



ea news

an extension of your practice

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Taking Endodontics to the Public

The Michigan Association of Endodontists in conjunction with the American Association of Endodontists has been busy dispelling the myths about root canal treatment. Long the butt of many jokes "I would rather have a root canal than ..." the MAE launched a state wide public relations campaign to educate the public about Endodontists and root canal treatment. Targeting print, radio and television media outlets in major Michigan cities the MAE achieved a dozen successful placements in 2006.

Endodontic Associates helped lead the Michigan charge. **Dr. Jerry Dietz, Jr.** (Bloomfield, Sterling Heights/Troy) and **Dr. Allan Jacobs** (Waterford, Clarkston/North Oakland) served on the A.A.E. Professional and Public Affairs Committee nationally and head up the MAE Communications Committee. The MAE Communications Committee initiated the Michigan Public Relations Strategy and rallied the support of the MAE Executive Board and General Membership. In addition to Drs. Dietz and Jacobs, Endodontic Associates partners **Dr. Richard Gardner**, **Dr. Alayne Evans**, **Dr. Michael Hoen** and **Dr. Carl Botvinick** serve on the MAE Executive Board.



The MAE Executive Board retained the services of public relations professionals to tailor the AAE messages into MAE messages and focus on media relationships. From June 2006 - March 2007, the MAE and Endodontists were featured in the following mediums:

WPHM - AM 1300, *Port Huron Metro Parent Magazine*, *Detroit Fox 2 News WJBK*, *Detroit WWJ - AM 950*, *Detroit Detroit Free Press*, *Detroit WJRT-TV*, *Flint*
The Oakland Press, *Detroit Comcast Newsmakers*,
Southeast Michigan Grand Rapids Press, *Grand Rapids WNEM-TV*, *Saginaw WILS - AM Radio*, *Lansing*

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Endodontic Associates doctors were featured in the Detroit Free Press article (Dr. Jerry Dietz, Jr.) and the Comcast Newsmakers interview (Dr. Michael Hoen), which ran on CNN Headline News in November, 2006 across all Comcast Southeast Michigan cable systems.

To date, headlines such as, “Don’t Fear Root Canals,” “Advancements Yank Pain out of Root Canals,” and “Saving Your Tooth Saves Money” have been seen or heard by over 2.5 million Michigan residents. The MAE message promotes Michigan dentistry, endodontic technological advancements, and virtually pain free endodontics. Endodontic Associates is committed to bringing these messages to the public and advancing dentistry through public education. ■



Endodontic Associates Clinton Township
Relay for Life - June 2-3, 2007

Doctors and Staff are revving up to help fight for the cause against cancer at the First Annual “Relay for Life of Shelby Township”. Relay for Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported, and that one day cancer will be eliminated. **Margie Conn**, the former office manager of **Dr. Mark Sullivan** and former receptionist of **Dr. Kevin Murrell**, will be celebrating her two year anniversary of being

cancer free, after having a bi-lateral mastectomy.

Margie undertook the challenge of organizing a team to participate in the Relay for Life. Each team is required to find a sponsoring partner and that’s when Margie called on Endodontic Associates.

“Our office has many patients and staff members whose families have been affected by cancer,” said **Dr. Richard Somerlott**. “Endodontic Associates is part of this community and this cause requires a community effort. We are very happy to help Margie and the American Cancer Society in their fight.”

The First Annual Relay for Life of Shelby Township will take place June 2 - 3 , 2007 starting at 10:00 a.m. Saturday morning until 10:00 a.m. Sunday morning, at Riverbeds Park on 22 mile and Ryan Road. There will be a

continuous walk around the track for the 24 hours, a victory lap that recognizes local cancer survivors and a lumina ceremony that honors and remembers those who have faced cancer.

Endodontic Associates and Margie Conn are recruiting as many people as they can to help with the 24 hour relay. They need walkers, sponsors, contributors and volunteers. They are also looking for survivors to partake in the victory lap. Carrabba’s Italian Grill will be preparing a gourmet lunch for all survivors and the American Cancer Society will be providing the survivors with tee shirts.

Endodontic Associates’ volunteers will be selling hot dogs – So please stop by and help us reach our goal. If you would like more information on how to participate in The Relay for Life you may call Janelle Nagy at 248-483-4311 or email Janelle.nagy@cancer.org. ■



Apical Periodontitis and Root-filled Teeth

A similarity exists between the physiopathology of apical periodontitis and marginal periodontitis. A mixture of microorganisms, mostly anaerobic, has been established as the main cause of both endodontic and periodontal disease. The similarity of the endodontic and periodontal microflora suggests that cross-infection between the root canal and the periodontal pocket can occur.

A number of pathways connecting endodontic and periodontal tissues have been described. The most common anatomic pathways are the apical foramen, accessory canals and dentinal tubules. Clinical studies have shown that an endodontic infection can influence the periodontal condition. In these studies, treatment of the apical periodontitis in order to promote healing after periodontal therapy was advised.

The relation between endodontic treatment failures and the periodontal condition has not yet been investigated thoroughly. Orstavik et al (2004) found the reduction of marginal bone support to be a significant negative factor for the prognosis of root-canal treatment. Apparently, data on the effect of the periodontal condition on the presence of apical periodontitis in root-filled teeth are scarce. The purpose of this study by Stassen et al from Ghent University, Belgium, was to investigate (1) the relation of periodontal pocket depths on the periapical condition of root-filled teeth and (2) a number of parameters related to endodontic and restorative treatment on the prevalence of apical periodontitis in patients with moderate-to-severe periodontal treatment need.

