

ODA Today

A publication of the Ohio Dental Association focusing on dentistry in Ohio

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See the
Annual Session
insert on
page 11!

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Legislative efforts on Medicaid, non-covered services continue

By ODA Staff

The ODA's advocacy team and leadership continue their efforts at the Ohio Statehouse to push for a statute that would prohibit dental insurance companies from setting fees for services the insurers do not even cover and to increase dental Medicaid reimbursements. ODA President Dr. Tom Paumier, a general dentist from Canton, said that he is "pleased to report to the membership that progress is being made on both of our legislative priorities, but more needs to be done to get both proposals through the General Assembly and to the governor's desk."

Non-covered services – House Bill 95

On March 3, Rep. Anthony DeVitis (R-Green) introduced House Bill 95, which would prevent dental insurance companies from setting the prices that dentists charge for non-covered services.

On March 18, ODA Executive Director David Owsiany and West Chester general dentist Dr. Steve Moore testified before the Ohio House Health and Aging Committee in favor of House Bill 95. Moore explained that the dental insurance companies' tactics in dictating prices for services they don't even cover have forced some of his patients to accept less optimal treatment options.

Moore told the committee that by setting prices for non-covered services, the insurers are unnecessarily interfering with the dentist-patient relationship. During testimony, Moore provided a specific example of a patient having to choose a treatment plan that was other than one she wanted because of the insurance company's tactic of setting the fee for the non-covered service at a rate that was below Moore's overhead to perform the procedure. The patient offered to pay Moore's regular fee, but accepting the patient's proposal would have put Moore in violation of the insurer's non-covered services policy and would have potentially jeopardized his standing as a contracted provider.

Owsiany testified that once dental insurers began setting fees for non-covered services several years ago, the National Conference of Insurance Legislators recognized the unfairness of these tactics and adopted a model act for states to consider that would ban these insurance company practices. Thirty-five states have now enacted laws that prohibit dental insurance companies from setting fees for non-covered services. Owsiany explained to the committee that none of these states have experienced any disruption to their dental insurance marketplace or higher prices for dental services. Owsiany concluded "these states continue to have thriving insurance marketplaces,

See LEGISLATION, page 10

The June issue of the "ODA Today" is distributed to all dentists in Ohio. Enjoy!











10

ways being an ODA member saves you money

"Members save more than the cost of dues just as a result of our advocacy successes and discounts on products and continuing education."

— Dr. Tom Paumier, ODA President

Potential annual ODA member savings

- 1 ODASC practice resource products** **\$3,455**
 Many ODA members save money by purchasing ODASC-endorsed products: credit card processing (\$1,200); electronic claims processing (\$600 based on 200 claims per month); Workers' Comp group rating (\$495 per year based on maximum discount for an office of six staff); website (\$465); automated patient communication system (\$360); personalized whitening gel syringes – (\$200 when purchasing 46 kits annually); sterilizing test strips (\$85); and SUV disinfectant (\$50).
- 2 ODA advocacy initiatives** **\$2,900**
 ODA advocacy successes include: prevented the implementation of new taxes (\$1,000), maintained the exemption for small generators of waste (\$1,000), prevented statewide mandate for amalgam separators (\$700), prevented new license for terminal distributor of dangerous drugs for nearly all dentists (\$150) and prevented new CE mandates in human trafficking (\$50).
- 3 Regulatory compliance and risk management resources** **\$800-\$30,000**
 OSHA, ODH, OEPA or OSDDB regulations could cost a dentist \$800 to \$30,000 in fines or legal fees to fix compliance issues. The ODA offers resources on www.oda.org, phone support from ODA staff and updates in the "ODA Today" and "NewsBytes," the ODA's e-newsletter.
- 4 Continuing education** **\$835**
 Members save \$375 on ODA Annual Session registration, plus up to a \$100 discount for each Annual Session course. Members and their staff also have access to 11 free CE hours, worth \$360, at the 2015 ODA Annual Session.
- 5 Medicare opt in/opt out** **\$700**
 Companies are soliciting dentists to attend seminars and/or purchase consulting services to assist them in opting into or out of the Medicare program, with a price tag of up to \$700. The ODA offers resources and support to help members opt into or out of the Medicare program at no cost.
- 6 ODASC insurance products** **\$475**
 Disability insurance – with a 10 percent discount, members on average save \$400, and professional liability insurance – with a 5 percent annual discount, members on average save \$75.
- 7 Insurance contract analysis service** **\$400**
 The ODA offers a contract analysis service through the American Dental Association that will explain contract language in plain, clear terms, and is free for members. It would cost about \$400 to have an attorney review an insurance contract.
- 8 Labor posters** **\$223**
 Companies charge up to \$229 for labor law poster packages. The ODA charges members \$6 plus county taxes (to cover the cost of printing and shipping) for all required labor law posters.
- 9 General legal guidance from ODA staff** **\$200**
 The ODA's legal staff is available by phone and email to answer members' questions. To consult with an attorney, it would cost \$200 per hour.
- 10 "ODA Today"** **\$100**
 Non-members pay a \$100 yearly subscription fee to receive the "ODA Today."

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Ohio Dental Association
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What might the future of dentistry look like?

In my president-elect's message to the House of Delegates last year I outlined the challenges facing our profession, our individual practices and organized dentistry in the coming years. As Dr. Marko Vujicic, vice president of the ADA Health Policy Institute, related during the ODA Leadership Institute, we are on the threshold of changes in how we will practice and be paid for the care we provide not seen in the last 100 years. That prospect is more than a little concerning as there is no playbook to guide decision making to ensure the best outcomes relative to the changes on the horizon.

Data provided by the ADA Health Policy Institute clearly shows that dental care spending and utilization has slowed beginning in 2002 and has showed no evidence of rebounding during the recovery from the recession of 2008. The trends indicate that growth in dental spending will remain below 2 percent for the foreseeable future. Patients aged 19-64 are going to the dentist less, and

spending less when they do seek care. This crosses all income levels, but those with lower incomes have seen the largest decline. In contrast, children have seen an increase in utilization, but generally with lower reimbursement due to Medicaid expansion and a decline in insurance coverage and reimbursement. Patients 65 and older have continued seeking care at rates similar to the past and are the only group experiencing increases in per patient spending. With continued changes in the ACA and health care in general, traditional health insurance coverage, including dental coverage, is likely to wane. Considering that 75 percent of individuals without dental benefits report having gone to the dentist only once or not at all in the last 10 years, and that those who lack dental coverage are three times as likely to go to the dentist only when they have a problem, these trends are not likely to change. Add to this the increase in dentists in the workforce due to delayed retirements, increasing dental school enrollments and the opening of new dental schools, and busyness will continue to be a concern. As most practitioners can attest, having more dentists seeing fewer patients, at lower reimbursements, has led to lower net incomes over the last 10 years.

So, the future looks rather grim for the profession "U.S. News" rated as the



By ODA Staff
Dr. Marko Vujicic, vice president of the ADA Health Policy Institute, speaks to the ODA's Task Force on the Future of Dentistry in Ohio. The task force is examining changes in the dental care practice model and utilization rates to develop a report with action steps to effect changes that are patient and dentist friendly.

best of all career choices. Yet, with all of these challenges come many opportunities to shape our future and ensure that the "golden age of dentistry" has yet to be seen. To protect the future of our newest colleagues, we can't sit back and watch the changes in health care happen around us and hope things turn out well. But how can we influence what our future will look like? As individual clinicians, it is difficult to influence policy decisions by insurance companies, governmental payers and regulatory bodies. But as a collective voice, organized dentistry can and will be involved in shaping how we will practice and be paid for the care we provide in the future.

As president of the ODA, I have appointed a task force to look at these issues and develop a report with action steps to see where we can effect changes that are patient and dentist friendly. This diverse group of member dentists and consultants has reviewed the ADA Environmental Scan to gain a common understanding of the changing dental practice environment. We have identified opportunities for the dental profession in tomorrow's dental practice environment, and have begun to explore possible strategic action areas. Look for a full report at the ODA Annual Session in September.

While we will consider short term and long term areas of concern and ways we

can take action, each ODA council and committee has already reviewed this information and has identified areas where action can be taken immediately. The Annual Session Committee has scheduled CE courses in pediatrics, geriatrics and running an efficient Medicaid practice to address the areas where growth will occur in the future to help members best meet the needs of these populations. The Council on Access to Care and Public Service is studying ways to divert patients out of hospital Emergency Departments and into community dental offices where definitive care can be provided if reimbursement can be funded. The Council on Dental Care Programs and Dental Practice is

See FUTURE, page 5

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The Value of Membership

"I value the intangible benefits of my ODA membership. I love the networking opportunities that exist within this organization. From meaningful and insightful conversations with experienced dentists to advice and recommendations from fellow new dentists, I am always excited to connect with my colleagues at ODA meetings and gatherings."

Dr. Kari Cunningham
Pediatric Dentist
Dental Director
Lorain County Health & Dentistry
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The Director's Chair

David J. Owsiany, JD
ODA Executive Director

Ohio Dental Association's advocacy efforts continue to protect dentists and patients

The Ohio Dental Association regularly surveys its members to ensure we are meeting your needs and expectations. One of the things we regularly hear is that our member dentists value our advocacy efforts. In recent years, we have achieved a number of legislative successes to ensure dentists retain the ability to practice in an effective and efficient manner and are able to provide the highest quality of care to Ohio's dental patients free from unnecessary interference and red tape.

Through our legislative efforts, we have rebuffed attempts to create a "provider tax" on dentists and stopped attempts to extend the state sales tax to dental services. We have protected the small generator of infectious medical waste exemption, which allows dental offices that produce less than 50 pounds of infectious medical waste per month to discard their medical waste with the rest of their solid waste as long as it is placed in an appropriate container and properly labeled (e.g., sharps container, red bag, etc.). Therefore, most dental offices, which qualify as small generators of infectious waste, do not have to contract with special medical waste haulers to dispose of their waste.

The ODA's advocacy led to the creation of the Ohio Dentist Loan Repayment Program, which provides loan repayment op-

portunities to recent dental school graduates who agree to practice in designated underserved areas and provide care to Medicaid-eligible patients and other low-income Ohioans. The ODA worked to reestablish Ohio's school-based fluoride rinse program to ensure 40,000 school children from more than 150 schools in at-risk communities continue to benefit from the fluoride mouth rinse program annually.

Ohio was one of the first states to accept the results of all of the regional board clinical exams so that dentists are not restricted in their ability to travel across state lines to practice. Just last year, the ODA worked to pass legislation that creates an alternative pathway to licensure by allowing recent graduates to complete an accredited dental residency program as a pathway to licensure instead of having to take a regional clinical exam.

When the Ohio State Pharmacy Board proposed requiring every dentist to secure a terminal distributor of dangerous drugs (TDDD) license, the ODA advocacy team educated policy makers that such a license would be redundant since every dentist practicing in Ohio must possess a license from the Ohio State Dental Board, which already has the authority to regulate the use of drugs in the dental office. In doing so, the ODA saved dentists the cost of having to secure a TDDD license (\$150 annually) and relieved dentists of having additional paperwork and record-keeping requirements and in-office inspections.

The ODA's advocacy efforts worked to reform Ohio's malpractice laws to prevent frivolous litigation against dentists and

also supported legislation that established new procedures for Ohio State Dental Board investigations and procedures to ensure fairness and transparency for all licensees.

The Kellogg Foundation has funded an effort in Ohio to promote the creation of midlevel dental providers in Ohio. This radical concept would allow a new dental provider, with just two years of training after high school, to engage in a very broad scope of practice that includes treatment planning, extractions, restorations, administration of local anesthesia, and many other invasive procedures. The ODA has

diligently worked to educate policymakers on the dangers of this radical proposal.

We have explained that the scope of practice for these midlevel providers is much too extensive for the minimal training proposed. Only a licensed dentist should perform irreversible surgical dental procedures. Moreover, this proposal would divert precious resources from other valuable oral health programs. To date, because of our advocacy, no legislation has been introduced to create a midlevel dental provider in Ohio. Our

See **ADVOCACY**, page 6

PARAGON DENTAL PRACTICE TRANSITIONS

— PRESENTS —

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This seminar will walk you through all of your options to transition your practice, allowing you to make the decision as to what is the best transition plan for you.

Jim Wilke, DDS, will guide you through practice evaluations as well as strategies to implement to maximize the value of your practice when it's time to sell, current trends, market trends, baby boomers, and much more will be discussed.

WHEN:

Friday, August 7, 2015
8:30am Registration • 9am - 12pm Seminar

WHERE:

Patterson Dental, Columbus Branch
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Space is limited. Enroll today! Registration deadline is August 5, 2015. Enroll by calling Jennifer Bruner 866.898.1867 or by emailing jbruner@paragon.us.com

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Legal Briefs

Nathan E. DeLong, Esq.
ODA Director of Legal &
Legislative Services

As the new director of legal and legislative services at the Ohio Dental Association, I am pleased to participate in the "ODA Today"s Legal Briefs column discussing various legal and ethical issues confronting dentists. The ODA regularly receives calls from our member dentists seeking guidance on how to handle specific scenarios in an ethical manner. One of the most common questions we get is how to terminate the dentist-patient relationship in a proper way. Terminating the dentist-patient relationship requires the dentist to exercise care to avoid potential legal and ethical implications.

In terminating an existing relationship

Terminating the dentist-patient relationship

with a patient, a dentist must avoid "abandoning" the patient. The American Dental Association "Principles of Ethics and Code of Professional Conduct" states that "once a dentist has undertaken a course of treatment, the dentist should not discontinue that treatment without giving the patient adequate notice and the opportunity to obtain the services of another dentist." The Ohio State Dental Board considers abandonment of a patient a potential violation of the standard of care, which may be grounds for discipline. The concept of abandonment may also be the basis of a civil lawsuit if the dentist does not provide adequate notice of termination and the refusal or inability to provide treatment causes injury to the patient.

Some risk is always inherent when a dentist decides to terminate a relationship with a patient. However, careful timing and cooperation with the patient can alleviate some of this risk. The best way to avoid a claim of abandonment is to avoid terminating the dentist-patient relationship during the course of treatment. Dentists should make an effort to get the patient

to a natural stopping point in their care prior to termination. For example, the dentist should attempt to complete the final placement of a crown rather than allowing the patient to continue with a temporary crown after the relationship is over. However, this is not always possible or practical.

If the relationship must be terminated prior to the completion of treatment, the dentist should discuss the issue with the patient, make every attempt possible to ensure the patient's oral health is in a stable condition, offer to assist the patient in obtaining a new dentist to complete the treatment and, if possible, obtain the patient's consent to terminate the relationship. It is important to document all of these efforts in writing and maintain them as part of the patient's record.

Terminating the patient relationship should always be done in writing, preferably via certified mail. The written communication should make clear that the dentist is terminating the relationship and offer to provide copies of the patient's records, including X-rays and impressions,

to a new dentist with the patient's written request and authorization. The letter can discuss the reason for the termination (e.g., the patient's failure to follow instructions related to treatment or care, missed appointments, etc.) but does not have to give a reason.

Because both dental ethics and the law generally favor the patient having adequate notice and opportunity to secure a new dentist, a dentist's duty to treat the patient does not necessarily end with the sending of the termination letter. If a dental emergency arises before the patient has a reasonable time to establish a relationship with a new dentist (usually within 60-90 days of the termination), the terminating dentist may have an obligation to provide emergency care.

It is always difficult when the dentist-patient relationship must be terminated. However, by following the guidelines discussed in this column, dentists can avoid running into ethical and legal trouble when dismissing a patient from their practice. For additional information on this issue, please contact the ODA legal department at (800) 282-1526 or consult with an attorney.

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The Value of Membership



"The ODA is an invaluable resource for me as a student, and I can only imagine the value will continue to increase as I turn to the ODA for guidance when starting my career. In my first year alone I have been able to network with incredible people and interact with the ODA during Day at the Statehouse to make a difference in our profession."

Britni L. Skoda
Case Western Reserve
University
School of Dental Medicine
Class of 2018

Check out the latest issue of

generationD

A news magazine for new dentists
and dental students



www.oda.org/
generation-d



CMS extends deadline for dentists to enroll in or opt out of Medicare

The deadline for all eligible professionals (including dentists) who prescribe part D covered drugs to either enroll in Medicare, register as an ordering/referring provider or opt out of Medicare has been pushed back to June 1, 2016.

Dentists who do not enroll, register as a referring provider or formally opt out of Medicare will likely see their patients' claims for medication denied by Medicare. Enforcement will begin June 1, 2016. CMS recommends that any dentist who writes prescriptions for patients covered by Medicare take action by Jan. 1, 2016 to allow enough time for their paperwork to be processed before the Jan. 1, 2016 deadline.

Dentists should check with any Medicare Advantage plans they work with to see what impact registering as an ordering/referring provider or opting out of Medicare would have on patients covered by those plans.

The Ohio Dental Association offers several resources online to help member dentists either enroll in Medicare, register as an ordering/referring provider or opt out of Medicare:

- To find enrollment forms and sample opt-out affidavits and private contracts, visit <http://oda.org/resource-library/search/> and search for Medicare.
- For more information on enrolling in Medicare, registering as an ordering/referring provider or opting out of Medicare, visit oda.org and search for the article "Dentists do not need to spend money to either opt out of or opt in to Medicare."
- The American Dental Association also offers several resources, which can be found at <http://success.ada.org/en/practice/medicare/medicare>.

The ODA has received several calls from member dentists who have been solicited to attend seminars or purchase consulting services to assist them in opting into or out of the Medicare program. These services may cost from \$200 to \$700. Member dentists can access detailed information and resources about enrolling in or opting out of Medicare on the ODA website, and can call the ODA at (614) 486-2700 with questions and to receive assistance with this for free as a benefit of membership.

FUTURE, from page 2

studying the changing insurance and reimbursement models, and the Executive Committee is continuing advocacy efforts to increase Medicaid reimbursement and pass non-covered services legislation. The passage of House Bill 463 last December addressed multiple areas to increase access to those most in need, increase practice efficiencies and expand delegable duties for auxiliaries, and provide an alternative pathway to licensure for new graduates through completion of an accredited PGY1 residency.

So, the next time you wonder if there is value in being a member, think about what your future might look like if organized dentistry was not there to

help shape it. You don't have to look any farther than our colleagues in Medicine to see how a weak professional association can allow others to determine how they practice. The AMA represents less than 20 percent of practicing physicians, and the lack of a unified voice and vision for their future has many doctors practicing as employees for health care systems or insurance companies such as Kaiser Permanente, with many fees determined by Medicare. That must not be our fate. The ODA leadership is doing everything possible to ensure our voice is heard when decisions about our practice model are being made. Stay tuned ... It's your future!

Dr. Paumier may be reached at tmpdent@gmail.com.

ODA Meeting & Event Calendar

Jun.

- 4-5 Annual Session Committee
- 9 Dental Insurance Working Group (call)
- 22 Subcouncil on New Dentists
- 26 Finance Committee

Jul.

- 3 ODA office closed for holiday
- 10 Council on Access to Care and Public Service
- 14 Dental Insurance Working Group
- 21-22 Council on Dental Care Program and Dental Practice
- 29 ODASC Shareholder's Meeting
- 29-31 Executive Committee

Ohio Department of Health conducting tobacco cessation strategy survey

The Ohio Department of Health (ODH) needs your help! They are conducting a short 10 minute survey examining how dental professionals interact with patients who use tobacco. For participating in this survey, you will be entered into a lottery to win a \$100 Amazon gift card.

To access the online survey, visit www.websrg.com/odhdentist/ and enter your professional license number as your passcode.

