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PHOTO: JERE VISALLI PHOTOGRAPHY

8 A QUARTER CENTURY OF LEADERSHIP

A lot can happen in dental education in 28 years, and with Dean Art Dugoni's hand on the tiller, the leadership that the dental school has exerted in the profession has been astonishing. Dr. Eric Curtis provides a synopsis.

15 TRANSITION AT THE TOP

On July 1 we will have a new dean. Martin Brown interviewed dean designate Pat Ferrillo and explains his background and what made him want to continue Art Dugoni's legacy at Pacific.

17 MORE THAN FUND RAISING

Pacific is about people. We recently topped \$1 million raised for dental care for children and similar causes. The way the Pacific family has been involved in this effort is a story in itself.

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de** MEMBER PUBLICATION
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EDITORIAL DEAN ARTHUR A. DUGONI **EDITOR** DAVID W. CHAMBERS **ADMINISTRATION** EDDIE HAYASHIDA **PUBLIC RELATIONS** KARA A. SANCHEZ

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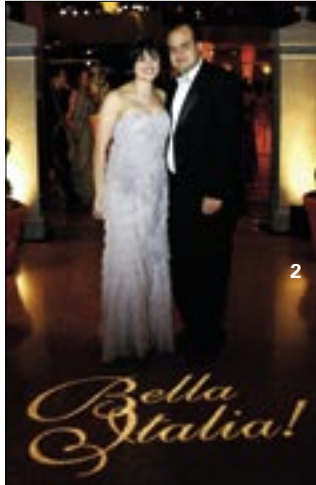
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Bella Italia!

Six-hundred-thirty donors and friends experienced “Bella Italia,” the 38th annual P&S Donor Ball held March 4, 2006 at the Gift-center Pavilion in San Francisco. The elegant, Italian-themed gala was dedicated to the Dugoni family and marked Dr. Dugoni’s last Ball as dean. The black-tie event also saluted the 10-, 25- and 50-year class reunions.

Throughout the Ball, guests enjoyed the best of Italy—from delicious Italian food created by McCall Catering and California-Italian wines from Il Cuore Wine Cellars to music by the Italian Gondoliers and a performance by opera singers. Bella Italia was not only a salute to Italy but to an Italian family—the Dugoni family—that has done so much for Pacific.



- 1** Guests fill the Giftcenter’s dance floor to enjoy the music of the Dick Bright Orchestra.
- 2** Dr. Nava Fathi '95, Alumni Association President-elect, with her husband Dr. Abbas Raissi at the party entrance.
- 3** University President Donald DeRosa, Executive Associate Dean Robert Christoffersen '67, and Provost Philip Gilbertson during the dinner.
- 4** Members from the Class of 1956 receive their 50-year reunion certificates.
- 5** Ten-year reunion class members Dr. William Lee Willis '96, Ms. Gwendy Newie, Ms. Joanie Bronzini, and Dr. Rey Bronzini '96 enjoy the special “Dugoni Negroni” Italian drinks.
- 6** Honorees Dr. Arthur A. and Mrs. Katherine Dugoni with their children: Steve, Mary, Diane, Arthur, Russell, and Michael.
- 7** Mr. Thomas Seifert and Dr. Dianne Philibosian, chair of the Board of Regents.
- 8** Ms. Debbie and Dr. Dan Castagna '81 arrive at the Ball.
- 9** Elegant “David” busts adorn the dinner tables in keeping with the “Bella Italia” theme.
- 10** Cardinale Patricio Ferrillo (a.k.a. Dr. Patrick J. Ferrillo, Jr.) brought greetings from Rome and bestowed sainthood upon Dean Arthur A. Dugoni.

PHOTOS BY BRUCE COOK AND JOHN DRAPER

Pacific Volunteers Journey to the Philippines

During spring break, a delegation of 35 Pacific students, faculty, and staff traveled to the Philippines on a dental mission trip in March. Following a 13-hour flight across the Pacific Ocean, the team journeyed on a bus to remote provinces of Manila, to provide oral health care—including screenings, fluoride treatments, extractions, and fillings—to 1,200 underserved children and their families.

The experience of providing care to those without access to care, especially in a foreign country, was beyond words for Pacific's volunteer group. However, for Ruth "Candy" Tan-Chi, Class of 2006, Pacific's mission work in the Philippines was significant and literally hit home.

"Our trip was amazing and an absolute success. We treated thousands of patients in just four days in different locations—a school, basketball court, hospital, and church," stated Tan-Chi, who was born and raised in the Philippines. "Our trip was incredibly rewarding and fulfilling emotionally. I am truly indebted to everyone who gave so much of themselves to make this mission a success."



Branden Dailey, Class of 2007

Nieku Manshadi, Class of 2007



Governor Schwarzenegger Names Dr. Burk as Committee Chair

Dr. Dorothy T. Burk, associate professor and chair of the Department of Anatomical Sciences, was appointed chair of the California Office of Environmental Health Hazard Assessment's (OEHHA) Development and Reproductive Toxicant (DART) Identification Committee by Governor Arnold Schwarzenegger in the fall of 2005.

The DART Identification Committee, a component of OEHHA's Science Advisory Board, serves as the State of California's qualified experts in rendering an opinion on whether a chemical has been shown, through scientific testing, to cause developmental and reproductive toxicity. As chair, Dr. Burk presides over public committee meetings where health experts meet to compile a list of toxic chemicals as well as discuss and review literature on chemicals to determine reproductive toxicity.

"I am pleased to work with such a dedicated group of scientists and physicians on the DART committee as well as the knowledgeable and talented staff of OEHHA," stated Dr. Burk. "I hope to continue to ensure that each chemical under consideration is thoroughly reviewed by the committee and that listing decisions are based on science and are in the best interest of the citizens of California."

Dr. Burk, who has received advanced training in animal development and experimental teratology, has been actively involved with DART Identification Committee since 1988. She arrived at Pacific in 1979 and was later appointed chair of its Department of Anatomical Sciences in 1993, at which time she also earned a Master's Degree in Educational and Counseling Psychology from Pacific. She received her bachelor's degree in zoology from the University of New Hampshire in 1972 and a doctorate in anatomy from the University of Michigan in 1976.

Dr. Düzgüneş Receives SCADA Faculty Advisor Award

The International Association of Student Clinicians-American Dental Association (SCADA) honored Dr. Nejat Düzgüneş, associate professor and chair of the Department of Microbiology, with the 2006 Burton C. Borgelt/SCADA Faculty Advisor Award during the American Dental Education Association's 83rd Annual Session in Orlando, Florida, on March 9. The award is presented annually to select faculty advisors nationwide who have distinguished themselves in service to their school's student research program.

During his career at Pacific, Dr. Düzgüneş has played a fundamental role in developing and enhancing the school's student clinician program. Düzgüneş is credited with creating Pacific's Research Day in 1997, an annual competition that showcases students' research abstracts. He also serves as a mentor and advisor to Research Day winners who represent Pacific in national competitions. As a result of his passion and strong commitment to research, Dr. Düzgüneş has continually increased the number of the students engaged in research from approximately 20 students each year to a current high of 46.

"Through his many lunchtime meetings with me, he guided me through my project and helped me to understand the big picture surrounding my individual research," said Mark Young, Class of 2006, who represented Pacific in the national ADA/DENTSPLY Student Clinician Program. "His passion for teaching as well as research is obvious to anyone who knows him and it shows in his commitment to each of his students and their research projects."



Dr. Nejat Düzgüneş and Dr. Dorothy Burk

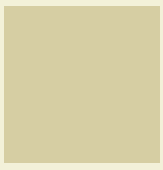
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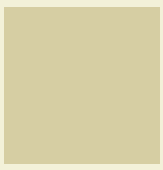
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I Don't Recall Reading That

By David W. Chambers

There was an ironic phrase I heard often in college: "No, I haven't read that book, but I took a test on it once." The irony sticks to dentistry. There is a disconnect between the literature and the practice of dentistry.

I read widely—four to six "non-subscription" pieces (understand throwaways), two journals of dental education, the *Journal of Dental Research*, several specialty publications, *JADA*, the CDA and several other state journals, all publications of other dental schools I can get my hands on, targeted searches by topics to support my research, many newsletters, seven professional publications in education, three in management, two in engineering, as well as the two journals I edit. What could I be missing?

There is no journal about the skills of dentists, nor is there one about patients' oral health. That is a pretty bald claim considering how important these topics are to the profession. But I challenge you to prove me wrong using that stack of publications you have somewhere waiting for a little free time.

Here is the first test: find an article that describes the differences in technical ability among several individual dentists or groups of dentists. What I have in mind is something that characterizes one group of dentists as good and another as needing to be better—along with some insight into how to close the gap. I know that studying differences in dentists' abilities is getting perilously close to violating some ethical codes. But it is flagrant ethical abuse to imply that there are no differences. It is assuming the ostrich position



to rule this out as a field of inquiry for improving the profession. I would like to hear from any reader who finds such an article among those publications at hand. Bonus points for the name of a journal that contains this as part of its mission statement.

I am unconvinced that all differences in dentists' abilities existing in dental school (or on one-shot licensure exams) are nullified by a license. I also suspect that these differences are important in patient care. In fact some of my colleagues and I have been researching this question. On procedures such as endodontic obturation and fabrication of temporary crowns, differences among operators predict clinical outcome more significantly than do differences in materials or patients. The second largest source of variation is interaction between material and operator—some dentists are good with one

material or procedure and some are good with others. I have no idea what that means for Evidence-Based Dentistry that throws "it works in my hands" as an epithet in the face of the profession. (Confidentially, I want it to work in my dentist's hands!)

Nearly all the dental literature compares techniques under experimental conditions or touts products. The implications are clear: immaculate research is different from practice and better dentistry can be purchased. Of course there are exceptions, but there are no journals devoted to publishing them. CE credit for an open-book multiple-guess test with six questions does not qualify as changing dental practice.

Wouldn't it be nice to have a journal with a title something like *Becoming a Better Dentist* or *The Journal of Lifelong Learning*? How about a monthly publication that helps practitioners diagnose potential practice op-

portunities and demonstrates how they can be realized. It might be called *The Journal of Continuous Practice Improvement*.

The other type of journal that seems to be underrepresented would address improvements in patient health. "Oh," you say, "that's easy." I wonder. I haven't seen recently many articles documenting overall improvement in oral health among patients. There are numerous papers showing that various procedures are effective, some even long-term. But a procedure is not a patient, and it is only approximately true that a mouth full of better procedures is the same as better oral health. The new documentation in the literature is a glossy photo of a procedure. Some of them scream, "Look what I have done!" There are no health histories or complete treatment plans with critically evaluated options to accompany this bragging.

Naturally, dentists, when pushed, would say, "I did it for the patient." How can we distinguish between high-end, ego-enhancing procedures or even big margin work from serving the patient? There are three tests. One has already been mentioned: present the procedure in the context of the

There is no journal about the skills of dentists, nor is there one about patients' oral health. That is a pretty bald claim considering how important these topics are to the profession.

total treatment plan over time. The second test for separating dentistry for dentists from dentistry for patients is to ask whether alternative means to the same ends would be accepted. Would dentists work several hours per week to support fluoridation or alternative therapists? The final test is one of trade-offs. What is the total oral health impact of one large veneer case compared to several caries or perio control procedures?

