

# Network NEWS

April 2019

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# EXPANDED NETWORK SERIES: RESEARCH UPDATES AND PRACTITIONER BRIEFS

This spring we are launching a new series called *Practitioner Briefs*, articles featuring useful clinical recommendations based on Network research findings. *Practitioner Briefs* will be similar to our *Research Updates* for patients, which we launched in 2017. *Practitioner Briefs* will be a slightly longer format to help educate practitioners about evidence-based practice. The *Research Updates* are helping to educate our patients about oral health and Network research. The collection now has 14 topics to share with your patients.

All of the *Research Updates* and *Practitioner Briefs* are in the Resources section of the Network's website at NationalDentalPBRN.org/research-updates.php. We hope you find them helpful and share them, either electronically or in hard copy, with your colleagues and patients.

### **Upcoming in spring 2019:**

#### **For Practitioners**

- Looking for—and Detecting—Oral Cancer." Walter Psoter, DDS, PhD, and his colleagues found that dentists are on the front line in the battle against oral cancer. This *Practitioner Brief* explains the how and why of joining that front line.
- "Causes of Severe Pain After Root Canal Therapy" will help you better predict and understand the minority of patients who have severe pain after a root canal. It's particularly important to prevent severe pain, since it's sometimes treated with opioids, said lead investigator Alan Law, DDS, PhD, FICD, FACD.

#### **For Patients**

- "Looking for Oral Cancer" teaches patients about oral cancer, what's involved in an oral cancer exam, and its importance for early detection.
- "Preventing Pain After Root Canals" discusses the many factors affecting patients' pain levels and how we can control pain.











# L THANK YOU TO EXECUTIVE COMMITTEE MEMBERS

The Executive Committee is the key decision-making body of the National Dental PBRN. It is composed of six practitioners representing each of the six Network regions, the National Network Director, and the Coordinating Center Director. National Institute of Dental and Craniofacial Research program official(s) serve in an ex-officio non-voting advisory capacity. The main role of this committee is to review study ideas, study design, practitioner remuneration, and Network operations, among other duties.

These members serve for 3-year terms with eligibility to re-up. The current grant cycle concludes on March 31, 2019, and we would like to thank the following members for their contribution over the past 7 years.

- George J. Allen, DDS
- ► Vanessa Burton, DDS
- ▶ Bill Calnon, DDS

- Claudia L. Cavazos, DDS, MPH
- Susan Hudak, DMD
- Walter Manning, DMD



Bill Calnon



Susan Hudak



It has been an honor and privilege to have served on the Executive Committee. It has been a great experience. The work of the Network is extremely important and a valuable resource to the dental community. Thank you for the opportunity.

Claudia L. Cavazos



I have been with the Network from its inception. I have had the privilege of being active in both cycles. Being a part of the Network, I have benefited as a practitioner and shared the benefits with my patients and staff. In the second cycle I had the honor of serving on the Executive Committee along with other distinguished colleagues. My experience with the Network has enriched my knowledge and awareness as a practitioner. Thank you for the opportunity.

George J. Allen



It has been a pleasure to serve the Midwest Region as a member on the Executive Committee over the past few years. Being part of the Executive Committee has brought evidence-based dentistry to a forefront in my practice. Knowing that I am able to diagnose, treat, and serve my patients to the best of my abilities as a practitioner is extremely important and rewarding to myself, my staff, and those I serve.

**Vanessa Burton** 



As G.V. Black is often quoted, "The professional has no right to be other than a continuous student." My participation in the National Dental PBRN molded and guided me to become a more efficient and more critical student and user of the flood of information we receive in our ever-changing profession. As in all skills, participation increases the depth of understanding of this skill. I'm thankful to the Network for allowing this participation.

**Walter Manning** 



# **NETWORK WEBINAR SERIES IS A HIT Again!**

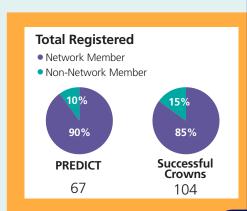
The Network series of webinars continued in 2019 with **Making Crowns in America: Best Practices for Successful Crowns** by Dr. Mike McCracken on January 29th and **PREDICT Study: Opportunities for Research Collaboration** by Dr. Alan Law on February 13th. The sessions were attended by the dental public and Network members who wanted to hear about National Dental PBRN study results.

