

Penn Dental Journal

FOR THE UNIVERSITY OF PENNSYLVANIA SCHOOL OF DENTAL MEDICINE COMMUNITY / SPRING 2008



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ON THE COVER: Pictured in the new D. Walter Cohen and Morton Amsterdam Periodontal Clinic are the two pioneers in the fields of periodontal prosthesis and periodontics for whom the clinic is named — (back, left to right) Dr. Morton Amsterdam (C'43, D'45) and Dr. D. Walter Cohen (C'47, D'50) — along with the faculty members leading those programs today — (back) Dr. Joseph Fiorellini, Professor and Chair of the Department of Periodontics and Director of the Postdoctoral Periodontal Program and (front) Dr. Ernesto Lee (GD'87), Clinical Professor of Periodontics and Director of the Postdoctoral Periodontal Prosthesis Program.



Penn Dental Medicine

Penn Dental Journal Vol. 4, No. 2

University of Pennsylvania School of Dental Medicine www.dental.upenn.edu

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Design DYAD COMMUNICATIONS, INC.

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A Message

FROM THE DEAN

The Penn Dental Medicine community truly is a wonderful family, and I first want to take this opportunity to thank all of you — alumni, faculty, students, and staff — for your support and well wishes during my illness and recovery. Your concern and thoughtfulness encouraged and sustained me and my husband, Bob, throughout that time, and I am forever grateful. I also want to extend a special thanks to Dr. Thomas Sollecito (D'89, GD'91) for his fine leadership in my absence in his role as Acting Dean; he did an outstanding job of maintaining a strong course for the School and creating a stable, positive environment for all. So again, thank you all for what you did for me and the School in my absence and for your warm welcome upon my return in January.

As we look ahead together, this is a pivotal time for the School and the University at large with the launch, this past fall, of the most ambitious capital campaign in the School's and University's history. As part of Penn's *Making History* campaign, Penn Dental Medicine's *Leading the Profession* campaign has the goal of raising \$36 million in new resources — funds we will use to recruit and retain the most talented faculty, expand financial aid for exceptional students, and provide a model environment for research, learning, and clinical practice.

I was pleased to join in the campaign launch celebration in October (see photo highlights, page 24) where campaign co-chairs Dr. Lawrence Kessler (C'66, D'70) and Dr. Martin D. Levin (D'72, GD'74) were able to announce that the School already has a significant number of gifts and pledges — among them, a transformative gift by Henry Schein, Inc. I share more about this important contribution to the School in this

edition of the *Penn Dental Journal* (see page 6); and ask you to watch for a similar section in future issues of the *Journal*, where I will continue to highlight

priorities of the School, and thus, our campaign.

We also have much to celebrate now with the new D. Walter Cohen and Morton Amsterdam Periodontal Clinic (see story, page 2). This state-of-the-art facility was dedicated in January and will significantly advance the study and practice of periodontics at Penn Dental Medicine as the School reaffirms its position as a prominent leader in the field for the 21st century. This tremendous new clinic would not have been possible without the leadership support of the Annenberg Foundation and the generosity of many other friends and alumni, and I thank you on behalf of our students, faculty, and staff as well as the patients we serve.

There are so many alumni who inspire us all, and also in this issue, we highlight the work of three of them — Drs. Jonathan A. Ship (C'80, D'84) and Bernard J. Costello III (D'94, M'97, GD'00, RES'00), who pursued careers in academics (see story, page 8), and Dr. Sandra Shire (D'80), who has dedicated 25 years to the Public Health Service (see story, page 29).

This is an exciting time for the School, a time when we can secure an ever brighter future for dental education. So as our campaign continues to pick up, we look to you — our distinguished alumni, faculty, and friends who share our vision. Together, Penn Dental Medicine can continue leading the profession for generations to come.



MARJORIE K. JEFFCOAT, DMD
Morton Amsterdam Dean



Reaffirming a Legacy of Leadership

The new D. Walter Cohen and Morton Amsterdam Periodontal Clinic creates a state-of-the-art environment for preeminence in teaching, research, and patient care.

