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# CRETE Today

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University of Connecticut, School of Dental Medicine  
263 Farmington Avenue, Farmington CT, 06030-3705

Telephone: (860) 679-2622 Facsimile: (860) 679-2910

[www.biodontics.org](http://www.biodontics.org)

## CRETE PRESENTS THE FIRST-EVER BIODONTICS™ PROGRAM FOR UNDERGRADUATE STUDENTS AT THE UNIVERSITY OF CONNECTICUT, SCHOOL OF DENTAL MEDICINE

**Farmington, CT** – Funded in part by the National Institutes of Dental and Craniofacial Research (NIDCR) and contributions from Dental Industry, the first-ever Biodontics program was presented in July 2005 at UCONN to first year dental students.

The program, developed by Drs. Edward Rossomando, Hubert Benitez and Bernard W. Janicki of CRETE, presents a novel and innovative curricular component, which promotes new product

### CRETE'S ASSOCIATE MEMBER PROGRAM (CAMP) OFFERS ACCESS TO DENTAL STUDENTS, RESIDENTS, FACULTY AND FACILITIES

CAMP allows companies to access multiple CRETE programs over time cost effectively through a three-year membership. Opportunities include:

- Educational or seminar sessions to showcase products, services, or technologies
- Confidential testing and evaluation of products and equipment through Den-Test
- Seminars to update your company's sales force on emerging biotechnology-based products
- Custom-designed educational seminars for the company's personnel

These vehicles allow even small companies with limited resources to obtain the resources that can assure the success of their product development and marketing activities.

To join CAMP, please contact Ms. Linda Wencil, Program Manager at [lwencil@uchc.edu](mailto:lwencil@uchc.edu)

development to enhance critical thinking in dental students. The program included the following unique features:

- Guest lectures and seminars from dental scientists and entrepreneurs
- Factory and company tours, where dental students were introduced to dental industry's new product lines and technology developments, including the R&D, production and design processes

- Demonstrations of emerging new products and technologies

Of interest, is that the Biodontics program provides a unique opportunity for companies to present products to dental students, residents, and faculty in a focused, structured setting. Plans to present the program to students from other US Dental Schools are in progress.

If your organization is interested in being part of the Biodontics Program, please contact Dr. Hubert Benitez at [hbenitez@uchc.edu](mailto:hbenitez@uchc.edu)

## CRETE'S NATIONAL PRESENCE AT THE ANNUAL DTA MEETING

**Scottsdale, AZ** – "How important are future dental graduates to the success of dental businesses? Will tomorrow's dentists be different from today's dental customers?"

In an effort to cooperate with the Dental Trade Alliance (DTA) in developing programs that influence future buying decisions of dental graduates, Dr. Edward Rossomando, in representation of CRETE delivered a presentation during the 2005 DTA Annual Meeting in Scottsdale titled "Innovative Programs to Integrate Products into the Dental School Curriculum: A Progress Report"

The presentation highlighted the importance of research and

technology evaluation, including how products are developed, tested and evaluated. Similarly Dr. Rossomando emphasized IAC's leadership role in CRETE's efforts in increasing the involvement of industry in dental schools, with a specific focus on CRETE's educational and product testing programs, including the implementation of the CAMP Program.

If your company is interested in joining CRETE in developing programs for the future generation of dentists, please contact Dr. Rossomando at [erossoma@ns02.uchc.edu](mailto:erossoma@ns02.uchc.edu)

# CRETE Today

## CRETE'S INDUSTRY ADVISORY COUNCIL (IAC) PLEASSED WITH THE SUCCESS IN DEVELOPING PROGRAMS TO PROMOTE INDUSTRY-ACADEMIC COLLABORATIONS

**Philadelphia, PA** – During the American Dental Association annual meeting held in Philadelphia, CRETE's Industry Advisory Council (IAC) met on October 7<sup>th</sup>, 2005 to discuss the progress of CRETE's programs that promote industry-academic collaborations.

The meeting focused on CRETE's Biodontics educational, Product Testing and Evaluation Den-Test ([www.den-test.com](http://www.den-test.com)) and CAMP programs.

IAC's leadership recognized that CRETE's programs provide a unique opportunity for companies to present products to dental students, residents, and faculty in a focused, structured setting.

*"Interacting with dental students was not only exciting and fruitful, but is a venue that should be continued in future years, and is a mechanism to facilitate the introduction of new technologies to the next generation of*

*students"* – Paul Wennerholm (Patterson Dental) . Other companies that have joined CRETE in its efforts to promote industry-academic collaborations include Air Techniques, Centrix, DentalEZ, and the Harry J. Bosworth Company.

Also discussed was CRETE's Den-Test Program. Den-Test provides a university-based, objective testing and evaluation program for dental manufacturers, distributors, and laboratories, performed at state-of-the-art facilities by experts to ensure the highest standards of evaluation. Because Den-Test studies are university-based, results are more credible with practicing dentists. Strict measures of confidentiality are guaranteed.

*"Our experience has been very positive and that the scientific results have been very useful"* – Bill Guscott (DentalEZ). *"A program such as CRETE's Den-Test is much needed at this time, given the current status of product reports"* - Scott Anderson (Patterson Dental)

To join CRETE in its efforts to promote industry collaborations with dental schools, please contact Dr. Hubert Benitez at [hbenitez@uchc.edu](mailto:hbenitez@uchc.edu) or Dr. Edward Rossomando at [erossoma@nso2.uchc.edu](mailto:erossoma@nso2.uchc.edu)



CRETE's Industry Advisory Council (IAC) meeting in Philadelphia, PA – October 7<sup>th</sup>, 2005:

Back Row (from left to right): Grant Gerke (A-Dec Inc.), Bill Guscott (DentalEZ Inc.), Dr. Bob Zahradnick (Oragenics Inc.), Benn Vennesland (DentalEZ Inc.), William P. Dragan (Centrix Inc.), Gordon Hagler (DentalEZ Inc.), Gary Johnson( Patterson Companies), Nancy Sakaduski (Sakaduski Marketing), Paul Wennerholm (Patterson Dental), and Milly Goldstein (Henry J. Bosworth Company Inc.)

Seated (from left to right): Dr. Bernard W. Janicki (CRETE), Dr. Hubert Benitez (CRETE), Carl Bretko (JEP Management), Scott Anderson (Patterson Dental) and Dr. Edward Rossomando (CRETE)

**Picture courtesy of Mr. Kevin Henry, Managing Editor, Dental Economics, Editor, Dental Equipment & Materials, Editor, Proofs**