away by the lineup of educators at the conference. "I have never seen so many driven dentists talk about such innovative topics in dentistry. There are very few dental conferences around that attract so many dentists from all over the world and so many big-name speakers; I felt like I was at a TED conference for dentists. The speakers that attend the AACD Annual Session are not only great educators, but they are thinkers, doers, and idea-generators," said Bui.

Other scholarship recipients reflected on how the experience of attending the conference reignited their passion for dentistry. "As a third year dental student, learning in the classroom can be tiresome. The lectures I attended at the AACD conference were taught by some

of the best lecturers I have had the privilege to learn from. These breakout sessions had me on the edge of my seat and energized to be in the field of dentistry! From this conference, I took away information that will revolutionize how I will treat patients," reflected Rebekkah Merrell, a third year dental student at the University of Pennsylvania.

Bui seconded this sentiment saying, "As a dental student, you often get tunnel vision inside the classroom and forget that there is so much more to learn after you graduate and become a dentist. My experience with AACD has been very inspirational in that it has sparked momentum in me to become Accredited by the AACD. Accreditation serves as a model by which to measure my professional excellence in cosmetic dentistry. It also sets the standard that ensures that I am giving the highest quality oral healthcare to my patients."

These students are the future of cosmetic dentistry. The AACD, along with the APEX Scholarship sponsors: Mickey Bernstein, DDS; Hugh Flax, DDS; John K. Sullivan, DDS; Ivoclar Vivadent; and R-dent Dental Laboratory, is honored to contribute to their professional growth and pursuit of excellence in the field of cosmetic dentistry.

*"My experience with AACD has been very inspirational in that it has sparked momentum in me to become Accredited by the AACD.*

*Accreditation serves as a model by which to measure my professional excellence in cosmetic dentistry."*

*"These breakout sessions had me on the edge of my seat and energized to be in the field of dentistry! From this conference, I took away information that will revolutionize how I will treat patients."*



The deserving recipients of the AACD 2015 APEX Scholarship include:

*Top row from left to right -*  
Jonathan Asimakopoulos, University of Michigan  
Eric Bui, Western University  
Hugh Flax, DDS, Sponsor  
John K. Sullivan, DDS, Sponsor  
Adam Borgia, University of Colorado  
Mickey Bernstein, DDS, Sponsor  
Tyler Jury, University of Louisville

*Bottom row from left to right -*  
Suhasini Mandiga, New York University  
Katherine Staniak, Midwestern University  
Vanessa Vaquer, University of Florida  
Sara Oh, University of Tennessee  
Rebekkah Merrell, University of Pennsylvania  
Natalie Lesinski, University of Colorado

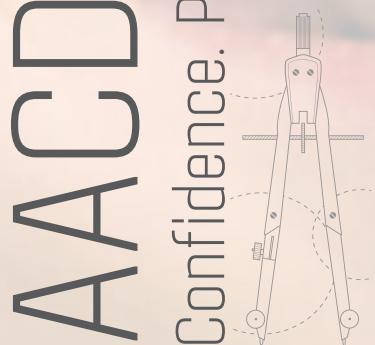
The AACD's latest cutting-edge educational offering is Con•tin•u•um—a sequence of hands-on workshops leading to clinical excellence in responsible esthetics.

In the AACD Con•tin•u•um, you'll learn from top Academy educators on topics that have a direct influence on your AACD Accreditation goal or on enhancing your clinical performance so that you can offer your patients better and more predictable results.



From exploring the intricate principles and techniques required for a successful smile design case to learning to manage the periodontal/restorative interface when replacing a missing tooth in the esthetic zone, you are sure to be rewarded with new skills, techniques, and confidence that you can take to the bank—along with 16 CEs per Con•tin•u•um course.

Because of the intensive hands-on workshop environment and the low student to instructor ratio, space at each AACD Con•tin•u•um session is extremely limited. Make sure you lock down your spot by registering now! For more information and to register visit [www.aacd.com/continuum](http://www.aacd.com/continuum).



Dates	Educator	Education Topic	Sponsoring Organization	Location	MAX PPL
June 11-12, 2015	Dwight G. Rickert, CDT, AACD	Accreditation for Ceramics	Ivoclar	Buffalo, NY	12
July 10-11, 2015	Brian P. LeSage, DDS, FAACD	Class IV or Diastema Closure Direct Resin Restoration; Six or More Direct Resin Veneers	Cosmedent	Chicago, IL	15
September 17-18, 2015	Michel R. Sesemann, DDS, FAACD	Six or More Indirect Restorations; One or Two Indirect Restorations	Ivoclar	Buffalo, NY	12
October 16-17, 2015	Elizabeth M. Bakeman, DDS, FAACD	Tooth Replacement (Laboratory Fabricated Bridge or Implant)	3M ESPE & Valley Dental Arts	St. Paul, MN	15

