21ST CENTURY ALLIANCES
THE MASTERS
4 Message from the Dean
The Power of Alliances: Health Care Collaborations for the 21st Century

6 NYU Nursing Program Joins College of Dentistry

8 NIDCR Awards $26.7 Million Grant to Establish the NYU PEARL Practice-Based Research Network

10 Oral Cancer Consortium Think Tank Convenes at NYUCD

11 Dr. Ross Kerr: The Right Person for the Job of Consortium Chairman

12 New York/New Jersey Alliance Shares an “A” for Prevention and Early Detection of Oral Cancer

13 Oral Cancer Screening Day Draws 1,500 Participants

14 In the National Interest: NYUCD Leads a New Alliance to Develop a Catastrophe Preparedness Curriculum for U.S. Dental Schools

NYUCD Conducts First POD Training Exercise for Seniors

16 Academic, Government, Corporate Alliance Produces Findings Destined to Extend the Life of Ceramic Crowns

17 UMDNJ, SUNY Buffalo, NYUCD Alliance Aims to Teach Practitioners to Create a Shelter-in-Place

18 Best Practices: Practitioners Plus Business Practices Equal Profitability
   Dr. Roger P. Levin

20 Levin Group Alliance Update

22 Africa Calls and MCW/NYUCD Alliance Responds

24 Update on International Alliances

30 Recruiting the Best

30 Dr. Daniel Malamud, International Leader in Oral Aspects of HIV, Joins NYUCD

31 NYUCD Recruits Immunotherapy Expert
   Dr. Fang-An Chen

32 Dr. Charles D. Larsen Joins Smiling Faces, Going Places Mobile Dental Care Program

33 Promoting Our Own

Dr. David A. Sirois Appointed Associate Dean for Graduate Programs

Mr. Glenn A. Marrus Promoted to Assistant Dean for Quality Assurance

Dr. Joan A. Phelan Appointed Chair of New Department of Oral & Maxillofacial Pathology, Radiology and Medicine

Dr. Miriam R. Robbins Appointed Associate Chair of Oral & Maxillofacial Pathology, Radiology and Medicine
34 Research in Focus
Research Day 2005: Dr. Daniel Malamud Shares Spotlight with NYUCD Student Researchers

35 Ms. Maria DeAcetis Honored with Special Research Day Award

36 Student Research Grows By More Than 600 Percent

38 A Strategic Success: Clinicians and Basic Scientists Collaborate and Endodontic Residents Win Awards

39 New Dental Implant Design Speeds Healing

40 Study Equates Caries Bacteria with Preterm Birth Risk

41 Researcher Finds Link Between Pregnancy and Tooth Loss

42 NYUCD-Mentored High School Student Is Youngest Presenter at AADR/IADR

43 Four Students Win AADR Fellowships

44 International Partners in Health
A Visit from the President of the FDI World Dental Federation

45 A Warm Welcome from Korean Implant Program Alumni

46 From Infection Control and Ergonomics to ESL: Seeking a Common Language
Denise C. Murphy, DrPh

48 A Post-Jamaica Outreach Survey Asks Students to Assess Its Educational Value

49 NYUCD Participates in International Dental Hygiene Week

50 Grants and Philanthropy
NIH Awards NYUCD an Additional $1.4 Million Grant to Study Inner Workings of Cell Death

51 NYStar Grant Enables NYUCD to Recruit Senior AIDS Researcher

52 Defense Department Grant Funds Unique NMR

53 Robert B. Campbell Atrium and Jason J. Kim Dental Laboratory Are Dedicated

54 Caja Madrid Foundation Grant Promotes Alliance Between Medical Researchers and Paleanthropologists

56 A Gala Celebration Honors the Generosity of Dr. Jonathan and Maxine Ferencz

57 Henry Schein Technology Resource Center Named

57 Celenza Family Naming Gift Campaign Gets Underway

58 NYUCD in the News

60 News from the College
Innovations in Clinical Teaching
Meir Kozlovsky, DDS

62 Regional Patient Conference and CE Course on Trigeminal Neuralgia and Chronic Facial Pain Held at NYUCD

63 NYU Prosthodontics Symposium to Honor Dr. Harold Litvak

64 New York State Legislative Scholarship Established

64 Renowned Dental Hygiene Textbook Author Visits NYUCD

65 Dr. Gordon J. Christensen Receives Smigel Prize

66 Inaugural Dr. Gerald W. Deas Scholar Receives American Medical Student Association Foundation Award

67 Second Dr. Gerald W. Deas Scholarship Awarded

68 NYUCD Celebrates the Opening of the College Commons and Faculty Study

70 Applause, Applause
NYUCD Faculty Lobby Capitol Hill on Deans’ Advocacy Day

71 Dr. Jason Holden Is Seventh Annual Litvak Fellowship Recipient

72 Dr. Ravneet Hira, ’05, Is First Place Winner at GNYDM Student Table Demonstrations

72 Omega Chapter Receives OKU Supreme Chapter Award

73 A Special ‘Hello’ and ‘Goodbye’ Has Students Cruising In and Out of New York

74 Celebrating Our Community

80 Focus on Alumni
Dr. Stanley N. Turetzky, ’62, Receives Alumni Meritorious Service Award

81 Dr. Kien Nguyen, ’98, Awarded Grinzane Cavour Prize

Is There Someone You’d Like to Help to Pursue a Career in Dental Hygiene?

83 In Remembrance
Dr. Maurice J. Oringer, Class of 1928
Dr. Neal W. Chilton, Class of 1943
Dr. Ira S. Colby, Class of 1941
Dr. Joseph Myron Lichtenstein, Class of 1940
Dr. Marvin Weiss, Class of 1948

84 “What Is Beauty?” The Discourse Continues

88 Honor Roll of Donors
Another Chance to Say ‘Thank You’
“No man is an island, entire of itself.” John Donne

Message from the Dean

In a new book entitled *The Power of We: Succeeding Through Partnerships*, business executive and philanthropist Jonathan Tisch reminds us that in today’s complex world, no single organization, acting independently, is capable of amassing the resources required to meet all of its goals. While few organizations, he says, have mastered the art of partnering successfully with others, those who have done so possess a powerful tool for achieving advances.

Although NYUCD continues to be a work in progress, we have made enormous strides over the past several years, thanks in large part to our commitment to “the power of we.” And so we devote this issue of *Global Health Nexus* to the ways in which NYUCD is expressing its commitment to bringing people and organizations together around common goals to achieve something very much bigger than any one individual or organization could accomplish by itself.

Indeed, virtually all of the major initiatives undertaken by NYUCD in recent years have been fueled by the power of partnerships. The list includes the Oral Cancer Consortium, international outreach, research and educational collaborations, programs cosponsored with the U.S. Army and the New York City Department of Health and Mental Hygiene, and our alliances with the Levin Group and industry, among others. Now, new models of collaboration are underscoring the pivotal role of partnership in advancing NYUCD’s vision of becoming the dental institution on earth with the greatest impact on the health of society.
On April 1, NYUCD was awarded a $26.7 million research grant from the National Institute of Dental and Craniofacial Research (NIDCR), part of the National Institutes of Health (NIH), to initiate a Practice-Based Research Network (PBRN). The PBRN grant marks the first time that NIH has allocated funding to identify key outcomes from oral health therapy based not on externally controlled clinical trials, but on outcomes from dentistry performed within the practical world of private practices linked together into a large network of practitioners. It is the largest NIH grant ever awarded to any school at New York University, and we believe that it is the largest grant ever awarded by the NIDCR.

When the new NIH funding data are released next year, this grant, coupled with all the other research support that our students and faculty have generated over the past few years, will move NYUCD solidly into the top tier of U.S. dental institutions receiving federal research support.

And there’s more good news that affirms “the power of we.” In March, the NYU Board of Trustees formally approved the incorporation of the NYU Division of Nursing into our College of Dentistry, effective September 1. I am happy to report that this was done in a manner that was sensitive to the concerns of our students, faculty, and alumni, while still allowing NYUCD to continue to innovate in ways that will surely benefit society.

The dentistry and nursing programs will continue to conduct largely independent curricula that fully maintain their accreditation status. Every dentist and every nurse who graduates from our College will be completely qualified to engage in all of the conventional things that dentists and nurses do. Going forward, we will explore research, education, and practice synergies that are highly likely to further broaden and improve education and training for both nurses and dentists. Thus, our students will be getting something more from their education, and they will be able to choose whether or not to use the additional experience as they proceed into various private practice and institutional settings.

Both of these new alliances reflect NYUCD’s conviction that a strategy of interdisciplinary teamwork and collaboration is essential if we are to increase healthcare quality and access. In this issue of Global Health Nexus, you can read about both the new dentistry/nursing partnership and the PBRN grant, in addition to a range of healthcare alliances with other partners who also share NYUCD’s commitment to aligning one’s own interests with those of the broader community.

Today NYUCD finds itself in perhaps the most exciting and innovative era in its history. I hope that you will enjoy reading about the 21st century healthcare alliances that NYUCD prospers within and continues to build, and that you will share the optimism, pride, and enthusiasm that our students, faculty, and staff feel as NYUCD continues to evolve into the leadership dental school of the 21st century.
NYU Nursing Program Joins College of Dentistry

Dentistry/Nursing Alliance Will Catalyze New Teaching, Research, and Practice Models

Both Nursing and Dentistry will continue to pursue robust independent academic agendas while also taking advantage of exciting opportunities to collaborate, form alliances, and further improve health care in America.

NYU President John Sexton said, “One of NYU’s distinctive characteristics is our openness to innovation. As a community, we look toward the future rather than dwell on the past. The future of health care lies in new interdisciplinary directions in education, research, and patient care.

“Today’s action vastly increases the opportunities for each field – dentistry and nursing – to engage in interdisciplinary learning and scholarship. The nursing and dental programs provided by New York University are among the finest in the nation. They share a deep commitment to academic quality, clinical excellence, and research innovation. Moreover, they have delivered compassionate health care to needy patients in the region for a combined period of more than 200 years. We look forward to providing patients in our world-renowned dental clinics with the option to visit top-notch nurse practitioners, working in collaboration with physicians and dentists, to foster earlier diagnosis and treatment of the many chronic health conditions that plague Americans.”

The College of Dentistry, founded in 1865, is the largest and third oldest dental school in the nation. Although it is known for great clinical programs, it also has one of the largest and most rapidly growing research programs in the country. It is very influential in shaping the nature of dental practice worldwide with unique programs in the areas of oral cancer, tissue engineering, dental implants, and catastrophe preparedness.

The Division of Nursing, founded in the Steinhardt School in 1932, is one of the nation’s most highly respected nursing programs, offering undergraduate, masters, doctoral, and postdoctoral programs. Its
nationally renowned faculty guide 13 advanced-practice nursing specialties and lead one of the country’s oldest and most selective doctoral programs. In joining, the two programs will combine forces to promote five key competencies that the IOM has declared essential for healthcare professionals in the 21st century: providing patient-centered care; working in interdisciplinary teams; employing evidence-based practice; applying quality improvement, and using informatics.

Dean Alfano said, “For many years, the IOM has called for health professional schools to stop educating students in ‘silos’ when patients expect them to work in collaborative teams in clinical practice. This innovation by NYU is a giant step in that direction. Even more importantly, this combination places NYU in an ideal position to research the many evolving links between oral health and general health. Specifically, the partnership of the two disciplines offers a great opportunity for research collaborations in such areas as pain control; the emerging role of oral infection in systemic conditions including premature birth, diabetes, lung infection and heart disease; and the increasing use of saliva in non-invasive tests of both oral and general health.”

Dr. Terry Fulmer, who has been appointed Dean of the new College of Nursing, said, “This move affords a particular opportunity for the growth and development of nursing, a field that has made enormous progress in advancing clinical care and health research. We anticipate that nursing and dentistry will inform each other in a way that has not been developed in the past, and patients will have the opportunity to obtain additional primary health care while receiving their dental care. Strong research collaborations will quickly evolve.”

Dean Alfano added, “The faculty and students of the College of Nursing will build outreach programs with NYU’s Steinhardt School of Education to foster improved health care for New York’s school children, and to help Steinhardt complete the critical ‘health pillar’ in its unique multiple pillars concept of educational excellence.”

To achieve these important goals, and to help address the troublesome shortage of nurses in New York and elsewhere, Deans Alfano and Fulmer intend to expand the nursing program significantly in the future.
NYUCD has received a $26.7 million award from the National Institute of Dental and Craniofacial Research (NIDCR), part of the National Institutes of Health (NIH), to establish a regional “practice-based” research network (PBRN) over the next seven years. The innovative research approach — networking dental offices in research projects — will enable greater scientific rigor to be brought to “everyday” issues in the practice and delivery of oral health care.

This is one of the largest grants ever made by the NIDCR and the largest NIH grant ever received by NYU.

Dean Alfano said, “Dentists usually work as solo practitioners, not in groups like physicians do. In addition, most dentists are not closely linked to hospitals with their related network of support systems that helps facilitate clinical research in medicine.

“That is where the genius of a practice-based network comes in: the NYU project, known as the PEARL (Practitioners Engaged in Applied Research and Learning) Network, has an extremely large number of practitioners and the largest and most diversified patient population in the nation, permitting us to knit these dentists together for research projects that can deliver powerful solutions to the day-to-day problems confronted in dental offices. It bridges the gap that has traditionally existed between practicing dentists and academia, and has the potential to transform the way dentistry is practiced. This award places NYU College of Dentistry in the vanguard of efforts to improve the practice of health care in the United States.”

Dr. Jonathan Ship, the PEARL Network’s principal investigator and chair, said, “The PEARL Network seeks to organize, train, inspire, and facilitate a network of dental...
practitioners to conduct research of immediate relevance to the profession and the public. This is the first time that the NIH has allocated funding for clinical research that directly involves dental practitioners from study concept initiation through study completion.”

Traditionally there has been a void in clinical dentistry, explained Dr. Ship. “Many dentists are frustrated by having to make clinical decisions every day in practice that do not have a sufficient scientific basis. For example, ‘What should be the appropriate follow-up interval for a specific procedure or disease? Is it necessary to use a particular course of antibiotics? ‘Is an over-the-counter medication as effective as a prescription?’”

The NIDCR awarded three seven-year grants, totaling $75 million, to create three regional networks dedicated to expanding the evidence base in dentistry. The NYU College of Dentistry was selected to create and lead the regional network for the east coast of the United States. Each regional network will conduct approximately 15 to 20 short-term clinical trials over the next seven years, comparing the benefits of different dental procedures, dental materials, and prevention strategies under a range of patient and clinical conditions. The networks also will perform anonymous chart reviews, as allowed by the Health Insurance Portability and Accountability Act (HIPAA), to generate data on disease, treatment trends, and the prevalence of less common oral conditions.

NYU’s PEARL Network draws its strength from a distinguished team of NYU senior scientists, the Bluestone Center for Clinical Research (the largest center of its kind in any dental school in the world), a world-class data coordinating center (EMMES Corporation in Rockville, MD), the largest dental marketing and practice management firm in the world (Levin Group in Owens Mills, MD), and a broad network of investigators and consultants.

The PEARL Network comprises four Cores, each of which is directed by a senior NYU dental faculty member, who is also a co-investigator and co-project leader.

- **The Recruitment, Retention, and Operations Core** (Frederick A. Curro, DMD, PhD) ensures sufficient investigators for studies and data integrity.

- **The Training and Certification Core** (Ananda P. Dasanayake, BDS, MPH, PhD) provides training and certification to every practitioner-investigator.

- **The Protocol Development Core** (Van P. Thompson, DDS, PhD) will solicit ideas from practitioners and transform the ideas into protocols relevant to clinical practice.

- **The Information Dissemination Core** (Page W. Caufield, DDS, PhD) will ensure the timely dissemination of research findings.
More than 60 health professionals, oral cancer patients, members of support groups, and industry leaders from across the nation gathered at NYUCD in January to consider ways to increase the Oral Cancer Consortium’s ability to raise public and professional awareness of the disease and thereby optimize prevention and early detection.

Conceived in New York and New Jersey in 1998 as a collaboration among regional dental schools, the New York City Health and Hospitals Corporation, area hospitals, corporations, professional dental societies and local media, the Oral Cancer Consortium today includes 29 metropolitan-area healthcare institutions and professional societies and extends to Pennsylvania. Each year the Oral Cancer Consortium sponsors a free screening day at multiple sites throughout the tri-state area. Last year, in an effort to further extend its reach, the Oral Cancer Consortium moved its annual screening event from November to April to coincide with Oral, Head, and Neck Cancer Awareness Week, an event sponsored annually by the Yul Brynner Head and Neck Cancer Foundation, which conducts free screenings throughout the southeastern U.S.

The think tank was initiated by Consortium Chairman Dr. Ross Kerr, Clinical Associate Professor of Oral Medicine and Director of Special Patient Care and Hospital Dentistry. Dr. Kerr wanted to expand the number of Consortium stakeholders, who would bring fresh perspectives to the Consortium’s issues and challenges.

“Our objectives,” said Dr. Kerr, “were to identify and understand the problem of oropharyngeal cancer in the U.S., develop possible solutions for accessing the most ‘at risk’
NOT LONG AGO, A PATIENT AT NYUCD HAD THE GOOD FORTUNE TO BE TREATED FOR THE EARLY SIGNS OF ORAL CANCER BY DR. KERR AND LATER WROTE THE FOLLOWING LETTER TO DEAN ALFANO.

Dear Dean Alfano,

During a routine checkup at New York University College of Dentistry, white spots were found inside my cheeks. I was sent to Clinic 1B to make an appointment to see Dr. Ross Kerr. A few days later, Dr. Kerr did a biopsy and the result showed oral precancer, which was scary and devastating to me. I told Dr. Kerr that I did not smoke, drink, use drugs or any medications, except mouthwash. I told the doctor that I used mouthwash at least three times a day. Dr. Kerr told me to stop using mouthwash, and to brush and floss only. I followed his advice, and during my last visit, I got the best news of the year. The white spots inside my cheek had disappeared and no further biopsy was needed. I got my health back and I owe Dr. Kerr my life.

