

The NEW JERSEY SOCIETY OF PERIODONTISTS PERIODICAL

FALL 2011



NJSP MEETING

Members & Guests Welcome

"Reconstruction of the Alveolar Ridge Using Innovative Techniques and Materials"

Ziv Mazor, DMD

Date:

Wednesday, October 19, 2011

Place:

Woodbridge Hilton
120 Wood Ave. South
Iselin, NJ 08830

Meeting Schedule

8:00-9:00 am
Continental Breakfast
& Registration

9:00-12:00 pm
Morning Presentation

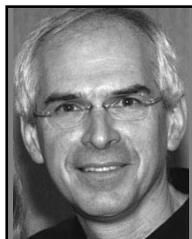
12:00-1:00 pm
Lunch and Exhibitors

1:00-4:00 pm
Afternoon Presentation

CALENDAR

Winter paid members meeting is
Wednesday February 8, 2012.

Spring meeting is
Wednesday, May 2, 2012.



DR. ZIV MAZOR

Reconstruction of the Alveolar Ridge Using Innovative Techniques and Materials

Wednesday, October 19, 2011

Presentation by Ziv Mazor, DMD

COURSE OUTLINE

The problem of the deficient ridge can be solved by different augmentation techniques. Having a biologic basis for bone regeneration will improve the short and long term results of all regenerative procedures. Clinical cases will be shown with literature and histologic validation to improve the ability of the surgeon to select the appropriate techniques and bone regenerative materials for alveolar and implant-related defects.

Long term evaluation of different grafting materials will be discussed in detail through clinical cases and histological evaluations. Among these, special emphasis will be given to:

1) Sinus Augmentation- current and future trends- The use of lateral window versus crestal elevation and the balloon sinus approach. Long term follow up of sinus augmentations with a variety of grafting materials will be backed up with

histological evaluation. Is there a real difference in the type of the grafting material used? Are the use of growth factors, graft enhancers and techniques like PRP and PRF important? Clinical and histological results will be shown with a number of different types of materials. Innovative surgical instrumentation facilitating the procedure such as Piezosurgery will be shown in detail.

Managing complications in sinus augmentations will be addressed.

2) From Socket Preservation to Lateral and vertical ridge augmentation - Allogenic block grafts compared to a particulate grafts and autogenous block grafts. Predictable clinical outcomes will be demonstrated and the clinical and histologic results will be discussed in detail.

All techniques will be demonstrated with videos and clinical photos.

BIOGRAPHY

Ziv Mazor D.M.D, Ra'anana, Israel

Dr. Ziv Mazor is a leading Israeli periodontist. He graduated the periodontal department of Hadassah school for dental medicine-Jerusalem Israel where he served as clinical instructor and lecturer for undergraduate and postgraduate dental students.

Since 1993 Dr. Mazor is engaged in clinical research in the field of Bone Augmentation and Sinus Floor Elevation. He is currently participating in the quest for improving and evaluating new grafting materials using various growth factors and utilizing innovative surgical techniques.

Cont'd on p. 6

Editor's Report

Dr. David Stein



I hope everyone enjoyed the summer and I hope everyone is refreshed and ready to go back to their practices rejuvenated. As you will read in this newsletter, Dr. Zirkin has been working very hard to put together a wonderful 2011-2012 program. I have mentioned in previous reports, that it is extremely important for periodontists in the state to be active members in the society. If we stay organized we can work hard to keep the periodontal profession functioning at a highly respectable level. We are well aware of many issues that have been affecting

our practices. We are also aware that the services we provide are very important for the health and well being of the general public. Therefore I believe that the members in our society should be working to maintain good working relationships with general dentists and specialists and also work hard to maintain the trust of the public. The board members of the society have been working hard to help increase the awareness of the importance of our specialty to dental students, dentists and the public. I look forward to seeing everyone at the upcoming meetings.

Respectfully submitted
David Stein, D.M.D.

C O U R S E R E G I S T R A T I O N

NJ SOCIETY OF PERIODONTIST'S MEETING ***Registration Form*** **GUESTS WELCOME**

Date: Wednesday, October 19, 2011

Time: 8:00 a.m. - 4:00 p.m.

Place: Woodbridge Hilton

Speaker: Dr. Ziv Mazor, DMD

Topics: **Reconstruction of the Alveolar Ridge
Using Innovative Techniques and Materials**

Sign up early for this exceptional meeting.
This course is already filling up quickly.

