



**Name**

Hugh Wunderlich

**Email**

htwdds@gmail.com

**Please upload a photo of yourself. A professional headshot is preferred.**



**Please list your qualifications for this position. (Leadership roles, experience, skills, additional training, etc.)**

FDA Editor 2021-Present  
American Association of Dental Editors and Journalists(AADEJ), Current President  
AADEJ/Gies Editorial Award 2016  
ADA Distinguished Dental Editor Award 2012  
WCDDA Editor 2014-2021 and 1996-2004  
FDA Editor 2003-2012  
FDA Council on Communications 2000-2012  
Oral Health Literacy Council, Washington, DC 2011-2012  
International College of Dentists, Florida Section, Editor, 2009-Present  
Certified Dental Editor, CDE 2006-Present  
William J. Gies Editorial Award 2005  
Contributing Author, ADA News and Dental Digest

**Please list any boards, committees or other groups you currently or previously have served on (dental or non-dental) along with years of service.**

ADA, FDA, WCDDA, Upper Pinellas County Dental Association  
Fellow in Pierre Fauchard, ACD and ICD  
National GKAS Advisory Board  
WCDDA President 2005  
Delegation to the ADA, 2000-2011, 2016  
Delegation to WCDDA and FDA 1994-2012  
Practitioner-Investigator Dental PBRN 2007-2015  
UPCDA President 1999

## **Please share any accomplishments while serving in other leadership positions.**

Married 43 years

## **The mission of the FDA is to "Help Members Succeed". Do you feel that the association is fully utilizing its resources to fulfill this mission? If yes, share why. If no, what additional actions would you propose?**

The Florida Dental Association (FDA) Editor plays a crucial role in improving the quality and credibility of the communication to FDA membership. Grassroots members may only know the FDA through its publications. To enhance a publication, the FDA editor should focus on several key aspects. Firstly, the editor should ensure the accuracy and validity of the content by fact-checking all information and sources. This includes verifying research findings, statistics, and references to maintain the publication's credibility. In some cases, it is important to recognize what should not be printed.

Secondly, a dental editor should pay attention to the clarity and organization of the content. This involves structuring the publication in a logical manner, using clear and concise language, and ensuring that the information is easily understandable for the target audience.

Additionally, a dental editor should collaborate with authors to provide constructive feedback and suggestions for improvement. This includes offering guidance on writing style, formatting, and adhering to publication guidelines.

Moreover, the editor should stay updated on the latest developments in the field of dentistry to ensure that the publication reflects current trends and advancements. This may involve reviewing new research, attending conferences, and engaging with experts in the field. The editor should be open to enlisting associate editors if necessary.

Overall, a dental editor's role is to enhance the quality, accuracy, and relevance of a publication in order to secure the brand of the FDA; contributing to the advancement of knowledge to help our members succeed.

## **Please submit a 500-700 word sample editorial article on the following topic: What are the biggest challenges you see for the FDA as an organization in the coming years and what are ways you suggest the FDA can meet those challenges?**

The Florida Dental Association (FDA) faces significant challenges that impact its ability to serve its members and the community effectively. These challenges range from regulatory hurdles to workforce shortages and evolving patient and member's needs. To address these challenges and ensure the continued success of the FDA, it is crucial to adopt strategic solutions and innovative approaches. Recent surveys by the American Dental Association support this fact and suggest that all methods to communicate to our diverse membership be utilized.

One of the primary challenges facing the FDA is the complex regulatory environment governing dental practices in Florida. Dental regulations are constantly evolving, and compliance can be a daunting task for dental professionals. To address this challenge, the FDA can take initiative-taking steps to provide its members with updated information on regulatory changes and offer compliance training and resources. By staying ahead of regulatory developments and equipping its members with the necessary knowledge and tools, the FDA can help them navigate the regulatory landscape more effectively. The FDA can be THE source for this material.

Another major challenge for the FDA is the shortage of dental auxiliaries in Florida. The state faces a critical shortage of dental hygienists and dental assistants, particularly in rural and underserved areas. This shortage not only hampers access to dental care for Floridians but also puts a strain on existing dental practices. To tackle this challenge, the FDA can work with educational institutions and government agencies to promote careers in dentistry and monetize incentives for dental professionals to practice in underserved areas. By investing in workforce development and early recruitment initiatives, the FDA can help alleviate the shortage of dental

auxiliaries in Florida.

The changing landscape of healthcare and patient needs presents another challenge for the FDA. Patients today are more informed and empowered than ever before, and they expect high-quality, personalized dental care. To meet these evolving patient needs, the FDA can encourage its members to embrace innovative technologies and treatment modalities that enhance patient experience and outcomes. Additionally, the FDA can promote continuing education and training opportunities for dental professionals to stay abreast of the latest advancements in dental care. By fostering a culture of innovation and excellence, the FDA can help its members meet the changing demands of today's patients.