I am writing this letter to let you know of the fantastic work Dr. Kerr is doing. I am also grateful and thank the NYU College of Dentistry for its free oral health screenings that are very helpful to the people of New York City.

Dr. Ross Kerr: The Right Person for the Job of Consortium Chairman
New York/New Jersey Alliance Shares an “A” for Prevention and Early Detection of Oral Cancer

As regional hosts of the Oral Cancer Consortium, New York and New Jersey shared a grade of A for their efforts to reduce the incidence of oral cancer and to ensure early diagnosis, according to a report card issued recently by Oral Health America.

The “A” grade was awarded specifically for an outstanding grassroots effort that offers a free annual screening and a consumer Web site, www.oral-cancer.org. Moreover, in part because of the Consortium initiative, New York is the only state in the nation to mandate continuing education in the area of oral cancer detection and prevention as a requirement for dental licensure.

The report lauded the Consortium’s advertising efforts that prompt patients to ask their dentists about oral cancer and its success in increasing the number of dentists and other healthcare practitioners who conduct oral cancer exams.

“Lives are being saved by the efforts of New York and New Jersey to fight against oral cancer,” said Robert Klaus, President and CEO of Oral Health America, the nation’s premier, fully independent organization dedicated to improving oral health.
Oral Cancer Screening Day Draws 1,500 Participants

In April, NYUCD and the 28 other members of the Oral Cancer Consortium — academic dental centers, hospitals, and dental societies throughout New York, New Jersey, and Pennsylvania — offered free regional oral cancer exams for the seventh consecutive year. More than 1,500 people at all sites took advantage of the free screenings.

Participants received a comprehensive oral cancer examination conducted by a dental professional. If, in the examination, a suspicious looking red or white spot was found, the dental professional administered a new, painless brush biopsy test to determine if there was any potentially precancerous or cancerous cell present. A total of 84 brush biopsies were performed. When the disease is detected early, the survival rate is 80 percent compared with 17 percent when found in later stages.

Photos courtesy of Dr. Amid Ismail, University of Michigan

WHEN THE DISEASE IS DETECTED EARLY, THE SURVIVAL RATE IS 80 PERCENT COMPARED WITH 17 PERCENT WHEN FOUND IN LATER STAGES.
In the National Interest: NYUCD Leads a New Alliance to Develop a Catastrophe Preparedness Curriculum for U.S. Dental Schools

NYUCD, the first dental school in the United States to mandate student emergency preparedness training, is spearheading a collaboration among seven dental schools and the New York City Department of Health and Mental Hygiene to develop a flexible four-year curriculum that dental schools across the nation can use to prepare future dentists to provide trained, coordinated support in the event of a catastrophic public health crisis, including a bioterrorism attack. NYUCD’s partners in this initiative are the dental schools at the University of Michigan, the University of Florida, the University at San Antonio Health Sciences Center, the University of Southern California, the University of Medicine and Dentistry of New Jersey, and the State University of New York at Buffalo.

According to Dr. Dianne Rekow, Chairman of NYUCD’s Bioterrorism and Catastrophe Response Task Force, “Dental schools across the nation have begun to realize the importance of preparing future dentists to participate fully in community, state, and national teams that can be part of the nation’s first response to crises that challenge our medical infrastructure, including natural catastrophes and chemical accidents as well as bioterrorism. Yet not all dental schools have the resources to develop and integrate emergency preparedness modules into their

NYUCD Conducts First POD Training Exercise for Seniors

Last spring, Nagle Auditorium was transformed into a busy, simulated Point-of-Dispensing (POD) clinic for NYUCD’s first mandatory bioterrorism preparedness training exercise for senior students. A POD is used to rapidly provide medicines such as vaccines and antibiotics to large numbers of people at a central point. The exercise — to simulate a smallpox vaccine dispensing center — was conducted under the supervision of Clinical Professor of Cariology and Operative Dentistry Dr. David L. Glotzer, a member of NYUCD’s Bioterrorism and Catastrophe Response Task Force, in consultation with Ms. Anne Rinchiuso, Volunteer Coordinator of the New York City Department of Health and Mental Hygiene’s Bureau of Emergency Management. During the three-hour drill, seniors posed both as patients seeking vaccinations and as dentists in a Medical Reserve Corps (MRC) unit triaging patients, evaluating their health for conditions that might preclude them from being vaccinated, preparing and dispensing vaccines, and directing patients through the process.
programs. That is where our group of collaborators comes in. We are working together to formulate sets of case studies that can be used by dental educators at both large and small schools to teach students to respond to catastrophic public health events that could overwhelm local medical capabilities. Our strategy is to begin by creating a set of six case studies that can be used in a problem-based approach to learning. The case studies will focus on a bioterrorism attack, natural accidents like earthquakes, and environmental catastrophes, including chemical spills. To assure that the case studies are timely and have real-world relevance, they will be modeled on events in the news.”

The anticipated launch date for the first set of materials created by the collaborating institutions is fall 2005.

In addition to Dr. Rekow, NYUCD faculty involved in this project include Assistant Dean for Dental Hygiene Programs Cheryl M. Westphal; Dr. David Glotzer, Clinical Professor of Cariology and Operative Dentistry and a member of the Bioterrorism and Catastrophe Response Task Force; Dr. Benhamin Godder, Clinical Associate Professor of Cariology and Operative Dentistry; Dr. Joan A. Phelan, Professor and Chair of the Department of Oral and Maxillofacial Pathology, Radiology and Medicine; Dr. Miriam R. Robbins, Clinical Associate Professor and Associate Chair of the Department of Oral and Maxillofacial Pathology, Radiology and Medicine; Dr. Frederick G. More, Professor of Epidemiology & Health Promotion and of Pediatric Dentistry; and Dr. Robert J. Boylan, Associate Professor of Basic Science and Craniofacial Biology.

Below, a senior student (seated) fills out a medical evaluation form for a mock patient (standing, in blue shirt and tie), as student flow-monitors (in pink armbands) direct other patients awaiting their turn. The drill was videotaped to provide next year’s senior class with a preview of what to expect.

In addition, 316 senior DDS and dental hygiene students were certified in Core Disaster Life Support (CDLS) by the American Medical Association, after completing a four-hour introduction to all-hazards preparedness (which includes explosions, fires, natural disasters, and terrorism preparedness) for allied healthcare professionals. The training was designed to ensure that in the event of large-scale mass casualty catastrophes, dentists and dental hygienists would be able to participate in local, state, and federal emergency response efforts in an efficient, coordinated manner.

Above, seniors prepare bandages and administer vaccine under the direction of Clinical Associate Professor of Cariology and Operative Dentistry Dr. Benjamin Godder.
Academic, Government, Corporate Alliance Produces Findings Destined to Extend the Life of Ceramic Crowns

While all-ceramic dental crowns are popular because of their aesthetics and biocompatibility, they have not performed as well as hoped, failing at rates of approximately three percent each year despite considerable efforts to improve the materials. However, a major collaborative effort is underway that promises to change the situation.

With support from NIDCR, universities, and the corporate sector, basic and clinical scientists are working together to extend the life of ceramic crowns. The scientists are affiliated with NYUCD, the National Institute of Standards and Technology, Oklahoma State University, Princeton University, the University of Maryland (College Park and Baltimore), and the University of Medicine and Dentistry of New Jersey (UMDNJ). Their corporate partners, who include Corning, Dentsply Ceramco, Ivoclar, Nobel Biocare, 3M/Espe, Refractron, and Vita, provide all materials at no cost. In addition, Marotta Dental Studios and Jurim Dental Laboratories fabricate specimens at below-market costs.

Total NIDCR funding for the first five years of the project was $3.7 million. Total funding for the current five years (2002-2007) is $5.9 million plus $100,000 to train a minority PhD student.

“Our team’s focus,” explains principal investigator Dr. Dianne Rekow, Professor of Basic Science and Craniofacial Biology and Director of Translational Research, is to characterize damage modes and failure mechanisms in clinically relevant, layered crown-adhesive-tooth systems and thereby provide guidelines for the design of next-generation dental crowns.”
The grant’s co-principal investigator is Dr. Van P. Thompson, Professor and Chairman of the Department of Biomaterials and Biomimetics and Acting Chairman of the Department of Cariology and Operative Dentistry.

Clinical implications of their findings are outlined below:

- Sandblasting severely damages ceramics. Laboratory procedures can reduce material strength by 20 to 30 percent. The effect is not immediately evident but manifests itself after about 100 cycles, particularly when sharp, tough particles are used for indentation.
- The cement and tooth supporting structure (dentin, foundation restoration or endodontic post) play important roles in the clinical survival of all-ceramic, full coverage crowns. Stiffer supporting structures enhance survival.
- Failure modes of crowns with alumina cores are different from those with zirconia cores. With alumina cores, radial fracture from the adhesive interface of the core is most likely, leading to bulk fracture of the crowns. With zirconia cores, quasiplastic yield of the zirconia at the veneer interfaces raises stress in the veneer, creating fractures in the veneer only manifest as chipped porcelain.
- The team has discovered a failure mode previously undetected. In water, inner cone cracks develop from the surface beneath the indenter (opposing cusp tip), then trap water and drive the crack through the veneer, resulting in failure/fracture.

Implications for lab testing are as follows:

- Hydroscopic expansion of testing substrates (emulating dentin) and resin-based adhesives creates sufficient stress to spontaneously (with NO load applied) fracture structures. Consequently, all specimens must be preconditioned for a least seven to 30 days (depending on the material). This mechanism may account for early failures in all-ceramic crowns on teeth resin builds or with thick luting cement.
- Geometry of the test specimen substantially influences crack initiation load and propagation rates and patterns. Flat samples behave differently from hemispheres of the same material.

“What is so exciting,” says Dr. Rekow, “is that these findings will culminate in guidelines for improved product development and subsequent significant benefits for patients, dentists, and industry. And collaboration is the key to making it all possible.”
Best Practices:  
Practitioners Plus Business Practices Equal Profitability

Dental schools do an excellent job of teaching the clinical skills necessary to practice dentistry, but those skills alone will not guarantee a successful practice. Dentistry is both a profession and a business. A dentist can have top-notch clinical skills but run a less-than-stellar practice due to lack of business systems training. According to Levin Group research, most practices stand to lose $6 million to $9 million in revenue over a span of 20 years if data-driven business systems are not implemented.

Successful dentists realize that combining clinical skills with practice management knowledge is the best way to run a high-performance dental practice. Patients usually do not judge a practice by the dentist’s technical skills; rather, they look at the practice through the prism of other systems, such as customer service and scheduling.

But too many dentists believe that clinical excellence is the only skill required to manage a thriving dental practice. As a result, they ignore the business side of their practices. Without documented business systems in place, however, even the most clinically skilled dentist will find it almost impossible to run a low-stress, high-profit practice.

The Goal of the Dental Business

Achieving maximum profitability without sacrificing quality patient care should be the business goal of every dental practice. Indeed, maximizing profitability is critical to achieving excellence throughout the practice. Practices cannot maximize profitability by providing poor customer service or by exclusively performing single-tooth dentistry. Nor can practices achieve acceptable profitability without closing a certain percentage of cases or having a sufficient number of new patients to provide many of those new cases.
Systems and Profit

Nevertheless, an alarming number of dental practices operate without systems to secure daily production and collection goals. This makes controlling financial performance nearly impossible. When a practice achieves a high level of profitability, it is a result of other systems operating at or near maximum efficiency.

Inefficient systems often create a vicious cycle in regard to profit. In an attempt to resolve or work around bottlenecks, the dentist spends more time on administrative matters and less time chairside with patients. The dentist's operatory time is the main driver of practice production and profitability. When that chairside time is negatively affected, profit decreases—sometimes quite steeply. This can affect long-term investment in the practice.

The point is that without a strong focus on systems, the doctor cannot evaluate what is contributing to the practice’s overall success and what is detracting from it. While a dentist may be able to live comfortably, even though a practice has widespread inefficiencies, that is no substitute for being able to save enough to achieve financial independence at a reasonable age, especially compared to colleagues who have implemented the necessary data-driven systems.

Profit is the other critical factor for dental practices and should be a daily priority. A proper focus on profit can lead to:

• excellent business planning,
• the design of outstanding business systems,
• a well-compensated and highly satisfied staff that is salaried within budgeted percentages,
• sufficient retirement savings for the future along with a comfortable lifestyle now, and
• overhead that is at the optimal level.

Understanding the role of profit in a dental practice allows the doctor to capitalize on the business potential of the practice.

Numbers Matter

The only way to measure profit is by the numbers. While the Levin Group Method™ has guidelines for small and large practices alike, each practice is unique and has to be evaluated individually. A critical tool for understanding and managing profitability is Key Performance Indicators or KPIs. KPIs are those core variables that drive practice performance. Examples of the most critical KPIs include:

• production,
• collections,
• overhead,
• number of new patients,
• average production per new patient,
• average production per patient,
• no-show and cancellation percentages,
• net profit.

Every practice has about 12-15 KPIs that determine success. Each of these indicators is clearly related to the others and should be evaluated within statistical boundaries. By examining KPIs on a regular basis, practices can register immediately whether or not they are experiencing problems reaching their goals.

For example, when a practice that averages 30 new patients a month suffers a drop to 18 new patients, it will more than likely have a lower production and profit over the next months. Unless the production or services rendered per patient is significantly higher among the 18 new patients, a one-month shortfall can significantly affect the practice’s bottom line for the entire year if it is not accounted for elsewhere.
The Status of the Practice

KPIs should be easy to establish, fast to review, and evaluated daily or, at the very least, weekly.

KPIs allow a dentist to understand what has happened in the practice that day, week, month, or year. They allow a dentist to predict whether or not a practice will be able to achieve its goals, including profit, on an annual basis.

Using KPIs, dentists can ask questions and create solutions for the business side of the practice due to a greater understanding of what is happening in their practice on a regular basis. Without this type of regular numerical and statistical evaluation, it is all but impossible to understand practice performance. When KPIs are not being met, the dentist should make adjustments as early as possible to get the practice back on track to achieving its goals. Establishing profit targets and measuring KPIs regularly are the best ways to focus on the business side of the practice.

Documented business systems allow practices to measure performance.

In today’s economic environment, dentists know that their practices — even previously high performing practices — are no longer guaranteed success. Although they may still be providing a modest income, a large number of practices are finding themselves flattening out or even declining.

By maintaining a constant analysis of the KPIs, practices can remain keenly aware of their financial performance and be nimble enough to change when economic and technological trends deem it necessary.

Goal Setting

Goal setting is one of the most basic business tenets and yet one of the least understood. By setting specific, measurable, realistic, and time-specific goals, proper systems can be put in place that will allow practices and dental team members to do far more than simply get through each day. When the dental team has targets and goals for different practice areas, it engenders a performance-driven culture. Of course, the dentist must communicate goals clearly and provide training opportunities to the team.

LEVIN GROUP ALLIANCE UPDATE

Since last fall when NYUCD joined forces with Levin Group to help our clinics function efficiently and to design clinical practice management education for our students, faculty, and the practicing profession, all clinic operations have undergone a comprehensive analysis, and optimal systems and protocols have been developed and implemented to advance our goal of achieving increased clinic efficiencies and improved patient care.

Most recently, NYUCD introduced the Practice Model, an expansion of the practice management curriculum, which uses material provided by Levin Group to equip dental students with the tools and skills to be successful. The Practice Model focuses on patient treatment goals and requirements, incentives, performance evaluations, and other key operational elements employed in successful private practices.
Making practices complex from a business standpoint can be detrimental and overwhelming for the dentist and the dental team. Despite all of the business theory available, the basics still work best.

When running the day-to-day dental practice becomes too complicated, the dentist and team reach a plateau or ceiling of performance that is often difficult to break through.

In dental practices, team members are specialized in clinical or administrative duties. Because staff members are kept very busy contributing to the day-to-day operation of the practice and the delivery of top-quality patient care, the dentist does not have a full-time designated management team to implement his or her ideas. That is why getting everyone on the same page with clear goals is so critical.

**Achieving Financial Independence**

Many dentists are living reasonably well today but do not understand that retirement can be a very expensive activity. After all, when dentists retire, they do not want to live a diminished lifestyle devoid of comfort and travel, nor are they going to sell their home in order to increase their income, even though it may be an integral part of a net worth statement. The larger the practice profitability, the more a dentist can funnel into retirement savings and take advantage of compound interest at an earlier age.

The more a dentist has to invest early in his or her career, the faster he or she will achieve financial independence with the benefit of compound interest.

Levin Group has many clients who are in a financially independent position between the ages of 45 and 55. The key for most of these individuals was the ability to increase practice profitability early in their careers and to adhere to a disciplined financial and investment plan.

**Summary**

Profit is no longer about merely accumulating wealth — it is about designing practice systems properly in order to realistically achieve the profitability goal. The benefit to dentists is not only an extremely well-run practice, but also the ability to reinvest in the practice and achieve financial independence at a reasonable age.
Africa Calls and MCW/NYUCD Alliance Responds

Since 2001, NYUCD, with generous support provided by Henry Schein, Inc., has been partnering with Miracle Corners of the World (MCW), a not-for-profit community development and revitalization organization, to bring desperately needed dental care to residents of remote villages in Tanzania, East Africa. Cofounded by Eddie Bergman, a son of Henry Schein, Inc., Chairman and CEO Stanley Bergman, MCW works with disadvantaged communities around the world by empowering...
young people and fostering strong leadership development to improve education, health care, and general economic conditions.

To accomplish MCW’s goal of improving oral health, Eddie reached out nearly five years ago to his friend Dr. Ruben Cohen, a 2002 NYUCD graduate, and asked him to help put together a team of dental students and faculty to travel with him to Arusha in Tanzania to help set up a permanent, sustainable dental clinic. Within eight days, the NYUCD team had organized the clinic and screened and treated over 200 patients, performing procedures ranging from cleanings and fillings to extractions.