As you complete this survey, be assured that your answers are completely confidential, and results will not be shared with the Ohio Dental Association or ODH in any way that is personally identifiable and only reported at the aggregate level. Strategic Research Group (SRG), an independent professional research firm, has been contracted to conduct this study on behalf of ODH.

If you encounter any problems when accessing the survey, please contact SRG at odhdentist@websrg.com or 1-800-341-3660. If you would like more details about the study, please contact me at Laura.Friedenberg@odh.ohio.gov.

Thank you in advance for your participation in this very important survey.

Respectfully,
 Laura Friedenberg
 Policy & Communications Manager
 Ohio Department of Health Tobacco Program



ODASC connects the pieces for you.

From insurance coverage to whitening gel to credit card processing systems and more, the Ohio Dental Association Services Corp. (ODASC) has researched and endorsed products and companies to help dentists save time and money. Many ODA members save enough money to cover the cost of their dues by purchasing ODASC-endorsed products.

ODASC helps dentists save money by securing discounts on products and services available exclusively for ODA members and by finding products and services that provide the best value for the price.

ODASC is overseen by a board of directors including ODA member dentists. Before endorsing a product or service, the board researches and tests it to make sure it is the best available and will fit Ohio dentists' needs.

A team of ODASC staff members is available to help member dentists purchase products and decide which will be a good fit for their practices. ODASC representatives are experienced and are not paid through commissions, so their only interest is making sure dentists' needs are met.

ODASC representatives can also serve as liaisons between ODA members and endorsed companies because they have spent years building relationships at each company. If an ODA member should ever have a question or need to contact a company with a problem, ODASC representatives can step in and get a quick response.

For a complete list of and detailed information about all endorsed products and services, go to www.odasc.com.



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*Savings are an example based on a typical office. Depending on the size of your office and other circumstances, savings may vary by practice.

Interested in becoming a member of the Ohio Dental Association?

Members of organized dentistry are eligible for numerous benefits and resources that contribute to your personal, professional, and economic objectives. From access to professional staff at the ODA and the American Dental Association to camaraderie at the local level, your dental associations are a vital resource for oral healthcare professionals throughout Ohio.

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ODA Foundation scholarship recipient overcomes pain, illness during dental school

By Laura Martin
CWRU dental student

Dental school is a challenge, and sometimes life can take an unexpected turn and add more obstacles. Last year, when asked about financial obligations not reflected in my application for the ODA Foundation scholarship, I chose to share a very personal experience from my second year of dental school. They asked for my permission to share this story with the ODA, and reluctant at first, I chose to proceed in hopes of reaching all the ODA members and thanking them for making the Ohio Dental Association Foundation scholarship a possibility.

Here is a bit of background about myself: I am currently a 26 year old female third year full-time dental student at Case Western Reserve University School of Dental Medicine. In October 2013, I began experiencing sciatic pain in my left leg that mimicked a possible disk problem. I had graduated from the University of California at Davis in 2011 after completing a four year Bachelor of Science degree while on a scholarship for athletics to play Division I women's varsity lacrosse at UC Davis. I have always been very athletic, disciplined and a hard worker. It came as a devastating shock to me when my MRI on Nov. 14, 2013, indicated that I had a significant bone tumor in my sacrum. Keep in mind, this diagnosis came the Thursday before my week of semester final exams and competencies.

Throughout November and December I was having substantial pain to the extent that I was unable to even walk short distances unless I took a great deal of pain medication 24 hours a day. I even had to set alarms through the night for scheduled doses to get by. During this time I stayed in school and finished out the semester with my class, and attempted to study for National Boards. As much as I was worrying about the diagnosis and how my life may change, I put everything I had toward focusing on those finals, and getting my mind off what I was about to face. I ended the semester with my first 4.0 GPA. I opted

to take my National Boards Part I on Dec. 16, 2013, as originally scheduled before my diagnosis, as the classes we just finished were guided toward the material covered on the exam. Four days prior to Boards, I had to have a bone biopsy done into the tumor site in my spine. The night before the exam, I could still only sit upright for a maximum of 20 minutes due to the intensity of the pain, and was holding back tears questioning how I would ever be able to sit for the eight hour exam the next day. I also had opted not to take a recommended pain medication needed for better pain control and anticipated nerve healing, until the day after the exam because of its known strong side effects with memory. With a great deal of over-the-counter pain medications along with having to bring a coccyx seat cushion into the exam room, I was able to complete my first set of National Boards. I would like to say the best news I had that month was that I passed, but, along with passing I found out Christmas Eve that the biopsy came back benign.

I had the surgery to remove the tumor on Jan. 20, 2014. I was told prior to surgery that I could have multiple complications from the surgery if I even survived the surgery. This was extremely concerning for an already stressed out second year dental student. The surgery was very risky due to the length of surgery and the considerable loss of blood during surgery that I would have. Complications that could occur as a result of surgery were loss of bowel and bladder control, and an inability to walk. I also had to have an embolization surgery a few days before, to lower the risk of losing too much blood during the surgery.

All prayers were answered. I spent an entire week in the hospital. I was told I would have a recovery of eight weeks to 18 months and was discouraged when many people told me it may be best to take a medical leave from dental school for the semester. However, I was unwavering about not missing all that school and falling behind. I had already worked extremely hard my first year and a half. I

pushed myself to start walking again, doing physical therapy daily, and getting off the pain medications as fast as possible so that I could begin to effectively study at home until I could go back to school. I was able to rejoin my class after five weeks of missed school. With very little sleep and 10-12 hour days at school and studying what I had missed, as well as current material in conjunction, I was able to catch up and complete the semester with my class. I have never been so determined in my lifetime. I am so proud to say that with everything I had been through that past year, I did not only stay at my current class ranking, but actually moved even further up in the top percentage. Health wise, I have no physical handicaps from surgery and I am extremely happy the doctors think my future in dentistry looks very bright. I was fortunate to have the tumor in my sacrum and not lumbar vertebrae, which would have been crucial for back support and my career. With continued diligent weekly physical therapy, and daily exercising I was able to start running and get most of the strength back in my leg. A year later, I am back to playing competitive soccer and lacrosse, which have always been a big part of my life.

Although my tumor is considered benign, and was removed in total, there is chance of reoccurrence. I continued to have follow up MRI's every three to four months for the first year following surgery, and will with less frequency for an undetermined number of years. I will have medical expenses on top of tuition for some time into the future. The ODAF scholarship has helped me persevere through the challenges of dental school along with my medical situation, and helped to offset the hefty financial obligations we face as current dental students in 2015. Your financial generosity has allowed me to be one step closer to my goal. I hope one day I will be able to help others achieve their dreams just as you have assisted me. I am grateful, and I know without a doubt I will donate to this cause after graduation, and help the future generations of dentists in Ohio.

Apply for ODA Foundation scholarships and grants

2015 ODAF scholarship and grant applications are now available. The deadline to apply is July 6.

Second, third and fourth year dental students who are Ohio residents and have financial need are eligible to receive an ODAF scholarship.

ODAF grants are open to qualified Ohio community dental care and oral health projects. More information and examples of qualified programs can be found on the application.

To download grant and scholarship applications, visit <http://oda.org/community-involvement/oda-foundation/odaf-grants-and-scholarships/>.

Purchase raffle tickets to support ODA Foundation

The annual ODA Foundation raffle is one of the primary sources of funding for oral health-related grants and scholarships. Raffle tickets are \$100 each or six for \$500, and only 700 will be sold.

This year's raffle prizes are:

- First Prize: Winner's choice of a 2 year/12,000 mile lease (Lease terms established by Crown Mercedes) on a 2015 Mercedes c300 or \$20,000 cash
- Second Prize: Piece of fine jewelry or watch valued at \$3,000
- Third Prize: \$1,000

The drawings will take place Sept. 19 at Annual Session.

Tickets purchased by Aug. 12 will be eligible for an extra prize of \$500 through the early bird drawing.

For more information about the raffle and how to purchase tickets, visit <http://oda.org/community-involvement/oda-foundation/odaf-raffle/>.

ADVOCACY, from page 3

focus on workforce has been to better utilize the existing dental team, including dental hygienists, expanded function dental assistants, and certified dental assistants, to deliver patient education and prevention services.

To address access to care issues, the ODA has consistently worked to improve Ohio's dental Medicaid program. In fact, because of the ODA's advocacy, Ohio is only one of 12 states to have comprehensive coverage for adults in the dental Medicaid program.

The ODA's advocacy continues today

as we work to improve dental Medicaid reimbursements and pass House Bill 95, which would prohibit dental insurance companies from setting prices for dental services that the insurers don't even cover. (For more information on these two issues, see page 1.)

The ODA has these successes because we represent more than 70 percent of Ohio's practicing dentists. Legislators know the ODA speaks for dentistry in Ohio. And our members' support provides us with the resources to have strong representation at the Statehouse to ensure we are in position to educate policymak-

ers when these important issues arise. As the challenges facing dentistry continue to grow in number and complexity, it is essential that we have the support of every dentist in Ohio.

For those of you reading this column who are members of organized dentistry, thank you for your loyal support. For those of you who are not members, I ask you to take the step to join organized dentistry today. The future of dentistry and your continued success in this complex health care environment depend on having a strong professional organization advocating for you.

Want to make a difference in the practice of dentistry?

Make an appointment with your local legislator to discuss the issues facing your profession. The ODA department of governmental affairs offers information and tips on meeting with legislators.

Contact the ODA at (800) 282-1526 today to help voice dentistry's message at the Statehouse.

The Value of Membership



"What I find most beneficial regarding my membership are the resources that the ODA provides. With the ever-changing dynamics in dentistry, the staff of the ODA is a reliable source to field any questions. I really appreciate their dedication and service!"

Dr. Matthew Nakfoor
Endodontist
Toledo, Ohio

Dental Insurance Corner

Inlays and onlays

By Christopher Moore, MA
ODA Director of Dental Services

Is there a difference between an inlay and an onlay? Yes, there is and the difference is both in terms of clinical practice and benefits determinations. While the answer may seem obvious, the Ohio Dental Association continues to receive reports from third-party payers that some dentists may not fully appreciate the differences when submitting dental insurance claims involving inlays and onlays, possibly putting themselves at risk for unwanted scrutiny.

New technology presents dentists with opportunities and challenges as they incorporate it into their practices. The opportunities for technology such as CAD-CAM devices come in the form of practice efficiencies and improved treatment outcomes. The challenges include possibly heightened third-party payer scrutiny when the dentist's treatment and billing patterns significantly change as a result of incorporating the new technology into their practice.

Third-party payers have reported an increase in the number of inlays being charged as onlays. They have opined this trend may be attributable to dentists' increased use of CAD-CAM technology. Many payers believe CAD-CAM technology sales reps and trainers have advised dentists to alter their billing practices in order to circumvent third-party payers' inlay benefit limitations, knowing that in many dental

benefit plans inlays receive a "minor restoration" alternate benefit while onlays are benefited at a "major service" level. Some payers also believe the high costs associated with CAD-CAM technology may cause some dentists to feel a need to generate the additional income necessary to justify their investment.

It has been reported that some dentists have been advised that an inlay restoration that includes 1/2 to 2/3 of a tooth's intercuspal distance qualifies as an onlay. It has also been suspected that some dentists believe since some insurers specify that 80 percent or more of a tooth's cusp be involved to qualify for an onlay benefit that the involvement of 80 percent or more of the cuspal incline is the threshold for meeting the onlay criteria.

The American Dental Association's CDT 2015 defines an inlay as "an intra-coronal dental restoration, made outside the oral cavity to conform to the prepared cavity, which does not restore any cusp tips" and an onlay as "a dental restoration made outside the oral cavity that covers one or more cusp tips and adjoining occlusal surfaces, but not the entire external surface." The ADA CDT Companion further states that "the percent of cusp covered is not a criterion."

The CDT's definitions are consistent with what has been reported to the ODA relative to what is taught in dental school, what is contained in operative dentistry and prosthetics textbooks and views held by those within the dental insurance industry.

"It is important to note that the CDT is not subject to interpretation," said Dr. Manny Chopra, chair of the ODA Council on Dental Care Programs and Dental Practice. "Dentists and billing staff must only utilize those codes that accurately reflect the procedures that were actually provided irrespective of benefit plan coverage. Gaming the system can jeopardize a dentist in many different ways."

The Ohio State Dental Board may take disciplinary action against a dentist for "obtaining or attempting to obtain money or anything of value by intentional misrepresentation or material deception in the course of practice," according to the Ohio Dental Practice Act. Misrepresentation of this nature is what is commonly referred to as insurance fraud.

The ADA Principles of Ethics and Code of Professional Conduct (Code) states that "dentists shall not represent the care being rendered to their patients in a false or misleading manner."

Dentists who falsely or deceptively report to insurance companies such things as procedure codes or services provided, place themselves in both ethical and legal jeopardy.

The ADA Code identifies the way in

which dentists report dental procedures to third-party payers as an area of ethical concern. It is ethically inappropriate for a dentist to describe on a "claim form a dental procedure in order to receive a greater payment or reimbursement or incorrectly makes a non-covered procedure appear to be a covered procedure on such a claim form."

"Dentists must understand that third-party payers are closely watching their claim submission patterns," Chopra said. "Inlays billed as onlays have a direct financial impact on insurance companies, benefit plan sponsors and patients and can cause the carriers in particular to focus closer attention on these procedures."

Of the different ways in which a dentist can find himself/herself on an insurance company's "watch list," probably the most common is driven by the carrier's utilization review (UR) software. Insurance carriers routinely monitor claims data and conduct statistical analysis of it. Doing so allows them to provide reliable trend information

See **INSURANCE**, page 8

ODA members who would like to submit a dental insurance related question, problem or concern may do so by sending the appropriate information to the ODA Dental Insurance Working Group, 1370 Dublin Road, Columbus, OH 43215, or 614-486-0381 FAX, or chrism@oda.org. To see past issues of the Dental Insurance Corner, visit www.oda.org/news and choose the category "ODA Today" and subcategory "Dental Insurance Corner."



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The ODA Wellness Trust is a self-insured plan that allows participants to avoid some of the regulations and requirements of the Affordable Care Act. The plan went into effect March 1, 2015, and participants in a self-insured plan typically see a **10 percent savings** compared to marketplace plans.

ODASC representatives can also provide you **health insurance quotes from multiple different private insurance companies** so you can choose a plan that best fits you and your family's needs. These plans do not come from healthcare.gov and are not government plans.

ODASC's goal is to make your insurance purchase a simple, pressure-free experience. They are licensed insurance agents and are knowledgeable in the options available. They are salary-based and do not make a commission based on sales, so you can be assured they have your best interest at heart. ODASC representatives can help you find the plan and carrier that best suits your needs.

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ODASC
OHIO DENTAL ASSOCIATION SERVICES CORP.

ODA Wellness Trust offers unique, affordable health insurance option

By ODA Staff

The Affordable Care Act has brought about many changes to the health insurance industry, and the Ohio Dental Association Services Corp. has created a new health insurance plan to meet the needs of dentists and their staffs.

"Offering an affordable health insurance option with high quality benefits is a top priority for the Ohio Dental Association Services Corp.," said Dr. Thomas Matanzo, who is a former ODASC chair, past ODA president, ODA Wellness Trust board member and an enrollee in the plan. "Having access to the ODA Wellness Trust is a huge benefit of membership, as otherwise dentists would have to go into the marketplace to find employer insurance or send their employees to the federal health insurance exchange. The Wellness Trust provides an alternative that can't be found anywhere else."

The new plan – the Ohio Dental Association Wellness Trust – is a self-insured employer plan that will allow participants to avoid some of the regulations and requirements of the Affordable Care Act. The Wellness Trust is a private, dentist-owned, self-funded health benefit plan, developed by ODA member dentists for ODA member dentists and their staffs to provide high quality health insurance at affordable rates.

Advantages of a self-insured health insurance plan include the ability to design plan and deductible options, choose networks and features, and keep costs low by avoiding the state insurance premium tax and many of the ACA's mandated taxes. According to industry research, a typical self-insured group can expect to save more than 10 percent (versus traditional

health insurance) without having to sacrifice quality of care.

The best time to enroll in a new health insurance plan is generally during the open enrollment period toward the end of the year, so now is a great time for offices to start researching health insurance options.

The changing health care environment has affected the way many employers offer health insurance benefits. When considering the ODA Wellness trust, offices should take several things into consideration depending on their current insurance situation.

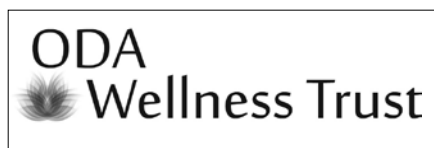
Offices that currently offer an individual health insurance plan

Traditionally many dental offices and small businesses have offered their employees individual policies and paid a portion of the premium. Because of recent changes with the ACA and IRS, employers can no longer use pre-tax dollars to pay for insurance premiums of individual insurance plans.

Paying directly for an employee's individual health insurance plans puts the employer out of compliance with IRS regulations and may subject the employer to a \$100/day excise tax per applicable employee (which is \$36,500 per year, per employee) under section 4980D of the Internal Revenue Code.

The Wellness Trust is an employer plan, which means premium costs can be purchased through a payroll deduction. An employer plan must be offered to all full-time employees.

The employer is not required to make any contribution toward the premiums. The employer can if it so chooses to pay a percent or flat dollar amount for each



employee, but it is not required.

Even if an employer chooses not to make a contribution toward the premium, there are benefits to offering an employer plan. Health insurance premiums purchased through a payroll deduction can be paid with pre-tax dollars. The employee gets a tax break on the premiums of at least 15 percent. By paying for health insurance with pre-tax dollars, the employee does not pay federal, state or social security taxes on the cost of his or her insurance. The employer saves the social security matching tax too.

Offices that currently offer an employer health insurance plan

Offices that currently offer an employer health insurance plan may be able to save money through the ODA Wellness Trust. Self-insured plans are not subject to the state premium tax, which is about a 3 percent savings. According to the National Association of Self-Insured Plans, a typical self-insured group can expect to save more than 10 percent versus traditional health insurance. Additionally, because the plan is restricted to dental professionals who typically lead healthy lifestyles, the ODA Wellness Trust will likely see lower health insurance premium rates than the general population.

Offices that do not currently offer a health insurance plan

The ACA has caused more dentists to consider offering a plan to their em-

ployees because everyone is required to have health insurance. Additionally, it is oftentimes costly to add a spouse onto a health insurance plan, so many people who had previously been on a spouse's insurance plan are now looking to their employers for health insurance.

The ODA Wellness Trust must be offered to all full-time employees because it is considered an employer plan, but the employer is not required to make any contribution to the premium. ODA Wellness Trust health insurance premiums purchased through a payroll deduction can be paid with pre-tax dollars, which helps save money by avoiding federal, state or social security taxes and the employer social security matching tax.

How can I learn more?

For more information on the specifics of the ODA Wellness Trust and to enroll in the plan, visit oda.org/insurance or call an ODASC representative at (800) 282-1526.

This article is intended to provide general information and should not be construed as providing tax or legal advice. Dentists should always seek the advice of their own legal and/or tax advisors regarding their own specific circumstances.

INSURANCE, from page 7

to their customers, determine common treatment patterns, control costs and limit expenses, comply with employer group contracts, act against those who abuse or defraud the system while also deterring those who may be tempted to do so and identify payments that should not have been initially paid.

Today's UR software is increasingly sophisticated. It can readily identify dentists whose claims submission practices for various procedures are consistent with or are above or below those of their colleagues.

There are steps dentists can take to minimize their risks with respect to third-party payer audits and reviews.

