



INDIANA
UNIVERSITY
SCHOOL OF
DENTISTRY

First Friday

Dean's Update to the IUSD Community

U.S. Surgeon General to Report on Oral Health 2020

The U.S. Department of Health and Human Services, the Office of the Surgeon General, the National Institutes of Health (NIH), and the U.S. Public Health Service's Oral Health Coordinating Committee have announced the commission of a second Surgeon General's Report on oral health.

The purpose of this report will be to document progress in oral health since publication in 2000 of the first Surgeon General's Report focusing on this topic, "Oral Health in America." The new report also will describe key issues that currently affect oral health, identify challenges and opportunities that have emerged since publication of the first report, articulate a vision for the future, and call upon all Americans to take action.

The NIH National Institute of Dental and Craniofacial Research will serve as the main federal organization working with the Surgeon General to produce the report.

For more information, see the [Federal Register Notice](#) (July 27, 2018).

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The IUSD fall semester is in full swing following several retreats, orientations, and briefings to get us all focused on the exciting year ahead. The IU President's retreat (Aug. 12-13, French Lick Springs) set the stage for the IU Bicentennial celebration in 2019-2020 along with celebrating 50 years for IUPUI and 140 years for IUSD during 2019. Look forward to our campus and dental school anniversary celebration events in April 2019.

The IU General Assembly founded Indiana Seminary, the precursor of IU, on Jan. 20, 1820. To mark this momentous occasion, the [IU Office of the Bicentennial](#) will engage faculty, staff, students, alumni, and the general public with exciting programs to celebrate, chronicle, and explore IU's history and inspire the next 100 years at Indiana University. The bicentennial [website](#) showcases many of the wonderful events leading up to the actual celebration date on Jan. 20, 2020. For example, the second issue of the IU Bicentennial magazine features an article ([Myth of IU?](#)) written by our own Terry Wilson, director of marketing and public relations, about the IUSD research behind the formulation and scientific testing of stannous fluoride, which later became known as Crest® toothpaste. The IU dental school continues to make valued contributions to the oral health sciences and Indiana University to enable all of our graduates to be alumni...*of one of the best dental schools of the 21st century.*

IUSD Expands Our Reach within Indiana

- **IU Fort Wayne:** July 1 marked the transfer of administrative responsibility of the three allied dental programs (dental hygiene, dental assisting, and dental laboratory technology) to the IU School of Dentistry as directed by the Trustees of both IU and Purdue. We are on track to convert faculty and staff appointments to the IU system as well as implement a new clinical computer system (axiUm) for the integrated management of patient care at IUFW. Welcome to the entire IUFW team!
- **Evansville Medical Campus:** August 9 marked the official dedication of the [Stone Family Center for Health Sciences](#) in downtown Evansville. As one of the IU medical school's nine campuses throughout the state, it has already moved from its former location on the University of Southern Indiana campus to the new building. The campus now serves 66 medical students at all stages of their training and additional students who are assigned to the campus for select clinical experiences. In addition, the center includes space for the IU School of Dentistry, which is expanding clinical education to Evansville later this fall.
- **Community-Based Dental Education:** August 27 marked the inauguration of the IUSD DDS fourth-year, two-week community-based rotations primarily in public health clinics across Indiana. Each week, at least 12 D4 students will be on this new rotation to broaden their exposure to public health issues. Dr. Tammy Button is the project director of this program as well as a new four-year \$1.6 million HRSA grant to support this effort.

FULFILLING *the* PROMISE

Marketing Tip: Answer the Phone

In our continuing effort to promote our wonderful, new James J. Fritts, DDS Clinical Care Center, I recommend this recent article in [Dental Practice Management magazine](#). From the article: "While practice management and the business of dentistry can be complicated, occasionally there are very simple solutions that can help build successful practices. An extremely simple one focuses on the phone. Does your office phone always get answered? You run a very busy dental office where your number one focus is often on the patients who are already in your office, not the ones nor the potential ones on the other end of the telephone. [Levin Group](#) research indicates that many practices fail to answer the phone up to 20 percent of the time. At first, it may seem like a ridiculous decision not to answer the phone. However, in the context of busy days, it's not all that unusual. The front desk staff is always extremely busy multitasking or has other patients right in front of them who require attention. This leads to the phone sometimes being ignored if a front desk person feels it would be inappropriate, rude, or distracting to answer. The solution to this problem is so simple it's startling — just answer the phone."

IUSD CODA September Updates

OMFS Site Visit Sept. 6, 2018: Two peer site visitors reviewed the IUSD Oral Maxillofacial Surgery residency program on its five-year cycle visit this week. The Commission will take action on this site visit in winter 2019.

Accreditation 2020 Kick-off Aug. 10: IUSD had a great day of orientation to the 18- to 24-month process of conducting a comprehensive internal CODA self-study. Under the leadership of Dr. Paul Edwards, working committees are being established to begin their work later this fall.

IU Fort Wayne Site Visit Postponed until September 2020: We petitioned the Commission on Dental Accreditation this spring to postpone the upcoming site visits for the three programs in Fort Wayne. CODA approved this request and now these programs will be visited in September 2020 as part of the IUSD comprehensive site visit.

Kelly – IUSD Dialogue: Business of Dentistry

Faculty members from the Kelly School of Business at IUPUI have been meeting with us to explore options to strengthen our practice management curriculum for both DDS students and recent graduates. Kelly's Business of Medicine program has been very successful, and we looking at doing something similar with added concentrations for those who want more business education but not an MBA.

Coffee and Donuts — Join us this Friday from 7:30 to 9 am for the monthly First Friday school gathering. Complimentary coffee, donuts, and fruit will be served in the student lounge.

• Upcoming IUSD Events

- Sept. 21: Dean's Society Reception @ 5:30 pm (Fritts Clinical Center) and Dinner @ 7 pm (Woodstock Club)
- Sept. 22: IUPUI Annual Regatta (Military Park)
- Sept. 25: 21st Annual IUSD Welcome Back Picnic, 5:30 to 7:30pm, Garfield Park
- Sept. 29: Improving Children's Health: Integrating Dental and Medical Services, conference, 8 am to 4 pm @ IUSD
- Oct. 4: Staff Retreat, Indianapolis Zoo
- Oct. 4-5: Faculty Retreat, McCormick's Creek



Thanks to each of you for your dedication to and support of the Vision and Mission of IUSD. I'll be back in September with another edition of *First Friday...Dean's Update*.

-John

Check out all the current IU Dentistry news on our website:
www.dentistry.iu.edu
or on our Facebook page:
www.facebook.com/IUDentistry

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