

**ANSWERING THE CALL TO ELEVATE DENTISTRY**

ADSO's executive director reflects on what he learned during annual summit.

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**SCANNING MADE EASY WITH A SIMPLE TOUCH**

Find the same intraoral scanner you love now in wireless form.

► page A5

**ENDO TRIBUNE SETTLE IN FOR A STORY**

Dr. C. John Munce walks us through the history of his famous burs.

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# Endodontists converge on Phoenix

For the first time in three years, the American Association of Endodontists (AAE) is gathering in person again. AAE22, the organization's annual meeting, is being held in Phoenix from Wednesday, April 27, through Saturday, April 30.

AAE's in-person event is a sign of post-pandemic times, according to the organization, and brings thousands of endodontists, dental industry experts and more together to reconnect with their colleagues, partake in educational seminars and hands-on workshops, and to network and share experiences with their peers and mentors.

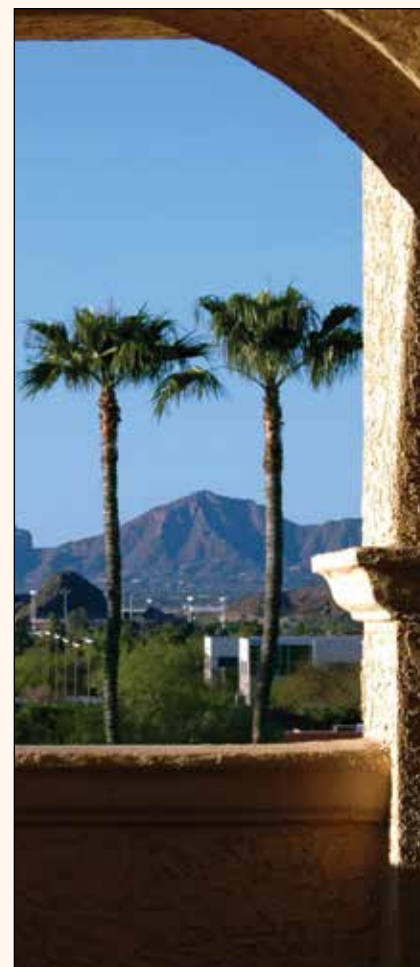
The AAE provides its members with the highest quality of continuing dental

education programs and chances to hear from industry experts about new technologies, the latest in safety and health measures around COVID-19, pain management without the use of opioids and more. AAE22 also features a keynote address from world record setter and best-selling author Colin O'Brady.

The event includes the Association President's Breakfast, the AAE Coolidge Award ceremony and a variety of hands-on, educational opportunities.

To learn more about AAE22, visit [aae.org/aae22](http://aae.org/aae22). For more AAE22 and endodontics news, turn to Page B1 in this issue.

*(Source: American Association of Endodontists)*



For the first time in three years, endodontists are gathering together for the AAE annual meeting, this year being held in Phoenix.

Photo/@kalf, freeimages.com

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- Scanning made easy with a simple touch: Powered by the latest Medit technology, the all-new i700 wireless intraoral scanner is light, fast, accurate — and now it's wire-free.

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- The American Association of Endodontists announces its 2022 award winners
- Foundation for Endodontics announces \$500,000 pledge to benefit residents and academic leaders.
- The story behind the Munce Discovery Burs, told by Dr. Munce himself.

## Online charity auction helps America's Toothfairy save smiles



A young patient receives dental care from Kids Community Dental Clinic in Burbank, Calif., one of 65 nonprofit members that receive support from America's ToothFairy.

Photo/Provided by America's ToothFairy

**By America's ToothFairy**

During the month of March, dental offices saved up to 50 percent on equipment and supplies and helped children living with restricted access to dental care during Bid For Smiles. Sponsored by Henry Schein and Kleer, the online charity auction supported the mission of America's ToothFairy.

Nearly \$20,000 was raised to help the nonprofit organization provide resour-

es to assist 65 safety-net dental clinics across the United States in their delivery of essential dental care, preventive services and oral health education to children living in communities where dental services are scarce and tooth decay is often rampant.