There are journals filled with papers on oral health outcomes. They are public health

journals and they concentrate on averages in groups. I would like to see a journal that presents total treatment plans for individual patients in dentists' offices. We could call it *The Journal of Oral Health Care Outcomes*, or alternatively *Patient Care*.

I am not worried about commercial interest in the dental literature. We are unlikely to experience a drought in companies paying money to sell things to dentists with the promise that better dentistry can be purchased. Neither am I worried about the academics. Until the tenure rules are changed and government funding shrinks dramatically, there will be a sufficient supply of arcane research articles. (I have contributed my share.)

Every day in every dental office there are practical tests, but there is no literature to read that provides the type of preparation needed to excel at these tests; and that is why dentists read so little. Two new journals are necessary. One, *The Dentist*, would be exclusively devoted to improving the skills of dentists. The other, called *The Patient*, would be devoted entirely to improving the oral health of patients.

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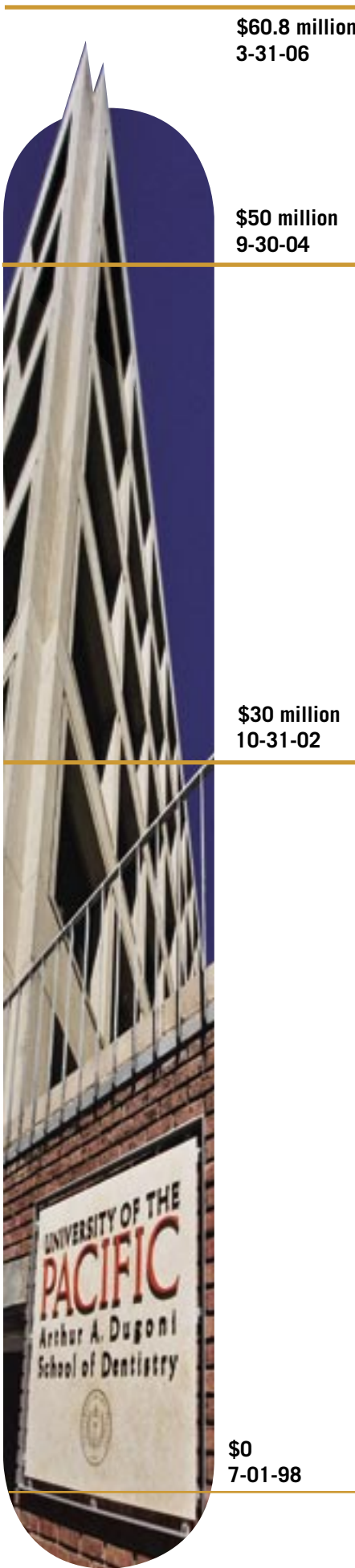
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So Many Reasons to Be Proud

As my wife, Margaret, can tell you, I'm rarely at a loss for words. As our *Commitment to Excellence* campaign ends at over \$60 million—\$10 million over our original goal—I am speechless. Hardly anyone, with the notable exception of that spinner of big dreams, Art Dugoni, thought that we could ever make it to \$50 million.

As this campaign "shaping the future of dental education" comes to a close, we can see the transformational nature these past seven years have had upon our school. I don't know where to begin...

Do you know that, in this past academic year, our endowed scholarship funds generated over \$1 million in student scholarships?

Do you know that in 1996 our school had virtually no endowments, and today we have in cash, pledges, and estate gifts over \$40 million in endowments—for everything from scholarships to endowed chairs and professorships?

Outdated facilities, such as our orthodontic lab, have been gutted and built anew. New digital x-ray, computer, and lab equipment is changing the quality of care in our clinics and our ability to prepare our students in state-of-the-art technology.

Perhaps most significantly, we have changed the very nature of philanthropy, not only here at Pacific but in the world of dental education. Investing in the future of our alma mater and in the future of dentistry is a noble use of our money. In so many ways, Pacific is a leader in the field of dental education. Now we have come to redefine the very way dentists invest in the future of dental education.

Congratulations to each and every one of you. My heartfelt thanks for making this campaign one of the great accomplishments in the long history of Pacific.

Dr. Ron Redmond '66
Regent and Chair
Commitment to Excellence Campaign

1978
2006



DUGONI



43
YEARS IN
DENTAL
CURRICULUM

1978

Arthur A. Dugoni
became dean at
University of the
Pacific School
of Dentistry

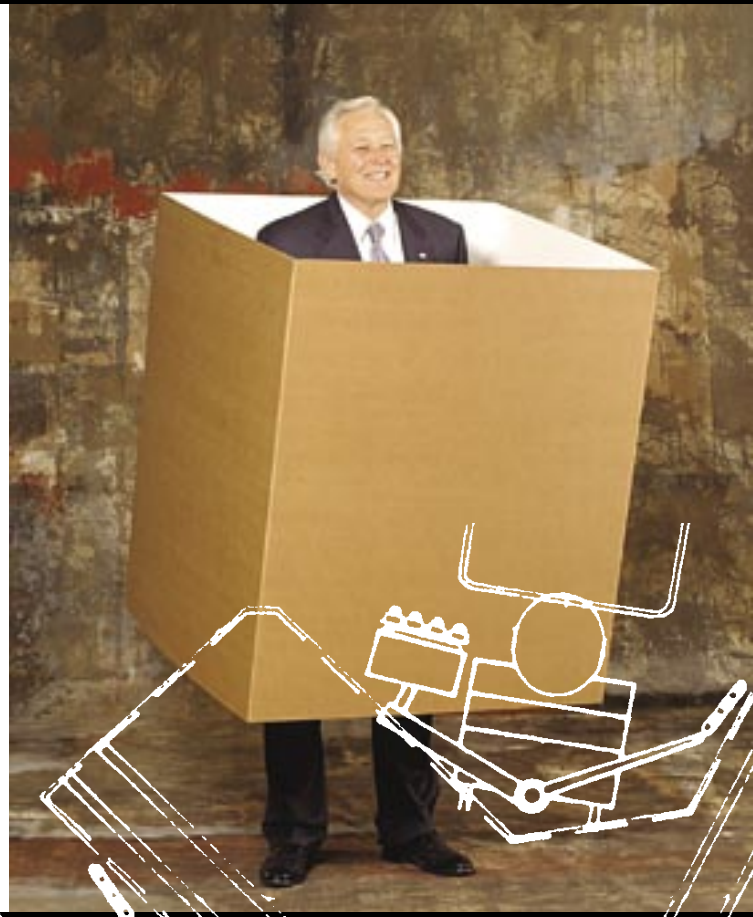
PRIDE PASSION AND PERFORMANCE THE DUGONI YEARS

PHOTOS BY JON DRAPER, ARNOLD EILERS, BRUCE COOK, CHRIS T. ANDERSON

By Eric K. Curtis

America's most famous dental educator is preparing to transition out of the deanship of the school that now bears his name. Anyone else might call such a move retirement, but Dr. Arthur A. Dugoni is not the retiring type. In fact, he seems to be moving faster than ever. The statistics support this. Dr. Dugoni's curriculum vitae includes, for example, some 800 lectures and speeches, a sum, which, averaged over his entire career, comes out to more than one a month since 1948. According to a recent *Dean's Report* list, in the third quarter of 2005 Dr. Dugoni gave, on average, a presentation every four days. He published a paper, on average, every twenty days. That's some serious momentum.

Dean Dugoni's energy also shows in the breadth of his commitment to the school. A faculty member since shortly after graduation, he has been an assistant professor of both operative and pediatric dentistry, associate





1981

Department of Dental Practice established

1983

Dental School purchased and renovated the student housing facility

1987

International Dental Studies program began



professor of pediatric dentistry, associate professor and professor of orthodontics, as well as chair of the orthodontics department. Celebrating 28 years at the helm, from 1978 to 2006, Dr. Dugoni's tenure stretches one year longer than even that of the school's founder, Charles Boxtton, DDS, making him the longest-serving dean in the dental school's 110-year history. Yet the full story of Dr. Dugoni's achievements, of course, lies not just in the length of his labors but in the extraordinary fruits. While the staggering sum of his accomplishments as dean can't be readily reduced to a list, a Dugoni dossier at Pacific might be catalogued into four broad categories: programs, renovations, technology, and attitudes.

Pacific's Got the Programs

University of the Pacific still offers the only four-years-in-three dental curriculum in the nation, which fact is both the dental school's most impressive calling card and a testament to the skill of its administrators and faculty. On Dean Dugoni's watch, the school has enhanced fiscal stability, decreased tuition dependency, and grown scholarships. (For example, the proceeds of Pacific's Sterilization Monitoring Service, a typically pragmatic Dugoni program, fund student scholarships.) The School of Dentistry has recruited and admitted students who rank among the top five dental schools nationally in terms of predictors of success, such as grades and Dental Admissions Test scores and second in the nation in DAT perceptual ability scores. Pacific is ranked 12th out of the 56 dental schools in the nation, and second in California, in the total number of under-represented minority, including African American, Hispanic, and Native American applicants. "We are attractive to large numbers of people who can handle the educational program," says associate dean Dr. David W. Chambers, "and we can select among people who are interesting and who will make a difference in the profession."

The school has also successfully recruited, retained, and developed talented faculty

members. For example, the Frontiers in Dentistry lecture series, in which researchers and innovators from around the nation are invited to report cutting-edge developments in a variety of fields, has become a staple feature of quarterly Faculty Development Days in-service training sessions. Faculty members can apply for Faculty Development Leave, a six-month sabbatical program. Faculty clinicians who can't leave their practices can apply for Competitive Release Time, in which they are granted free days—say, every Wednesday for a year—to pursue research or other special projects. The School of Dentistry has conducted several joint educational programs with the Stockton campus, allowing faculty and staff members to pursue MBA and MA degrees in education right on Webster Street. More than 25 members of the faculty and administration have master's degrees in business administration.

In an age of declining numbers of educators and unfilled positions in dental schools around the nation, Pacific has virtually no faculty openings. "As educators, it is our job to help grow students into people of consequence, citizens of substance, people of value to society," Dr. Dugoni declared in Pacific Rising: 1995-2005. "We can do it because Pacific faculty and staff are not 9-to-5 people. They are "24/7" people who

"WE BUILD PEOPLE AND ALONG THE WAY THEY BECOME DOCTORS"

1989 Advanced Education in General Dentistry program started

1990's

**School administrators
invented the
competency concept**

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BROWN
BAG
LUNCHES

have a bigger vision and a higher purpose.”

In the service of that vision, the dental school has pushed to the forefront of clinically-oriented dental education. Pacific is the national leader in competency-based education. In the early 1990s, school administrators invented the competency concept when they decided to shift clinical emphasis away from daily grades and accumulated numbers of procedures in favor of test cases in all disciplines and quarterly ratings of student practice skills. In other words, nowadays it's not the sheer numbers of composites and crowns that gets students their diploma. Instead, they have to demonstrate in more comprehensive, practical ways that they can do what dentists do.