BY DEBBIE GOLDBERG



“This is a big step forward. The new clinic brings us into the 21st century and puts us on the map as offering the highest quality educational experience.”

DR. JOSEPH FIORELLINI

WHEN DR. JOSEPH FIORELLINI, Chairman of the Department of Periodontics, came to

Penn Dental Medicine two years ago, he had two main goals: to recruit the next generation of talented full-time faculty and build a new periodontal clinic to better serve students, faculty, and patients. The connection between these two goals didn't escape him: in order to recruit the best and the brightest — post-doctoral students as well as faculty members — the department needed to offer the best possible and most advanced facilities in which to teach, practice, and care for patients.

So it is not surprising that, on a chilly winter morning just a few weeks after the January 22 dedication of the D. Walter Cohen and Morton Amsterdam Periodontal Clinic, Dr. Fiorellini surveys the new facility with great satisfaction. The 4,600-square-foot clinic is bright and sunny, clean and organized, and bustling with activity.

The new clinic includes 18 treatment areas/operatories with high-sided partitions for privacy and the latest digital radiography capabilities. In addition, it boasts three spacious surgical suites, one outfitted with a camera-equipped operating microscope and two ceiling-mounted cameras for streaming live footage of cases to remote locations. The periodontal clinic also has faculty and student locker rooms, space for faculty and postdoctoral students to discuss cases, and a room dedicated to housing a new cone beam CT scanner. Designed specifically for the head and neck, it offers state-of-the-art radiographic analysis for diagnoses as well as surgical planning for implants and other complex procedures. Previously, periodontal patients had to be referred to a hospital to get this type of detailed imaging.

Into the 21st Century

“This is a big step forward,” Dr. Fiorellini says, standing in the heart of the new clinic on the first floor of the Thomas Evans Building. On this particular morning, eight periodontal patients are being treated in operatories and another patient is comfortably settled in one of the spacious surgical suites, almost halfway through the process of having seven new teeth implanted.

Pictured: Dr. Joseph Fiorellini, Chair of the Department of Periodontics, and Dr. Ernesto Lee (GD'87), Director of the Postdoctoral Periodontal Prosthesis Program, observe a student in the new D. Walter Cohen and Morton Amsterdam Periodontal Clinic, which features 18 state-of-the art operatories and three surgical suites.

Dr. Fiorellini is particularly pleased to note that all of the Department's top choices for the next class of new residents have accepted, and he believes that the state-of-the art periodontal clinic is a strong selling point. “The new clinic brings us into the 21st century,” says Dr. Fiorellini, “and puts us on the map as offering the highest quality educational experience.”

In addition to improving the patient and teaching experience and bolstering recruitment efforts, the new clinic also is expected to have a positive impact on the Department's ability to compete for research grants. “It was more difficult before [the new clinic] to make the case for research,” says Dr. Jonathan Korostoff (D'85, GR'91, GD'92), Associate Professor of Periodontics-Clinician Educator. In the previous clinic, space was cramped, equipment was stored in out-of-the-way places, and basic items such as dental chairs needed upgrading. “Penn has the reputation as a strong research institution,” notes Dr. Korostoff about competing for research grants, “but they [funders] also want to know we have the facility here to get it done.”

A Legacy of Leadership

Indeed, Penn's legacy in the fields of periodontics and periodontal prosthesis is well established. Under the long-time guidance of the clinic's namesakes, Dr. D. Walter Cohen and Dr. Morton Amsterdam, Penn Dental Medicine has been a prominent leader in these fields for more than half a century. Dr. Cohen, who first joined the Penn Dental Medicine faculty in 1951, served as Professor and Chairman of the School's Department of Periodontics from 1963 to 1973 and Dean of the School of Dental Medicine from 1972 to 1982. Dr. Amsterdam, who became part of the School's faculty in 1953, created and directed the School's postgraduate periodontal prosthesis program during his tenure, which included serving as Professor of Periodontics and Periodontal Prosthesis from 1967 to 1992.

