NEWSLETTER FALL 2024

AAMP Connections

President's Greetings



Dear AAMP Family,

As we reflect on this year, we celebrate the ongoing **globalization** of our cherished American Academy of Maxillofacial Prosthetics. Our **primary objectives** for the year were: (1) to implement changes within our organizational framework, (2) to launch new initiatives aimed at enhancing the vitality of our academy, and (3) to continue our established yearly activities and long-term goals.

As the year concludes, we **acknowledge the dedication and hard work of many** individuals. I extend my sincere gratitude to the Officers, Board of Directors, and Committee Chairs who committed their time and efforts. Special thanks go to our past presidents for their invaluable insights and guidance throughout the year.

This year, we made **organizational framework changes**, including the introduction of a vice chair position for each committee to facilitate succession planning. We encourage our senior and capable past presidents to consider stepping aside from their roles in favor of emerging leaders among our younger Fellows. This transition will help establish a clearer leadership pathway within our academy, from committee members to chairs, Board of Directors, and ultimately, officers.

We successfully **launched several new initiatives**, including a strategic planning process led by Past President Gerngross and President-Elect Wilson. Details of this plan will be discussed at our AAMP Annual Business Meeting in Naples, Florida. Additionally, we proposed a bylaw amendment, championed by Dr. Osswald, to create a standing Strategic Planning Committee chaired annually by the President-Elect. This committee will review our strategic plan and enable the President-Elect to prepare effectively for their upcoming term.

Under the leadership of International Relations Chair Dr. Kiat-Amnuay, we are cautiously exploring the possibility of co-hosting a meeting in 2026 with a foreign national prosthodontic organization, like our previous collaborations with the International Society of Maxillofacial Rehabilitation.

Furthermore, a new Virtual Webinar Committee, led by Dr. Davilla, has been established to continue the initiative of offering free virtual webinars in 2023, as initiated by Immediate Past President Dr. Hofstede. Two successful webinars were conducted, targeting our AAMP membership and graduate prosthodontic residents to inspire interest in maxillofacial prosthetics.

To ensure our **yearly activities** continued seamlessly, we rotated and invited committee chairs to participate in our monthly virtual Board of Directors meetings, fostering collaboration and support throughout the year. Our academy's **long-term goals** remain a priority. The Fair Market Value analysis of salaries for hospital-based maxillofacial prosthetists, conducted by the Coker Group and led by Dr. Betsy Davis, has been completed. Requests for the full analysis can be directed to the AAMP Executive Secretary-Treasurer, and the Coker Group will provide the analysis directly to hospital administrators. A one-page summary of the findings will be accessible in the secure members' section of the AAMP website.

The Insurance and Oral Health Committee, co-chaired by Drs. Davis and Bigsby, has been actively working to improve reimbursement for our CPT codes. Efforts to engage CMS for enhanced reimbursement for maxillofacial prosthetics are ongoing. Dr. Davis will also publish a paper detailing the history of reimbursement for the AAMP, available in the secure section of our website. Additionally, recommendations for updates to the American Dental Association's Code of Nomenclature and Procedures are in progress.

Regarding Sub-Specialty Designation, co-chaired by Drs. Colebeck and Davis, our letter of intent was submitted to the National Commission on Recognition of Dental Specialties and Certifying Boards in January 2024. While their board convened in April, we are still awaiting a formal response.

The culmination of this year's activities will be our **71st Annual Meeting** in Naples, Florida, continuing our focus on globalization under the theme "The World of Maxillofacial Prosthetics." This year's meeting is dedicated to our esteemed former president, Dr. Richard Grisius, with Memorial Chair Dr. Zemnick. Our annual family event fosters new connections and strengthens enduring friendships, showcasing the hard work of many leaders, including Dr. DiFazio (Program Chair), Dr. Kelly (Executive Secretary-Treasurer, Fellowship Chair, Time and Place Chair), Dr. Richard Cardoso (Corporate Liaison Chair), Dr. Somohano-Marquez (Poster Session Chair), Dr. Nayar (Website and Social Media Chair & Strategic Alliances Chair), Dr. Muller (Student Membership Chair), Dr. Srivastava (Silent Auction Chair), and RES Seminars.

This year **presented several challenges**. Just a month before our April interim Board of Directors meeting, Dr. Mark Hutten, our original Secretary-Treasurer, had to step down due to health issues. The Officers swiftly convene and discuss options. Dr. James Kelly volunteered to resign his position as Vice President Elect and offered to take over his previous role of Secretary-Treasurer, and postponing his ascension to the presidency by three years.

Additionally, due to Hurricane Milton's impact on our original meeting venue at LaPlaya Hotel, RES Seminars and the AAMP Officers quickly secured a new location at the Naples Grande Beach Resort, just four miles away.

Our academy remains strong, backed by exceptional leadership, financial stability, and a newly developed strategic plan that will guide us toward the future. It has been an honor to serve as President this year, and I am grateful for this opportunity.

In service and friendship,

Alvin G. Wee, DDS, PhD, MPH.
President, American Academy of Maxillofacial Prosthetics

New Location!