At the same time, Pacific teaches more current technology—including implants and oral and maxillofacial surgery, as well as aesthetic and smile (read: bleaching) clinics—than do most schools, and it grants students freedom to use innovative techniques and materials. To balance technical skills with business acumen, the school formed its Department of Dental Practice in 1981. And to balance both with a sense of values, the school introduced an ethics curriculum in 1994. From high tech to high touch, during Dean Dugoni's administration the School of Dentistry has crafted and expanded a veritable army of educational programs.

The dental hygiene accelerated bachelor's program, launched in 2003, which also established a dental clinical facility on the Stockton campus, is the latest of many curriculum innovations and upgrades. One of the dean's first projects was to develop the orthodontic graduate residency into a degree program, which began offering a Master of Science in Dentistry (MSD) in 1979. The orthodontic residency program recently expanded from six to eight residents and introduced a new 27-month curriculum. The orthodontics department has also created a cutting-edge Craniofacial Anomalies Laboratory for studying genetic and environmental influences on deformities and developed the first predoctoral Invisalign® clinical treatment program.

The International Dental Studies (IDS) program, begun in 1987 and graduating its first class in 1989, offers a two-year DDS curriculum for degreed foreign dentists representing, to date, 36 countries. The Advanced Education in General Dentistry (AEGD) program, which attracts among the highest number of applicants in the country, began in 1989. The AEGD program now functions at three different sites—the dental school, the Union City clinic, and the Stockton campus—which use distance education technology to interact with each other and even other residency programs. The oral and maxillofacial surgery residency program at Highland Hospital in Oakland became affiliated with the dental school in 2001.

From the Pacific Center for Orofacial Disorders to the Oral Medicine Clinic, patient treatment options these days are better than ever. The hospital dentistry program, providing general dental care under general anesthesia, performs over 100 cases each year. The Pacific Oral and Maxillofacial Pathology Laboratory receives over 6,000 biopsies each year. The dental school's highly-regarded group practice clinical model oversees some 200,000 patient visits each year, totaling almost six million visits during Dr. Dugoni's deanship.

Dean Dugoni's tenure has also produced critically-acclaimed community programs. The SCOPE (Student Community Outreach for Public Education) program allows students to take their burgeoning skills into schools and other public places. The number of extramural clinical sites for second- and third-year students, in public clinics and private offices from Half Moon Bay to Fresno to Davis, has grown to 26. The Pacific Center for Special Care since 1989, has received over \$7 million in grants and contracts for programs to improve access to



“AS EDUCATORS, IT IS OUR
JOB TO HELP GROW
STUDENTS INTO PEOPLE
OF CONSEQUENCE,
CITIZENS OF SUBSTANCE,
PEOPLE OF VALUE
TO SOCIETY”



1994 **School introduced ethics curriculum**



1999

**First annual Pacific
Research Day**



“I HAVE TRIED TO
MODEL MY LIFE ON
POSITIVE REINFORCEMENT
WITH INDIVIDUALS,
A CONTINUED
SENSE OF OPTIMISM,
AND THE DEVELOPMENT
OF PRIDE
FOR THIS DENTAL
SCHOOL”

1996

**Preclinical computerized
simulation laboratory unveiled**

oral health for people with special needs.

Pacific’s expanding programs also include continuing education. In the last ten years, the dental school doubled the number of CE programs it offers, expanding annual program offerings beyond the school to other locations, including Sacramento, Stockton, Union City, Monterey, and Hawaii.

Pacific has forged successful relationships in clinical research with major companies such as Proctor and Gamble and Colgate-Palmolive. The dental school provided clinical research for the development of Invisalign® orthodontic treatment, and has initiated research collaborations with such scholarly institutions as the University of California at San Francisco, the University of Minnesota, and the Forsyth Institute. An HIV research laboratory now resides on the school’s sixth floor, fueled by funding from three concurrent National Institutes of Health grants to study treatment of effects of the human immunodeficiency virus, including AIDS and related opportunistic infections.

In fact, research opportunities reach out to the entire dental school community. At the annual Pacific Research Day, begun in 1999, students and residents present research projects to other students and faculty. During the concurrent Clinical Excellence Day, second- and third-year students give case presentations, highlighting the details of challenging cases and clinical achievements.

From his famous brown bag lunches, in which the dean, throughout his tenure, has met informally with students, staff, and faculty members to hear hopes, complaints, and suggestions, to the award-winning *Contact Point*—which is older than the *Journal of the American Dental Association*—open communication has been a hallmark of the Dugoni deanship. One recent idea to emerge from student-faculty brainstorming sessions is the Community of Reflective Practitioners aimed at focusing attention on critical thinking, outcomes-based learning, and scholarship. Says Dr. Chambers, “We’re trying to create a community that encourages people to improve their practices over a lifetime.”

**The Edifice Complex:
Renovations and Structural Progress**

Ever since the 1906 earthquake destroyed the College of Physicians and Surgeons’ then-new 14th Street building, school admin-

istrators have harbored what many call an “edifice complex.” Dr. Dugoni’s vision has been to retool the current Webster Street location into a state-of-the-art educational complex, transforming it into the “Ritz-Carlton” of dental schools.

Accordingly, in the 1990s the school remodeled its orthodontic and pediatric dentistry clinics, as well as the main clinic reception area. Lecture areas were gutted and rebuilt as high-tech smart classrooms offering state-of-the-art digital projection and automatic everything. Elevators were retooled, new sprinkler systems installed and faculty offices renovated. The student lounge was reborn as the Café Cagnone, offering outstanding food service and catering. The library was enhanced with new seating, along with technical upgrades and support. In 1996, the school unveiled its preclinical computerized simulation laboratory, subsequently widely copied by other schools, to which it has made annual high-tech improvements.

The Pacific edifice complex extends far beyond the corner of Webster and Sacramento. The School of Dentistry bought and renovated its student housing facility on Post Street in 1983, to which it has made continued enhancements. In 2001, the school arranged additional student housing in the Presidio. The Union City Dental Care Center was modernized in a \$3.1 million renovation completed in 2002.

High Tech Heaven

When Art Dugoni became dean, touch-tone telephones and 35 mm slides represented technology’s best shot. Today, the school is packed with computers, which shoot out hundreds of thousands of e-mails each year. Advancing technology enhances the Pacific educational experience in three broad ways: teaching, treatment, and information.

The dental school has put a laptop computer in all students’ hands, with which they can take notes, watch live instructor demonstrations in the preclinical lab, and access digital course content on Blackboard, an interactive Web portal dedicated to course instruction. Faculty members can put coursework on Blackboard, including PowerPoint presentations, lecture voiceovers, articles, documents, announcements, calendars, and syllabi. Professors can also administer tests and post grades on Black-

Commission on Dental Accreditation site visit results in 18 commendations and NO recommendations

board, and they can conduct chat room conversations with students. One of Blackboard's most visually impressive features at Pacific is its virtual microscope, in which microbiology specimen slides can be positioned, brought into focus, and examined—all on a computer screen wherever the student happens to be.

Students attend lectures in "smart" classrooms crammed full of digital everything, including computers, digital projectors, audiovisual equipment, and Internet access. The future of videoconferencing is now. The clinics have sprouted an array of state-of-the-art digital diagnostic and treatment technologies as well, including not only digital photography and radiography but computerized axial tomography imaging. The endodontics and restorative dentistry clinics boast eight surgical microscopes.

Pacific's computerized clinical management system, now one of the most sophisticated in the country, keeps digital information about patients and student progress, capturing and storing digital radiography, photographs, charts, and treatment records. The system ensures patient privacy and data security using biometric security devices, smart routers, firewalls, and data encryption. The prosthetic lab's case-tracking software was written in-house, because, while the dental school has access to CAD-CAM technology, much of the fixed, removable, and implant prosthetics are outsourced these days to commercial laboratories.

Pacific's interface with the world is electronic. The Web site has over 1000 pages of information accessible by anyone in the world—applicants, alumni, patients, students, staff, and faculty—who can use the Web to access electronic resources, get directions, look up contact information, check schedules, register for CE courses, and make donations.

A Deep Sense of Mission

For all their dazzle and shine, even the newest, best, most freshly-painted innovations would be only skin deep without the infusion of human spirit. One of Dean Dugoni's most significant legacies is a collective embrace of the high worth of people imprinted on the hearts and minds of students, faculty, staff, and administrators. This attitude focuses on performance, as in clinical excellence and a world-class faculty and administration (the latest Commission on Dental Accreditation site visit in 2000, for instance, generated 18 commendations and no recommendations); it focuses on enthusiasm, as evidenced, for example, in an emphasis on leadership; and it focuses on preserving basic human dignity.

Pacific has become famous for its humanistic model of education, created by Dean Dale Redig and sharply honed by Dean Dugoni. "Dentistry was plagued for decades with a dehumanizing punitive environment," Dr. Dugoni explains. "My own personal feeling is that individuals who are dehumanized, destroyed of their self worth, not only hate the educational model, but go out and do not enjoy dentistry. The humanistic model breeds trust, integrity, and respect for individuals at every level. Our students graduate feeling good about who they are, motivated to achieve at the highest level of excellence, and dedicated to a career in the profession.

"We developed a motto that I hoped would catch fire, one that would symbolize our mission: 'We build people and along the way they become doctors.' I wanted this statement to reflect the fact that during our educational program we nurtured, developed, and grew individuals to be people of substance and of character—ethical, professional individuals who would care about their fellow man, their communities, their profession, and the patients they are privileged to serve."

The students respond. On Part I of the 2004-2005 National Board Examinations, for example, Pacific students fared better across the board than national averages; on the microbiology-pathology and dental anatomy-occlusion sections, Pacific's failure rate was zero.

Alumni have responded as well. Dr. Dugoni has provided an energetic role model for leadership, serving while dean as president of the California and American Dental Associations, as well as treasurer of the FDI World Dental Federation and president of the American Association of Dental Schools (now the American Dental Education Association). He is currently president of the American Dental Association Foundation. "Almost 40% of leaders in the California Dental Association are Pacific graduates," he notes, "and there are five dental schools in California and many of the state's dentists are educated out of state." Even students have achieved leadership roles in the California Dental



2001

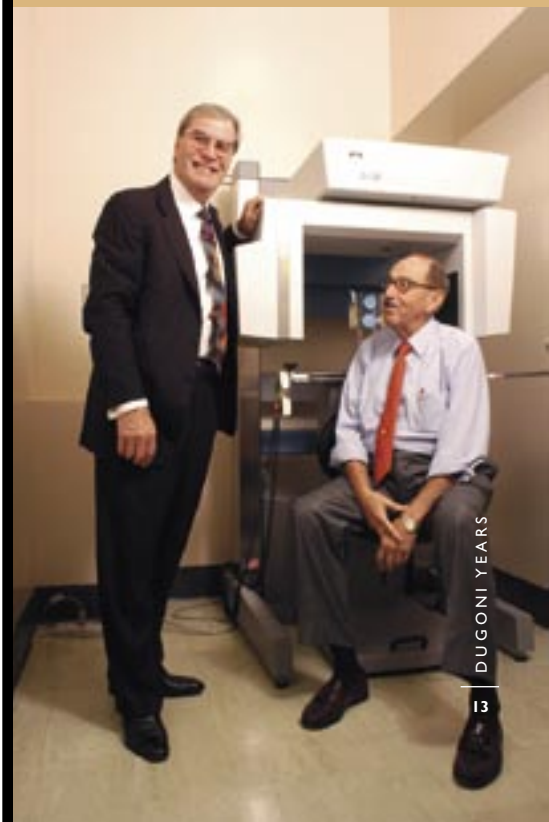
**Pacific became affiliated with
the Oral and Maxillofacial
Surgery residency at Highland
Hospital in Oakland.**

2001

**Additional student housing
secured in the Presidio**

2002

**\$3.1 million renovation
Union City Dental Care Center**



Dental hygiene accelerated bachelor's program launched

**ALMOST 40%
OF LEADERS IN
THE CALIFORNIA
DENTAL ASSOCIATION
ARE PACIFIC
GRADUATES.**



2004 University of the Pacific names its dental school after Arthur A. Dugoni

Association and American Student Dental Association.