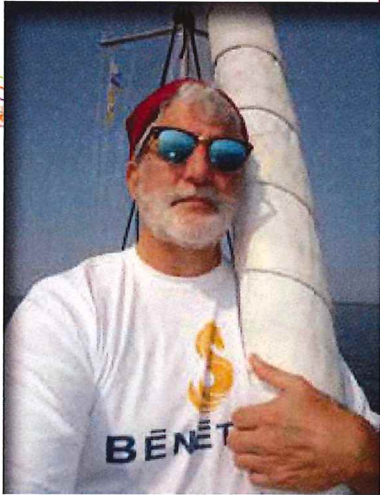
Financial sustainability is also a critical challenge for the FDA. The rising costs of running a dental practice, coupled with reimbursement challenges and economic uncertainties, can strain the financial health of dental professionals. To address this challenge, the FDA can provide its members with fiscal management resources and guidance on practice efficiency and revenue optimization. By helping its members improve their financial acumen and business skills, the FDA can support the long-term sustainability of dental practices in Florida.

In conclusion, the Florida Dental Association faces significant challenges that require strategic solutions and collaborative efforts. By addressing regulatory complexities, workforce shortages, evolving patient needs, and financial sustainability, the FDA can strengthen its role as a leading advocate for dental professionals in Florida. Through proactive initiatives, innovative approaches, and continuous support for its members, the FDA can overcome these challenges and ensure a thriving dental community in a very dentally diverse state.

**Please provide any additional information you would like to share.**

Thank you for your consideration.

**Article Submission:**



HUGH WUNDERLICH, DDS, CDE  
FDA EDITOR

*Dr. Wunderlich can be reached at  
hwunderlich@bot.floridadental.org.*

# CUE MUSIC: INTRODUCING DR. CESAR R. SABATES

In October, our own **Cesar R. Sabates, DDS**, was installed as the 158<sup>th</sup> president of the American Dental Association. It occurred to me that this position requires a working knowledge of ... well, everything. I can think of no better way to introduce you to Dr. Sabates than to relate his qualifications in the same way Gilbert and Sullivan presented their supremely qualified major general. A QR code is provided below, to stimulate your memory and cadence of the music. Even if you have never seen this comedic operetta, everyone has likely heard this patter song from "Pirates of Penzance" and can appreciate the knowledge base the job requires.



I am the very model of a modern dental president  
I have information that could overfill a circus tent  
I know the dental districts and the states they represent  
From Providence to Caribou, in order that I frequent  
I'm very well acquainted, too, with rongeur to a great extent

I understand the policies both the simple and recrudescant  
About Medicare and benefits I'm teeming with a lot o' news  
With many cheerful facts about my oh so many interviews

**Chorus:**

*With many cheerful facts about my oh so many interviews  
With many cheerful facts about my oh so many interviews  
With many cheerful facts about my oh so many interviews*

My little brain is brimming with an overactive thalamus  
All the people are like lemmings with my attractive halitus  
In short, in matters that could overfill a circus tent  
I am the very model of a modern dental president

**Chorus:**

*In short, in matters that could overfill a circus tent  
He is the very model of a modern dental president*

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off the cusp

off the cusp

FROM PAGE 95

I know my dental history, GV Black and Doc Holliday,  
My Thomas notch is distally, my wax ups look like macramé  
I quote in Spanish all the signs and cells that can expel a pus  
A separated endo file will in Latin compel a cuss  
When the boardroom is filled with the fogs of idiocrasies  
I can heal all the drama with the Frogs of Aristophanes  
No task is beneath me in, a crab boat I can skin a boar  
My PPE is often, a lab coat or a pinafore

### Chorus:

*His PPE is often, a lab coat or a pinafore*  
*His PPE is often, a lab coat or a pinafore*  
*His PPE is often, a lab coat or a pinafore*

I can understand a proposal in legislative cuneiform  
And find incipient decay with my detective's uniform  
In short, in matters that could overfill a circus tent  
I am the very model of a modern dental president

### Chorus:

*In short, in matters that could overfill a circus tent*  
*He is the very model of a modern dental president*

In fact, when I know what is meant by “mamelon” and “mini-pin”

When I can tell at sight a twisted arch wire from a bobby pin  
When such affairs as parties and surprises I'm more wary at  
And when I know precisely what is meant by “proletariat”  
When I have learnt what progress has been made in money summary  
When I know more tactics to get rid of the funny flummery  
In short, when I've a smattering of an accounting strategy  
You'll say a better dental president had never sat a gee

### Chorus:

*You'll say a better dental president had never sat a gee*  
*You'll say a better dental president had never sat a gee*  
*You'll say a better dental president had never sat a gee*

Though I am plucky and adventury and for those who know me best

I may have some ham, but I am a Cuban that will not be pressed

But still, in matters that could overfill a circus tent  
I am the very model of a modern dental president

### Chorus:

*But still, in matters that could overfill a circus tent*  
*He is the very model of a modern dental president.* ☀️