"It should be a given that the treatment options a dentist presents to his or her patients should be based on what is best for the patient's oral health," Chopra said. "After that, good documentation, record-keeping and claims submission practices can help to minimize a dentist's risks."

Claims information submitted to third-party payers must be consistent with the information that is recorded in the patient's record. Diagnoses, codes and progress notes should be clear and easy to understand.

Dentists who follow the advice of some speakers or dental equipment salespeople relative to the unbundling or upcoding of services may put their practices into a situation that garners a much higher degree of third-party payer scrutiny than would otherwise be the case.

Current ADA CDT codes must be utilized in the manner they are intended. The CDT is designated by the federal government under HIPAA as the national terminology for reporting dental services. The CDT's nomenclature and descrip-

tors define the intended use for each procedure code and are not subject to interpretation.

The newest version of the code, the CDT 2015: Dental Procedure Codes, took effect on January 1. It contains 16 new and 52 revised procedure codes. Five codes have been deleted from the 2014 version of the code. The CDT 2015 and other coding resources may be purchased from the ADA by calling (800) 947-4746, going online to www.ada.org/en/publications/ada-catalog/cdt-products or visiting iTunes Marketplace or Google Play Store for the CDT 2015 Code Check app.

Change of address?

Contact the ODA Membership Department if you have moved your home or practice, changed your phone number, changed your name or changed your email address.

Via email: membership@oda.org

By phone: (800) 282-1526

The Value of Membership



"I depend on the ODA. I depend on the ODA to keep me informed and up to date on the latest news and changes in laws and regulations. I depend on the ODA to represent all of its members, working and fighting to protect the dentistry profession and keep it moving in a positive and beneficial direction. A direction that is beneficial to the dentists of Ohio and more importantly, our patients. I'm proud to be an ODA member and confident that its leaders will keep doing what's right for our profession."

Dr. Andrew Palmer
General Dentist
Tootle & Palmer Dentistry
Circleville, Ohio

Numbers to know

American Dental Association
(800) 621-8099 or (312) 440-2500

Dental OPTIONS
(888) 765-6789

Ohio Department of Health
(614) 466-3543

Ohio Dental Association
(800) 282-1526 or (614) 486-2700
Fax: (614) 486-0381
E-mail: dentist@oda.org

Ohio Dental Association Services Corp. Inc. (ODASC)
(800) 282-1526 or (614) 486-2700

Ohio State Dental Board
(614) 466-2580

Medicaid
Dentists who need to enroll as a Medicaid Provider should contact the HMOs directly. For problems with Medicaid, contact the ODA at (800) 282-1526.

Staffed Dental Societies:
Akron Dental Society
(330) 376-3551

Cincinnati Dental Society
(513) 984-3443

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Columbus Dental Society
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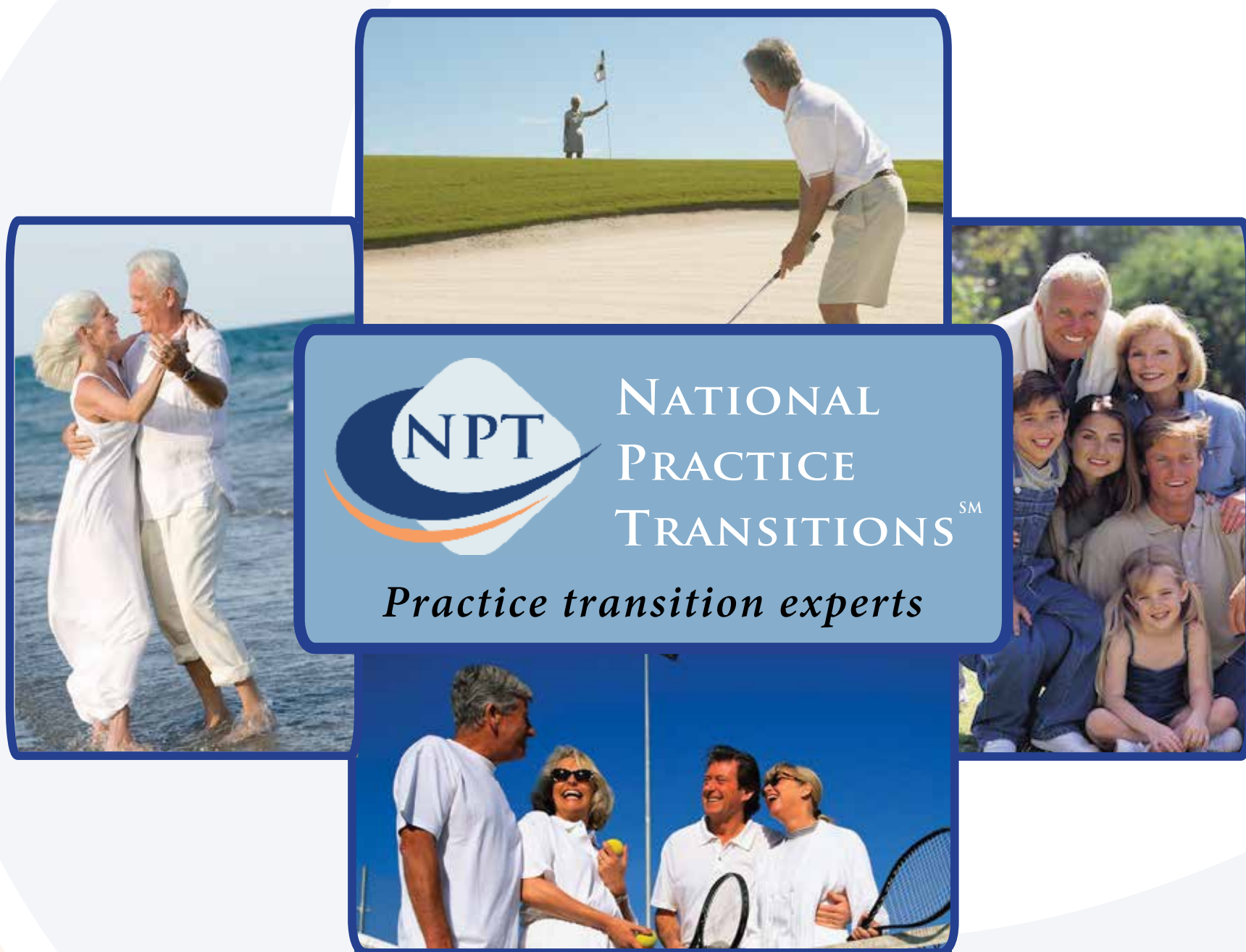
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LEGISLATION, from page 1

have experienced no change in overall dental fees and are protecting against insurers interfering with the dentist-patient relationship."

Several entities testified and wrote letters in opposition to House Bill 95. Delta Dental's chief lobbyist testified that House Bill 95 "will eliminate a consumer cost protection measure" and will "increase the cost of dental care for Ohioans." The Ohio Chamber of Commerce sent a letter to the Health Committee claiming that House Bill 95 "represents an unnecessary government intrusion" into private contracting by rewriting "the terms of a contract freely entered into by dentists and dental insurance companies."

Other interest groups that oppose House Bill 95 include the Ohio Education Association, Ohio AFL-CIO, Westfield Insurance, America's Health Insurance Plans (AHIP), AFSCME Ohio, National Association of Dental Plans, Ohio Association of Health Plans and United Concordia.

On May 13, 2015, the House Health and Aging Committee favorably passed House Bill 95 out of the committee by a 12-7 vote. The legislation will likely now go to the full House of Representatives for its consideration.

Dental Medicaid

In February 2015, when introducing his budget proposal for state fiscal years 2016-17, Gov. John Kasich noted that "Medicaid rates for dental providers have not increased since January 2000" and that "the current average maximum dental fee in Ohio Medicaid is approximately 36 percent of the average charge of the 2011 American Dental Association survey of fees." Kasich's proposed budget would "increase dental provider rates one percent," effectively adding a total \$4.5 million to the dental Medicaid program over fiscal years 2016-17.

On March 18, 2015, Owsiany testified before the Ohio House Finance Subcommittee on Health and Human Services expressing appreciation for the governor's proposed rate increase and for bringing attention to the issue of poor reimbursements in Ohio's dental Medicaid program. He then explained that "after more than 15 years of neglect, more needs to be done in order to make Ohio's dental Medicaid program viable." Owsiany pointed out that



By ODA Staff
ODA President Dr. Tom Paumier and ADA Treasurer Dr. Ron Lemmo speak to dental students during ODA Day at the Statehouse. Dentists and dental students met with legislators during the event to talk about issues important to dentistry, including non-covered services and dental Medicaid.

Ohio's dental Medicaid reimbursements are 41st out of 50 states (10th from the bottom) and that, at a rate of less than 40 percent of a dentist's regular fee, current reimbursements do not even cover most dentists' overhead when treating Medicaid patients.

Owsiany testified that reimbursing at closer to market rates would allow more dentists to participate in the Medicaid program, keep the doors to Ohio's dental safety net clinics open and dramatically improve access to dental care for Ohio's most vulnerable patients.

On April 22, 2015, the Ohio House of Representatives passed its version of the state budget. The House included a provision adding approximately \$16 million over the two fiscal years for "the purpose of establishing a demonstration pilot project which pays Medicaid dental providers" in 16 Appalachian counties at "65 percent of the American Dental Association survey of fees for dental services."

The state budget is now under consideration by the Ohio Senate and must be passed by June 30, 2015.

Paumier congratulated the ODA's advocacy team and member dentists for their work on these important issues. "We had over 150 dentists and dental students discussing these issues with legislators during ODA's Day at the Statehouse on March 4," he said. Paumier concluded, "we need to continue our grassroots efforts to get these initiatives passed, so I urge every member dentist to reach out to his or her legislators on these two important issues." For more information on House Bill 95, the dental Medicaid program and how to contact your legislators, call the ODA's government affairs department at (800) 282-1526.

Want updates on the latest dental news in Ohio?

NewsBytes, the ODA email newsletter, is sent to members regularly to help keep them up to date on the latest news affecting their patients and their practices.

To register for this informative e-newsletter, or to update your email address, send an email to dentist@oda.org.

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A broad choice of speakers and topics are offered during the ODA's 149th Annual Session. To make your selection easier, use our Track Guide for specific interests. Please see the daily course listings for complete course descriptions, as well as other options.

DENTIST | TRADITIONAL RESTORATIVE

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|-----------------------|--|-----------|------------|
| THU | T11 | Marc Geissberger, DDS | New Materials in Indirect Restorative Dentistry | 9:00 a.m. | 12:00 p.m. |
| THU | T17 | David Clark, DDS | The Epidemic of Cracked Teeth: Modern Diagnosis, Treatment, Prevention | 9:00 a.m. | 12:00 p.m. |
| THU | T27 | Marc Geissberger, DDS | Adhesive Dentistry: Maximizing the Placement of Anterior and Posterior Composites | 2:00 p.m. | 5:00 p.m. |
| THU | T33 | David Clark, DDS | Treating Cracked, Fractured and Aging Teeth with Direct Composite and Bioclear | 2:00 p.m. | 5:00 p.m. |
| FRI | F39 | Jaimeé Morgan, DDS | Conservative Esthetic Dentistry: Making it a Reality | 9:00 a.m. | 5:00 p.m. |
| FRI | F53 | Steve Poss, DDS | Advanced Anterior Aesthetic Restorations | 9:00 a.m. | 12:00 p.m. |
| SAT | S77 | Sam Halabo, DMD | Achieving Superb Results with Everyday, Bread & Butter, Direct and Indirect Procedures | 9:00 a.m. | 5:00 p.m. |
| SUN | Y87 | Fred Peck, DDS | 2 in 1: Anterior Esthetics & Digital Impressions | 9:00 a.m. | 4:00 p.m. |

DENTIST | HOT TOPICS

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|---|--|------------|------------|
| THU | T21 | Howard S. Golan, DDS, JD | All About Lasers | 9:00 a.m. | 12:00 p.m. |
| THU | T32 | Kathleen Bennett, DDS, LLC | Essentials of Sleep Medicine | 2:00 p.m. | 5:00 p.m. |
| FRI | F42 | Michael A. Ignelzi, Jr., DDS, PhD | What's New in Prevention: A Pediatric Dentist's View | 9:00 a.m. | 12:00 p.m. |
| FRI | F43 | Stephen P. Niemczyk, DMD | Current Scientific Evidence in Endodontic Therapy: Building Upon Success | 9:00 a.m. | 12:00 p.m. |
| SUN | Y89 | David J. Owsiany, JD and Nathan DeLong, Esq | Top 10 Legal Issues in Today's Dental Office | 10:00 a.m. | 12:00 p.m. |

DENTIST | HIGH TECH

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|---------------------------------------|---|-----------|------------|
| THU | T21 | Howard S. Golan, DDS, JD | All About Lasers | 9:00 a.m. | 12:00 p.m. |
| THU | T24 | Edmond Suh, DDS and William Yant, DDS | Digital Dentistry: The Full Story for Your Dental Practice | 1:00 p.m. | 5:00 p.m. |
| FRI | F41 | Larry Emmott, DDS | The High-Tech Digital Office: The Next Revolution Digital Diagnostics | 9:00 a.m. | 12:00 p.m. |
| SAT | S73 | Stephen P. Niemczyk, DMD | Cone-Beam CT: The New Dimension in Endodontic Therapy | 8:00 a.m. | 11:00 a.m. |
| SUN | Y87 | Fred Peck, DDS | 2 in 1: Anterior Esthetics & Digital Impressions | 9:00 a.m. | 4:00 p.m. |

DENTIST | FIXED RESTORATIVE

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|---------------------------|---|-----------|------------|
| THU | T11 | Marc Geissberger, DDS | New Materials in Indirect Restorative Dentistry | 9:00 a.m. | 12:00 p.m. |
| THU | T27 | Marc Geissberger, DDS | Adhesive Dentistry: Maximizing the Placement of Anterior and Posterior Composites | 2:00 p.m. | 5:00 p.m. |
| FRI | F49 | David Little, DDS | Implant Dentistry: Enhancing Diagnosis Case Acceptance and Outcomes | 9:00 a.m. | 12:00 p.m. |
| FRI | F66 | David Little, DDS | Solutions for the Edentulous Patient: Using Technology from Diagnosis to Delivery | 2:00 p.m. | 5:00 p.m. |
| SAT | S84 | Elliot Mechanic, BSc, DDS | The Blueprint for Predictable Facial Changes through Aesthetic Dentistry | 2:00 p.m. | 5:00 p.m. |
| SUN | Y87 | Fred Peck, DDS | 2 in 1: Anterior Esthetics & Digital Impressions | 9:00 a.m. | 4:00 p.m. |

DENTIST | ENDODONTICS

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|-----------------------------|--|-----------|------------|
| THU | T14 | Alex Fleury, DDS | New Dimensions in Endodontics | 9:00 a.m. | 12:00 p.m. |
| THU | T36 | Alex Fleury, DDS | New Dimensions in Endodontics Workshop | 2:00 p.m. | 5:00 p.m. |
| FRI | F43 | Stephen P. Niemczyk, DMD | Current Scientific Evidence in Endodontic Therapy: Building Upon Success | 9:00 a.m. | 12:00 p.m. |
| FRI | F50 | Ken M. Hargreaves, DDS, PhD | Successful Management of Acute Dental Pain | 9:00 a.m. | 12:00 p.m. |
| FRI | F61 | Stephen P. Niemczyk, DMD | Building Upon Success: Instrumentation/Obturation Workshop | 2:00 p.m. | 5:00 p.m. |
| FRI | F67 | Ken M. Hargreaves, DDS, PhD | Issues in Managing the Persistent Endodontic Infection | 2:00 p.m. | 5:00 p.m. |
| SAT | S73 | Stephen P. Niemczyk, DMD | Cone-Beam CT: The New Dimension in Endodontic Therapy | 8:00 a.m. | 11:00 a.m. |

DENTIST | PERIODONTICS

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|--|--|-----------|------------|
| THU | T15 | James Kohner, DDS | Creating Predictable Restorative Results with Crown Lengthening | 9:00 a.m. | 12:00 p.m. |
| THU | T37 | James Kohner, DDS | Creating Predictable Restorative Results with Crown Lengthening Workshop | 2:00 p.m. | 5:00 p.m. |
| FRI | F48 | James Kohner, DDS | Enhancing your Restorative Results with Soft Tissue Grafting | 9:00 a.m. | 12:00 p.m. |
| FRI | F65 | James Kohner, DDS | Enhancing your Restorative Results with Soft Tissue Grafting Workshop | 2:00 p.m. | 5:00 p.m. |
| SAT | S81 | Sasha Ross, DMD, MS; Shaun Rotenberg, DMD, MS; Ryan Serra, DDS, MS | OAP Panel 2015 | 9:00 a.m. | 12:00 p.m. |

DENTIST | HANDS-ON

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|-----------------------|---|-----------|------------|
| THU | T36 | Alex Fleury, DDS | New Dimensions in Endodontics Workshop | 2:00 p.m. | 5:00 p.m. |
| THU | T37 | James Kohner, DDS | Creating Predictable Restorative Results with Crown Lengthening Workshop | 2:00 p.m. | 5:00 p.m. |
| FRI | F51 | Marc Geissberger, DDS | Cutting Edge Techniques and Materials to Maximize Success of Posterior Composite Resin Restorations | 9:00 a.m. | 12:00 p.m. |
| FRI | F52 | David Clark, DDS | Better Faster Prettier Posterior Composites Workshop | 9:00 a.m. | 12:00 p.m. |
| FRI | F65 | James Kohner, DDS | Enhancing your Restorative Results with Soft Tissue Grafting Workshop | 2:00 p.m. | 5:00 p.m. |
| FRI | F69 | David Clark, DDS | Better Faster Prettier Anterior Composites Workshop | 2:00 p.m. | 5:00 p.m. |

EFDA

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|-----------------------|---|-----------|------------|
| THU | T11 | Marc Geissberger, DDS | New Materials in Indirect Restorative Dentistry | 9:00 a.m. | 12:00 p.m. |
| THU | T17 | David Clark, DDS | The Epidemic of Cracked Teeth: Modern Diagnosis, Treatment, Prevention | 9:00 a.m. | 12:00 p.m. |
| THU | T27 | Marc Geissberger, DDS | Adhesive Dentistry: Maximizing the Placement of Anterior and Posterior Composites | 2:00 p.m. | 5:00 p.m. |

EFDA CONTINUED

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|--------------------------|--|-----------|------------|
| THU | T33 | David Clark, DDS | Treating Cracked, Fractured and Aging Teeth with Direct Composite and Bioclear | 2:00 p.m. | 5:00 p.m. |
| FRI | F53 | Steve Poss, DDS | Advanced Anterior Aesthetic Restorations | 9:00 a.m. | 12:00 p.m. |
| FRI | F68 | Marc Geissberger, DDS | What's New in Esthetic Dentistry | 2:00 p.m. | 5:00 p.m. |
| FRI | F69 | David Clark, DDS | Better Faster Prettier Anterior Composites Workshop | 2:00 p.m. | 5:00 p.m. |
| FRI | F70 | Steve Poss, DDS | Posterior Aesthetic Restorations | 2:00 p.m. | 5:00 p.m. |
| SAT | S77 | Sam Halabo, DMD | Achieving Superb Results with Everyday, Bread & Butter, Direct and Indirect Procedures | 9:00 a.m. | 5:00 p.m. |
| SUN | Y88 | Christopher A. Moore, MA | OSHA and Ohio Dental Practice Regulatory Compliance Update 2015 | 9:00 a.m. | 12:00 p.m. |

