### THE AMERICAN ACADEMY FOR ORAL SYSTEMIC HEALTH

### **2020 MEDIA KIT**

### **"WORLD LEADERS IN PROACTIVE HEALTHCARE COLLABORATION"**



## WHY AAOSH?

Founded in 2010, The American Academy for Oral Systemic Health is an organization of healthcare leaders and health professionals dedicated to expanding awareness of the relationship between oral health and whole body health. AAOSH membership includes and is open to health professionals from many allied health disciplines, corporate supporters and sponsors, health educators, and healthcare leaders.

Emerging science confirms that chronic low-grade infections in the mouth elevates systemic inflammation and has an impact on all body systems. The mouth is further linked with the rest of the body when considering the impact of oral airway and sleep apnea, TMD and headaches, dental caries infections, and oral cancer. The significance of these numerous mouthbody and oral-systemic connections highlight the importance of preventing and treating oral disease which has mounting and profound medical impacts on "whole body" health.

"Oral Health" must therefore have a new definition and be supported by an organization inclusive of all medical professionals and practitioners that are committed to working and learning together in a spirit of collaborative cooperation. Patients everywhere will enjoy the resulting benefits of improved oral and general health, healing, longevity and wellness.

### Our mission is to revolutionize interdisciplinary healthcare by uniting medicine and dentistry to empower a higher quality of life.

**Our Values** 

Integrity, Science Based Health, Innovation and Discovery Health care, Pioneering Interdisciplinary Health Care Education, Fellowship & Community, Collaboration



"We are adding years to our patients' lives, and saving lives was never something I thought I would be involved with when starting out in the dental profession." Chris Kammer DDS, FAAOSH

(Dentist, Speaker, and AAOSH Founder)

# AAOSH BOARD

Leaders of the oral systemic movement



### Susan Estep, DMD - President

Dr. Susan Estep is the co-founder and co-owner of Atlanta Dental Spa, the premiere provider for cosmetic dentistry in Atlanta. Dr. Estep leads her skilled team, and together they have created one of Atlanta's leading dental practices. After graduating with honors from Georgia Tech, Dr. Susan G. Estep received her Doctorate in Dental Medicine from the Medical College of Georgia School of Dentistry. Dr. Estep has become well known for her dedication to complete health dentistry. Her success as a cosmetic dentist shows not only in her patients smiles, but also in the underlying health of those smiles.



### Susan Maples, DDS - Vice President

Dr. Susan Maples leads a successful, total health, insurance-independent dental practice in Holt, Michigan. She brings preventive and restorative dental expertise, a passion for mouth-body total health, a master's degree in business/marketing, and 30+ years of experience in private practice. She is the creator and founder of Total Health Academy, a complete online solution for dental teams to integrate all aspects of Total Health Dentistry, author of BlabberMouth! 77 Secrets Only Your Mouth Can Tell You To Live a Healthier, Happier, Sexier Life, developer of the Hands-On Learning Lab<sup>™</sup> and SelfScreen.net.



#### Jan Lazarus - Treasurer

Jan Lazarus RDH, Certified Health Coach, is known as a thought provoking speaker, influencer, consultant and internationally recognized pioneer in the field of comprehensive continuing education in Dentistry. As a principle and President of JP Consultants Institute, Jan has developed life changing curriculum for patients, dentists, hygienists and dental teams. The key foundational element of all of their programs since 1979 has been the understanding that the mouth is a "window" to overall health of the body. She is passionate about living a balanced healthy life and loves bringing that energy to dentistry!



### Mark Cannon, DDS- Secretary

Mark L. Cannon received his Doctorate of Dental Surgery from the University of Nebraska and then attended Northwestern University for his Masters of Pediatric Dentistry. He completed his residency at Children's Memorial Hospital and received his Diplomate status by the American Board of Pediatric Dentistry. He is a past president of the Illinois Society of Dentistry for Children, a Professor of Otolaryngology, Division of Dentistry at Northwestern University, Feinberg School of Medicine, and a member of the International Association of Pediatric Dentistry. In addition to maintaining a large private practice in the suburbs of Chicago, he is the Research Coordinator of the residency program at Ann and Robert Lurie Children's Hospital, Chicago, Illinois.



### Doug Thompson, DDS - Board Member

Dr. Thompson began his dental career at age eighteen, working as an in-house laboratory technician. He graduated from the University of Michigan School of Dentistry in 1996 and then completed a one-year hospital-based V.A. Residency in 1997. Dr. Thompson has completed hundreds of hours of continuing education at the Kois Center in Seattle, Washington. In 2015, he was offered and accepted a part-time faculty position teaching about personalized periodontal medicine. In 2016, he added the wellness dentistry topic to his teaching role. He has published professionally, and in 2015 Dr. Thompson founded the Wellness Dentistry Network, a community of dentists with a keen awareness of how oral conditions affect whole body health.