Other, lengthier trips followed, during which the NYUCD team was joined by clinicians and educators from other African countries and from Europe. Together they taught efficient, inexpensive oral health therapies and techniques to local dentists. According to Dr. Anthony T. Vernillo, a Professor of Oral and Maxillofacial Pathology, Radiology and Medicine, who has been part of the MCW/NYUCD alliance since its inception, “Everyone who participates in the MCW/NYUCD outreach initiative feels extreme pride in knowing that we are helping to break down barriers in the global village. Indeed, I believe that this initiative expresses many of the highest goals of globalization: to improve health and well-being for people across the globe, advance the global exchange of knowledge, and provide increased opportunities for students to gain international experience while still in school.”

Members of the outreach team.

An improvised dental operatory.
In the past two years, more than three dozen NYUCD faculty members have led collaborations with overseas colleagues. Below is a list of activities provided by faculty in four categories: Education (lecture engagements), Research, Faculty and Student Exchange Programs, and Faculty and Student Outreach Programs.

### EDUCATION

<table>
<thead>
<tr>
<th>International Collaborator</th>
<th>Country</th>
<th>Lecture Topic</th>
<th>NYUCD Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brenner Institute, Vienna</td>
<td>Austria</td>
<td>Interactive self-ligation</td>
<td>Mladen Kuftinec</td>
</tr>
<tr>
<td>Barbados Dental Association</td>
<td>Barbados</td>
<td>Infection control</td>
<td>Su-yan Barrow</td>
</tr>
<tr>
<td>Caribbean Broadcasting Corporation</td>
<td>Barbados</td>
<td>Current dental technology and materials</td>
<td></td>
</tr>
<tr>
<td>Ministry of Health – Dental Division</td>
<td></td>
<td>Radiology review for dental auxiliaries</td>
<td></td>
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<td>Peking University School of Stomatology</td>
<td>China</td>
<td>Early childhood caries Nutrition, diet, and dental caries</td>
<td>Yihong Li</td>
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<tr>
<td>University of Zagreb</td>
<td>Croatia</td>
<td>Orthodontics curriculum development</td>
<td>Mladen Kuftinec</td>
</tr>
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<td>University of Rijeka</td>
<td>Croatia</td>
<td>NYUCD dental hygiene curriculum</td>
<td>Su-yan Barrow</td>
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<td></td>
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<td>Cairo University Dental School</td>
<td>Egypt</td>
<td>Smile design</td>
<td>Denise Estafan</td>
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<td>Technology for fabricating tooth-colored inlays, onlays, and crowns</td>
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<td>Dental caries: an infectious and transmissible infection</td>
<td>Page Caufield</td>
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<td>University of Heidelberg</td>
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<td>The diagnosis and treatment of skeletal transverse discrepancies</td>
<td>Cristina Teixeira</td>
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<td>Nitric oxide metabolism regulation of chondrocyte maturation and apoptosis</td>
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<td>Endodontics</td>
<td>Paul Rosenberg</td>
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<td></td>
<td>Prosthodontics</td>
<td>Farhad Vahidi</td>
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<td>Edward H. Angle Society of Orthodontists</td>
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<td>New advances in tissue engineering for craniofacial repair</td>
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<td>The dental hygiene profession in the USA</td>
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<td>Biological consequences of clinical intervention</td>
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<td>Group for Implant Research, Rome, in conjunction with University of Medicine and Dentistry of New Jersey</td>
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<td>Advanced techniques and biological aspects in implantology</td>
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<td>Salvaging existing anatomical retention and rapid duplication of an existing nasal prosthesis</td>
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<td>Dental caries: An infectious and transmissible infection, Pain prevention strategies, Implants, Biomaterials</td>
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<td>South Africa</td>
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<td>United Kingdom</td>
<td>Gerontology</td>
<td>Jonathan Ship</td>
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<td>International Collaborator</td>
<td>Country</td>
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<td>-------------------</td>
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<td>Oral cancer among Hispanics</td>
<td>Gustavo Cruz</td>
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<td>Australian Society of Implant Dentistry, Sydney</td>
<td>Australia</td>
<td>Development and testing of the LaserLok™ implant</td>
<td>John Ricci</td>
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<td>University of Technology, Sydney</td>
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<td>Bone substitute materials</td>
<td>Racquel LeGeros John LeGeros</td>
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<td>Bahamas national oral health survey</td>
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<td>Brazil</td>
<td>Engineering tissue response in scaffolds for bone regeneration</td>
<td>Dianne Rekow Van Thompson</td>
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<td>Composites at Lake Louise</td>
<td>Canada</td>
<td>Performance of all-ceramic crowns</td>
<td>Dianne Rekow Van Thompson</td>
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<td>Sichuan University West China, School of Stomatology</td>
<td>China</td>
<td>Caries risk assessment: Efficacy of two novel diagnostic tests</td>
<td>Yihong Li Page Caufield</td>
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<td>Shanghai Second Medical University, School of Stomatology</td>
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<td>Screening and functional analysis of a therapeutic target gene for oral squamous cell carcinoma</td>
<td>Fang-An Chen</td>
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<td>Ministry of Health Research Agency</td>
<td>Costa Rica</td>
<td>Epidemiology</td>
<td>Walter Psoter</td>
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<td>University of Bordeaux II</td>
<td>France</td>
<td>The role of BCL-2 family proteins in apoptosis</td>
<td>Kathleen Kinnally Racquel LeGeros John LeGeros</td>
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<td>Faculté de Chirurgie Dentaire, Nantes</td>
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<td>Calcium phosphate cement</td>
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<td>Haitian Health Foundation</td>
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<td>The effect of early childhood malnutrition on dental caries and tooth development</td>
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<td>Seth Gordhandas Sunderdas Medical College</td>
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<td>Smokeless tobacco oral pathology prevention and awareness network (STOP PAAN)</td>
<td>Ross Kerr</td>
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<td>King Edward Memorial Hospital, Mumbai</td>
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<td>University of Belfast</td>
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<td>Use of ozone to treat dental caries</td>
<td>Jonathan Ship</td>
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<td>Hebrew University</td>
<td>Israel</td>
<td>Mechanism of lingering taste</td>
<td>Andrew Spielman</td>
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<td>Weizmann Institute of Science</td>
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<td>Nuclear magnetic resonance spectrometry</td>
<td>John Evans</td>
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<td>Italy</td>
<td>Evaluation of calcium sulfate bone repair materials in animal models</td>
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<td>Okayama University Graduate School for Medicine and Dentistry</td>
<td>Japan</td>
<td>Induction of cementogenesis on endodontic material using an enamel matrix derived protein preparation (Emdoain®)</td>
<td>Ron Craig</td>
</tr>
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<td>International Collaborator</td>
<td>Country</td>
<td>Research Projects</td>
<td>NYUCD Faculty</td>
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<td>Composite bond strengths</td>
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<td>Tsurumi University School of Dental Medicine</td>
<td>Japan</td>
<td>Colormetric analysis of porcelain fused to gold-coated titanium</td>
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</table>
| Nihon University Dental School | Japan | Implant surface modification | Racquel LeGeros
| National Institute of Advanced Industrial Science & Technology, Tsukuba | Japan | Osteoporosis | John LeGeros |
| Tsukuba Kobe University, Kobe | Japan | Amorphous calcium phosphate | Racquel LeGeros
| Ministry of Science & Education, Almaty | Kazakhstan | Amorphous calcium phosphate | John LeGeros |
| Institute of Molecular Pathology and Immunology of the University of Porto | Portugal | Nitric oxide metabolism in the epiphyseal growth plate | Cristina Teixeira |
| University of Puerto Rico, San Juan | Puerto Rico | Periodontal disease and prematurity | Ananda Dasanayake
| | Puerto Rico | Risk factors for oral epithelial dysplasia in Puerto Rico | Douglas Morse |
| | Puerto Rico | Dental survey of cancer-related KOP | Gustavo Cruz |
| | Puerto Rico | Oral health status of elderly Puerto Ricans | |
| | Puerto Rico | Oral health care in pregnant women | |
| | Puerto Rico | The effect of mentoring on tenure and vice versa | Ralph Katz |
| Universidad de Extremadura | Spain | Dissection of the protein import channels of mitochondria; Mitochondrial apoptosis-induced channel | Kathleen Kinnally |
| University of Peradeniya, Faculty of Dental Sciences | Sri Lanka | Periodontal disease and prematurity | Ananda Dasanayake |
| Base Hospital, Matala | Sri Lanka | Oral cancer screening | |
| Biora AB Malmo and the Karolinska Institute, Huddinge | Sweden | Induction of cementogenesis on endodontic material using an enamel matrix derived protein preparation (Emdoain®) | Ron Craig |
| King's College | United Kingdom | Oral cancer screening | Ananda Dasanayake |
| Leeds Dental Institute/University of Leeds School of Dentistry, England | United Kingdom | Smokeless tobacco and oral pathology in South Asian immigrants | Gustavo Cruz |
| NIDCR-funded collaboration with Ivoclar (Lichtenstein), Nobel Biocare (Sweden), 3M ESPE AG (Germany), Vita Zhanfabrik (Germany); National Institute of Standards and Technology, Princeton University; University of Maryland; University of Medicine and Dentistry of New Jersey; and Refractron (New York) | Lichtenstein, Sweden, Germany, U.S. | Damage initiation and propagation in ceramics | Dianne Rekow
| | | | Van Thompson |
### FACULTY AND STUDENT EXCHANGE

<table>
<thead>
<tr>
<th>International Collaborator</th>
<th>Country</th>
<th>Exchange Activities</th>
<th>NYUCD Faculty</th>
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</thead>
<tbody>
<tr>
<td>Federal University of Parana</td>
<td>Brazil</td>
<td>DDS/PhD candidates trained in NYUCD laboratory</td>
<td>Kathleen Kinnally</td>
</tr>
<tr>
<td>Peking University School of Stomatology</td>
<td>China</td>
<td>Peking faculty members trained in molecular epidemiology of oral diseases at NYUCD</td>
<td>Yihong Li</td>
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<td>NYUCD students visited dental clinics in Peking</td>
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<td>Si-Chuang University of Technology</td>
<td>Wuhan University of Technology</td>
<td>Dr. LeGeros served as a Visiting Professor</td>
<td>Racquel LeGeros</td>
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<td>School of Oral Health Care, Panum Institute, University of Copenhagen</td>
<td>Denmark</td>
<td>NYUCD hosted Danish dental hygiene students for a six-week international dental hygiene clinic program</td>
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<td>Kyushu University Dental School, Fukuoka</td>
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<td>Dr. LeGeros served as a Visiting Professor</td>
<td>Racquel LeGeros</td>
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<tr>
<td>Universidad de Extremadura</td>
<td>Spain</td>
<td>Students trained in NYUCD laboratory; Dr. Kinnally visited Spain</td>
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<td>University of A Coruña</td>
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<td>Serrano Pharmaceutical</td>
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<td>NYUCD laboratory training</td>
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</tbody>
</table>

### FACULTY AND STUDENT OUTREACH PROGRAMS

<table>
<thead>
<tr>
<th>International Collaborator</th>
<th>Country</th>
<th>Outreach Programs</th>
<th>NYUCD Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Health of the Dominican Republic</td>
<td>Dominican Republic</td>
<td>Public health outreach</td>
<td>Lidia Kiremidjian-Schumacher</td>
</tr>
<tr>
<td>Municipality of Ruinas Copan Dental College, San Pedro Sula</td>
<td>Honduras</td>
<td>Student/faculty oral health outreach program</td>
<td>Neal Herman</td>
</tr>
<tr>
<td>Department of Health of Jamaica</td>
<td>Jamaica</td>
<td>Public health outreach</td>
<td>Ralph Cunningham</td>
</tr>
<tr>
<td>The University of Stellenbosch School of Oral Health Sciences</td>
<td>South Africa and Tanzania</td>
<td>Dental outreach programs/treatment and education</td>
<td>Anthony Vernillo</td>
</tr>
<tr>
<td>University of the Western Cape Miracle Corners of the World</td>
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<td></td>
<td></td>
</tr>
</tbody>
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### Neither an Earthquake Nor Machine Gun Fire Interrupts Progress of University of Haiti/NYUCD Research Alliance

Despite being on shaky ground as the result of an earthquake (4.3 on the Richter Scale) and under fire from fairly constant machine gun firings, the University of Haiti/NYUCD research alliance forges ahead.

On May 1, Dr. Walter Psoter, 79, Assistant Professor of Epidemiology & Health Promotion, led a team of 13 researchers from the University of Haiti and NYUCD to the remote southern peninsula around Jeremie, Haiti, for the field data collection phase of a three year, $1.7 million NIH grant to study the effects of early childhood malnutrition on diseases and development of the permanent dentition.

While the team endured both the earthquake and the machine gun fire during the first weeks of calibration in Port au Prince, they nevertheless made progress and flew to the remote field site in the Jeremie area on schedule on May 13. They will remain in the area for the next three months to continue their data collection project.
Dr. Daniel Malamud, International Leader in Oral Aspects of HIV, Joins NYUCD

Dr. Daniel Malamud, a senior scientist specializing in anti-HIV agents and oral-based diagnostics, has joined the NYU College of Dentistry as a Professor of Basic Science and Craniofacial Biology and Director of the HIV/AIDS Research Program.

The area of oral-based diagnostics is a rapidly evolving field that has developed from the realization that most molecules present in blood can also be detected within the oral cavity, thus providing a relatively non-invasive diagnostic method. “Several years ago, the NYU College of Dentistry identified infectious diseases as an area to be targeted for growth and development in support of improved public health,” explained Dr. Louis Terracio, Associate Dean for Research.

Dr. Malamud’s research, which has been continuously funded by the NIH for over 20 years, deals with HIV pathogenesis, the design of anti-HIV drugs, and novel diagnostics using oral samples. His investigations in these areas have involved human salivary proteins that inhibit HIV infectivity and the discovery and development of anti-HIV compounds that can be used to prevent HIV infection in women. In addition to his research, Dr. Malamud will also mentor young scientists at NYUCD and build on a proven record of entrepreneurial success in taking basic research observations and translating the intellectual property they represent into patents, small business formation, and potential clinical trials. Finally, as an award-winning teacher, much beloved by former students and colleagues, Dr. Malamud will bring great excitement to the classroom.
NYUCD Recruits Immunotherapy Expert
Dr. Fang-An Chen

In a move designed to further strengthen its cancer research program, NYUCD has appointed Dr. Fang-An Chen, an immunotherapy expert and former NYU School of Medicine faculty member, as an Adjunct Professor of Oral and Maxillofacial Surgery.

Dr. Chen brings with him a $1 million, three-year NIH grant, “Biodegradable Hydrogel Mediated Anti-Cancer Immunotherapy.”

The study seeks to assess the impact of injecting a time-release interleukin formulation into human tumors grafted onto immunodeficient mice. Although the anti-tumor and anti-viral effects of interleukins are well-known, their use in systemic injections has been linked to severe side effects and, in some cases, death. Dr. Chen will evaluate whether or not the tumor injection mobilizes human lymphocytes implanted in the tumor to mount an immune response, thus bypassing the severe side effects derived from systemic administration. His study is the first to assess whether injecting a time-release interleukin formulation into a tumor leads to a more evenly distributed and sustained immune response.

Associate Dean for Research Dr. Louis Terracio said: “We look forward to synergy between Dr. Chen and faculty members involved in research on cancer’s earlier stages, such as Dr. Joseph B. Guttenplan and Dr. Peter G. Sacks, both Professors of Basic Science and Craniofacial Biology. Dr. Guttenplan is evaluating how estrogen metabolites damage DNA and trigger breast cancer in laboratory mice, and Dr. Sacks is researching the process by which precancerous mouth lesions turn malignant. By sharing their expertise, the three researchers will contribute to a broader understanding of cancer’s progression and the development of highly targeted prevention and treatment strategies.”
Dr. Charles D. Larsen Joins Smiling Faces, Going Places Mobile Dental Care Program

Dr. Charles D. Larsen, who has provided care for many years to children from underserved communities, has been appointed a Clinical Assistant Professor of Pediatric Dentistry and one of the dentists supervising care on the Smiling Faces, Going Places mobile dental van. Dr. Larsen served most recently as Chief Attending Pediatric Dentist at Lincoln Hospital in the Bronx and as an Attending Pediatric Dentist at the St. Barnabas Hospital Faculty Practice and Pediatric Dentistry Residency Program, also in the Bronx.

Dr. Larsen earned a DMD degree from the University of Pennsylvania School of Dental Medicine and an MS degree in nutrition and human physiology from Drexel University/Hahnemann University Hospital. He also completed a pediatric dental residency at Temple University Hospital.

Before moving to New York, Dr. Larsen was a volunteer dentist at Head Start Centers in Philadelphia. In addition to his NYUCD appointment, he continues to provide care at a Children’s Aid Society pediatric dental clinic at P.S. 8 in Harlem.
DR. DAVID A. SIROIS,
Associate Professor and Chair of the Department of Oral Medicine and Head of the Division of Reconstructive and Comprehensive Care, has been named Associate Dean for Graduate Programs. In his new role, Dr. Sirois will partner with faculty in the College’s graduate degree programs and in the postgraduate specialty programs to enhance NYUCD’s outstanding reputation for specialty training, patient care, and scientific discovery, and to foster a rich collaborative educational and research experience among the diverse group of trainees.

MR. GLENN A. MARRUS,
Director of Quality Assurance, has been appointed Assistant Dean for Quality Assurance. In addition to continuing to monitor and audit every aspect of NYUCD’s academic programs, business functions, clinical operations, and infrastructure, Mr. Marrus will also oversee these functions for the nursing program when it moves to NYUCD from the Steinhardt School of Education on September 1, 2005, to become a College of Nursing. A member of the NYUCD community for the past 30 years, Mr. Marrus is a former recipient of NYU’s Distinguished Administrator Award.