HYGIENE

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|--|---|-----------|------------|
| THU | T12 | Judy Bendit, RDH, BS | Smarten Up & Sharpen Up | 9:00 a.m. | 12:00 p.m. |
| THU | T19 | Lillian Caperila, RDH, BSD, M.Ed | The Mystique in Changing Patients' Behavior: The Fifty Shades of Grey | 9:00 a.m. | 12:00 p.m. |
| THU | T28 | Judy Bendit, RDH, BS | Positioning for Life: Ergonomics Advancements in Dentistry | 2:00 p.m. | 5:00 p.m. |
| FRI | F47 | Linda Blackiston, RDH, BS | Community Collaboration: Bridging the Gap | 9:00 a.m. | 12:00 p.m. |
| FRI | F64 | Linda Blackiston, RDH, BS | Eat, Drink and Be Wary: You are What You Eat | 2:00 p.m. | 5:00 p.m. |
| SAT | S81 | Sasha Ross, DMD, MS; Shaun Rotenberg, DMD, MS; Ryan Serra, DDS, MS | OAP Panel 2015 | 9:00 a.m. | 12:00 p.m. |
| SAT | S82 | Larry J. Sangrik, DDS | Medical Emergencies in the Dental Practice: Why CPR is not Enough | 1:00 p.m. | 5:00 p.m. |
| SUN | Y88 | Christopher A. Moore, MA | OSHA and Ohio Dental Practice Regulatory Compliance Update 2015 | 9:00 a.m. | 12:00 p.m. |

FRONT DESK

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|---|---|------------|------------|
| THU | T13 | Charles Blair, DDS | Top 10 Coding Errors | 9:00 a.m. | 12:00 p.m. |
| THU | T35 | Charles Blair, DDS | Focus on Profitability for the Efficient Practice | 2:00 p.m. | 5:00 p.m. |
| FRI | F47 | Linda Blackiston, RDH, BS | Community Collaboration: Bridging the Gap | 9:00 a.m. | 12:00 p.m. |
| FRI | F71 | Ankur A. Gupta, DDS | The 10 Most Profitable Changes to Make to Your Practice | 3:00 p.m. | 5:00 p.m. |
| SAT | S78 | Mark Hyman, DDS | A Day in the Life of a Top Gun Dental Team | 9:00 a.m. | 12:00 p.m. |
| SAT | S83 | Mark Hyman, DDS | The Top 20 Game Changers of 2015! | 2:00 p.m. | 5:00 p.m. |
| SUN | Y89 | David J. Owsiany, JD and Nathan DeLong, Esq | Top 10 Legal Issues in Today's Dental Office | 10:00 a.m. | 12:00 p.m. |

DENTAL ASSISTANT

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|---------------------------|--|-----------|------------|
| THU | T10 | Lori Trost, DMD | The What, When and Why: Becoming a Knowledgeable & Prepared Dental Assistant | 9:00 a.m. | 5:00 p.m. |
| FRI | F47 | Linda Blackiston, RDH, BS | Community Collaboration: Bridging the Gap | 9:00 a.m. | 12:00 p.m. |
| FRI | F64 | Linda Blackiston, RDH, BS | Eat, Drink and Be Wary: You are What You Eat | 2:00 p.m. | 5:00 p.m. |
| SAT | S78 | Mark Hyman, DDS | A Day in the Life of a Top Gun Dental Team | 9:00 a.m. | 12:00 p.m. |
| SAT | S83 | Mark Hyman, DDS | The Top 20 Game Changers of 2015! | 2:00 p.m. | 5:00 p.m. |
| SUN | Y88 | Christopher A. Moore, MA | OSHA and Ohio Dental Practice Regulatory Compliance Update 2015 | 9:00 a.m. | 12:00 p.m. |

TEAM BUILDING, MOTIVATIONAL, PRACTICE MANAGEMENT

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|--------------------------|--|-----------|------------|
| THU | T16 | Larry Emmott, DDS | Google Juice for the Dental Team | 9:00 a.m. | 12:00 p.m. |
| THU | T25 | Larry Emmott, DDS | Remember When "e" Was Just a Letter? | 2:00 p.m. | 5:00 p.m. |
| FRI | F46 | Dave Caperton | Mental Floss: Beating Stress with Humor, Happiness and Emotional Hygiene | 9:00 a.m. | 12:00 p.m. |
| FRI | F63 | Dave Caperton | The Joyful Practice: Choices to Create Happiness at Work | 2:00 p.m. | 5:00 p.m. |
| SAT | S78 | Mark Hyman, DDS | A Day in the Life of a Top Gun Dental Team | 9:00 a.m. | 12:00 p.m. |
| SAT | S83 | Mark Hyman, DDS | The Top 20 Game Changers of 2015! | 2:00 p.m. | 5:00 p.m. |
| SUN | Y88 | Christopher A. Moore, MA | OSHA and Ohio Dental Practice Regulatory Compliance Update 2015 | 9:00 a.m. | 12:00 p.m. |

HEALTH | ORAL MEDICINE TOPICS

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|-----------------------------|--|-----------|------------|
| THU | T18 | Geza Terezhalmay, DDS, MA | The Top 200 Drugs: Clinical Implications | 9:00 a.m. | 12:00 p.m. |
| THU | T26 | Geza Terezhalmay, DDS, MA | Premalignant and Malignant Squamous Cell Lesions | 2:00 p.m. | 5:00 p.m. |
| FRI | F50 | Ken M. Hargreaves, DDS, PhD | Successful Management of Acute Dental Pain | 9:00 a.m. | 12:00 p.m. |
| FRI | F64 | Linda Blackiston, RDH, BS | Eat, Drink and Be Wary: You are What You Eat | 2:00 p.m. | 5:00 p.m. |
| SAT | S79 | Linda Blackiston, RDH | Teenagers — What Their Mouths are Telling You But They're Not: Practical Information on Teen Health Issues | 9:00 a.m. | 12:00 p.m. |
| SAT | S82 | Larry J. Sangrik, DDS | Medical Emergencies in the Dental Practice: Why CPR is not Enough | 1:00 p.m. | 5:00 p.m. |
| SUN | Y88 | Christopher A. Moore, MA | OSHA and Ohio Dental Practice Regulatory Compliance Update 2015 | 9:00 a.m. | 12:00 p.m. |

REGULATORY

| DAY | CODE | PRESENTER | COURSE TITLE | START | END |
|-----|------|---------------------------------------|---|-----------|------------|
| THU | T24 | Edmond Suh, DDS and William Yant, DDS | Digital Dentistry: The Full Story for Your Dental Practice | 1:00 p.m. | 5:00 p.m. |
| FRI | F59 | Larry Emmott, DDS | HIPAA Hackers and Hype: Understanding Data Safety and Patient Confidentiality | 2:00 p.m. | 5:00 p.m. |
| SAT | S73 | Stephen P. Niemczyk, DMD | Cone-Beam CT: The New Dimension in Endodontic Therapy | 8:00 a.m. | 11:00 a.m. |
| SAT | S74 | Heart Start of Central Ohio | CPR Recertification | 8:45 a.m. | 12:45 p.m. |
| SAT | S75 | Heart Start of Central Ohio | CPR Accreditation | 9:00 a.m. | 4:00 p.m. |
| SAT | S76 | Paula Oliver, CDA, COPMA, CODA | Radiography for the Dental Assistant | 9:00 a.m. | 5:00 p.m. |
| SAT | S82 | Larry J. Sangrik, DDS | Medical Emergencies in the Dental Practice: Why CPR is not Enough | 1:00 p.m. | 5:00 p.m. |
| SUN | Y86 | Larry J. Sangrik, DDS | Monitoring Nitrous Oxide Sedation | 8:30 a.m. | 3:30 p.m. |
| SUN | Y88 | Christopher A. Moore, MA | OSHA and Ohio Dental Practice Regulatory Compliance Update 2015 | 9:00 a.m. | 12:00 p.m. |

THURSDAY, SEPTEMBER 17

COURSE CODE T10

THE WHAT, WHEN, AND WHY: BECOMING A KNOWLEDGEABLE & PREPARED DENTAL ASSISTANT

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|--|
| Lori Trost, DMD |
| 9:00 a.m. to 5:00 p.m. |
| CE HOURS: 6 OSDB CATEGORY: A |
| FEE: M - \$175; NMD - \$240; S/O - \$135 |
| SUPPORT PROVIDED BY: Dentsply Caulk |
| RECOMMENDED AUDIENCE: EFDAs, Assistants |

LEARNING OBJECTIVES

- » Build a comprehensive knowledge of composites, bonding agents, lasers, and impression materials
- » Fine tune your initiative, become more prepared and efficient within the practice
- » Develop systems for each dental procedure

COURSE CODE T11

MASTERING THE PLACEMENT OF DIRECT POSTERIOR RESTORATIONS

| |
|---|
| Marc Geissberger, DDS |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| SUPPORT PROVIDED BY: Kerr, Triodent, GC America |
| RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants |

LEARNING OBJECTIVES

- » Navigate the technological advances in CAD/CAM dentistry and choose which system is best for your practice
- » Understand the plethora of modern cements and which clinical situations are indicated for their use
- » Capture flawless impressions on the first attempt

COURSE CODE T12

SMARTEN UP & SHARPEN UP

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|--|
| Judy Bendit, RDH, BS |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$245; NMD - \$310; S/O - \$175 |
| Hands-on Workshop Limited Attendance |
| SUPPORT PROVIDED BY: Hu-Friedy |
| RECOMMENDED AUDIENCE: Hygienists |

LEARNING OBJECTIVES

- » Distinguish a dull cutting edge from a sharp edge
- » Extend the life of your instruments by maintain sharp blades with a minimal amount of grinding
- » Identify the best time in your busy schedule to sharpen your instruments

COURSE CODE T13

THE TOP CODING ERRORS

| |
|---|
| Charles Blair, DDS |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: C |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| SUPPORT PROVIDED BY: CareCredit |
| RECOMMENDED AUDIENCE: Dentists, Office Managers, Front Desk |

LEARNING OBJECTIVES

- » Learn through predictive error correction, how to avoid typical coding errors
- » Gain knowledge into clinical protocol sequences
- » Gain knowledge into fee forgiveness, discounting, multiple fees, etc.

COURSE CODE T14

REAL WORLD ENDO® PRESENTS NEW DIMENSIONS IN ENDODONTICS

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|--|
| Alex Fleury, DDS |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| SUPPORT PROVIDED BY: Brasseler USA |
| RECOMMENDED AUDIENCE: Dentists, Assistants |

LEARNING OBJECTIVES

- » Explore the importance of preserving coronal radicular dentin
 - » Discover multiple benefits of developing "endodontic synchronicity" between a machined preparation and a master cone
 - » Understand multiple advantages of performing a constant .04 taper preparation
- A hands-on workshop accompanies this course; see Course Code T36.

COURSE CODE T15

CREATING PREDICTABLE RESTORATIVE RESULTS WITH CROWN LENGTHENING

| |
|--|
| James Kohner, DDS |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| RECOMMENDED AUDIENCE: Dentists |

LEARNING OBJECTIVES

- » Achieve predictable impressions every time
 - » Understand causes of red gum tissue around crown margins
 - » Diagnose esthetic and functional crown lengthening
- A hands-on workshop accompanies this course; see Course Code T37.

COURSE CODE T16

GOOGLE JUICE FOR THE DENTAL TEAM

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|--|
| Larry Emmott, DDS |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: C |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk |

LEARNING OBJECTIVES

- » Learn the truth about social media and dentistry
- » Protect your online reputation
- » Explore what patients look for on a dental office web page

COURSE CODE T17

THE EPIDEMIC OF CRACKED TEETH: MODERN DIAGNOSIS, TREATMENT, PREVENTION

| |
|---|
| Dave Clark, DDS |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| SUPPORT PROVIDED BY: Bioclear, SS White, 3M ESPE |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants |

LEARNING OBJECTIVES

- » Have confidence identifying early tooth fracture based on high-level magnification.
- » Become an expert on cracked tooth identification
- » Receive a blueprint for diagnosis and treatment of fractures and incomplete fractures

A lecture accompanies this course; see Course Code T33.

COURSE CODE T18

THE TOP 200 DRUGS: CLINICAL IMPLICATIONS

| |
|---|
| Geza Terezhalmay, DDS, MA |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| SUPPORT PROVIDED BY: Brasseler USA |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants |

LEARNING OBJECTIVES

- » Discuss the pharmacology of and indications for the top 200 prescription drugs
- » Discuss disease-related, treatment-related, and procedure-related variables
- » Develop therapeutic strategies for patients with systemic diseases

COURSE CODE T19

THE MYSTIQUE IN CHANGING PATIENTS' BEHAVIOR: THE FIFTY SHADES OF GREY

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|--|
| Lillian Caperila, RDH, BSDH, M.Ed |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| SUPPORT PROVIDED BY: Premier Dental Products |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk |

LEARNING OBJECTIVES

- » Discuss the four guiding principles of motivational interviewing
- » Reinforce the key communication skills and their application in motivational interviewing
- » Define ambivalence and discuss how to guide patients through this obstacle in changing their behaviors

Complete course descriptions and speaker bios can be found online at www.oda.org/events.

COURSE CODE T20

OBTAINING ACCURATE ALGINATE IMPRESSIONS AND MODEL POURING TECHNIQUES

| |
|---|
| Sarah Conroy, DDS |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$245; NMD - \$310; S/O - \$175 |
| Hands-on Workshop Limited Attendance |
| SUPPORT PROVIDED BY: Kerr |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants |

LEARNING OBJECTIVES

- » Apply techniques for taking and evaluating alginate impressions
- » Review model pouring techniques
- » Demonstrate methods of mixing alginate

COURSE CODE T21

ALL ABOUT LASERS

| |
|---|
| Howard S. Golan, DDS, JD |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| SUPPORT PROVIDED BY: BIOLASE |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants |

LEARNING OBJECTIVES

- » Understand which laser is right for each type of dental procedure and practice
- » Understand laser safety
- » Compare and contrast conventional and laser-assisted dental treatment

A workshop accompanies this lecture, see Course Code T31.

COURSE CODE T22

FOR DENTAL HYGIENISTS* ONLY: PREVENTATIVE PRODUCTS ROUNDTABLE LUNCHEON THURSDAY 2015

| |
|----------------------------------|
| 12:00 to 2:00 PM |
| CE HOURS: 2 OSDB CATEGORY: A |
| FEE: \$65 Limited Attendance |
| RECOMMENDED AUDIENCE: Hygienists |

Dental Hygienists won't want to miss this innovative Lunch & Learn program just for them! Representatives from the leading preventative products companies will participate in this interactive session where attendees will be seated at tables for lunch and company representatives will travel the room spending time at each table describing their newest materials and answering dental hygienists' questions.

*Due to limited seating, only dental hygienists may attend this course.

This course is repeated; see Course Code F55.

COURSE CODE T23

DENTRIX INSIGHT SEMINAR

| |
|---|
| Jason McKnight |
| 1:00 p.m. to 5:00 p.m. |
| CE HOURS: 4 OSDB CATEGORY: C |
| FEE: M - \$25; NMD - \$25; S/O - \$25 |
| SUPPORT PROVIDED BY: Henry Schein Dental |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, Assistants, Office Managers, Front Desk |

LEARNING OBJECTIVES

- » Increase production through recall and case acceptance
 - » Improve billing processes and collection processes
 - » Discover the top features you're not using
- This course is repeated; see Course Code F40.

COURSE CODE T24

DIGITAL DENTISTRY: THE FULL STORY FOR YOUR DENTAL PRACTICE

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|--|
| Edmond Suh, DDS and William Yant, DDS |
| 1:00 p.m. to 5:00 p.m. |
| CE HOURS: 4 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| SUPPORT PROVIDED BY: Henry Schein Dental |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk |

LEARNING OBJECTIVES

- » Understand applications of 3D imaging
 - » Explore options in CAD/CAM scanning and milling
 - » Implement digital dentistry in your practice
- Note: This course meets the two-hour radiography review required by the OSDB for dental assistant radiographers.

ONLINE HANDOUTS

The ODA is providing course handout materials only online, in advance of Annual Session. Appropriate materials can be downloaded and/or printed at your convenience. Handout information will be available for all courses for which materials are provided by the speaker. Not all speakers provide handouts for their presentations. Materials will be available beginning August 17 and will be online until October 31. Materials can be found on the ODA's website, www.oda.org/events. An individualized registration number is required to access appropriate materials. Handout materials will not be available onsite. Plan ahead, print or download your handouts before you leave for Columbus and fully enjoy your courses.

COURSE CODE T25

REMEMBER WHEN "E" WAS JUST A LETTER?

| | |
|--|------------------|
| Larry Emmott, DDS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: C |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Determine what an e-service is
- » Integrate e-services to improve patient care
- » Establish ways to reduce costs to make care more accessible

COURSE CODE T26

PREMALIGNANT AND MALIGNANT SQUAMOUS CELL LESIONS

| | |
|---|------------------|
| Geza Terezhalmay, DDS, MA | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Apply the principles essential for problem-oriented evaluation of premalignant and malignant squamous cell lesions
- » Recognize premalignant and malignant squamous cell lesions, selected primary and secondary oral lesions based on their clinical characteristics and the use of available diagnostic testing

COURSE CODE T27

MASTERING THE PLACEMENT OF DIRECT ANTERIOR RESTORATIONS

| | |
|---|------------------|
| Marc Geissberger, DDS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Kerr, Triodent, GC America | |
| RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Reproduce natural tooth characteristics using composite resin
- » Improve the appearance and longevity of composite restorations
- » Control post-op sensitivity

COURSE CODE T28

POSITIONING FOR LIFE: ERGONOMICS ADVANCEMENTS IN DENTISTRY

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|--|------------------|
| Judy Bendit, RDH, BS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Hu-Friedy | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Recognize clues and signals that identify potential physical problems and eliminate them before they cause permanent damage
- » Analyze motions and movements that create a risk for musculoskeletal problems
- » Review newly designed instruments with the goal of reducing repetitive motions, minimizing wrist flexion and/or extension, and relaxing instrument grasp

COURSE CODE T29

THE ACPS OF CARIES MANAGEMENT AND PREVENTION: THE PHARMACOLOGICAL AND CLINICAL APPROACH IN MANAGING HIGH RISK ADULTS

| | |
|--|------------------|
| Lillian Caperila, RDH, BSDH, M.Ed and Thomas A. Viola, R.Ph, CCP | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Premier Dental Products | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Discuss the importance in conducting risk assessment for diseases when treating in today's senior population
- » Recall various characteristics associated with systemic and chronic diseases which influence the oral status of the client
- » Identify best-practices in supporting professional treatment

COURSE CODE T30

SIMPLIFIED ADHESIVE/COMPOSITE SOLUTIONS

| | |
|---|------------------|
| Sarah Conroy, DDS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$245; NMD - \$310; S/O - \$175 | |
| Hands-on Workshop Limited Attendance | |
| SUPPORT PROVIDED BY: Kerr | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Understand placement techniques that maximize clinical outcomes and esthetics
- » Understand the mechanisms of bonding systems and how to control sensitivity
- » Understand what is required of materials to be utilized for bulk fill and how to place them correctly

COURSE CODE T31

HARD & SOFT TISSUE LASER WORKSHOP

| | |
|--|------------------|
| Howard S. Golan, DDS, JD | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$245; NMD - \$310; S/O - \$175 | |
| Hands-on Workshop Limited Attendance | |
| SUPPORT PROVIDED BY: BIOLASE | |
| RECOMMENDED AUDIENCE: Dentists | |

LEARNING OBJECTIVES

- » Use dental lasers in applicable situations
 - » Understand laser safety
 - » Understand the benefits, expectations and results associated with laser and pulsed light devices
- A lecture is a prerequisite for this workshop, see Course Code T21.