Registration, program information and call for abstracts for poster presentations can be found here:
https://www.aampconference.com

Program chaired by Dr. DiFazio

Invited Speakers
"The World of Maxillofacial Prosthetics"

Richard Cardoso
Ansgar C. Cheng
Ibrahim Doğan
Sanketh Kethireddy
Banu Karayazgan
Tan Kian-Meng
Holly McMillion
Sarah Lee
Mohamed Moataz
Khamis Edmond
Pow Gurkaran
Preet Singh
Harry Reintsema
Rodrigo Salazar Gamarra
Thomas Salinas
Beata Sawczuk
Teresa Sierpinska
Joshua Vess
Patricia Walworth
Fumi Yoshioka

Silent Auction has a new platform!



See instructions on how to register on page 16…
Accepting donations for the Silent Auction 17…

Meet our Vice President Dr. DiFazio

Q: Please tell us a little about your personal life i.e. where you grew up in about your family what do you enjoy doing when you're not working?

I was born and raised in New Jersey, at the Jersey shore exactly. My father was a high school and grammar school industrial arts teacher who taught wood shop and metal shop. My mother was a stay-at-home mom. They instilled in me the value of an education and to pursue that which would make me happy in life. I was the youngest of three with two older sisters.



I am married to my high school sweetheart Rose, 47 years we've been together 52 years from the day we met. Also, she's my office manager in my private practice. We have two children Carissa and Charles and three grandchildren.

For 40+ years I worked 50% at Rutgers School of Dental Medicine in the Restorative department teaching undergraduate and post graduate students and I have a private Prosthodontic / Maxillofacial prosthetic practice.

I recently retired from RSDM, and I am only in private practice now, so I now have time to pursue things now that I didn't in the past like travel, photography, sculpture, and play the guitar.



Q: What training or experiences had led you to become a dentist and eventually a maxillofacial prosthodontist?

When I entered high school, I thought I was going to become a chemical engineer or some type of engineer. At that time my mother took a part-time job with a general dentist, and he spark my interest in dentistry. Helping people, medical science, working with one's hands, creating smiles it all seemed positive for me.

Upon graduating high school, I stayed in New Jersey for my education I went to Fairleigh Dickinson University then attended the College of Medicine Dentistry of New Jersey now RSDM. At graduation I wanted to leave New Jersey, so I joined the Navy to see the world.

I ended up at Paris Island South Carolina Marine Corps Recruit Depot for three years.



Those three years for a recent graduate are probably the best training in the world. They trained me in all specialties in case I was deployed on a ship by myself. During the prosthetic rotations. I was mentored under two diplomates of Prosthodontics I realized at that point I wanted to do prosthodontics for rest of my life.

They transfer me to a satellite Marine Air base to run the Prosthetic Department. I was treating active-duty, dependents and retirees with all types of prosthetic care. Then a retired gentlemen came in with an Obturator post-surgical and needed adjustment and treatment. He was from the Charleston VA about an hour and a half away I had no clue what to do for him. I was at one and a half years out of dental school, I called the main base and ask the Diplomates if I could send him over and they said NO. Was told I needed to send him to a Maxillofacial Prosthodontist, and they gave me the VA number in Charleston, SC. I was perplexed they are the Diplomates in Prosthetics but then they explain there is general prosthodontics and there's Maxillofacial prosthetics for an extra year of training. I decided going to be a Prosthodontist I would do all of it. Best decision of my life (other than marrying Rose).

Continue in page # 27 …

An initiative with an amazing outcome to benefit our members

The AAMP commissioned a fair market value (FMV) analyses for salaries of maxillofacial prosthodontists at cancer or medical centers in the United States of America. Neither the AAMP, ACP, or ADA had any salary data available for maxillofacial prosthodontists at cancer or medical centers. It is used by the hospital administrators to negotiate a fair salary in hiring maxillofacial prosthodontists. It is the salary amount that hospitals are willing to pay and is dependent upon education and qualifications, skill set, experience, results and accomplishments, geographic locations, certifications, and job title.

The data was collected by a healthcare valuation company the Coker Group and funded by private donors and the AAMP. At the annual meeting, it will be reviewed in the business meeting. To ensure validity of the FMV analyses, the Executive Director/Secretary (Dr. Jim Kelly) will be responsible for keeping of the FMV analyses. When a maxillofacial prosthodontist is interviewing for a job, the applicant can give the hospital Dr. Kelly's contact information and Dr. Kelly can present the FMV analyses to the hospital. This is the protocol that other professional organizations follow which allows the FMV analyses to maintain its validity and value.

