President’s Message

The Need for Heroes

Most individuals who have achieved any measure of success in life are able to point to one or two individuals who have profoundly impacted them in their professional career. These individuals often inspired, led by example, and provided a sense of context with which to view a particular problem that had, at the time, seemed new and insurmountable. Occasionally this individual may have risen to such a level that the specialty of OMS had been profoundly impacted and changed for the better by their presence. These are the “heroes” of oral and maxillofacial surgery.

Harry Archer, for whom the ACOMS Archer award is named, was one such hero. Born in 1907 and receiving his DDS at the age of 22, Dr. Archer immediately joined the faculty at the University of Pittsburgh where he spent the rest of his career. He was instrumental in developing oral surgery as a hospital-based surgical specialty and dealt with many of the credentialing and accreditation issues that we still see played out today. He was a prolific author and instructor. Please spend a moment to peruse the ACOMS website for the Archer Award and prepare to be inspired by Dr. Archer’s full bio. He was truly an individual who helped shape the specialty that we enjoy today.

In the spirit of Dr. Harry Archer, I am pleased to announce that this year’s Archer Award recipient is Dr. Cesar Guerrero. Dr. Guerrero has been a leader and influence in the North and Central American oral and maxillofacial surgery practice of our specialty. He is perhaps known best for his pioneering work in distraction osteogenesis and management of cranio-dentofacial anomalies. An author and international speaker, Dr. Guerrero has served as an inspiration to many young surgeons in the field. It is fitting that Dr. Guerrero will receive the Archer Award at the ACOMS 37th Annual Scientific Conference and Exhibition, April 9-12, 2016 in San Juan, Puerto Rico. Please make your plans to attend today.

The upcoming Fourth Annual Residents Meeting, November 14-15 in Philadelphia, is an outstanding offering for our residents. Specially tailored to resident audiences, the Residents Meeting allows time to meet with peers from other residency programs in addition to offering surgical and practice management lectures by leading experts. The Resident Research Forum at the Resident’s Meeting is a prime opportunity for residents to present a scientific abstract or case study and gain experience with public speaking. Beyond that, all accepted scientific abstracts at the Resident Research Forum will be published in the OOOO Journal.
ACOMS looks forward to having at least one resident in attendance to represent each academic program. Registration is only $29.

As part of the Hands-On Surgical Education Series, ACOMS is pleased to again offer the ACOMS TMJ In-Office Arthroscopy and Total Joint Replacement Hands-On Cadaver Workshop, chaired by Joel Rosenlicht, DMD. We are proud to announce this year’s outstanding faculty: Michael Proothi, DMD, MD, and Larry Wolford, DMD. This program is a one-day didactic and hands-on review of temporomandibular diagnosis and treatments, and space is limited.

Now is a great time to save the date for the ACOMS 2016 Recertification Review Boot Camp, June 4-6, 2016 in Rosemont, Illinois. ACOMS’ 2016 membership year has just kicked-off, and it is shaping up to be a great one, full of offerings to improve surgical excellence.

Best regards,

Jon Perenack, DDS, MD
President, American College of Oral and Maxillofacial Surgeons
Inventions and Innovations in Maxillofacial Reconstruction During Growth
The 2016 Kurt H. Thoma Memorial Lecture by Cesar Guerrero, DDS

We are pleased to announce that Cesar Guerrero, DDS will be the recipient of the 2016 W. Harry Archer Award at the ACOMS 37th Annual Scientific Conference and Exhibition. His lecture, Inventions and Innovations in Maxillofacial Reconstruction During Growth will take place on Tuesday, April 12, 2016.

The W. Harry Archer Award was established by the Board of Regents of the American College of Oral and Maxillofacial Surgeons to recognize the achievements of individual oral and maxillofacial surgeons and to memorialize Dr. Archer's significant contributions to the specialty. Dr. Archer, a prolific writer and gifted and respected teacher, was a trailblazer of oral and maxillofacial surgery. His excellence in leadership, teaching, research, and writing place him among the eternal giants of our specialty. Think of oral surgery as it exists today: dynamic, respected, broad. This is the legacy of Dr. W. Harry Archer.

