

FrontLine/PremièreLigne

THE ASSOCIATION OF PROSTHODONTISTS OF CANADA • L'ASSOCIATION DES PROSTHODONTISTES DU CANADA
Specialists in Implant, Esthetic and Reconstructive Dentistry

President's Message

APC: time to reflect



Izchak Barzilay

President,
Association of
Prosthodontists of
Canada

Dear Colleagues,

I had the pleasure of attending the CDA annual general meeting in the spring. I was accompanied by our past president James Taylor and had an opportunity to see first hand how the CDA functions. I must say that I was impressed with its working and the commitment that CDA members have to dentistry in the country. I was also very impressed with the CDA commitment to specialty dentistry through COSA. This group has served our interests well and I commend James Taylor and the other COSA members for their efforts. We are well represented in Ottawa as there are several prosthodontists working at the higher levels of organized dentistry. We should all be proud of these individuals.

Several initiatives have been taken since our last communication. In this edition of *Frontline*, several of those initiatives have been listed and I would like to take this opportunity to outline other programs that we are currently working on.

The MENTORHIP PROGRAM is in place. This program is designed for new members who have specific questions or concerns and would like to address those concerns to our more established members. Any APC member who wants to get involved in the program and have a mentor assigned, should get in touch with me so those arrangements can be made.

We have been in discussion with the International Journal of Prosthodontics to become one of their spon-

soring organizations. I expect this initiative to go through in the near future and more information will be upcoming.

TECHNICIAN MEMBERSHIP. As prosthodontists, we rely heavily on our dental technicians to provide us with support so that we may treat our patients in a timely and effective fashion. There are many of us in the APC that believe that we should encourage this relationship and create a membership category within the APC for this group (much like the ACP has done). This would give certain RDTs recognition and further enhance our relationship with our valuable partners in treatment. I welcome comments on this issue and hope to provide by-law changes and a protocol for this program by our annual general meeting in the fall.

Summer tends to be a time where we have a chance to reflect on what has happened in the first part of the year and what needs to be done by the end of year. Your executive is working hard to keep our association viable and current with the needs of its members. I hope everyone enjoys this newsletter and wish everyone a wonderful summer. Don't forget to set aside time for our annual meeting in Ottawa in the fall with our American colleagues.

Best Regards

Izchak Barzilay DDS, MS

President

Association of Prosthodontists of Canada



President's Message

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APC**

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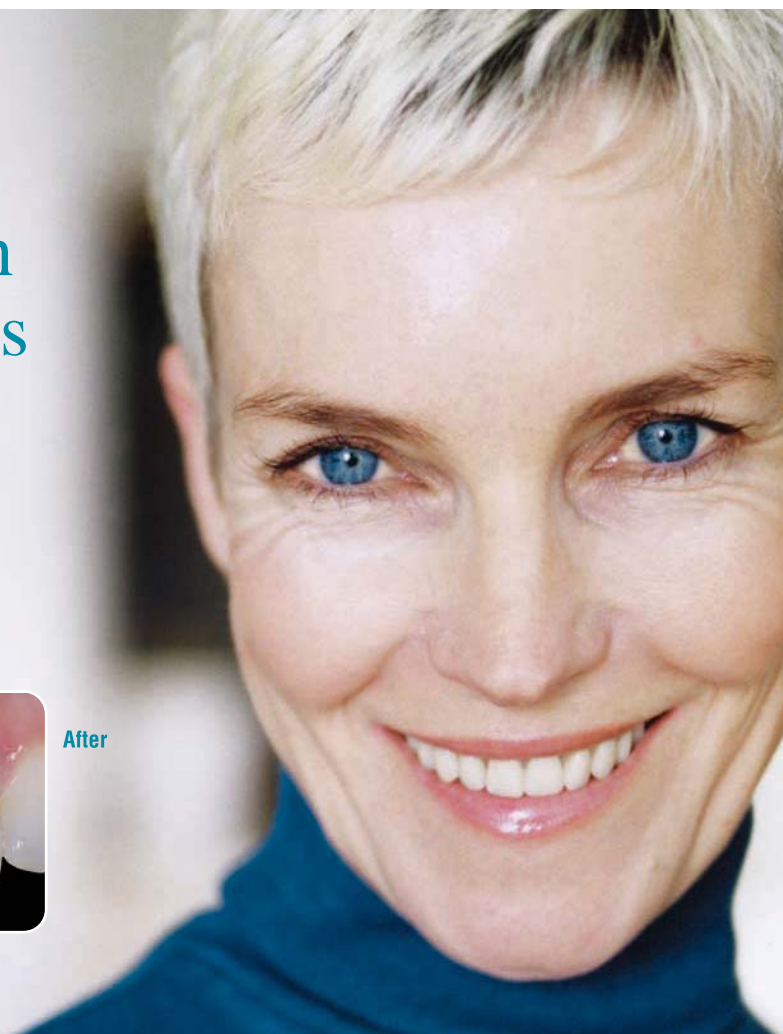
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Before