-By: Betsy Davis

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https://www.facebook.com/share/CozJ49K1E28ucEEF/?mibextid=LQQJ4d

https://www.instagram.com/aamaxfaxpros?igsh=MW0xczN4ZzQwbmVoOA==

Maxillofacial Prosthetic Training Programs

Mayo Graduate School of Medicine
Program Director
Dr. Olivia Muller
Rochester, Minnesota

MD Anderson Cancer Center
Program Director
Dr. Theresa Hofstede
Houston, Texas

Memorial Sloan Kettering Cancer Center
Program Director
Dr. Joseph Randazzo
New York, New York

Erie County Medical Center (ECMC)
Program Director
Amanda Colebeck
Buffalo, New York

UCLA
Associate Program
Director Dr. Jay Jayanetti
Los Angeles, California

United States Air Force
Program Director
Dr. Josh Vess
San Antonio, Texas

United States Navy
Program Director
Dr. Sam Richards Bethesda, Maryland

UAB School of Dentistry
Program Director
Dr. Fu
Birmingham, Alabama

U Penn Dental Medicine
Program Director
Dr. Chang
Philadelphia, PA

MFP Center Spotlight: The Maxillofacial Prosthetics Program, Naval Postgraduate Dental School, Bethesda, Maryland

The Naval Postgraduate Dental School's (NPDS) Maxillofacial Prosthetics Program is the Department of Defense's premier training facility devoted to the care of service members and their families surviving from the ravages of combat, cancer, and congenital disorders of the head and neck region. Home to one of only two accredited Maxillofacial Prosthetics Fellowship programs within the DoD and the US Military's only training facility for Maxillofacial Laboratory Technicians, the program is dually dedicated to the development of the next generation of clinical and laboratory sub-specialists in the subspecialty of Maxillofacial Prosthetics. The program is situated within the historic "Tower" of Naval Support Activity Bethesda's campus. Conveniently located among the famed Walter Reed National Military Medical Center (WRNMMC) and the Uniformed Services University of the Health Sciences, the NPDS Maxillofacial Prosthetics Program resides on a campus cultured in quality healthcare within an unmatched education and training setting.



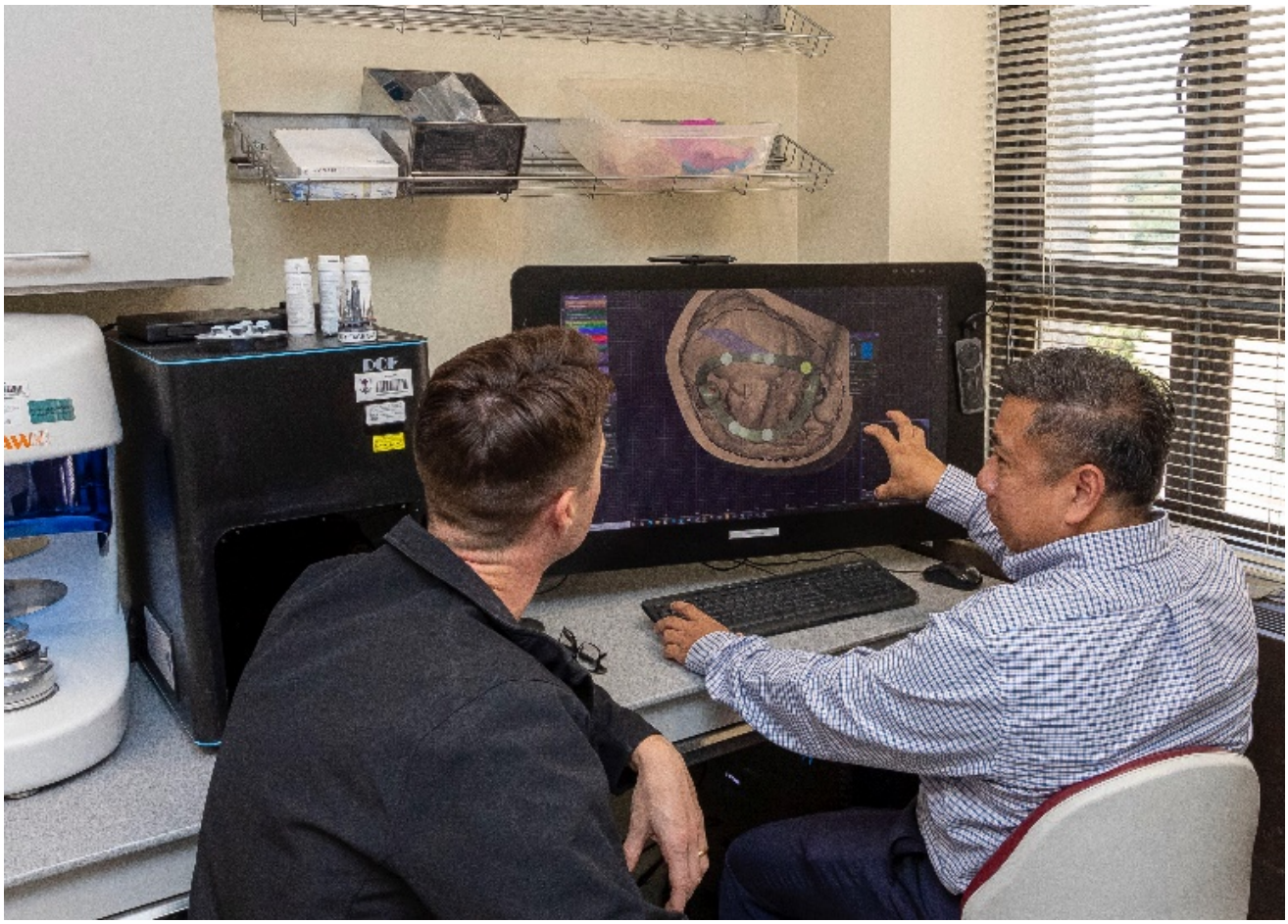
The Maxillofacial Prosthetics Team. Left to right: TSgt Jesse Kruss (Lab School Trainee), HM2 Edgar Gandara (Lab School Trainee), Mr. Vince Abellera (Maxillofacial Lab Technician), CDR Samuel Richards (Program Director/Dept. Chair), CDR Laleh Abdolazadeh (Staff), LCDR Aaron Barto (Fellow), Ms. Pam Von Nessen (Dental Assistant), Mr. Jean Cruz (Maxillofacial Lab Technician), Mr. Louis Gilbert (Ocularist).

