Commentary

Controlling fear, not just infection

By Patricia Walsh, RDH, BSN
Hygiene Tribune Editor in Chief

They say ‘a miss is as good as a mile.” Last week, in my New Eng-
land dental practice, a miss was as good as 15. No longer keep my
cell phone in my lab coat pocket. While rethinking every infection control step in
the office, I had decided that my email ob-
session was germ laden. No more glancing
at a screen in the hallway while the doctor
is using the Veloscope light. I may not be
susceptible to a missed enterovirus, but
what about the child in my chair? What if I
missed cleaning a patch of fingernail?
Prior to my 10 a.m. patient, I went into
the staff room for my mid-morning hard
boiled egg. I thought about how studies
have shown that the “germiest” part of an
office isn’t the bathroom, but the staff
room door knob.
We eat, we touch our face. I joke about my
mid-morning snacks coming with a Purell
chaser now. What percentage alcohol is it?
At my age it is perhaps the closest thing I’ll
ever get to a Jell-O shot. I pulled my phone
out of my purse and there it was. An NBC
newflash. A Yale graduate student, back
from setting up computer software in
West Africa, had been admitted to the hos-
pital for Ebola testing. I brought the screen
out to our receptionist with the warning
“don’t say anything.” My fear being that a
patient might hear her gasp.
While Mr. Duncan still lay suffering in
Dallas, I was reading “The Hot Zone.” A best
seller from more than 20 years ago, it doc-
uments the discovery of the Ebola virus. I
thought it was scarier than a Stephen King
novel, mostly because it wasn’t fiction. It
was all fact.
I speculated that my patients would be
glued to their television screens and not
come in for their dental appointments.
What I experienced instead was what I
now dub the “a/i/s effect.” Not only did they
come in for their appointments, but they
couldn’t wait to talk about the “big
event.” Every single patient in my sched-
ule, with the exception of a 6-year-old, sat
in the chair and started to say, “Did you
hear about that Yale student?” I could see
the fear in their eyes. One patient told me
she had just gotten off the phone with her
daughter, who was a panic-stricken
preschool teacher. Patients looked to me
for infection-control information. They
looked to me for reassurance in our com-
310munity. Suddenly, I became the tribal
medicine woman, the earth mother. My
nursing abilities kicked in. The soothing
voice usually reserved for toddlers became
the tone of the day.
What really surprised me was my pa-
tients’ ready confidence in me. They felt as
if anyone in health care would somehow
be knowledgeable about every aspect of an
international infectious disease. The Ebola
experts will readily admit there is a great
deal they don’t even know. It’s a double-
edged sword and a huge responsibility.
On the one hand, we are expected to display
calmness and compassion above all else.
On the other hand, when we show our hu-
manness via frailty, misjudgment or mis-
information — the public is not so forgiv-
ing. They blame the nurse.
By 5 p.m. I was back in the staff room
looking at my phone. Twitter was report-
ing. They were reacting to the story of
the Yale student that had tested nega-
tive. The tidbit of information was very
reassuring to my final patient of the day.
An older man with a heavy Vietnamese ac-
cent, he was no different than every other
concerned patient of the day. Did I hear
about Ebola at Yale? I sighed a sigh of relief
because I had factual information to put
my mind at ease. Twitter beat out the news
networks by hours. The patient talked to me
about his abject poverty in many Afri-
can nations and the terrible problems with
disease. We talked about superstitions in
some developing countries being prob-
lematic. He had never heard of this Ebola
before. Had it been around long — and
how did it get its name? As luck would have
it, I remembered the historical facts in
“The Hot Zone” and ended my day on a less
frightening note. I could tell him the dis-
ease had been studied for about 30 years
and that there was an Ebola River in Zaire.
The unofficial state song of Connecti-
cut is “Boola Boola,” the Yale football fight
song. By the end of the week, we were all
breathing a bit easier and joking Boola
Boola yes, Ebola, no. And there was more
good news. The Associated Press had de-
cided that announcing every single hospi-
tal admission with “Ebola-like symptoms”
was perhaps not such a good idea after all.