Like Dr. Archer, Dr. Cesar Guerrero is himself a prolific writer, dedicated teacher, and trailblazer in the specialty. He is an Assistant Professor in the Division of Oral and Maxillofaical Surgery, Department of Surgery, at the University of Texas Medical Branch, Galveston. His specialties include severe facial deformities, facial reconstruction, clefts, zygoma and extraoral implants, distraction osteogenesis, and more.

His contributions to ACOMS have been significant as a former ACOMS Regent, frequent lecturer, and advocate for the organization. He is also a Past President of ALACIBU and NORCIBU, former Director of the IAOMS, and a member of numerous national and international oral and maxillofacial surgical organizations.

Dr. Guerrero attended dental school at the Central University of Venezuela and completed his residency in oral and maxillofacial surgery at University of Texas Southwestern/Parkland Memorial Hospital in 1981. An avid researcher and prolific writer, he is the author of 27 book chapters and 85 scientific articles and servers as a reviewer for OOOO, JOMS, and the IJOMS.
Get Published, Win Prizes, and Share Your Research: Participate in the Resident Abstract Competition at the ACOMS 37th Annual Scientific Conference and Exhibition

Submission of oral and poster scientific abstracts is open to any registered attendee of the ACOMS 37th Annual Scientific Conference and Exhibition. Resident authors are eligible to win cash prizes and all accepted oral scientific abstracts will be published in *OOOO* Journal. The deadline for submission of your scientific abstract for presentation is Friday, February 5, 2016. Visit [www.acoms.org/abstracts](http://www.acoms.org/abstracts) to learn more.

In case you missed it: abstracts from the ACOMS 36th Annual Scientific Conference and Exhibition in April, 2015 are available for online viewing in [The ACOMS Learning Center](http://www.acoms.org/learning-center) and printed abstracts will appear in the November issue of *OOOO*.

**Earn 4.5 Hours of Anesthesia Related CE in the Pediatric Anesthesia Mini-Symposium**

The ACOMS 37th Annual Scientific Conference and Exhibition will begin with a Pediatric Mini-Symposium featuring Jeffrey Bennett, DMD, Deepak Krishnan, DDS, Steven Thomas, DDS, MD, and Patrick Vezeau, DDS, MD. Join us in San Juan to stay current on the latest advancements in pediatric anesthesia and earn 4.5 hours of credit in this critical and ever-changing subject.
At the Fourth Annual ACOMS Residents Meeting, attendees will have a chance to:

◊ **Learn From the Best** with keynote lectures by world-renowned speakers.
◊ **Present Their Research** in the Resident Research Forum.
◊ **Make Connections** with peers from other OMS residency programs to foster collaboration, bolster professional networks, and make friends.

The Resident Research Forum at the Residents Meeting is an outstanding opportunity for any resident, from PGY-1 through Chief, to:

◊ **Gain Speaking Experience** by presenting a scientific abstract or interesting/unusual case in a low-pressure environment.
◊ **Get Feedback** from your peers in attendance to fine-tune your presentation and hone your speaking skills.
◊ **Win Prizes** including travel awards to attend the 2016 Annual Conference.
◊ **Get Published** Scientific abstracts will be published in OOOO Journal.

The **deadline for submission** of abstract and case presentations for the Resident Research Forum is **Wednesday, October 21, 2015**.

Resident registration is only $29!

Please save the date, spread the news, and start planning your abstract or case presentation now. Learn more at [www.acoms.org/residents](http://www.acoms.org/residents).
ACOMS and FACES PRESENT
29th Annual Winter Meeting

February 22-27, 2016
Snowmass, Colorado

Course Directors Dr. Charles Hasse, Dr. Brian Farrell, and Dr. R. Bryan Bell, and Director Emeritus Dr. Myron Tucker cordially invite you to Snowmass, Colorado for the first combined winter meeting of ACOMS and FACES!