Along with its dedicated Microvascular Oral Surgeon, the team boasts a myriad of medical and allied health service professionals specialized in the treatment of patients with maxillofacial prosthetic needs, including Sinus-, Facial-, and Head & Neck-Otolaryngologists, Ophthalmologists, Speech & Language Pathologists, Anaplastologists, Ocularists, Radiation Oncologists, Pediatric Dentists, Nutritionists and Plastic & Reconstructive Surgeons.

The broader multidisciplinary team offers rehabilitation for craniofacial conditions such as head & neck neoplastic resection, craniofacial trauma, and cleft lip and palate via the widest array of maxillofacial prosthetics, TORS, free flap reconstruction, microvascular reconstruction, endosseous/transosseous implant placement, and Jaw-in-a-day restoration.

The NPDS Maxillofacial Prosthetics Program serves an eligible enrolled population of 245,000 beneficiaries within the National Capital Consortium, which consists of 27 surrounding military medical/dental treatment facilities, 5 Veterans Affairs Centers, and 51 medical hospitals within the Washington DC, Maryland, and Virginia areas.

A Brief History: The Naval Postgraduate Dental School has a 101-year long history of



instructing aspiring dental specialists for the Department of Defense. Included in that illustrious history is the pioneering of the United States' first custom ocular prostheses by the US Navy's very own Lieutenant Leon Schossberg and Lieutenant Commander Phelps Murphy in 1944. During WWII, the monopolized market of glass ocular prostheses was blockaded from trade to the United States. The resulting unmet need for ocular prostheses, matched with an uptick in

wounded warriors returning home with oculoplastic trauma, led to the imperative development of a novel technique to fabricate custom ocular prostheses within the US. Lieutenant Commander Murphy and his team developed their method of investment and fabrication of PMMA ocular prosthesis out of the earliest iteration of the program that stands today.



Over the years and multiple military operations since, the NPDS Maxillofacial Prosthetics Program has remained a vital source of innovation within the maxillofacial prosthetics community, eventually codifying its formal 1-year fellowship and maxillofacial prosthetics lab technician school along the way. These two training pipelines within the same program have produced many esteemed Maxillofacial Prosthodontists, Anaplastologists and Ocularists over the past few decades with the help of past program directors like Dr. Gerald Grant, Dr. William "JR" Wilson, and Dr. Laleh Abdolazadeh in its most recent years. The program is currently directed by Dr. Samuel Richards, who remains steadfast in his dedicated to the program's longstanding tradition of developing future generations of subspecialists skilled in the clinical and laboratory management of wounded warfighters and patients with acquired and congenital anomalies of the head and neck region.

The Program: The NPDS Maxillofacial Prosthetics Program consists of a 1-year clinical fellowship accredited by the Commission on Dental Accreditation and a 6-month laboratory technician school accredited by the Commission on Occupational Education.

The NPDS Maxillofacial Prosthetics Fellowship Program focuses on the development of US Navy and US Army maxillofacial prosthodontists through an immersive curriculum of didactic, laboratory and patient-based experiences spanning the subspecialty. In addition to teaching the subspecialty's foundational knowledge, the program explores the boundaries of the current state of surgical and digital dentistry as they relate to maxillofacial prosthetics. The program imbues aptitude in nearly every digital dentistry asset The Naval Dental Corps boasts and provides formal training and clinical experience with a myriad of intraoral and extraoral scanners, CAD software, and the field's leading subtractive and additive manufacturing technologies.

The only program of its kind in the DoD, the NPDS Maxillofacial Laboratory Technician School aims to develop quality military dental technicians astute in the design and manufacture

of the widest array of intraoral, extraoral, ocular and facial prostheses. The program exposes its trainees to both classic and novel approaches to prosthesis fabrication via the latest technologies in computer aided design and manufacturing that the field has to offer. The school's graduates go on to directly support the clinical efficacy of Maxillofacial Prosthodontists from all service-branches in the treatment of the wounded warfighter and DoD beneficiaries suffering from oncological and congenital defects. Many graduates have gone on to pursue careers as Anaplastologists, Ocularists, and 3D Medical Technologists upon retirement from the armed forces.



