



foundation
for endodontics

Case for Support

New Strategies—Expanded Horizons

Severe pain and swelling brought Anna to the Helping Hands Dental Clinic in Treasure Beach, Jamaica.

She was grateful that there were volunteer dentists on hand to care for her. But she was also distressed about the possibility of losing a front tooth. Anna was looking for a job, and she was afraid that a hotel or restaurant would not want to hire someone who was afraid to smile.

A lost tooth has serious emotional, social and physical consequences. Free dental care generally is focused on treating as many patients as possible. The opportunity to preserve a tooth with root canal therapy is not an option for most patients.

Anna was lucky. The first team of endodontists to ever visit the clinic were volunteering on the day she arrived.

They saved her beautiful smile.



Background

Mission

The mission of the Foundation for Endodontics is to support endodontics by providing resources and funding for research, education, public awareness and access to care.

Vision

The Foundation for Endodontics supports saving natural teeth for all through the efforts of endodontic specialists.

Values

- Integrity
- Accountability
- Responsiveness
- Innovation
- Collaboration
- Impact

The Foundation for Endodontics, the philanthropic arm of the American Association of Endodontists, was incorporated in 1966. The American Association of Endodontists represents 7,200 members worldwide, with about 95% of all eligible endodontists in the United States. The AAE, founded in 1943, is dedicated to excellence in the art and science of endodontics and to the highest standard of patient care.

The Foundation exemplifies how outstanding science, education and patient care can be achieved through generosity.

Twenty years ago, the Foundation set a goal of raising \$5 million in five years. The campaign was a resounding success. AAE members were quick to see the connection between strong research and educational programs and a healthy profession. They were keenly aware of the shortage of specialists to teach dental students and realized that they had the power to make a difference.

Members demonstrated the value they place on education, and the corporate community responded. Early fundraising was fueled by two major gifts from industry. Those contributions inspired

As a direct result of Foundation support the specialty has:

- acquired new uses for dental materials such as Mineral Trioxide Aggregate;
- gained information on the value of supplemental intraosseous anesthesia and developed strategies for improving the administration of local anesthetic;
- developed a growing understanding of the diversity of endodontic microflora resulting in more effective biomechanical debridement protocols;
- improved the ability to conduct clinical trials and systematic reviews to address topics such as multiple-visit therapy, antibiotic effectiveness, success of implants and endodontics and systemic factors such as diabetes and HIV;
- increased knowledge in the area of preserving and regenerating the dental pulp using stem cells.

many smaller pledges from individual endodontists. Industry continues to play a critical and collaborative role in the Foundation's development.

The Foundation currently invests over \$1 million annually in grants. Approximately 60 percent of the AAE's Active members and about 33 percent of students in a graduate endodontic program (residents) contribute to this effort. Funds directed to each of the academic stake holders strengthen the specialty's educational and scientific infrastructure. Residents, instructors, researchers and departments all benefit. Every accredited endodontic program in the United States and Canada is eligible for support. In addition to being one of the most successful fundraising organizations in dentistry, the Foundation is committed to innovative programming.

Several of its funding initiatives have been replicated by other organizations.

During the last decade, the Foundation has invested over \$6 million in education and science to improve patient care. Dental materials, pain management, microbiology, clinical research and regeneration are among the areas where advancement has occurred.

Foundation leaders believe that endodontists have the ability and the duty to contribute broadly. Generosity to the profession should stimulate philanthropy throughout dentistry and beyond. Giving back to educational institutions and community is encouraged. The concept of shared responsibility is woven into all the Foundation's communications.

Making the Leap from Good to Exceptional

“ The new strategic plan is more than a list of goals and activities. This is a blueprint to carry us to the next level. We are positioned to reach beyond the endodontic community and engage a larger audience. Now comes the challenging, but even more exciting opportunity to shape our ideas into initiatives that will change lives for patients and improve practice for endodontists. ”

— Peter Morgan, D.M.D., M.Sc.
Foundation President



New Strategies for 2017-2020

Eager to engage a new generation, in 2015 the Foundation organized the Resident Expert Advisory Council (REACH).