Name: _____

Address: _____

Phone: _____

E-mail address: _____

Name of Sponsor: _____

Registration Fees:

NJSP Member or Sponsored Dentists: \$95

Non-Members: \$125

(\$10 Late Fee after Oct. 1)

CE Credits will be awarded at this event!

Includes Continental Breakfast and Luncheon

Total Enclosed \$ _____

Checks payable to: NJSP.

Mail checks & registration form to:

Dr. David Stein

177 Main Street, East Brunswick, NJ 08816

President's Report



Dr. Scott Zirkin

Welcome back! I hope everyone had a restful, but productive summer. As I sat down to write my President's Message, I began to reflect on my years in practice. Though I don't feel like I have been practicing for a "long time", I have noticed some significant changes over the past eighteen years.

When I completed my post-graduate periodontal program at NYU in 1993, the treatment of periodontal disease was the primary focus of practice. We painstakingly scaled and root planed to achieve the smoothest roots we could. Osseous surgery was our "bread and butter" and the primary means of achieving pocket reduction. We were excited about periodontal regeneration. We used autogenous and allogenic bone grafts, but only had non-resorbable guided tissue regenerative membranes. Implants were an integral part of my practice, but we still treated teeth! There was a general understanding that treatment plans began with prognosticating individual teeth and periodontally stabilizing those deemed treatable. This consisted of the use of non-surgical and surgical periodontal therapy.

As time and technology progressed, we saw the introduction of resorbable periodontal membranes, enamel matrix proteins and eventually growth factors. These not only facilitated periodontal regeneration, but guided bone regeneration in extraction sockets and around implants. We also saw that implants had significant long term predictability. Around the same time, I began to notice practice referrals became more prescriptive in nature. Referring dentists specifically requested crown lengthening, soft tissue grafts or implants. I began to see fewer referrals for comprehensive cases. Not because the patients being referred did not require comprehensive treatment, but because many (not all!!!) referring dentists were not looking at cases this way.

Why was there such a change in referral patterns? The following are a few of my thoughts. First, I believe many are graduating dental school without a full appreciation of what periodontal disease is and particularly, what constitutes treatment. This makes them susceptible to believing company claims about their ability to control disease with "Soft Tissue Management Programs". I believe this lack of "periodontal appreciation" causes a lack of recognition that periodontal disease is present.

Second, I commonly see unwillingness (or an inability) to comprehensively treatment plan. Often the most obvious problems are noted, but the more subtle (and no less significant) problems are not. This failure to view the mouth as a whole, can lead to "mistaking the forest for the trees". This often leads to misguided or inappropriate treatment. Last, I have also come across those that believe periodontal disease need not be treated, if the teeth affected can be replaced with implants.

So, what can we do about this? I don't pretend to have all the answers, but once again, I have a few thoughts. We need to implore those that are involved in determining dental school curriculums to critically evaluate what is taught about periodontics. Both didactic and clinical study needs to more effectively convey the diagnosis and treatment of periodontal disease. These also need to be taught in the context of comprehensive treatment planning. The NJSP is taking a proactive stance with respect to public relations. Our board voted to hire the public relations firm Lanmark360 to conduct a campaign that will establish the NJSP and its members as the most trusted source for accurate information and expert treatment advice regarding health-centered periodontology, aesthetic and reconstructive periodontics, tissue grafting, dental implant surgery and oral medicine. With respect to dealing with our referring dentists, this can be a very "slippery slope". We all know that we have to deal with different referrers in different ways. This makes conveying differing thoughts about appropriate treatment easier with some than others. My office performs a complete periodontal exam on each new patient. This gives us the ability to begin a discussion with patients about periodontal disease, if necessary, even if that is not why they were originally referred to our office. This information can be delicately presented to their referring dentist and a discussion begun about how to stage and coordinate appropriate treatment. I have found effective communication the key to coordinating treatment. With few exceptions, conducting a discussion in a non-imposing manner provides a receptive environment to discuss treatment not originally proposed by the referring dentist. At the end of the day, I believe it is all about feeling good about the treatment you provided your patients and knowing you did the right thing.