Broader Reach and Future Endeavors: The NPDS Maxillofacial Prosthetics Program has found great success both within the confines of the National Capital Region and as a force multiplier for the entire Defense Healthcare System as the DoD's leading producer of qualified maxillofacial prosthodontists and laboratory technicians caring for our country's service members and their families. Along with some of the DoD's finest teams specializing in Maxillofacial Prosthetics, the program is seeking consideration for designation as a congressionally recognized Center of Excellence in Maxillofacial Restoration. Through this designation the program and the other recognized sites aim to establish a more affective and coordinated multicentered patient care system for all DoD beneficiaries surviving with maxillofacial prosthetic needs, further advancing the subspecialty within the armed forces and the civilian community at large.

-With Samuel I. Richards

New Maxillofacial Prosthetic Program opening in February 2025

U Penn Dental Medicine

Director Dr. Brian Chang

https://www.dental.upenn.edu/faculty/myung-chang/

https://www.pennmedicine.org/for-patients-and-visitors/find-a-program-or-service/oral-and-maxillofacial-surgery/oral-and-maxillofacial-rehabilitation

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Poster Competition

We encourage Residents and Fellows to participate.
Visit the AMMP website for details.

Upcoming Symposiums

JAMI & JAMP

Joint meeting between Japanese Academy of Maxillofacial Implants and Japanese Academy of Maxillofacial Prosthetics.

Location: Fukuoka, in Kyushu Island Japan on Nov 30th and Dec. 1st, 2024. Fukuoka is one of the major cities in Japan and famous for its delicious seafood dishes and ramen.

For additional information visit their website.

https://va.apollon.nta.co.jp/jamfi-jamfp2024/joho?MODE=top&language=1

AAMP representative to join the meeting Dr. Akanksha Srivastava *Title of the presentation: "Emerging technologies in maxillofacial prosthetics:virtual and augmented reality"*



save – the – date

Third annual

Charleston Head and Neck Oncology Symposium

Nov. 8-9, 2024

HEAD & NECK SPECIALISTS

Third annual

Charleston Head and Neck Oncology Symposium

Oceanfront education in Charleston, SC

Nov. 8-9, 2024

Sweetgrass Inn at Wild Dunes Resort
5757 Palm Blvd. | Isle of Palms, SC 29451

Keynote speakers

Maie A. St. John, MD, PhD, FACS

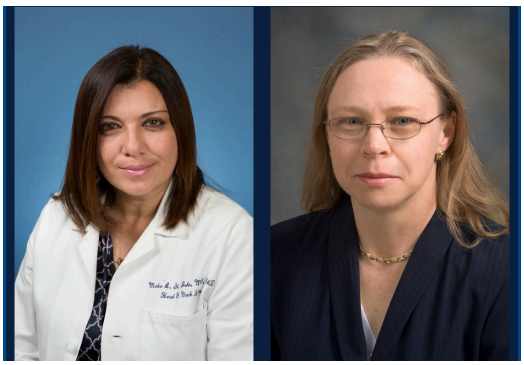
Theresa M. Hofstede, DDS, FACP

This activity has been approved for *AMA PRA Category 1 Credit*. For more information, please scan the QR code or visit YourHeadandNeckSpecialists.com/symposium

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HAVE YOU REGISTERED FOR THE 2024 AAMP SILENT AUCTION?

We're excited to announce that the 2024 AAMP Silent Auction bidding is going virtual! This year, you can conveniently bid online while you explore auction items in person at the annual meeting. An online preview will be available one week prior to the event. **Don't miss the live auction!** Select items from the online auction will be transferred to a live auction during the AAMP Presidential Reception & Silent Auction on November 4th from 7-8pm.

REGISTER NOW

To bid in the 2024 Silent Auction, you will have to register on the secure auction platform. There are 3 ways to register:

1. Register on website: https://aamp2024.cbo.io
2. Text "aamp2024" to phone number 56651
3. Scan QR code

Please note: Registration does require a credit card; however, you will not be charged for anything now. If you win an item during the auction, you will have the option to pay by cash, check or credit card. Credit card registration and payment are through Clickbid's secure payment gateway.

DONATE AN ITEM

Donate an item through the virtual auction platform (https://aamp2024.cbo.io).
Donations will be accepted online through October 15, 2024. Physical collection of the items will still occur on-site at the meeting.
If you have any difficulties accessing the platform, please feel free to email the item, its retail price, and a description to aampsilentauction@gmail.com.
Your donation, no matter the size, will go a long way in supporting the auction and helping us to make a positive impact for the Maxillofacial Foundation!

The Maxillofacial Foundation

The juggernaut that is your Maxillofacial Foundation continues to move forward with exciting news and activities for the coming year. As you know, the Foundation is the non-profit 501 (c) (3) organization that supports the AAMP and its members in research and educational endeavors to enhance and expand the practice of maxillofacial prosthetics.