DR. JOAN A. PHELAN,
Professor and Chair of the Department of Oral Pathology, has been named Professor and Chair of the Department of Oral and Maxillofacial Pathology, Radiology and Medicine. The new department was created by merging closely related disciplines within the Departments of Diagnostic Science and Urgent Care, Hospital Dentistry, Oral Medicine, and Oral Pathology. In her new role, Dr. Phelan will develop an educational model that integrates these disciplines to improve the quality of oral health care. An enriched educational program and more support and encouragement for faculty research and scholarship are also expected to result from the merger.

DR. MIRIAM R. ROBBINS,
Clinical Associate Professor and Associate Chair of the Department of Oral Medicine, has been appointed Clinical Associate Professor and Associate Chair of the Department of Oral and Maxillofacial Pathology, Radiology and Medicine. An authority on treating medically complex patients, Dr. Robbins will act as a liaison among the clinical disciplines comprising the new department. She also will develop the curriculum, which will cover all phases of diagnosis and medical risk assessment.
NYUCD’s 2005 Student Research Day honored 17 NYUCD students and Dr. Daniel Malamud, an international leader in oral aspects of HIV and oral-based diagnostics, who has joined NYUCD as a Professor of Basic Science and Craniofacial Biology and Director of the HIV/AIDS Research Program. Dr. Malamud’s presentation was entitled “Oral-Based Diagnostics: State of the Art and Novel Approaches.” Associate Dean for Research Dr. Louis Terracio presided over the student awards ceremony and presented the third annual NYUCD Distinguished Scientist Award to Dr. Malamud.

Dr. Daniel Malamud Shares Spotlight with NYUCD Student Researchers

ADA/Dentsply Student Research Award
Ms. Christine Calamia, DDS ’07
The Effects of Different Testing Rates on Microtensile Testing
Advisor: Dr. Van P. Thompson

Dean’s Research Award
Dr. Lidia Simeonova, DDS ’05
Extracellular Matrix Effects Cell-Cell Recognition in Oral Premalignancy
Advisor: Dr. Peter G. Sacks

Postgraduate Resident Research Award in Implant Dentistry
Dr. Cheng Hsun Lee, Advanced Study Program in Implant Dentistry for International Students ’05
A New Classification of Maxillary Anterior Deformed Partial Edentulous Ridges for Implant Placement: Using CAT-Scan Evaluation
Advisor: Dr. Stuart Froum

Dr. Paolo Nardinocchi, Advanced Study Program in Implant Dentistry for International Students ’05
Implant Design and Survival Rate
Advisor: Dr. Stuart Froum

Omicron Kappa Upsilon, Omega Chapter Award
Mr. Andy W. Lee, DDS ’06
Detection and Quantification of S. Sanguinis in Dental Plaque by Quantitative Real-Time PCR
Advisor: Dr. Yihong Li

Student Research Group Award for Excellence in Research
Mr. Eric Niver, DDS ’07
Bystander Effect in Single Cells Induced by Microinjection of Cytochrome C
Advisor: Dr. Kathleen C. Kinnally

Postgraduate Resident Research Award in Pediatric Dentistry
Dr. Michelle Backhaus, PG ’05
Parental Perception of Their Child’s Weight: Beliefs vs. Facts
Advisor: Dr. Frederick G. More

Master of Science Research Award
Marotta Award for Research Excellence
Dr. Jae Hyun Park, Advanced Study Program in Orthodontics for International Dentists ’04, MS Biomaterials ’06, PG Orthodontics ’07
Zn-CaP Materials as Potential Coating for Orthodontic Brackets
Advisors: Dr. Racquel Z. LeGeros, Dr. John P. LeGeros
Ms. Maria DeAcetis Honored with Special Research Day Award

Ms. Maria DeAcetis, an administrator at NYUCD since 2001, was honored at Research Day 2005 with a special award in recognition of the outstanding role she has played in making the event a success. In presenting the award, Associate Dean for Research Dr. Louis Terracio said, ‘Maria has been the principal organizer of Research Day since 2001 and has encouraged all the students and faculty to make it bigger and better each year. In fact, Maria has done a remarkable job of turning Student Research Day into a major annual event, with the number of student participants growing from about 15 to close to 100. Ms. DeAcetis, formerly Administrative Assistant to Dr. Terracio, was recently appointed the PEARL Network Research Administrator.

* PEARL Network is the name of the $26.7 million NIH grant awarded recently to NYUCD to establish a practice based research network (see the story on page 8 for more details).
Student Research Grows By More Than 600 Percent

Between 2000 and 2004, the number of NYUCD students participating in national and regional research competitions grew from approximately 15 to over 100, a more than 600 percent increase. This dramatic rise is attributable to a convergence of scientific and economic trends and to a fresh emphasis on the importance of student research as part of dental education.

According to Associate Dean for Research Dr. Louis Terracio, whose arrival in 2000 spurred an overall surge in research activity, “Scientific necessity and economic opportunity have combined to create a vibrant student research culture. Genome mapping has led to a demand for researchers trained to uncover genetic factors contributing to oral and craniofacial disease, which, in turn, leads more students to consider research as a viable career.

“At the same time, the growth in NIH-funded faculty research has generated lots of excitement among students because professors who bring in significant grants also take time to share their know-how and help students learn the whole research process, from grant-writing through presenting results at scientific meetings.”

In fact, there has been a tenfold increase in the number of students enrolled in NYUCD’s Master’s Degree and one-year certificate programs in Clinical Research – from two at the programs’ founding in 2001 to 22 today. And the demand for clinical researchers continues to grow; industry expects to employ over 50,000 clinical investigators this year, up from 33,000 in 2000, according to CenterWatch, a clinical research newsletter.

“Complementing this trend are our NIH-funded faculty, who inspire students to pursue research in their particular areas of expertise, including, for example, why some communities have higher oral cancer rates; how genetic profiling may identify one’s risk for developing caries; and how turning apoptosis (cell death) on and off affects cancer and heart disease progression,” Dr. Terracio explained.
Students have research opportunities under the tutelage of such faculty as Dr. Ralph Katz, Professor and Chair of the Department of Epidemiology & Health Promotion, who directs NYUCD’s $8.3 million Oral Cancer Disparities Research Center grant; Dr. Kathleen Kinnally, Professor of Basic Science and Craniofacial Biology, who has received $2.5 million in apoptosis research funding; Dr. Peter Sacks, Professor of Basic Science and Craniofacial Biology, who leads a $1 million dollar-plus study of why precancerous cells become cancer; and Associate Professor of Basic Science and Craniofacial Biology Dr. Yihong Li, a co-investigator on a $1 million-plus grant to develop a DNA profile of oral bacteria in young children with severe caries. And now students will be able to participate in the recently awarded $26.7 million Practice-Based Research Network.

While a private practice career remains most graduates’ goal, a growing number are considering combining research with practice. “I’ve learned there are more options beyond the traditional career path most dental school graduates pursue,” said Dr. Carla Desarkissian, a 2001 DDS graduate who went on to complete the MS in Clinical Research program last year in preparation for a career combining private practice and teaching.

Dr. Ryan McCafferty, who received his MS in Clinical Research two years ago, said the program inspired him to carve out a particular niche as an endodontist. “An endodontist with a master’s degree in clinical research is a valuable commodity,” said Dr. McCafferty, a 2005 graduate of the Advanced Education Program in Endodontics. “I don’t think anyone else in the country is pursuing this career track. It opens up more options for me; helps me as a practitioner by empowering me to apply data more intelligently to patient care; helps my career in academia, where an advanced degree is essential; and is great for my research career, since most people in the field don’t have on-the-job training.”
A Strategic Success: Clinicians and Basic Scientists Collaborate and Endodontic Residents Win Awards

Soon after becoming Chairman of the Department of Endodontics’ in 1990, Dr. Paul A. Rosenberg outlined the following goals for the Advanced Education Program in Endodontics: enrich the educational program, provide a meaningful research experience for postgraduate students, and increase the national visibility and prestige of the program. To achieve these goals, he had to overcome a major obstacle – the lack of endodontic faculty with extensive backgrounds in basic research. Dr. Rosenberg made the decision to compensate for that lack by reaching out to basic scientists at NYUCD and inviting them to form collaborative relationships designed to encourage and mentor postgraduate endodontic student research. That strategy, he says, has been pivotal in producing postgraduate endodontic students who have won major research prizes and written articles that have appeared in refereed journals.

“Through the years, the basic scientists I have invited to collaborate have been consistently enthusiastic and supportive,” says Dr. Rosenberg. “In fact, the research produced by our residents as a result of their collaboration is even more impressive when you consider that in national competitions, our two-year postgraduate endodontic Certificate Program students compete against students enrolled in combined Endodontic Certificate/Master’s degree programs.”

The following are highlights of the clinician/basic scientist collaboration in the postgraduate endodontics program.

MENTORED STUDENT RESEARCH PRIZE WINNERS

Names in boldface indicate collaborating basic science faculty.

2005: Prize Winner, Annual Competition, American Association of Endodontists Postgraduate Student Research Competition:
First Place Prize, Postgraduate Research Competition, Annual Research Day, NYU College of Dentistry:

2001: First Place Prize, Postgraduate Research Competition, Annual Research Day, NYU College of Dentistry:

Finalist: Annual Competition, American Association of Endodontists Postgraduate Student Research Competition:

2000: Finalist: Annual Competition, American Association of Endodontists Postgraduate Student Research Competition:
Extracellular Calcium Effect on Mobilization of Intracellular Calcium in Odontoblasts. Corollo, S., Hoang, S., Le, F., Davidson, R., Rosenberg, P.A.

1995: First Place Prize: Annual Competition, American Association of Endodontists Postgraduate Student Research Competition:

* The Dr. Ignatius N. and Sally Quartararo Department of Endodontics was named in 1997.
An NYUCD professor has come up with a new twist on dental implants that speeds healing, minimizes bone loss, and promotes longevity of the implant.

Professor John Ricci’s design for an implant, whose surface has been precisely engineered for stability, received FDA approval last October and became widely available to dentists this past winter. Dr. Ricci, an Associate Professor of Biomaterials and Biomimetics, etched microgrooves that are exactly the size of soft and bone tissue cells — 8-12,000th of a millimeter deep — into the top, or collar, of the implant, using a computer-guided laser to pattern these grooves so that they lock the cells into a “tissue-engineered” seal.

He originally developed this technology while serving as a faculty member of the NYU-Hospital for Joint Diseases. His collaborators included Dr. Sally Frenkel, an Associate Professor at the hospital’s Musculoskeletal Research Center; the late Dr. Charles Naiman, a laser physicist; and Dr. Harry Alexander, an Adjunct Professor of Bioengineering at Rutgers University and the President of Orthogen Corporation, a start-up research company he co-founded with Dr. Ricci. Orthogen refined the technology and later licensed it to BioLok International, which won FDA approval to market it as the LaserLok™ implant.

“Because the new LaserLok™ implant prevents bone loss and promotes faster healing of the gums following surgery, dentists can make greater use of early and immediate loading protocols that may reduce treatment time by as much as six months,” Dr. Ricci said. “Immediate implant placement can restore patients with relatively healthy gums and good oral hygiene to improved function and esthetics in as little as one treatment visit, compared to traditional protocols requiring patients to wait up to six months after surgery for their gums to heal and for bone to stabilize the implant.”

LaserLok™ is the first FDA-approved implant with a tissue-engineered microtextured surface. Dr. Ricci believes the FDA action may help speed other microtexturing applications to market. “Once you’ve convinced the FDA of your safety and efficacy, it’s easier to get a serious hearing from potential licensing partners,” he said.
Pregnant women with high levels of an oral bacterium associated with tooth decay and caries are at risk for delivering preterm low birth weight (PLBW) babies, according to a study that was published in the February issue of the *Journal of Periodontology*. The study marks the first time that oral bacteria other than those which cause periodontal disease have been linked to preterm delivery.

The study’s principal investigator, Dr. Ananda P. Dasanayake, Associate Professor of Epidemiology & Health Promotion and Director of the Graduate Program in Clinical Research, hypothesizes that oral bacteria associated with caries can travel to the uterus as transient bacteria. Once in the uterus, the bacteria and the molecules the body produces in response to them (known as proinflammatory mediators) can lead to uterine contractions and cervical dilation. When the cervix becomes dilated, more bacteria can enter and eventually cause the uterine membranes to rupture and preterm birth to occur.

Preterm low birth weight is generally defined as delivery before 37 complete weeks of pregnancy with a birth weight of less than 2,500 grams. PLBW babies have a greater risk of morbidity, mortality, and disability. Preterm deliveries rose 27 percent between 1982 and 2002, to a total of 480,812, or 12.1 percent of all U.S. births, an increase attributed to such factors as the growing use of fertility drugs, increasing teenage pregnancy and smoking levels, and physicians’ improved ability to successfully deliver high-risk pregnancies that might otherwise have ended in miscarriage. It has been estimated that hospital-related costs for each preterm delivery were about $75,000 in 2002 – representing a total cost of approximately $36 billion, according to the March of Dimes and other organizations that track pregnancies. PLBW is the second leading cause of infant death in general, and the major cause of infant mortality among African-American infants.

Using bacterial samples of 297 predominantly African-American women in Birmingham, Alabama, Dr. Dasanayake’s team examined the effect of cariogenic and other bacteria on pregnancy, and found that high levels of Actinomyces naeslundii genospecies 2, an oral bacterium associated with dental...
caries, were significantly associated with low birth weight and preterm delivery. A tenfold increase in bacterial levels was associated with a 60 gram decrease in birth weight and a nearly 0.17 week (1.19 days) decrease in the length of the pregnancy.

The co-investigators on the study were Dr. Yihong Li, Associate Professor of Basic Science and Craniofacial Biology; Dr. Howard Wiener, a Postdoctoral Fellow at the University of Alabama School of Public Health; Dr. John D. Ruby, an Associate Professor at the University of Alabama at Birmingham School of Dentistry; and Dr. Men-Jean Lee, an Associate Professor of Obstetrics and Gynecology and a reproductive scientist at NYU School of Medicine.

The old wives’ tale “for every child the mother loses a tooth” may be valid, according to Dr. Stefanie Russell, Assistant Professor of Epidemiology & Health Promotion. Dr. Russell presented the first US study to show a link between the number of pregnancies and oral health problems at the 83rd General Session of the International Association for Dental Research last March in Baltimore.

Her study found that women who had more children were more likely to have periodontal disease, more missing teeth, and more untreated cavities. Although further study is needed to determine the specific reasons for the link, Dr. Russell offers these hypotheses:

- Pregnancy can have a biological effect on oral health, making women prone to oral disease. It has been shown that pregnancy raises the risk of gingivitis, and if a woman has repeated pregnancies and more frequent gingivitis outbreaks, she may develop periodontal disease, which could lead to tooth loss if left untreated.
- Many dentists are reluctant to treat pregnant women; and women who have to care for more children may have less time to visit the dentist.
- Mothers with several children may be more likely to eat the “junk food” that their kids are eating.

Dr. Russell’s study looked at 2,635 white and black non-Hispanic women age 18-64 who reported at least one pregnancy. The data were selected from the Third National Health and Nutrition Examination Survey (NHANES III), a nationally representative study of the U.S. population.

Dr. Russell’s findings suggest that women with several children need to be especially vigilant about their oral health. “We, as a society, need to be more aware of the challenges that women with several children may face in accessing dental care,” Dr. Russell says. “That means offering these women the resources and support they need – which can be as simple as making sure a working mother gets time off from her job to see the dentist.”
Rozina Khouryawad, a 16-year-old high school junior who studied periodontal ligament regeneration and fibroblast cell growth during a summer student research training program at NYUCD, never enters a laboratory without two duplicate notebooks stuffed with scientific papers. “I need the extra notebook in case something spills on my original set of research protocols,” explains Rozina, who last March became one of the youngest people ever to present her findings at an AADR/IADR meeting.

“As soon as I saw the duplicate notebooks, I knew Rozina would be the kind of super-organized person destined to succeed in biomaterials research,” recalls Elizabeth Clark, an Associate Research Scientist and Adjunct Instructor in the Department of Biomaterials and Biomimetics, who mentored Rozina and administers NYUCD’s summer program for high school and college students.

In fact, Rozina’s study, entitled “In Vitro Fibroblast Growth on GTR Regenerative Materials,” was successful not only because it was accepted by AADR and IADR but also because it has jump-started her plans to pursue a career combining dentistry and research.

“I’ve wanted to become a dentist since I was a small child, when I first noticed how quickly dentists can reshape smiles,” says Rozina, who next fall will be a senior at John F. Kennedy High School in Bellmore, Long Island. She also developed an interest in tissue engineering after reading an article about tooth regeneration, explaining that she likes “to create something from nothing to make people more beautiful.” While searching the Internet for science internship opportunities that would earn her extra school credit, she came across NYUCD’s Web site and contacted Associate Dean for Research Dr. Louis Terracio, who referred her to Ms. Clark and her summer research training program. “I suggested she work in an emerging area of research dealing with regenerating periodontal ligament that’s been damaged from gum disease,” recalls Ms. Clark, who put Rozina in touch with Dr. Leila Jahangiri, Dr. John L. Ricci, Dr. Van P. Thompson, and Mr. Michael J. Weiner, to discuss the parameters for a pilot study.*

Rozina undertook a one-week trial to evaluate how a wide range of different natural and artificial materials perform as foundations for regrowing periodontal ligament cells. In the first phase of the study last summer, Rozina grew mouse fibroblasts on the foundations. She repeated the study several times until she perfected her own protocol for culturing mouse fibroblasts in vitro. Working with her mentors, she coauthored an abstract describing her conclusion that fibroblast cells would likely grow best on foundations made from polyglycolide trimethylene, a resorbable carbonate...
NYUCD students won four of the 18 Student Research Fellowship Awards presented by the American Association for Dental Research at its March meeting. Created to encourage dental students to consider oral health research careers, the awards recognize research proposals of outstanding scientific merit. The NYUCD winners and the organizations or companies which sponsored their fellowships are:

**Jared Frisbie, ’07**
A Substance in Tobacco Reduces Membrane HLA Class I Expression
Mentor: Dr. Jane A. McCutcheon, Associate Professor of Basic Science and Craniofacial Biology
Sponsor: Pfizer, Inc.

