

# The Changing Face of Aesthetic Dentistry

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As Scientific Co-Chairs of [the 19th Annual Session of the American Academy of Cosmetic Dentistry \(AACD\)](#) in Orlando, Florida, we are proud to present a fresh approach to the constantly evolving field of cosmetic and functional dental care. Thirty-five new and diverse speakers were invited, along with the 15 presenters who shared in our annual meeting in the past, to contribute their innovative ideas and provide the foundation for the 19th Annual Scientific Session of the AACD. What resulted was the largest Academy Conference in its history, with over 2,500 people in attendance.

In response to recent trends in the marketplace, special programs devoted to Spa Dentistry, Occlusal Controversies, Women in Dentistry, and Sedation Techniques were developed. Digital photography and laser workshops were incorporated due to rapid changes in technology that have enabled us to increase access and utilization of smile design principles and

conservative, minimally invasive regimens. Recognizing that teamwork is essential to maximizing results, Staff Development Day was devoted to providing support teams with the tools and confidence necessary for flourishing practices.

"Members' Pearls" presentation forum was reintroduced at the meeting and invited 24 members of our Academy to share pearls of their knowledge and experience with their peers. Strong corporate support helped establish an environment that allowed dental professionals to network and discuss innovative ideas and theories presented at the meeting. "Communities of Practice" inspired members to brainstorm and critique concerns in the field of dentistry, not only at the meeting, but in discussion forums that followed.

The 2,500 people in attendance completed surveys that yielded the following:

- 91% felt that the educational program had a wide variety of sessions from which to choose;
- 87% felt that the information was valuable and met their expectations;
- Over 80% found "Communities of Practice" to be a worthwhile format to be solidified in the future.

Future Academy meetings will focus on "closing the gap" for all in order to reach even higher levels of excitement. We believe that the level of education in cosmetic dentistry will continue to rise, as will new developments in technology and medicine.

In collaboration with Montage Media, the *AACD Clinical Monograph* provides you with a glimpse into the Orlando meeting. Those who were unable to attend will be given the chance to learn many of the ideas shared by our educators. Furthermore, it documents the progress of our Academy from the past and into the future. The AACD looks forward to the leadership challenge of continually "changing the face of aesthetic dentistry."

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