

Promoting Support of the Specialty

BELOW, you will find a recent letter from ACP President Dr. Patrick Lloyd to the editor of *Newsweek* magazine, commenting on an article featured in their March 17 issue. As you can see, the ACP leadership continues to support the Specialty of Prosthodontics, and you as our members. However, we need your assistance in identifying these types of articles, whether they appear in your local newspapers or in other magazines. If you forward any such articles you discover to the Central Office, we will continue to promote the Specialty by contacting the respective editors and strongly suggesting they consider the Prosthodontists as their primary source of information for dental care.

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Editor-in-Chief
Journal of Prosthodontics
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Editor
Newsweek Magazine

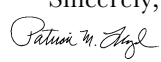
To Whom It May Concern:

Thank you for publishing an overview of cosmetic dental treatments in Karen Springen's article, "Million Dollar Smile" (March 7, 2005). As the story indicates, consumers should be aware that not all practitioners are equally trained in esthetic techniques, and they should check to make sure their dentist is part of a professional organization.

However, I would recommend consumers to go one step further and check the dentist's level of formal education. A group of specialists called Prosthodontists are dentists who complete three years of advanced education beyond dental school in a program accredited by the American Dental Association. They have special clinical training and expertise in esthetic, implant, and reconstructive dentistry.

Prosthodontists diagnose and treat complex dental conditions, emphasizing the health, function, and appearance of the entire mouth—gum tissues, tooth bone support, lip contours, and front and back teeth. Because the esthetic needs of many consumers involve some or all of these structures, prosthodontists work with other dental specialists (oral and maxillofacial surgeons, periodontists, and endodontists) to provide a comprehensive evaluation. They offer a detailed description of a consumer's unique needs, and a plan of treatment that includes the necessary therapies to fully address an esthetic problem.

Before your readers embark on what is often a substantial investment of financial and personal resources, I strongly encourage them to visit our nonprofit website, www.prosthodontics.org for more information.

Sincerely,

Patrick M. Lloyd
President

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