The two have received numerous honors for their pioneering work and dedication. Dr. Amsterdam was recognized in 2003 by the American Academy of Periodontology with the Master Clinician Award, and Dr. Cohen, a Fellow of the American Academy of Periodontology and Director of the American Board of Periodontology from 1966 to 1972, received the Gold Medal Award from the Academy in 1971.

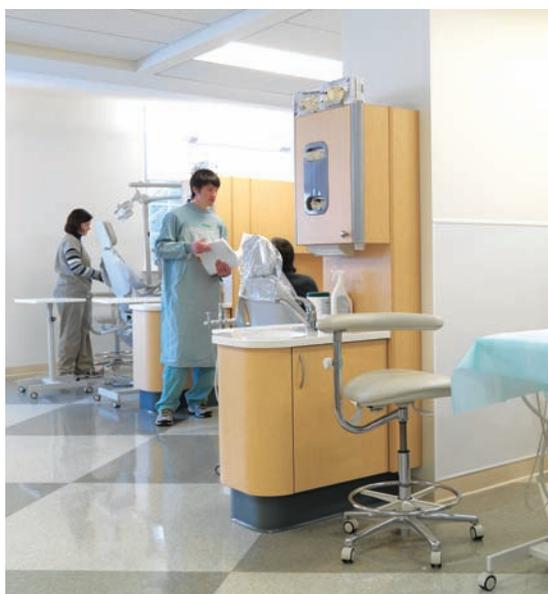
“Drs. Cohen and Amsterdam have done so much for the field of periodontics and for Penn, and we are grateful that this clinic will stand as a lasting tribute to their work and teaching,” says Penn Dental Medicine’s Morton Amsterdam Dean Marjorie K. Jeffcoat of the achievements the two had attained during their careers at Penn.

Revitalizing the Department

Despite Penn Dental Medicine’s long-standing reputation in periodontics, it became increasingly clear in recent years that, to stay on top in the specialties that Drs. Cohen and Amsterdam helped pioneer, the existing periodontal clinic needed to be modernized, expanded, and upgraded to offer the most-advanced technological tools available to the profession.

Jump-started with a generous \$1 million leadership gift from the Annenberg Foundation (see box, next page), the new \$3 million facility was completed in December, allowing the periodontal clinic to move back from its temporary home during construction on the third floor of the Robert Schattner Center. More than 160 alumni, supporters, faculty, staff, and friends were on hand January 22 for the dedication and celebration of this new chapter in the Department’s storied history (see photo highlights, page 14).

The new clinic is part of an ongoing capital improvement plan for the School that involves the renovation of the teaching clinics in the historic Thomas Evans Building. Along with the periodontal clinic, the School completed the state-of-the-art Brainerd F. Swain Orthodontic Clinic in 2006 and the Pediatric Clinic in 2003. The next phase of capital plans will include the renovation of the School’s general restorative Main Clinic (to become The Shirley and Edward Shils Clinic, see page 6) and the Endodontic Clinic, for which fundraising is currently underway.



ONE OF THE THREE SURGICAL SUITES (TOP) IS EQUIPPED TO TRANSMIT CASES LIVE VIA VIDEO. AT 4,600-SQUARE-FEET, THE NEW CLINIC IS 600 SQUARE FEET LARGER THAN ITS PREDECESSOR.

‘A great place to learn and work’

The modern, bright D. Walter Cohen and Morton Amsterdam Periodontal Clinic was designed by the Philadelphia-based architectural firm of Buell Kratzner Powell with a host of the Evans Building’s original windows lining the north wall of the clinic and adding to the warm, welcoming environment. Although the new clinic is situated in the same place as its predecessor, the space was expanded by 600 square feet and was entirely reconfigured.

“Penn was a leader in Periodontics and Prosthodontics since the inception of the specialties over 40 years ago” says Dr. Ernesto A. Lee (GD’87), Director of the Postdoctoral Periodontal Prosthesis Program. “This facility symbolizes a revitalization of our programs and signals a return to their status of preeminence at the national and international levels. It’s one of the most modern clinics in the nation, with many advanced technologies available to our residents and faculty.”