Alumni meeting attendance has grown to around 1800 people—some 25% of graduates—from 350 in the early 1980s. Moreover, half of the alumni have made gifts to their alma mater, including 46% in the last five years alone. Dean Dugoni has made giant leaps to secure Pacific's financial future. He created the Pacific Dental Education Foundation Board out of the old P & S Club in 1992. The board's popular Kids in the Clinic program, which provides for the dental care of 1,000 needy children, has established a \$1 million endowment. Donations also created a \$1 million P&S Annual Fund that allows the dean to take advantage of opportunities as they arise.

Under Dr. Dugoni's watchful eye, endowment assets have skyrocketed from \$600,000 to over \$26 million, with another \$15 million in pledges; the 125 endowments created and funded to date include two endowed chairs, in physiology and orthodontics, and five endowed professorships, including oral and maxillofacial radiology, pediatric dentistry and restorative dentistry. In addition, one endowed chair and three endowed professorships are in the process of being fully funded for a total of three endowed chairs and eight endowed professorships. Dean Dugoni, in fact, has presided over a monumental capital campaign. Over 4,000 alumni have committed more than \$60 million—the largest campaign in dental education history.

Dean Dugoni has presided over a variety

of milestone events. Some are specific. For instance, Pacific was the first dental school to implement a White Coat Ceremony, which focuses on professionalism and the importance of patient care, for its students. The ceremony has been emulated by dental schools across the nation. Pacific also became the first dental school to develop a contract with the Pride Institute—which itself was created at the School of Dentistry—to teach practice management, an arrangement since adopted by a number of other schools.

Other milestones involve a larger sweep. In 1996, the School of Dentistry celebrated its centennial, complete with a concert by jazz great Dave Brubeck and publication of a hundred-year retrospective book titled *A Century of Smiles*. When, in 2004, Pacific became the first university in the United States or Canada to name its dental school after a current dean, ceremonies were attended by legendary entertainer Bill Cosby and 4,500 guests.

Dr. Dugoni himself sees the development of his deanship in three phases. Phase one included his campaigns for humanism, clinical excellence, leadership development, and faculty enhancement. Phase two included development of facilities such as the simulation laboratory designed by Dr. Robert Christoffersen, smart classrooms, the renovated Union City Dental Care Center, the new Stockton campus dental facility, and the Department of Dental Practice. Phase three, still on the drawing board, includes the West

Wing, an extension of the school to be built in the parking lot between Sacramento and Clay Streets, with parking, biomedical research laboratories, implant center, an enlarged clinical facility, a professional development center, and an enhanced faculty practice.

"I have tried to model my life on positive reinforcement with individuals, a continued sense of optimism, and the development of pride for this dental school," Dr. Dugoni reflects. "When I became dean in 1978 there were three concepts I pursued vigorously: pride, passion, and performance. I wanted people to be proud of the dental school, the three-year program, and our humanistic model of education. I wanted faculty, staff, students, and administrators to have passion for what they do, and I wanted to bring everyone to their highest level of performance."

The proof is in not only the programs, but in the enthusiastic response. "People tell me when they walk into Pacific and spend some time here that they realize it is a very different place," Dr. Dugoni says. "I am proud of that." The pride widely shared across Pacific is both pride of place and pride in the man who personifies it. As Art Dugoni transitions from the dean's office, he will leave the mark of his visionary mind on the school's design and on its function. He will leave the stamp of his generous spirit on the school's attitudes. And he will leave his name on the wall of the school he loves, his signature on a living work of art. □

A PROFILE OF OUR NEXT DEAN

Dr. Patrick J. Ferrillo, Jr.

By Martin Brown

The first thought that comes to mind when you meet Patrick J. Ferrillo, Jr. and realize that, come July 1st he will take over as the new dean of the Arthur A. Dugoni School of Dentistry at the University of the Pacific, are the words of JFK: “The torch has been passed to a new generation.” That torch, which has been held so high throughout the Dugoni era blazing a path for all of dental education to follow, will continue to burn brightly in the capable hands of Pat Ferrillo.

He has long been an active member of the American Dental Education Association, having served as ADEA President in 1999 and as chair of the ADEA Council of Deans in 1994. In 2000, he chaired the ADEA President’s Task Force on the Surgeon General’s Report on Oral Health. Dr.



PHOTO: JON DRAPER

Ferrillo is a graduate of Georgetown University and Baylor College of Dentistry, where he received his DDS degree and specialty training in endodontics.

His father chaired Baylor’s endodontics department. For a time, father and son shared a classroom as teacher and student. “We had a gentleman’s agreement,” Dr. Ferrillo explains. “I wouldn’t give him any grief, and he wouldn’t give me any, either. I wouldn’t moan when he told my fellow students a story I had already heard a dozen times, and he did his best to treat me as he would any of his other students. This plan worked, and



PHOTO: JON DRAPER

“The torch
has been
passed to
a new
generation.”

we got along just fine.”

It was also Dr. Ferrillo’s first experience with a humanistic model of teaching. Despite the senior Ferrillo’s warning that going to dental school was much like going to boot camp; his own approach to teaching instilled in his son a love for dental education.

“My dad was the first to open my eyes as to what a humanistic approach to dental education could look like. What

other teachers attempted through sheer intimidation, he did with encouragement and respect. He saw each of his students as unique individuals. If he realized that they were having tough times financially, he would bring them home for dinner. This was not always a welcomed surprise for my mother. He would also find them odd jobs, so that they could raise a few extra dollars.”

Just one year after completing his graduate work in endodontics, Dr. Ferrillo accepted a teaching position at Southern Illinois University. One year after that, in 1979, he was appointed the department chair. “It was a twist of fate that brought me into that position, and it put me onto my future path,” he explains.

Nine years later, Dr. Ferrillo was appointed dean of SIU’s School of Dentistry, a position he held until 2002 when he was appointed the inaugural dean of the School of Dental Medicine at the University of Nevada, Las Vegas. Until his move to Nevada, Dr. Ferrillo maintained a private practice in endodontics, to which he devoted one day a week. Today, at age 55 he has nearly 20 years of experience as the dean of a dental school.

When you see the determination in his eyes as he talks about the future at Pacific it is clear that in his heart and mind he’s just getting started. There’s no need to tell him that he is filling some pretty big shoes, he already knows that. “Art has been a model to me and other deans of my generation. The entire community of dental school deans has followed Pacific’s search for a new dean with great interest. Everyone in our field is aware that following Art is a very tall order.”

However, he is the first to admit that he believes in taking risks. “I was attracted to endodontics because it is very precise and very demanding. When a procedure is successful, it is because of my hard work. When it is not, the failure is all mine.” Dr. Ferrillo sees that as a lesson in leadership, “You can never really succeed unless you are willing to risk failure. The *Commitment to Excellence* campaign here at Pacific is a perfect example of that. Fifty million dollars was an unheard of goal for a dental school to take on! To achieve that kind of success, you have to be able to risk defeat. Art has always been willing to do that. In the end, his team made that goal, and went another ten million dollars over the top. That comes from having the courage to think big.”

It also comes from an ability to choose a good team of people and allowing them to do what they do well. “When I first became a dean, it took me a while to trust my team. What I learned is that you hire the best people and then you let them do their job. Your team is the most important part of your success.”

The Ferrillo era will begin a new chapter in the proud history of a great institution: he has made it clear that he expects Art Dugoni to continue to offer his sage advice—not just during these first months of transition, but well into the future.

“I would not have taken this job if Art was not going to be available to lend his experience to our efforts,” Dr. Ferrillo says without hesitation. “I know how this school came to be a national leader. We’re going to take those strengths and build on them as we continue to shape the future of dental education.” □

The Anatomy of a Success



An Inside Look at How a Group of Dedicated Volunteers Created a One Million Dollar Endowment for our **Kids in the Clinic** and Now Aim Higher.

BEST DRESSED SMILES SPRING FASHION SHOW



Bonnie Kwong



By Martin Brown
Photos By Bruce Cook and Jon Draper

Dr. Berney Neufeld, Director of Development for the University of the Pacific, Arthur A. Dugoni School of Dentistry, has been in the business of raising funds for many years. "A million dollars is a lot of money to raise," says Dr. Neufeld. He should know, considering that he has helped guide the school through the largest of any capital campaign for any dental school in the history of the country. "Because we've hit \$60 million, people sometimes forget that raising one million dollars is a huge undertaking in itself."

Nevertheless that substantial sum was the original goal of a group of determined volunteers, to be raised for the Kids in the Clinic endowment program. Mission accomplished! By summer 2005, their teamwork and diligence enabled them to surpass the initial million-dollar milestone.

The following is an inside look at how good people, working for a worthy cause, can accomplish great things.

There is a steady flow of individual contributions into the Kids in the Clinic Endowment—that supports the work of the school's Hutto Patterson Pediatric Dentistry Clinic for dental care to underserved children throughout the Bay Area. The fund regularly takes healthy steps forward because of four events that invite both members of the community and our own Pacific alumni, faculty, staff, friends, and supporters to participate. These include: Best Dressed Smiles, the Spring Fashion Show; the Olympic Club Golf & Tennis Tournament; the Sacramento Golf & Tennis Classic; and the Vino de Mayo wine auction.

OLYMPIC CLUB GOLF AND TENNIS TOURNAMENT



Susan Bittner



Of these events, only the Olympic Club Golf & Tennis Tournament occurs annually. The other three are held every other year. One notable exception to that rule is Vino de Mayo, which was first held May 5, 2005, and was done again this year, on May 4, 2006. Later this year a decision will be made as to whether this event will be held annually, or once every two years.

Mrs. Bonnie Kwong, a longtime member of the Pacific Dental Education Foundation Board and parent of Dr. Jeffrey Kwong '00, held her first biennial Spring Fashion Show in 1997. Co-chaired by Dr. Susan Bittner '74A, this event has been successful in drawing attendees from the public at large, a tradition now expanded upon by the recent addition of Vino de Mayo.

Dr. Michael Fox '82, the inaugural chair of the 2005 Vino de Mayo event, stresses the importance of widening the circle of Pacific's supporters. "It is so vital that for a cause like the Kids in the Clinic program and our other community clinics that we expand our base of support to our surrounding community. Having honorary chairs, like San Francisco Mayor Gavin Newsom and State Senator Jackie Speier, helps to emphasize the message that the work of our school has a significant impact on San Francisco, the Bay Area and all of Northern California. Patients seen in our pediatric clinic, for example, come from as far away as Ukiah."