COURSE CODE T32

ESSENTIALS OF DENTAL SLEEP MEDICINE

| | |
|---|------------------|
| Kathleen M. Bennett, DDS, LLC | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES:

- » Learn the basics of OSA pathophysiology and what is happening in the obstructed airway
- » Learn the use of the protrusive measuring devices and where to put the mandible to maximize the airway
- » Understand oral appliance fitting and management of titration

COURSE CODE T33

TREATING CRACKED, FRACTURED AND AGING TEETH WITH DIRECT COMPOSITE AND BIOCLEAR

| | |
|---|------------------|
| Dave Clark, DDS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Bioclear, SS White, 3M ESPE | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Use composite overlays for stabilizing cracked and endo-treated posterior teeth
- » Use composite overmolding for anterior chips and fractures
- » Demonstrate the full anterior direct composite crown technique!

A lecture accompanies this course; see Course Code T17

COURSE CODE T34

EFFICIENT MANAGEMENT OF A MEDICAID-BASED PRACTICE

| | |
|--|------------------|
| Ohio Department of Medicaid (ODM) | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: C |
| FEE: M - FREE; NMD - \$90; S/O - FREE | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Identify common Medicaid-filing mistakes
- » Identify available resources to help dental offices
- » Dispel myths associated with being a Medicaid provider

COURSE CODE T35

FOCUS ON PROFITABILITY FOR THE EFFICIENT PRACTICE

| | |
|---|------------------|
| Charles Blair, DDS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: C |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: CareCredit | |
| RECOMMENDED AUDIENCE: Dentists, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Gain insight into running a practice like a business
- » Identify and diminish economic killers like broken appointments
- » Understand the cost of doing business

COURSE CODE T36

REAL WORLD ENDO® PRESENTS NEW DIMENSIONS IN ENDODONTICS WORKSHOP

| | |
|--|------------------|
| Alex Fleury, DDS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$245; NMD - \$310; S/O - \$175 | |
| Hands-on Workshop Limited Attendance | |
| SUPPORT PROVIDED BY: Brasseler USA | |
| RECOMMENDED AUDIENCE: Dentists, Assistants | |

LEARNING OBJECTIVES

- » Discover how to properly use the EndoSequence file
- » Learn the correct way to use an ultrasonic, in the pursuit of hidden canals
- » Explore how to create synchronicity between instrumentation and obturation

A lecture is a pre-requisite for this workshop; see Course Code T14.

COURSE CODE T37

CREATING PREDICTABLE RESTORATIVE RESULTS WITH CROWN LENGTHENING WORKSHOP

| | |
|--|------------------|
| James Kohner, DDS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$345; NMD - \$410; S/O - \$275 | |
| Hands-on Workshop Limited Attendance | |
| RECOMMENDED AUDIENCE: Dentists | |

LEARNING OBJECTIVES

- » Perform flap and suturing technique for functional clinical crown lengthening
 - » Explore practical principles for reshaping the bone around involved teeth
 - » Understand principles of required osseous surgery
- A lecture is a pre-requisite for this workshop; see Course Code T15

COURSE CODE T38

GET TO KNOW EAGLESOFT 17

| | |
|---|------------------|
| Amy Reichert | |
| 3:00 p.m. to 5:00 p.m. | |
| CE HOURS: 2 | OSDB CATEGORY: C |
| FEE: M - \$25; NMD - \$25; S/O - \$25 | |
| SUPPORT PROVIDED BY: Patterson Dental | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Discover applications you are under-using
 - » Understand new updates to e-services
 - » Improve usage and understanding of the software
- This course is repeated; see Course Code F54.

FRIDAY, SEPTEMBER 18

COURSE CODE F39

CONSERVATIVE ESTHETIC DENTISTRY: MAKING IT A REALITY

| | |
|--|------------------|
| Jaimeé Morgan DDS | |
| 9:00 a.m. to 5:00 p.m. | |
| CE HOURS: 6 | OSDB CATEGORY: A |
| FEE: M - \$299; NMD - \$360; S/O - \$199 | |
| Limited Attendance | |
| Combination Lecture and Hands-on Workshop | |
| SUPPORT PROVIDED BY: Ultradent Products Inc. | |
| RECOMMENDED AUDIENCE: Dentists, EFDAs | |

LEARNING OBJECTIVES

- » Understand conservative esthetic treatment options
- » Demonstrate a simplified and logical method to shade matching
- » Utilize time saving techniques that reduce stress, increase profitability, and improve predictability

COURSE CODE F40

DENTRIX INSIGHT SEMINAR

| | |
|---|------------------|
| Jason McKnight | |
| 9:00 a.m. to 1:00 p.m. | |
| CE HOURS: 4 | OSDB CATEGORY: C |
| FEE: M - \$25; NMD - \$25; S/O - \$25 | |
| SUPPORT PROVIDED BY: Henry Schein Dental | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Increase production through recall and case acceptance
 - » Improve billing processes and collection processes
 - » Discover the top features you're not using
- This course is repeated; see Course Code T23.

COURSE CODE F41

THE HIGH-TECH DIGITAL OFFICE: THE NEXT REVOLUTION DIGITAL DIAGNOSTICS

| | |
|---|------------------|
| Larry Emmott, DDS | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Understand the five-part imaging chain
- » Improve image enhancement
- » Discover a step-by-step guide in choosing, then setting up dental x-rays

Note: This course meets the two-hour radiography review required by the OSDB for dental assistant radiographers.

COURSE CODE F42

WHAT'S NEW IN PREVENTION: A PEDIATRIC DENTIST'S VIEW

| | |
|---|------------------|
| Michael A. Ignelzi, Jr., DDS, PhD | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Ohio Academy of Pediatric Dentists | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Learn which topical fluoride is most effective
- » Discover how to incorporate contemporary caries risk assessment into your practice
- » Understand what to say when parents say: "I do not want x-rays taken on my child"

COURSE CODE F43

CURRENT SCIENTIFIC EVIDENCE IN ENDODONTIC THERAPY: BUILDING UPON SUCCESS

| | |
|---|------------------|
| Stephen P. Niemczyk, DMD | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Dentsply Tulsa Dental Specialties | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » The principles and protocols of formulating an accurate endodontic diagnosis
- » The advantages of a novel instrumentation motion for canal shaping
- » The correct selection criteria and placement guidelines for carrier-based obturation

A hands-on workshop accompanies this course; see Course Code F61.

COURSE CODE F44

GETTING PATIENTS TO WANT WHAT THEY NEED

| | |
|--|------------------|
| Mark K. Setter, DDS, MS | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Ohio Academy of Periodontists | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Learn the limitations of traditional patient education and learn more successful techniques to get patients motivated to support the highest levels of dental care
- » Learn a new examination technique that will get the patient to own their disease and motivate them to seek treatment
- » Learn the communication tools required to get every patient to have the healthiest mouth possible

COURSE CODE F45

START SMART, STAY SMART

| | |
|--|------------------|
| Charles Blair, DDS | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: C |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: CareCredit | |
| RECOMMENDED AUDIENCE: Dentists, Dental Students, Dental Residents, Spouses | |

LEARNING OBJECTIVES

- » The participant will learn whether a cold start or buy-in is right for them
- » The participant will learn common mistakes made by new doctors and how to avoid them
- » The participant will learn how to evaluate business and profitability of a practice

COURSE CODE F46

MENTAL FLOSS: BEATING STRESS WITH HUMOR, HAPPINESS AND EMOTIONAL HYGIENE

| | |
|--|------------------|
| Dave Caperton | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: C |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Learn what stress is and the critical difference between benign and damaging varieties
- » Understand the joy/pain continuum and how to move what happens to you away from pain and toward joy
- » How to install a "handle of control" to cope with external stressors

COURSE CODE F47

COMMUNITY COLLABORATION: BRIDGING THE GAP

| | |
|--|------------------|
| Linda Blackiston, RDH, BS | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Philips Oral Healthcare | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Identify current optimal care practices and expand upon opportunities
- » Distinguish between inter-office communication and intra-office communication
- » Recognize prospective inter-disciplinary opportunities

COURSE CODE F48

ENHANCING YOUR RESTORATIVE RESULTS WITH SOFT TISSUE GRAFTING

| | |
|--|------------------|
| James Kohner, DDS | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Dentsply Tulsa Dental Specialties | |
| RECOMMENDED AUDIENCE: Dentists | |

LEARNING OBJECTIVES

- » Understand diagnostic criteria for each graft
- » Learn to predictably stop recession, or to prevent, it in the esthetic zone
- » When to graft, or not to graft

A hands-on workshop accompanies this course; see Course Code F65.

COURSE CODE F49

IMPLANT DENTISTRY: ENHANCING DIAGNOSIS CASE ACCEPTANCE AND OUTCOMES

| | |
|--|------------------|
| David A. Little, DDS | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Doxa Dental; Dentsply Implants; Solutionreach | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Diagnosis and treatment planning using CBCT and planning software single tooth to full arch
- » Learn case acceptance techniques and how to attract implant patients
- » Learn restorative techniques including immediate provisionalization, impressions, and final prosthetic delivery

COURSE CODE F50

SUCCESSFUL MANAGEMENT OF ACUTE DENTAL PAIN

| | |
|---|------------------|
| Ken M. Hargreaves, DDS, PhD | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Describe a fast and efficient routine for managing dental pain emergency patients
- » Select the best combination of analgesics to manage dental pain
- » Provide effective local anesthesia to the classic "hot" molar case

COURSE CODE F51

CUTTING EDGE TECHNIQUES AND MATERIALS TO MAXIMIZE SUCCESS OF POSTERIOR COMPOSITE RESIN RESTORATIONS

| | |
|---|------------------|
| Marc Geissberger, DDS | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$245; NMD - \$310; S/O - \$175 | |
| Hands-on Workshop | |
| Limited Attendance | |
| SUPPORT PROVIDED BY: Kerr, Triodent, GC America | |
| RECOMMENDED AUDIENCE: Dentists, EFDAs | |

LEARNING OBJECTIVES

- » Apply self-etching principles to composite resins
- » Create and maintain correct posterior anatomy and contours
- » Select and place an appropriate matrix system

VOLUNTEERS NEEDED!

The ODA Annual Session Committee needs your help!

Volunteers are needed to introduce speakers, help out as needed in the courses and complete an evaluation form.

You will only be assigned to lectures you register for, and the lecture fee(s) will be waived as a "thank you" for participating.

For information, email annualsession@oda.org.

Excellence in Collaboration

Ohio Dental Association
Annual Session
Sept. 17-20, 2015

COURSE CODE F52

BETTER FASTER PRETTIER POSTERIOR COMPOSITES WORKSHOP

| | |
|---|------------------|
| Dave Clark, DDS | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 Hands-on Workshop Limited Attendance | |
| SUPPORT PROVIDED BY: Bioclear, SS White, 3M ESPE | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Learn and perform the 3 new steps to achieve rock solid posterior composite contacts
- » Receive an update and hands-on evaluation of modern matrices, wedges and separators
- » Understand the concept of injection molding of composites

COURSE CODE F53

ADVANCED ANTERIOR AESTHETIC RESTORATIONS

| | |
|---|------------------|
| Steve Poss, DDS | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Dentsply Caulk, Dentsply Midwest | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Explore restorative materials and their indications
- » Complete understanding of adhesive dentistry and how it applies to various restorative procedures
- » Understanding various preparation designs to assure longevity and predictability with your anterior restorations

COURSE CODE F54

GET TO KNOW EAGLESOFT 17

| | |
|---|------------------|
| Amy Reichert | |
| 10:00 a.m. to 12:00 p.m. | |
| CE HOURS: 2 | OSDB CATEGORY: C |
| FEE: M - \$25; NMD - \$25; S/O - \$25 | |
| SUPPORT PROVIDED BY: Patterson Dental | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Discover applications you are under-using
 - » Understand new updates to e-services
 - » Improve usage and understanding of the software
- This course is repeated; see Course Code T38.

COURSE CODE F55

FOR DENTAL HYGIENISTS* ONLY: PREVENTATIVE PRODUCTS ROUNDTABLE LUNCHEON FRIDAY 2015

| | |
|----------------------------------|------------------|
| 12:00 a.m. to 2:00 p.m. | |
| CE HOURS: 2 | OSDB CATEGORY: A |
| FEE: \$65 | |
| RECOMMENDED AUDIENCE: Hygienists | |

Dental Hygienists won't want to miss this innovative Lunch & Learn program just for them! Representatives from the leading preventative products companies will participate in this interactive session where attendees will be seated at tables for lunch and company representatives will travel the room spending time at each table describing their newest materials and answering dental hygienists' questions.

*Due to limited seating, only dental hygienists may attend this course.

This course is repeated; see Course Code T22.

COURSE CODE F56

OAPD LUNCHEON

| | |
|---|------------------|
| Gerald A. Ferretti, DDS, MS, MPH | |
| 12:00 p.m. to 2:00 p.m. | |
| CE HOURS: 1 | OSDB CATEGORY: A |
| FEE: \$55 Limited Attendance | |
| SUPPORT PROVIDED BY: Ohio Academy of Pediatric Dentists | |
| RECOMMENDED AUDIENCE: Dentists | |

Pediatric dentists are invited to join their colleagues for lunch with Dr. Gerald Ferretti, Chair, Department of Pediatric Dentistry at Case Western Reserve University College of Dental Medicine.

COURSE CODE F57

OAGD LUNCHEON

| | |
|---|------------------|
| Lori Trost, DMD | |
| 12:00 p.m. to 2:00 p.m. | |
| CE HOURS: 1 | OSDB CATEGORY: A |
| FEE: \$55 Limited Attendance | |
| SUPPORT PROVIDED BY: Ohio Academy of Pediatric Dentists | |
| RECOMMENDED AUDIENCE: Dentists | |

Join your dentist colleagues for lunch and a presentation with special guest, Dr. Lori Trost. All Annual Session registered dentists are welcome to attend the Ohio Academy of General Dentistry (OAGD) luncheon and business meeting.

COURSE CODE F58

PRIVATE PRACTICE OPTIONS FOR WOMEN DENTISTS

| | |
|----------------------------------|------------------|
| Charles Blair, DDS | |
| 12:00 p.m. to 2:00 p.m. | |
| CE HOURS: 1 | OSDB CATEGORY: C |
| FEE: M - \$55 Limited Attendance | |

LEARNING OBJECTIVES

- » Understand the various practice models available
- » Discover ways to balance both practice and family
- » Understand transition and retirement matters

COURSE CODE F59

HIPAA HACKERS AND HYPE: UNDERSTANDING DATA SAFETY AND PATIENT CONFIDENTIALITY

| | |
|--|------------------|
| Larry Emmott, DDS | |
| 2:00 p.m. to 4:00 p.m. | |
| CE HOURS: 2 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Understand the basic provisions of the HIPAA Omnibus Final Rule
- » Understand the basic provisions of the HITECH law
- » Distinguish between what matters and what doesn't regarding data safety

COURSE CODE F60

PRACTICAL UPDATE IN PEDIATRIC DENTISTRY

| | |
|---|------------------|
| Michael A. Ignelzi, Jr., DDS, PhD | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Ohio Academy of Pediatric Dentists | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » The most appropriate restorative material for any clinical situation
- » How to manage primary and young permanent teeth that require pulp therapy
- » How to manage primary and young permanent teeth that have been traumatized

COURSE CODE F61

BUILDING UPON SUCCESS: INSTRUMENTATION/OBTURATION WORKSHOP

| | |
|--|------------------|
| Stephen P. Niemczyk, DMD | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: \$245; NMD - \$310; S/O - \$175 Hands-on Workshop Limited Attendance | |
| SUPPORT PROVIDED BY: Dentsply Tulsa Dental Specialties | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » The proper techniques for reciprocating instrumentation
 - » The correct selection and placement of carrier-based obturation materials
 - » An introduction to the surgical operating microscope
- A lecture is a pre-requisite for this workshop; see Course Code F43.

COURSE CODE F62

REMOVING THE OBSTACLES TO HEALTHIER PATIENTS, AND A HEALTHIER PRACTICE

| | |
|--|------------------|
| Mark K. Setter, DDS, MS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Ohio Academy of Periodontists | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Learn the obstacles to every patient getting the healthiest mouth possible, and contrary to common

belief, money is not at the top of the list

- » Develop a game plan to achieve healthier patients, and a healthier practice
- » Learn the common protocols dental offices utilize that are limiting the oral health of their patients

COURSE CODE F63

THE JOYFUL PRACTICE: CHOICES TO CREATE HAPPINESS AT WORK

| | |
|--|------------------|
| Dave Caperton | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: C |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front desk | |

LEARNING OBJECTIVES

- » Utilize O.P.E.N communication techniques that can change a negative into a positive interpersonal interaction
- » Discover how to improve your leadership and boost engagement by using the "Magic Ratio"
- » Learn how to use humor to break down barriers and defuse conflicts (even if you're not funny)

COURSE CODE F64

EAT, DRINK AND BE WARY: YOU ARE WHAT YOU EAT

| | |
|--|------------------|
| Linda Blackiston, RDH, BS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Philips Oral Healthcare | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Understand the implications of nutritional supplements as they relate to oral health and overall health
- » Explore the benefits of consuming whole foods vs. the current American diet
- » Integrate basic nutritional counseling skills into patient treatment

COURSE CODE F65

ENHANCING YOUR RESTORATIVE RESULTS WITH SOFT TISSUE GRAFTING WORKSHOP

| | |
|--|------------------|
| James Kohner, DDS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$345; NMD - \$410; S/O - \$275 Hands-on Workshop Limited Attendance | |
| RECOMMENDED AUDIENCE: Dentists | |

LEARNING OBJECTIVES

- » Prepare recipient sites and obtain donor tissue for each graft
 - » Learn specific suturing for stable grafts and predictable results
 - » Understand medications and post-op considerations
- A lecture is a pre-requisite for this workshop; see Course Code F48.

COURSE CODE F66

SOLUTIONS FOR THE EDENTULOUS PATIENT: USING TECHNOLOGY FROM DIAGNOSIS TO DELIVERY

| | |
|--|------------------|
| David A. Little, DDS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 2 | OSDB CATEGORY: C |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Doha Dental; Dentsply Implants; Solutionreach | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Understand technological advances: use CBCT scans, planning software, surgical guides and CAD/CAM to produce predictable results
- » Demonstrate techniques for providing immediate provisionalization for edentulous patients
- » Learn case presentation techniques for these different solutions

COURSE CODE F67

ISSUES IN MANAGING THE PERSISTENT ENDODONTIC INFECTION

| | |
|---|------------------|
| Ken M. Hargreaves, DDS, PhD | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: Delta Dental Foundation | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Describe a practical method that combines non-pharmacological treatment with the appropriate antibiotics for managing dental infections
- » Understand the growing recognition of bacterial strains resistant to current antibiotics and be able to

CONTINUING EDUCATION

The ODA Annual Session registration fee includes the ability to earn up to 11 free CE credits. Free CE courses are offered on Thursday, Saturday and Sunday of Annual Session – see the CE course listing for details. In addition, attendees have the opportunity to earn CE credits while attending the Table Clinics on Friday in the Exhibit Hall. All of the free courses offered, as well as the Table Clinics, qualify toward the Ohio State Dental Board's biennium licensure requirement.

