

# ODA Today

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

## QuickBites

### Don't miss out on ODA Annual Session - there's still time to register!

Register now for ODA Annual Session at [oda.org](http://oda.org).

Registration is also available on-site at Annual Session, but prices increase so it is recommended that attendees register online by Sept. 12. Classes can continue to be added online and on-site at their normal price.

ODA Annual Session - More Engagement = More Achievement - is Sept. 13-16 at the Greater Columbus Convention Center.

The 2018 ODA Annual Session will feature nationally known speakers, CE for the entire dental team, and an Exhibit Hall with more than 200 vendors and opportunities for networking and team building.

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## Experience the 2018 ODA Annual Session

By ODA Staff

The 2018 ODA Annual Session – More Engagement = More Achievement – is Sept. 13-16 at the Greater Columbus Convention Center.

"The more involved you are in organized dentistry, the more profitable your practices will be from everything that you learn when you're involved with organized dentistry," said Dr. Betsy Mueller, general chair of the 2018 ODA Annual Session. "So for me, being more engaged in dentistry will bring you more achievement."

### Shop the Exhibit Hall

The Exhibit Hall is rated by ODA Annual Session attendees as one of the top reasons they attend the meeting each year. The Exhibit Hall features more than 200 vendors, where attendees can comparison shop with the help of knowledgeable company representatives.

The Exhibit Hall also will feature special events throughout Annual Session, such as the Welcome Reception on Thursday from 4:30-5:30 p.m., Take a Break! on Friday from 3-4 p.m. and Tailgate! on Saturday from 11 a.m.-2 p.m.

Exhibit Hall hours:

- Thursday, Sept. 13 from 12-6 p.m.
- Friday, Sept. 14 from 10 a.m.-6 p.m.
- Saturday, Sept. 15 from 10 a.m.-2 p.m.

For those who only wish to shop in the Exhibit Hall, ODA Annual Session will feature



ODA Staff

The Exhibit Hall is rated by ODA Annual Session attendees as one of the top reasons they attend the meeting each year. This year's Exhibit Hall will have more than 200 vendors, and is the largest in the area.

a free Saturday Exhibits Only Pass on Sept. 15. Any dentist or staff can register in this category for no fee, but it does not include any advantage of other registration categories.

### Attend "Howard Farran Uncensored"

Dr. Howard Farran will be doing a special LIVE Q and A session in the Exhibit Hall on Thursday, Sept. 13 from 5-6 p.m. Be sure to take advantage of this rare opportunity to see Farran up close and personal in this interac-

tive discussion.

### Don't miss out on top-notch CE

The 2018 ODA Annual Session features nationally known speakers and CE for the entire dental team. Some courses are already sold out, but others still have seats available! Courses can be added online throughout Annual Session and at the on-site registration

