

International Academy for Adhesive Dentistry (IAAD)



Dear Colleagues,

It's hard to tell how many times I have had the following conversation or some version thereof:

"Adhesive Dentistry is the key to providing better patient care and help our patients keep their teeth longer. It's not just a 'treatment option', it's an ethical responsibility."

"What do you mean?"

"...that we should all use adhesive dentistry much more frequently."

"Yes, I got it, but what do you mean?"

"Adhesion...ummm...bonding!"

"Ah, you're talking about 'bonding', now I get it!"

"Yes, JUST BOND IT!"

This example is not quoted to question anyone's comprehension of the Latin-based terms. However, more than once I've had the impression that the term "adhesive dentistry" does not always fully resonate outside the academically active community. It has difficulties creating the excitement necessary to embrace its concepts and change clinical behavior to bring patient care up to where it should be in light of the excellent materials and research we have available. Some practitioners seem to correlate this "sophisticated" term with great complexity awaiting those who apply it: multiple, technique-sensitive, and complicated steps that may not justify the ultimate outcomes, patient satisfaction, and monetary compensation.

Some of you may now scratch your heads and argue that we ceased such discussions decades ago. Well, that actually depends on where you live and practice. The differences between various countries and continents in their use of adhesive dentistry are quite remarkable, influenced as they are by socioeconomic aspects, access to contemporary care, and insurance coverage.

This is where the IAAD comes into play and provides the sole reason why this organization was founded: to include and unify international leaders, researchers, manufacturers, and practitioners, as well as local and national interest groups, to further adhesive and minimally invasive dentistry on a global level and showcase its immense benefits for the best possible treatment of our patients, no matter where they live.

To make adhesive dentistry more mainstream and globally accepted, we should not "dumb it down", but strengthen and – most important - simplify our message. The motto of the 2017 IAAD meeting embraces exactly that in a most simple and direct manner: "JUST BOND IT!"

The incredibly artistic and expressive image (Fig 1; courtesy of Dr. Irfan Ahmad and featured in a forthcoming book

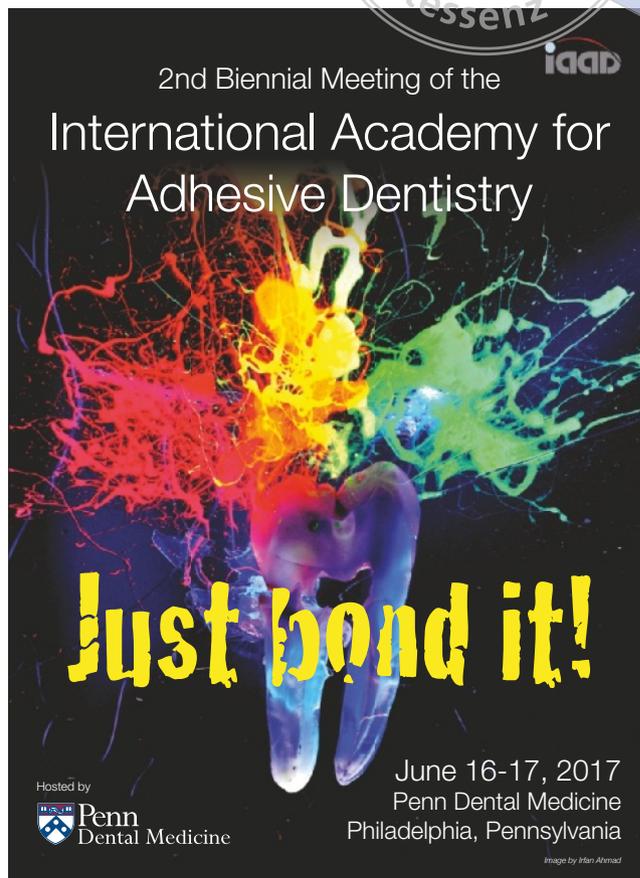


Fig 1 Official flyer of the 2nd Biennial Meeting of the IAAD.

by Dr. Douglas Terry on flowable composites) presents a visual and eye-catching counterpoint to this motto. Its beautiful, engaging, colorful, and somehow "futuristic" look resembles where we as a group should be: at the tip of modern dentistry. I am proud to present to you the official flyer of the 2nd Biennial Meeting of the IAAD! Mark the dates on your calendar, spread the message, and get ready for a most memorable event next summer!

JUST BOND IT!

Sincerely,

Prof. Dr. Markus B. Blatz
President IAAD