Specially developed for oral and maxillofacial surgeons, orthodontists, and general practice dentists, this exceptional learning activity promises to engage attendees by providing practical information which can readily be integrated into the practice setting. Participants will enjoy the educational lectures and the opportunity to connect and network with experts and colleagues.

Invite your OMS colleagues and friends, your family, and your referring dentists and orthodontists to join us this February to enjoy cutting-edge continuing education, and the spectacular activities that have made Aspen/Snowmass a world-famous winter destination.

Register online or learn more about the meeting at www.acoms.org/faces

Featuring:
- Brian B. Farrell, DDS, MD
- R. Bryan Bell, MD, DDS, FACS
- Joel S. Berger, DDS, MD
- Simonas Grybauskas, DDS, MD PhD
- Charles D. Hasse, DDS, MD, FICD
- T.J. Tejera, DMD, MD
- David M. Sarver, DMD, MS
ACOMS Hands-on Facial Cosmetic Surgery Course

PROFILE-PLASTY: ESTHETIC SURGERY OF THE NOSE AND CHIN

March 12–13, 2016
LSU HSC, New Orleans

MEETING CHAIR
Dr. Jon Perenack

FEATURING
Dr. Tirbod Fattahi
Dr. James Koehler
Dr. John Neary
Dr. Kevin Rieck

REGISTER ONLINE AT WWW.ACOMS.ORG/COSMETIC
Please Renew Your ACOMS Membership For 2016!

ACOMS memberships run from September 1 through August 31. Membership dues for 2016 for most active Fellows and Members were due by August 31, 2015. Online renewal of your membership is highly encouraged. To renew your membership online:

1. Go to acoms.org/renew and enter your username and password. If you do not know your password, you may retrieve it at acoms.org/password
2. To renew your membership, simply click on the “renew your membership now” link that appears on the landing page. From there, you can proceed using our secure online payment portal by making an instant payment with a credit card.

If you wish to pay your membership dues by check, please do so with your mailed dues invoice, which was sent in August. Thank you in advance for your continued support!

Announcing a New Member Benefit Specifically for Residents and Younger OMS: Discounted Student Loan Refinancing from SoFi

ACOMS has partnered with SoFi, the leader in marketplace lending, to offer members a discount on student loan refinancing, mortgages, mortgage refinancing, and personal loans. Their nontraditional underwriting approach takes into account merit and employment history among other factors, so they can offer products that cannot be found elsewhere. Qualified ACOMS members will receive a 0.125% rate reduction through this partnership.

How To Get Started
To apply for a free, no-commitment rate quote, just complete the online application at www.sofi.com/acoms. The application will take approximately 10 minutes to complete. If you qualify for a loan with SoFi and choose to refinance, you will receive an additional 0.125% rate discount as an ACOMS member.

Contact
If you have any questions about SoFi’s refinancing loans, please visit www.sofi.com/acoms or call the designated ACOMS contact at SoFi, Madeline Oliver, directly at 1-844-576-2368 or via email at ask@sofi.com.
How do you handle unexpected situations in your office? Does your staff know what to do in the event of an emergency? How do you manage outcome and cost expectations with your patients? Every practice needs a sound risk management plan that focuses on patient safety and satisfaction, as well as open communication. Consider the following risk tips and remember the importance of preparation before the patient is in your chair.

6 Ways to Reduce Your Liability Risk
from MedPro’s OMS Preferred Insurance Program

1. **Have an emergency preparedness plan.** Your plan should contemplate medical, environmental, and violence emergencies. Periodically conduct drills so that all members of the office staff understand their respective roles and responsibilities in an emergency. Your local emergency services agencies can be a source of valuable consultative assistance.

2. **Prepare for difficult conversations in advance.** Don’t assume that good clinical skills are an adequate substitute for good listening, negotiation, and dispute. Communication is key.

