

FrontLine/PremièreLigne

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

President's Message

Joint Annual Meeting

The Canadian Academy of Restorative Dentistry and Prosthodontics (CARDP) & The Association of Prosthodontists of Canada (APC)

September 14-18, 2005, Québec Hilton



Chris Wyatt

President,
Association of
Prosthodontists
of Canada

The Canadian Academy of Restorative Dentistry and Prosthodontics (CARDP) upcoming meeting will be held jointly with the Association of Prosthodontists of Canada (APC). Both Executives have collaborated closely to provide you with scientific and social programs that we trust will rise to your expectations. All of our clinicians have accepted with enthusiasm to meet you in beautiful Québec City to share their respective Oral Presentation topics and Table Clinics.

The CARDP website www.cardp.ca has all of the details on the pre-meeting activities (limited attendance) and meeting schedule. Do plan to golf with friends at the base of Mont-Ste-Anne and take advantage of a fun and informative digital photography workshop with Rita Bauer from U. of T. Our welcome buffet on Thursday evening is the perfect opportunity to survey Québec City from the Panorama Lounge. The Friday Partners' Program offers a guided tour of parts of historic Île d'Orléans and a luncheon at the famous Montmorency Falls. Your Friday evening is free, though we've included a short list of restaurants for your consideration. The President's Gala on Saturday evening is our social event highlight. The dinner will feature regional cuisine after which live music will incite you to kick up your heels on the dance floor.

Our Exhibitors' Hall will host continental breakfasts, coffee breaks and Saturday's luncheon providing ample opportunity to take in the various exhibits. The Friday Exhibitors' Mixer is especially designed to promote contact between our members, our Executives and our corporate sponsors.

The Québec Hilton offers panoramic rooms and a dedicated management and staff ready to make your meeting a success. An award winning convention venue, the Québec Hilton upholds the high hospitality standards. Your Hilton room reservation can be booked through the CARDP website.

Please register early by using www.cardp.ca to access all pertinent information in order to finalize your registrations for the pre-meeting activities. Our various committee members join us in inviting you to attend The national event in Restorative Dentistry and Prosthodontics of 2005. We look forward to greeting you all next September.

Sincerely,

Chris Wyatt BSc, DMD, MSc, FRCD(C)



President's Message

Editor's Message

The International Journal of Prosthodontics is now the Official Journal of the APC

2004/2005 APC Executive Council

Report from the BC Society of Prosthodontists

APC First Website Member Survey

www.prosthodontics.ca

SPECIAL OFFER FOR APC MEMBERS ONLY

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Quintessence of Dental Technology 2005, Vol 28

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D. Adolphi / A. de Freitas, Jr: Esthetic Results Using Implant Therapy in Patients with Congenitally Missing Teeth

M. Yamazaki: Managing Patients with Complex Restorative Needs

S. Holst, et al: Implant Esthetics with Fixed Immediate Provisional Restorations

Y. Grossmann: Prosthodontic Treatment to Preserve the Alveolar Ridge

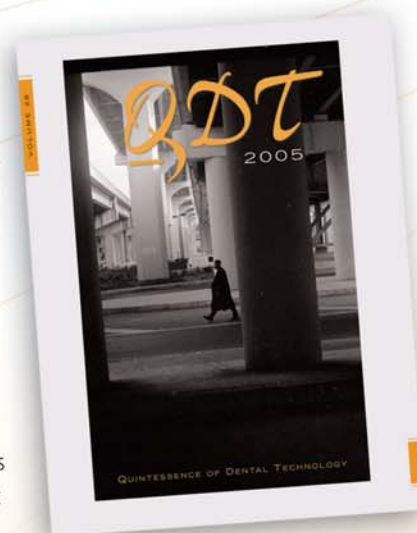
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8/05

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APC First Website **Member Survey**

by **Dr. Chris Wyatt**

Our Spring *Frontline* announced the launch of the updated APC website. Those members who updated their membership profiles online were able to access the minutes from the executive and annual general meetings, bylaws & policies, links to CARDP to register for our joint meeting, and a membership survey.

A total of ten members have taken the online survey to date. The online survey will be available until the end of the year for those who have been waiting for an excuse to surf the web.

