AACD announces class of 2012

Excellence in cosmetic dentistry can be defined in many ways, but one of them is through AACD accreditation – the academy’s coveted credential.

This year, the American Academy of Cosmetic Dentistry welcomes 12 dental professionals to accredited member status and two to the AACD accredited fellow ranks. It took hard work and perseverance, but they’ve achieved their goal of joining the AACD’s highly acclaimed credential group – an experience some AACD members have noted as “life-changing,” both professionally and personally.

Dr. Susan Hollar and Dr. C. Lee Wyant have been named accredited fellows in the academy. Fellowship is the highest level of achievement available to AACD members.

The purpose of fellowship is to provide a higher level of achievement for members in accordance with the AACD in pictures

Grab a cup of coffee, take a gander at an elephant, visit with old friends and check out education and exhibits to make the most of your time in D.C.

Take back control

How one simple course just might change your life – and get you excited about practicing dentistry again.

Revealing the truth

Confused about giomers? Don’t be. Here’s a look at what they are, what they are good for and why you should want to use them.

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Personalized memos, patient education and Black Friday-style discounts featured here

By Robin Goodman, Dental Tribune

Good things come in small packages, right? Well, it may not be the biggest exhibit hall of the year, but the AACD does pack a punch with some 141 exhibitors gathered in D.C. for its 28th Annual Scientific Session. If you haven’t done so already, check out the Exhibitor Coupon Book that came in the large yellow envelope.

Neil Pasricha, author of ‘Book of Awesome,’ is the keynote speaker during the general session on Thursday. His blog, ‘1000 Awesome Things,’ which received a Webby Award for the best blog, started out as a way to note simple things to boost his mood after his divorce and a close friend’s suicide. (Photo/Provided by the AACD)
you received upon registration, as it’s filled with show specials.

For example, at the contactEZ booth (No. 643), if you buy two boxes of the “ultimate proximal contact solution” at regular price, you’ll get one free. Over at the Roadside Multimedia booth (No. 542), you may take advantage of $700 off custom social media branding if purchased at the show by Saturday (a more than 50 percent discount) from the original price of $1,999.

A new company on the exhibit hall floor this year is dr. memos, which allows you to record appointment reminders in the dentist’s or hygienist’s voice (booth No. 643). Other offerings include practice-building messages in the dentist’s voice for such things as asking for referrals, welcoming new patients, postprocedure follow-ups and thanking patients for referrals. The clinician may also record pre- or post-op instructions. Avoid the $950 start-up fee by signing up by Saturday and pick up a gratis notebook with a pen and calculator just for stopping by the booth.

Check out the Dear Doctor booth (No. 627), which has joined forces with the AACD to produce patient-education videos to help grow your practice. These videos are included free as part of your AACD membership.

There are other digital and print solutions to benefit your practice at the Dear Doctor booth as well. Learn about such things as reception area magazines, tri-fold practice brochures, promotional bookmarks, special offer cards and educational posters. Digital content includes blog content, an online dental library and e-mail newsletters. Each of these are custom made to suit your practice and are offered with special AACD pricing through Saturday.

Don’t forget today is Black Friday, when you can purchase products at deep discounts. The exhibit hall is open until 7 p.m. today and from 11 a.m. to 6 p.m. tomorrow.

AACD’s mission of education and excellence.

The newly accredited members are:
- David K. Chan, DMD
- Todd L. Cochran
- C. Kent Decker, CDT
- Chaiann Fan Gibson, DMD
- Gesica T. Horn, DDS
- Phillip A. Kemp, DDS
- Lonnie Lee, CDT
- Rebecca K. Pitts, DMD (accredited laboratory technician)
- Lauren J. Shanard, DDS
- Todd C. Snyder, DDS
- Aliasger Tunkiwala, BDS, MDS
- Osris R. Vereen, CDT, MDT

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. To earn the credential, individuals were required to pass patient care. To earn the credential, continuing education and responsible patient care. To earn the credential, accreditation requires dedication to

Both the newly accredited and fellow members will receive their recognition and awards at a special ceremony Saturday evening at the Celebration of Excellence Gala. Accredited member Dr. Jason Olitsky, who received his accredited member status last year but was unable to attend the previous session, will be also honored at this year’s gala.

Be sure to stop by the showcase of excellence to see examples of newly accredited members’ work.

More information about accreditation and fellowship can be found on the AACD’s website at www.aacd.com/accreditation.