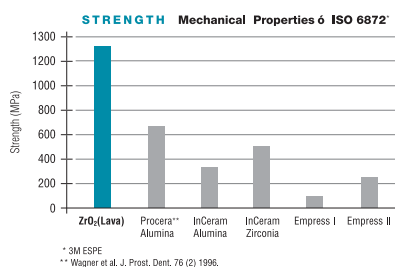


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We are Entering the Golden Era of Prosthodontics

by Peter Stutman



Dr. Peter Stutman

Take a good look around you! Who are the most numerous dental school educators? Who are the most requested at study club meetings? Who has the most crowded lecture halls at conventions? Whose publications are certainly the most popular in dental literature? Who are the leaders in implant dentistry? Who produces the finest of aesthetic dentistry?

Answer: Prosthodontists. We are a small group but our impact is immense.

Here in Canada prosthodontists do make up the backbone of the dental faculties. A statement we can all be very proud of. At a study club I attend the majority of our invited speakers are internationally well known prosthodontists. Aesthetics - Magne, Chiche, Goldstein, and numerous others, all prosthodontists come to mind. Implant dentistry – isn't this functionally or "prosthetic" driven?

With our prominence on the dental stage general practitioners experience the pressures to perform at quality levels that benefit the population. Those who are developing discomfort to undertake the more demanding advanced dental treatments are referring more patients into our care. The population is expecting quality and are willing to seek it out. They are finding it at our offices because we as a specialty group are becoming visible. Prosthetic dentistry is being recognized as a synonym for aesthetic dentistry as well. As a result aesthetic dentistry demands are creating backlogs in our offices. It has taken a long time for us as a group to recognize that our specialty training is based on FUNCTION and FORM - another word for aesthetics.

Now, put the above together with the fact that the aging population does not want to age and that these 'boomers' have most of the disposable income. Add these factors to our increased visibility and confidence and we have a wonderful recipe for a very meaningful and successful career.

Let's enjoy our profession

Peter Stutman

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60% Increase in the Number of Prosthodontists Qualified for RCDC Fellowship:

An Update on the RCDC Interim Examination for Practicing Prosthodontists

by Dr. Joanne Walton

Information was provided in a previous edition of Frontline/Première Ligne describing the Interim Examination process in place to recognize and accommodate practicing Prosthodontists who would like to qualify for Fellowship in the Royal College of Dentists of Canada (RCDC). The Interim Examinations were first offered in 2001 and will conclude with the final two opportunities on June 4th and 5th, 2004 (application deadline: Feb. 13th, 2004) and November 19th and 20th, 2004 (application deadline: Aug. 3rd, 2004). As of 2005, the Interim Examinations will be discontinued and all specialists wishing to qualify for Fellowship in the College will be required to take the regular examination. In Prosthodontics this currently includes written and oral examinations.

The Interim Examination in Prosthodontics acknowledges the experience of practicing Prosthodontists by bypassing the written component and focusing on an oral exam, which is described in detail on the RCDC website (www.rcdc.ca). Note that exam fees, which are set on a cost-recovery basis, are subject to change, so please check the web-

site, call the College at (416) 512-6571, or fax them at (416) 512-6468, to confirm information before applying.

Since 2000, the number of Prosthodontists qualified for Fellowship in the Royal College of Dentists has increased by 60%, from 35 in 2000 to 56 in 2003. Now that successful completion of the National Dental Specialty Examination offered by the RCDC and leading to qualification for Fellowship in the College is a licensure requirement for new dental specialists, RCDC Fellowship will likely become the standard for specialists across the country. Colleagues who may be considering "throwing their hats into the Fellowship ring" are encouraged to take advantage of the limited opportunity to sit the Interim Examination. Ask those who've already taken the exam – the reward is worth the effort!