It’s also one of the busiest. In addition to more than 60 faculty members, there are 32 postdoctoral fellows in the Department of Periodontics who

work in the clinic, including periodontal, periodontal prosthesis, and periodontic/orthodontic residents and implant fellows. There also are four visiting scholars currently working in the Department. Plus, all predoctoral Penn Dental Medicine students do rotations at some point in the periodontal clinic.

And the number of periodontal patient visits (approximately 3,700 in 2006, the last year in the old clinic space) is expected to increase given the spacious new facilities. Most periodontal patients are referred from the School’s general

restorative Main Clinic, receiving treatment for everything from ongoing routine periodontal care to more complicated procedures such as dental implants, bone regeneration, and gum grafts.

The new clinic will enable Penn Dental Medicine faculty and residents not only to see more patients but also to take on more complex cases. With more space and state-of-the-art instrumentation, the surgical suites now have room for all the people needed to maintain sedation and assist with more complicated procedures that can take hours, explains Dr. Korostoff. “Now,” he adds, “we can do it in a more efficient way — the way a private practice would.”

With its larger operatories and surgical suites, the new clinic also allows more dental students to observe first-hand the periodontal procedures performed on patients. And thanks to the cameras positioned in one of the surgical suites, the clinic can be a classroom to even greater numbers of students, with cases streamed live to lecture halls. Another plus — these students will have the ability to ask questions in real-time to the faculty member providing care. This ability to televise live procedures to remote locations is an especially exciting prospect for many in the Department. Dr. Fiorellini says faculty members have been “tinkering” with the equipment and exploring various ways in which this capability could be used for teaching purposes — be it for a group of dental students in a nearby classroom or dental professionals across the country and around the world. He also expects to use the cameras’ taping capabilities to prepare videos for conference presentations.

Dr. Farshid Sanavi (GD’85, D’87, GR’95), Clinical Professor of Periodontics, has been at Penn Dental Medicine since 1979 and he is impressed with how the new clinic has helped to improve the teaching environment and patient experience. “It’s a really different experience for us now,” he says. “Students like coming here, they hang around more, other postdocs come to observe,” he says. “It’s changed the relationships between students, teachers, and patients.”

The clinic’s patients, no doubt, also appreciate the larger and brighter space, increased privacy in treatment areas, and access to the most-advanced instrumentation available. “We’ve had patients who have been coming here for decades, and they walk in and smile,” observes Dr. Korostoff. “It’s like a new world to them.”

From patient care and research to recruitment and teaching — it’s clear that the D. Walter Cohen and Morton Amsterdam Periodontal Clinic will have a significant and positive impact on all aspects of the Department as it reaffirms

its position as a prominent leader in the field of periodontics for the 21st century. “This is a great place to learn, teach, and work, and I find there is really none other in the country that is like this,” said Dr. Fiorellini at the January dedication for the clinic. “I think this is an environment where learning can really be at a maximum.” **PDJ**

LEADERSHIP GIFT DONORS

Penn Dental Medicine is grateful to all the donors who made possible the renovation of the D. Walter Cohen and Morton Amsterdam Periodontal Clinic. Their generosity has created a state-of-the-art environment for patient care and clinical instruction. Below are the names of those donors who made leadership gifts in support of the project and have named spaces in the clinic.

- 3i Implant Innovations, Inc.
- Amsterdam/Penn Perio Study Group of Japan
- Annenberg Foundation
- Astra Tech Inc.
- The Baldinger Family
In memory of Dr. S. Robert Baldinger
- The Coslet Family
In memory of J. George Coslet (GD’67)
- Dr. and Mrs. Robert N. Eskow (D’67)
- Joseph E. Gian-Grasso (C’67, D’71) & Janice M. Gian-Grasso (GNU’77)
- Stephen F. Goodman (D’60)
In memory of Dr. J. Bardin Goodman
- Fred B. Kastenbaum (D’77)
- Pasquale J. Malpeso (D’79, GD’83)
- Alan M. Meltzer (D’72)
- Masakazu Nishibori (GD’93)
In memory of Masao Nishibori, D.D.S.
- Nobel Biocare
- Dr. and Mrs. Irving M. Rothstein (C’38, D’41)
In memory of Fan and Robert J. Rothstein
- Dr. Kazuhiro Umehara

A Transformative Gift

THE SHIRLEY AND EDWARD SHILS CLINIC

Penn takes its history seriously. You don't have to be here very long before the old buildings and quaint traditions take hold, and you start to realize that the institution is something bigger, more significant, more lasting than the mere mortals who inhabit it at the moment. I view my first duty as Dean as one of stewardship... to transmit to the next generation a School of Dental Medicine that is at least as distinguished as the one I found when I came here.

