

Pediatric Dentistry News

LETTER FROM THE CHAIRMAN



Gerald Ferretti, D.D.S., M.S., M.P.H.

Greetings! As spring comes slowly but surely to Northeastern Ohio, we have some news that brings its own ray of sunshine to the Department of Pediatric Dentistry: in conjunction with Rainbow Babies and Children's Pediatric Dentistry Department, we have received verbal approval to build a Ronald McDonald Charities Care Mobile.

This 41-ft. truck will include three state-of-the-art operatories and will help us take high-quality dental care to underserved children in Head Start programs throughout Cuyahoga and surrounding counties. I was fortunate enough to work with two Ronald McDonald Charities Care Mobiles at the University of Kentucky, and I know our staff and residents are going to love the experience.

We are also excited to welcome two new faculty members. **Masahiro Heima, D.D.S.**, has joined us from the University of Washington in Seattle as an attending dentist in the undergraduate pediatric dentistry program. **Sharon Freudenberger, D.D.S.**, a 1988 graduate of New York University, is joining us after a stint at Cleveland's MetroHealth System. See the accompanying articles in this newsletter for more about Drs. Heima and Freudenberger.

In the clinic, we're continuing to give the undergraduate pediatric dental students experience in treating younger children, and our hospital dental service has increased substantially in the last year. We also continue to be involved in translational research on caries reduction through xylitol gummy bears, and we're starting several other small research projects, such as an at-risk oral care program for pregnant women under the age of 21. This program will evaluate and maintain the oral health of the women, and will follow-up to maintain good oral health in the children after they're born.

Finally, we wish our four senior residents well as they go to Hawaii over Memorial Day weekend to attend the American Academy of Pediatric Dentistry Annual Meeting. For those of you who will be making the trip to the Aloha State, the CWRU Department of Pediatric Dentistry's Annual Reception will be Saturday, May 23rd, and I hope you can stop by and see us. The details are in this newsletter.

All the best, Gerry Ferretti
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YOUNG PATIENTS' FEAR OF THE DENTIST CAN BE OVERCOME VIA BEHAVIORAL SCIENCE, SAYS PROFESSOR HEIMA

Masahiro Heima, D.D.S., Ph.D., loves a screaming child.

Although many dentists cringe at the thought of treating a fearful child who is fighting them every step of the way, Dr. Heima enjoys the challenge. A visiting assistant professor of pediatric dentistry, Dr. Heima uses his background in behavioral science to help children overcome their fear of the dentist.

"We can treat patients and address their oral health needs regardless of how fearful they are or how much they fight," Dr. Heima says. "But using restraints or drugs doesn't help overcome their fears, and may even serve to create more fears about their next dental visit." He prefers instead to use "restructuring" memory techniques that provide patients with good memories after their visit.

"We can change the memories of children who have had a bad experience," Dr. Heima explains. "Memory is malleable. If we modify their memory, their dental fears go away. So after the event, after all the kicking and screaming and crying, or at the beginning of their next appointment, I use a restructuring memory technique to alleviate their fears."

There are two steps to Dr. Heima's process. The first step is modification of children's thoughts of the fact that they struggled. After the treatment, he uses the retrospective control known as positive feedback; he talks about the treatment and focuses on the child's good behavior during the treatment. "I say to them, 'I know it was difficult. But you did it. You opened your mouth and you let me fix your cavity. You cried a little bit, but it is OK,'" Dr. Heima says.

The second step is altering their memory of the previous visit when they return to the clinic. "I talk about the previous appointment using positive words, again just focusing on the good behavior. I'll say, 'I remember you! You were very brave and you opened your mouth, kept your hands down and let me fix your cavity. Do you remember? I know you can do it again.'"

Dr. Heima also writes simple, positive sentences about children's behavior on their charts, or draws a "smiley face" or a "thumbs-up" and lets the children see those notes or drawings when they return for their next visit.

All of these simple steps serve to modify children's memories of their dental visits from negative to positive.

Dr. Heima earned his dental degree from Okayama University in Japan, and served there as an assistant professor of behavioral pediatric dentistry. In 2002, he joined the staff at the University of Washington as a visiting assistant professor. He and his family moved to Cleveland in July, 2008, when he became a visiting assistant professor in the Department of Pediatric Dentistry at the CWRU School of Dental Medicine.

"The Japanese dental school that I graduated from and the University of Washington are both huge universities. Case Western Reserve is compact but growing, and I like a growing university instead of one that's already grown up. The people are very nice, and everyone is always looking at the future. I really like it here," Dr. Heima says.

He adds that he is interested in learning about the differences between American and Japanese pediatric dentistry. "That's one of the reasons I came here," he says. "My training was in Japan, but the training is different. Also, here I've been learning about pediatric dentistry in a hospital setting, and I'm very excited about that."

Dr. Heima says that he sometimes misses Japanese culture and food, and the sea and mountains of Japan and Seattle. However, he and wife, Mauymi, and their three daughters, ages 13, 10 and seven, are making the most of their adventure in America. They made the move from Seattle to Cleveland into an 11-day sightseeing tour, with stops at a number of national parks along the way. And while he loves it at the CWRU dental school, he admits that he had a little trouble adjusting to Cleveland's 100 inches of snow. "When I lived in Japan and Seattle, we would look forward to going to ski areas to enjoy the snow," he laughs. "Here you don't have to go anywhere — it comes to you."