"Millions of kids across the United States lack access to dental care," Jill Malmgren, executive director of America's ToothFairy, said. "When kids don't have healthy smiles, they have difficulty eating, sleeping and concentrating at

school. Their poor oral health contributes to a lifetime of hardship as they grow into adulthood with low self-image and limited job opportunities. We are touched by the generosity of our sponsors, auction item donors and everyone who participated in Bid For Smiles to help save smiles!"

Auction items were donated by The Brewer Company, Elevate Oral Care, Pac-Dent, Centrix Dental, SDI, Ging-Pak, Waterpik and Premier Dental. Starting bids were set at 50 percent of retail cost.







# Magic Made Easy with a Simple Touch

**Introducing the MEDIT i700 wireless**  
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## MEDIT i700 wireless

## DENTAL TRIBUNE

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Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by sending an email to [k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com). We look forward to hearing from you!

# Answering our members' call to elevate dentistry

By Andrew Smith, ADSO Executive Director

Readiness. That's what I heard from so many industry leaders at the Association of Dental Support Organization (ADSO) Summit last month.

As we finally move past the uncertainties brought on by the pandemic, many dental support organizations (DSOs) are looking forward to expanding access to oral healthcare, integrating cutting-edge, patient-centric technologies (AI, CBCT, 3-D printing) into their practices, as well as charting new pathways for and growing their practices alongside their supported clinicians and team members.

As executive director at the ADSO, I see proof of this excitement in our rapidly growing membership, which now includes nearly 100 DSOs and more than 11,000 dentists in 48 states and internationally.

In 1995, the ADSO was formed by DSO leaders who wanted to share and learn from one another. Since then, the association has expanded to include advocacy, research and elevating key voices, such as those from small- and mid-sized DSOs, industry partners, practitioners and academia.

Also growing is the number of practitioners choosing to partner with a DSO. According to the ADA Health Policy Institute, in 2020, 30 percent of dental school seniors entering private practice planned to join a DSO, up from 12 percent in 2015.

There are myriad reasons for practitio-



ADSO members network during the 2022 Summit, held in March in Austin, Texas. Photos/Provided by the ADSO



ADSO Executive Director Andrew Smith.

ners and patients alike to turn to DSOs, including that DSOs offer expanded hours of operation, advanced technology for improved patient outcomes and a better work/life balance for providers.

This trend is happening as other healthcare practitioners, public health experts and policymakers are increasingly coming to understand the value of an integrated dentistry and general healthcare approach. This growing understanding of the mouth-body connection, a relationship first understood and pioneered by DSOs, promotes the link between oral

health and overall wellness.

With more DSOs integrating with other healthcare services, patients can receive more holistic care, which is especially important for those from rural or underserved communities who are unable to reliably access healthcare services.

As part of our mission to support our members, the ADSO is launching a new initiative this year, "Creating a Healthier Tomorrow," which will collect data to examine access to care and DEI in dentistry, among other trends. This comes at a crucial time of anticipated growth and an openness to change in the dental industry.

We are excited to advance research in the field that will allow us to better educate and advocate on behalf of DSOs, practitioners and patients.

With these priorities ahead, the ADSO is ready to assist our members and partners with the same commitment and level of excellence that they support dental practices nationwide.

## Henry Schein announces support for the Carry The Load Memorial May campaign

By Henry Schein Staff

Henry Schein Inc. has announced its support for the Carry The Load Memorial May campaign, a month-long Memorial Day awareness program providing active ways to connect Americans to the sacrifices made by the U.S. military, veterans, first responders and their families.

Henry Schein Cares, the company's global corporate social responsibility program, in partnership with North American Rescue (NAR), Henry Schein Dental and Henry Schein One, will participate in the activities being held across the United States throughout May. Additionally,

the businesses will sponsor the flagship event, the Dallas Memorial March, a two-day celebration of heroes, remembrance of the fallen and education in respectful observance of Memorial Day.

