

RETREATODONTICS: "DOING IT RIGHT THE SECOND TIME!"

Retreatment vs Implants



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We make every effort to do it right the second time!

The conversation of recent days concerning root canal therapy that is failing often

centers on the "extract and place an implant" conversation. Since we are trained in the placement of implants, we believe implants are a wonderful service where no natural teeth are present or can be made functional. We must admit our **STRONG** bias for natural restored teeth compared to titanium dental implants **IF** the tooth can be brought into a state of health and useful function.

There are many reasons for preferring natural teeth for restoration. In the maxillary anterior, esthetics is often severely challenged if several teeth are missing because the gingival contours can be difficult to match to those of the adjacent teeth.

Furthermore, natural teeth have an invagination in the periodontal ligament, which provides a feedback sensation of pressure, which unfortunately implants lack. Placement of implants in the area of the mandibular inferior alveolar

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Parental Habits with Internet, Video Games, & TV Shape Life

Parents who restrict or ban their children from certain forms of media, such as television, video games, and the internet, have a distinctly different set of psychographic traits, than parents who tend to be more permissive, according to Mindset Media, an ad-technology company that enables brand advertisers to reach people with personality traits that fit their brand. Among the findings:

- Parents who ban their children from watching movies and videos are 78% more likely to be goal-oriented types who work intensely and systematically until they have achieved what they set out to accomplish.
- Parents who restrict their children from listening to certain types of music are 43% more likely to be very dogmatic - people who honor tradition, accept authority, and are generally conservative in all things.
- Parents who ban the internet are 30% more likely to be very pugnacious - unafraid to tell others what they think of them: good, bad or indifferent. They value honesty and bluntness over maintaining social equilibrium and tiptoeing around feelings.
- Parents who never restrict their children's use of the internet are 39% more likely to be very low on the dogmatism scale. They are generally socially liberal types who disdain so-called moral authorities,

especially the conservative kind. They think kids should be exposed to moral questions and allowed to draw their own conclusions.

- Parents who allow their kids to play video games are 24% more likely to be highly altruistic. They think of themselves as giving and warm. They believe others see those qualities in you and appreciate and like you for them.
- Parents who allow their children to watch as much television as they please are 27% more likely to be full of bravado - wide-open to new

challenges, even dangerous ones. At the same time they push themselves, they tend to be accepting of others and easy to get along with.

"It's always fascinating to see how personality traits shape our choices, from the things we buy to how we parent," said Sarah Welch COO and Co-Founder of Mindset Media. "And marketers can use this kind of data not only to get a richer understanding of their target, but also to reach the parents with the mindsets to be more receptive to what they have to sell through the Mindset Media ad targeting capability," continued Welch.



NASA's Next Generation Moon Rover

In the year 2020, NASA will be back on the moon. This time NASA will explore thousands of miles of the moon's surface with individual missions lasting six months or longer. One concept that is in NASA's current plans is a Lunar Electric Rover. This small pressurized rover is about the size of a pickup truck (with 12 wheels) and can house two astronauts for up to 14 days with sleeping and sanitary facilities. It is designed to require little or no maintenance, be able to travel thousands of miles climbing over rocks and up 40 degree slopes during its ten-year life exploring the surface of the moon.

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nerve can infringe on the nerve which potentially could lead to a deficit of sensation and function in the lower lip. Maxillary posterior implants are often needed where there is inadequate thickness and density of the bone leading to the necessity to augment the sinus with additional, often artificial, bone material. This requires an additional surgery, time and added cost to the patient.

For many patients, the cost of the implant, supported prosthetics and the time required for its completion are a further impediment. Particularly in these trying economic times, cost can be a determining factor for the patient's choice of treatment.

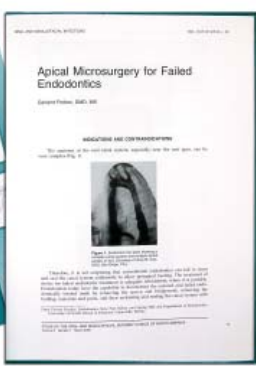
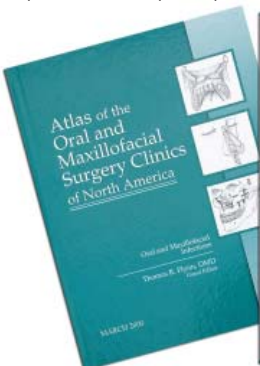
When these limitations and challenges are considered, the successfully retreated tooth is often in the best long-term interest of the patient.