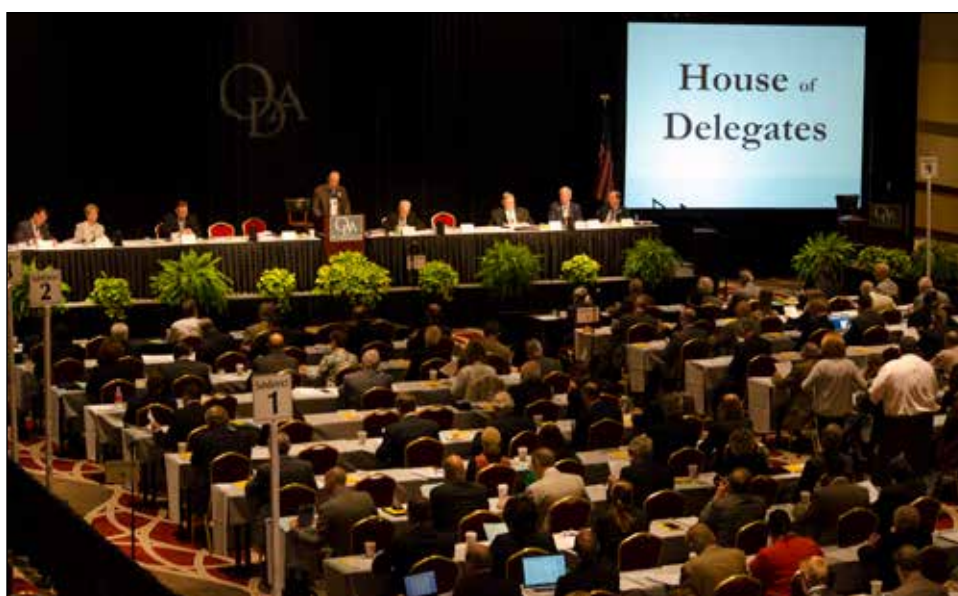
See ANNUAL SESSION, page 6

## Resolutions to be considered by the 2018 Ohio Dental Association House of Delegates

By ODA Staff

The ODA's House of Delegates, which is the legislative and supreme authoritative body of the association, will meet on Sept. 13 and 14, 2018, at the Hyatt Regency Hotel in Columbus, Ohio in conjunction with the 2018 ODA Annual Session. Nearly 140 delegates from across the state representing all 25 component dental societies, including two student delegates representing the Case Western Reserve University School of Dental Medicine and The Ohio State University College of Dentistry, will gather at the 2018 House of Delegates meeting to deliberate and discuss resolutions proposing policies and/or operations of the association. The 2018 House of Delegates will consider the following resolutions at its meeting in September:

- Resolution 01-18 proposes the association's policy on opioid prescribing.
- Resolution 02-18 proposes that the ODA urge third-party payers to support a dentist's right to receive a traditional paper check in lieu of alternative payment methods as payment for services rendered to a beneficiary of a dental benefits program.
- Resolution 03-18 proposes to amend the



ODA Staff

The ODA House of Delegates is the legislative body and supreme authoritative body of the Ohio Dental Association. The 2018 ODA House of Delegates will be meeting Sept. 13 and 14.

ODA Bylaws in order to align ODA membership categories with the ADA membership categories.

- Resolution 04-18 proposes to amend the ODA Bylaws to provide enhanced clarity and ease in the membership renewal and

recruitment process.

- Resolution 06-18 proposes to allow properly trained dental assistants, under the direct supervision of a dentist, to administer and monitor patients undergoing nitrous oxide sedation.



Ohio Dental Association  
1370 Dublin Road, Columbus, OH 43215-1098  
[www.oda.org](http://www.oda.org)

# '18

OHIO DENTAL ASSOCIATION  
**ANNUAL SESSION**  
September 13-16, 2018 | Columbus | [www.oda.org](http://www.oda.org)





### The Director's Chair

David J. Owsiany, JD  
ODA Executive Director

The ODA regularly surveys its members. If you have ever attended an ODA event – whether it is the Leadership Institute, Day at the Statehouse, or Annual Session – chances are you received a survey from us following the event. If you participated in a specific ODA program or utilized an ODA-endorsed product, we likely sent you an electronic survey to see how your experience with that program or product was. We conduct these surveys to get feedback on those events, programs or products so we can continuously monitor and improve them.

Similarly, every few years, the ODA conducts a broad membership survey. These surveys, which were conducted in 1988, 1991, 1994, 1998, 2002, 2007 and 2012, provide valuable information on almost everything the ODA does. The feedback we get on ODA's lobbying efforts, communications, continuing

## Keep your eye out for the ODA member survey

education offerings, programs and events gives us valuable information to ensure we are meeting the needs of our members. We will be conducting our latest broad membership survey later this month. This is your chance to have input on the ODA's priorities.

We also gain information on various products and services including the ODA's workers' compensation group rating program (Care Works Comp), our endorsed professional liability insurance product (Medical Protective), patient financing (Care Credit), and health insurance (ODA Wellness Trust). This again allows us to monitor our programs and ensure we are meeting the needs of our members.

The survey also allows us to track practice trends to gauge over time how our members practice habits are changing. We track whether dentists are as busy as they have been in the past, what types of dental insurance programs our members are participating in, if any, and what percentage of our members are practice owners vs. employees.