Joanne Walton, DDS, Cert. Pros., FRCD(C)
Councilor for Prosthodontics, Royal College of Dentists of Canada

Prosthodontic Scope of Practice

The practice of Prosthodontics involves those areas of Dentistry concerned with the restoration, replacement and preservation of the masticatory complex and contiguous structures.

The four disciplines of Prosthodontics are:

Removable Prosthodontics, that branch of prosthodontics concerned with the replacement of teeth and contiguous structures for edentulous or partially edentulous patients by artificial substitutes that are removable from the mouth.

Fixed Prosthodontics, that branch of prosthodontics concerned with the replacement and/or restoration of teeth by artificial substitutes that are not removable from the mouth.

Implant Prosthodontics, that branch of prosthodontics concerned with the replacement of teeth and contiguous structures by artificial substitutes partially or completely supported and/or retained by alioplastic implants.

Maxillofacial Prosthodontics, that branch of prosthodontics concerned with the restoration and/or replacement of stomatognathic and associated facial structures by artificial substitutes that may or may not be removed.¹

As a dental specialist, the Prosthodontist is involved in any or all of clinical practice, academics, research and organized dentistry, and has made a life long commitment to the improvement of professional knowledge.

¹. Guidelines for the Certification Process, American Board of Prosthodontics. February 18, 2004

Association of Prosthodontists of Ontario **Live Web Cast**

by Henry Levant

On Wednesday March 24, 2004, APO conducted the first of an anticipated series of Live Web Casts that was restricted to the members of our Ontario organization.

For one hour, members of APO went on-line to a pre-announced web site where they viewed two speakers and a moderator offering case presentations using PowerPoint, and where the audience was able to see and hear the speaker in a window to one side of the screen while simultaneously viewing their slides.

At the appropriate time, and on the invitation of the moderator, the audience was then able to send in questions and comments by e-mail to a specified address. Upon receipt, these messages were read aloud to the audience and the speaker responded, thereby creating a dialogue on various points raised by the presentation, or by a comment from another member of the audience.

The result was a real-time on-line seminar/ Q & A that was very stimulating and exciting, as participants from all over Ontario joined in. Feedback following the broadcast was universally complimentary.

This use of internet technology was groundbreaking, as APO became the first dental organization in Canada to conduct such a project. Based on its

success, several other dental organizations are considering their own such Web Casts, including the Ontario Association of Dental Specialists who have committed to two such Web Casts this coming fall.

APO used the facilities of the Faculty of Dentistry at the University of Toronto, and was charged their costs for the production, including the contract with the software company that provided the internet link and the post-broadcast server support. These charges were approximately \$2700.00 plus taxes.

I would recommend that APC also consider producing its own version of a Live Web Cast for its members, either for educational purposes, and/or to conduct on-line executive meetings. If corporate sponsorship could be utilized, the costs to the organization would be minimized. Potential corporate sponsors have already indicated strong interest in participating when approached recently. Actually, if a corporate sponsor were used, the cost to them would increase to \$3600.00, plus taxes, in order that the Faculty might use this opportunity to make a profit on their expertise in this area.

If there are any questions on this matter, I would be happy to provide further information.

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Henry Levant

Committee on Website Maintenance

Paula Yliheikkilä

APC Interim Executive Meeting

On May 8th, 2004 the APC met in Niagara Falls for the official interim executive meeting. The meeting itself started on May 5th where we met for dinner and discussed several issues as they related to our agenda. On May 8th, eight members and myself were in attendance for the IEM. Some of the topics that were covered at the executive meeting were as follows:

The mentorship program is now in place. This program allows new graduate prosthodontists to establish a learning relationship with an experienced practitioner within their province. This program is geared to help new members have their questions answered, to allow them the opportunity to observe established practices, and to be given some insight on their practices.

Dr. Brent Beyak has been putting together an APC membership package. This is a package that lists added value for members of the APC and Dr. Beyak has put together a short description of these benefits (included in this newsletter).

Also discussed were Web issues and the upcoming meeting in Ottawa with the American College of Prosthodontists. This meeting will be a joint meeting between our group and our American colleagues and we will be holding our annual general meeting at that time.

Discussions also revolved around the potential to include a technician membership category within the APC much like the American College does with their affiliate status. This is being investigated further. Much information was passed back and forth and discussed at our meeting and we look forward to positive outcome and progress in these issues.