Carry The Load's Memorial May initiative was created to honor and remember the men and women who died while serving in the U.S. military. During the 32-day event, which began April 28,

Team Schein Members will take part by walking in the National Relay, attending a rally, fundraising for the nation's heroes and participating virtually.

"Team Schein could not be more pleased to join Carry The Load in honoring our nation's heroes," said Brad Con-

nett, CEO, Henry Schein North America Distribution Group. "As we tend to our daily business, spend precious time with family and friends, and live in a manner we so choose, we pause to remember and honor those who 'carried the load' of protecting our freedoms by making the ultimate sacrifice for our country."

Carry The Load is a non-profit organization founded more than a decade ago as a grassroots effort by two Veteran U.S. Navy SEALs to restore the true meaning of Memorial Day and to raise awareness of the sacrifices surrounding men and women in uniform.

The program has since turned into a nationwide movement.



# Medit i700 wireless: Scanning made easy with a simple touch

By Medit Staff

Moving beyond the proven tech and best-selling success of the i700 intraoral scanner, Medit has announced the release of the i700 wireless — newly designed as a portable wand with the same speed, accuracy and lightness.

“We’re tirelessly listening to our customers to provide them with the utmost customer care, which is at our core to continuously evolve,” said GB Ko, CEO of Medit. “Our i700 wireless model is a game-changer with its effortless, wire-free capabilities and powerful, long-lasting battery.”

Free from wires, the light, weight-balanced i700 wireless offers a smooth and quick scanning experience utilizing mm wave-based next-generation wireless communication technology, according



The i700 intraoral scanner by Medit is now wireless. Photo/Provided by Medit

to the company. One battery offers one hour of continuous scanning and eight hours in standby mode.

The camera captures up to 70 frames per second, collecting more data with each pass, in realistic color and crisp images, the company asserts. The updated design boasts a reversible tip and wider scanning area, allowing for scanning at any angle with no constraints to movement.

To counter COVID-19 concerns, a remote-control button means clinicians can check scan data from the scanner and show patients without worry of cross-contamination. The self-disinfecting UV-C LED further keeps the unit clean.

For a complete, trouble-free experience, the i700 wireless runs on Medit Link, Medit’s software featuring integration with various other CAD/CAM providers as well as Medit’s own apps,

including Medit Design, Smile Design, Ortho Simulation, Model Builder, Crown Fit and more.

“Packed with the latest Medit technology, the i700 wireless continues our commitment to delivering an amazing digital dentistry experience through better tools and solutions,” said GB Ko.

### About Medit

Medit is a global provider of 3-D measurement solutions for dental clinics and labs, including intraoral scanners, based on its own patented state-of-the-art technology. The company also develops platform solutions for digital dentistry, supporting collaborative workflows.

Medit is headquartered in Seoul, South Korea. The company also has representatives in the Americas and Europe and distributors in more than 100 countries. For more information, visit [www.medit.com](http://www.medit.com).

AD

[TheADSO.org](http://TheADSO.org)   [membership@theadso.org](mailto:membership@theadso.org)   (202) 429-1600

## MAKE YOUR MARK. THROUGH YOUR DSO—AND ON THE ENTIRE INDUSTRY.

Since 1995, the Association of Dental Support Organizations (ADSO) has pooled the collective power of its members to represent DSOs before the public, policymakers, and the media. Created by and for DSO CEOs, the ADSO focuses on providing valuable education, networking, collaboration and thought leadership opportunities to help members reach their goals while moving the industry forward.

### BENEFITS OF MEMBERSHIP

- ✓ Advocacy and representation at state and national levels
- ✓ Complimentary registration for select ADSO meetings and events
- ✓ Need-to-know news, DSO industry updates and best practices
- ✓ Member-only monthly webinars and trainings
- ✓ Opportunities to share and grow thought leadership
- ✓ Networking with DSO leaders, industry partners and future talent
- ✓ Multiple platforms for amplifying your organization’s brand

### ADSO BY THE NUMBERS\*

95

DSO MEMBERS

11,000+

DENTISTS SUPPORTED

45%

YEAR-OVER-YEAR GROWTH IN DSO MEMBERSHIP

180

INDUSTRY PARTNERS

120+

MEETINGS & EVENTS

7,000+

SOCIAL FOLLOWERS

\*Accurate as of March 9, 2022.