Stewardship, of course, requires money. We do our best to keep our relatively predictable sources of income (tuition, clinic fees, etc.) in balance with our wildly unpredictable day-to-day expenses (broken elevators, broken pipes, broken windows, etc.). But to maintain Penn's position of leadership takes constant investment beyond what can be set aside from ordinary sources. For advancement, we are utterly dependent on the kindness of friends — on gifts, large and small.

Now, every gift is meaningful, and we appreciate them all. But every so often, the School has been blessed with truly transformational gifts, whose importance reverberates for decades, affecting thousands of students and patients. The Thomas W. Evans Museum and Dental Institute was itself, clearly, such a gift (see sidebar, next page). More recently, the Robert Schattner Center has transformed the environment in which we deliver patient care. And now, thanks in large part to the generosity of Henry Schein, Inc., and to the vision of its Chief Executive, Stanley Bergman, we are about to transform the way we teach the practice of dentistry.

Overblown rhetoric or reality? Read on, and draw your own conclusions.

We are moving rapidly forward with a much-needed upgrade of the main teaching clinic. As you know, technology advances quickly in dentistry. We want our students to learn in a modern, safe, reliable, comfortable environment. We need energy-conserving windows, proper lighting, state-of-the-art infection control, and maintainable equipment.

Our patients deserve a pleasant, attractive environment. It is fitting, therefore, that the main clinic will be named in honor of Dr. Edward Shils, a distinguished University alumnus and probably the greatest exponent of a vigorous and innovative dental supply industry.

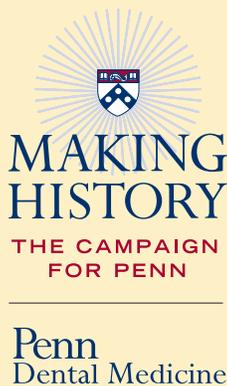
All this is important, yes, but not transformative. What the Schein gift has enabled us to do is to add an entirely new element to the educational mix: a state-of-the-art practice management experience as an integral component of dental education. When I talk with alumni about their years in dental school, I always ask what was missing — what, in the light of their subsequent experience, should be improved. Far and away, the most common response is just two words, "practice management." Sure, we try, with formal courses and guest lectures, to convey the basics of staffing, scheduling, ordering, and referrals. But the world of the dental student, with all its demands and pressure, simply doesn't prepare graduates for the completely different set of stresses they encounter in the business of dentistry. We want to do better.

We need to do better. But how?

With the encouragement of Mr. Bergman, Penn Dental Medicine and Schein are developing the "virtual practice" concept, which will see its first incarnation in the renovated Shils Clinic. Every student, upon being admitted to the clinic, will be in control of what is effectively a solo practice. And not just any practice, but one that embodies the best of today's technology and methods, including:

- chairside computers linked by a secure wireless network
- paperless records
- digital radiology and photography
- intraoral microscopy
- automated scheduling and recall
- just-in-time access to records, instruments, and supplies.

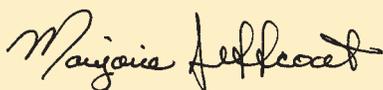
But there's more to the virtual practice than technology. We want our graduates to understand what it means to operate in the black, in an environment where dressings and amalgam don't simply materialize from a generous supply room. So, we are going to use the information collected by our various systems to simulate how each student is doing economically, as



well as educationally, in the clinic. A periodic balance sheet will demonstrate, in black and white (and sometimes red), just how effectively the “practice” is using its resources. In time, we will add virtual purchasing to the bag of tricks. Of course, the School will continue to do the real ordering — we won’t send patients home untreated because of a beginner’s error — but the “virtual mistake” will be duly noted and charged against the practice. Because the student practice is virtual, or model-based, there’s really no limit to how realistic we can make it.