To learn more or register, visit [www.aacd.com/continuum](http://www.aacd.com/continuum)

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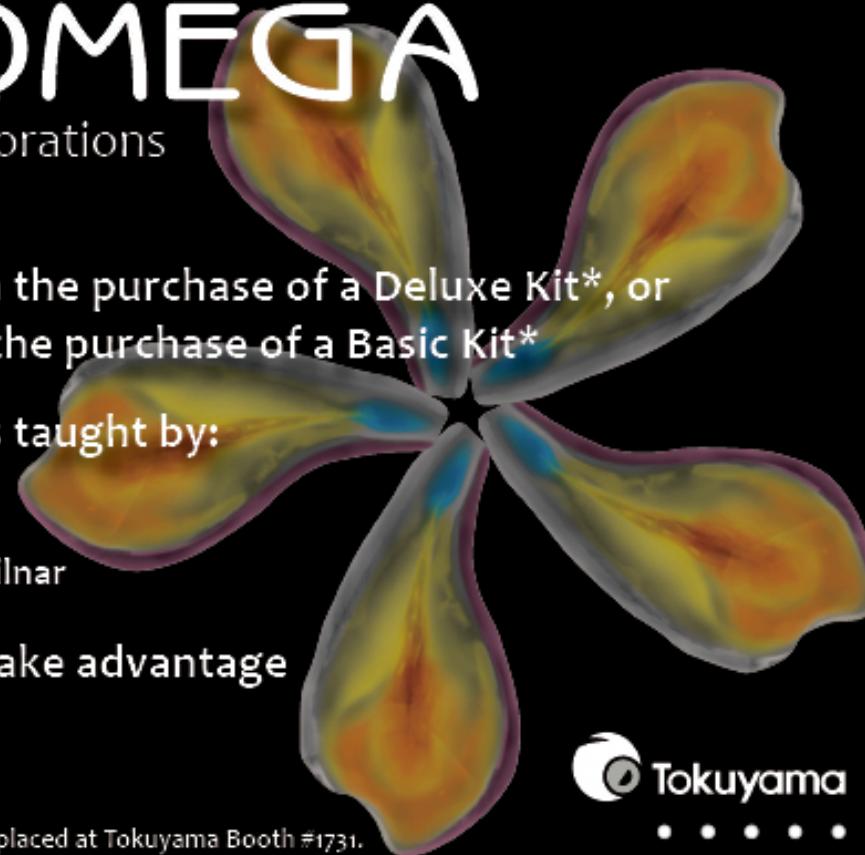
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Fernando Alexandria Soares De Oliveira	Rio De Janeiro
Pace Fabio, DDS	Aracaju
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JUNE 10, 2015

## Orange County Academy of Cosmetic Dentistry

Chuck Sargent from 3Shape and Dr. David Wilhelm

Topic: "The Future of Digital Dentistry"

Time:

6:00 pm Light dinner

7:00 pm - 9:00 pm Meeting

Location: KaVo Kerr Group Learning Center in Anaheim

More info: <http://www.ocacd.com/calendar.html>

Or call MaryLou at 714-818-7193

SEPTEMBER 11, 2015

## Minnesota Academy of Cosmetic Dentistry

Dr. David Hornbrook

Topic: Functional Esthetic Dentistry

Time: **9 am to 4 pm** (Lunch provided)

Location: Johnson Great Room/McNamara Alumni Center,  
U of M

Sponsored by Westlund Dental Studio

More info: <http://www.macd.us>

SEPTEMBER 11, 2015

## Orange County Academy of Cosmetic Dentistry—Biennial Meeting

Dr. Bernie Villadiego

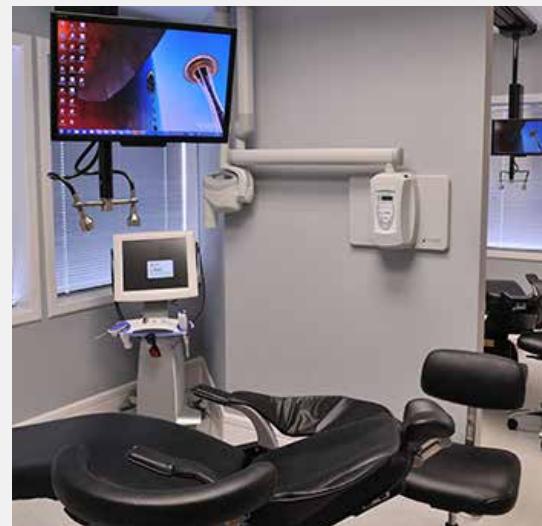
Topic: Digital Photography—The Power of Photography

Time: All-day seminar

Location: International Technical Center, Irvine, CA

More info: <http://www.ocacd.com>

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