The Association of Dental Support Organizations

THEADSO

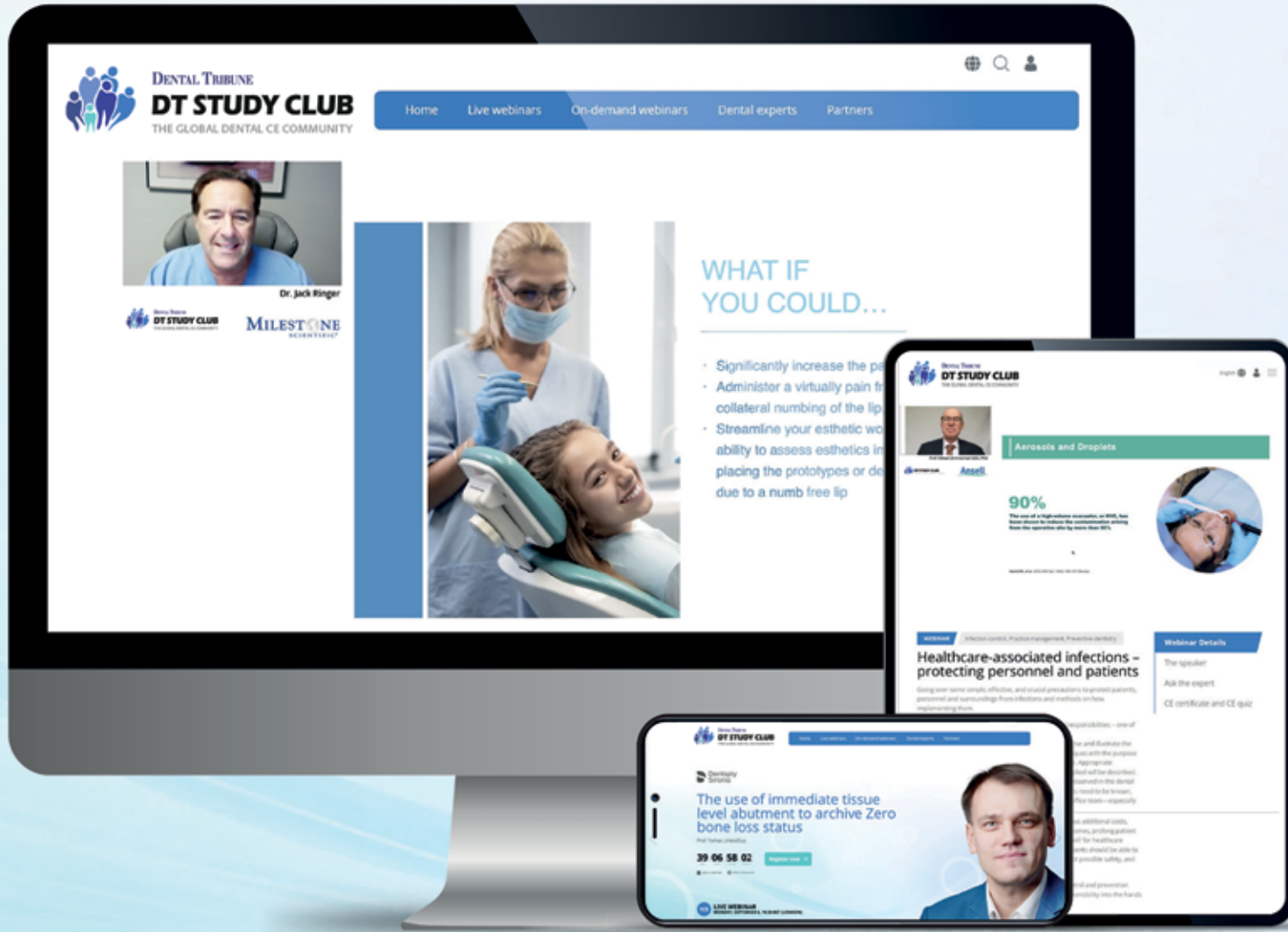
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# ENDO TRIBUNE