CE CERTIFICATIONS



The Ohio Dental Association is an American Dental Association (ADA) Continuing Education Recognized Provider (CERP). ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. As a national continuing education accreditation system, CERP recognized providers are approved providers of dental continuing education, and are recognized as approved CE providers by the dental licensing boards of most states, the licensing agencies of most health-related fields, and certification requirements of most health-related fields. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/cecp.

describe how to manage this problem
» Describe clinical outcome studies comparing one appointment to multiple appointment procedures

COURSE CODE F68

TREATMENT PLANNING FOR AESTHETIC DENTISTRY: AN ARTIST'S APPROACH

| |
|---|
| Marc Geissberger, DDS |
| 2:00 p.m. to 5:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$245; NMD - \$310; S/O - \$175 Hands-on Workshop Limited Attendance |
| SUPPORT PROVIDED BY: Kerr, Triodent, GC America |
| RECOMMENDED AUDIENCE: Dentists, EFDAs |

LEARNING OBJECTIVES

- » Gain a working knowledge of the new advances in materials in the esthetic area and work with them directly
- » Understand the trends and developments that lay ahead and develop strategies to adapt to these changes
- » Learn proper esthetic simulation techniques

COURSE CODE F69

BETTER FASTER PRETTIER ANTERIOR COMPOSITES WORKSHOP

| |
|---|
| Dave Clark, DDS |
| 2:00 p.m. to 5:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$245; NMD - \$310; S/O - \$175 Hands-on Workshop Limited Attendance |
| SUPPORT PROVIDED BY: Bioclear, SS White, 3M ESPE |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants |

LEARNING OBJECTIVES

- » Understand how to best combine flowable and liquefied paste and paste composites and the injection molding technique
- » Identify solutions to avoid the most common mistakes that lead to less than satisfactory results when performing anterior composites
- » Perform deep caries Class II restorations

COURSE CODE F70

POSTERIOR AESTHETIC RESTORATIONS

| |
|---|
| Steve Poss, DDS |
| 2:00 p.m. to 5:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| SUPPORT PROVIDED BY: Dentsply Caulk, Dentsply Midwest |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants |

LEARNING OBJECTIVES

- » A complete understanding of adhesive dentistry
- » A quick direct composite placement technique for class II restorations
- » Selection of all ceramic materials and indications for use

COURSE CODE F71

THE 10 MOST PROFITABLE CHANGES TO MAKE TO YOUR PRACTICE

| |
|--|
| Ankur A. Gupta, DDS |
| 3:00 p.m. to 5:00 p.m. |
| CE HOURS: 2 OSDB CATEGORY: C |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk |

LEARNING OBJECTIVES

- » Understand the importance of the dental patient experience
- » Explore effective changes that can be implemented by your team
- » Learn easy-to-establish protocol for case presentations

TABLE CLINICS

| |
|--|
| 4:00 p.m. to 6:00 p.m. |
| CE HOURS: 2 OSDB CATEGORY: G |
| FEE: FREE with registration fee – ticket automatically provided |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk |

Be sure to make time to visit the Table Clinics, located in the Exhibit Hall. Not only will you learn new techniques from your colleagues; you can also earn up to 2 free CE credits, approved for licensure requirements from the Ohio State Dental Board under category G. CE credit is given based on time spent viewing the clinics.

SATURDAY, SEPTEMBER 19

COURSE CODE S72

FOR DENTISTS* ONLY: NEW PRODUCTS ROUNDTABLE BREAKFAST

| |
|--|
| 8:00 a.m. to 10:00 a.m. |
| CE HOURS: 2 OSDB CATEGORY: A |
| FEE: M - \$70; NMD - \$135; S/O - N/A Limited Attendance |
| RECOMMENDED AUDIENCE: Dentists |

This elite event has been designed especially for dentists who would like a quick review of the newest products to hit the dental market in the past 24 months. Representatives from the leading dental product companies will participate in this interactive session where attendees will be seated at tables for breakfast and company representatives will spend time at each table describing their newest products and answering questions. See something that interests you? You won't need to travel far. The breakfast will actually take place in the Exhibit Hall before it opens to the rest of the attendees, and will end well before game time at the Horseshoe.

*Due to limited seating, only dentists may attend this course.

COURSE CODE S73

CONE-BEAM CT: THE NEW DIMENSION IN ENDODONTIC THERAPY

| |
|---|
| Stephen P. Niemczyk, DMD |
| 8:00 a.m. to 11:00 a.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants |

LEARNING OBJECTIVES

- » Understand the principles of CBCT and compare this new imaging modality with traditional 2D dental radiography and conventional medical CT
- » Describe the benefits of "Virtual Surgery®" CBCT in the assessment and treatment planning of complex surgical and non-surgical cases
- » Understand how volumetric analysis can aid in the diagnosis of periapical pathology, and streamline the diagnosis when contradictory clinical signs and symptoms are present

Note: This course meets the two-hour radiography review required by the OSDB for dental assistant radiographers.

COURSE CODE S74

CPR RECERTIFICATION*

| |
|---|
| Heart Start of Central Ohio |
| 8:45 a.m. to 12:45 p.m. |
| CE HOURS: 4 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 Limited Attendance |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants |

LEARNING OBJECTIVES

- » Complete requirements to be certified

*Please submit your current AHA healthcare provider card when you attend this renewal course. If you do not have a current AHA healthcare provider card, see Course Code S75.

Note: This course fulfills the Ohio State Dental Board's CPR requirement for hygienists and dental assistants. For licensure, hygienists must have proof of CPR certification.

COURSE CODE S75

CPR ACCREDITATION*

| |
|---|
| Heart Start of Central Ohio |
| 9:00 a.m. to 4:00 p.m. |
| CE HOURS: 6 OSDB CATEGORY: A |
| FEE: M - \$175; NMD - \$240; S/O - \$135 |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants |

LEARNING OBJECTIVES

- » Complete requirements to be certified
 - *If you need to renew your existing AHA 2-year healthcare provider certification see Course Code S74.
- Note: This course fulfills the Ohio State Dental Board's CPR requirement for hygienists and dental assistants. For licensure, hygienists must have proof of CPR certification.

COURSE CODE S76

RADIOGRAPHY FOR THE DENTAL ASSISTANT

| |
|--|
| Paula Oliver, CDA, COPMA, CODA |
| 9:00 a.m. to 5:00 p.m. |
| CE HOURS: 7 OSDB CATEGORY: A |
| FEE: M - \$175; NMD - \$240; S/O - \$135 |
| RECOMMENDED AUDIENCE: EFDAs, Assistants |

LEARNING OBJECTIVES

- » Meet the OSDB educational requirements for the dental assistant radiographer certification
 - » Understand the basics of radiographic imaging, processing and interpretation
 - » Complete the necessary in-office training
- Note: This course meets the requirements of the dental assistant radiographer rules implemented by the Ohio State Dental Board.

COURSE CODE S77

ACHIEVING SUPERB RESULTS WITH EVERYDAY, BREAD & BUTTER, DIRECT AND INDIRECT PROCEDURES

| |
|---|
| Sam Halabo, DMD |
| 9:00 a.m. to 5:00 p.m. |
| CE HOURS: 6 OSDB CATEGORY: A |
| FEE: M - \$175; NMD - \$240; S/O - \$135 |
| SUPPORT PROVIDED BY: Triodent, Doxa Dental, Bisco Dental Products, and Kerr |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants |

LEARNING OBJECTIVES

- » Simplify routine techniques to save time and reduce overhead
- » What materials to use and where to use them
- » How to use the new bulk-filling technique which minimizes the technique sensitivity of the whole procedure and makes the clinical outcome more predictable.

COURSE CODE S78

A DAY IN THE LIFE OF A TOP GUN DENTAL TEAM

| |
|--|
| Mark Hyman, DDS |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: C |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| SUPPORT PROVIDED BY: CareCredit |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk |

LEARNING OBJECTIVES

- » Learn how to captivate on each other's skills to improve the productivity of your practice and the quality of the service your team produces
- » Review clinical cases from the doctor and team's perspective
- » Learn systems you can implement today to lower stress, prevent burnout, and increase your enjoyment of dentistry

COURSE CODE S79

TEENAGERS – WHAT THEIR MOUTHS ARE TELLING YOU BUT THEY'RE NOT: PRACTICAL INFORMATION ON TEEN HEALTH ISSUES

| |
|--|
| Linda Blackiston, RDH |
| 9:00 a.m. to 12:00 p.m. |
| CE HOURS: 3 OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 |
| SUPPORT PROVIDED BY: Philips Oral Healthcare |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk |

LEARNING OBJECTIVES

- » Understand dietary issues
- » Recognize various risk behaviors

» Enhance intervention skills

**COURSE CODE S80
INTERDISCIPLINARY DENTISTRY – THE RESTORATIVE QUARTERBACK**

| | |
|---|------------------|
| Elliot Mechanic, BSc, DDS | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Implement effective treatment planning
- » Understand the orthodontic case set up
- » Explore the dynamic of treating adults and when to compromise

**COURSE CODE S81
OAP PANEL 2015**

| | |
|--|------------------|
| Sasha Ross, DMD, MS; Shaun Rotenberg, DMD, MS; Ryan Serra, DMD, MS | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - FREE; NMD - \$90; S/O – FREE | |
| SUPPORT PROVIDED BY: Ohio Academy of Periodontists | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

Three Ohio Periodontists will give independent presentations and be available for your questions. Presentations include:

- Dr. Sasha Ross: Periodontal Bone Regeneration: A Key for Implant Success
- Dr. Shaun Rotenberg: What is Gum Disease? How to Effectively Communicate with Your Patients
- Dr. Ryan Serra: Contemporary Concepts in Recession and Mucogingival Treatment

**COURSE CODE S82
MEDICAL EMERGENCIES IN THE DENTAL OFFICE: WHY CPR IS NOT ENOUGH**

| | |
|--|------------------|
| Larry J. Sangrik, DDS | |
| 1:00 p.m. to 5:00 p.m. | |
| CE HOURS: 4 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Understand the medications and emergency equipment every dental office will want to have available
- » Learn to identify the 12 major medical emergencies likely to occur during dental care
- » Develop a protocol to maintain the patient for a least 30 minutes

Note: This course meets the Ohio State Dental Board’s criteria for dental hygienists and general supervision.

**COURSE CODE S83
THE TOP 20 GAME CHANGERS OF 2015!**

| | |
|--|------------------|
| Mark Hyman, DDS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: C |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| SUPPORT PROVIDED BY: CareCredit | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Learn to evaluate and implement advances in dentistry today
- » Explore new techniques for keeping your team enthused
- » Capitalize on the skills of the team to increase productivity

**COURSE CODE S84
THE BLUEPRINT FOR PREDICTABLE FACIAL CHANGES THROUGH AESTHETIC DENTISTRY**

| | |
|---|------------------|
| Elliot Mechanic, BSc, DDS | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Understand the important role of dental temporization
- » Improve lab communication
- » Explore proper preparation principles

**COURSE CODE S85
THE THEORY OF EVERYTHING: FROM ENTRANCE TO EXIT OF A DENTAL PRACTICE**

| | |
|---|------------------|
| James Saling, CIMA, CPWA and Peggy Slaughter, CFP®, AIF®, CRPS® | |
| 2:00 p.m. to 5:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: C |
| FEE: M - FREE; NMD - \$90; S/O – FREE | |
| SUPPORT PROVIDED BY: CareCredit | |
| RECOMMENDED AUDIENCE: Dentists | |

LEARNING OBJECTIVES

- » Explore options for debt management
- » Learn how to select an appropriate team of professional advisors
- » Understand tools available to best manage the asset side of your practice

SUNDAY, SEPTEMBER 20

**COURSE CODE Y86
MONITORING NITROUS OXIDE SEDATION**

| | |
|---|------------------|
| Larry J. Sangrik, DDS | |
| 8:30 a.m. to 3:30 p.m. | |
| CE HOURS: 6 | OSDB CATEGORY: A |
| FEE: M - \$210; NMD - \$275; S/O - \$165 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

LEARNING OBJECTIVES

- » Meet the OSDB complete educational requirement for monitoring nitrous oxide sedation in the dental office

Note: This course meets the Ohio State Dental Board’s (OSDB) educational requirement for dental auxiliaries to monitor dental patients receiving nitrous oxide sedation. To monitor nitrous oxide in the dental office, dental team members must also have an appropriate CPR certification. The American Heart Association BLS for Health Care Providers certification is offered at Annual Session on Saturday, September 17, see Course Code S75.

This course does not meet the OSDB’s criteria for hygienists to administer nitrous oxide under the direct supervision of a dentist.

*Fee includes a box lunch for each attendee.

**COURSE CODE Y87
2 IN 1: ANTERIOR ESTHETICS & DIGITAL IMPRESSIONS**

| | |
|---|------------------|
| Fred Peck, DDS | |
| 9:00 a.m. to 4:00 p.m. | |
| CE HOURS: 6 | OSDB CATEGORY: A |
| FEE: M - \$195; NMD - \$260; S/O - \$155 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants | |

In this unique full-day seminar, Dr. Peck will combine two separate presentations:

Anterior Esthetics: Building Beautiful Smiles with Resin and Porcelain

LEARNING OBJECTIVES

- » Learn the proper incisal edge position and visualize the end result before treatment
- » Learn step by step techniques to recreate a natural looking tooth in resin
- » Blending porcelain and resin into an existing smile for natural esthetics

New Horizons in Digital Impressioning

LEARNING OBJECTIVES:

- » Understanding the differences between different digital systems technologies
- » How these systems can pay for themselves
- » Learn how to incorporate this technology in the office workflow

*Fee includes a box lunch for each attendee.

**COURSE CODE Y88
OSHA AND OHIO DENTAL PRACTICE REGULATORY COMPLIANCE UPDATE 2015**

| | |
|--|------------------|
| Christopher A. Moore, MA | |
| 9:00 a.m. to 12:00 p.m. | |
| CE HOURS: 3 | OSDB CATEGORY: A |
| FEE: M - \$90; NMD - \$155; S/O - \$71 | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Meet OSHA’s annual exposure control training requirement
- » Understand the Ohio EPA’s infectious waste disposal rules
- » Prepare for an in-office visit by a government entity or regulator

Note: This program fulfills the annual exposure control training requirement mandated by the OSHA Bloodborne Pathogens Standard.

**COURSE CODE Y89
TOP 10 LEGAL ISSUES IN TODAY’S DENTAL OFFICE**

| | |
|--|------------------|
| David J. Owsiany, JD and Nathan DeLong, Esq | |
| 10:00 a.m. to 12:00 p.m. | |
| CE HOURS: 2 | OSDB CATEGORY: A |
| FEE: M - FREE; NMD - \$90; S/O – FREE | |
| RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk | |

LEARNING OBJECTIVES

- » Hear about the latest updates to Ohio’s dental laws and regulations
- » Learn how to minimize your exposure to liability and regulatory jeopardy
- » Learn about the most common legal pitfalls that affect dental practices and how to avoid them

EXHIBIT HALL

Boasting one of the largest Exhibit Halls in the region, the ODA’s 149th Annual Session is clearly the best choice when shopping for your office. Rated by Annual Session attendees as one of the top reasons they attend the meeting each year, the ODA’s Exhibit Hall features convenient comparison shopping with the help of knowledgeable company representatives. Many events will take place within the Exhibit Hall and you won’t want to miss any of the fun!

EXHIBIT HALL HOURS:

| | |
|--------------------|------------------------|
| Thursday, Sept. 17 | 12:00 p.m. – 6:30 p.m. |
| Friday, Sept. 18 | 10:00 a.m. – 6:00 p.m. |
| Saturday, Sept. 19 | 10:00 a.m. – 2:00 p.m. |

HOTEL RESERVATIONS

The ODA has negotiated special rates at designated hotels. Your patronage of these hotels is appreciated. **Call your hotel of choice directly and indicate that you wish to secure the ODA Annual Session rate.** You must request the Ohio Dental Association rate; otherwise you may be charged a higher fee. Depending on the hotel, reservations may be required to be guaranteed by a deposit equal to one night’s rate. Attendees reserving a room at one of the block hotels grant the ODA permission to obtain the name holding each reservation and length of stay for the sole purpose of verifying the negotiated room block. The following hotels have ODA Annual Session room blocks:

Hyatt Regency Columbus
Co-Headquarters Hotel
350 North High Street
(800) 233-1234; (614) 463-1234
Single: \$158; Double: \$168
Rate Deadline: August 20, 2015

Hilton Columbus Downtown
Co-Headquarters Hotel
401 North High Street
Columbus, OH 43215
(855) 380-9591; (614) 384-8600
Single or Double: \$163
Rate Deadline: August 15, 2015

Crowne Plaza
33 Nationwide Boulevard
(800) 227-6963; (614) 461-4100
King: \$163
Rate Deadline: August 25, 2015

Hampton Inn & Suites
501 North High Street
(800) 426-7866; (614) 559-2000
King: \$139; King Suite: \$169
Rate Deadline: August 17, 2015

The Drury Inn & Suites Columbus
Convention Center
8 E. Nationwide Blvd.
(800) DRURY INN; (614) 221-7008
King/Queen: \$139; King/Queen Suite: \$169
Rate Deadline: August 21, 2015

The Renaissance Columbus
Downtown Hotel
50 North Third Street
(800) 468-3571; (614) 228-5050
Standard King: \$149
Rate Deadline: August 25, 2015

Le Meridien Columbus, The Joseph
620 North High Street
(800) 543-4300; (614) 227-0100
Standard King: \$219
Rate Deadline: August 17, 2015

THREE WAYS TO REGISTER:

1. Online at www.oda.org/events
2. Use the registration form provided and mail or fax using the information provided below
3. On-site at Annual Session – but be aware that the on-site registration fee is higher

Complete registration form and MAIL to:
 2015 ODA Annual Session
 c/o QMS Services, Inc.
 6840 Meadowridge Court
 Alpharetta, Georgia 30005
 or FAX to: (678) 341-3086

Registration and a name badge are required to participate in all Annual Session activities. Registration fees include* admission to the ODA Exhibit Hall and Table Clinics, the Thursday evening Welcome Reception, the Friday night BASH!, all Hall events, the Exhibit Hall door prizes for dentists and staff, registration incentive drawings for Taylor Swift concert tickets, the special drawing for two premiere tickets for the September 19, 2015 OSU football game, and the selected continuing dental education seminars that are offered for no additional cost to member dentists and staff. Please register for any free CE course you plan to attend, so you will be sure to receive a ticket.

To register, complete the ODA Annual Session registration form and mail it with payment to the address listed above. If you wish to pay by credit card you can fax your registration to the number listed above or register on-line at www.oda.org/events. Please only register once – do not mail your registration if you have already faxed it in or registered online. After August 28, do not mail the registration form. Faxed registrations with credit card payments will be accepted through September 4. Online registration never closes and is available through the last day of Annual Session, September 20.

Wear your name badge to all functions, and be sure to carry event tickets with you. Replacement tickets will be issued at full on-site fees.

ON-SITE REGISTRATION

If you decide to wait and register on site, plan to be at the ODA registration desk no less than one hour before your first CE course begins, in order to appropriately process your information. Select alternate courses in case your first choices are sold out.

***SATURDAY EXHIBITS ONLY PASS**

The ODA will offer an Exhibits Only Pass on Saturday, September 19, 2015. Any dentist or staff member can register for no fee. The Exhibits Only Pass is good only on Saturday, and does not include any advantage of other registration categories. Registrants in this category may not register for any CE courses – free or paid – can not attend the Table Clinics, can not receive any CE credits, or receive any other benefit included with other Annual Session registration categories and fees. Exhibits Only passes, or any other materials, will not be mailed and should be picked up at the on-site registration desk during Saturday Exhibit Hall hours, 10:00 am to 2:00 pm on September 19, 2015.