**Tan Nguyen, ’08**
Is ECM-Induced Increased Expression of α6 integrin in Normal Oral Epithelial (NOE) Cells Due to Formation of Hemidesmosomes: Biological Implications for Interactions with Premalignant Cells
Mentor: Dr. Peter G. Sacks, Professor of Basic Science and Craniofacial Biology
Sponsors: AADR and IADR group chapters, sections, and members

**Vivien Valdez, ’07**
Effect of Acculturation on Perceived Dental Needs of Filipino Immigrants in New York City
Mentor: Dr. Gustavo D. Cruz, Assistant Professor of Epidemiology & Health Promotion
Sponsor: ADA Health Foundation

**Andy W. Lee, ’06**
Detection and Quantification of S. Sanguinis and S. Mutans in Dental Plaque by Real-Time Quantitative PCR
Mentor: Dr. Yihong Li, Associate Professor of Basic Science and Craniofacial Biology
Sponsor: Colgate-Palmolive

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* Dr. Jahangiri is Assistant Professor and Chair of the Dr. Louis Blatterfein Department of Prosthodontics; Dr. Ricci is Associate Professor of Biomaterials and Biomimetics; Dr. Thompson is Professor and Chair of the Department of Biomaterials and Biomimetics; and Mr. Weiner is a Research Assistant in the Department of Biomaterials and Biomimetics.

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Jared Frisbie, ’07; Vivien Valdez, ’07; Andy W. Lee, ’06; Tan Nguyen, ’08.
Global Health Nexus (GHN): Dr. Yoon, what are your major goals as president of FDI and what have been some highlights of your tenure?

Dr. Yoon: Well, I’m very proud to have initiated the rewriting of the FDI constitution, which is the keystone of our organizational governance. Another point of pride is that my successor as president of FDI will be a woman — the first woman president in the organization’s 104-year history.

Regarding my goals, I would certainly list completion of a new constitution and establishing a foundation, based on the ADA Foundation model, to enable FDI to work with other organizations to increase assistance to developing countries. Additional goals include increasing non-dues income sources, increasing the number of students actively involved in organized dentistry around the world, enhancing the quality and number of FDI policy statements, and maximizing media coverage of FDI events.

In terms of attracting media coverage, our focus is on the August 2005 FDI Annual World Dental Congress in Montreal, where we expect upwards of 5,000 attendees, and on mounting a global campaign...
A Warm Welcome from Korean Implant Program Alumni

Over 30 South Korean alumni of both the Advanced Study Program in Implant Dentistry and the Implant Dentistry Fellowship Program demonstrated their enthusiasm for the education and training they received at NYUCD by attending a reunion dinner in Seoul in April in honor of Dr. Dennis P. Tarnow, Professor and Chair of the Ashman Department of Implant Dentistry, and Dr. Sang-choon Cho, ’97, Advanced Study Program in Implant Dentistry for International Dentists, and currently an Associate Research Scientist and Clinical Assistant Professor in the Ashman Department of Implant Dentistry. The dinner was followed the next day by lectures presented by Drs. Tarnow and Cho at the Spring Meeting of the Korean Academy of Implant Dentistry. Worldwide, there are over 200 implant program alumni from 28 countries. The South Korean alumni are the largest group from a single country.

“Both Dr. Cho and I were overwhelmed and tremendously honored by the fact that virtually all of our Korean alumni attended the dinner,” said Dr. Tarnow. “Many of them traveled for four to six hours to be there. It was great to see them doing so well. Many are teaching both at universities and at hospitals, and have formed study groups. Our implant program alumni stand tall when they say that they trained for two years at NYU. Their loyalty and pride are a great credit to our wonderful program and faculty.”
With over 50 countries represented at NYUCD, it’s no exaggeration to say that our students speak every language under the sun. Several years ago, I became curious about the range of English-language fluency among our students from abroad and how best to teach material to these students for whom English is a second language. While my primary responsibilities are for the curricula in infection control and ergonomics, I decided to pursue this line of thinking and broaden my pedagogical skills by taking an evening graduate course in multicultural and multilingual studies offered by the NYU Steinhardt School of Education. That was over three years ago and I’ve been taking graduate-level English as a Second Language (ESL) courses ever since.

My experiences taught me that progress in ESL is influenced by a
variety of factors, including personal learning habits, the surrounding cultural environment, a student’s preferred way of learning — whether visual, oral, aural, or numerical — the relative comfort level of learning in large or small groups or individually, and the anticipated role of the teacher — whether the person is viewed as the ultimate source of knowledge or as a facilitator who is there to guide self-directed learning.

Last July, I had the opportunity to consider the process from a new angle. Rather than learning strategies for teaching non-native speakers living in the U.S., I traveled to Shanghai, China, with a small group of graduate students from the Steinhardt School to learn how English is being taught in China today by teachers for whom it is also a second language.

We discovered a number of obstacles to learning, primary among them a curriculum and textbooks mandated by the Ministry of Education to be used in all schools, thereby depriving teachers of input into the selection process. In addition, because native Chinese speakers are generally not fluent in English, they have difficulty translating this skill to their students. Cultural factors also play a part. For example, a teacher in China traditionally is seen as all-knowledgeable and never to be contradicted. As a result, students have no experience asserting themselves by challenging the teacher or initiating independent study. Finally, although the curriculum speaks of a communicative approach, teachers still tend to focus primarily on grammar, rote memorization, and direct translation of texts from Chinese into English and vice versa.

After returning to NYUCD and making infection control rounds in both the pre- and postdoctoral clinics, I became even more aware of the range of English fluency among NYUCD students who had been born in other countries. I concluded that as many as one-third of our internationally born students were strong grammatically but had difficulty expressing themselves in English, while others hesitated to speak because of concern about their grammar and/or fluency — major obstacles in developing rapport and a level of trust with their patients.

This suggests to me that there are probably a fair number of non-native English speaking students at NYUCD who might be interested in forming a small, informal English Language Discussion group, which I would be happy to set up and lead. I invite all students who think they may be interested to contact me. I’m sure we’ll have a lot to talk about.

If you are interested in joining a small, informal ESL class that would allow you to practice and polish your conversational and academic writing skills, please e-mail Dr. Murphy at denise.murphy@nyu.edu.
A Post-Jamaica Outreach Survey Asks Students to Assess Its Educational Value

To evaluate the educational outcome of an international dental outreach program for the underserved from a student perspective, NYUCD faculty conducted a survey of student participants in the College’s annual outreach trip to Jamaica, West Indies.

Prior to the April 2005 trip, the 14 participating NYUCD students were interviewed and asked to write a brief explanation of their reasons for participating in the outreach. After completing the outreach, the students were asked to submit a written response to the question, “How did your outreach experience affect your dental education?” The surveys were designed, compiled, and analyzed by Dr. Ralph P. Cunningham, Associate Professor of General Dentistry and Management Science and Group Practice Director, who has led the Jamaica Outreach program for many years; Dr. Ivy Peltz, Clinical Assistant Professor of General Dentistry and Management Science; Dr. William J. Maloney, Instructor in General Dentistry and Management Science; and Dr. Eric S. Studley, Clinical Assistant Professor of General Dentistry and Management Science and Group Practice Director.

Both the pre- and post-trip surveys found that students believed that a positive educational outcome results from a well-organized, faculty-supervised outreach program. The students
recognized it as a source of information and enlightenment, and as an experience that would shape their professional careers, calling the outreach “easily the most memorable event during dental school”; “a life-changing experience”; and crediting it with “opening up a new interest in providing care for underserved communities.”

NYUCD Participates in International Dental Hygiene Week

Two members of the Dental Hygiene Program, Ms. Janet Tuthill (second from right), an Instructor in Dental Hygiene, and Ms. Su-Yan Barrow (far right), a Clinical Assistant Professor of Dental Hygiene, represented NYUCD last April at “International Week,” an event hosted by the dental hygiene school, InHolland, at ACTA (the University of Amsterdam). The event drew dental hygiene faculty from 10 countries who presented seminars and workshops throughout the week. Ms. Tuthill presented a seminar on “Dental Hygiene Education and Practice in the U.S.” and a workshop on “Building Critical Thinking.” Professor Barrow presented a seminar on “Dental Health Programs in Barbados,” which included the results of the 2004 World Health Organization’s oral health survey, and a workshop on “Human Motivation and Cultural Considerations.” Also shown in the photo are Ms. Jenny Miller (far left), of the University of Adelaide in Australia, and Ms. Marilyn Cortell (second from left), of New York City Technical College.
NIH Awards NYUCD an Additional $1.4 Million Grant to Study Inner Workings of Cell Death

Five years after she received a $1.1 million NIH grant, which led to the discovery of a key early stage of apoptosis (cell death), Dr. Kathleen Kinnally has received a new four-year, $1.38 million NIH award to continue her effort to identify proteins that may modulate the severity of heart attacks, strokes, cancer, and other illnesses by turning the cell death program on or off.

With the help of the first grant, Dr. Kinnally discovered that cytochrome c — a protein that powers cell respiration — sets off the cell’s destruction when it exits the mitochondrion through a pore she named the mitochondrial apoptosis-induced channel (MAC). A protein known as BAX paves the way by punching holes in the membrane. But another protein, Bcl-2, can block the pore’s formation and prolong cell life beyond its normal span. Mutated cells that don’t die contribute to cancer formation.

These findings were significant because they suggested that treatments could be developed to alter the course of cell death even before it begins. Preventing cell death may decrease the severity of heart attacks and strokes, while initiating cell death can block cancer.

Dr. Kinnally has already identified several medications which appear to target cell death’s earliest stage, such as Dibucaine, a local anesthetic that rapidly blocks MAC.

But questions remain about how this and other medications interact with the proteins that spawn cell death from deep inside the thick mitochondrial membrane. With her new grant, Dr. Kinnally will investigate whether there may be additional steps involved in opening and closing the mitochondrial apoptosis-induced channel.
She will seek to establish which other apoptosis proteins may lurk in the mitochondrial membrane, and how they might be brought under control by medications. To ascertain how these proteins influence MAC, she will use a technique known as patch clamping that detects the electrical currents passing through the channel (high voltage currents signify that the protein is opening the channel; low voltage currents indicate a closing).

Understanding cell death is particularly relevant to oral health, since certain conditions, such as gingival enlargement, may result when cell death and proliferation are out of balance. Oral cancer is another disease in which cell death plays a key role.

NYUCD has received a $750,000 award from the New York State Office of Science Technology and Academic Research (NYSTAR) Faculty Development Program, which assists universities in the recruitment and retention of leading research faculty in science and technology fields with strong commercial potential. The NYStar grant has enabled NYUCD to recruit and renovate laboratory space for Dr. Daniel Malamud, a senior scientist specializing in anti-HIV agents and oral-based diagnostics, which would be used to detect multiple oral pathogens, including HIV and bioterror agents. The research may also contribute to the development of new anti-HIV drugs. (See related story on page 30.)

“We are honored to partner with New York State in recruiting and retaining leading research faculty in science and technology fields,” said Dean Alfano.
Defense Department Grant Funds Unique NMR

A TOOL FOR LEARNING HOW TO "GROW" COMPUTER CHIPS AND DENTAL IMPLANTS

With the help of a $535,000 grant from the U.S. Department of Defense, NYUCD has acquired a nuclear magnetic resonance spectrometer (NMR) with a 600-megahertz, 2,400-pound magnet that is the only NMR at New York University that can analyze molecules in both liquid and solid states. Dr. John Evans, an Associate Professor of Basic Science and Craniofacial Biology and of Chemistry, and collaborators at half a dozen other research centers, will share data from the spectrometer, the first NMR to be acquired by a dental school.

High-resolution nuclear magnetic resonance spectrometry uses powerful magnets and radio waves to record information about molecular structure. Atoms placed inside the spectrometer’s gleaming five-foot-high steel cylinder are exposed to electromagnetic fields so powerful they can lift a truck. As electromagnetic radio waves push the atoms from a low energy state to a high, or “excited” one, the atoms spin like tiny tops and exhibit varying patterns of electromagnetic absorption. A computer records those patterns in the form of charts and graphs for plotting molecular structure.

Dr. Evans and his team are using the newly acquired NMR to analyze molecules that could be incorporated into nanotechnology, a process in which particles one nanometer (a billionth of a meter) in diameter are assembled, one molecule at a time, to create a new generation of stronger materials. The Defense Department’s grant reflects military planners’ keen interest in nanotechnology’s potential battlefield uses, which include explosive-resistant materials for tanks and body armor.

“Being able to manipulate matter on this tiniest of scales will lead to the introduction of novel materials and products affecting many areas of life,” says Dr. Evans. “Dentistry is one case in point. Proteins and silicon could be combined in a culture dish to ‘grow’ or self-assemble into more resilient, yet lighter, materials than the composites currently used for implants and restorations.” And as smaller, yet more potent computer chips are assembled from protein-silicon compounds and other innovative materials in years to come, dentists will incorporate computers in ways that can only be imagined today. One example: Microscopic robots could be implanted in a patient’s mouth to rebuild decayed teeth one atom or molecule at a time.

Dr. Evans anticipates the NMR also will be used by faculty in NYUCD’s expanding biomaterials research program, which has received over $9 million in funding from the NIH in the past three years to study tissue engineering, how to improve ceramic crowns, and how to develop biomaterials that promote bone formation and inhibit bone loss in osteoporosis.
Robert B. Campbell Atrium and Jason J. Kim Dental Laboratory Are Dedicated

In recognition of generous gifts from businessmen Robert B. Campbell and Jason J. Kim, NYUCD recently celebrated the naming of two new facilities located within the Rosenthal Institute for Aesthetic Dentistry — the Robert B. Campbell Atrium and the Jason J. Kim Dental Laboratory. Mr. Campbell, founder and CEO of BBC International, a leading footwear company, and Mr. Kim, founder and President of Jason J. Kim Laboratory, one of the premier full-service prosthetic/aesthetic dental facilities in the U.S., made their gifts in tribute to Dr. Larry Rosenthal, Class of 1972, who is the Rosenthal Institute’s principal donor. Kim Dental Laboratory Executive Vice President Jack Manno and Vice President Peter Kouvaris were also instrumental in making the Kim Dental Laboratory a reality.

The Robert B. Campbell Atrium is the gateway reception area leading into the Rosenthal Institute. Featuring an elegant mahogany and marble décor, the Campbell Atrium has the look and feel of a luxury hotel lobby.

The Kim Laboratory is a state-of-the-art porcelain laboratory designed to foster aesthetic dental education and training.

In dedicating the facilities, Dean Alfano said, “Robert Campbell, Jason Kim, Jack Manno, and Peter Kouvaris combine the talents of business, technology, and art and have given so generously to the Rosenthal Institute. I want to personally thank them for their time and financial support of our aesthetic dentistry and continuing education activities.”
Caja Madrid Foundation Grant Promotes Alliance Between Medical Researchers and Paleoanthropologists

The Caja Madrid Foundation in Spain has awarded NYUCD a $400,000 grant to promote an alliance in which medical researchers and paleoanthropologists share their perspectives on tooth and bone development. Dr. Timothy G. Bromage, an Adjunct Professor of Biomaterials and Biomimetics and of Basic Science and Craniofacial Biology, directs the project, which has cancer investigators at New York’s Memorial Sloan-Kettering Cancer Center and the University of Santiago in Spain exchanging data with Dr. Bromage and fellow paleoanthropologists at the National Museum of Natural Sciences in Madrid.

Dr. Bromage is renowned for unearthing the oldest known remains of the human genus with his discovery of a 2.4-million-year-old jaw in equatorial Africa 12 years ago. “Paleoanthropologists know from studying evolution that teeth and bones grow incrementally, a bit every day,” he said, “and understand how to analyze aberrations in that growth for clues about the onset of disease. This grant enables us to work with medical researchers to track the onset of developmental anomalies related to cancer and other diseases by studying the teeth and bones of present-day animals.”

Part of the funding will enable Dr. Bromage and his collaborators to continue research begun two years ago with a grant of $400,000 from five other Spanish foundations that also support scientific research. That research focuses on analyzing skeletons of animals living in areas with polluted air and groundwater on Long Island for clues that could help identify which carcinogens contribute to high human cancer rates reported there.

Scanning electron microscope image of the humerus (a forelimb bone) of a 16-day mouse embryo in which a gene coding for an enzyme responsible for cell division has been inactivated. Researchers compare these images with those of normal embryos to learn about normal and abnormal skeletal development.
The new grant will also fund laboratory equipment purchases, most notably an innovative scanning electron microscope that can analyze early human teeth for clues about evolution, as well as visualize the onset of diseases affecting modern man. Specimens examined by this microscope, and a second one that Dr. Bromage recently acquired, do not need to be dried first, which can cause their shape and size to become distorted.

With these acquisitions, Dr. Bromage can provide imaging services to other research institutions, such as Sloan-Kettering, using one of the most advanced scanning electron microscopy suites in New York City. Sloan-Kettering scientists send him skeletons of embryonic mice in which genes implicated in cancer have been inactivated, and he sends back images of the skeletons that highlight miniscule, but potentially significant, changes in skeletal growth. When combined with analyses of cellular and molecular biology, the images provide cancer researchers with an in-depth picture of the embryo’s development to help set the stage for the formulation of gene-based cancer therapies.

The research also has implications for paleoanthropology. Dr. Bromage hopes that observations about the impact of genetic manipulation on embryonic mouse development will help him devise new hypotheses about the role specific genes have played in human evolution.
Last October, more than 100 friends and colleagues of Dr. Jonathan and Maxine Ferencz paid tribute to the couple’s generosity and commitment to postgraduate prosthodontics education at NYU by participating in a gala celebration at the legendary Le Cirque Restaurant in Manhattan. Two years ago, Dr. and Mrs. Ferencz donated $1 million to establish the Dr. Jonathan and Maxine Ferencz Advanced Education Program in Prosthodontics. Former CBS news anchor Dan Rather, a patient of Dr. Ferencz’s, was the guest speaker.