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## Announcing the AAE 2022 award winners

The American Association of Endodontists (AAE), the specialty dental association that represents more than 7,000 root canal dentists, is proud to recognize the winners of its prestigious awards during AAE22, the group's annual meeting being held in Phoenix.

"The endodontic specialty consists of thousands of amazing, specialized dentists dedicated to saving patients' natural teeth and relieving their tooth pain," AAE President Dr. Alan S. Law said. "I'm thrilled to help present these awards recognizing particular members for their outstanding achievements in the areas of professional development, academics, research and service."

John S. Olmsted, DDS, MS, FAGD, FICD, FACD, FPFA, received the Edgar D. Coolidge Award. This award is AAE's highest honor, and it's meant to recognize him as a part of an elite group of role models for the entire endodontic community.

Olmsted has been active in practice,



The AAE award winners, from top left, Dr. John S. Olmsted (Edgar D. Coolidge Award), Dr. Al Reader (I.B. Bender Lifetime Educator Award) and Dr. Kent A. Sabey (Edward M. Osetek Award), and from bottom left, Dr. Mohamed I. Fayad (Calvin D. Torneck Part-time Educator Award) and Scott Fehrs (Honorary Membership Award).

Photos/American Association of Endodontists

► See WINNERS, page B3

## Foundation for Endodontics announces \$500,000 pledge to benefit residents and academic leaders

The Foundation for Endodontics, the philanthropic arm of the American Association of Endodontics, has announced that Endo1 Partners has committed to a \$500,000 pledge.

This pledge will allow the foundation to further its mission, benefiting post-graduate endodontic residents and educators. Specifically, the five-year pledge will be applied each year to a new schol-

arship for residents, the Foundation for Endodontics & Endo1 Partners Annual Meeting Resident Development Scholarship, along with the Foundation for Endodontics & Endo1 Partners ADEA Scholar.

The goal of the Resident Development Scholarship is to financially assist residents in their final year of training who will present either oral research, poster research or a table clinic presentation.

The scholarship reimburses AAE annual meeting eligible expenses up to \$500.

In partnership, the foundation and Endo1 Partners will sponsor one endodontic educator's participation in the American Dental Education Association Leadership Institute annually. The ADEA Leadership Institute helps to further develop dental faculty and enables a growing pool of outstanding academicians to

become academic leaders in dental institutions.

The foundation supports every accredited endodontic program in the United States and Canada, and offers funding to educators, residents and departments. For more information, visit [foundation.aae.org](http://foundation.aae.org).

(Source: Foundation for Endodontics)

# The story behind the Munce Discovery Burs

By C. John Munce, DDS, FICD

Well into the early 2000s, no endodontically inspired long/stiff/narrow-shafted troughing bur existed. To meet my own clinical needs, in 2003, I began modifying the shafts of existing latch-type slowspeed round carbide burs by necking them down at the chairside as needed for a specific clinical case (Figs. 1 and 2).

In a lecture at the pre-session meeting of the 2005 American Association of Endodontists (AAE) Annual Session in Dallas, I demonstrated in clinical videos on the huge screen how I made these unique long/stiff/narrow-shafted round troughing burs at the chairside using both high-speed and slowspeed handpieces operating simultaneously to “hand-mill” the shafts to a 1 mm diameter, and I suggested that colleagues should do the same.

To ensure that interested colleagues would be able to see and test these fledgling troughing burs, and then make the burs themselves as I had demonstrated, I had 1,000 of them manufactured and handed to attendees as they exited the hall.