Feedback from our resident leaders revealed that young endodontists care deeply about making a difference in the world.

They are seeking hands-on experiences that have an immediate impact on the lives of others.

Their insight inspired a significant expansion of the Foundation's vision.

As the Board questioned how to attract fresh interest, they also considered how to give current donors more reasons to care and recommit.

The strategic planning process, which began in 2016, responded to both objectives. The plan introduces new initiatives, such as outreach to underserved communities, and expands on previous success.

A reimagined future promises to move the Foundation from good to exceptional and to achieve these outcomes:

- Identify compelling new funding initiatives.
- Engage young endodontists.
- Become a more impactful funder.
- Diversify corporate and foundation funding partners.
- Significantly grow the investment fund.

Giving the specialty a higher profile in a broader arena is a top priority. The activities listed below are cultural and operational shifts that were identified to support growth and change:

- Track metrics to ensure highly effective funding.
- Expand the use of social media.
- Involve more donors as volunteers.
- Become a nimble funder, able to meet challenges quickly.
- Foster international collaborations.
- Fund more clinical research.
- Work toward a day when all dental students will be trained by an endodontist.



Focus Areas

Four areas are targeted for innovation and growth over the next three years.

See the Strategic Plan Brochure for specific goals and tactics in each of these categories.

Focus Area 1: Research



Focus Area 2: Education



Focus Area 3: Outreach



Focus Area 4: Development



Focus Area 1: Research



“ I love working alongside other specialists and collaborating on patient care. I have been involved in the development, implementation and presentation of endodontic outcome research as part of the National Dental Practice-Based Research Network. An offshoot of the NDPBRN research was a clinical study funded by the Foundation for Endodontics. By funding preclinical and clinical research, the Foundation is a critical component of evidence-based endodontic practice, which benefits all endodontists and our patients. ”

— Alan Law, D.D.S., Ph.D.