All the chairs of the various events agree that bringing new supporters into the school significantly increases the base of support

for a variety of worthy programs. "The school is fortunate," Dr. Bittner says. She serves as president of the Children's Dental Health Care League, "We are a part of the Pacific Heights community of San Francisco, where a number of affluent neighbors have become supporters of the school. All of the events that now occur in support of the Kids in the Clinic Endowment encourage us to reach out— not just to our close neighbors in Pacific Heights, but throughout the San Francisco Bay Area."

Drs. Ken and Lina Fat, who co-chair the Sacramento Golf & Tennis Classic, echo these sentiments. "Our professional colleagues are of course a very important part of our golf and tennis event, but we can tell you with great confidence that the Sacramento community as a whole is what has made the classic the success that it is." From an impressive array of sponsors, including such corporate leaders as Foster Farms and Wells Fargo to business and civic leaders who came out for the Sacramento event, the event proved the point that this cause was capable of attracting a wide spectrum of support.

The Drs. Fat, two of whose children are both Pacific graduates, say that their happiest moment from the October 2004 event came weeks later when they presented Dean Dugoni with a check for \$142,000.

"When you have a noble cause, people who can help will help," Dr. Fat explains with a broad, warm smile. "When they see and appreciate your sense of purpose, when they understand the needs of the

underserved people in our community both young and old, they rise to the occasion. If it's just about dental issues, such as supporting the establishment of the Stockton hygiene program, then you have to stay within the profession. A program like Kids in the Clinic, however, takes us out of that insular world and resonates with the community as a whole."

Originally Ken and Lina envisioned an event that would net between \$25,000 and \$50,000. "As the sponsors grew, our financial expectations grew as well. We thought perhaps we could reach \$100,000 or maybe even \$125,000. None of us began with the hope of netting \$142,000! That speaks to the power of teamwork."

Teamwork is a consistent theme in every one of these successes. That teamwork is clearly on display in Mrs. Bonnie Kwong's Best Dressed Smiles Fashion Show. Watching this event unfold from detailed rehearsals to the day of the show could be described as "It takes a village to make a fashion show." True to the setting, San Francisco's Fairmont Hotel, perched atop the city's picturesque Nob Hill, a sense of understated elegance permeates the entire event.

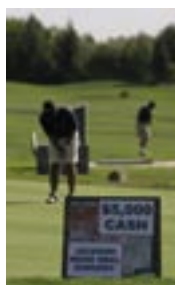
"I get so many compliments for the show," a beaming Mrs. Kwong explains, "when the truth is that there are so many people who make it all possible."

The mid-day program not only brings out a broad band of volunteers, it has the glam and glitter of local celebrities to enhance the excitement. Two who have made a

SACRAMENTO GOLF AND TENNIS CLASSIC



Ken and Lina Fat



great difference over the past many shows are the program's emcee: television journalist Jan Yanehiro, and football legend Roger Craig, who is one of the 49ers Super Bowl heroes.

Ms. Yanehiro, who became a familiar face to millions of Bay Area television viewers as the co-host of Evening Magazine, is delighted to give of her time to help the school. "Pacific is an amazing place, and Dean Dugoni has been a goodwill ambassador for the school and the many ways in which it serves the Bay Area. When you see that kind of dedication you have to chip in and help."

Joining Jan at the April 2005 event was a cast of nearly 50 runway models who, in addition to Roger Craig, included Ms. Jennifer Massey, a finalist in the NBC reality show, "The Apprentice," and Dr. Bill Dorfman '83, a regular dentist on ABC's "Extreme Makeover."

With over 450 in attendance at the most recent event, California State Senator Jackie Speier addressed the audience about the help and support she received as a child in the school's public clinic. She helped to remind the gathering, many of whom were their solely as community supporters, that the school's community outreach programs makes an important difference in the oral health of thousands of citizens every year.

Here again local sponsors and participants made a huge difference with spring fashions from Betsey Johnson, men's apparel from Courtoué Boutique, and chil-

dren's clothes coming from Dottie Doolittle.

"In 2001, former San Francisco Mayor Willie Brown participated," says Bonnie. "This has always been a broad-based community effort. Without a group of dedicated volunteers we simply could not pull this together. Every one of these events requires a lot of people giving a variety of support if they are to run smoothly, from guest sign-in to assisting with directions. It all works because there are people behind the scenes who are paying attention to details."

There are also an endless number of details to attend to in the running of The Olympic Club Golf & Tennis Tournament and Dr. Susan Bittner keeps a close eye on all of them.

Dr. Bernerd Kingsbury, Jr. '40 started the golf tournament in 1995. Then it was held in Green Valley near Suisin City. Mr. Donald O'Connell, a former president of the PDEF Board and Chairman of the University's Board of Regents, picked up the tournament and did it for three years in San Diego.

Never shy about taking on a challenge, particularly one for a good cause, Susan attended as a guest and a player at these earlier tournaments. She thought that this would be a great event to have in San Francisco. Six years ago she brought it to the sometimes fog-shrouded but lush surroundings of The Olympic Club.

"After this most recent tournament," Dr. Bittner recalls, "I looked through the photos that were taken, and in every one of them you could tell that people were having a great time! But the secret to what

makes it all work is really rather simple: we have a cause that people believe in. At the same time, it brings classmates and colleagues together for a fun time."

The event's 11 years of success are due to many people and organizations working in unison. "Principal among them have been Mr. Steve Tiret, Ron Redmond '66, Mr. Steve Molinelli, and Mr. Gary Mitchell," Dr. Bittner explains with her trademark confident smile. "And we've been blessed with such vital participants and sponsors as Dr. Bill Dickerson '76 from LVI, Mr. Tom Prescott of Invisalign®, Mr. Dan Duke from Duke, Dr. Marilyn Belick with Delta Dental, as well as both Comerica Bank and Wells Fargo. All of them realize that we have a real need, and they generously step up to the plate. That willingness makes all the difference in the world."

2005 brought an exciting new event to the lineup, VINO de Mayo. Perhaps you could say its principal co-chairs—Drs. Michael Fox, '82 Ron Redmond, and Ken Frangadakis '76, all of whom are alumni and all PDEF Board members, and Mr. Mike Carroll, another PDEF Board member and longtime Pacific supporter—went further than any other fund-raiser because, as Sir Isaac Newton said, "They stood on the shoulders of giants."

Every great team has to have a quarterback, and this inaugural event was overseen by Michael Fox, a man who became a very successful dental practitioner, but perhaps was born to the role of impresario, not to mention food and wine critic.



VINO DE MAYO WINE EVENT

For people who enjoy good food and fine wine, an incomparable evening awaited them at the 2005 Vino de Mayo event, which was held at San Francisco's Ritz-Carlton hotel. While this event was different from other Kids in the Clinic fund-raisers, Dr. Fox openly acknowledges that the same secret for success was vital: teamwork.

Dr. Fox and his operational partner, Mr. Mike Carroll, agreed that for an event with this many working parts, retaining the services of a professional event planner was vital.

Indeed that decision played a significant role. In the big picture, however, teamwork once again made all the difference.

From sign-in tables to set-up logistics, the corps of volunteers must stay one step ahead of the action to assure a smooth event. Under the direction of the ever-thoughtful Ms. Janet Fricke, lead teaching dental assistant in the school's Department of Pediatric Dentistry, more than two dozen volunteers were recruited from the staff and students. "To the operation of a successful event, hard-working, dedicated volunteers are like the oxygen in the room—unseen, yet essential," says Dr. Fox.

He is also quick to point out the critical role that outreach plays in the success of such an event. "The connections of your committee, the people that they bring to the event, do much to offset our out-of-pocket expenses." For example, Dr. Stephen Reynolds '86, who is now a wine-maker, contributed seven cases of wine. He also put together a Las Vegas weekend at the Palms Resort and a dinner at Bradley

Ogden's restaurant. Dr. Reynolds, who was on the committee, created several prizes, bought a table, and one of his guests bought the Vegas getaway!"

One of Dr. Ken Frakadakis' friends, Steve Padis, donated a nine-liter bottle of champagne and a diamond necklace that was valued at \$10,000. Another guest at the 2005 event, University Regent Hayne Moyer, donated a 1971, three-liter bottle of Petrus that sold for \$6,500.

Mr. Carroll, the chairman for Vino de Mayo 2006, which was held on May 4 at one of San Francisco's newest hotels, the Four Seasons, took all the energy and the creativity of the 2005 event and moved it forward. "I was excited from the start, when we began with many more gold sponsor table reservations than we had in 2005. We built on the great success of last year's event, and took it to a still higher level. A lot of the Pacific Heights residents don't realize all that the school does right here in their backyard. And it's great to see new supporters coming in to the school and appreciating our outreach programs for patients both young and old."

To keep the momentum of Vino de Mayo going, the first goal is to increase attendance from the 238 last year to 325 projected for 2006. Adding to the list of prizes was an even higher mountain to climb. At press time for this issue, the complete 2006 list was not available, but the Bay Area restaurants alone that contributed dinners in 2005 included Absinthe, Acme Chophouse, Bistro Elan, Campo di Bocce, Chez Michele,

Frisson, Kokkari, Jardiniere, Masa's, Gary Danko, Umbria, and Zazu's. This partial list is a very impressive standard to follow. In addition, Ebisu donated a Home Sushi Party that was auctioned off for \$1,800; and Brassfield Estate Winery offered a private helicopter ride to their property.

Why do people make these kinds of donations to Vino de Mayo, the Sacramento and San Francisco golf and tennis events, and to benefit fashion show? The secret, everyone agrees, is friendships. So many of our graduates and supporters are longtime respected members of their communities. When they ask for contributions in support of these events, their friends, families, vendors, customers, clients, and admirers come forth with open hearts.

"Relationships are the bottom line," Dr. Fox explains. Dr. Bittner agrees. "There are lots of good causes, but this is one important way that friends and supporters are able to connect."

Equally important are all the event leaders who, year after year, are willing to take time from their busy professional and personnel lives to lend a helping hand or to take the helm and steer one more impressive event.

Dr. Dugoni greets every new class by explaining that at Pacific, "We build people who along the way, they happen to become doctors." When you examine the level of energy and the depth of commitment so many have brought to making all these success stories possible, you realize that this is a shining example of the kind of people that Pacific helps to build. □

Patient Selection

By Bruce Peltier

Patient Selection. While dentists, in serving the public, may exercise reasonable discretion in selecting patients for their practices, dentists shall not refuse to accept patients into their practice or deny dental service to patients because of the patient's race, creed, color, sex or national origin.

—ADA *Principles of Ethics and Code of Professional Conduct*

Practice management gurus have been known to offer the following advice to practitioners: "The key to your success as a dentist is careful patient selection." Since some dentists possess a heightened awareness of the role of income in definition of practice success, they listen. Advice from such a source is not easily shrugged off. But, what does it mean? This essay examines the moral, professional, and ethical implications of "patient selection" in dental practice.

At the core of the issue is this question: In the domain of the doctor-patient relationship, who "selects" whom, and what are the rules and guidelines for that selection process? Do doctors select their patients? Or do patients select their doctors, and if so, on what basis? Lurking behind that question is another darker one: What happens to the patients who aren't lucky enough to get selected?