To that point, it had never been my intent to venture into the bur design and manufacturing arena, but during the next year, at meetings and other encounters, I was told by colleagues who had been at the Dallas AAE that they still had that sample bur, and sometimes they would pull it from a pocket to prove it. They begged me to manufacture these burs for them, as they confessed they were never going to make them at the chairside as I had demonstrated.

I already had a small clinical products company, CJM Engineering Inc., and so in early 2006, after trying to literally “give” the troughing bur idea to several bur manufacturing companies without success — in one instance, the new products committee of a large dental bur company concluded there was simply no market for such a bur — I decided to begin manufacturing and distributing these burs myself through CJM Engineering, still the manufacturer and exclusive worldwide distributor of Munce Discovery Burs today. See our introductory ad for these burs from 2006 (Fig. 3).

Below is a rough timeline of the introduction of significant features of the Munce Discovery Bur line since its inception. Each of these modifications

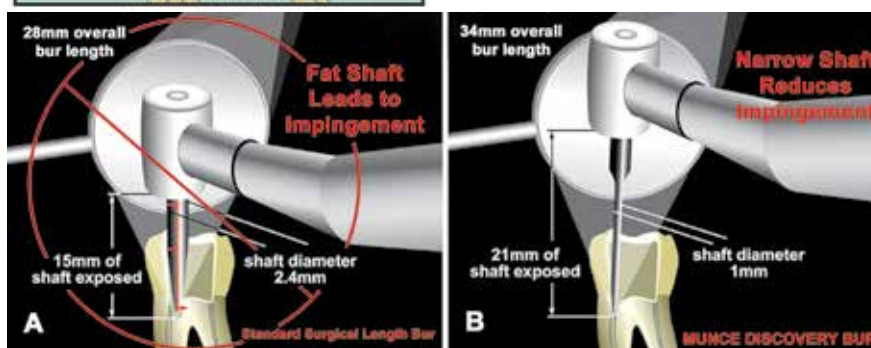


Figs. 1, 2 (above): The lack of a long/stiff/narrow-shafted troughing bur led to chairside fabrication to meet the need.



Fig. 3 (at left): The first ad (2006) announcing the release of Munce Discovery Burs in four head sizes (#1/2, #1, #2 and #4) and one length (34 mm). Root Canal Projectors are no longer available.

Figs. 4a, b (below): The view corridor opened up by the long shaft offers visual and physical access to deep target areas, while the narrow shaft greatly reduces shaft impingement on access cavity walls.



Photos/Provided by Dr. C. John Munce

was born of my own experience in applying these burs in diverse clinical circumstances combined with the freely offered suggestions and requests for modifications from colleagues around the globe.

## 2006

- A knowledgeable friend in the dental instrument manufacturing business, Lonnie Graybill of Integra-Miltex, suggested the name, Munce Discovery Burs, and it stuck.

- The Munce Discovery Bur line started with 34 mm-long burs only and in four head sizes: #1/2, #1, #2 and #4 (Fig. 3).

- At that time, we produced the 1 mm-diameter shaft on all four head sizes.

## 2007

- We added the 31 mm-long burs to the line.

- To distinguish the two different lengths, we began referring to them as Munce Discovery Bur Deep and Shallow Troughers.



Fig. 5: Stiffness of Munce Bur shaft v. noodling of Mueller Bur shaft.

- We added our tiniest head size, #1/4 — with a head diameter equal to the tip of a #50 K-file — and a #3 head size, to both Deeps and Shallows.

- We added 3 mm “sounding” rings to the shafts of the Deeps (Figs. 5 and 6).

- We introduced the 31 mm-long #6 Endodontic Cariesectomy Bur.

- Although “troughing” as an endo-specific operation associated with ultrasonic tips was already developing its own vocabulary within the endodontic community, the specific vernacular for troughing when using burs was different and was yet to be developed.

Terms we introduced or refined to apply to troughing when using Munce Discovery Burs included:

- *View corridor* — the view beyond the handpiece head to the target area, which is much improved with 31 mm-long and 34 mm-long narrow-shafted burs because the extra length draws the handpiece head away from the target area, and the decreased diameter of the shaft puts much less visual “noise” into the view corridor (Figs. 4a, b).