Research: Raising the Specialty's Research Profile

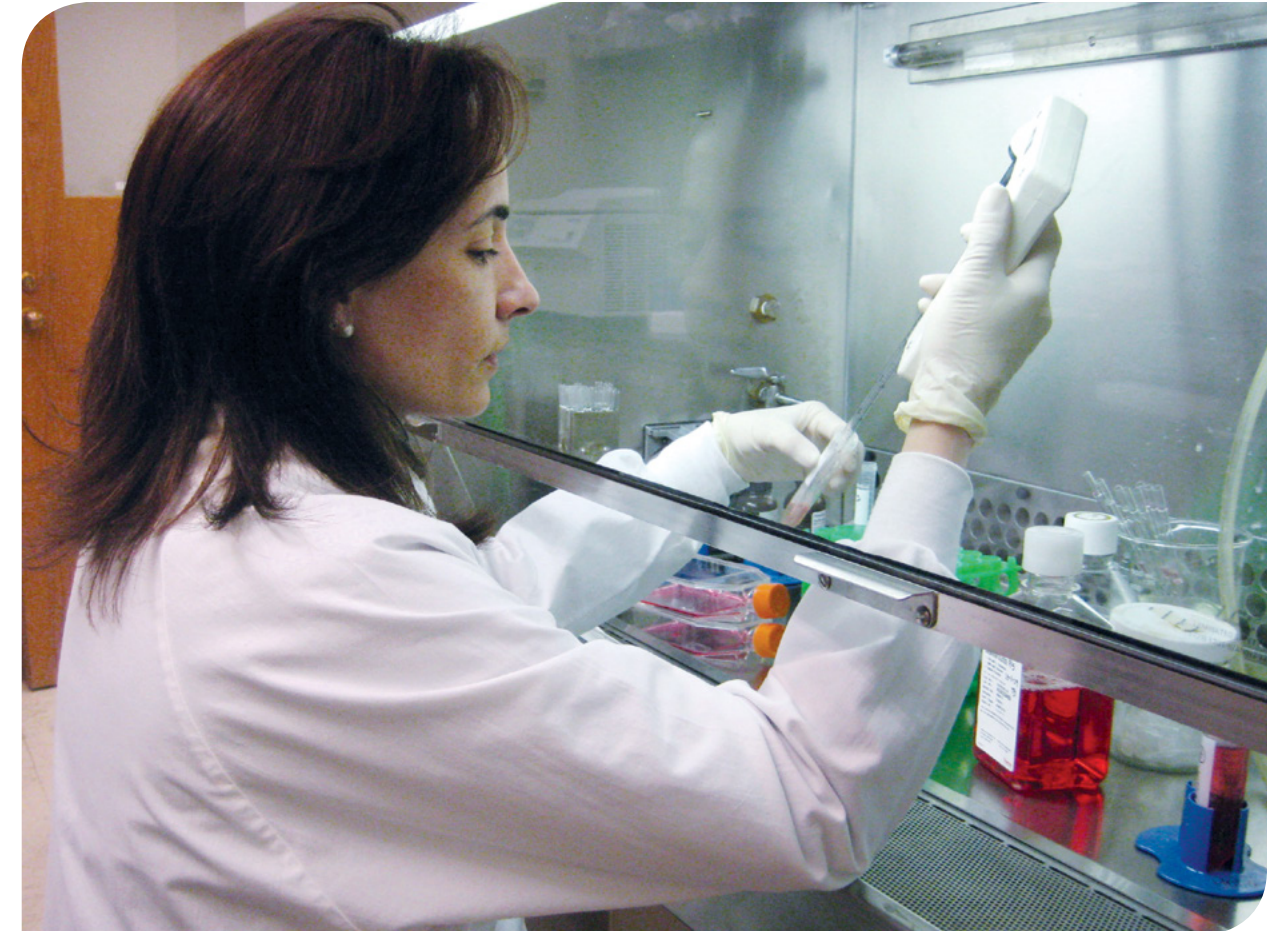


As a cornerstone of the specialty, research is an ongoing priority. The Foundation provides critical seed money for pilot projects that can lead to large-scale government grants. It also supports investigations that, due to the focus on endodontic treatment and technology, may not appeal to the broader interests of other funders. Research developed by students is encouraged as a means to expose every endodontist to the role of science in the profession.

Of special note, are three ground-breaking studies that promise to advance the application of stem cells to save compromised teeth. Scientists are investigating how to revascularize the dental pulp chamber and to preserve a tooth without the need for root canal therapy. These projects are a small, but important step toward the possibility of someday growing new teeth from our own cells.

To build on this success, research that helps people keep their natural teeth for a lifetime, must have greater prominence in the government's funding agenda. Studies that are most likely to attract ongoing support from a larger agency will be specifically targeted for funding. The budget for research will be expanded to accommodate this growth. Faculty who manage these grants will benefit from a higher profile within their institutions, the ability to publish findings in prestigious journals and improved opportunities for tenure. Recognition also comes to endodontic departments when they generate public awareness and revenue for their university.

To promote the value of saving teeth within dental schools, the Foundation will sponsor "Research Days" at institutions across the country. This support highlights the importance the specialty places on evidence-based practice as well as a commitment to clinical and technological excellence. Pairing interested residents with a research mentor, promises to cultivate and identify rising talent.



Focus Area 2: Education



“As the recipient of the Foundation’s Endodontic Educator Fellowship Award in 2015, I have been able to pursue a career in education and follow my dreams and my passion for teaching. I want to fundraise for the Foundation, so I can help support research and other endodontists, the way I was supported.”

— Kathleen Neiva, D.D.S., Ph.D



Education: Sharing the Specialist's Expertise



Students who learn from a leader, are more likely to become leaders themselves. Growing a pool of outstanding academicians to train endodontists and dentists is an ongoing goal. The Endodontic Educator Fellowship Award, which provides \$250,000 over five years to a new educator, is the Foundation's flagship grant. The Fellowship has launched 23 novice educators to increasingly successful careers. Recipients head departments, serve on boards and committees and are passionately invested in the success of their students and their institutions. Their enthusiasm is fueled by staying on the cutting edge of professional developments. Funding to full-time faculty to attend continuing education events and conferences promotes the concept of life-long learning and clinical excellence. Selecting the recipient of this grant is always a challenge. There are multiple exceptional applicants who could benefit from this support to defray student loans and enjoy a secure academic career. Providing a second annual fellowship would double the benefits of this important award. A third annual fellowship would deepen and broaden the educator pool.