Back in the 1980s and 1990s, these surveys were cumbersome as we would

send the paper survey document in the mail and ask members to fill them out and then mail them back to us. Today, surveys are much easier to conduct because of technology. We now send an email with the link to the survey that can be completed online at your convenience.

Because we cover a significant amount of information, the survey may take you several minutes to complete. However, the information we gain is absolutely critical to allowing the ODA to continue to meet your needs and to be able to continue to effectively advocate for the dental profession. All individual survey results are kept confidential to ensure we get unbiased feedback. Please take the time to fill out the ODA survey when it arrives in your in-box. You'll also have an opportunity to be entered into a drawing to win one of five \$100 Amazon gift cards for completing the survey. And keep your eyes on future issues of the "ODA Today" as we will share the aggregate data from the survey results once they are compiled and discuss what that information may mean for you, the dental profession and the ODA.



### President's Message

Steve Moore, DDS  
ODA President

## Thank you!

Thank You! Thank you very much for the wonderful year as president of the Ohio Dental Association. Personally, this experience has been very enlightening. There is a significant amount of work being put forth on behalf of Ohio dentists and patients.

Some examples of the legislative advocacy are HB 184, the Ohio Dental Care Optimization Act. This bill would improve access to care throughout Ohio using various strategies, for example tele-dentistry would extend the reach of the dental team into underserved areas of the state. HB 184 also would expand the Choose Ohio First Program to aid dental students who agree to practice in underserved areas of Ohio. HB 184 would also allow the expansion of the use of silver diamine fluoride, a simple, cost effective, non-invasive treatment to arrest dental decay. Another part of HB 184 is doubling the capacity of the Ohio Dentist Loan Repayment Program. This program is fully funded by a surcharge on dentists' license fees, which offers loan repayment assistance to dentists who agree to practice in shortage areas and treat Medicaid patients. HB 184 is a multifaceted effort to increase dental care throughout Ohio.

In March of this year, ODA Executive Director David Owsiany and I testified in support of HB 367, the non-covered services bill. This bill would prevent dental insurance companies from setting prices for services that the insurers don't cover. This bill passed the Ohio House Insurance Committee and is now pending before the entire Ohio House of Representatives.

At last year's HOD I formed a DSO task force to investigate DSO-type benefits that will increase efficiency, decrease



Ohio Sen. Bill Coley and ODA President Dr. Steve Moore at the 2018 ODA Day at the Statehouse

overhead expenses and provide quality, affordable care to our patients. The task force is exploring various pathways to make the ODA the first and best resource for our members; the resource to consult for help with their concerns and/or problems.

The ODA also led the effort to prevent confusing, unaccredited, so-called "specialty" dental practice advertising. After being presented evidence that showed the public was confused by deceptive specialist advertisements, the Ohio State Dental Board began the process of revising its dental specialty advertising rules.

At the ODA Day at the Statehouse, both dental students and dentists spoke in opposition to SB 98. This proposed legislation would create mid-level providers, requiring only two to three years of education after high school graduation, and allowing them to do various irreversible dental surgeries. We feel this is a safety issue and would be a major diversion of funds that could be better utilized in the present day practice model. I feel the millions of dollars being spent by outside agencies trying to destroy our profession could be better directed to further-reaching causes, such as supporting efforts of communities to fluoridate their public water systems.

A few of the other events and programs that are provided or supported by the ODA are the following:

- Give Kids A Smile – improves access to care for the underserved.
- The Leadership Institute – offers dentists and dental students a free two-day leadership conference with cutting edge information and continuing education.
- Ohio Dental Political Action Committee (ODPAC) – dentistry's voice in the political arena.
- Ohio Dental Association Foundation – the philanthropic arm of the ODA.
- Ohio News Network (ONN) – radio public service announcements supporting ODA member dentists.
- Opioid awareness – urging Ohio dentists to promote awareness of the opioid addiction epidemic.
- ODA Annual Session – one of the nation's best annual dental meetings.
- ODASC (Ohio Dental Service Corp.) – provides members with access to reduced rates and assistance on products and services, such as health insurance for staff and their families.