- *Shaft impingement* — occurs on access cavity walls with 2.35 mm-diameter shafts of standard slow-speed burs. This



Fig. 6: Features of the Muncce Discovery Bur.



problem is greatly reduced with the narrow shafts of Muncce Discovery Burs (Figs. 4a, b).

— *Target area* — that place where the head of the bur is to perform its work, and the target area becomes much more visible because of the longer/narrower shaft as mentioned above (Fig. 7).

— *Shaft stiffness* — a necessary fea-

ture of the positive control provided by these burs. Other long-shafted burs have shafts that are too narrow, sacrificing control and leading to “noodling” of the shaft under troughing and other operations (Fig. 5).

— *Noodling* — not a feature of the Muncce Discovery Burs. This undesirable feature was specifically designed out of the Muncce Discovery Bur shafts (Fig. 5).

— *Heatless and virtually non-breakable* — important features that distinguish these burs from ultrasonic tips.

#### 2010

- For ease of head-size identification, we added color bands to the shafts (Fig. 6).

#### 2011

- We reduced the shaft-diameter to 0.7 mm on the last 10 mm of the three smallest head sizes in both Deeps and Shallows (Fig. 6) to facilitate deeper exploration and shaft-parallel cement-line dissection (Fig. 7).

Although 0.7 mm is very narrow, the specific geometry maintains the trademark stiffness of the shaft and facilitates cement-line dissection around posts and silver points while the shaft of the bur is virtually parallel to the long axis of the post or silver point.

Shaft-parallel cement-line dissection is completely impossible with 2.35 mm-diameter shafts of standard slowspeed burs.

#### 2015

- A cotton plier insertion ledge (Fig. 6) was added at the transition from the 2.35 mm-diameter portion of the shaft to the 1 mm-diameter portion to facilitate ease of insertion of the bur into the spinning handpiece while protecting the color band from abrading under slippage of the cotton plier, which could otherwise occur.

- We modified the head geometry (Fig. 6) to prevent catching on the out-

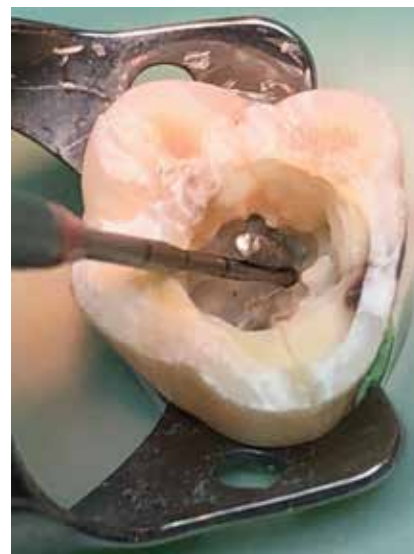


Fig. 7: Shaft-parallel cement-line dissection of a stainless-steel post with a Muncce Discovery Bur.

stroke when planing dentin walls, reducing the risk of ledging, gouging and perforation.

#### 2017 to the present

- We continue to resist the suggestion by some to downgrade this unique specialized bur from a carbide-tipped bur to a stainless-steel bur in order to reduce costs on the expectation of perhaps increasing sales volume. Our view is that this would be a shortsighted strategy that would lead to an inefficient instrument, subsequently substandard clinical results and dissatisfied clinicians and patients.