Patients, faced with the difficult decision about whether a tooth must be extracted, deserve to receive the best possible advice. Every dental student should be trained to provide that guidance. In response, the Foundation's focus on supporting full-time faculty, is expanding to include part-time teachers. Giving institutions incentives to create and fill part-time positions will increase the number of specialists training predoctoral students, improve care for patients and ensure that a tooth that can be preserved will be saved. Research to identify the most effective grant-making strategies to support this initiative is underway.

Inspiring endodontic departments to excel in their own philanthropic initiatives strengthens their ability to succeed in a competitive environment. The Endowed Faculty Matching Grant offers \$100,000 to complete a campaign to fund a permanent faculty position. Nine universities have received this award along with the certainty that a specialist will always occupy a leadership position. Creating permanent faculty positions for endodontists benefits patients and students alike. Additional matching grants would help achieve major steps in that direction.



Focus Area 3: Outreach



“ We started our week educating them about what a root canal is, and by the third and fourth day, they were coming to us to stand in line to be treated, saying, ‘I am here for the gutta-percha, I am here to see the doctors who are going to save my teeth!’ ”

— Trustee, Daniella Peinado, D.D.S. on her participation in the first outreach trip to Treasure Beach, Jamaica



Outreach: Saving Teeth for All Patients



Ask endodontists what they love about their work, and the answer typically is, “Being able to relieve my patients from pain and save teeth.” Giving patients in underserved communities this opportunity is extremely rewarding for Foundation volunteers. The outreach initiative reflects the vision to provide care at the highest level for all patients. The Board, donors, and corporate partners are excited to see this program thrive and grow. International and domestic components are being developed. These are some of the expected benefits:

- Help people in underserved communities preserve their teeth, good health and a confident self-image.
- Highlight the role and expertise of endodontists in the dental community.
- Create a unique learning opportunity for endodontic residents and their mentors.
- Provide opportunities for general dentists/and or dental students to work alongside specialists.
- Engage younger members.
- Offer a hands-on activity for volunteers.
- Demonstrate that endodontists are caring professionals who seek to use their skills to do good in the world.

International Outreach

Foundation volunteers had no idea what their experience at the clinic in Treasure Beach, Jamaica would bring. Our team returned overwhelmed and inspired by the gratitude of their patients. Their March 2016 trip launched the Foundation’s Outreach Program. It was the first time that endodontists had been on hand to save teeth in Treasure Beach. After a day or two, patients were lined up to see the endodontists. Losing a tooth is stressful for anyone, but many of the patients in Treasure Beach work in the hospitality industry, and a smile is critical to their economic well-being. Our volunteers performed 80 root canals in two five-day periods. They felt privileged to have the opportunity to save teeth and improve the quality of life for so many patients.

The success of this initiative, in tandem with the strategic planning process, convinced the Board that outreach should be a Foundation priority. A second team traveled to Jamaica in the fall of 2016. Another group will make the journey in March of 2017.

Four annual trips to the clinic in Treasure Beach will be organized on a quarterly basis. Each initiative will be staffed by an endodontist mentor and two residents. The teams will work under the guidance of Drs. William Griffin and James Carey who have a long-standing association with this facility. Investigation is underway to identify other international destinations.



Outreach: Saving Teeth for All Patients



Outreach USA

Outreach USA taps the tremendous spirit of service among students. Residents from endodontic programs across the country will provide care to the underserved in their local communities. A call for proposals will be sent to each school. Students will select and detail the activity in which they wish to participate. Schools will be responsible for the logistics. The Foundation will provide funding, publicity and help with in-kind support for instruments, etc. A participation bonus will be provided to the endodontic department to acknowledge their effort and advance their goals.

Benefits to this approach include:

- Patients in many different locations will have the opportunity to be treated by a specialist.
- The Foundation will participate in a variety of projects to assess which are most successful.
- Students and faculty can select a project that fits their schedule, resources and culture.
- Many residents will be able to participate.