For me, it was a pleasure to finally meet some of you "face to face".

Celeste Poon, Administrator

CDA Annual General Meeting

The CDA held its annual general meeting in Ottawa in late April 2004. Dr. Barzilay and Dr. Taylor were both in attendance, and we should all be proud of Dr. Taylor (Past President APC) for being awarded the Award of Merit by the CDA. Dr. George Zarb (Past President and Honourary member of the ACP) was awarded honorary membership in the CDA.



Dr. Taylor receives the Award of Merit – CDA



Dr. Zarb from Louis Dvbé receives his honorary membership in the CDA.



Drs. Barzilay and Taylor at the AGM.

APC Interim Executive Meeting



Drs. Love and Kaukinen in conversation



Tuan Dinh, Sanda Dhaliwal, and Robert Loney



Brent and Susan Beyak at the AGM.



Interim executive dinner



Drs. Richardson and Yliheikkila



Drs. Barzilay, Albert and Taylor



Who's shoes are these?



APC members enjoying the APC dinner function.



Hire People **Who Don't Suck!**

by **Reg Goulding, President of DentalCareerServices.com**

On my recent trip to California (recruiting and telling our story at both LMT Day West & the Dental Dialogue meeting), I had the privilege to meet Drs. Kevin and Jackie Freiderg co-authors of the book "Hire People Who Don't Suck!". It is a must read if you want to turn you business around. The Freiderg's are world class leaders, coaching companies like South West Airlines how to attract, hire, and keep the best people in the world. South West Airlines is a super success story and continues to be a business success leading the airline industry in profits for 28 consecutive quarters. If you purchased \$1,000 of their first offering of stock in 1973 it would be worth \$1.6 million dollars today. Need I say more than, get the book. What they teach, as you can imagine, are the basics, common sense.

Hire Attitude, you can train skill. The key strategy for success is first attitude; technical skill is only 50% of the equation. Attitude spills over to other employees, to you and ultimately the customer. South West Airlines believes they are in the customer service business first, they just happen to be building an airline. You are in the customer service business first just running a Dental office.

Hire Attitude 1,2,3

#1 Attitude:

Fun. Hire people who are fun. Humorous people who can and want to have a good time. This spills over to everyone including your customers.

#2 Attitude:

"Whatever it takes" attitude. Whatever it takes to drive costs out of the business without compromising safety of fellow workers, integrity or service.

#3 Attitude

Spirit of Unselfishness, customer service, serving and supporting colleagues to do whatever it takes to improve service, regardless of the job description, step in and help attitude, a spirit of unselfishness to serve others.

Hiring people that don't suck, energy, passion or enthusiasm. Bad company corrupts good people and brings everyone down including services, productivity and profits.

Hire ambassadors, not people with skills for positions. Want to learn more details, about this, I encourage you, get the book. www.freiberger.com

Is your attitude right? Do you have a business to leverage World Class Talent? Are you the "Destination" office in your geographic area where everything you do and offer is "Best in Class" including, wage/bonus

structure, benefits, healthy work environment and so on.

Many dental offices & lab owners contact me; and want us to find them an employee with the best attitude, technical skills, who are low maintenance, will work toward excellence every day to make their lives, easy, simple and profitable. But, their attitude is one of selfishness, their work environments often, physically, visually, emotionally sucks the energy, passion, hope and enthusiasm from everyone. I can feel it over the phone, and then they want to blame us or our system for not finding them people. Many employers, hire good people directly from our site and in several months those same people are back out looking for work. Are the employees always in the wrong?

There are thousands of jobs out there but a limited number of career opportunities. Attracting and keeping world class talent is an extension of your attitude. Are you having fun? Is your attitude right? Is your culture something you can get excited about or is it something you just tolerate? The people you hire now will form your business future. Seek and hire attitude, you are not hiring assistants, hygienists, administration staff, you're hiring Ambassadors.

The best employees are most often employed. Can your culture attract and keep world class employees? Who should be recruiting? Recruiting is everyone's job not just the bosses or HR's responsibility. When should you recruit? Always be recruiting, everywhere through all sources. Be on the lookout for great attitudes, be a detective, listen, ask, read, follow up with prospective employees. Have fun, stay in touch and enjoy searching for that ambassador with the great attitude. When others can feel your energy, see their goals and dreams within your goals the rest is natural the results will be positive. Buy the book, Hire People Who Don't Suck! www.freiberger.com.