Let's begin the discussion by comparing some professional codes of ethics. It turns out that other professions do not treat this question in the same way that dentistry seems to. While the ADA's code asserts that dentists "may exercise reasonable discretion in selecting patients for their practices," the American Medical Association's codes provide specific guidelines for exclusion of "potential patients" under certain circumstances. Physicians are told that they should not provide treatment when "the treatment request is beyond the physician's current competence" or when "the treatment request is known to be scientifically invalid" or when "a specific treatment sought...is incompatible with the physician's personal, religious, or moral beliefs." The code also states that:

Physicians, as professionals and members of society, should work to assure access to adequate health care. Accordingly, physicians have an obligation to share in providing charity care but not to the degree



PHOTOS: JON DRAPER

that would seriously compromise the care provided to existing patients.

The most current edition of the Ethics Manual of the American College of Physicians states the following:

By history, tradition, and professional oath, physicians have a moral obligation to provide care for ill persons. Although this obligation is collective, each individual physician is obliged to do his or her fair share to ensure that all ill persons receive appropriate treatment.

Psychologists typically have a different view about "patient selection." This is expressed in the *Ethical Principles of Psychologists and Code of Conduct* published by the American Psychological Association, which states the following:

Psychologists recognize that fairness and justice entitle all persons access to and benefit from the contributions of psychology and to equal quality in the processes, procedures, and services being conducted by psychologists.

That said, it must be noted, however, that older psychologists can certainly recall the days of the "YAVIS" patient who was much sought-after in private practice circles. This is the person who is Young, Attractive, Verbal, Intelligent, and Successful.

Nurses perceive a different kind of obligation to patients, as well. The American Nurses Association's Code of Ethics states that nurses should practice in a way that is "unrestricted by considerations of social or economic status, personal attributes, or the nature of health problems." The code also says the following:

The nursing profession is committed to promoting the health, welfare, and safety of all people. The nurse has a responsibility to be aware not only of specific health needs of individual patients but also of broader health concerns such as world hunger, environmental pollution, lack of access to health care, violation of human rights, and inequitable distribution of nursing and health care resources.

An examination of the thinking of dental auxiliaries produces a similar result. The most current version of the Code of Ethics for Dental Hygienists states that "All people should have access to healthcare, including oral healthcare," and asserts that hygienists should "Promote access to dental hygiene services for all, supporting justice and fairness in the distribution of healthcare resources."

Judging from this very brief tour of ethics codes, it appears that dentistry has a somewhat unique formal view of the obligations

of health care providers. Some of the difference may have to do with the intrusion of a commercial view into the practice of dentistry. In a market economy, a successful business does more of what makes money and less of what does not. This sometimes results in an unfortunate public view that dentists may be “in it for the money,” and may, in part, account for the fact that nurses are rated more highly by the public than dentists in the latest Gallup poll on ethics.

A commercial view of healthcare takes a competitive view of the doctor-patient relationship. In this view, both parties compete for their best deal, much as buyers and sellers do in the marketplace for automobiles, houses, or items on eBay. Sellers have little responsibility to buyers and very few duties, while buyers must look after their own interests without any expectation that the seller will do that for them. Such a relationship cannot succeed in healthcare, as patients are in no position to compete, and you hardly expect your physician to withhold information if he or she thinks they can get more money from you if they do.

“Patient selection” is offensive when it implies that doctors have a right to deny services to patients who do not fit into the doctor’s business or lifestyle plan. A patient is not a means to an end. Dental caries do not exist as an opportunity for dentists to get rich and live well. If it is the privilege of dentists to carefully select their patients, it doesn’t take a genius to figure out how “smart” dentists should do their selecting. They should choose patients who

1. Have plenty of money or an excellent dental care plan or both. They pay their bills promptly.

2. Are easy to deal with. They are pleasant, reliable, and possess little or no personality or mental health challenges. They are not grumpy. They behave as if they really like and respect dentists.

3. Are not too old.

4. Do not smoke.

5. Do not require a translator.

6. Don’t ask too many questions about the treatment planned.

7. Do not have a disability. They do not have cerebral palsy or multiple sclerosis or AIDS or ADHD or schizophrenia. They do not ride around in a wheelchair or drag an oxygen tank along. Their treatment does not require coordination with other doctors

or health care workers.

8. Some dentists even prefer to limit their practice to patients who have a serious interest in the esthetic appearance of their teeth. Such patients would like the latest and greatest cosmetic treatments regardless of the cost, and they most certainly desire to keep all of their teeth. Specifically, they are interested in receiving the kind of

What happens to the patients who aren’t lucky enough to get selected?

treatment that the dentist is most interested in providing. (I have had dentists and students tell me that they are only interested in treating patients who are seeking “the kind of dentistry I practice,” meaning the highest quality of dentistry possible. Absent a careful examination, such a statement has a positive sounding tone.)

Patients with these characteristics will clearly contribute to the future success of any dentist’s practice, and they are likely to make the days go by smoothly.

The issues are complex, of course. To be fair, dental practice is routinely challenging and often downright hard. One “difficult” patient or unexpected treatment complication can throw an entire day off of the rails, causing strife for staff and patients alike. The creating and sustaining of a healthy dental practice is no mean feat, and a good practice must be run like a good business. But, it may be more important to use careful selection of dental plans than dental patients. A practice full of patients who are covered by capitation plans or preferred provider options is likely to be a more significant problem than unattractive patients, per se.

The Arthur A. Dugoni School

of Dentistry is famous for striving to develop good human beings and leaders in the profession. We try to graduate people who cherish the notion that they can become Doctors with a capital “D,” not just tooth carpenters, tooth jewelers, or self-centered entrepreneurs. If we are to succeed, we must find a way to balance legitimate aspects of “patient selection” (although it may make sense to simply abandon the current concept) with some essential duties and responsibilities that Doctors have toward patients and the public that go beyond the obvious minimal legal ones.

This balancing requirement points to an examination of the issue of “access” in dentistry, and that discussion is taking place elsewhere. There are, of course, reasonable constraints on the obligations that dentists have to patients. Dentists don’t owe everything to everybody. No single dentist can be expected to take care of every communal need, and you can’t pay off loans for buying a practice by doing charity work. There are limitations to what a dentist can and should do in response to needs of patients and the public, and patients have certain responsibilities, too. No dentist is obligated to provide treatment to everyone who shows up at his or her doorstep or to patients unwilling to participate responsibly in their own care. But, it is foolish to argue that dentists have no responsibility outside of self-interest.



Dr. Blake's 72-Hour Odyssey

On September 22, 2005, less than a month after Hurricane Katrina hit the Gulf Coast, Dr. John Blake '88 and two colleagues from the Miller Children's Hospital Dental Health Clinic set out to fulfill a commitment that would inevitably lead them on an unforgettable adventure that resulted in countless smiles from hurricane victims.

Dr. Blake, Dr. Lynn Fasnacht, president of the Children's Dental Health Clinic Foundation Board, and the Mobile Clinic Director Miguel Peraza transported a two-operator Eagle RV from Long Beach, California, to Monroe, Louisiana, the location of Louisiana State University School of Dentistry's community clinic.

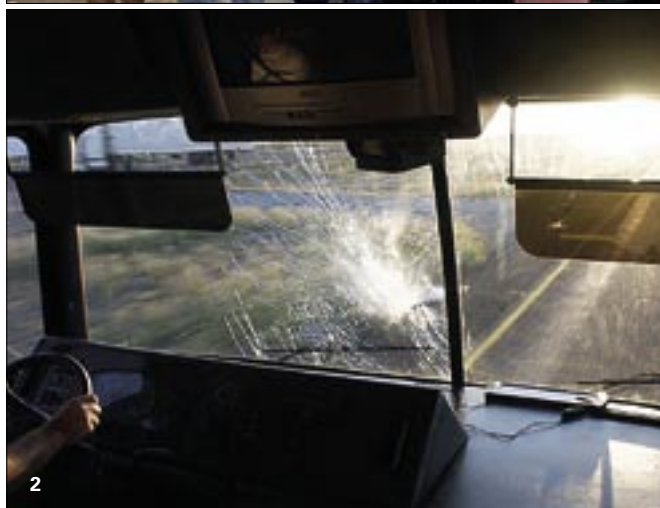
The Miller Children's Hospital had owned the mobile dental clinic for approximately two years, but due to limited funding had only operated the unit about once a month. "We've had to raise additional funds for facility costs, so the mobile clinic fell to the bottom of the list," stated Dr. Blake. "Then the hurricane came up and our board president Dr. Fasnacht said 'Let's get it out there and put it to use.' So that's what we did."

The adventure of delivering the unit for LSU faculty and students to use took the group through the rains of Hurricane Rita with a cracked windshield that continued to buckle due to an unfortunate collision with a seagull in El Paso, Texas. "Until then, the trip had been somewhat uneventful. We still had 1,000 miles in Texas to get across," stated Dr. Blake.

The mobile dental unit arrived in Louisiana 32 hours later, with duct tape and clear dental tape miraculously holding the windshield together. However, like the classic odyssey, their journey was not over. After flying through a lighting storm to Atlanta from Monroe on one of two available flights, were they able to return safely home 72 hours after they embarked on this journey.

Currently, the mobile clinic is being used by Drs. Kimberly Caldwell and Les Tarver, faculty members at LSU, and fourth-year dental students, serving an area with one of the largest populations of evacuees housed in an American Red Cross shelter.

- 1 Dr. John Blake '88 (center) and his team complete a three-day, cross-country drive from Long Beach, California, to Monroe, Louisiana, to aid victims of Hurricane Katrina.
- 2 Minutes after a seagull collided with their windshield in El Paso, Texas, Dr. Blake manages to drive the two-operator Eagle RV through the rains of Hurricane Rita to Louisiana.
- 3 Dr. Lynn Fasnacht takes a break at a gas station at the Louisiana border, while the mobile dental unit's windshield is held together with duct tape and clear dental tape.



Dr. Robert Poon (1930-2005)

Dr. Robert Poon '57, the first Asian-American dentist to open a private practice in San Francisco's Richmond District, passed away peacefully, surrounded by family at his home on November 23, 2005. He was 75.

"He was a very modest and sweet person," stated Vera Poon, his wife of 42 years. "He's touched the lives of so many people in his lifetime. He was always committed to his family, friends, and patients."

A San Francisco native, Dr. Poon attended Galileo High School and

University of California, Berkeley. Following his graduation from the College of Physicians and Surgeons in 1957, he opened a private practice in San Francisco that he held for 47 years.

Dr. Poon, known for his passion and commitment to dentistry, was always proud of his association with Pacific. "I know that he was very proud of the dental school," added Mrs. Poon. "He always looked forward to attending alumni events and appreciated the way the school included alumni in its activities."

Dr. Poon is survived by his wife, three daughters, four grandchildren, two brothers, and a sister.