- Care will be provided across a broad spectrum of venues.
- The Foundation's visibility and image will be enhanced throughout the academic community.
- The school, the Foundation and the community will be involved in promoting these programs.
- Awareness of the specialty will increase.

Projects slated for funding will meet these criteria.

- Ability to provide the highest quality care to underserved communities.
- Need for endodontic care in that location.
- Number of residents involved.
- Number of patients served.
- Budget.
- Program's previous experience with outreach activities.
- Enthusiasm of faculty and residents.
- Strong faculty and resident leadership for the project.
- Involvement of department's administrative staff in planning.
- Perceived probability for success.

Over the coming years, patients in communities and countries where endodontists have not previously been available will benefit from their care. Saving teeth is more than a cosmetic improvement. A strong, healthy mouth is vital to physical, social and economic well-being. Endodontists are committed to making that the reality for many more patients.



Focus Area 4: Development



“ I am a private practitioner and part-time educator in Philadelphia. Every day, the Foundation supports full-time educators that I work alongside at Albert Einstein Medical Center. Through my work with them, I am able to see the benefits they receive. If we do not support endodontics ourselves, then we cannot expect another organization to do so. The Foundation for Endodontics is truly an investment in your future. ”

— Louis Rossman, D.M.D., Foundation Past President



Development: Growing New Resources



The strategic plan opens a fresh chapter in the Foundation’s development. It is a move to a broader, more ambitious playing field with a goal of improving patient care and bringing the specialty greater recognition and visibility.

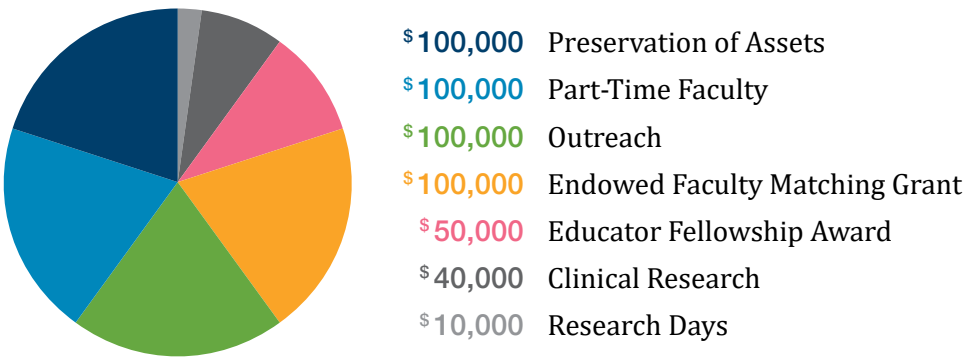
This combination of new and expanded initiatives will require an additional \$400,000 annual investment in grants.

- Adding a second Fellowship Award (\$50,000)
- Adding a second Endowed Faculty Matching Grant (\$100,000)
- Allocating additional support for more clinical research projects to attract government funding (\$40,000).
- Providing support to Research Days (\$10,000)
- Creating new incentives to encourage institutions to hire endodontists as part-time faculty (\$100,000 annually).
- Implementing the international and domestic outreach programs (\$100,000 annually).

The Board is investigating the feasibility of a \$10 million capital campaign to secure this new funding and preserve current assets. Currently, five percent of the total investment fund (\$28-30 million), or approximately \$1.5 million is budgeted annually for grants. Based on this formula, adding \$10 million to the fund, would increase annual support to \$1.9 million or an additional \$400,000, leaving \$100,000 to remain in the fund against the depletion of assets.

Outreach, expansion and engagement are hallmarks of the Foundation’s future. Developing a more diverse portfolio of funders, including foundations and corporations outside the current network, is an important strategy to achieve this growth. A larger philanthropic footprint demonstrates a commitment to all patients. The remarkable generosity and vision within the endodontic community should ignite new giving to fuel the leap from good to exceptional.

Estimated Annual Expense of New Strategic Initiatives





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For More Information

If you'd like to know more about our vision for the future or have other questions about the Foundation for Endodontics, please contact us at foundation@aae.org or call 312-266-7255, ext. 3008.