Respectfully submitted,
Scott Zirkin DDS
President, NJSP

AAP Trustee's Report

Dr. Wayne Aldredge



Dear NJSP Colleagues,

I hope this latest update finds you well. Given the challenging practice environment facing Periodontists, I want to keep you apprised of some initiatives the Academy is embarking on, not least of which is to increase awareness among professionals and the public alike

as to the prevalence and impact of periodontal disease and the **role of the periodontist and the Academy as the community's go-to expert and resource.**

A Combined Public Service & Marketing Campaign:

The AAP has committed to a collaborative public service campaign along with the ADA, other dental organizations and the Ad Council of America. The aim is to raise awareness on a national level of the global impact of dental health problems. The Ad Council of America is recognized as a leader in impactful and memorable public service campaigns.

Clinical Advances in Periodontics (CAP) – a scholarly initiative that has great potential for interaction and networking with restorative colleagues.

The premiere issue is a great addition to the periodontal literature and is oriented toward the clinical practice of periodontology (available at www.perio.org). A great feature of this online journal is the ability to forward articles to other dental colleagues for discussion and education.

Also, look for ***Comprehensive Periodontal Therapy: A Statement by the American Academy of Periodontology*** (an updated replacement for the 2001 ***Guidelines for Periodontal Therapy***) as well as the ***American Academy of Periodontology Statement on the Efficacy of Lasers in the Non-Surgical Treatment of Inflammatory Periodontal Disease.***

The AAP's 2011 April collaborative perio-restorative conference, *The Restorative Dentist/Periodontist Partnership: Achieving Excellence Together*, A sold-out crowd of 209 periodontists and 380 restorative team members invited by individual Academy members were in attendance. Based on this success the 2012 meeting is being planned and the focus will be ***Collaborative Management of Aesthetic Dilemmas*** (April 28-29, 2012 in Chicago).

Improving the Impact of the Academy's Web Site: The Board of Trustees have charged a "Task Force on Web Site Redesign" to enhance the impact and functionality of the Academy's web site and ultimately its web presence. The BOT approved Bean Creative, which has a history of working with prestigious organizations and institutions for this very same issue, to consult with the Task Force on Website Redesign and approved continuing the Task Force on Website Redesign for 2011-2012.

One final note: My tenure as a trustee is coming to an end (6-years) and as such, I hope to see you at the District VII Forum at the annual AAP Meeting in Miami Beach Florida. The District Forum is Sunday, November, 13, from 12:45 to 2:15 pm. At this forum the candidates for the next New Jersey representative, for District VII, to serve on the AAP Board of Trustees will be nominated.

As your Trustee, I deeply appreciate the opportunity to represent you.

Sincerely,
Dr. Wayne Aldredge
(waldredgedmd@yahoo.com)

NJ Society of Periodontists Launches Public Relations Campaign With the Services of Lanmark360

In light of the challenges most of our fellow periodontists face with respect to practice business, our board has elected to launch a public relations campaign, utilizing the services of the company Lanmark360. The company began as the ad agency, Lanmark Group, in 1977. Since that time it developed into a full service public relations and marketing firm. It has conducted marketing and public relations for Proctor and Gamble, 3M and is presently being used by the AAP.

The campaign will not be promotional or self-serving. It will provide information that subtly positions the NJSP and its members as trusted experts and resources on given topics. These will include: health-centered periodontology, tooth extraction and site preparation for future dental implants, aesthetic and reconstructive periodontics, soft tissue grafting, dental implants and oral medicine. It will preempt and offset the media noise created by the

Cont'd next page

Lanmark360 - Cont'd from p. 4

opening of multi-practice implant centers in New Jersey. Lanmark360 will also tout the benefits of selecting an independent New Jersey periodontal practice that best serves its patients by not being locked into a specific treatment protocol or implant product line.

The public relations message will be delivered in a variety of ways. Social media platforms such as Twitter, Facebook, LinkedIn and YouTube will allow engagement with target audiences with increased frequency on a more personal and conversational level. In addition, local media will be utilized to secure frequent, prominent and favorable media coverage. Lanmark360 will identify appropriate New Jersey media outlets and corresponding journalists in order to identify opportunities and place NJSP-focused press releases, feature articles and media interviews.