In his tribute to the Ferenczs, Dean Alfano said, “There can be no more fitting name than the Dr. Jonathan and Maxine Ferencz Advanced Education Program in Prosthodontics. Dr. Ferencz has always given generously of both his time and his financial support to his alma mater. This wonderful, latest philanthropic act by Jonathan and Maxine ensures that our postgraduate program in prosthodontics will become the model of a 21st century specialty training program.”
Henry Schein Technology Resource Center Named

Long Island-based Henry Schein, Inc., a global distributor of dental, medical, and veterinary healthcare products and services, has made a generous gift to fund the Henry Schein, Inc. Technology Resource Center, which supports NYUCD’s educational technology needs.

“Stan Bergman and the Henry Schein corporate team recognize that technology is a major enabling force that will help us to accomplish our goal of providing students with a dental education that is relevant to the 21st century,” said Dean Alfano. “We are deeply grateful for Henry Schein, Inc.’s latest example of commitment to excellence at NYUCD.”

Celenza Family Naming Gift Campaign Gets Underway

A campaign is underway to name a laboratory in the Jonathan and Maxine Ferencz Advanced Education Program in Prosthodontics in honor of the Celenza family, whose involvement with and commitment to NYUCD spans several generations. Dr. Frank Celenza, Sr., has had an illustrious career as a prosthodontist and international authority on occlusion. Dr. Vincent Celenza is a leading New York prosthodontist and a highly regarded teacher; and Dr. Frank Celenza, Jr.,’88, has specialty training in both periodontics and orthodontics and has taught at NYUCD for many years. The Celenza family has made a generous gift to kick off the campaign.
NYUCD in the News
The following is a sampling of recent media coverage of NYUCD:

The Los Angeles Times reported the findings of a study linking caries bacteria and preterm low birth weight led by Dr. Ananda P. Dasanayake, Associate Professor of Epidemiology & Health Promotion and Director of the Graduate Program in Clinical Research. The story also ran in Newsday, WebMD, and Discovery Health; on the Web sites of Fox News, CBS News, ABC News, CNNMoney, Excite, J Village, Health News Digest, and Med Page Today; and in Science Daily, Health Day, Health Scout, Registered Dental Hygienist, Nursing Homes Long Term Care Management, Baby Center, Modern Mom, Building Better Health, News-Medical.net (Australia), Medical News Today and Derby Evening Telegraph (UK), and HON News (Switzerland).

The Chronicle of Higher Education interviewed Dr. Andrew I. Spielman, Associate Dean for Academic Affairs, for an article on NYUCD’s decision to renew its contract with Vital Source Technologies.

U.S. News and World Report interviewed Dr. Steven Chu, Clinical Assistant Professor of Implant Dentistry, on the pros and cons of over-the-counter tooth whiteners.

Reuters reported results of a study conducted by Assistant Professor of Epidemiology & Health Promotion Dr. Stefanie Russell, who found that women who had more children were more likely to have missing teeth, periodontal disease, and untreated cavities. The news also appeared in Science Daily, WebMD, Women’s Financial Network Online, Industry Watch, Lycos Finance, Nursing Homes: Long Term Care Management, and ICMA Retirement Corporation Vantage Link.

WebMD interviewed Dr. Warren Scherer, Professor and Chairman of the Department of General Dentistry and Management Science, for a story on what to do if you have a weekend dental emergency. Dr. Scherer was also interviewed by Woman’s World for a story on how to maintain a healthy smile.

ABC 7 Eyewitness News meteorologist Sam Champion interviewed Dr. Ross Kerr, Clinical Associate Professor of Oral Medicine and Chairman of the Oral Cancer Consortium, during a live broadcast in April to promote the annual Oral Cancer Consortium free screening day.
**ADA News** reported on the new alliance between NYU’s Division of Nursing and the College of Dentistry.

**ADA News** also reported that the NIH awarded a $26.7 million grant to NYUCD to establish a regional “practice-based” research network based in dentists’ offices. The news also appeared in *Crain’s New York Health Pulse*.

**ADA News** ran an additional story on NYUCD as the first dental school in the United States to implement a mandatory four-year curriculum in terrorism preparedness.

**CBS MarketWatch** reported that NYUCD signed a six-year contract renewal with Vital Source Technologies, which provides NYUCD’s mandatory digital curriculum.

**Haitian Times** reported on the *Smiling Faces, Going Places* mobile dental van unit’s visit to Flatbush, Brooklyn, for a children’s health fair.

**Natural Health** quoted Dr. Andrew Spielman, Associate Dean for Academic Affairs, in an article on preventing bad breath.

The Schenectady, New York, *Sunday Gazette* quoted Dr. Ananda P. Dasanayake, Associate Professor of Epidemiology & Health Promotion and Director of the Graduate Program in Clinical Research, in an article on the importance of oral health care for pregnant women.

**CBS Weekend, Anderson Cooper 360, and Fox 5 TV** all broadcast interviews with Dr. Michael Gelb, Clinical Professor of Oral Medicine, about his new approaches to treating snoring and sleep apnea.

**Consumer Reports on Health** published an article on the importance of early detection of oral cancer by Dr. A. Ross Kerr, Clinical Associate Professor of Oral Medicine and Director of Special Patient Care and Hospital Dentistry.

**Woman’s Day** (“Jaw Pain: Could You Have TMJ?”) and **Town & Country Weddings** (“Jawbreaker”) featured articles on Clinical Assistant Professor of Oral Medicine Dr. Michael L. Gelb’s work in the area of temporomandibular joint disorder.

**Health & Medicine Week** reported on FDA approval of the LaserLok™ implant developed by Associate Professor of Biomaterials and Biomimetics Dr. John Ricci.

**Gotham** featured Dr. Irwin Smigel, ’50, Dr. Larry Rosenthal, ’72, and Dr. Marc Lowenberg, ’72, in an article on aesthetic dentistry.

**Current Health 2** ran an article about a study led by Dr. Kenneth L. Allen, Assistant Professor of General Dentistry and Management Science, which found that CDs and chewing gum may help students master dental anatomy.
News from the College

Innovations in Clinical Teaching

Mair Kozlovsky, DDS
Clinical Assistant Professor of General Dentistry and Management Science

Last summer, my colleagues and I in the preclinical teaching program, Drs. Peter Furnari, William Skiba, and Kumar Shanmugam, realized that there was a huge disconnect between the ultramodern, state-of-the-art facility in which we were teaching and the traditional instructional methods we were using.

Here we were, teaching in a $7 million, high-tech clinical simulation and laboratory technology center. But our teaching approach was distinctly last century. We were teaching a lab course, which should be hands-on, but spending virtually all of our time lecturing, leaving students to learn from a lab manual.

Then, it hit us: The way to present the curriculum more effectively was to make the revolutionary new technology surrounding us both the key and the tool. So we did.

During the summer, our team thoroughly revised the way we teach core clinical skills. We produced a series of eight streaming videos featuring expert clinicians demonstrating and describing clinical procedures step-by-step. The new videos present alginate impression technique, ergonomics and the simulation unit, posterior crown preparation #29, posterior crown preparation #31, bevel placement and three-unit preparation review, analysis of centric position and excursive movements, anterior crown preparation #8, and anterior crown preparation #6. Our team was solely responsible for filming, editing, and final formatting of the videos.

Using their computers, students can access these larger-than-life audiovisual presentations 24 hours a day. They can enlarge images, pause, review, or link to the supporting literature available on NYU’s digitized dental curriculum. The streaming videos use two different camera angles to illustrate each clinical procedure in three dimensions. They also provide extremely detailed close-ups, which older videos could not do, and they can be downloaded.

In addition to promoting more effective learning by giving students greater control over how they learn, this approach has also meant more effective teaching, because it has enabled Richard Gruffi, ’07, views the curriculum on a CD.

The curriculum can be accessed on a PDA.
standardization of what is taught by all the instructors in the preclinical lab. Another benefit of this approach is that it lends itself to whatever clinical technique is being taught in a particular year. Indeed, there is no topic in the curriculum that cannot be taught more effectively by bringing it online in a video.

Last fall, returning sophomores – the Class of 2007 – became the first class to experience the new, live, on-demand videos. And judging both by their comments and their test scores, the results have been extremely positive. More recently, we have adopted technology that allows students to view the videos on a PDA.

The next step is to incorporate the new videos into the digitized curriculum. It is a point of pride that NYUCD today uses streaming videos as both a teaching and a learning method. I know I speak for my colleagues when I say that the entire project, while certainly labor intensive, was a labor of love.
Regional Patient Conference and CE Course on Trigeminal Neuralgia and Chronic Facial Pain Held at NYUCD

NYUCD was both the site and a cosponsor for a Trigeminal Neuralgia and Chronic Facial Pain Patient Conference and Continuing Education Course in April. The event drew over 200 participants from 16 states. It was also cosponsored by the Trigeminal Neuralgia Association’s New York Support Groups and Winthrop University Hospital, and was organized by Dr. David A. Sirois, Associate Professor of Oral Medicine and of Diagnostic Science and Urgent Care and the newly appointed Associate Dean for Graduate Programs.

In addition to presentations targeted to patients and their families on the management of facial pain resulting from trigeminal neuralgia (TN) and other neuropathic facial pain conditions, the conference offered a Continuing Education session for physicians, dentists, nurses, physician assistants, nurse practitioners, dental hygienists, dental assistants and other allied health professionals. The aim of the CE session was to provide an understanding of trigeminal neuralgia and chronic facial pain disorders, the dental evaluation of patients, the diagnosis and management of classic TN and related facial pain, when a patient should be referred to a neurologist or neurosurgeon, and an understanding of the different surgical treatments for TN and chronic facial pain.

Topics included the history of TN, spectrum of neuropathic face pain, dentistry and TN, before and after the diagnosis issues, medical management, principles and concepts of surgery, microvascular decompression, percutaneous procedures, radiosurgery, motor cortex stimulation, case studies and a Q&A.

The Trigeminal Neuralgia Association is a national, non-profit association concerned with the plight of those who suffer from TN (trigeminal neuralgia) and other neuropathic facial pain. TN, also known as tic douloureux, is a disorder of the fifth cranial nerve causing episodes of intense, stabbing, electric shock-like pain in the areas of the face where the nerve is distributed. TN is not fatal but is considered to be one of the most painful afflictions known.
NYU Prosthodontics Symposium to Honor Dr. Harold Litvak

*Event Will Include Update on Plans for Harold and Sheila Litvak Prosthodontics Wing*

Prosthodontics Wing. The Litvak Prosthodontics Wing will be housed in the Graduate Center for Clinical Excellence, four floors designed to enhance interaction and synergy among the various dental specialties.

The Litvak Prosthodontics Symposium will feature contemporary, evidence-based, practical presentations by world-renowned educators, clinicians, and researchers to enable prosthodontists to expand both the scope and depth of the services they provide. The symposium will be moderated by Dr. Gerald Barrack, Dr. Thomas McGarry, Dr. Francis V. Panno, and Dr. Bruce Valauri.

Dr. Litvak, a Clinical Professor of Prosthodontics at NYU and a Diplomate of the American Board of Prosthodontics, is an international authority in prosthodontics and occlusion and a past president of The Greater New York Academy of Prosthodontics and the Northeastern Gnathological Society, and a recipient of the 2004 Greater New York Academy of Prosthodontics Foundation Distinguished Lecturer Award and the 2001 American College of Prosthodontists President’s Award.

NYUCD will present a major prosthodontics symposium next fall to celebrate the contributions of Dr. Harold Litvak to prosthodontics education and patient care. The event will also honor the commitment of Dr. and Mrs. Litvak to the future of prosthodontics education at New York University by providing an update on plans for construction of the Harold and Sheila Litvak Prosthodontics Wing.

The NYUCD Prosthodontics Symposium in honor of the Harold and Sheila Litvak Prosthodontics Wing will be held on Friday and Saturday, September 30 and October 1, 2005, at the NYU College of Dentistry, 345 E. 24th Street in New York City. For information call 212-998-9757, or e-mail dentalcde@nyu.edu. Online registration is available at www.nyu.edu/dental/ce. Space is limited and reservations will be accepted on a first-come, first-served basis. Twelve credit hours will be given.
New York State Legislative Scholarship Established
First Scholarship Named for Assemblywoman Barbara Clark

NYUCD has established the New York State Legislative Scholarship, a four-year, $100,000 scholarship that aims to increase the number of underrepresented minorities in dentistry. The first New York State Legislative Scholarship has been named in honor of Assemblywoman Barbara M. Clark (D) of Queens, who identified and successfully nominated a highly qualified individual from an underrepresented group who wants to become a dentist.

The recipient of the first Barbara M. Clark Scholarship is Ms. Rashida Cheatham, a 2005 graduate of York College/CUNY.

“NYUCD is proud to partner with legislators and other community and civic leaders in identifying and recruiting people of color to our learning community,” said Dean Alfano. “In return for their help in building diversity at the College, we are pleased to extend the honor of naming any scholarship that the student earns in the name of the sponsoring legislator or other leader. Assemblywoman Clark has done both NYU and society a great service.”

Dean Alfano added, “We are optimistic that other New York State legislators will want to participate in this process. Our expectation is to be able to name additional scholarships for other legislators.”

Renowned Dental Hygiene Textbook Author Visits NYUCD

Dr. Esther Wilkins, a Clinical Professor of Periodontics at Tufts University School of Dental Medicine and the author of Clinical Practice of the Dental Hygienist, one of the most widely used textbooks in the field, presented a lecture at NYUCD in February entitled “Maintenance Is Not Just Recall.”

Dr. Wilkins was welcomed by faculty members who collaborated with her on an online guide for the book: Clinical Associate Professor of Dental Hygiene Rhoda Gladstone, Assistant Dean for Allied Health Programs Cheryl M. Westphal, Clinical Assistant Professor of Dental Hygiene Su-yan Barrow, Clinical Assistant Professor of Dental Hygiene Dr. Luisa Nappo-Dattoma, and Clinical Assistant Professor of Dental Hygiene Lisa B. Stefanou.
Dr. Gordon J. Christensen Receives Smigel Prize

Dr. Gordon J. Christensen, Founder and Director of Practical Clinical Courses (PCC), an international continuing education organization for dental professionals, has been selected as the third recipient of the Irwin Smigel Prize in Aesthetic Dentistry. Nationally and internationally renowned as one of the all-time great teachers of aesthetic dentistry, Dr. Christensen has presented over 40,000 hours of continuing education courses, produced hundreds of multimedia dental presentations, and written hundreds of articles and several books.

The Smigel Prize was presented to Dr. Christensen at a dinner on June 9. The next day he presented the 2005 Smigel Prize Lecture, “The Christensen Bottom Line,” at the Rosenthal Institute for Aesthetic Dentistry at NYU.

NYU College of Dentistry established the Smigel Prize in 2000 to recognize the pioneering achievements in aesthetic dentistry of Dr. Irwin Smigel, a graduate of the NYU College of Dentistry and the Founder and President of the American Society for Dental Aesthetics, and to honor significant contributions to the field by others throughout the world.

The Smigel Prize carries with it a $5,000 stipend and an award designed by Calvin Klein. Previous recipients of the Smigel Prize have been Dr. Ronald E. Goldstein, President of the American Academy of Esthetic Dentistry and a past president of the International Federation of Esthetic Dentistry, and Dr. K. William (Buddy) Mopper, Cofounder and Chairman of Cosmedent, Inc.

“Gordon Christensen’s selection to receive the Smigel Prize is a fitting tribute to the pivotal role that he has played in advancing aesthetic dentistry education,” said Dean Alfano. His devotion to innovation in continuing education has inspired countless dentists in the pursuit of excellence.”

Dr. Gordon J. Christensen, Founder and Director of Practical Clinical Courses (PCC),

“Gordon Christensen’s selection to receive the Smigel Prize is a fitting tribute to the pivotal role that he has played in advancing aesthetic dentistry education.”
Mr. Marcus Johnson, '08, the first recipient of the Gerald W. Deas Scholarship, has received an initial grant from the American Medical Student Association Foundation to implement an outreach initiative that he designed to encourage underrepresented youngsters in New York City public schools to follow in his footsteps.

“Although much effort has been put into encouraging minority youth to pursue careers in medicine, there has been less effort to stimulate interest in dentistry,” observed Marcus, who is President of the NYUCD Student Community Service Committee, an outreach program he started during his freshman year with Victor Moisseev, president of the freshman class. Together with more than a dozen other NYUCD students, Marcus put together the award-winning grant proposal, entitled “Operation Dental Success,” under the guidance of Dr. Gustavo D. Cruz, Director of Public Health and Health Promotion.

Marcus says that the initiative honors the vision of the Deas Scholarship, and adds that “It’s never too early to start talking to young people about their future.”

Operation Dental Success will kick off in fall 2005 with a presentation to grades six through 12 at the School of the Future on East 22nd Street that will feature motivational speeches by Marcus and other NYUCD minority students, oral hygiene demonstrations, and toothbrush and floss distribution.

Marcus hopes to secure additional funding to enable him to implement the program at three other area schools – the Simon Baruch School, the School for the Physical City, and the Community Preparatory High School.
NYUCD has awarded a second scholarship in the name of Dr. Gerald W. Deas, a physician, patient advocate, TV and radio personality, social activist, and public health crusader. The Gerald W. Deas Scholarship aims to increase the number of underrepresented young people pursuing careers in dentistry so that the profession can be more diverse.

The recipient of the second Gerald W. Deas Scholarship is Ms. Krista McKenzie, a 2005 graduate of St. John’s University, whom Dr. Deas personally identified and successfully nominated to receive the scholarship.

In addition to maintaining a solid academic record, Ms. McKenzie, who will begin her dental studies at NYU in fall 2005, will be required to spend time doing outreach in underserved communities and mentoring high school students in underrepresented groups.

For over 40 years, Dr. Deas has been one of New York City’s most respected and dedicated physician-educators and an icon within the city’s African-American community. He has devoted a number of his TV shows to championing dentistry as an attractive career option for young people and has sponsored outreach led by minority NYU dental students to local high schools.