You can change your business forever. Start by recruiting, screening and hiring attitude first, you can always train skill. Good luck.

For free job descriptions, 18 month career paths, visit us at www.DentalCareerServices.com. Our only goal is to help you reach your goals.

I am excited about being back with services to meet your membership's needs. This is the first of a series of articles I hope will capture your interests and serve your membership well. It is an honour to be published and involved with the CPA newsletter.

Future Issues:

Retaining and Motivating Employees,
How to Hire & Inspire On- Site Dental Technicians

Benefits of membership to the Association of Prosthodontists of Canada

by Brent Beyak

Membership has its privileges, to quote a well-known advertisement. There is very little original thought in this world, so I realize this may not be original, or even unique, but hopefully I can lay the groundwork for a constructive rationale to help answer the old question, "Why should I join?"

There was a time when a unique group of individuals, like us, wanted to find and associate with like-minded professionals in an effort to pursue not so common interests as well as have some group security. There are instances where we need a group voice, for right or wrong, to have any input at all in the little things that come to try us as a profession. These include: how long does the government really want me to keep these boxes of casts, that they don't even know exist, or do we need to update the definition of "prosthodontist" again?

The only way to have a strong voice in any matter that may present, is to have a strong Association, in whatever form that may take. But really, in today's environment, there seems to be a plethora of groups, prosthodontic or not that are vying for your attention. What sets us apart?

1) **National Representation** – We are the recognized national voice for our chosen profession, you don't join, you don't get a say. Maybe you don't care, but there is a group, not new, that has positioned itself between me and my responsibility of self-regulation (one of the legs of the original tripod of any Profession) in recent years such that unless you hold one of their recognition labels, you have no input to the gate keeper of our Specialty. That's enough for me. We are well represented in ongoing issues and communications with the CDA. While each of you have a voice in the CDA if you hold CDA membership, you also have another, possibly more focused input through the APC.

2) **APC Logo Advertising** – Members may use the APC logo for advertising in the media, including yellow pages, as well as including it on your letterhead.

3) **The APC Membership Directory** – This is an invaluable resource in member-to-member communications. Updated and published annually with names, addresses, and practice information.

4) **The Journal of Prosthetic Dentistry** – included in your membership is a subscription to the JPD, one of the founding journals of our profession.

5) **Other Journal Subscriptions** – We are currently investigating relationships with other publications like the International Journal of

Prosthodontics to offer reduced rates of subscription rates for our members.

6) **Front Line** – The regularly published newsletter of the APC. This current and timely publication is an effective way to communicate to the other members of the APC. Everything from Executive communications, articles and announcements pertaining to the organization of our profession, classified advertising and distribution of other informative and editorial matters.

7) **Saleable Products** – Looking for that hard to find official APC ball cap? Or a distinctive cast gold alloy (only a prosthodontist would say that) lapel pin to round out that next ensemble you put together for the opera? We have these and other items available.

8) **Continuing Education** – As members of the APC we are able to join or attend scientific sessions of many other Prosthodontic Organizations like the American College of Prosthodontists at discounted rates.

9) **Discounts with Manufacturers** – Members of the APC now receive a straight 10 % discount on any product from STRAUMANN CANADA. We have also negotiated a 10% discount on all Lab products (except alloy and denture tooth forms) as well as 10% off all CE courses from IVOCLAR CANADA. You must show proof of APC membership to your local STRAUMANN or IVOCLAR representative at time of order to receive this ongoing benefit. We have also negotiated a special package with Implant Innovations Canada (3I) that includes discounted registration at their upcoming symposium, a 50% discount on the first ten Osseotite Certain units, and a reduced rate on their new CAD/CAM bar. Other companies are currently being negotiated with for special reductions.

10) **Mailing List Distribution** – The APC regularly receives requests from other prosthodontic organizations for the membership list in order for you to receive timely information about CE courses or other publications of interest such as SPECTRUM. Without membership to the APC, you may not receive these.

Members who avail themselves to these benefits may pay for the cost of membership to the APC many times over. We are continuing to look for ways to benefit our members. Discussions have started about discount rates from Credit card companies as well as Insurance Companies.

We have a great opportunity to make the APC a strong and vital organization and voice for Prosthodontics, all it takes is you.

Brent Beyak