Toothbrushing: There’s an app for that

Crest Oral-B’s ‘smart’ toothbrush links to smartphone

By Hygiene Tribune Staff

About 500 attendees at the 2014 ADA annual
meeting recently held in San Antonio accepted
an open invitation from Crest Oral-B to attend
“The Technology Changing Dentistry Reception”
that the company scheduled on an evening dur-
ing the meeting.
After enjoying drinks and appetizers in the Lila
Cockrell Theatre at the Henry B. Gonzalez Con-
vention Center, attendees listened to presenta-
tions from experts connected to two new prod-
ucts from Crest Oral-B, one just recently launched
and another that will make its debut in January.
First ever ‘smart toothbrush’
Sarita Arteaga, DMD, MAGD, associate clini-
cal professor at the University of Connecticut
School of Dental Medicine and former president
of the Hispanic Dental Association Foundation,
shared information about the two-way Bluetooth
toothbrush technology Crest Oral-B is
launching in January.
Noting the growing prevalence of smartphone
apps for fitness and general health, Arteaga said
the new technology essentially links a tooth-
brush to a smartphone via an oral health app.
The resulting “smart toothbrush” will make it possible for users to share
resulting oral-health information with their dental provider, enabling
professional monitoring of such areas
as brushing time, pressure and other data
that will help users monitor and improve their
oral health.
In addition to the various data measurements
available at launch, it’s expected that a variety of
new data-tracking capabilities will be added as
consumers use the smart toothbrush evolves.

Strips treat tooth sensitivity for a month
Paul Sagel, Procter & Gamble research fellow
and inventor of Crest Whitestrips, spoke about the
sensitivity treatment product the company re-
leased in September, Crest Sensi-Stop Strips.
The sensitivity relief strips are designed to pro-
vide immediate relief to people suffering sensi-
tivity to cold, heat, acids or sweets — providing
relief for up to a month.
“We have some very exciting innovations that
are just now coming on the market or coming
to market in the near future,” said Dave Shull,
Procter & Gamble associate director. “And we
thought this would be a great forum to be able
to share new technology with members of ADA.”

Patricia Walsh, RDH, BS, has been a clinical dental
hygienist for more than 20 years. She is a graduate of
the Fones School of Dental Hygiene, University of
Bridgeport in Connecticut.
She has an extensive
bridge in Connecticut.
She has an extensive
dental education.
She has an extensive
dental education.
She has an extensive
dental education.
dental education.
dental education. The
unofficial state song of Connecti-
cut is “Boola Boola,” the Yale football fight
song. By the end of the week, we were all
breathing a bit easier and joking Boola
Boola yes, Ebola, no. And there was more
good news. The Associated Press had de-
cided that announcing every single hospi-
tal admission with “Ebola-like symptoms”
was perhaps not such a good idea after all.

Toothbrushing: There’s an app for that

Crest Oral-B’s ‘smart’ toothbrush links to smartphone

By Hygiene Tribune Staff

About 500 attendees at the 2014 ADA annual
meeting recently held in San Antonio accepted
an open invitation from Crest Oral-B to attend
“The Technology Changing Dentistry Reception”
that the company scheduled on an evening dur-
ing the meeting.
After enjoying drinks and appetizers in the Lila
Cockrell Theatre at the Henry B. Gonzalez Con-
vention Center, attendees listened to presenta-
tions from experts connected to two new prod-
ucts from Crest Oral-B, one just recently launched
and another that will make its debut in January.
First ever ‘smart toothbrush’
Sarita Arteaga, DMD, MAGD, associate clini-
cal professor at the University of Connecticut
School of Dental Medicine and former president
of the Hispanic Dental Association Foundation,
shared information about the two-way Bluetooth
toothbrush technology Crest Oral-B is
launching in January.
Noting the growing prevalence of smartphone
apps for fitness and general health, Arteaga said
the new technology essentially links a tooth-
brush to a smartphone via an oral health app.
The resulting “smart toothbrush” will make it possible for users to share
resulting oral-health information with their dental provider, enabling
professional monitoring of such areas
as brushing time, pressure and other data
that will help users monitor and improve their
oral health.
In addition to the various data measurements
available at launch, it’s expected that a variety of
new data-tracking capabilities will be added as
consumers use the smart toothbrush evolves.