-The much-anticipated update of its website to be more informative and user friendly is nearly completed and hopefully will launch coincident with our upcoming meeting in Naples.- The Foundation will once again present The Maxillofacial Foundation Award to the individual who demonstrates great potential for contributions to research, education, and compassionate patient care.

-We will be funding a project involving CMS to secure greater recognition for the direct patient care provided by our members.

-As you know, the Foundation's major fundraiser each year is the AAMP Silent Auction. This year there is a new and exciting twist to the event. Yes friends, thanks to the hard work of the AAMP Silent Auction Committee we are going digital. All items and bidding activities will be online! Please keep an eye out for instructions on how to navigate the auction to secure the valuable items you so desperately need.

-Of course, as always, we will hold a drawing at the auction for a $250 gift card. All those who have donated to the Foundation in the past year and up to and including the day of the auction will be eligible.

Thank you all for your support of The Maxillofacial Foundation. Remember, we are here to serve the AAMP and you, its members.

See you all in Naples!

By: David Reisberg

In loving memory...



William "Bill" LaVelle, 88, of Coralville, passed away on February 6, 2024, in Iowa City.

A memorial mass will be held at 11:00 a.m. on Saturday, February 17, 2024, at St. Thomas More Catholic Church in Coralville.
Bill was born on January 17, 1936, in Sioux City, Iowa to William and Hazel (Smith) LaVelle. He graduated from Heelan High School in Sioux City. On June 20, 1959, he married his high school sweetheart, Loretta Kane and to this union, six children were born.

Bill graduated from the University of Iowa Dental School before serving in the United States Navy for two years. Upon discharge, he returned to Iowa joining his good friend Gene Zach in a Dental Practice in Cedar Rapids.

In 1971 Bill and Loretta moved to Iowa City which began Bill's long tenure as a Dentist in the Otolaryngology Department at the University of Iowa. Bill attained many accomplishments throughout his career. He was very proud of his work on the University of Iowa Cleft Palate Team. Bill was named Professor Emeritus for his many years as an educator at the University of Iowa Dental School.

In his free time, Bill was an avid outdoorsman. He loved snow skiing and water-skiing spending time between the mountains and his beloved cabin on the lake in Minnesota. He loved biking, fishing and hunting.

In retirement, Bill volunteered his time at a Community Dental Clinic in Colorado and participated in several mission trips with Cleft Palate Teams to South America.

Bill is survived by his loving wife, Loretta; children: Erin (Tom) Major, Brian LaVelle (Millie Bennett), Colleen LaVelle, Doug (Elizabeth) LaVelle, Mick (Jennifer) LaVelle and Megan LaVelle (Brian Cobb); 13 grandchildren and 13 great grandchildren. He was preceded in death by his parents and a very special aunt and uncle: Cecil and Earl Smith.

In lieu of flowers, memorials may be made to Essence of Life Hospice, The Newman Center, Regina Catholic Education Center or St. Thomas More Catholic Church.

By Candice Zemnick

Dental Articulator Trivia

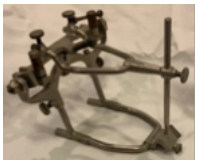
Welcome to the *Dental Articulator Trivia Game*! Test your knowledge of articulators used in prosthodontics and dentistry. Let's see how well you know these important tools!

Instructions:

Read each question carefully.
Choose the correct answer from the options provided.
Keep track of your score.
Have fun!



Bonwill Articulator



Snow New Century Articulator



Gysi Adaptable Articulator



Monson Articulator

Question 1:
Which articulator is also known as the "father of all articulators"?
a) Bonwill Articulator
b) Snow New Century Articulator
c) Gysi Adaptable Articulator
d) Monson Articulator

Question 2:
Which articulator is primarily used for orthodontic purposes and is known for its simplicity?
a) Bonwill Articulator
b) Snow New Century Articulator
c) Gysi Adaptable Articulator
d) Monson Articulator

Question 3:
Which articulator is designed to accommodate both fixed and removable prosthodontics, as well as orthodontic appliances?
a) Bonwill Articulator
b) Snow New Century Articulator
c) Gysi Adaptable Articulator
d) Monson Articulator

Question 4:
Which articulator is characterized by its ability to reproduce lateral movements and is commonly used for denture fabrication?
a) Bonwill Articulator
b) Snow New Century Articulator
c) Gysi Adaptable Articulator
d) Monson Articulator

Question 5:
Which articulator is famous for its innovative design that allows for adjustable condylar guidance and centric relation records?
a) Bonwill Articulator
b) Snow New Century Articulator
c) Gysi Adaptable Articulator
d) Monson Articulator

Scoring:
5 correct: Dental Articulator Expert!
3-4 correct: Prosthodontics Pro!
1-2 correct: Dental Apprentice!
0 correct: Keep Smiling and Keep Learning!