From necessity, to idea, to sketch-on-a- napkin, then invention, technical drawing, prototyping, bench-testing, collegial input, tweaking, manufacturing, marketing and worldwide distribution — to mention just some of the many steps involved — CJM Engineering has always listened to the needs of clinicians in our specialized discipline and endeavored to be the absolute best that we can be in the

#### About Dr. Muncce



C. John Muncce, DDS, FICD, is a diplomate of the American Board of Endodontics, and having recently completed several years as a full-time assistant professor, Department of Endodontics at Loma Linda University, he maintains

adjunct assistant professor status at both Loma Linda University and USC Schools of Dentistry. He is a fellow of the International College of Dentists and past president of the California State Association of Endodontists. Muncce received both his graduate endodontic training and his dental degree from Loma Linda University. He is a frequent international lecturer and the primary author of the chapter, “Preparation for Endodontic Treatment,” in the celebratory 50th anniversary seventh edition of “Ingle’s Endodontics.” He also co-authored a chapter on MTA repair of post perforations in Dr. Nadim Baba’s prosthodontics textbook, “Contemporary Restoration of Endodontically Treated Teeth.”

multi-faceted process of not just being a pass-through for somebody else’s products but rather a company that delivers previously nonexistent high-quality key products invented by an endodontist for endodontists and endo-savvy dentists worldwide.

Although it may seem to be a simple product at first glance, in reality, a truly complex instrument such as this doesn’t just roll off the production line of a bur company. It requires ongoing, open-to-improvement, experiential clinical knowledge to develop a high-quality instrument that will stand the test of time in the hands of some of the world’s most talented — and critical — clinicians: endodontists and endo-savvy dentists.

CJM Engineering is not a bur company; we’re a “help clinicians save people’s natural dentition” company. Full stop.

And now you know the drill even better than before.

#### ← WINNERS, Page B1

teaching, lecturing and professional dental organizations for the past 46 years. He is emeritus in a group endodontic practice in Greensboro, N.C. He received his DDS from the University of Iowa in 1975 and was awarded OKU. He earned his MS from the University of North Carolina in 1977, and he has presented more than 600 days of lectures, seminars, workshops, with travel in 63 countries and all 50 states, including presentations at multiple international dental schools. He served in a variety of leadership roles within the dental community, including president of the AAE from 2006-2007.

Al Reader, DDS, MS, received the I.B. Bender Lifetime Educator Award for his contributions to the educational fields of endodontics and inspiration he instills in his students. Reader received

his DDS from The Ohio State University College of Dentistry and completed his endodontic training at OSU, earning his certificate in endodontics and an MS. He is professor emeritus, past director of the Advanced Endodontic Program and holds an endowed professorship in the Division of Endodontics. He has advised or was a committee member for 168 master theses and has authored more than 170 scientific articles, 13 chapters in the leading endodontic texts and a book. He also taught graduate endodontic residents for more than 42 years.

Kent A. Sabey, DDS, received the Edward M. Osetek Award for being an outstanding educator who earned the esteem and respect of students and faculty. Sabey is an associate professor and served nine years as the director of advanced education in endodontics at the Louisiana State University School of Dentistry.

There, he impacted residents from

both the LSU and Keesler Air Force Base programs. Students at all levels benefited from his dynamic teaching style, frequently citing his energy and effectiveness as an educator. He also serves as a director of the American Board of Endodontics.

Mohamed I. Fayad, DDS, MS, PHD, received the Calvin D. Torneck Part-time Educator Award. He is a clinical associate professor, Department of Endodontics, University of Illinois at Chicago. Fayad received his doctor of dental surgery from the College of Dentistry, Cairo University in 1985. He received his masters in oral sciences in 1994 and his PhD in 1996 from the University of Buffalo at New York. He had two years of advanced education in general dentistry at Eastman Dental Center, University of Rochester at New York, and received his certificate of specialty in endodontics at the University of Illinois. He has served in a variety of roles within

the dental community, is a diplomate of the ABE and authored numerous studies, abstracts and articles.

Scott Fehrs received the Honorary Membership Award for his significant contributions, which have furthered the advancement of endodontics. Fehrs is a third-generation business owner of Treloar & Heisel, a family-owned enterprise focused on the financial services needs of dental specialists and general dentists. Since its inception in 1958, the firm has assisted thousands of dental professionals at critical financial junctures as they move from training through practice to retirement. Fehrs has led as the CEO of the company since 2005. The firm represents more than 18,000 dental specialists and is recognized nationally as a leader in its field.

(Source: American Association of Endodontists)