Strips treat tooth sensitivity for a month
Paul Sagel, Procter & Gamble research fellow
and inventor of Crest Whitestrips, spoke about the
sensitivity treatment product the company re-
leased in September, Crest Sensi-Stop Strips.
The sensitivity relief strips are designed to pro-
vide immediate relief to people suffering sensi-
tivity to cold, heat, acids or sweets — providing
relief for up to a month.
“We have some very exciting innovations that
are just now coming on the market or coming
to market in the near future,” said Dave Shull,
Procter & Gamble associate director. “And we
thought this would be a great forum to be able
to share new technology with members of ADA.”
Mark Twain said, “Wrinkles only mark where smiles have been.” Oral Health America wants every smile to be healthy, which is why its programs support increased access to oral health care and education for the nation’s most vulnerable populations, including older adults.

Older adults in the United States are facing a crisis when it comes to oral health care, with 70 percent of Americans age 65 and older not having a dental benefit and Medicare not including dental coverage. With 10,000 Americans turning 65 every day, according to the Pew Research Center, this oral health crisis is only going to continue to grow.

That is why OHA focuses on bringing needed oral health care and education to older adults through the Wisdom Tooth Project. The program includes a first-of-its-kind website, www.toothwisdom.org, designed to connect older adults and caregivers to expert articles about oral health issues facing older adults and to resources where they live.

The website also contains a section for health professionals so that those who work with older adults can get the most up-to-date information about oral health to use with their patients. You can help support the work OHA does for older adults and all vulnerable Americans and ensure OHA reaches more Americans next year.

From now until the end of 2014, every dollar donated to OHA will be matched by Ivoclar Vivadent, up to $50,000. To make a gift and double your impact, telephone (312) 836-9900 or visit online at www.oralhealthamerica.org/donate.

(Source: Oral Health America)
SEE Designs for Vision’s NEW selection of Custom Built Dental Telescopes and LED DayLite® Headlights at the Greater New York Dental Meeting Booths 2012 and 5026

And take the 45 Day Challenge because all magnification is not created equal

NEW Technology Enhancing Dental Surgery
2.5x, 3.5x and 4.5x lens systems to document and record from the dental surgeon’s perspective
HiDef 1080p Video Capture with Still Photos in Live or Playback Mode and Hands Free Operation

SEE IT THE BEST WITH A COMBO – both Dental Telescopes and LED DayLite® with discounted pricing

1/3 the weight of competing systems - Telescopes, Light and Cable shown here weigh less than 60 grams.

See What’s NEW at GNYDM Booths 2012 and 5026

NEW Nike Retro Frames

45 Day Challenge

LED DayLite® NanoCam HD™

80 Koehler Avenue, Ronkonkoma, NY 11779 | 1.800.345.4009 | info@DesignsForVision.com | www.DesignsForVision.com

Practically Owned and Operated since 1961
Want to grow your practice?

Is this you?

- "I need more non-insurance patients in the door!"
- "I don't know how to use social media effectively!"
- "I'm struggling to stay in touch with patients between visits!"
- "I know social media is crucial to grow my practice but I don't have the time or resources."

Your Solution

Likeable Dentists

- Clinic, publish and maintain your social media channels with regularly posts scheduled for you each week.
- We'll create and manage your social media marketing strategy.
- Refer a-friend mobile initiative to keep your patients through your door.
- Hyper-targeted social media advertising to win new patients without interrupting your social strategy.

FREE MONTH
Just mention the code: dentaltribune

To learn more and set up a free consultation go to LikeableDentists.com
Or call 212-359-4347