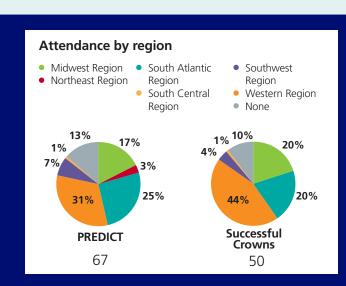
Dr. Mike McCracken presented on the findings of the National Dental PBRN study *Factors for Successful Crowns*. Discussion included whether impressions indicate successful crowns, training/techniques to make successful crowns, and predictors of crown treatment with an in-house crown milling machine.

Dr. Alan Law presented findings from the Network's Predicting Outcomes of Root Canal Treatment (PREDICT) Study. Discussion included looking at other interventions to

manage pain, current pain management, and duration of posttreatment pain.

Each webinar will be available late spring on our website (NationalDentalPBRN. org/free-ce.php). You can earn 1.0 CEU for each of these sessions.







# QUICK POLL RESULTS: DEVELOPMENTAL DEFECTS OF ENAMEL

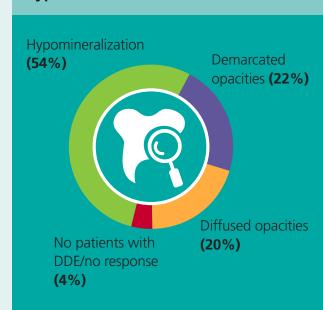
Developmental defects of enamel (DDE) are commonly encountered, reported responders to our November 2018 Quick Poll.

Almost half (45%) of dental practitioners who responded to the poll said they saw up to 5 patients with DDE per month, and a third (33%) saw 10–15 patients with DDE per year. Responders who have pediatric patients encountered patients with DDE more often. The ages of patients with DDE is almost equally distributed between three groups: 7–12 years old (34%), 13–18 years old (29%), and over 18 years old (32%).

Hypomineralization is the type of DDE practitioners encountered most often, and a majority (79%) recognized this type as the leading cause for a caries development.

The most frequent complaints from patients with DDE were esthetics (85%) and tooth sensitivity (24%). Most respondents reported that they would be interested in participating in a future observational study on DDE.

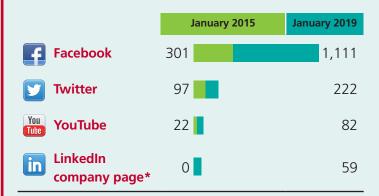




# NETWORK SOCIAL MEDIA HIGHLIGHTS

Social media usage has grown to where people are visiting on various platforms daily, if not several times a day. Over the current grant cycle, the Network communicated via social media platforms research updates, events, newsletter stories, awards, and Quick Poll results. Member engagement has grown as technology use and digital media has put information at people's fingertips.

## **Growth Online**



<sup>\*</sup>The Network transitioned from a LinkedIn group page to a company page in April 2017.

#### **Twitter**

The Network's Twitter account saw a 516 percent increase in total impressions since January 2015, largely due to average follower growth of 36 per month.

### **E-newsletter and Quick Poll**

The newsletter is sent to about 5,139 members each month. From January 2015 to January 2019, subscribers have increased by 9 percent. The monthly Quick Polls are sent to an average of 4,988 members a month, an increase of 21 percent since January 2015.

Newsletter Metrics	Network Average	Average Industry Rates for Healthcare Professionals <sup>1</sup>
Opened	26.5%	16.4%
Click-Through	13.4%	6.2%

¹https://knowledgebase.constantcontact.com/articles/knowledgebase/5409-average-industry-rates?lang=en\_US

Popular Quick Poll Topics	Date
Molar Incisor Hypomineralization	January 2016
Color Dentistry	April 2016
Obstructive Sleep Apnea	November 2016

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