- 1 Dr. James '47 and Catherine Bullard along with Pacific's Planned Giving Officer Ann Cisneros.
- 2 Dean Arthur A. Dugoni addresses more than 800 luncheon attendees as he receives an inaugural award named in his honor, "The Arthur A. Dugoni Lifetime Achievement Award."
- 3 Members of the Class of 1966 present the largest reunion class contribution of \$1,614,961 at this year's luncheon.
- 4 Dr. Frank '44A and Helen Brucia congratulate incoming Alumni Association President Dr. Jade Miller '81 following his introduction.
- 5 Pacific benefactors Dr. F. Gene and Rosemary Dixon and former regent Dr. Herbert '48 and Inez Yee enjoy the luncheon festivities.
- 6 Mr. Milton Lambertson, emeritus associate dean, his daughter Patty Hernandez, and Dr. Gary Nelson '68.
- 7 Drs. Paul Sauguet '04 and Thomas Scarfe '05 catch up on old times.
- 8 VIPs at the alumni luncheon included Dr. Charles Goodacre, Dean, Loma Linda; Dr. Dale Redig, former Pacific Dean; Dr. Bruce Valentine '69, past CDA president; Dr. Patrick Ferrillo, Dean, University of Nevada, Las Vegas; and Dr. Harold Slavkin, Dean, University of Southern California.

PHOTOS: JON DRAPER



PHOTO BY RICHARD MAYER

Alumni Association Honors Dean Dugoni

"A Tribute to Dr. Art Dugoni," the 107th annual Alumni Association meeting, was held March 3-4 at San Francisco's Fairmont Hotel and Nob Hill Masonic Center. A record number of 2,200 attendees participated in continuing education programs, an all-member cocktail reception, class reunion dinners, and a special luncheon tribute to Dean Arthur A. Dugoni.

During the recognition luncheon, the Alumni Association presented Dr. Dugoni with an inaugural award named in his honor, "The Arthur A. Dugoni Lifetime Achievement Award." In addition, video tributes with well wishes and anecdotes from alumni, former classmates, students, faculty and staff were also shown.

Eleven reunion classes presented generous class gifts totaling \$4.8 million, the largest collective contribution from alumni in the

dental school's history. Following the class gifts presentation, Dr. Dugoni welcomed dean designate Dr. Patrick J. Ferrillo, Jr., who will assume the deanship on July 1, 2006. "There is only one thing left to do to ceremoniously leave this Alumni Association in your good hands," stated Dr. Dugoni as he handed a symbolic torch to Dr. Ferrillo. "I want to welcome Pat Ferrillo to the best Alumni Association in the world and a dental school that has set the standards of going from good to great. He is going to take us to the next decade of excellence."

To conclude the weekend's continuing education program, Dr. Gordon Christensen, founder and director of Practical Clinical Courses and one of the most admired industry leaders in dentistry, served as Saturday's keynote speaker at the Nob Hill Masonic Center.

Dr. Bromberg Leads by Example

Approximately 40 percent of the leaders in organized dentistry in California are Pacific graduates. Dr. Mike Bromberg '64 is one of those leaders who hopes to inspire people to give back to their profession.

"I would encourage all to become involved in organized dentistry," stated Dr. Bromberg, a Reseda, California, resident. "Although it is true that on occasion it may be time consuming, I can assure you that you will receive far more than you give."

Last December, Dr. Bromberg ended his term as president of the California Academy of General Dentistry. Among his myriad duties and accomplishments

during his term, he is most proud of being part of a process that instituted change. He testified and debated with attorneys in front of an administrative law judge at the U.S. Department of Labor in Washington, DC on the inappropriateness and lack of scientific credibility of the proposed ergonomics regulation, which was ultimately withdrawn.

Dr. Bromberg has also been in the forefront in addressing and preparing for change in an evolving world of dentistry. He headed two sections of the American Dental Association (ADA) Future of Dentistry Project, which published a comprehensive report that evaluated the present state of dentistry, made educated predictions regarding what challeng-

es the profession will face in the future, and made recommendations on how dentistry can best address those challenges.

Dr. Bromberg's resume speaks quantity and quality. He hopes others invest in the future of the profession by taking an active role in organized dentistry. "Being in the forefront of issues in the profession, the relationships you will develop and the skills you will create and fine-tune are worthy byproducts of leadership activity. The attributes you gain will enable you to further develop as a person and a dentist," stated Dr. Bromberg. "It's a win-win situation."

Following his graduation from Pacific in 1964, he served as a delegate to the ADA for 28 years

and California Dental Association for 30 years. In addition, he was former national chairman for the Academy of General Dentistry's Council on Dental Benefit Programs and Council on Legislative and Governmental Affairs.

Dr. Bromberg gives credit to one person he admires in the profession who has been his source of inspiration as he reflects on his career. "My friend Art Dugoni," Dr. Bromberg said, "is the ultimate dentist role model and a true icon for dentistry. His charisma, energy, character, communication skills, and leadership ability are beyond description. I feel proud, privileged, and honored to have had a personal relationship with him for all these years."

ADI Names Dean Dugoni International Dentist of the Year

Dean Arthur A. Dugoni was honored by the Academy of Dentistry International (ADI) with its International Dentist of the Year Award during the organization's convocation at the Hyatt Regency in Philadelphia on October 5, 2005. The award is presented annually to the dentist who best exemplifies international leadership.

"Thank you for this recognition of my activities with respect to international affairs, especially with the Fédération Dentaire Internationale," Dr. Dugoni remarked upon receiving the award. "How-

ever, it is I who should honor the academy for its leadership in promoting international understanding, education, learning, and optimal health worldwide."

The ADI is an international honor society for dentists whose mission is to share knowledge in order to serve the dental health needs and to improve the quality of life of people throughout the globe. Through the development of fellowship and understanding, the academy endeavors to create opportunities for service to assist in the establishment of a world at peace.

Alumni and Students Advance to Asilomar

Approximately 450 alumni, students, and faculty, along with friends and family, assembled for the Asilomar Conference in Pacific Grove, during the weekend of February 10-12. Dr. Gary Zelesky, a nationally renowned motivational speaker, led the continuing education program with his speech, "The Passion-Driven Practice." Members of the Classes of 1986 and 2001 took part in weekend activities, such as table clinic exhibitions and socials, where they had a chance to spend time in a casual setting with classmates, former teachers, and current students.



1 Keynote speaker Dr. Gary Zelesky shares with the audience attributes of living a passionate life every moment of every day during his presentation.

2 Dean designate Dr. Patrick J. Ferrillo, Jr., and Dean Arthur A. Dugoni answer questions and address issues concerning dental education.

3 Andy Silvestri, Class of 2006, surfs the waves off the Monterey coastline during a conference break.

PHOTOS: JON DRAPER



We came
together
and shared a clear
vision

What Made Our Campaign a Success?



The nation's
best-educated
graduates



Our
humanistic
model



A superb
faculty

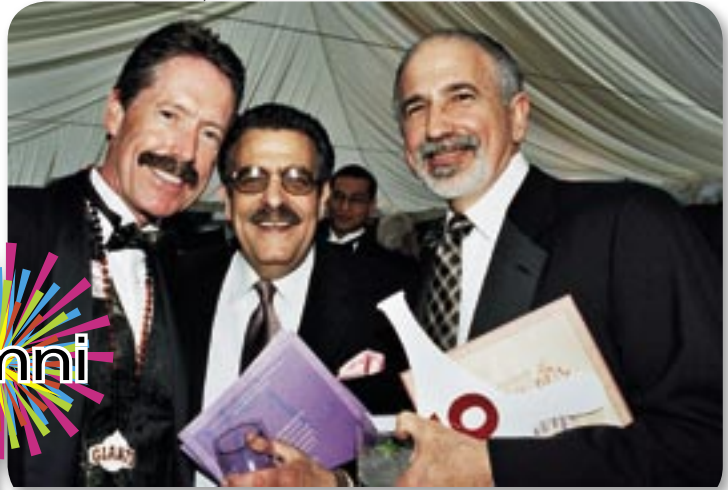




The finest
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PHOTOS: JON DRAPER, BRUCE COOK



An engaged
alumni



SHAPING THE FUTURE OF DENTAL EDUCATION

Great
Leadership





CALENDAR

Visit www.dental.pacific.edu for News & Events

Southern California

Alumni Reception

Friday, April 28, 2006
Anaheim Marriott
5:00 pm – 7:00 pm
Anaheim, CA
(415) 929-6423

Campaign Celebration

Friday, June 2, 2006
School of Dentistry, SF
(415) 929-6431

Alumni/Graduate Banquet

Friday, June 9, 2006
The Ritz-Carlton Hotel, SF
(415) 929-6423

Thanks A Bunch Brunch

Saturday, June 10, 2006
Fairmont Hotel, SF
(415) 929-6434

Omicron Kappa Upsilon Convocation

Saturday, June 10, 2006
Concordia Club, SF
(415) 929-6447

Commencement

Sunday, June 11, 2006
Nob Hill Masonic Center, SF
(415) 929-6421

White Coat Ceremony

Wednesday, July 12, 2006
Herbst Theatre, SF
(415) 929-6434

CONTACTPOINTS

To make Pacific a fuller part of your professional life, use the information on these pages as your Contact Point.

Alumni Association

Membership includes complimentary admission to the annual Alumni Association Meeting, invitation to association-sponsored events, and an alumni directory.
Dues: \$145 per year

Alumni Association Coordinator

Joanne Fox
(415) 929-6423
jfox@pacific.edu

Alumni Association President

Dr. Jade Miller '81

Executive Director

Dr. David Nielsen '67
(415) 929-6489

Pacific Dental Education Foundation (PDEF)

The 25-member PDEF Board assists the School of Dentistry in its fund raising efforts. Alumni and friends contribute to the dental school in many ways, including:

P&S Annual Fund
Memorial Gifts
Charitable Income Trusts
Bequests
Gifts of Real Estate or Stocks/Bonds
Creating an Endowment
(415) 929-6406
www.dental.pacific.edu
and click on "Gift Planning Central."

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Dr. Daniel Tanita '73

Campaign Chair

Dr. Ronald Redmond '66

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Dr. Craig Yarborough '80

Practice Listings and Dental Opportunities

The Dental Opportunities Program is a complimentary Web-based service of the School of Dentistry and the Alumni Association. Listings are accepted from solo private practitioners who are looking for associates or to sell their own practices. Listings are not accepted from third parties including:

- Associateships
- Partnerships
- Dentists
- Practices for Sale
- Office Space Sale/Lease
- Graduate/Residency/Externship Programs

To register your listing on-line,
www.dental.pacific.edu

Dental Practice Coordinator

Seberiana Hernandez
(415) 929-6426
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shernand@pacific.edu

Continuing Education

The Division of Postgraduate Studies offers a dynamic program of continuing dental education courses, from implants to hospital dentistry. Hands-on programs in a variety of disciplines continue to be in high demand, especially in the areas of periodontics, aesthetics, occlusion, oral surgery, and endodontics.

For complete CE course listings:

<http://www.dental.pacific.edu/ce1>
(online catalog)

cedental@pacific.edu

(800) 922-4UOP in California or
(415) 929-6486 outside California

PRACTICETIP

The national summary of the ADEA Survey of Seniors for 2004 appeared in the May 2005 issues of the *Journal of Dental Education*. This report presents a comparison between Pacific and the national norm in for the survey items dealing with social responsibility.