All this is brand new, unprecedented, unique to Penn. Our role is part inventor, part guinea pig. But we won’t be doing it alone. Thanks to the special relationship that was made an integral part of their gift, Henry Schein’s experts will be working in partnership with us to make it all work. As we gain experience, we’ll pass it on through continuing education and other mechanisms. In a few years, expect to see this latest “Philadelphia Experiment” become the norm.

So when will our new clinic be ready? Good question, simple answer: we can start when we have the money in hand. The marvelous Schein gift, along with others, has given us a good lead off second base. Now it’s time for the rest of us to step up to the plate. The Shils Clinic offers many opportunities to link your name, or that of someone you wish to honor, with a world-class facility. My parents made it possible for me to become a dentist; what better way to thank them than with an operatory that will be used by hundreds of future dentists? But that’s just one example. You learned your profession in this room. Let’s hand it on, even better, to the next generation.



MARJORIE K. JEFFCOAT, DMD
Morton Amsterdam Dean

To learn more about the new Shils Clinic or to discuss making a gift to the School of Dental Medicine, please contact the Office of Development and Alumni Relations at 215-898-8951 or Dean Marjorie Jeffcoat at 215-898-8941, jeffcoat@dental.upenn.edu.

The Thomas W. Evans Museum and Dental Institute

The vision of the School’s *first* major benefactor — Dr. Thomas W. Evans (1823–1897) — led to one of the most transformative gifts in the School’s history and one of the most celebrated in dental education in its day. Dr. Evans (a Philadelphia native who became an accomplished clinician, renowned diplomat, and the dentist and confidant to European nobility, including Napoleon III) left his fortune to create a dental school on the site of his family’s home at 40th and Spruce streets. According to his will, it was “to be conducted as such institutions of learning are now conducted in Philadelphia and not inferior to any already established.” Fifteen years after Dr. Evans’ death, his bequest would ultimately become one with the University of Pennsylvania, creating The Thomas W. Evans Museum and Dental Institute School of Dentistry, University of Pennsylvania and growing into the School we know today.

Ground breaking for the Institute took place September 24, 1912, and a two-day dedication celebration was held February 22 and 23, 1915, with the press hailing the event as the “greatest in dental history.” Approximately 2,000 people gathered for the dedication, including members of the dental profession from across the country and around the world, who came to participate in the 67 table clinics and presentations held as part of the festivities and to see the landmark building, state-of-the-art for the time. Among the most impressive features of this grand, collegiate Gothic building (designed by John Windrim) was the main clinic in the north wing — the space that will become The Shirley and Edward Shils Clinic. At 200 feet long and 48 feet wide, it had 30-foot ceilings with a glass wall of windows on the north side and 10-foot windows extending onto a portion of the roof, bathing the clinic in natural light. Large laboratories with windows similar to those in the clinic occupied the south wing on the third floor, and other key features included an 87 x 43-foot lecture hall on the second floor, and a library (illuminated by a window in the 84-foot tower above the building’s main entrance), housing what was considered the world’s most important and extensive collection of dental literature at that time.

Dr. Edward C. Kirk (Dean from 1897–1917) played an active role in guiding the building’s construction, capturing the significance of this new facility and the Evans gift in his dedication ceremony remarks. Stating, “In the creation of this new center of dental educational activity, its faculty realizes that the weight of responsibility imposed upon them bears a direct relation to the opportunity which the benefaction of Dr. Evans has made possible, the responsibility as he himself expressed it of ‘placing our profession on more commanding ground and making it better serve the generation in which we live.’ The Institute has been created in harmony with the spirit of the modern professional requirements in dental education. From whatever standpoint one may consider the new Institute, it is without parallel, either as to construction, equipment, organization, or completeness for the purpose for which it was created.” (Source: *Old Penn, Weekly Review of the University of Pennsylvania, February, 1915*)