PRE-REGISTRATION

To be eligible for reduced registration fees, your registration form and payment must be postmarked by August 3. Your pre-registration materials, including name badge and event tickets, will be mailed in late August. For any registrations received after August 24, badges and tickets must be picked up at the ODA on-site registration area. Pre-registration is advised – not only will it save you money, but you will also avoid standing in line on-site and the risk of being closed out of popular CE programs!

REGISTRATION FORM

You can register your entire office on one registration form and pay for everyone with one form of payment! It's simple: Fill out the primary registrant's information including the name of your dental practice. Then list the name of everyone who is registering – including the dentist – and their course and event choices. If you need to add more courses or events than there is room for on one line, just take up two lines for one registrant. You can send in as many forms as you need – just photocopy the form. In selecting courses, please select the appropriate fee for each attendee: M=ODA/ADA Member Dentist; NMD=Non-member Dentist; S/O=Hygienists, Dental Assistants, Office Managers, Front Desk staff & all other registrants. Remember, you must register for any free CE course that you want to attend, but you do not need to register for the free events. A ticket for the Table Clinics, the BASH!, Exhibit Hall door prizes for dentists and staff, the special drawing for two premiere tickets for the September 19, 2015 OSU football game and any appropriate give-a-ways will automatically be included with your registration*. Registrations received by August 3, 2015 will also have a chance to win Taylor

Swift Concert tickets*. Individual pre-registration confirmations and packets, including all automatic and ordered tickets, will be sent to each registrant.*

MEMBERSHIP OFFER

Non-member dentists may apply a portion of the registration fee toward 2016 ODA membership dues. To take advantage of this offer, contact the ODA membership department at (614) 486-2700.

CANCELLATION POLICY

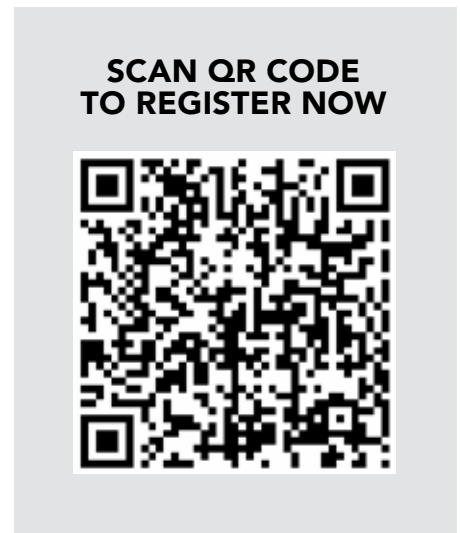
For a cancellation refund, written requests must be received by the ODA no later than September 1, 2015. A \$20 service fee will apply for each cancellation. Refunds, no matter when submitted, will be processed two to four weeks after the 2015 Annual Session. Refunds will be made via the same method of payment, when possible. The Ohio Dental Association reserves the right to cancel or reschedule Annual Session due to unforeseen circumstances. Registrants will be notified.

REGISTRATION QUESTIONS?

Call (678) 341-3049

If you have questions about the meeting in general, call the ODA at (800) 282-1526 or (614) 486-2700.

For complete information, visit www.oda.org/events.



PRE-REGISTRATION DISCOUNTS END AUGUST 3 | WWW.ODA.ORG/EVENTS



2015 ODA Annual Session Registration Form September 17 - 20, 2015

Primary Registrant

(Print or Type) Only one form per office necessary – copy this form if you need more space for registrants or courses.

Dentist Name _____
 Name of Practice _____
 Address _____
 City _____ State _____ Zip _____
 Daytime Phone _____ Fax _____
 Email _____ ADA # _____

(Confirmations and updates will be sent via email if address is provided)

Registration Codes and Fees

| | By 8/3/15 | After 8/3/15 | Onsite (9/17-9/20) |
|--|------------|--------------|--------------------|
| A ODA Member (active & retired)..... | \$50..... | \$75..... | \$90 |
| B Non-Member Dentist..... | \$425..... | \$450..... | \$465 |
| C ODA Retired Life Member..... | \$0..... | \$35..... | \$45 |
| D ADA Member (outside Ohio)..... | \$50..... | \$75..... | \$90 |
| DH Dental Hygienist..... | \$20..... | \$30..... | \$40 |
| EF EFDA..... | \$20..... | \$30..... | \$40 |
| DA Dental Assistant..... | \$20..... | \$30..... | \$40 |
| LT Lab Technician..... | \$20..... | \$30..... | \$40 |
| OM Office Manager..... | \$20..... | \$30..... | \$40 |
| RE Front Office Staff..... | \$20..... | \$30..... | \$40 |
| SP Spouse (non-office staff)..... | \$0..... | \$0..... | \$0 |
| MC Minor Child..... | \$0..... | \$0..... | \$0 |
| DS Dental Student..... | \$0..... | \$0..... | \$0 |
| DR Dental Resident..... | \$0..... | \$0..... | \$0 |
| HS Hygiene Student..... | \$0..... | \$0..... | \$0 |
| ST Other Students..... | \$5..... | \$15..... | \$15 |
| ESD Saturday Exhibits Only – Dentist..... | \$0..... | \$0..... | \$0 |
| ESH Saturday Exhibits Only – Hygienist..... | \$0..... | \$0..... | \$0 |
| ESA Saturday Exhibits Only – Assistant..... | \$0..... | \$0..... | \$0 |
| ESE Saturday Exhibits Only – EFDA..... | \$0..... | \$0..... | \$0 |
| ESO Saturday Exhibits Only – Office Manager..... | \$0..... | \$0..... | \$0 |
| ESR Saturday Exhibits Only – Front Office Staff..... | \$0..... | \$0..... | \$0 |

| Name for Badge (print or type) Last Name, First Name | License # | Registration | | E-mail Address | Courses/Events (if registering for a free course, enter "0" for the Fee) | | | | | | | | Total Fees | |
|---|-----------|--------------|--------|----------------|--|--------|-------|--------|-------|--------|-------|--------|------------|-------|
| | | Code | Fee \$ | | Code | Fee \$ | Code | Fee \$ | Code | Fee \$ | Code | Fee \$ | | |
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MAIL registration form to the address below, or for faster service, register online at www.oda.org. Do not mail this form after August 28.

You may fax forms to (678) 341-3086 until September 4.

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Aspen Dental volunteers provide free oral health care to veterans in need

By Jackie Best
Managing Editor

Throughout 2015, Aspen Dental volunteers are “serving those who have served our nation” by providing free care to veterans through the Healthy Mouth Movement.

“The Healthy Mouth Movement is a community giving initiative launched by Aspen Dental dentists and teams to deliver free dental care and oral health education to people in need across the United States,” said Amy Cornue, public relations manager with Aspen Dental Management, Inc.

The movement has two key components: the MouthMobile, a fully-equipped dental office on wheels that is making 28 stops across the U.S. throughout the year, plus days of free service at Aspen Dental offices.

The MouthMobile made two stops in Ohio in 2015. On May 5, Aspen Dental volunteers provided care to 20 veterans at the Joseph House in Cincinnati, and on May 7 Aspen Dental volunteers provided care to 15 veterans in Columbus at the Statehouse. Care included extractions, fillings, X-rays and cleanings.

Dr. Murali Lakireddy, a general dentist

Champions of Oral Health

“Champions of Oral Health” is a new feature in the “ODA Today” highlighting access to care initiatives in Ohio. Champions of Oral Health are people, programs and initiatives that go above and beyond to improve access to quality dental care to underserved populations.

who owns Aspen Dental offices in Cleveland and Columbus and is an Ohio Dental Association member, said he was thankful to be able to serve people who have provided so much service to the country through the military.

“I met a gentleman in his 80s who had served our country for years who needed dental care, and he hadn’t been in to a dentist for three or four years,” Lakireddy said. “I was happy to get him in, and it felt good I was able to help him.” He added that he was also able to provide an oral cancer screening during the visit.

He said another volunteer who is an oral surgeon saw a patient who needed an extraction and had been swollen and in pain for some time, but had not been



Photo submitted by Aspen Dental Management, Inc. Seventeen dental team members from Aspen Dental volunteered to treat veterans in need on Aspen Dental’s MouthMobile at the Statehouse in Columbus on May 7.

able to receive care because of affordability and access problems.

“He was so thankful he could finally have this done,” Lakireddy said. “It makes a world of difference.”

Aspen Dental offices across the U.S. also will be holding a day of free care for veterans on June 27. So far, 325 offices across 31 states have volunteered to participate, including 29 offices in Ohio.

Lakireddy said in addition to providing care to people in need, one of the best parts of the Healthy Mouth Movement is how many people are willing to volunteer their time to help.

Aspen Dental launched the Healthy Mouth Movement in 2014 to deliver free dental care and oral health education to people in need. Since it began, 3,057 Aspen Dental dentists and teams have volunteered their time to treat 3,088 patients with a treatment value of \$1,141,479 in donated care.

Last year, the MouthMobile made one stop in Ohio at Catholic Charities – Cosgrove Center, a homeless shelter in Cleveland. During the first year of the Healthy Mouth Movement, Aspen Dental partnered with several organizations to treat patients in need, and found a particular need for dental care among veterans. Because of this, Aspen Dental partnered with Got Your 6, a campaign that works to strengthen communities and empower veterans nationwide, and local veterans

organizations to provide free dental care to veterans in need this year.

“For millions of Americans, life is made up of hard financial choices, and unfortunately, dental care has become discretionary, a ‘nice to have’ rather than a ‘must do,’” said Dr. Schatzie Vincent, director of clinical support and community giving at Aspen Dental Management, Inc., in a news release. “The dentists and teams at Aspen Dental believe that everyone deserves a healthy mouth, and are committed to breaking down barriers that have kept people from getting the dental care they need.”



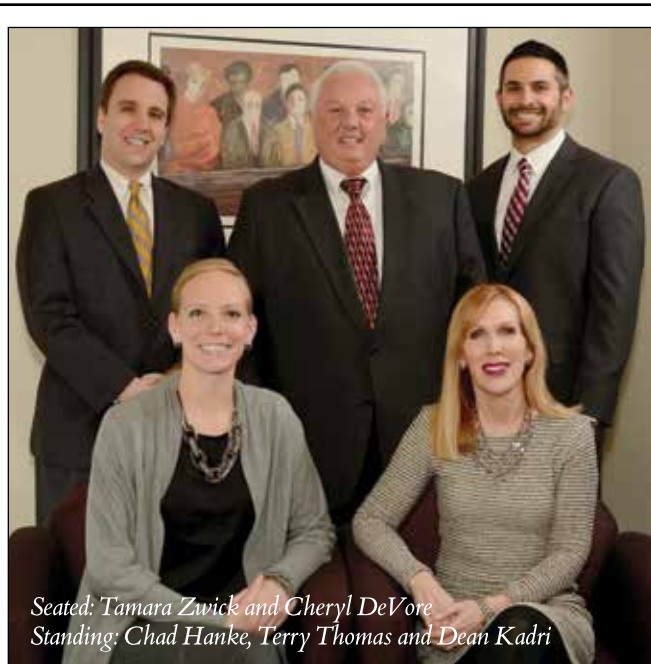
Photo submitted by Aspen Dental Management, Inc. The Aspen Dental MouthMobile made a stop at the Statehouse in Columbus on May 7 to provide free care to 15 patients in need. Earlier in the week the MouthMobile saw veterans in Cincinnati.

The Value of Membership



“The ODA is an indispensable resource of current and relevant information for dentists and dental specialists in Ohio. I have found the articles in the ODA Today to be well-written, easily-readable and readily-digestible. Together with email supplements on fast-moving issues such as House Bill 95, I feel the ODA provides its members with reliable data they can use to both quickly understand and actively participate in policy decisions related to the practice of dentistry and dental specialties.”

Dr. John R. Kalmar
Oral and Maxillofacial Pathologist
The Ohio State University
College of Dentistry
Columbus, Ohio



Seated: Tamara Zwick and Cheryl DeVore
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2015 ODA Annual Session Exhibit Hall has something to offer everyone



By ODA Staff

The Ohio Dental Association Annual Session Exhibit Hall is one of the largest in the area, and offers attendees everything from discounts on everyday items to comparison shopping on X-ray systems and the opportunity to test drive chairs. This year's Annual Session will take place in Columbus on Sept. 17-20, and the Exhibit Hall will be open Sept. 17-19, giving attendees plenty of time to shop in between classes. For more information about the Exhibit Hall (including an interactive floor plan) and 2015 ODA Annual Session, visit oda.org/events or like the ODA Annual Session Facebook page.

Goodbye mag stripe – hello EMV

By Jennifer Nieto
President of Best Card, LLC

MasterCard/Visa established October 2015 as the timeline for merchants to have EMV chip technology in place. This technology will require that chip cards stay in the equipment (terminal or pin pad attached to terminal or online system) until transaction is complete. Non-EMV equipment will most likely continue to work after October 2015, but you will want EMV equipment by then so as to prevent a potential liability shift to the merchant should fraudulent activity happen. Most processors will have EMV certifications on equipment by second quarter 2015. See if your present equipment will get EMV certification: at www.bestcardteam.com/uploads/Terminal_Lifecycle.pdf

Europay, MasterCard® and Visa® (EMV) is the sophisticated integrated-circuit (IC) "chip" technology that will eventually replace the magnetic stripe on credit cards that has been the standard in the United States since 1960. EMV technology uses dynamic data (versus static data that is on a magnetic stripe and is easily stolen these days) and should help reduce credit card fraud and identity theft. EMV has already replaced magnetic-stripe cards in 60 countries (including Canada and most of Europe), and the card associations (such as Visa, MasterCard, Discover and American Express) have begun phasing in the EMV technology in the United States. You many already have cards in your wallet with the EMV chip – they will have a metallic square on

See EMV, page 23

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Prior to practicing law, Bill worked in the Dental Equipment and Supply Business for 16½ years as a Territory Representative, Equipment Specialist and Saslow Dental-Northern Ohio, General Manager.

The three main components to being a member of the dental profession: responsibility, knowledge, community

Editor's Note: The following is a graduation speech delivered to the Ohio State University College of Dentistry Class of 2015 on May 8.

By Dr. Kelly O'Brien
OSU College of Dentistry
Class of 2015 President

Well ... it's finally here. When we began this journey roughly four years ago, 2015 felt like a world away, yet here we are.

Let's take a moment to think about where it all began. In the fall of 2011, we were nothing more than a collection of strangers with nothing in common but an acceptance letter. We came from diverse backgrounds, bringing with us degrees ranging from Biology to engineering ... chemical engineering that is. Some were former teachers or dental hygienists, others were coming straight from undergrad. Many of us had no idea what the word mesial meant or that wax actually plays a huge role in dentistry. But oh we would learn ... probably more than we wanted to at times.

At our white coat ceremony we were excited, anxious and eager as we put on our crisp, new white coats. We were told that we were no longer simply students, we were professional students ... we were entering the profession of dentistry. Without hesitation we recited the dentist's pledge that day, and we will recite it again today. But what does this mean exactly to be part of a profession? How is this different than other jobs or trades? Before we embark on the next step in our careers, it is important to consider what sets us apart as professionals. There are three main components to being a member of a profession:

The first is responsibility. We have a responsibility to our patients to provide the best care we can. This care often times goes beyond the work we do in the mouth as we have discovered in our clinical experiences thus far. We are more than just hired hands working for a paycheck; we care for our patients. We have a responsibility to our fellow colleagues to communicate well and maintain excellence. We have a responsibility to our families to support them and honor them in the work



Dr. Kelly O'Brien, OSU College of Dentistry Class of 2015 President.

that we do. We have gotten a taste of these responsibilities while in dental school, but we have also shared many memories and milestones together the past four years. Taking our board exams, moving from the D1 classroom to the D2 classroom, getting engaged, getting married, and having children, and treating our first patients – I recall Derrick and I were partners when we saw our first patient and it took us two hours to triage downstairs in emergency. Luckily, we've gotten faster since then. We have gone on spring break trips together, had Friendsgiving meals, and ran races together. We have also watched a Dr. Kerby video with him lecturing along with it – I doubt we will ever forget that. Most importantly, we have supported each other after practicals or rough appointments. Dental school has had its share of responsibilities to help prepare us for our practice, but we have clearly had some good times along the way.

The second component to being a member of a profession is to continually attain knowledge. This knowledge is crucial to our field. At this moment, we know a great deal about dentistry. These past four years we have learned about how to prep an ideal crown, we have memorized neural pathways and antibiotic prescriptions, we now know that when the computer isn't working or you need anything photoshopped, you should call for Justin. We can also spot the perfect board lesion

on a radiograph from three cubicles away, we have dealt with difficult patients, and we have learned that Loshen's red roll-up is most likely not going to be found. However, as we all can easily recognize, we still have much to learn. Awareness of advances in science, techniques and materials will give us the power to practice the best dentistry we can. I challenge you to fight the urge of becoming comfortable in your routines. Growth comes through displacement and pushing yourself out of your comfort zone, just as we have experienced while in dental school. A college professor that I greatly admired once told me, "To be an interesting person you need to do interesting things." What can we do in our everyday lives of practicing dentistry to always be interesting? Dare yourself to learn new techniques while always remembering the fundamentals. Be engaged with the population you are treating; serve your community. Spend time with your family and make sure they know how much you appreciate them. Our professors have been a model for us about how to engage in learning throughout our careers. A classmate and I were talking recently about some of the life lessons we have learned while in dental school. One that came to mind is that you will rarely be able to control what is going on around you, but you can always control how you react to a situation. When your patient BAPs or your crown doesn't fit perfectly, your outlook and attitude is everything. Seeing the miniature crises of daily life as a learning experience is one of the many ways you can fulfill your professional obligation to continually attain knowledge.

Lastly, and most importantly, the third aspect of being a member of this profession is community. We must remember that our accomplishments today are not ours alone. It has often been said that we only reach such heights by standing on the shoulders of others. We have arrived at this point as a result of the tireless support we have received from family, friends, faculty, staff, administration, our patients and all of those other special people in our lives. Today is not just about us; it is about them. It is a chance for us to express how grateful we are for everything they have done for us. Let's take a moment to thank

all those who have helped us get to this day. Our dental community began here at Ohio State, and now as we spread out across the country, our network becomes much wider. Many of us will be looked up to in our communities and we need to be mindful that we are not isolated in our practices. We are called to provide excellent care for the patients in our communities and hopefully we can find other ways to serve as well. I was at an event recently where the speaker touched on the appropriate time in one's life to give back; we are never going to feel like there is the perfect time. Take advantage of opportunities to serve others and say yes to new experiences when they come your way. Even if it doesn't feel like the ideal time. We will always be too busy or too stressed or too something. Those excuses will always be there but the opportunities might not. As professionals, we have an obligation to serve our communities.

All three of these components are fundamentally intertwined. We have the responsibility to attain the knowledge in order to better serve our communities. Those white coats that we received four years ago are no longer very white. Their stains, rips, and worn out spots symbolize how far we have advanced in just four years. Those coats did not sit in storage; we used them daily as we worked hard to learn dentistry. They are marked with the signs of countless hours of practicing and studying our craft ... and making way too many stone casts. As those white coats demonstrate, dentistry has had a significant impact on all of our lives. It is now our turn to make our impact on the field of dentistry. Congratulations to the Class of 2015!

Dr. Kelly O'Brien served as president of the Dental Class of 2015. Originally from Columbus, Kelly earned her B.S. in Biological Sciences from the University of Notre Dame in 2011. After graduation, she will be moving to Charlottesville, Virginia to complete a General Practice Residency at the University of Virginia.

EMV, from page 22

the front of the card.