For over 40 years, Dr. Deas has been one of New York City’s most respected and dedicated physician-educators and an icon within the city’s African-American community.
NYUCD Celebrates the Opening of the College Commons and Faculty Study

NYUCD’s spectacular new 13,000 square foot College Commons opened in May with Dean Alfano and other deans donning chef’s attire to serve students, faculty, and staff a wide variety of delicious meal options in the new food court. Students can now also enjoy two new lounges, with plasma screen 60” wall-mounted TVs, a pool table, and computer stations. The locker room, Schein Dental Supply Store, and laundry/lab coat room are also located on the Commons.
An attractive, welcoming Faculty Study has also opened. The 800 square-foot facility features comfortable seating for 20, arranged to encourage quiet conversation, specially designed lighting, two computers and two carousels, wireless connectivity for laptops, a wall-mounted HD flat screen plasma TV with both NYU and external channels, plus a beverage and snack area, a library donated by faculty members, and chess and backgammon games. Adorning the walls are framed photographs by acclaimed photographer Michael Ian of popular sights in the environs of the main NYU campus in Greenwich Village and the NYUCD campus.

In announcing the openings, Dean Alfano said, “Our students and faculty are among the best in the world, so it’s a pleasure to be able to provide them with spaces designed specifically to enhance their comfort and well-being.”
Applause, Applause

NYUCD Faculty Lobby Capitol Hill for Deans’ Advocacy Day

Last April Dr. Andrew I. Spielman, Associate Dean for Academic Programs, Clinical Associate Professor Cheryl M. Westphal, Assistant Dean for Allied Health Programs, Dr. Elise S. Eisenberg, Director of Dental Informatics, and Dr. Ivy Peltz, Clinical Assistant Professor of General Dentistry and Management Science, joined Dean Alfano and other deans and faculty from 22 dental schools to lobby Congress for legislative support for dental education and research. Associate Dean Spielman led the NYU delegation, which was the largest faculty delegation of any school. The delegates focused their advocacy on four messages: 1) oppose cuts in federal spending for Medicaid and support efforts to create a bipartisan Medicaid Commission; 2) reauthorize the HIV/AIDS Dental Reimbursement Program as part of the Ryan White CARE Act; 3) support authorization of the Dental Health Improvement Act; and preserve the National Institute of Dental and Craniofacial Research (NIDCR) as an independent institute in a reorganized NIH.

From left: Associate Dean Spielman, Assistant Dean Cheryl M. Westphal, Dr. Eisenberg, and Dr. Peltz.

NYUCD’s 2005 DC lobbyists came well equipped for their assignment. Three are already graduates of the prestigious ADEA Leadership Institute, an intensive, yearlong program designed to nurture carefully selected dental faculty to become future leaders in dental and higher education. Dr. Peltz is a 2005 graduate of the Leadership Institute and Assistant Dean Westphal and Dr. Eisenberg completed their training in 2001. Dr. Spielman is scheduled to enter the Institute in fall 2005.
Dr. Jason Holden, a second-year student in the Jonathan and Maxine Ferencz Advanced Education Program in Prosthodontics, has become the seventh recipient of the annual Dr. Harold Litvak Junior Fellowship in Prosthodontics.

Dr. Holden received a DMD degree in 2003 from the University of Pennsylvania School of Dental Medicine. He plans to enter private practice after completing his specialty training and hopes to pursue a teaching career as well.

“Dr. Holden was awarded the fellowship because of his ability to excel academically, in patient satisfaction, and in his interaction with faculty and peers,” said Dr. Farhad Vahidi, Director of the Jonathan and Maxine Ferencz Advanced Education Program in Prosthodontics.

The Litvak Fellowship was established in 1999 through a generous grant from Mrs. Adele Block in honor of her dentist, Dr. Litvak, a Clinical Professor of Prosthodontics at NYUCD and a generous donor to the college, for whom, together with his wife, the Harold and Sheila Litvak Prosthodontics Wing will be named. Mrs. Block is a member of the family that owned the Block Drug Company, Inc., a major producer of oral and general healthcare products, which is now a division of GlaxoSmithKline.
The NYUCD Omega Chapter of Omicron Kappa Upsilon, the national dental honor society, has received the 2005 OKU Supreme Chapter Award. The award recognizes an OKU component chapter that has created exemplary programs that promote excellence in educating and motivating students, faculty, and the dental community at the local level. “The members of Omega Chapter,” said Dean Alfano, “have distinguished themselves through their scholarly accomplishments, research achievements, and teaching innovations. I am fortunate to work with such gifted colleagues and extremely proud that their contributions have been honored with the prestigious OKU Supreme Chapter Award.”

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Dr. Ravneet Hira, ’05, won first place at the 2004 Greater New York Dental Meeting’s Student Table Demonstrations last December for her project entitled “Manipulating Chondrogenic Differentiation of ATDC5 Cells.” Dr. Hira’s mentor was Dr. Cristina Teixeira, Assistant Professor of Orthodontics and of Basic Science and Craniofacial Biology.
A Special ‘Hello’ and ‘Goodbye’ Has Students Cruising In and Out of New York

Because starting dental school – and successfully completing it – are milestones that deserve special recognition, NYUCD recently added several new events to mark the occasions: a boat cruise around Manhattan and a trip to see the Broadway hit 42nd Street for entering freshmen, plus a big-screen slide show honoring graduating seniors at the “Beat the Blahs” party in March. The Class of 2005 was also honored at an event that has become an annual tradition – a farewell boat cruise.
Celebrating Our Community

Congratulations to:

DR. H. LEE ADAMO, Clinical Associate Professor of Endodontics, on becoming a Diplomate of the American Board of Endodontics.

DR. MICHAEL C. ALFANO, Dean of NYUCD, on presenting the keynote address, “Reform of Dental Education,” at a joint meeting of the Council of Sections and Faculties of ADEA; on his selection by AADR to present testimony to Congress in support of increased funding for NIDCR; on his election as President of the Student Clinicians of the American Dental Association; and on being named Chair of the Administrative Board of the ADEA Council of Deans. Dean Alfano was also appointed to the Advisory Board to NOVA Southeastern College of Dentistry, the ADEA Commission for Change and Innovation in Dental Education, the Association of Academic Health Centers Advisory Committee on Health Professions Workforce Shortages, and the ADA Foundation’s Planning Committee for the National Campaign for Dental Education. In addition, with Dr. Dianne Rekow, Chair of NYUCD’s Bioterrorism and Catastrophe Response Task Force, Dean Alfano copresented a full-day course to the Valley Forge Dental Society on “Catastrophe Preparedness.”

DR. RASHMI V. AMBEWADIKA, ’05, on authoring an article entitled “Cosmetic Dentists Take Over Manhattan,” for Mouth.

DR. PETER BABICK, ’91 DDS and Advanced Education Program in Endodontics, ’96, Clinical Assistant Professor of Endodontics, on becoming a Diplomate of the American Board of Endodontics. Added kudos to Dr. Babick on presenting a lecture entitled “Wake Up and Smell the Prognosis: Maximizing Endodontic Treatment Success,” at a meeting of the New York County Dental Society.

DR. ERICA E. BARBA, ’05, on authoring an article entitled “Lessons From an International Dental Outreach,” for Woman Dentist Journal.

DR. GERALD M. BARRACK, Clinical Professor of Prosthodontics, on authoring an article entitled “Recent Advances in Etched Cast Restorations,” for the Journal of Prosthetic Dentistry.

DR. MITCHELL J. BLOOM, ’97. Clinical Assistant Professor of Periodontics and of Implant Dentistry, on receiving a special citation for his contributions to the American Academy of Periodontology.
DR. TIMOTHY G. BROMAGE, Adjunct Professor of Biomaterials and Biomimetics and of Basic Science and Craniofacial Biology, on the use of his three-dimensional micrograph of a mouse embryo for the cover of Microscopy and Analysis.

DR. JOHN R. CALAMIA, Professor of Cariology and Operative Dentistry, on authoring an article entitled “Etched Porcelain Laminate Restorations: A 20-Year Retrospective – Part I,” for Practical Procedures & Aesthetic Dentistry.

DR. STEPHEN J. CHU, Clinical Assistant Professor of Implant Dentistry, on coauthoring a book entitled Fundamentals of Color: Shade Matching and Communication in Esthetic Dentistry.

DR. RONALD G. CRAIG, Associate Professor of Basic Science and Craniofacial Biology and of Periodontics, on coauthoring an article entitled “Effect of Enamel Matrix Proteins on the Phenotype Expression of Periodontal Ligament Cells Cultured on Dental Materials,” for the Journal of Biomedical Materials Research. Dr. Craig’s coauthors included Dr. Miho Inoue, Visiting Research Scientist; Dr. Racquel Z. LeGeros, Leonard I. Linkow Professor of Implant Dentistry and Professor of Biomaterials and Biomimetics; Dr. Claudia Hoffman, Postgraduate Program in Periodontics, ’03; Dr. Kara Diamond, PG/Perio ’03; and Dr. Paul A. Rosenberg, ’70, Professor and Chairman of the Dr. Ignatius N. and Sally Quartararo Department of Endodontics. Dr. Craig also coauthored an article entitled “Effect of Enamel Matrix Proteins on the Periodontal Connective Tissue – Material Interface After Wound Healing,” for the Journal of Biomedical Materials Research, with Dr. Sathya Kallur, Clinical Assistant Professor of Endodontics and of Implant Dentistry; Dr. Inoue; Dr. LeGeros; and Dr. Rosenberg.

DR. GUSTAVO D. CRUZ, Assistant Professor of Epidemiology & Health Promotion and Director of Public Health & Health Promotion, on receiving the University of Puerto Rico’s Outstanding Alumni Award.

DR. ANANDA P. DASANAYAKE, Associate Professor of Epidemiology & Health Promotion and Director of the Graduate Program in Clinical Research, on coauthoring an article entitled “Periodontal Disease and Prematurity Among Non-Smoking Sri Lankan Women,” for the Journal of Dental Research.

DR. ASHRAF ESTAFAN, DDS ’00 and Postgraduate Program in Prosthodontics, ’04, on coauthoring an article entitled “In Vivo Correlation of Noncarious Cervical Lesions and Occlusal Wear,” for the Journal of Prosthetic Dentistry. Dr. Estafan’s coauthors included Dr. Peter C. Furnari, Jr., ’63, Clinical Professor of General Dentistry and Management Science; Dr. Gary R. Goldstein, ’69, Professor of Prosthodontics; and Dr. Eugene L. Hittelman, Associate Professor of Epidemiology & Health Promotion.

MS. JILL B. FERNANDEZ-WILSON, Clinical Associate Professor of Pediatric Dentistry, on receiving a U.S. Department of Health and Human Services Public Health Service Unit Commendation for oral health services provided to remote Native Alaskan villagers; and on presenting a “Train the Trainer” program to oral health providers for the Special Olympics New York.

Celebrating Our Community continued

**DR. STUART J. FROUM, ’70**, Clinical Professor of Implant Dentistry, on receiving the Ralph V. McKinney Jr. Annual Award in Basic and Clinical Research presented by Implant Dentistry, the journal of the International Congress of Oral Implantologists.

**DR. CHANDURPAL P. GEHANI**, Clinical Associate Professor of Endodontics and Executive Director of the Indian Dental Association U.S.A., on being quoted in an NYSDA News article about diversity in the dental profession.

**DR. DONALD B. GIDDON**, Clinical Professor of Epidemiology & Health Promotion and former Dean of NYUCD, on presenting a lecture at the New York Rotary Club promoting the use of “oral physicians” in recognition of their expanding role in health care.


Dr. Glotzer’s coauthors included Dr. Walter J. Psoter, ’79, Assistant Professor of Epidemiology & Health Promotion, and Dr. Dianne Rekow, Professor of Basic Science and Craniofacial Biology and of Orthodontics and Chair of NYUCD’s Bioterrorism and Catastrophe Response Task Force.

**DR. EDWARD B. GOLDIN**, Postgraduate Program in Prosthodontics,’04, on coauthoring an article entitled “Marginal Fit of Leucite-Glass Pressable Ceramic Restorations and Ceramic Pressed-to-Metal Restorations,” for the Journal of Prosthetic Dentistry.

Dr. Goldin’s coauthors included Dr. Norman W. Boyd III, PG/Prosthodontics, ’04; Dr. Gary R. Goldstein, ’69, Professor of Prosthodontics; Dr. Eugene L. Hittelman, Associate Professor of Epidemiology & Health Promotion; and Dr. Van P. Thompson, Professor and Chair of the Department of Biomaterials and Biomimetics.

**DR. LEILA JAHANGIRI**, Assistant Professor and Chair of the Dr. Louis Blatterfein Department of Prosthodontics, on coauthoring an article entitled “Venture into Dentures” for Dental Economics and Registered Dental Hygienist with Dr. Ashok Soni, Associate Professor and Associate Chair of the Dr. Louis Blatterfein Department of Prosthodontics. Dr. Jahangiri also coauthored an article entitled “Assessment of Sensitivity and Specificity of Clinical Evaluation of Cast Restoration Marginal Accuracy Compared to Stereomicroscopy,” for the Journal of Prosthetic Dentistry.

Her coauthors included Dr. Eugene L. Hittelman, Associate Professor of Epidemiology & Health Promotion.

**DR. ANDERSON T. HUANG, DDS ’90** and Postgraduate Program in Orthodontics, ’95, Clinical Associate Professor of Orthodontics, on authoring an article entitled “Management of Tongue Disposition for Post-Orthodontic Patients,” for the Italian Journal of Orthodontics.
DR. BARBARA B. JURIM, ’05, on receiving an award for outstanding performance and professionalism from the New York Section of the American College of Dentists. The award is presented to the top graduating senior at each of the New York-area dental schools.

DR. RONALD KATZ, Clinical Associate Professor of Oral Medicine, on coauthoring an article entitled “Activation of Platelet-Rich Plasma Using Thrombin Receptor Agonist Peptide,” for the Journal of Oral & Maxillofacial Surgery.

DR. A. ROSS KERR, Clinical Associate Professor of Oral Medicine and Director of Special Patient Care and Hospital Dentistry, on authoring an article entitled “Early Detection Foils a Silent Killer,” for Consumer Reports on Health.

MR. JASON J. KIM, Instructor in General Dentistry and Management Science, on coauthoring an article entitled “Restorative Space Management: Treatment Planning and Clinical Considerations for Insufficient Space,” for Practical Procedures & Aesthetic Dentistry. Mr. Kim’s coauthors included Dr. Stephen J. Chu, Clinical Assistant Professor of Implant Dentistry, and Dr. George Cisneros, Professor and Chair of the Department of Orthodontics.

DR. MAUREEN MCANDREW, ’83, Clinical Assistant Professor of General Dentistry and Management Science, on earning a Master’s degree in Higher Education Administration from Baruch College of the City University of New York, and on receiving Baruch’s Mary and Abraham Beame graduate scholarship for academic achievement for the past three years. Dr. McAndrew also coauthored an article entitled “NYU Initiative Aims at Compassionate Education” for NYSDA News, which described how NYUCD students apply academic skills to real-life situations in a “service learning” program at Lincoln Hospital in the Bronx. Her coauthor was Dr. Jan M. Levy, Clinical Assistant Professor of General Dentistry and Management Science.


DR. DOUGLAS E. MORSE, Associate Professor of Epidemiology & Health Promotion, on coauthoring an article entitled “Sociodemographic Risk Indicators for Depressive Symptoms Among Persons with Oral Cancer or Oral Epithelial Dysplasia,” for the Journal of Oral & Maxillofacial Surgery. Dr. Morse’s coauthors included Dr. Walter J. Psoter, ’79, Assistant Professor of Epidemiology & Health Promotion.

DR. ELLIOTT M. MOSKOWITZ, ’72, Clinical Professor of Orthodontics, on authoring an article entitled “Consultations in the ‘Real World,” for the American Journal of Orthodontics & Dentofacial Orthopedics.
Celebrating Our Community continued

DR. DENISE C. MURPHY, Clinical Associate Professor of General Dentistry and Management Science, on authoring an article entitled “Dental School Preparedness for Catastrophe” for NUTRIX, the publication of the Greater New York Association of Occupational Health Nurses.

MR. ERIC L. NIVER, ’07, for being selected to receive the American Student Dental Association (ASDA) Award of Excellence in recognition of his extracurricular activities, community service, and leadership in furthering organized dentistry.

DR. IVY D. PELTZ, ’83, Clinical Assistant Professor of General Dentistry and Management Science, on receiving a Master’s degree in Higher Education Administration from Baruch College of the City University of New York, and on graduating from the ADEA Leadership Institute. Dr. Peltz also coauthored “Beauty Is a Joy Forever: The Benefits of Teaching Aesthetic Dentistry in a State of the Art Aesthetic Center,” for the Journal of Dental Education.

Dr. Peltz’s coauthors included Dr. Ralph P. Cunningham, ’72, Clinical Associate Professor of General Dentistry and Management Science; Dr. Denise J. Estafan, Associate Professor and Director of Aesthetics in the Department of General Dentistry and Management Science; and Dr. Maureen McAndrew, ’83, Clinical Assistant Professor of General Dentistry and Management Science.

DR. JOAN A. PHELAN, Professor and Chair of the Department of Oral Pathology, on coauthoring an article entitled “Dental Caries in HIV-Seropositive Women,” for the Journal of Dental Research. Dr. Phelan’s coauthors included Dr. Evelyn A. Nelson, Clinical Assistant Professor of General Dentistry and Management Science and of Epidemiology & Health Promotion.

DR. MIRIAM R. ROBBINS, Clinical Associate Professor of Oral Medicine, on presenting an oral health workshop as part of the Gay Men’s Health Crisis “Ask the Doctor” series.

DR. PAUL A. ROSENBERG, Professor and Chair of the Dr. Ignatius N. and Sally Quartararo Department of Endodontics, on being re-elected as a Director of the American Board of Endodontics.

