

## Three Periods with Rich Rosato, DMD Trustee, ADA First District

Happy New Year! I hope that everyone's holiday season was filled with blessings and joy. As we start off 2020, I wanted to share with you, my New England constituents and friends, some important developments and information from Chicago and around the country.

**FIRST PERIOD:** The negative effects of tobacco use have long been evident to medical professionals and public health organizations. As dentists, we see some of these effects during a simple patient exam – from discolored teeth to manifestations of oral cancer. Dentists, therefore, have a unique role to play in educating patients on the dangers of tobacco use.

Lately, however, the deleterious effects of vaping have taken center stage. Flavored vape products are increasingly landing in the hands of kids. In fact, people of all ages have been increasingly “vaping” – and now the health risks of this trend are becoming clear. In December, ADA – citing the importance of dentists in sharing with patients these risks – announced its official policy on vaping and e-cigarettes. Put simply, ADA supports a ban on any e-cigarette, vaping product or other tobacco use that is not approved by the US Food and Drug Administration. ADA also strongly advocates for continued research on the effects of vaping on oral health. This policy, which you can read in its entirety here -- [https://www.ada.org/en/press-room/news-releases/2019-archives/december/american-dental-association-announces-interim-policy-on-vaping?utm\\_source=adaorg&utm\\_medium=tobaccousealert&utm\\_content=interimpolicyonvaping](https://www.ada.org/en/press-room/news-releases/2019-archives/december/american-dental-association-announces-interim-policy-on-vaping?utm_source=adaorg&utm_medium=tobaccousealert&utm_content=interimpolicyonvaping) – mirrors American Medical Association policies on the issue, underscoring the value of medical-dental cooperation and care integration on public health matters.

**SECOND PERIOD:** Last month, the ADA Board of Trustees (myself included) had the tremendous honor and privilege to be the first ADA Board to host a meeting in Puerto Rico. During our first Board retreat since the ADA Annual Meeting, we had a fantastic experience visiting the School of Dental Medicine at the University of Puerto Rico.

Board retreats often entail getting to know and sharing ideas with our fellow organized dental leaders. However, the visit to Puerto Rico was a decidedly different retreat, as

we also saw first-hand the ongoing effort to rebuild after Hurricane Maria in 2018. Such an experience reminds us of the importance of dentists, both as health care providers and as economic contributors, as the dental students and faculty alike are playing a critical role in the reconstruction of Puerto Rico.

**THIRD PERIOD:** “What’s in it for me?” On the surface, such words may sound to some self-serving, but they are also important words for any business owner to utter. After all, a great many dentists have a business – equipment, office space and staff – to safeguard. No one should be expected to invest more than \$1000 a year if he or she cannot expect a return on investment.

Fortunately, ADA dues are an investment on which you can expect savings, top-quality services and goods and an overall strong return. Through ADA Member Advantage, Tripartite Members have access to financial consulting, automobile discounts, travel services, insurance and a wide range of other benefits. Through this program, you can find discounts on top-quality uniforms, parcel services and even dental equipment. Put simply, the savings you can make through ADA Member Advantage will more than answer the sage question of “What’s in it for me?”. For more information about ADA Member Advantage and the returns it can offer you and your business, click here: <https://www.adamemberadvantage.com/en>

As always, it is a great honor to serve as your Trustee!