#### Gennady Sirota, BSEE, MBA - Board Member

Gennady Sirota, BSEE, MBA is an experienced business executive with a 30-year career and a proven leader with a passion for improving the lives of others. From a large global telecom giant to a startup, to helping build a half billion dollar business, his journey from engineer to Executive Vice President and Officer of a public company, to CEO of a biotech company, spans a full spectrum. Gennady has held research & development, engineering management, product and program management, business development, sales, services, systems engineering and marketing roles. Gennady, as CEO and a Board Member of StellaLife<sup>\*</sup>, is on a mission to improve and save people's lives by relieving oral pain and accelerating post-surgical healing process while reducing the opioids epidemic.



#### Laura M Beaty MD - Board Member

Dr. Laura Beaty is a graduate of the University of Kentucky College of Medicine in 1995, completed her residency at the University of Iowa Hospitals and Clinics in 1998 serving as chief resident during her final year and maintains board certification through the American Board of Family Physicians. Dr. Beaty started the fist solo concierge medical practice in metro Atlanta in 2004 and is the current director of Wellness at Beaty Facial Plastic Surgery in midtown Atlanta.



#### Ellie Campbell, DO - Board Member

Dr. Campbell is a native Chicagoan with a BS and MS from the University of Illinois, a DO degree from the Kirksville College of Osteopathic Medicine, and a Family Medicine residency from the Medical College of Georgia. Board certified in Family Medicine for over 25 years, she also holds certification from the American Board of Integrative Medicine. For thirteen years, Dr. Campbell practiced indigent healthcare in a Community Health Center, but since 2005 has championed a solo, concierge-style integrative, holistic, functional medicine-based family practice. Dr. Campbell has specialty interests-- and lectures internationally on-- innovative medical practice design and management, community partnerships, Functional Medicine, Bio-Identical Hormone Replacement Therapy, cardiovascular disease prevention, the oral-systemic connection, solutions to physician burnout and Vitamin D. She began hosting interdisciplinary meet-up groups in 2010 via her "Consortium of Integrative Care Practitioners of Atlanta". In 2017, she launched "Revolution Practice," a concierge medicine teaching platform whereby practitioners are taught the business of how to run a successful membership-style functional medicine practice like hers. In her spare time, Dr. Campbell enjoys live theater, gardening, healthy cooking, hiking, travel, and playtime with her husband and three college age daughters. Learn more about her and her practice at www.campbellfamilymedicine.com or www.RevolutionPractice.com



#### Dr. Shanley Lestini- Board Member

Raised in Raleigh, NC, Dr. Shanley Lestini earned her Doctor of Dental Surgery degree from the UNC School of Dentistry in 2013 after receiving her B.A. from Duke University in 2009. An alumna of the Pankey Institute for Advanced Dental Education and the Dawson Academy, Dr. Lestini also has completed several courses covering a range of topics beneficial to patient health, including sleep apnea and orthodontics, and she serves on the board of the American Academy for Oral-Systemic Health (AAOSH). She and Dr. DeWitt Wilkerson also recently co-authored their first book, The Shift: The Dramatic Movement Toward Health Centered Dentistry, which focuses on the intersection between dentistry and overall health. Dr. Lestini is a member of the North Carolina Dental Society (NCDS), the American Dental Association (ADA), the Christian Medical and Dental Association (CMDA), AAOSH, the International Academy of Oral Medicine and Toxicology (IAOMT), and the Junior League of Raleigh. She is an active member of her church and has served as a leader in Bible Study Fellowship in Raleigh for many years.

For more information on the leaders of AAOSH, including advisory council members and executive team, please visit <u>AAOSH.org</u>.

## WHO ARE AAOSH MEMBERS?

AAOSH invites all health professionals and members of the healthcare community at large to increase their understanding of the many relationships between the mouth and the body, and to become actively involved in changing the public and professional attitudes and awareness related to the many oral-systemic connections.

AAOSH has four types of membership, attracting a wide variety of individuals within the healthcare industry. From passionate individuals to entire teams, AAOSH is a large, diverse, and passionate group of oral systemic leaders.



### Where are AAOSH Members?

View the Membership Directory | 47 US States and 4 Continents



# **ORAL SYSTEMIC FACTS**

The mouth is the gateway to the rest of the body.



### AAOSH and the opportunity for prevention



Treatment of Periodontal Disease can result in a reduction of risk for diabetes progression and related illness.



80-90% of heart disease can be prevented with lifestyle changes.



A dental team can detect the signs and symptoms of over 120 diseases, which can help prevent the progression of disease.

Visit the <u>Resource Library on AAOSH.org</u> for more details and facts on the oral systemic connection.

## **AAOSH IMPACT**

After 19 years of practicing Dental Hygiene, I have found my forever home dental office. My two Doctors and our staff have been attending AAOSH seminars and apply what we learn to every single patient. My excitement for learning has been renewed! I've known for years that there was more out there to offer my patients... but I wasn't in the right practice to support my instincts or my desire for more. My amazing office is directly impacting our patients' overall health! From JP Institite Periodontal Therapy to sleep disordered breathing screenings with HRPO's and CPC's to nasal breathing and Myofunctional Therapy, we are helping to not only prolong, but SAVE lives!! I can't wait to see what the next 20 years brings!