Respectfully submitted,
Scott Zirkin DDS
President, NJSP

In Memoriam – Abe Chasens

Dr. Abram I. Chasens passed away peacefully at his home in Palm Desert, CA on August 9, 2011. Dr. Chasens was a 1936 graduate of Temple University School of Dentistry and then participated in a one-year dental internship at Beth Israel Hospital in Newark, NJ. Dr. Chasens maintained a general dental practice from 1937 to 1942 in Plainfield, NJ. He was a Captain in the US Army Dental Corps from 1942 to 1946, after which he resumed his general dental practice until 1953. From 1951 to 1953, Dr. Chasens attended a post-doctoral program in Periodontology and Oral Medicine at NYU College of Dentistry. He then began a practice limited to Periodontics and Oral Medicine in Plainfield, NJ.

In 1957, Dr. Chasens was appointed Professor and Chairman of Periodontology and Oral Medicine at Fairleigh Dickinson University School of Dental Medicine. In 1971, Dr. Chasens left clinical practice to devote his full attention to the FDU undergraduate Periodontics and Oral Medicine program. Within several years, Dr. Chasens developed and began a post-doctoral training program in Periodontology and Oral Medicine.

Dr. Chasens was a founding member and past-president of the New Jersey Society of Periodontists. He was a founding member of the Northeastern Society of Periodontists and he was on this group's board of trustees, as well as its president. He was a member of the American Academy of Periodontology Board of Trustees from District 7 for six years and was a member and director of the American Board of Periodontology. Additionally, Dr. Chasens was a member of the American Academy of Oral Medicine Board of Trustees and served, as well, as the Director of the American Board of Oral Medicine.

Dr. Chasens published over one hundred scientific papers. He authored a number of text book chapters and monographs. Additionally, Dr. Chasens presented hundreds of continuing education programs, both nationally and internationally.

Dr. Chasens is survived by his beloved and devoted wife of sixty-nine years, Sylvia. Abe and Sylvia traveled extensively, enjoyed a wide circle of friends and loved to entertain at their home. Mrs. Chasens is 100 years old and in the hospital with a fractured hip.

Dr. Chasens accomplished a remarkable number of things during his professional career. He was a caring and competent clinician, a meticulous researcher, an effective administrator and a dedicated educator. Those colleagues, faculty and students who were fortunate to spend time with Abe had a unique opportunity. The dental profession and the specialty of periodontology is a little better because of Abe Chasens.

Those interested in honoring Dr. Chasens may consider donating to the Abram and Sylvia Chasens Teaching and Research Fellowship, via the AAP Foundation.

Donations in his honor can also be made to their Temple Congregation Beth Shalom 79733 Country Club Drive, Bermuda Dunes, CA 92203

New Jersey Society of Periodontists Treasurer's Report

Account Balances:

Bank Of America Account: \$18,142.21
 Financial Management Account (Morgan Stanley) \$238,586.14

NJSP Members: Please make sure your dues are current for 2011 and are paid by the time of the fall meeting date

Dr. Mazor - Cont'd from p. 1

Dr. Mazor maintains private practice limited to periodontal and implant dentistry in Ra'anana, Israel. He is a well published author on these subjects and serves on the editorial board of several international dental journals. Dr. Mazor is a worldwide known speaker and has lectured extensively both nationally and internationally. He conducts and moderates advanced international implant courses and workshops. He

is part of the continuing education faculty of NYU.

He is the past president of the Israeli Periodontal Society and an active member in numerous societies such as: AAP-American Academy of Periodontology, AO-Academy of Osseointegration, EFP-European Federation of Periodontology, Mediterranean Dental Implant Congress and a diplomate of the ICOI.

Directions to the Woodbridge Hilton

120 Wood Avenue, South Iselin, NJ
 (732) 494-6200

New Jersey Southbound/

Northbound: Garden State Parkway to Exit 131A. Hotel is on the right at the exit.

Newark Int'l Airport/New York

City: New Jersey Turnpike South to Exit 11, Garden State Parkway North to Exit 131A. Hotel is on the right at the exit.

Staten Island: Outerbridge Crossing to Route 440. Garden State Parkway North to Exit 131A. Hotel is on the right at the exit.

Philadelphia: New Jersey Turnpike North to Exit 11, Garden State Parkway North to Exit 131A. Hotel is on right at the exit.

Walking distance to "Metro Park" Amtrak Train Station



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The New Jersey Society of
 Periodontists has a newly designed
 Web Site. Please visit it at

www.njperio.org

We welcome your questions and
 comments. You may e-mail them to
info@njperio.org

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