This is just a small, partial list of the benefits of being an ODA member. None of

## ODA Today

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See THANK YOU, page 3



# Hi, I'm your new director of legal and legislative services

**Eric S. Richmond, Esq.**  
ODA Director of Legal & Legislative Services

Hello "ODA Today" readers, my name is Eric Richmond and I am the new director of legal and legislative services for the ODA. I would like to take the time to introduce myself during this month's legal brief. I promise that in the future I will provide more useful information than what you are about to read. However, I would like for you to know a little bit about me so you can pass judgment and ridicule me correctly.

I am originally from the small southern Ohio town of West Union, which is the county seat of the number one county in Ohio (Adams), ranked solely by alphabetical order, but who's keeping track? I lived in West Union throughout my childhood and left for the big city to attend The Ohio State University. At the beginning of my college career I had aspirations of becoming a pharmacist, which lasted until I reached organic chemistry and I realized

that was an unattainable goal. So I did what anyone that can't cut it in a science field does and I got a business degree. I finished out my time at Ohio State in the Fisher College of Business graduating with a degree in finance. The fall after graduation I started law school at Capital University. Three long and painful years later I graduated from Capital and passed the bar that summer.

During my last year in law school I started working for the state of Ohio in the Department of Public Safety. While waiting on bar results I was asked to come back and work for the department and I ended up working there through my first half year of being a "real attorney." In my time with public safety I was involved in working on legislation and being the in-house counsel for two divisions of the department. I then took another job in state government as a hearing officer for the Department of Taxation. In my time with tax I heard administrative appeals for the department and spent some time doing in-house advising for the criminal investigations division.



Eric Richmond, the ODA's new director of legal and legislative services, with his wife, Katelyn, and their daughter, Layla.

I am sure at this point you are asking yourself what taxes and public safety have to do with advising dentists, and the short answer is nothing, legally speaking. However, the advising that I did while I

was with the state, even though it was in a different area of the law, gave me the skillset needed to accurately inform and explain legal issues to a large organization. Also, in my time with the state I was able to develop a broad understanding of state government and the legislative process, which will help with advocacy at the Statehouse and ensure that I understand the legislative issues that ODA members face.

At this point, if you are still reading, you have heard plenty about me so I will wrap this up quickly by mentioning my family. My wife, Katelyn, and I live in Grove City, with our 18 month old daughter, Layla. We have called varying parts of Columbus home over the last 10 years. Other than spending time with my family, I really enjoy the outdoors and I am an avid golfer.

Thank you for the opportunity to introduce myself. I look forward to becoming a strong member of the ODA team. I am eager to get to work and I hope to get to know you all soon.

## THANK YOU, from page 2

this would be possible without exceptional volunteer dentists. I would like to thank the entire superlative staff of the ODA; their dedication to our profession and the member dentists is amazing. Finally, I can't thank David Owsiany, our executive director, enough for his tremendous assistance this past year. I am amazed at his dedication to our profession. My travel around the state to component societies with David was one of the highlights of my presidential year. This year has been, without a doubt, the biggest honor of my professional life, and I am very proud to have served as president of this tremendous organization. Thank you very much.

*Email Dr. Moore at [smoore@oda.org](mailto:smoore@oda.org).*

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**Columbus:** Grossing \$677K. 2800 active patients. 40 new patients per month. 6 ops. Nicely equipped. Mix FFS, PPO, some Medicaid.

**NE Columbus:** Grossing \$360K. Multi-tenant building on main road. Over 3,000 active patients. Seller retiring but will help with transition.

**NW Dayton:** Collecting \$450K on only 2.5 days a week. Predominantly PPO with some FFS and no Medicaid or Managed Care. Over 2200 active patients. Real estate for sale.

**SE of Toledo:** Grossing over \$700K. Free standing building on a busy street. Over 3100 active patients with an average of 50 new patients monthly. 5 operatories and room to expand. Building also for sale.

**NW Dayton:** Practice generates \$330K a year in revenue. Over 1300 active patients with an average of 35 new patients monthly. Open only 2 days a week.

Farrah Zemke  
Transition Consultant

Tiffany Stewart  
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*Come see us at the ODA Annual Session - Booth #527.*

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Access articles from current and past issues of "ODA Today" by visiting [www.oda.org](http://www.oda.org).