- 100% of respondents would be willing to download their APC membership renewal forms
- 70% would prefer to pay their membership dues by credit card

- 60% would prefer to view the APC roster online rather than receive a paper copy
- 70% would prefer to read *Frontline* online rather than receive a paper copy
- 80% would like their names forwarded to corporations offering member discounts; 70% would allow their office telephone number to be sent; 60% would permit their addresses to be provided; but only 30% would allow their email addresses to be available

APC Web Tip: If you want your practice contact information to show-up on the **"Find a Dentist"** page, you must **update your member profile** via the Member's Home Page!!!

www.prosthodontics.ca

The International Journal of Prosthodontics is now the **Official Journal of the APC**

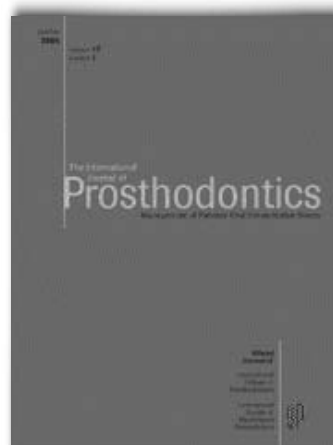
by **Dr. Chris Wyatt**

Last year, Dr. Izchak Barzilay, as president of APC, initiated negotiations with Ms. Tomoko Tsuchiya, vice president of Quintessence Publishing Company. The initial talks were to explore the possibility of providing APC members with discounted subscription rates for Quintessence journals.

The negotiations continued under my presidency with the end result that the International Journal of Prosthodontics is now the Official Journal of the APC. In addition,

Quintessence is generously offering discounted subscription rates for several other related journals (see enclosed subscription form). Subscription to the IJP and other Quintessence journals is voluntary for our members.

APC is still a sponsoring organization of the Journal of Prosthetic Dentistry and expects our members to subscribe to the JPD through us or any other sponsoring organization. This relationship has not changed and is not affected by the Quintessence agreement.



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Volume 9, Issue 2
Summer 2005

Report from the British Columbia Society of Prosthodontists

by Dr. Brent Beyak

In 2001, the British Columbia Society of Prosthodontists (BCSP) undertook an initiative to foster our relationship with the general dentists of British Columbia. A committee formed within the BCSP consisting of Dr. Jamie Kaukinen, Dr. Lance Hazelton and myself spearheaded this effort.

A series of promotional mailings were distributed to the dentists of BC as inserts with the regular mailings from the Association of Dental Surgeons of British Columbia (ADSBC). The ADSBC was kind enough to allow us this “piggyback” relationship at no cost to the BCSP for three distributions over one year. Mailing packages were provided for over 2,500 members of the ADSBC and distributed in the October 2002, March 2003 and January 2004 regular distributions of the ADSBC newsletter “Connections”.

The promotional package consisted of a short, one page explanatory leaflet entitled “Building Your Team...With The British Columbia Society of Prosthodontists” with the roster of the active members of the BCSP on the reverse of the page. The purpose of the leaflet was to promote the incorporation of prosthodontists in the practice of the general dentist. The goal of the mailing was to challenge the perception that prosthodontists are direct competitors with general dentists and that prosthodontists can be a valuable resource to the general dental practice. A reprint of “Prosthetic Dentistry Review”, kindly furnished by the American College of Prosthodontists, was also included in each mailing to provide an educational point of interest for the mailing.

Based on these numbers, there was approximately 3.5% response. Of those respondents, the majority was positive to the questions. Approximately 14% of the respondents did not realize the copies of the “Prosthodontic Reviews” were sent by the BCSP. The respondents that did not find prosthodontists to be valuable to their practice totaled 6.5%.

While there are problems inherent with any survey, I must say the results of this one are disappointing from the total number of returns. With under a 4% return rate, and a portion of respondents not realizing the educational material was connected to the leaflet or provided by the BCSP, it casts serious doubt as to the efficiency of this type of distribution. There are a number of other inclusions with the ADSBC newsletter, both informative as well as strictly commercial, and it is easy to understand some degree of dilution of our message. On the upside however, those who did respond were overwhelmingly in favor of our efforts. Having said this, it feels as though we are “preaching to the choir” and I wonder if these mailings actually changed any previously held conceptions in the target audience.

Well, these are my thoughts, after putting some significant effort into this avenue of increasing our collective profile as prosthodontists. Don't get me wrong, I still think targeting the general dentists (and other dental specialists) is a useful endeavor, I just think we need another ‘brilliant’ idea to work on. I would love to hear from you, the membership of the APC, as to your interpretation of these results. Let me know at mbeyak@shaw.ca.