Masahiro Heima, D.D.S., Ph.D.

JOIN US!

Reception during the American Academy of Pediatric Dentistry Annual Meeting

Saturday, May 23, 2009

5:00 p.m. – 7:00 p.m.

Hilton Hawaiian Village Beach Resort and Spa
2005 Kalia Road
Honolulu HI 96815

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SPRING 2009

GRADUATING RESIDENTS

Mitzi Hines has a September wedding planned, but that isn't stopping her from finishing her case report on prosthesis for ectodermal dysplasia patients. In addition to the pediatric training, she says the main thing she has enjoyed at the CWRU School of Dental Medicine is the more than 200 (and counting) operating room cases she has been involved with. "I love the operating room at Rainbow," Hines says. Her main goal is to start a solo practice outside of Columbus.



It's always hard to say good-bye to a graduating class. Department Chairman Gerry Ferretti takes a moment with this year's graduates (from left): Brent Powell, Andrea Tapp, Dr. Ferretti, Marcie Flack, and Mitzi Hines.

Andrea Tapp is testing *Streptococcus mutans* levels in pediatric dental patients receiving oral rehabilitation under general anesthesia, and the effectiveness of chlorhexidine mouth rinse. She says she has enjoyed the diversity of patient conditions and treatments she has encountered at the CWRU School of Dental Medicine. "I have really learned much from treating patients with severe syndromes and disorders, as well as severe dental disease," she says.

Marcie Flack is presenting a case report on the revascularization technique used in a necrotic immature permanent incisor. She says her studies at the Pediatric Dentistry Department at the CWRU School of Dental Medicine have provided her with great experience in treating patients under general anesthesia and sedation. "We have exposure to a variety of patients with complex medical histories here, and I will feel comfortable treating children who are healthy as well as those who require special care," she says.

Brent Powell is an examiner for the xylitol gummy bear research project and the very low birth weight enamel defect projects with Dr. Suchitra Nelson. He is also writing a paper on inter- and intra-examiner reliability using the International Caries Detection and Assessment Systems in a community trial. "The pediatric dentistry program at CWRU has given me an incredible amount of clinical experience," Powell says. "This is a program that you can get as much out of as you want."

DEPARTMENT WELCOMES SHARON FREUDENBERGER, D.D.S. AS NEW DIRECTOR OF PREDOCTORATE PROGRAM

The Department of Pediatric Dentistry is pleased to welcome its newest faculty member. Dr. Sharon Freudenberger, a Diplomate of the American Board of Pediatric Dentistry, will serve as a clinical professor and director of the predoctorate program. She earned her D.D.S. from New York University and her certificate in Pediatric Dentistry from the University of California, Los Angeles.



Dr. Freudenberger was on faculty in the Section of Pediatric Dentistry at UCLA for 10 years where she was a clinical instructor for predoctorate students as well as residents.

"I think behavior management is one of my strengths, and I'd like to share with students some of my expertise in that area. It's a difficult thing to master, since there's no exact rule or formula to follow."

Considering that the majority of children are seen by general dentists, Dr. Freudenberger feels it is important for predoctoral students to feel confident in their exposure to treating children. "In my experience it seems that many general dentists are uncomfortable treating children, and one of my goals here at CWRU is to provide the clinical environment and guidance to help alleviate this problem."

INCOMING RESIDENTS



Larry Kalke earned his undergraduate degree from the University of Utah, then attended the CWRU School of Dental Medicine and graduated with his D.M.D. in May, 2008.

"The program here at CWRU and Rainbow Babies and Children's Hospital has a very strong clinical aspect to it, with a large portion of the experience coming from the operating room. This program also offers a good mix of academics, research, and clinic, and the director, Dr. Ferretti, is one of the best in the business," Kalke says.



Mindy Price will graduate in June from The Ohio State University College of Dentistry. A Columbus native, Price attended the

University of Akron on a Division One tennis scholarship for four years. She graduated with a B.S. in biology and a minor in chemistry, then returned to Columbus to attend dental school.



Jeanie Felton, from Sterling, VA, may qualify as a renaissance woman: she received a B.A. in fashion design from Marymount University in Arlington, VA,

holds a black belt in taekwon do, and wants to keep her patients' teeth healthy so they can enjoy good food — the kind she would cook up if she had her dream job of hosting her own show on the Food Network. "I feel that CWRU is the best dental school in the nation," Felton says. "There are so many

people here to use as resources." Felton's main area of interest is treating children with special needs and behavioral issues.



Timothy Voss, a second-year resident, is involved in a research project evaluating the impact of antimicrobial rinses on pre- and postoperative oral bacterial load in pediatric dental patients with severe early childhood caries. He says the residency program at the CWRU School of Dental Medicine provides a comprehensive approach to clinical and operating room care with an emphasis on academic fundamentals. After graduation, Voss intends to venture into private practice in Ohio and eventually involve himself in academic dentistry.