# Register your 2019 Give Kids A Smile events in October

By ODA Staff

Dentists, their staff members and others planning to hold Give Kids A Smile events any time in 2019 should plan to register those activities during October 2018. Events registered by Nov. 9 will qualify to receive free products to support their events such as toothbrush and toothpaste giveaways and dental supplies to perform screenings, cleanings, fluoride application and sealants.

Give Kids A Smile is one of the ODA's biggest access to care and oral health education efforts in Ohio, but it is made up of individual events planned by dentists, dental team members, dental societies and others. Events range from oral health education in schools to a free day of preventive care in a private dental office to a large-scale event at a dental school. In 2018, more than 1,800 dentists, dental team members, students and other volunteers provided dental care and/or education to 19,000 children.

ODA President-Elect Dr. Michael Halasz has held GKAS events in his office for more than 10 years.

"My first GKAS event, I helped out at another office to see how it was done. After that, I decided to hold events in my own office. My staff donates their time too, as they see the importance of the event," Halasz said. "We originally contacted the local school board to get lists of kids in need. The school nurse was VERY helpful in getting the kids to us. Other resources include county health boards, county juvenile correction centers, etc. The key is preparation. We start planning six months ahead of time by making the appropriate local contacts and contacting the ODA to register to get donated supplies."

Dentists who already provide free dental care days to children or who send their staff to local schools for oral health education presentations are encouraged to sign up those activities as GKAS events. Registered events benefit from free products, ODA staff support and volunteer CE credit for dentists and hygienists providing free clinical care. The GKAS Ohio program is also stronger when more events are registered and reported.

"For me, the personal impact is knowing I've helped some kids who may not have received the dental treatment they so desperately need. A simple smile or 'thank you' from one of the kids completely makes it worthwhile," Halasz said. "The ODA benefits because it shows the public, and the legislators, that we dentists are not just greedy, money-hungry and self-serving. It shows we truly care about access issues and that we are trying to do something about it, instead of just talking about it."

Registration will open in October at <https://www.adafoundation.org/en/give-kids-a-smile> and dentists or their staff who are interested in GKAS can contact Kristy Kowalski, ODA manager of public service, to learn more about GKAS and to determine if they are already holding GKAS-qualifying events.

"We all donate dental services to folks in need throughout the year. But GKAS is important because it shows that the profession, as a whole, really cares about the kids," Halasz said.

## ODA You can Give Kids A Smile!



ADA Foundation

Give Kids A Smile is one of the ODA's biggest access to care and oral health education efforts in Ohio, but not every event is a large-scale effort! Whether you're helping five kids receive free dental care or educating 500 kids about oral health, no event is too small and everyone's efforts combined make a big impact on Ohio!

### You choose...



The scope of the event and how many kids you want to see for:

- Education only
- Dental screenings
- Preventive care
- Restorative care
- Donated follow-up care



Your venue and partners:

- Open your office up to the public for a GKAS day
- Partner with a local school, Head Start or social service agency such as a Boys and Girls Club
- Work with a local dental assisting or hygiene school with multiple dentists



The date that works for you:

- The national kickoff is always the first Friday in February, but you can hold a GKAS event any day you want!

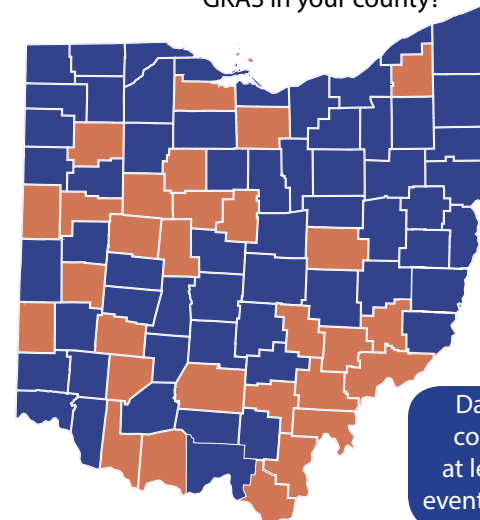
Whatever you choose to do, make the choice to Give Kids A Smile!