3. **Always obtain written informed consent to treatment.** Informed consent serves many important purposes, including informing the patient of the inherent risks of treatment and giving them realistic expectations for the result of their treatment. Some malpractice cases are decided solely on the basis of the adequacy of the informed consent process.

4. **Never guarantee an outcome.** When a given outcome is promised, whether the standard of care was met or not becomes irrelevant; you promised a given result and that result was either delivered or not. Understand that patients often hear what they want to hear. For that reason, be careful with reassuring comments such as, “We’ll get this fixed right up,” or, “Everyone will just love your new smile!”. A warning that the results of dental care can never be guaranteed should be a part of your informed consent process.

5. **Always give the patient a realistic cost estimate.** Include in your written estimate the potential for complications, and how those complications will affect the final cost (if they occur). Patients need to know in advance what the maximum cash outlay might be; there should be no surprises.

6. A patient might assume that the cost of installation of a post includes restoration. **Over explain, have the patient sign the written treatment plan (including the cost estimate), and give them a copy.**

*MedPro’s OMS Preferred Insurance Program provides risk management products and services to help our insureds answer these and other questions. Click [here](#) to read a full list of 10 risk management tips. For more information regarding OMS Preferred, email [OMS@MedPro.com](mailto:OMS@MedPro.com).*

Jennifer Gibson, MedPro Dental Team – [Jennifer.Gibson@medpro.com](mailto:Jennifer.Gibson@medpro.com)

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**Medical Protective** is proud to collaborate with ACOMS as an affinity partner to provide members with a solution for their dental liability insurance needs. MedPro’s 120,000+ insureds have benefited from its unmatched financial strength, market commitment and claims expertise for over a century.
Featured in this month’s issue:

**Oral cancer breaks out at ASCO**

Dr. R. Bryan Bell

Survival rates for oral squamous cell carcinoma (OSCC) have not changed significantly in more than 50 years. Although technologic advances in surgery and radiation and the more defined use of cytotoxic chemotherapy have resulted in notable improvements in quality of life and modest improvements in disease control, the 5-year survival rate for patients with OSCC remains approximately 60%—barely higher than what it was at the beginning of the twentieth century. Furthermore, there is no effective treatment for recurrent or metastatic head and neck cancer, which is still associated with a median overall survival of 10 months in the first-line setting\(^1\) and 6 months for patients who have been previously treated.

Also in this month’s issue:

- **In vitro study on proliferation kinetics of oral mucosal keratinocytes**
  Janike Dickhuth, Steffen Koerdt, Ulrike Kriegerbaum, Christian Linz, Urs D. Müller-Richter, Oliver Ristow, Alexander C. Kübler, Tobias Reuther

- **Vascular endothelial growth factor C (VEGF-C) expression predicts metastasis in tongue cancer**
  Taiki Matsui, Takashi Shigeta, Masashiro Umeda, Takahide Komori

- **Tissue response after implantation of pure titanium and bioresorbable screws in scapula with postoperative irradiation: an experimental study on rats**
  Bogusław Brożyna, Hanna Szymańska, Konrad Ptaszyński, Marek Woszczyński, Joanna Lechowska-Piskorowska, Marta Gajewska, Joanna Rostkowska, Krzysztof Chełmiński, Wojciech Bulski, Romuald Krajewski

Two Chances for YOU to Get Published in **OOOO**:

All accepted scientific abstracts that are presented at the Fourth Annual ACOMS Residents Meeting and the ACOMS 37th Annual Scientific Conference and Exhibition will be published in **OOOO Journal**.

Learn more online:

- **ACOMS Fourth Annual Residents Meeting**
- **ACOMS 37th Annual Scientific Conference and Exhibition**

Looking for abstracts from the 2015 Annual Meeting? They will appear in the November, 2015 issue of **OOOO**.

Please visit [www.OOOOJournal.net/Current](http://www.OOOOJournal.net/Current) to access the journal online.