Answers:
1. a) Bonwill Articulator
2. d) Monson Articulator
3. c) Gysi Adaptable Articulator
4. b) Snow New Century Articulator
5. a) Bonwill Articulator

By Richard Cardoso & Robert Engelmeier

(Images curtesy of Dr. Engelmeier Game organized by Dr. Cardoso)

My journey through life

Mr. William (Bill) Hartman



Bill and his wife of 40 years, Roxane, in Chicago for Christmas.

1. Please tell us a little about your personal life

I grew up in what is now considered the suburban area of Chicago, outside the small town of Plano, Illinois on a farm. I went to Waubonsee Community College and then on to Aurora University (Aurora College at the time I attended it). I had one brother and two sisters, all a great deal older than me because my parents had me late in life.

I had a very interesting career path that ultimately led me to Quintessence Publishing. My first job was a Respiratory Therapist. I became an RRT by taking a course a Billings Hospital in Chicago. I greatly enjoyed the patient care and I loved the job. I thought back then that it would be my career, but I was young and had much to learn regarding life. I had great difficulties with equating patient care with budgetary restrictions and the stress of the job finally got to me. I decided to concentrate on finding an office job that didn't demand so many hours, holidays, extra shifts, CE, and just really no time to have any kind of life.

I found an office job in a company called HW Gossard. This company was an 85-year-old company and was on the NY Stock Exchange as the Wayne Gossard Corporation. I became their credit manager. Toward the end of three years of working there, we were informed by the President that our division was to be sold off and all the proceeds were to go to the parent company for distribution to the other divisions. I left 2 ½ years later. No MBA program could have ever matched what I did during that 2 ½ years. We closed down offices all over the country, company stores, and many other tasks that I never would have had an opportunity to participate in had I not been in the right place at the right time. The training I received at Gossard was incredible.



A cherished memory: Bill doing the Sydney Bridge Climb.

One of our Vice Presidents was working with an accountant who did work for Quintessence at the time. He mentioned to me that Quintessence was having a problem with collections in South America. I interviewed and was hired at Quintessence in the Spring of 1981. The rest has been an exciting 43 years. I will say that my medical background made it easier to learn the dentistry. One thing I was taught by Mr. Haase was that, more than being a publisher we were in a relationship business. That part of my job has been the best; meeting people from all over the world and traveling to many of those places. I had a very sketchy



Bill and his best friend, Sash Ostrovsky.

relationship with my own father, we were not close. Mr. Haase became very much like a father figure to me over the years. He was an amazing man and I truly learned much from him. When I look back it is hard to remember those years. I wasn't married and had no kids, almost a different time and a different world. In September 1984, I married the love of my life, Roxane. This year we will celebrate our 40th anniversary. My oldest daughter Kristina works at Quintessence and is an English Major from the same college I went to.

My son Travis now runs our Mexico office. My daughter Noel also works at Quintessence. My son Roman was adopted from Russia when he was 12.

I have a daughter Destiny and a son Anthony who were adopted from within the US. Anthony was 6 months and Destiny was 4 years when they arrived. My wife and I were emergency Foster Parents and we keep cases until a permanent home was found for them. No home was ever found and they stayed long enough that they got into our hearts.

2. Describe your first reaction when you learned that you were chosen to be the recipient of the AAMP Presidential award of excellence.

I was a bit shocked to find out that I had was to receive the AAMP Presidential Award of Excellence. Of course, I am greatly honored that you chose me for this, but somehow I don't really feel deserving of the award. Maybe my explanation of why your group is special to me will help explain my feelings.

3. You have been a part of the AAMP family and supported our group for a long time through your role at Quintessence. Please tell us what makes our group special to you.



Bill and his best friend Dr. Douglas Terry in Italy.

The AAMP has always been a special group to me. So many of the associations, especially these days, seem to only want to sell you everything for the show. It is always very one sided. Members that come to the shows actually tell me they are just there to "punch the clock". In other words, attend the meeting because they must in order to keep membership in the group. The members of the AAMP WANT to be at the meeting. It is a fun group and that fun extends to the exhibitors. There is no other meeting where I shake as many hands and have as many people come up to me and thank us for our participation in the show. This show is number one for that. You can tell what a close group the members are. The members care that the exhibitors do well and they want everyone to enjoy the meeting.

We try to provide good sales during the show that are good for the members and make it beneficial for them to shop at the meeting.

I have fully retired now but I told David Russell, the young man taking over, continues to support you. I am friends with many of the authors at the show and with many of the members of the group and I hope those relationships continue.

4. Can you share with us your vision for the future of printed books in this digital era?

Books I think will always be with us. There is a large outcry from the digital group about having more digital books, more online, more videos, and more digital learning content. Well, here is what I can tell you about all of that.

Firstly, printed books continue to outsell digital books, by leaps and bounds. Digital books comprise only 1-2% of a medical publisher's sales. Truly not much more for trade publisher's sales either. I am certain many of you are familiar with Vital Source. It is a program that has our books as well as Elsevier, Wiley, and many different publisher's books. This program is used by about 26 dental schools, and they pay all the publishers a royalty for the books that are used from our program and then we pay the author a royalty. When Vital Source did a survey of the students at these schools and asked them how they liked the program, the number one complaint was " I don't get the book".

