

1 Resolution No. **None** New Substitute Amendment

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3 Date Submitted: **March 2022**

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5 Submitted By: **Dr. Christopher Smiley, Editor**

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MDA Strategic Goal: Define and deliver exceptional member value  
Staff Implications: None  
Ethical Implications: None

*Estimate of Financial Implications (cite a range if more appropriate)*

<u>Individual Dentist:</u>	<u>MDA:</u>
Direct Costs \$0	Direct Costs \$0
Set-up Costs \$0	Set-up Costs \$0
Ongoing Costs \$0	Ongoing Costs \$0

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## MDA EDITOR'S REPORT 2022

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11 **Background:** *The Journal of the Michigan Dental Association* is published monthly. We mail  
12 print copies to MDA members and others in the oral health community in Michigan and  
13 beyond. Current and past issues are available open-source, online at  
14 <https://www.michigandental.org/Jobs-Classifieds-Journal/MDA-Journal/Journal-Digital-Issues/>

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16 My goals for the *Journal* are to provide original evidence-based, and clinically applicable  
17 content. Those objectives grew to include content on the COVID-19 pandemic and providing  
18 information supporting the MDA strategic plan.

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20 Feature articles come from submissions, suggestions from readers, and author solicitation of  
21 contributions from content experts. The *Journal* employs a single-blind peer-review process,  
22 where reviewers are aware of the author's identity, and the author is unaware of who reviewed  
23 their manuscript. Reviewers are experts on the topic from across the nation and the greater  
24 oral healthcare community.

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26 We ask reviewers to consider:

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- 28 • Are the findings and recommendations consistent with prevailing evidence, regulations,  
29 and best practice recommendations?
- 30 • Is the overall length appropriate to hold the reader's attention?
- 31 • Does it provide clinically applicable information for the reader?
- 32 • Are the facts accurate and valid?
- 33 • Are the findings supportable?
- 34 • Is it referenced correctly? Are references needed?
- 35 • Do the authors have the necessary background to address the topic?
- 36 • Are the author's conclusions verifiable?

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39 They are asked to grade the article:

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41 1. Accept as presented

42 2. Accept with minor changes

43 3. Accept after major revisions

44 4. Reject submission for publication

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46 It is our goal to publish clinically applicable, evidence-based content. We strive to provide  
47 original articles focusing on evidence-based care, integrated care, and strategies to help  
48 members succeed during the Pandemic. Over the past year, original content topics included:

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50 • The Emergence of Artificial Intelligence in Dental Care Delivery

51 • 3D Printing in Dentistry

52 • Oral Cancer – A Team Approach for Integrated Care

53 • Dental Management of Cancer Patients

54 • Outcomes and Process Measurement- Improving the Quality of Clinical Care

55 • Diversity, Equity, Inclusion and Dentistry

56 • How Michigan's Dental Schools Address Today's Challenges

57 • Diversity of Dental Care Delivery Models

58 • MDA Advocacy Update

59 • Preparing for the First 10 Years and Last 10 Years of Practice

60 • Adolescent Eating Disorders

61 • Infection Prevention -- Protocols from the Pandemic Era

62 • Exploring 3D Imaging

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64 The editor's Editorial Advisory Board has content expertise on EBD, informatics, dental benefits,  
65 and oral health integration. We have grown those initial appointments with expertise on  
66 infection control, academic dentistry, and MDA members representing diverse communities  
67 and new dentists. I do not rely on these individuals as much as I could, but I value their  
68 guidance and input within their sphere of expertise.

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70 The "10-Minute EBD" column provides "bite-sized" topics in a format that synthesizes evidence  
71 and translates it for clinical application. The presentation of these topics also increases the  
72 reader's skills to implement the EBD process to answer clinical questions in routine dental  
73 practice. Dental students across Michigan and the nation have taken advantage of this  
74 opportunity to publish in our publication. Topics presented April 2021-March 2022 include:

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76 • Artificial Intelligence in Orthodontics

77 • Vacuum-Formed vs. Hawley Retainers for the Prevention of Incisor Relapse

78 • The Importance of Evaluating and De-labeling Patients with Penicillin Allergies

79 • Does ChX Rinse Reduce the Incidence of Dry Socket?

80 • 3D Imaging -- A Valuable Tool for Differential Diagnosis in Dentistry

81 • Treatment Options for Dental Patients with Advanced Caries Close to the Pulp.

82 • Direct Pulp Capping of Mature Teeth Diagnosed with Caries-Induced Reversible Pulpitis

83 • The Choice Between Screw-Retained and Cement Retained Implant-Supported Crowns

84 • Whitening Strips: Are They Effective Home Care Products?

85 • Factors Impacting Gingival Margin Position Following Esthetic Crown Lengthening

- 86 • Is Fluoride Varnish Safe and Effective?
- 87 • Digital Scans or Conventional Impressions: Which Results in Better Crowns?

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89 I was pleased to note that the *Journal* ranked No. 1 in the MDA 2021 Member Value Survey  
90 according to respondent value ratings, indicating a high level of satisfaction with the  
91 publication. Also, the *Journal* generated \$323,216 in revenue to the MDA during 2021, including  
92 display ads, classified ads, and job board revenue. Printing expenses were within-budget for  
93 2021. Revenues and expenses are on-target thus far in 2022 as well.

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95 This concludes my third year as your MDA editor. I would like to thank the members of our  
96 Editorial Advisory Board for their helpful service during the past year. They are: Robert  
97 Coleman, DDS, MS; Marie Fluent DDS, Julie Frantsve-Hawley, RDH, PhD; Mark Jurkovich, DDS,  
98 MBA, MHI; Blake Livingston, DDS; Melanie E. Mayberry, DDS, MS-HCM; Partha Mukherji, DDS;  
99 Stephanie M. Munz, DDS, FSCD; Richard W. Panek, DDS; Casey Rines, DDS, Robert Rosenthal,  
100 DDS, CDC; and Dan Schulte, JD. I would also like to thank the numerous colleagues who have  
101 provided peer-review services anonymously to assure the quality of the content we present.

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103 In addition, I would like to thank our contributors and staff members, including Dan Schulte, JD;  
104 Jodi Schafer, SPHR-SCP; Basam Shamo, DDS; Eric Tye, DDS, Craig Start and Cindy Hoogasian  
105 from MDA Insurance and MDA Services; Karen Burgess (MDA CEO/executive  
106 director/*Journal* executive editor); David Foe (MDA director of print and e-  
107 publications/*Journal* managing editor); Jackie Hammond (MDA publications assistant); and Jeff  
108 Mertens (MDA communications/technology manager). I also wish to thank my wife Colette  
109 Smiley, DDS, for her invaluable support and trusted counsel on the content we generate for our  
110 readers.

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115 **VOLUNTEER RESOURCES:**

**Dr. Christopher Smiley, MDA Editor**

116 **STAFF RESOURCES:**

**David Foe, Director of Print and e-Publications**

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