DR. ROBERT S. SCHOOR, Clinical Associate Professor of Periodontics and Director of the Advanced Education Program in Periodontics, on his appointment to New York City Community Board 6.

DR. YEHO SHUA Shapira, a Visiting Professor of Orthodontics, on coauthoring an article entitled “Unusual Intraosseous Transmigration of a Palatally Impacted Canine,” for the American Journal of Orthodontics & Dentofacial Orthopedics. Dr. Shapira’s coauthor was Dr. Mladen M. Kufinec, Professor of Orthodontics and Director of the International Program in Orthodontics.

DR. JONATHAN A. SHIP, Professor of Basic Science and Craniofacial Biology and of Oral Medicine, Professor of Medicine at NYU School of Medicine, and Director of the Bluestone Center for Clinical Research, on being elected President of the American Board of Oral Medicine and on authoring an editorial entitled “Oral Health in the Elderly – What’s Missing?” for Oral Surgery, Medicine & Pathology.
DR. DENNIS P. TARNOW, ’72, Professor and Chair of the Dr. Arthur Ashman Department of Implant Dentistry, on receiving the inaugural Morton L. Perel Annual Award for Dental Implant Educators presented by the International Congress of Oral Implantologists.

MS. JANICE TELFORD, Assistant to the Associate Dean for Academic Affairs, on earning a Master’s degree in Education from NYU’s Steinhardt School of Education.

DR. MEA A. WEINBERG, Clinical Associate Professor of Periodontics, on authoring an article entitled “Guide to Fluoride Use,” for U.S. Pharmacist.

DR. HOWARD A. WEINER, ’75, Clinical Associate Professor of Endodontics, on becoming President of the Nassau County Dental Society.


Ms. Diva Puerta, ’06, Vice President of the NYUCD Hispanic Student Dental Association, and Dr. Hugo Acosta-Garcia, a second-year postgraduate prosthodontics specialty program student, do the merengue at the spring talent show.

Patrick Dermesropian (left), President of the Armenian Student Dental Association and Pouria Maleki, Secretary of the Persian Student Dental Association, display their cultural pride at Diversity Night, an annual event hosted by NYUCD’s Student Council.

Diversity Night provides a forum for participants from over a dozen student cultural organizations to share their customs and traditions. Hispanic, Armenian, Indian, Chinese, Filipino, Persian, Italian and Hellenic student association members participated in the event.
Focus on Alumni

Dr. Stanley N. Turetzky, ’62, Receives Alumni Meritorious Service Award

Dr. Stanley N. Turetzky, ’62, Assistant Professor of Diagnostic Science and Urgent Care and Director of Emergency Services, has received the 2005 Alumni Meritorious Service Award, an all-University Award presented annually to a respected and distinguished graduate of any school, college, or division at NYU who has demonstrated extraordinary service and continuing devotion to his or her alma mater and who embodies the NYU motto, Persevere and Excel.

Dr. Turetzky is also the recipient of the NYU Founders Day Award, among many others, and a member of OKU, Sigma Xi, and Phi Beta Kappa. He has served as president and program chairman of the Manhattan Dental Guild since 1991.

“Stan Turetzky is an exemplary alumnus,” said Dean Alfano. “His devotion to educating generations of NYU College of Dentistry students over the last four decades is truly exceptional and extends well beyond his official duties. Stan is beloved by his current and former students, most of whom he knows by name, regardless of when they graduated. He well deserves acknowledgement as embodying the spirit of alumni devotion and distinction that brings pride to New York University.”

From left: Mr. Michael Rosenberg, President of the NYU Alumni Federation; Dr. Turetzky; Dean Alfano; and NYU President John Sexton.
Dr. Kien Nguyen, '98, Awarded Grinzane Cavour Prize

Dr. Kien Nguyen, Class of 1998, has been awarded the Grinzane Cavour Prize, a literary award that supports the “Writers in Puglia” project – a stay in Puglia to allow international writers to study different aspects of the local culture and to use the experience as the inspiration for a story or short novel. Dr. Nguyen will travel to Puglia next fall to participate in the project. Dr. Nguyen is the author of two novels, *Le Colonial* and *The Tapestries*, and a memoir, *The Unwanted.*

Is there someone you’d like to help to pursue a career in dental hygiene?

Is there someone you know – maybe your own dental assistant – who you think has the potential to become a dental hygienist? The majority of applicants tell us that they became interested in a career in dental hygiene based on positive experiences with their own dentist or by having worked in a dental practice, often as a dental assistant. NYUCD offers flexible programs in dental hygiene: a two-year Associate in Applied Science degree in preparation for licensure, which can also be done in three years of day courses or nine semesters of evening courses, plus a four-year Bachelor of Science degree program, which includes both traditional and advanced courses. In gratitude for your help, we will be pleased to recommend your practice to our graduates as an employment opportunity. To recommend an applicant, please call Professor Lisa Stefanou, Director of Dental Hygiene Enrollment Services, at 212-998-9371.
Congratulations to:

60’s

DR. IRWIN BERGMAN, Class of 1960, on the publication of his autobiography, Remembrances Forever.

(ADEA’s) Distinguished Service Award in recognition of his extraordinary contributions to education, research, and the ADEA.

80’s

DR. MAXINE FEINBERG, Class of 1980, on her appointment to the New Jersey State Board of Dentistry.

DR. GERALD P. CURATOLA, Class of 1983, and DR. DAVID J. SHUCH, ‘83 on the publication of an Entrepreneur magazine article about C.S. Bioscience, Inc., a company they cofounded.

DR. DAVID H. DARROW, Class of 1983, on serving as a Guest Editor of Pediatric Annals.

DR. JAN S. MILLER, Class of 1983, on becoming a Master of the Academy of General Dentistry.


90’s

DR. STEVEN GOUNARDES, Class of 1984, on being elected Vice President of the New York State Dental Association.

DR. RISA SAMUELS, Class of 1986, on being elected President of the Northeastern Society of Orthodontists.

DR. GERARDO SANTIAGO, Class of 1991, on becoming a Fellow of the American College of Dentists.

DR. NEVANNA KOICHEFF, Class of 1992, a Lieutenant Commander in the U.S. Navy Dental Corps, on being featured in a special report in the Journal of the American Dental Association entitled “Voices From the Front: Dentists Share Their Stories of War.” Also featured in the special report was Dr. Paul I. Lim, ’98, a Lieutenant Commander in the U.S. Navy Dental Corps.

DR. FABIOLA MILORD, Class of 1994, on becoming a Fellow of the Academy of General Dentistry.

SAVE-THE-DATE: 2005 Annual Alumni Association Meeting

The NYUCD Alumni Association will hold its annual meeting on September 14. The meeting will begin at 6 p.m. at NYUCD, 345 E. 24th Street (corner of First Avenue) in Manhattan. Room location to be announced. Please call Patrick Minson at 212-998-9928 if you plan to attend.
In Remembrance

DR. MAURICE J. ORINGER, CLASS OF 1928

A pioneer in the struggle against oral cancer for more than 50 years, Dr. Maurice J. Oringer began his efforts to raise professional and public awareness of the deadliness of the disease at a time when many dentists weren’t routinely doing oral cancer exams. Dr. Oringer used electrosurgery, a technique he invented, to remove suspected cancerous tissue for examination without the fear of spreading the disease through severed blood vessels. His 1957 lecture presented at the Greater New York Dental Meeting, “Electrosurgical Biopsy: A Safe and Simple Technique,” was covered in the New York World-Telegram’s “Science and Medicine” section.

In 1964, as a consultant to St. Francis Hospital in Poughkeepsie, Dr. Oringer helped to create an oral cancer prevention and detection clinic, making St. Francis the only hospital in New York at the time to have such a facility. For the next 40 years he continued to lecture extensively on oral cancer at programs sponsored by the New York State Department of Health, the American Dental Association, the American Cancer Society, and many other organizations.

A loyal alumnus, Dr. Oringer created a scholarship fund at his alma mater in 2000 so that students would be able to concentrate on their studies without suffering under the weight of heavy financial debt, part-time jobs, and other distractions.

In January, Dean Alfano held a memorial service at NYUCD to celebrate Dr. Oringer’s vision and dedication to improved public health, calling him a “giant in the campaign against oral cancer.” A relative of Dr. Oringer’s composed a verse for the occasion which says it all:

Dr. Maurice J. Oringer:
Yes, you were a pioneer.
Yes, you were a crusader.
Yes, you were a lecturer.
Yes, you were a humanitarian.
Yes, you were a philanthropist.
We are all grateful. We do thank you.
We will carry on your crusade.
You will not be forgotten!

Other Passings

With respect and sorrow, we record the passing of four additional distinguished alumni:

DR. NEAL W. CHILTON,
Class of 1943

DR. IRA S. COLBY,
Class of 1941

DR. JOSEPH MYRON LICHTENSTEIN,
Class of 1940

DR. MARVIN WEISS,
Class of 1948
What Is Beauty? THE DISCOURSE CONTINUES

By Nina K. Anderson, PhD, Clinical Assistant Professor of Children’s Dentistry, Stony Brook University, and Donald B. Giddon, DMD, PhD, Former Dean and Clinical Professor of Epidemiology and Health Promotion, New York University College of Dentistry, and Clinical Professor, Faculty of Medicine, School of Dental Medicine, Harvard University

This article is a follow-up to the essay entitled “What Is Beauty?” by Sheila Samton, which appeared in the Winter 2004 issue of Global Health Nexus. In it, we examine several beauty maxims and possible myths, particularly as they relate to female beauty. The research in this area will be briefly reviewed to determine whether there are objective bases for these beauty beliefs. Beautiful individuals comprise a very small percentage of the population, yet they seem to have tremendous power to dictate how society should act and behave (Wolf, 1992). Is this the ultimate irony?

Beauty is not judged objectively, but according to the beholder’s estimation. (Theocritus, The Idyll). Modern Translation: Beauty is in the eye of the beholder.

Is there universal agreement on what is beautiful and attractive, or do people have different ideas about what is beautiful? If beauty is in the eye of the beholder, then it would be expected that perceptions of attractiveness would vary widely across individuals and within cultures. In fact, Iliffe (1960), Udry (1965) and many subsequent authors with differing methodologies, including pictures, genetic algorithms, written description, and virtual reality, have found consistent agreement among judges and across cultures about what is considered to be beautiful (Cunningham et al., 1995; Gangestad, 1993; Jones, 1996; Oliver-Rodriguez, Guan and Johnston, 1999).

For females, the most attractive/preferred face is symmetrical, with large eyes, high forehead, a small mouth and nose, prominent cheekbones, and large full lips. Large eyes, a high forehead, small mouth, nose, chin, and reduced vertical facial dimensions represent paedomorphic or neotenous features signaling youthfulness. Prominent cheekbones and large full lips and a low waist-hip ratio are secondary sexual characteristics signaling reproductive maturity. Consequently, many strategies are employed across cultures by females to enhance the lips (lipsticks, lip disks, collagen injections), eyes (belladonna, tattoos, epicanthoplasties), cheeks (blusher, mandibular contouring), and nose (rhinoplasties, piercings, makeup). Males have an advantage when selecting young, symmetrical, fecund females as mating partners because they are likely to have greater reproductive success than with females without the biologic markers of fitness. In fact, Hill and Hurtado (1996) found that the facially attractive Ache Indian women have 1.2 times the fertility of women with average attractiveness.

From an evolutionary perspective, facial and body attractiveness provide cues to underlying health and fitness. In support of this concept, there are innate neuropsychological mechanisms underlying attractiveness judgments. These mechanisms are adaptations that have evolved to increase gene propagation. For example, symmetrical facial features, breasts, and overall body symmetry are associated with resistance to disease and developmental stability. Departures from symmetry may reflect an organism’s developmental instability because the primary causes of fluctuating asymmetry include mutations, pathogens and toxins.

Although Langlois, Roggman and Musselman (1994) and a few others have proposed that the most attractive faces are average, the majority of data on facial preference studies
support the idea that both males and females prefer mates with exaggerated features because they are costly to the individual but are honest signals of fitness, reproductive potential and resistance to parasites.

“Beauty is truth, truth beauty.” — that is all Ye know on earth, and all ye need to know. (Keats, Ode on a Grecian Urn). Modern Translation: What is beautiful is good.

What are the effects of attractiveness, particularly of the face, on perceptions of attributes by others? Do attractive people actually possess other positive personality and other attributes such as cognitive ability, intelligence, social skills, and sexual experience? In a classic study, Dion, Berscheid and Walster (1972) found that subjects attributed other positive qualities such as success, higher socioeconomic class, and marital happiness to those facial images judged as attractive, than to those faces judged as unattractive. Subsequent research by many others (Alley, 1993; Eagly et al., 1991; Patzer, 1985) has provided additional support demonstrating that there is a consensus across gender, ethnic and age groups that what is beautiful is good. Compared to unattractive counterparts, attractive individuals receive better grades, shorter prison sentences, more positive job reviews, and are considered to be more successful, confident, assertive, and likeable and have better mental/physical health, and social status.

Parekh and Kanekar (1994) examined the physical attractiveness stereotype in the context of consumer behavior. They found that product quality was rated higher by subjects when displayed by an attractive model than by an unattractive model, but only when demonstrating beauty products. In another study (Harris and Busby, 1998), attractive marital therapists were considered by patients to be more competent, trustworthy, genuine, and effective than less attractive therapists. Patients also reported that they were more comfortable discussing sexual problems with an attractive than with a less attractive female therapist.

Using earnings as a more objective measure of success (Quality of Employment, the 1971 Quality of American Life, and the 1981 Canadian Quality of Life surveys), people who were judged as “plain” by interviewers earned five to ten percent less than people of “average” looks, who in turn earned less than the “good-looking” (Hamermesh and Biddle, 1994). In addition, attractive lawyers earned more than their unattractive peers beginning at five years after graduation, and continuing throughout their careers.

In contrast, Dermer and Thiel (1975) and others found that people judged as attractive were also perceived as self-centered, vain and egotistical. Similarly, Eagly et al. (1991) and preliminary work by the Giddon group, found that attractiveness was negatively related to judgments of honesty, intelligence, and concern for others.

To further explore the basis of a possible “darker side” of the attractiveness stereotype, Singh (2004) found that
subjects judged those with attractive waist-hip ratios (WHR) (0.70) as less faithful than those with less attractive WHRs (1.0). As further confirmation of a potentially dark side of attractiveness, low WHR (0.70) women were reported to engage in more flirting and other mating strategies to make dates jealous, compared to women with high WHRs (> 0.70).

Using a hypothetical bargaining scenario in the labor market, Solnick and Schweitzer (1999) found that attractive individuals were offered more but were expected to do more than unattractive individuals.

Thus the question arises, is there a curvilinear relationship between what is good and beautiful; that is, what is beautiful is good, up to a point?

All the beauty of the world, 'tis but skin-deep. (Ralph Venning, The Triumph of Assurance). Modern Translation: Beauty is only skin deep.

According to evolutionary psychobiologists (good genes theory, parental investment theory, etc.), the universality of what is attractive reflects the importance of health assessment in sexual selection or mate choice and is reflected in the visual aspect of the face and body as well as vocal and olfactory attributes.

For example, babies born with fetal alcohol syndrome develop distinct patterns of craniofacial and body morphology including reduction of total head size, increased head-body ratio, upper and middle craniofacial asymmetry, telecanthus and features of a long face syndrome with a large gonial angle (Jackson and Hussain, 1990), as well as increased risk for neurobehavioral anomalies (Mattson and Riley, 1998).

Cocaine use by mothers is also associated with mild facial dysmorphic features of hypertelorism and midfacial flattening in the neonate (Astley et al., 1992). There are a variety of syndromes (Brachmann-de Lange, Prader-Willi, Rubinstein-Taybi, Smith-Magenis, and Sotos), with an associated craniofacial phenotype (Ward et al., 2000). In fact, Ward et al. (2000) and Long et al. (1998) report that there are over 100 systemic diseases, which have craniofacial manifestations, although many of these physical anomalies may be below the human threshold of visual perception.

Moreover, fMRI, PET and other imaging techniques have demonstrated the existence of organizations of neurons within the central nervous system, which are differentially responsive to curves, facial versus nonfacial, familiar versus unfamiliar and attractive versus unattractive facial stimuli. The results of these neurophysiologic studies provide further evidence that such morphological preferences are innate and universal (Aharon, 2001; Haxby et al., 2002).

Cunningham (1986) found that males judged attractive females as more fertile and likely to have fewer medical problems than unattractive females. Based on subjects’ self-reports, Shackelford and Larsen (1999) found that attractive females displayed greater cardiovascular health and were less
likely to suffer from headaches or runny noses than unattractive females; however, no significant differences were found between attractive and unattractive groups.

Sexual dimorphism in body fat distribution as measured by WHR is unique to humans. According to Singh (2004), across gender, ethnic and cultural groups, figures with low WHR (0.70) were judged to be more attractive than figures with high WHR (1.0). In fact, the WHR has been shown to be an accurate predictor of androgenicity/estrogenicity and fecundity, independent of overall body weight.

Onat et al., (1999) and others have found that WHR is positively related to levels of most lipids and lipoproteins, fasting glucose and insulin, diastolic blood pressure and plasma triglycerides and risk for coronary heart disease (Seidell et al., 2001). Using three-dimensional images of female bodies varying in Body Mass Index, Fan et al. (2004) found that the most important factors in judgments of attractiveness were the ratio of waist height over the chin height (WHC) (a measure of the length of legs over total height) and the deviation of WHR from the ideal ratio of 0.70.

In summary, artists, philosophers, doctors, and others have debated over the centuries the definitions of what is beautiful, whether or not beauty is universal and its role in perceptions of and by humans in appreciation of the arts, animals and other humans. Although some answers are now available, many of the questions still remain unanswered.

Footnotes:


We’d like to take this opportunity to again thank our benefactors—alumni, faculty, friends, corporations, foundations, and organizations—for their generous support of the College. We are proud to recognize your gifts of cash, pledge payments, planned gifts, gifts-in-kind, and pledges over $25,000, which were made between September 1, 2003, and August 31, 2004.

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89