### Benefits of registering your GKAS activities:

- ODA staff support to help you plan and promote your event
- Free products from the ADA – like dental supplies for cleanings, fluoride and sealants and toothbrushes and toothpaste to give away at your event
- 1 CE credit for every 1 hour of volunteer care provided by dentists and hygienists, up to 1/3 of the total hours required per biennium
- Your activities will be counted in state totals used in ODA advocacy efforts

Are you or your staff already providing oral health education or free care to children? Register these activities in October as Give Kids A Smile events to receive the benefits listed above.

We're on a mission to have an event held in every county of Ohio! Will you be the one that helps children through GKAS in your county?



Dark shaded counties had at least 1 GKAS event held in 2018

GKAS registration is open every October for the following year at <http://www.adafoundation.org/en/give-kids-a-smile>, or contact Kristy Kowalski, ODA public service manager at [Kristy@oda.org](mailto:Kristy@oda.org) or 614-486-2700 for help.



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### Save the date for the 2019 Leadership Institute!

The 2019 ODA Leadership Institute will be held March 15 and 16, 2019 at the Hilton Columbus at Easton Hotel in Columbus. Leadership Institute is the ODA's award-winning program developed to help all ODA members become more successful and effective leaders. Attendees consistently rank the event as one of the top leadership development workshops. This event is free for ODA members, dental students and dental residents. Watch future issues of the "ODA Today" for more details.

### Purchase ODA Foundation raffle tickets

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, two for \$175 or six for \$500, and only 700 will be sold. This year's raffle prizes are: Winner's choice of a lease on a 2018 Mercedes E300 car or \$20,000 cash (lease terms established by Crown Mercedes); \$1,500 cash toward your 2019 tripartite membership dues; and a piece of fine jewelry valued at \$1,000 from Laudick's.

The drawing will be held Sept. 15 in the ODA Annual Session Exhibit Hall. For more information about the raffle and how to purchase tickets, visit [oda.org/community-involvement/oda-foundation/odaf-raffle/](http://oda.org/community-involvement/oda-foundation/odaf-raffle/).

### Earn \$100 gift card by helping grow participation in organized dentistry

The American Dental Association's Member-Get-A-Member campaign can benefit current tripartite members while helping to grow participation in organized dentistry. Dentists who recruit any new, active member before Sept. 30 will be rewarded with a \$100 gift card for each new eligible member they recruit (up to five new members and \$500). Tripartite members know first-hand the benefits of joining organized dentistry and are in a strong position to encourage non-members to join and strengthen the organization. More members in organized dentistry leads to a stronger voice, more resources and greater recognition for dentistry. For more information about the program and complete rules, visit [ada.org/8185.aspx](http://ada.org/8185.aspx).

### Download and print employment posters online

ODA members can download and print employment posters from the ODA's website for free. All employers are required to post numerous employment posters in their offices. To download the posters, visit [oda.org/member-resources/employment-posters/](http://oda.org/member-resources/employment-posters/). These posters are only available to ODA members.

## ODA Meeting & Event Calendar

<h1 style="font-size: 2em; color: #006666;">Sep.</h1>	<ul style="list-style-type: none"> <li>3 ODA office closed for holiday</li> <li>13-14 ODA House of Delegates</li> <li>13-16 ODA Annual Session</li> <li>28 Life after Residency</li> </ul>
<h1 style="font-size: 2em; color: #006666;">Oct.</h1>	<ul style="list-style-type: none"> <li>5 Subcouncil on Peer Review (call)</li> </ul>

### Like the ODA Facebook page!

The Ohio Dental Association recently launched an ODA Facebook page to provide up-to-date information to members. The page will be used to provide the most up-to-date information about advocacy, regulatory compliance issues, membership benefits, ODA events, deadline reminders and more. To view the Ohio Dental Association Facebook page, visit [facebook.com/ohiodentalassoc](https://facebook.com/ohiodentalassoc).

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**ANNUAL SESSION, from page 1**

desk. Visit [oda.org](http://oda.org) for information about what CE courses are still available.