No one wants to pay for a video online, no one! So, from our standpoint, what people want is free digital content. It is a future certainty that we will be doing more digital content. But books will always be there. There is something soothing and relaxing about holding that book in your hand and reading it. Especially with the hours we all now spend online. As my son pointed out, Jean-Luc Picard has books in his ready room on the USS Enterprise. (We are big Trekkies and StarGate fans).

It is even true of the journals. Many associations provide Quintessence Journals to their members as part of their membership. In those last few years, many have come forward and asked to discuss changing the journal provided to their members to an online only from a mailed journal. I always advise the association to reconsider and not to do it. When the members are getting a copy every other month, each time they receive it they remember that it is provided by the association for them. When it comes electronically and they must log-in to get it, not so much. It gets forgotten and then the benefit becomes lost in the doctor's busy schedule.

5. Any closing thoughts

Well, thank you for the award and the friendship over these many years. I wish all the AAMP members all the best in the coming years and may you continue to succeed as you always have.

But most of all I wish you all blessings and great success in your work and life.

- By Dr. Akanksha Srivastava

Grateful to the Workshop Patrons 2024





Registration information can be found here:

https://www.aampconference.com



Drs. Fayette Williams and Edgar Davila conducted two very informative webinars for the Academy in 2024. The titles of their presentations were “Jaw in a Day: Restoratively Driven Fibulas with Immediate Implants” and “Teeth & Digital Dental Technology Applied to Maxillofacial Prosthetics”, respectively. Our appreciations for their time and for sharing their expertise.



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After finishing the program, I started a private prosthodontic / maxillofacial prosthodontic practice and sought a teaching position at my old alma mater now University of Medicine Dentistry of New Jersey (Rutgers School Of Dental Medicine now). My career schedule was devoted as a 50% private practitioner and a 50% dental educator. I recently retired from RSDM. Over those years I volunteered at Monmouth Medical Center at the Regional Cleft Palate Center of New Jersey and at MMC GPR and was the head of Prosthodontic section. Also volunteered at UMDNJ Cranial Facial Center at University Hospital and at the New Jersey Cancer Institute.

Q: Where do you see a specialty heading how the field is changing, evolving -where do you see your future

Over the course of my career, I have seen the specialty change drastically. It was all analog for decades then what I believe was a revolution in dentistry and maxillofacial prosthetics computers came into the clinical practice. Accelerated by tech companies and corporations the digital age and scanning and modeling became a common modality. This I believe stimulated the younger prosthodontist in the changing of treatment planning and patient care, prosthetically and surgically. We still need to use our own creative minds for the evaluation and care of patients to give them the optimal care. I can only imagine what the future will hold for our specialty and with the bright creative and caring members of the specialty. I really can imagine what we will be in store with Artificial intelligence and Augmented reality in helping use. I believe it will influence and enhance the care we give to our patients. Better diagnosis, treatment planning and clinical care but that's the future I hope we can all be the collaborators in all that is coming.

Q: How do you maintain a balance between your career and personal life



I believe in the saying "if you enjoy what you're doing you're not working" I enjoy over the years teaching at the dental school and inspiring some of the students to enter the specialty. My private practice I enjoy helping those with trauma, clefts, acquired defects and to rebuild smiles in the in deteriorating dentition to make their lives better. What I do is not to bring the office home. I always find time for my family and myself to do the things we like. One always must make time for the things that make you happy.

In Closing…

We would like to finish this newsletter thanking all of the members that helped us accomplish the fall edition. We are most grateful for another great year of achievements and advancements in the academy. We thank Dr. Wee for his leadership and dedication. We are elated for the announcement that the meeting will still take place in spite of the impact of hurricane "Milton" to the area. Note that this year the meeting will be Nov. 3-5th, 2024. The new venue for the meeting is the Grande Beach Resort in Naples, FL.

Dr. DiFazio has prepared an excellent slate of speakers. The silent auction is one of our cherished activities, it continues to evolve and this year it has a new digital platform, all proceeds will go to the Maxillofacial Foundation.

We would like to acknowledge the presence of the military in the academy and the great contributions that they bring to the membership. Their technology and advancements certainly enriches all of us.

We are enthusiastic for the increase of fellowship programs in the country. We also wish the best to Dr. Brian Chang in these endeavors.

Note the upcoming opportunities for continuing education both nationally and internationally. Thankful to all of our sponsors, this year the spotlight goes to Mr. William Hartman. He is one of our oldest supporters and recipient of the academies Presidential award in 2022.

The academy is a platform rich in opportunities. It does not matter in what category you may fall into, a student member or a life fellow, the enthusiasm and contribution can be endless and so rewarding. Some of the most valuable features of our group are the collegial environment, the never ending pursuit of cutting edge knowledge, mentorships and achieving life long friendships. We hope you enjoyed the selected items in this Falls newsletter.

Ruth Aponte-Wesson &
e-Communications Committee

See you all in Naples!