

LEADING THE PROFESSION



MAKING  HISTORY | Penn
THE CAMPAIGN FOR PENN | Dental Medicine

“Being a leader takes courage. Penn Dental Medicine has never shied away from that role. Our faculty, students and alumni are second to none — and our contributions to education, research and patient care continue to raise the bar.”

— Dr. Lawrence Kessler (C’66, D’70), Campaign Chair





LEADING BY EXAMPLE

THINK HOW MUCH DENTAL MEDICINE HAS CHANGED in the past 30 years. Now imagine what the next 30 years will look like.

New research and emerging technologies are already revolutionizing treatment models and standards of care. The impact of oral health on conditions such as diabetes and low birth weight is calling attention to the urgency of preventive science. Patients are demanding tomorrow's capabilities today.

Penn Dental Medicine is among the oldest and most respected schools in the country. We take pride in our history — but we're not done making it. We are evolving the curriculum, making it modern and nimble. Advancing the profession with groundbreaking research. Attracting faculty and students from around the globe. Shaping the leaders of tomorrow.

As part of the University of Pennsylvania's *Making History* campaign, Penn Dental Medicine seeks to raise \$36 million in new resources. Join us as we build on our tradition of excellence, transform dental education and bring new ideas to the lab of the world.

CHARTING THE COURSE

PENN DENTAL MEDICINE has been a pioneer in research, education and professional practice for well over a century.

We combine tradition with innovation. We train remarkable students to become respected leaders. We improve patient care worldwide — and deliver it throughout our community.

Among the ways we are leading the profession:

- Half of our students pursue post-doctoral specialties, and many go on to become faculty members and deans at dental schools in the U.S. and abroad.
- Our Center for Oral Health Research keeps us at the forefront of scientific research as well as National Institutes of Health funding.
- As one of the few dental schools with a community service requirement, we teach students the value of care as well as the science and procedures, and we treat more than 18,000 patients each year in our clinical teaching facilities.

Today, from the classroom to the lab, in private practices and in our global community, a revolution in dental science is underway. Technology and research are the catalysts, but visionary leaders are needed to chart the course. Here's where you'll find them.

HERE'S WHAT *LEADING THE PROFESSION* WILL SUPPORT:

FIRST-CLASS FACILITIES

\$17.5 million to provide a top-notch environment for training and treatment

OUTSTANDING FACULTY

\$13.5 million to recruit and retain great minds in dental medicine

EXCEPTIONAL STUDENTS

\$4.5 million to attract the leaders of tomorrow



A ROCKET LAUNCHER

“What makes Penn Dental Medicine so attractive to high-caliber students and faculty is the way we strive for excellence. It starts with quality of care but has a ripple effect in many areas: materials, technology, procedures, research, connections. I see us as a rocket launcher for careers in dentistry, whether it’s in academia or private practice. That’s why we have to be on the edge, with state-of-the-art facilities. Students expect it today. And if they’re to become our next generation of leaders, we need to provide it.”

— Markus B. Blatz, DMD, PhD, professor and chair of Preventive and Restorative Sciences

DR. MARKUS BLATZ HAS A PLAN. He is working to make Penn Dental Medicine the leader in computer-design (CAD/CAM) technology and ceramic materials. These tools are taking restorative dentistry to new heights: sharper scans and models allow for more precise restorations; high-strength implants last longer. Dr. Blatz envisions an interdisciplinary effort that will greatly improve research, teaching and clinical care in these areas. “These are exciting developments,” says Blatz. “What we’ll be able to do for patients, for students, for the field — it’s what motivates me every day.”





BLAZING A TRAIL

"Research and collaboration are major areas of opportunity for Penn Dental Medicine. Our students and faculty want to bring basic science and clinical applications together much faster. In fact, interest now surpasses the available openings. With more capacity, we could expand our research areas, attract more funding and free up people to develop as researchers. That all has a direct impact on care."

— Sunday O. Akintoye, DDS, MS, assistant professor of Oral Medicine

DR. SUNDAY AKINTOYE IS BLAZING A TRAIL. He is researching how bone regeneration can improve the treatment of oral cancer, the sixth most common form of cancer. His award-winning research not only holds promise for oral cancer patients, but might also be used to treat periodontal disease and create more effective implants. "Patients with cancer want answers now," says Akintoye. "The sooner we can find those answers, the faster we can help them regain their quality of life."