What does this liability shift mean to you? While EMV is not a mandate, you will want to have this technology by October 2015 to avoid a liability shift to you, the merchant, should a fraudulent or stolen card be presented at your office. If a patient presents a card which contains an EMV chip and you swipe the magnetic stripe instead of using a chip reader – and the card is fraudulent – you will have no recourse and will lose any related chargeback.

Should you purchase new equipment NOW? Do not feel pressured by the multitude of calls warning "your equipment is not EMV" or "not PCI compliant" with ominous implications regarding the liability shift. These are sales calls. However, we do advise our merchants to make the change by October 2015. The cost of the equipment could be offset by NOT LOSING one large-ticket chargeback. EMV will eventually be the standard world-wide and we feel it will be a more secure system than the very easily-hacked magnetic stripe. Furthermore, this update should not break the bank. For example, Best Card merchants can purchase state-of-the-art terminals for as little as \$159 using a one-



Cards with the EMV chip will have a metallic square on the front of the card.

time \$100 discount on EMV equipment (terminals or online). Never lease equipment. We often see merchants paying \$30-\$75 monthly on non-cancellable 48 month-leases and then having a buyout at the end of the lease, which would add up to \$1,500-\$4,000. Nothing is free. Be wary of "free" equipment offers: many processors offering free equipment have significantly higher processing fees and/or large termination fees. Approximately 40 percent of dentists on Best Card's program have made the switch to EMV equipment.

What is NFC or Contactless technology? NFC means "Near Field Communication" and new EMV terminals should also feature contactless readers which allow patients to wave their NFC credit card or cell phones (with Apple Pay and/or Google Wallet) across the reader to process transactions. Credit cards with

NFC chips will have a picture of a sound wave. And you can see video of Apple Pay transactions on the web at <https://youtu.be/419MblrIEUw>.

Jennifer Nieto is President of RJ Card Processing Inc. (d/b/a Best Card), ODASC's endorsed credit card processor. She is a former CPA and director of finance for the Colorado Dental Association, as well as a former FDIC Bank Examiner.

Best Card is currently endorsed by more than 20 dental and medical associations or their affiliates due to their excellent rates (the average dental practice saves 22 percent or \$1,480 annually in processing fees) and personalized customer service. They have extensive knowledge about the credit card processing industry and welcome your questions. Fax or email your credit card processing statement to (866) 717-7247 or CompareRates@BestCardTeam.com. Call Best Card at: (877) 739-3952 or visit bestcardteam.com and click on FAQs to learn answers to many other common questions on credit card processing including insurance payments via credit card, partial payment regulations (when card is maxed out – especially at year end with Flex Cards/HASs), when to void a transaction vs. return, how to best avoid a chargeback, etc.

The Value of Membership



"The Ohio Dental Association is valuable to us, as individually practicing dentists, because it gives our profession a voice when we need to get our message out to the public and legislators on issues that matter to us and our patients."

Dr. Tara Haid
General Dentist
Haid Dental Associates
Dublin and Worthington,
Ohio



The Explorer

Matthew J. Messina, DDS
Executive Editor

Substitutes

Like many of us in the profession of dentistry, I have spent my career building a relationship-based practice. In addition to providing excellent dental care, we endeavor to become close friends with our patients. By learning who they are and what they value, we can provide a higher level of care for them. We become a part of their lives and they become like family for us. My patients are my flock. I shepherd them, keeping them safe and leading them to health.

I'm becoming aware of a part of the population that doesn't see dentistry the way that I do. And that group is increasing in numbers at a rapid rate. I'm seeing more people who view dentistry as a commodity. They don't want to build a relationship with their health care providers. They just want to get their teeth fixed. They just want it done and over with. People like this have always been there, but I sense a significant shift in the practice of dentistry. I confess that I'm not sure exactly what to do about it.

In the business world, they speak of needing to understand the issue of sub-

stitutes. Here's how this works. If there are four kinds of bottled water and one is lower price than the others, people will choose that one. They are very close to perfect substitutes, so people select the cheap one.

If I want to see a concert, however, the situation is different. I saw Billy Joel last year and the ticket was \$145. The concert was fantastic, but I could have purchased a ticket to see the American Idol Tour for \$45. In my case, the higher price was well worth it. The two concerts are imperfect substitutes. I can't replace one with the other just to save money.

I was changing the décor in my office recently and I wanted a relaxing picture of a sailboat for one treatment room. I found one I really liked, but the photographer had set the price too high. It was his right, since he took the image by carefully capturing the light and motion of the ship against the waves. If I wanted the photo, I had to pay him. But I didn't need "that" photo. I just needed "a" photo and I found one that was good enough for the job, for a much lower price. The available substitute that I found was imperfect but acceptable.

In our profession, according to marketing expert Seth Godin, my job as a dentist "isn't to merely set my price low enough to keep people from seeking substitutes. It's to create a product or service unique or connected enough that other choices are ever more imperfect." That has been the business model that I have been using for 30 years, only we have called it a relationship-based practice.

I haven't changed how I practice, but I sense that the public is changing around

me. For the commodity-based dental patient, all dentists are the same. We are a necessary evil. Dentistry is painful and annoying. Something that has to be endured when needed. They will wait for an urgent issue to arise and want it resolved as quickly as possible. Without fanfare or small talk. Just get me out of here!

When I was starting out in practice, my mentors would tell me that "when the patient says it's about the money, it's not really about the money." If you establish a relationship with the patient and show them the value of dental care, they will find the money. That continues to be true. (Though I am finding more cases lately where it really is about the money – but that's a discussion for a future column!)

The challenge today is not so much about the money as it is about time. So many people are so overscheduled that they only want the minimum done that is absolutely required and that can be done as quickly as possible. Preferably right now, since I'm here anyway. Can't we just get this over with, Doc?

Most of my patients, if you asked them out at a ballgame or in the grocery store, "who's your dentist?" would say, "I see Dr. Messina. He's really nice since he doesn't hurt a bit. His office is the brick building on Lorain Road." I'm sure that's true about most of your patients as well.

The new (and increasing) patient population would answer the same question with "When I need the dentist, I go to XYZ Dental over on Lorain Road. I see the balding guy if I can. He's really nice, since he doesn't hurt a bit."

See **SUBSTITUTES**, page 25



Just Think About It

Paul S. Casamassimo, DDS, MS,
FAAPD, FRCSEd, Guest Columnist

Nutritional Neurosis

It seems like every day we get new dietary and nutrition information.

Mercury, trans-fats, wine, coffee, cholesterol, and sweeteners can cause consternation!

We get bombarded with conflicting advice, causing us to experience dietary panic!

Should we be vegans, carnivores, fat-free, kosher, lacto-ovo or just go organic?

Are you like me – dazed and confused about what to drink and eat?

What's the advice du jour about caffeine, booze and, of course, red meat?

What's the truth about my diet and heart disease, diabetes, and cancer?

Can someone just cut through the static and give me "the" answer?

Seems like almost every day, the pendulum swings widely to and fro

So many of us remain unsure of just which way to go.

Relax, because I'm here to help reduce your nutritional confusion,

So you'll finally know what you should be shoving past your occlusion!

Well, sugar's still very bad, no matter how you want to take it. ¹

That's drinking, sucking, chewing, and yes, if you cook or bake it!

Sugar's the culprit in heart disease, diabetes, caries and it makes you obese!

Yet we love it. (But who wants to be on Facebook as #obese with bad teeth#?)

Vitamins supplements really do no good, we get enough in our regular food.

We can load up on B, C, D and E, but out they go almost as fast, in poop and pee!

So trash those bottles of pretty colored vitamins, because they surely won't cure your ills.

But if you like to pop 'em, try M&Ms – cause chocolate's healthful still!

Fish oil is the next to go, as it seems it does more for the fish than you or me!²

There was a time when we looked for longer life from those omega threes!

Not so, you can eat your salmon and tilapia too, but no matter how hard you wish –

Please heed my words to you ... ain't no health in that filet o' fish!

What's the state of coffee and booze – one perks you up the other makes you snooze?

Alcohol sure puts the weight on you, while caffeine's buzz can help you lose.

Alas, one day coffee's bad and wine is good, then the FDA changes it all around!

The Irish solved this conundrum long ago – they mixed whiskey with their coffee grounds!

And what's up with Adkins, South Beach, Mediterranean, Weight Watcher or any other fad diet?

Each one gave me hope of svelteness like Bradshaw and Marino – so I just had to try "it"!

But alas, in spite of my diligence, and of hollow calories being so wary

I never seemed like trim QB spokesmen, but more like Refrigerator Perry!

I have three final bits of dietary advice to help you temper your alimentary worry: Please don't change what you eat and

drink in such a gosh darn hurry.

As you can see from my references, foods ebb and flow in FDA's favor.

So things may be looking up for that evil Krispy Kreme you savor!

And some good nutrition news for us who also worry about Alzheimer's!

Forget about those thin, yogurt-eating European centenarian old-timers.

It seems that some of the very the best news that I've sent ya

Is that being a little chubbette in middle age helps ward off dementia!³

If all else fails, please know that you can still trust good old fiber and soy.

But I know that for some tofu and oatmeal don't exactly bring nutritional joy.

Did you know that "ODA Today" is printed with soy based ink on paper high in fiber?

So you can munch on this nutritious column (with honey), you loyal subscriber!

1. Corliss J. *Eating too much added sugar increases the risk of dying with heart disease.* *Harvard Heart Letter*, 2014.

2. O'Connor A. *Fading claims on fish oil.* *NY Times*, March, 2015.

3. Deane D. *Middle-age obesity may deter dementia.* *Columbus Dispatch*, April, 2015.

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The Happy Dentist

Najia Usman, DDS
Guest Columnist

Mother's Day

This one goes out to all the ladies! About a year and a half ago, after a membership committee meeting in Columbus, volunteers were sought to offer a commitment to write quarterly in this ODA periodic. In the spirit of true volunteerism and a secret delight in having a sounding box, I was excited to participate. Karli Hill, the director of membership at the ODA, chimed in "Dr. Usman, I think it will be great to have a woman's perspective in the publication." As a "dentite," I really have never thought about how my "female-ness" affected my vantage as a dental care provider. This editorial has ultimately evolved as me being very candid and discussing my journey. I would receive one word texts and succinct e-mails ... "Spot-on" or "... Totally agree with you." This feedback, which was all thankfully positive, made me realize that being fresh and honest really allowed people to see themselves in my writing. So I hope

I have built a little good will to say what I have been wanting to say for some time.

Dentists make the best moms. There it is! I have thrown out my highly personalized (possibly even controversial) opinion based on several years of field research. Granted, "case studies" are the lowest quality on the research rung, but I couldn't find nor was I going to design a double blind cross-sectional experiment. I guess that means I can only imply correlation and not causation. Just because you are a dentist, does not mean you should be a mom. But when I see an outstanding female colleague who is excelling on many levels in her career and practice, I am even more impressed in the role she plays as a mother.

I have one friend who is an orthodontist. These days she not only is building her practice, but she is the plus one of her equally successful husband who is building his own career as a periodontist. She has two small children, and I am so blown away with the interest she takes in the minute details of her children's lives. I don't think I have seen better, more original hand-made Halloween costumes. My other close friend is a pediatric dentist. She and I have pitted our children's projects against each other. It was my second-grader's diorama against her third-grader's white owl customized with cotton rounds that she bragged delivered "form and function." Remember dentists have the artistic thing down ... so any competitive research activity like a science fair ... non-dentites simply cannot

compete with that.

The other day, I was on a conference call for a membership subcommittee and one of the participants was tending to her cooing baby while we discussed intricate details of a new pending resolution. From her intermittent apologies, I gleaned that she felt a little bit awkward because maybe she thought the identity of being a mother shouldn't be highlighted during a professional meeting. I actually thought it was a brilliant move in the right direction. Let me qualify.

My journey as a mother and a dentist began at the same time. As a newly married senior in dental school, I found out I was expecting in December before graduation. I started my GPR in July of 1995, eight months pregnant and I promise you looking back, I did not miss a beat. On maternity leave, I remember taking my 6-week-old son with my mom to the ODA Annual Session so I could present my table clinic. My mom strolled around with the baby in the concourse of the convention center and brought my baby to me to nurse on demand. I remember a time that separated mom-hood from being a dentist. It was a time that didn't tolerate bringing your child to work when school was closed or leaving early to attend your child's event between patients. I bucked the trend from the beginning and my husband and I and our four children are better for it. At the end of the day as dentists, multi-tasking is part of our fabric. I have relaxed my anxious patients through their root canals with anecdotes

about my small kids. I have one child that still walks into an operatory while I'm treating a patient and guess what ... patients are OK with it because they know what makes me a good mom, makes me an even better dentist.

Years ago, after an AAE annual session, I shared an airport lounge with the AAE president at the time, Clara Spatafore. I was really star-struck because after a long time, it was a woman. In telling her that I was practicing in Medina, she remarked that she was familiar because she "was always in Medina for travel sports." Wait ... you are an endodontist with your own private practice, the AAE president and you attend all of your children's travel sport's events. I was inspired, but as I looked around, these role models were everywhere. They were building and running their own private practices, they were deans of dental schools. They headed committees and contributed to their churches and synagogues ... and the list goes on.

Earlier this month, I had a full-circle moment. My daughter who is graduating from high school was just accepted into her first college choice: a six-year accelerated program in dentistry. She says to me all the time "I think dentistry is the best profession." Clearly she has seen from the inside the balance and fulfillment it has brought to me and I simply smile and say on behalf of all dental moms "I have blazed the trail for you, now run with it!"

Dr. Usman may be reached at usman@zoominternet.net.

Letter to the Editor: Antibiotic prophylaxis on dental patients with prosthetic joints

Let me begin by saying that I have the highest admiration for nurses, both individually and as a profession. However, it must be acknowledged that in a hospital setting, nurses are subservient to doctors. Doctors issue orders. Nurses, by contrast, are expected to follow orders.

Recently, our local dental society hosted Dr. Thomas Paumier as our speaker. In addition to serving as our current ODA president, Tom served as one of the researchers for the ADA on the appropriateness of antibiotic prophylaxis on dental patients with prosthetic joints. He also served as a co-author of the article that appeared in the January 2015 issue of "JADA."

During his comments, he reinforced points contained in the article.

- The majority of prosthetic joint infections (PJI) are caused by Staph, an organism more common to the skin than the mouth.
- The highest incidence of PJIs occurs within six months of surgery, it then decreases over the next six months, continues to drop over the next 12 months and is then infrequent after two years. This supports the hypothesis that most PJIs are latent Staph infections from the time of surgery that slowly reach a threshold to manifest symptoms.
- Bacteria from the oral cavity is not associated with PJIs. If the mouth was the point of origin, the incidence of infection would not change over time since patients are consistently exposed to dental care.
- Inappropriate use of antibiotics is a serious issue in the United States. Antibiotic-resistant strains of bacteria are increasing in frequency and severity. Moreover, because antibiotics always cause changes in the intestinal flora, their use inherently exposes the patient to C. diff, an infection affecting 500,000 Americans annually with a mortality of over 5 percent. Conse-

quently, unnecessary use of antibiotics equates to unnecessary risk of C. diff.

However, it was his comments about the challenges of implementing the guidelines that truly impacted me.

Prior to his address, I had been trying to implement the new guidelines. I had prepared a fact sheet and was trying to re-educate our patients. (This is no small matter since my team and I had spent years insisting that they must take antibiotics.) As a courtesy, we would FAX a brief statement of our intention to discontinue antibiotic prophylaxis to the patient's orthopedic surgeon.

This is where things got ugly. Without exception, I would receive word from the orthopedic surgeon that I was to continue issuing antibiotics for prosthetic joint patients. Only 48 hours before Dr. Paumier's address I had received word from a multi-doctor orthopedic group in my community that I was to continue antibiotic prophylaxis on all "their" prosthetic joint patients indefinitely.

The message was conveyed to me by one of their nurses. I noticed that the patients involved were "their" patients, not "our" mutual patients. I was not part of the decision making process. I was merely expected to follow their orders. In listening to Dr. Paumier, I suddenly realized that I was no longer really a doctor. Instead, I was now playing the role of a nurse, subservient to the orders issued by another health care provider.

On the very same day, an emergency patient returned for follow-up evaluation after treatment of a badly infected tooth. Although the extraction site was healing nicely, she had developed a rash to an antibiotic I had prescribed, despite her belief that she had no known allergies when I issued the prescription. Nonetheless, I felt responsible for her complication.

As a dentist that offers various forms of sedation, I routinely consult with our medical colleagues. Their insight is both appreciated and invaluable. However,

when making judgments about sedation, I always remember that regardless what they tell me, I am the one sedating the patient. Ultimately, I am the one responsible for the medications I dispense. I can't "pass the buck" and say, "The physician told me it would be OK."

In speaking with Dr. Paumier after the meeting, he told me he rarely consults with orthopedic surgeons on the issue of antibiotics to prevent PJIs. Frankly, this surprised me. Instead, he merely follows currently accepted scientific research. If a patient is uncomfortable with his position, he instructs the patient to consult with their orthopedic surgeon. If the surgeon concurs with the patient that antibiotic are warranted, then the surgeon can issue the prescription and accept any risk associated with it.

Driving home, I thought about my late father, who died when I was only 18. One concept he instilled in me early in life was the principle that for every right there is a corresponding responsibility.

Without question, orthopedic surgeons have the right to disagree with the dental profession's position regarding antibiotic use on dental patients with prosthetic joints. Moreover, they have the right to insist that patients on which they have operated take antibiotics.

However, commensurate with their rights they have responsibilities. They have the responsibility to educate their patients about their beliefs. They have the responsibility to personally issue the prescriptions and not merely "dump" that task onto me. Finally, they have the responsibility to accept accountability for any adverse sequela from their actions.

Before writing this editorial, I wrote a new patient education pamphlet for our patients on this issue. It states my position and my intention to no longer routinely issue antibiotic prescriptions to prevent PJIs. It also explains there is controversy

SUBSTITUTES, from page 24

Let me be clear. I'm not demeaning these patients. As a dentist, I am correctly meeting their needs, just the way it has always been. They just want things done quickly and don't want to chat. It's the result of our success as a profession. For most of these people, who are under 40, they had good "check-ups" for most of their lives and haven't had any serious dental problems yet. They don't perceive that they need us, because they haven't really needed us yet. We are acceptable substitutes for them. They only need "a" dentist to fix whatever problem they have.

The challenge for us is whether we can work toward forming a relationship so that they can see the value of something they don't want. Or do we change to fit them and provide the services to fix their problems on their terms?

As I said, there have always been commodity-based dental patients in every practice, mine included. The shift in the population is that there is an entire generation of people where a significant percentage of them have that mindset. Time will tell whether that is generational and won't change as they get older, or whether it is age-dependent. If that's true, as their dental needs increase they will begin to value the help of a profession to shepherd them back to health.

Either way, it behooves me to be the best substitute possible among the alternatives. I guess that the more things change, the more they stay the same.

Dr. Messina may be reached at docmessina@cox.net.

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See ANTIBIOTIC, page 29

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on this issue and that patients are free to speak with their orthopedic surgeon.

I also wrote the orthopedic group whose nurse had called and politely advised them that my new office policy regarding PJs would follow ADA guidelines. I further explained to them their right to disagree and responsibilities if they are uncomfortable with the ADA's position.

As I glanced down at the letter, I realized something unusual. Normally I only sign, "Larry" above my typewritten name on most correspondence. For some unknown reason I had subconsciously signed my full name, with my degree. As I sealed the letter in the envelope I felt I had become a doctor again.

*Larry J. Sangrik, DDS
Chardon, Ohio*

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