### Nichole Jansen, RDH

(Dentist Hygienist and AAOSH Member)

It's our job to educate our patient's on the power of prevention."

### Amy Doneen DNP, ARNP

(Co-founder of The BaleDoneen Method, Medical Director, Professor, speaker, writer, and AAOSH Advisory Board Member)

"By becoming a member of AAOSH and attending the Annual Scientific Session I have given myself a professional gift that I can now share with the world. The knowledge that I have gained about the oral systemic relationship is immeasurable. I have a renewed passion for my profession and an intense desire to share the

### wellness message." Geralyn Beers RDH B.S.

(Dental Hygienist and AAOSH Member)

"Medical problems such as cardiovascular disease, stroke and atherosclerosis are the leading cause of patient medical complications and death. Research has demonstrated there is a link between these diseases and periodontal disease. Research has also shown that treating the gum disease has lowered some of the markers related to these systemic cardiovascular problems. AAOSH is instrumental in helping dentists and physicians learn these interrelationships and how to work together to help the patients receive the benefits of combined medical/ dental care."

### Duane Keller, DMD

(Dentist, Speaker, and Founder of Perio Protect)

# AAOSH BENEFITS

AAOSH has numerous sponsorship benefits. As an educational organization, built on a foundation of education, networking, and collaboration, we strive to bring the best resources and opportunities to the oral systemic movement. Below is a highlight of our benefits, for full details please visit the <u>AAOSH Exhibitor Prospectus</u>.

### Scientific Session

An annual educational conference, featuring 3 days of hands-on workshops, lectures, and networking events. AAOSH sponsors have the opportunity to present products, services, and research to hundreds of leaders and committed members of the oral systemic movement, either through main stage speakers, workshop speakers, or exibitor booths.

### **Networking Opportunities**

As an organization built on a foundation of networking and collaboration, AAOSH is always striving to provide more opportunities to our members and sponsors. AAOSH holds three events per year - Hot Topics in Oral Systemics, AAOSH Winter Reception, and the Scientific Session. There are numerous networking opportunities through mentorship programs, receptions, and exhbitor engagement incentives.

### **Advertising Opportunities**

AAOSH Sponsors have numerous advertising opportunities - website banner ads, program book ads, company events on the AAOSH calendar, signage on the exhibitor learning floor, and more! Visit the exhibitor prospectus to learn more.

### Webinar Series

A monthly webinar series, featuring a variety of topics on the oral systemic connection. AAOSH members, leaders, and sponsors can have the opportunity to present. These webinars are presented to a live audience as well as recorded for later viewing, all for continuing education credit.

### AAOSH Connect

A Monthly newsletter featuring artciles, news, and updates. AAOSH members and sponsors have the opportunity to write for Connect, sharing research, methods, and stories.

### **Resource Library**

A digital library filled with dozens of infographics, patient handouts, and documents about the oral systemic connection. This library is consistenly updated with new research and information, and sponsors can have the opportunity to provide educational materials to the library.

Visit the Exhibitor Prospectus on AAOSH.org for full details on benefits and sponsorship levels.

	<b>2020 EVENTS</b>
	View the events page on AAOSH.org
JANUARY	Webinar: Healthy Patients, Thriving Practice! (Presented by Katy Cameron, RDH, Kathryn Gilliam, BA, RDH, FAAOSH, and Machell Hudson, RDH)
FEBRUARY	Event: <i>Hot Topics in Oral Systemics</i> and <i>AAOSH Winter Reception</i> Webinar: Dental Hygienists as Health Coaches: Benefits for Patients & Practices (Presented by Erin Howlett, RDH, BA, Mark Nelson MD, FACC, MPH, and Doug Thompson, DDS)
MARCH	Webinar: Don't You Dare Bill That to Dental Insurance – Bill it to Medical Insurance First! (Presented by Denise G. Leonard and Sheila A Pozdol)
APRIL	Event: <b>Facebook Live - ``AAOSH is the Future and Your Life Depends on it!''</b> Webinar: To Be Announced
MAY	Webinar: To Be Announced
JUNE	Webinar: Tooth Decay: The Nut Doesn't Fall Far From the Tree (Presented by Erinne Kennedy DMD, MPH, MMSc
JULY	Webinar: To Be Announced
AUGUST	Event: <i>AAOSH 10th Annual Scientific Session</i> (Minneapolis, MN) Webinar: Tooth Decay and Diabetes: A Connection We Cannot Forget! (Presented by Erinne Kennedy DMD, MPH, MMSc
SEPTEMBER	Webinar: To Be Announced
OCTOBER	Webinar: To Be Announced
NOVEMBER	Webinar: To Be Announced
DECEMBER	Webinar: To Be Announced









### CONTACT

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For more information, please visit <u>AAOSH.org</u>

Connecting medicine and dentistry to save lives.