We believe that the decision to retreat versus placement of an implant is best done by a clinician skilled at both endodontic retreatment and implant placement. Only someone trained and experienced in both areas can render the diagnosis that is in the best long-term interest of the patient.

RETREATMENT VS APICAL SURGERY

In 2000, I was honored to write a dental textbook chapter on Apical Microscopic Surgery for Failed Endodontics and

Reprints available upon requests



have completed more than 3000 endodontic surgeries to date. There are many considerations in deciding between endodontic surgery and conventional retreatment for failing endodontic therapy. Among them are the:

- anticipated success rates of each treatment,
- status of the prosthetics in the area,
- strength of the tooth structure involved,
- crown to root ratio,
- radiographic evidence of accessible missed root anatomy (i.e. a missed mesial lingual canal in a

maxillary molar which would indicate retreatment),

- inaccessible root anatomy (i.e. apical lateral laterals or obstructed canals which would require surgery),
- anatomical considerations such as proximity to the inferior alveolar nerve, and medical conditions, i.e. blood thinners and bisphosphonate therapy.

For a tooth with a crown that is scheduled to be replaced and that has adequate tooth structure, retreatment should be the first choice.

Many patients prefer retreatment, when it is possible, because it is less invasive and avoids the possible complications of surgery. Given the equivocal choice of retreatment or surgery, we almost always prefer

retreatment as a first step prior to apical surgery, reserving surgery, if needed, for later.

The Endodontic Specialty is the backstop for failing endodontic treatment for the dental community.

For those cases that require further attention to be successful, it is the responsibility of the endodontist to accurately diagnose and then select the appropriate treatment taking into consideration retreatment, implants and apical surgery.

Dr. Forbes has performed over 70,000 root canal treatments and 3,000 apico surgeries establishing him as one of the most experienced endodontists in the area.



Online Video Views Up

U.S. Internet users viewed a record 14.3 billion online videos in December, an increase of 13% versus the previous month, according to data by comScore. YouTube led the growth charge, accounting for 49% of the incremental gain in videos viewed versus November. Nearly 150 million U.S. Internet users watched an average of 96 videos per viewer in December. Google Sites surpassed 100 million online video viewers during the month, representing two out of every three Internet users who watched video. Fox Interactive ranked second with 56.9 million viewers, followed by Yahoo! Sites (42.8 million) and AOL LLC (31.5 million).

Source: comScore, Inc.

Online Shopping: Social

Use of shopping Web sites doubled between 2006 and 2008 with about half of those reading consumer reviews and comments found at the site prior to buying. The survey reveals the sites have transformed into virtual social gathering places and information destinations, rather than merely being a place to purchase goods,

according to Ketchum and the University of Southern California Annenberg Strategic Public Relations Center. Consumers are placing more trust in the experiences of their online peers than they are on the retailer's product descriptions, which is one example of the broadening definition of a social networking site, researchers say.

Source: Ketchum Public Relations

Coping with Crisis

Although the majority of all moms have made household adjustments to cope with the economic crisis, African American moms are more likely to delay major purchases (57%) and avoid stores to reduce shopping (54%). Caucasian moms are coping by using coupons and discount codes (73%) and driving fewer places to conserve gas (62%). This according to BSM Media, a marketing to moms firm. Other findings:

- African American moms are more likely to turn to clergy for support (60%) than Caucasian moms (41%). Other popular support outlets among both races included spouses, parents and other moms.
- Although moms across racial

lines ranked education as their greatest dream for their children, African American moms are more likely to aspire for their children to have a deep religious commitment as adults than Caucasian moms.

- Caucasian moms named managing the desires of their children for material things as a challenge (45%), while African American moms are battling with affordable housing (35%).
- While online, African American mothers are more likely to read articles (68%) and experience music (45%). Caucasian mothers are likely to frequent social networks (45%) and message boards (43%).

Source: BSM Media

Surgery Helps Seizures

Better than four out of every five patients with seizures not treatable with pharmaceutical treatments will see either significant success or see their epilepsy cured through surgery, according to Dr. George Morris, an epileptologist at Aurora St. Luke's Medical Center in Milwaukee. He says surgery can remove a small section of their temporal lobe and stop or minimize their seizures.