Friends of NIDCR Introduces First Industry Roundtable on Public-Private Partnerships at Conference

The Friends of NIDCR 2012 Annual Conference marked the first FNIDCR Industry Roundtable on Public-Private Partnerships. The intent was to drive awareness amongst the oral health community of the role that industry plans in their success.

Each of the participants shared examples with the audience:

**Virginia M. Barnes, DDS, MS** *(seated middle, in picture above)* an Associate Director for Clinical Research at the Colgate Palmolive Company, shared that Colgate frequently partners with public institutions in order to access best in class researchers for sub-clinical method development. She also described the *Bright Smiles, Bright Future* program where Colgate seeks out partners globally from the public sector to enhance their oral health education program.

**Tim Lorencovitz, MBA** *(seated left, in picture above)* a Marketing Manager for Sultan Healthcare, Division of DENTSPLY International, described his experience when Sultan unexpectedly identified a collaborator at an IADR meeting. Sultan was able to leverage the researcher’s knowledge on reducing mercury in waste water to enable a successful market launch of a much improved amalgam separator. Mr. Lorencovitz also described his role as the Vice Chairman of the OSAP (Organization for Safety, Asepsis and Prevention) Board, which represents a broad constituency of educators, clinicians and manufacturers to support the OSAP mission. OSAP has already demonstrated success in public-private collaborations and is willing to extend their expertise to NIDCR and other stakeholders.

**Howard Rose** *(right, in picture above)* President, Firsthand Technology, shared how his Company has leveraged the SBIR (Small Business Innovation Research) funding process at NIDCR. They developed a 3D game, “Attack of the Strep Mutans”, which has generated evidence that through interactive play 8-12 year olds build their knowledge of oral health, leading not only to awareness but meaningful behavior change.

The roundtable generated many interesting questions from the audience which will build the foundation for continuing the dialogue at our conference next year. Special thanks to the **Dental Trade Alliance** for their sponsorship of the roundtable and to **J. Leslie Winston, DDS, PhD** *(standing in photo)*, Director, Global Oral Care Professional & Scientific Relations, P&G, who coordinated the speakers as the Roundtable Chair and Moderator.

*The Friends of NIDCR is a non profit organization that generates broad support for a robust, sustained public investment in the National Institute of Dental and Craniofacial Research (NIDCR) at the National Institutes of Health by educating stakeholders and policymakers on the value of NIDCR-supported research to improve oral and craniofacial health and overall wellness.*

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