	Pacific	All Schools
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A. Reasons for selecting dentistry as a career (5-point scale, high score positive)

	<u>Ave</u>	<u>Ave</u>
Opportunity to serve others	4.27	4.23
Service to own race	2.27	2.43
Serve vulnerable, low income patients	3.28	3.22

B. Preparation to treat (5-point scale, high score positive, % is "not at all prepared")

	<u>Ave</u>	<u>Not</u>	<u>Ave</u>	<u>Not</u>
Patients with special needs	3.00	4.5%	2.83	9.5%
HIV+ patients	4.00	0.0	3.22	4.3
Diverse patient populations	3.67	0.9	3.47	2.1
Low income patients	3.41	1.8	3.30	4.0
Rural patients	3.07	5.5	3.20	4.9

C. Treatment of patients modeled by school (5-point scale, high score positive, % is "very poor")

	<u>Ave</u>	<u><poor</u>	<u>Ave</u>	<u><poor</u>
Intramural clinics	4.24	0.0	3.92	1.8
Extramural clinics	4.20	0.9	3.84	1.5

D. Impact of extramural experience (5-point scale, high score positive, % is "strongly disagree")

	<u>Ave</u>	<u><disagree</u>	<u>Ave</u>	<u><disagree</u>
Built ability for care of disadvantaged	3.20	6.5	3.17	9.3
Increased interest in underserved care	2.76	15.7	2.11	35.5

E. Attitudes (4-point scale, high score positive, % is "strongly disagree")

	<u>Ave</u>	<u><disagree</u>	<u>Ave</u>	<u><disagree</u>
Culture of school promotes diversity	3.40	0.9	3.14	3.4
Access to care is a right or good	2.97	4.7	2.92	4.0
Access is a major problem	2.80	1.9	2.86	2.4
Universal access is professional duty	2.95	2.8	2.20	2.8
Basic care for all regardless of pay	2.84	4.6	2.82	5.0

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 Dr. Richard Y. Lum
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 Mr. Ying O. Mah
 James D. Mahoney
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 Dr. Stephen Oshinsky
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 Alumni Association Scholarship Endowment
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 Dr. Louis J. and Norma Grosso Geissberger Faculty Endowment
 Dr. Franklin H. Locke, Sr. Endowment
 Dr. Bruce and Grace Valentine Endowment
 P & S Annual Fund
 Arthur A. and Kaye Dugoni Student Scholarship Endowment
 Arthur A. and Kaye Dugoni Student Scholarship Endowment
 Hovden Family Endowment
 Hovden Family Endowment
 Class of 1956 Endowment
 P & S Annual Fund
 Dr. Louis J. and Norma Grosso Geissberger Faculty Endowment
 Arthur A. and Kaye Dugoni Student Scholarship Endowment
 Dr. Bruce and Grace Valentine Endowment
 General Memorial Fund
 Class of 1956 Endowment
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 Hovden Family Endowment
 Dr. Ronald F. Borer Endowment
 Dr. Leroy D. Cagnone Scholarship Endowment
 Class of 1956 Endowment
 General Memorial Fund
 General Memorial Fund
 P & S Annual Fund
 Geissberger Family Faculty Endowment
 Geissberger Family Faculty Endowment
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 Dr. Bruce and Grace Valentine Endowment
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In Memoriam

Dr. Richard Y. Lum '44A
 Dr. Robert Seyms '44B
 Dr. Cloyd Chamberlain '56
 Dr. William Paul '56
 William H. Jr. Ashfield '65
 Dr. Leslie Oakeson '68
 Dr. Jay Sorenson '70
 Dr. Robert Campbell '93

Cindy Lyon

Dental Hygiene Program Director

Unique, complex, organized, enthusiastic! These adjectives are appropriate for Pacific's baccalaureate dental hygiene program—and equally apt in describing its director, Dr. Cindy Lyon '86. Usually multi-taskers have offices that beg for attention from FEMA; not so Dr. Lyon's. Most educational programs as complex as Pacific's dental hygiene program leave their students dazed and annoyed; Dr. Lyon won't let that happen.

The dental hygiene program in Stockton is actually more complex than the DDS program in San Francisco. Students enter from two streams—from eighteen months of general and science education in the College of Pacific and as transfers from community colleges. In addition to the lecture, laboratory, and clinical components of their programs, students rotate through St. Raphael's Dental Clinic (a program started at St. Mary's Dining Room by past Alumni Association President Bruce Toy '81), Valley Mountain Regional Center, and local schools to develop their skills in public health and patient education. They must meet the disparate educational standards of the Stockton campus and the dental school, as well as the ADA Commission on Accreditation, the Dental Board of California, OSHA, HIPPA, and others. They share space with the dental school's Advanced Education in General Dentistry program. The first accreditation site visit took place in trailers and sheetrock-walled spaces during construction. And all of this is accomplished in three years instead of the traditional four for baccalaureate programs.

But Dr. Lyon and her staff have, almost instantly, created a smooth-running, professional program that gives every impression of having been in operation many years.

And the students love it! The first class graduated in May of 2005 and, as Dr. Lyon put it, "they were gobbled up by dentists, some of them holding open slots for months in anticipation."

Dr. Lyon is as unassumingly complex as the program she created and directs. She is both a hygienist and a dentist, a practitioner and an educator. Growing up in Stockton, she earned a little extra money in high school by assisting in the office Dr. Walt Rore, a part-time dental school faculty member. Follow-

ing some community college course work, Dr. Lyon concluded that dental hygiene had much to offer as a career. But she wanted the baccalaureate degree. UCSF, Loma Linda, and USC were the only schools in the state to offer this four-year program (UCSF has since discontinued its program) and she picked USC. Throughout the 1970s, Dr. Lyon practiced hygiene in Stockton and Carmel and taught part-time in the hygiene program at Cabrillo Community College in Santa Cruz.



PHOTO: JON DRAPER

Dr. Lois Lagier '77 was a role model to Dr. Lyon, demonstrating to her that earning a dental degree would be the best way to achieve the autonomy and the depth of patient interaction she wanted.

"Pacific was the natural choice for me when I picked a dental school," says Dr. Lyon. "The three-year program was a benefit, but more than that, Dr. Lagier and every dentist I talked with said Pacific has the best clinical program. And, boy, were they right."

Among the people Dr. Lyon met at Pacific was John Muller. John was a year ahead of Cindy; they married and became practice partners in Murphys, California, in the Sierra foothills. "Those were a fantastic twelve years," Dr. Lyon reflects. "We love the outdoor life (Cindy and John still live there). The practice was rewarding. And John and then I developed an interest in consulting to other

offices. John still does it, and it has opened up a large understanding of the various ways dentistry can be practiced."

About 20 years ago, as a brand new dental society member, Dr. Lyon met Dr. Jan Swanson, another part-time Pacific faculty member and champion for a dental hygiene program in the Stockton area. Through the San Joaquin Dental Society, planning began for a two-year program at Delta Community College. "But, you know, it just isn't that easy to get a dental hygiene program going," sighs Dr. Lyon. "It is expensive; it requires a lot of professional support."

At this point, fate stepped in in the form of Dean Dugoni of the dental school. He had long sought a way to strengthen the ties between the San Francisco and Stockton campuses, and a combination dental hygiene and AEGD program on the North Campus, as part of the Thomas J. Long School of Pharmacy and Health Sciences was the perfect opportunity. Dr. Lyon commuted to the dental school a day a week for a year to work with Dr. Bill Lundergan '81, chair of the Department of Periodontics, on planning the dental hygiene program. During this time, Dr. Robert Christoffersen '67 designed and oversaw the construction of one of the most beautiful and functional dental education facilities. Dr. Lyon also taught in the clinic at Pacific to refresh her understanding of our competency-based humanistic model.

"We were the only three-year baccalaureate dental hygiene program in the country," observes Dr. Lyon. "But others, such as the Massachusetts College of Pharmacy and Health Sciences, are following. We are serving an underserved community; we are bridging between the San Francisco and Stockton campuses; we are graduating outstanding, practice-ready dental hygienists for a profession that is eagerly looking for this kind of help; and we are laying the foundation for advanced education in dental hygiene, such as teachers, which depends on having the baccalaureate degree."

"But do you know what I like the best about this work?" she quaries. "It's the clinical teaching; the moment when patients realize they are being cared for by a competent professional and when the student realizes 'I am that professional.'" Dr. Lyon's summary of her work practicing and teaching dentistry and dental hygiene—"I guess I'm kind of an optimistic person." She has every right to be.



CONTINUING DENTAL EDUCATION CALENDAR

41st Annual Burke Dental Symposium
Naval Postgraduate School—Monterey, CA
Friday and Saturday
June 2, 3, 2006

To register or for further information, please contact the Division of Postgraduate Studies at:

PHONE (800) 922-4UOP in CA (415) 929-6486 outside CA
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All programs held at University of the Pacific, Arthur A. Dugoni School of Dentistry unless otherwise noted.

ongoing throughout the year

**HOSPITAL DENTISTRY PERSONALIZED LEARNING
EXPERIENCE PROGRAM**

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SUCCESS WITH ORAL SURGERY IN THE GENERAL DENTISTRY OFFICE

Saturday, May 6, 2006

22ND ANNUAL CHARLES A. SWEET, SR., MEMORIAL LECTURE

May 6, 7; June 3, 2006

CERTIFICATION IN RADIATION SAFETY

Saturday, May 13, 2006

ARE YOU NUMB YET? THE ANATOMY OF LOCAL ANESTHESIA

Saturday, May 13, 2006

Pacific Health Sciences Learning Center
MINI IMPLANTS IN REMOVABLE PROSTHODONTICS

Thursday Evening, May 18, 2006

FIRST SMILES: DENTAL HEALTH BEGINS AT BIRTH

Friday and Saturday, June 2, 3, 2006

Naval Postgraduate School--Monterey, CA
41ST ANNUAL BURKE DENTAL SYMPOSIUM

Saturday, June 3, 2006

**PACIFIC HEALTH SCIENCES LEARNING CENTER
THE ESSENTIALS OF AESTHETICS**

Saturday and Sunday, June 10, 11, 2006

MULTIROOTED ENDODONTIC TWO-DAY WORKSHOP

Friday, Saturday, Sunday

June 23, 24, 25, 2006

**THE AESTHETIC REVOLUTION:
SETTING NEW STANDARDS IN COSMETIC DENTISTRY**

Thursday Evening, July 6, 2006

Pacific Health Sciences Learning Center
FIRST SMILES: DENTAL HEALTH BEGINS AT BIRTH

Saturday & Sunday

July 15, 16, 2006
HOSPITAL DENTISTRY

Thursday Evening, July 27, 2006

INFECTION CONTROL & DENTAL LAW AND ETHICS

We wanted to give something back.



PHOTO: JON DRAPER

Dr. Leo Boger, a graduate of UCSF who has been taking continuing education classes at Pacific for more than forty years, is proud that his son, Zack, is a member of the Class of 2008. Along with his wife, Donna, they created the Boger Family Endowment because they wanted to thank Pacific for what it has done for dentistry. "I'm a great example of how Pacific has affected not only its own graduates, but the graduates of many other dental schools," Leo explains. "I'm so happy to support a school that has done so much to support a profession that I love."