TRANSFORMING LIVES

RESEARCH HAS THE POWER to transform lives.

Among dental schools, we are unique for the strength of both our basic and clinical science departments. But it's our multidisciplinary approach that truly sets Penn Dental Medicine apart from other institutions.

The advantages of collaborating with other Penn schools? Different perspectives. More in-depth knowledge. The ability to advance care more quickly and efficiently.

Consider this: When research conducted here found that treating periodontal disease in pregnant women reduced premature births by 50 percent, that finding convinced some health insurers to cover such treatment.

“Our faculty and students are always looking ahead to what's next,” says Dr. Joseph Fiorellini, chair of Periodontics. “Their energy is the driving force behind our successes.”

Penn Dental Medicine is also one of the only dental schools involved in the Clinical and Translational Science Awards (CTSA). This \$100 million NIH initiative seeks to improve medical care through innovative, collaborative approaches to research — much like what we've been doing in dentistry since 1878.

TODAY OUR RESEARCH PROJECTS ARE EXPLORING ORAL HEALTH AS WELL AS ITS CONNECTIONS TO SYSTEMIC HEALTH, INCLUDING:

- Development of a herpes vaccine
- Factors affecting muscle repair in aging and disease
- How diabetes may influence periodontal disease, and
- Stem cell research on bone regeneration to treat oral cancer.

BUILDING ON TRADITION

LIFELONG LEARNING. It's one of the tenets of great dental medicine.

As leaders of our profession, we constantly strive for improvement to take our practice and our understanding to new levels.

This spirit pervades Penn Dental Medicine. You see it in our faculty, our students and our graduates. It's the thread that binds our international community of practitioners and scholars. And it's the same approach we take with our curriculum.

As dental science evolves, so does our tradition of academic excellence. For instance, all first-year students now hone their preclinical skills using virtual reality equipment in the DentSim Lab. While students perform procedures, this lifelike simulation gives detailed feedback to help reduce errors and accelerate development. It's an ideal complement to the rigorous instructor-led training.

"Penn Dental Medicine was the first school to integrate this technology with the curriculum," says Dr. Margrit Maggio (D'87), assistant professor of Restorative Dentistry. "Learning the fundamentals this way gives our students a great advantage in the clinic and beyond."

Another way our students get ahead is through innovative courses designed to reflect their professional interests, such as practice management, microendodontics or forensic dentistry. Enabling students to pursue the aspects of dentistry they're passionate about is what ultimately draws them into different specialties and professions.

No matter what path they choose, the end result is clear: **Penn Dental Medicine students and alumni make an impact on the profession around the world.**

UNIQUE OPPORTUNITIES

"I looked at schools across the country, and felt Penn Dental Medicine was the best for research and clinical faculty, bar none. We learn things and have opportunities that most other schools don't have, like externships, experience in other countries and multidisciplinary options. My long-term goal is to be involved in effecting change and policy through my work. So I'm learning to master more than one field, and there's no better place to do that." — Lindsay Pfeffer, D'08

LINDSAY IS ONE OF PENN DENTAL MEDICINE'S MANY RISING STARS. While earning her DMD, she is also pursuing master's degrees in bioethics and translational research at Penn Medicine. Her research has already won two first-place awards, at the Penn Dental Medicine Oral Health Fair and Table Clinic and in the Basic Science and Research category of the 47th Annual American Dental Association (ADA)/DENTSPLY Student Clinician Program.





WHERE DO WE GO FROM HERE?

HOW DO *YOU* envision the future of dental medicine?

Where do you foresee the profession going — and who is leading the way?

At Penn Dental Medicine, we see ourselves in the vanguard. We develop passionate visionaries, scientific advances and proven practices. We impart a spirit of service and community care that our graduates carry around the world. We change people's lives.

OUR CHALLENGE? To not only stay abreast of this shifting field, but stay ahead of it. For that, we must recruit and retain the most talented faculty and students and provide a model environment for research, learning and clinical practice. This will solidify our historic role as one of the world's premier dental science institutions.

Of course, we won't get there alone. Nor would we want to. That's not what leadership is about.

SO WE LOOK TO OUR DISTINGUISHED ALUMNI AND FRIENDS who share our vision. Help us bring it to fruition — and make it real for generations to come.





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