Coronal restoration and periapical condition

The type of coronal restoration had no influence on the prevalence of apical periodontitis, nor did the presence of a post. However, radiographic signs of apical periodontitis were detected in significantly more teeth with unacceptable coronal restorations than in teeth with acceptable coronal restorations.

Root filling and periapical condition

The length of the root filling had a statistically significant effect on the prevalence of apical periodontitis. Root fillings ending beyond the radiographic apex showed signs of apical periodontitis in 71% of cases, and root canals filled >2 mm short showed apical periodontitis in 57% of cases. Poorly condensed root fillings showed statistically more signs of apical periodontitis than homogeneous root fillings. When the overall quality of the root filling was evaluated, there were significantly fewer signs of apical periodontitis with acceptable root fillings compared with unacceptable root fillings.

The coronal level of the root filling in relation to the marginal bone level proved to be a significant factor. Apical periodontitis was more prevalent when the coronal extent of the root filling ended coronal to the lowest marginal bone level compared with root fillings with a coronal level below the marginal bone level.

Periodontal treatment: In this study, it was found that the prevalence of apical periodontitis was significantly lower on teeth that had received periodontal treatment (scaling and root planing). A possible explanation could be that the concentration of pathogens in the periodontal pocket was reduced.

Conclusion

A high prevalence of radiographic signs of apical periodontitis was found in association with root-filled teeth in the present group of patients with radiographic signs of bone loss. The coronal level of the root filling in periodontally compromised teeth significantly influenced the prevalence of apical periodontitis. This implies that reduction of the coronal level of the root filling below or at least to the level of the marginal bone is advisable. A hermetic seal of the remaining root-canal space with restorative materials is necessary to obtain a better seal than can be achieved with current root-filling materials.

Stassen IGK, Hommez GMG, De Bruyn H, De Moor RJG. The relation between apical periodontitis and root-filled teeth in patients with periodontal treatment need. Int Endod J 2006;39:299-308.

Quote of the Quarter

“Too often the opportunity knocks, but by the time you disengage the chain, push back the bolt, unhook the two locks and shut off the burglar alarms, it’s too late.”

- Rita Coolidge, Singer

More Growth for Endodontic Associates

New Sterling Heights - Troy Office



“The perfect location, the perfect space, and plenty of parking right outside the door,” says **Dr. Jerry Dietz, Jr.**, describing the new Endodontic Associates Sterling Heights – Troy

office. The state of the art first floor suite faces Dequindre, just north of Square Lake Road. Featuring a warm and inviting lobby with a plasma television and spacious comfortable operatories outfitted with the most modern endodontic instrumentation and technological advances. The Sterling Heights office was designed around patient comfort and care.



Dr. Dietz



Dr. Tismenetskiy

“We wanted to be more convenient to our referring dentists and patients,” says **Dr. Vlad Tismenetskiy.** “We had a geographic gap between our locations in Bloomfield, Rochester, and Clinton Township, and we were treating many patients

from that area.” “Our philosophy has always been to take the care to the patients, rather than have the patient come to the care.”

The Sterling Heights office is currently staffed by Dr. Jerry Dietz, Jr. and Dr. Vlad Tismenetskiy who divide their time between the Bloomfield Hills and Sterling Heights offices. They practice under the Endodontic Associates goal of “an extension of your practice.” The new space was specifically designed for advanced endodontics with large operatories fully equipped with digital radiography, and high-powered operating microscopes.

Receptionists Jamie and Christy; and endodontic assistants Dani, Sada, Kim, Alessandra, and Amy assist the patients and doctors. The staff all follow our Principles of “great attitude,” “be present,” “make their day,” making the office the perfect place for root canal treatment.



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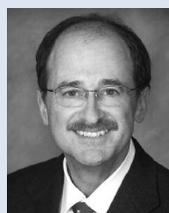
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New Clarkston - North Oakland Office



Endodontic Associates opened the Clarkston office in January 2007, expanding to nine offices. This new location hopes to accommodate the needs of patients and referring doctors in

Clarkston, North Oakland and South Genesee County. The goal of Endodontic Associates is to administer compassionate care to each patient, taking time to educate, and help alleviate their fears and anxieties in a friendly, comfortable, modern, environment. The Clarkston office is staffed by **Dr. Carl Botvinick** and **Dr. Jacobs** who divide their time between the Waterford and



Dr. Jacobs

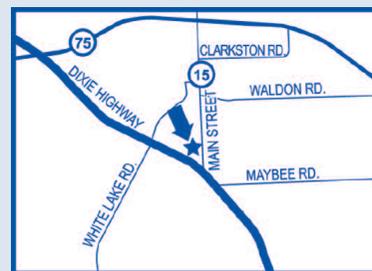


Dr. Botvinick

Clarkston offices.

Endodontic Associates continues to utilize improved instrumentation, technological advances, high powered operating microscopes, digital radiography, nickel-titanium instruments, improved local anesthesia techniques, and high intensity illumination. The office strives to achieve “one appointment, virtually pain free endodontics,” treating your patients with the care and attention they deserve.

Our goal: To be an extension of your practice by providing patient convenience, personal attention and quality expert care.



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