**Check out the Knowledge Bar**

The Knowledge Bar will be a learning lab located in the Exhibit Hall where attendees can meet with a variety of companies in a non-sales, educational environment. Each day different topics will be highlighted with knowledgeable colleagues and product representatives to answer questions.

Knowledge Bar Schedule:

- Thursday, Sept. 13 from 11 a.m.-3 p.m. – Digital Marketing and Patient Scheduling Products
- Friday, Sept. 14 from 12:30-3:30 p.m. – High Tech – 3D Printers and Scanners
- Saturday, Sept. 15 from 10:30 a.m.-1:30 p.m. – ODASC Product Showcase

**Visit the ODA Membership Booth**

Stop by the ODA Membership Booth at the back of the Exhibit Hall, where dentists can update their Find-A-Dentist profile with help from ADA staff members and have a profile photo taken by a professional photographer. Information on all ODA programs, products and services is available, including helpful representatives from the ODA's subsidiary, ODASC.

**Download the 2018 ODA Annual Session App**

The ODA Annual Session has a new and improved app! The Annual Session app includes:

- A full schedule of events
- CE course list and descriptions
- Speaker bios
- Exhibitor list
- Show specials from exhibitors
- Maps
- Information about things to do around Columbus
- Directory of nearby restaurants
- Your personalized schedule



*Feinknopf*

Courses at ODA Annual Session are beginning to sell out, but others still have seats available! Visit [oda.org](http://oda.org) for details and to register.

- CE slips
- Alerts with important updates
- And more!

Search for "ODA Annual Session" on Google Play and the Apple App store to download the free app!

**Plan your trip to the ODA Annual Session**

Confirm hotel reservations and make restaurant reservations at one or more of

the excellent restaurant choices right outside of the convention center (for info on restaurants and things to do around Columbus, visit [experiencecolumbus.com](http://experiencecolumbus.com)).

Be sure to download and/or print course handouts from [oda.org](http://oda.org), as materials are only available online.

Several parking garages are available nearby, and attendees can also reserve and pre-pay for parking in advance. For more details, visit [oda.org/news-and-events/annual-session/](http://oda.org/news-and-events/annual-session/)

**HOURS**

**On-site registration hours:**

- Sept. 13 from 7:30 a.m.-7 p.m.
- Sept. 14 from 7:30 a.m.-6 p.m.
- Sept. 15 from 7:30 a.m.-5 p.m.
- Sept. 16 from 7:30 a.m.-4 p.m.

**Exhibit Hall hours:**

- Sept. 13 from 12-6 p.m.
- Sept. 14 from 10 a.m.-6 p.m.
- Sept. 15 from 10 a.m.-2 p.m.

[events/annual-session/](#) and click on "Directions & Parking."

**Register now**

There are several ways to register for ODA Annual Session:

- Online at [oda.org/news-and-events/annual-session/](http://oda.org/news-and-events/annual-session/)
- On-site at Annual Session – but be aware that the on-site registration fee is higher, so it is recommended that attendees register before Sept. 13 and then they can continue adding courses on-site at Annual Session.


On-site registration hours:


- Thursday, Sept. 13 from 7:30 a.m.-7 p.m.
- Friday, Sept. 14 from 7:30 a.m.-6 p.m.
- Saturday, Sept. 15 from 7:30 a.m.-5 p.m.
- Sunday, Sept. 16 from 7:30 a.m.-4 p.m.

And offices who register three staff will get the fourth staff registration free!


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# Dentists, orthopedic surgeons discuss antibiotic prophylaxis at workshop

By Jackie Best Crowe  
ODA Managing Editor

The Ohio State University Infectious Diseases Institute recently hosted a workshop that brought together private practice dentists and orthopedic surgeons to discuss antibiotic prophylaxis.

Dr. Debra Goff, an infectious disease pharmacist at The Ohio State University Wexner Medical Center and the founding member of its inpatient antibiotic stewardship program, came up with the idea for the workshop after her husband, Dr. Doug Goff who is a dentist, encountered a patient who had been told by her orthopedic surgeon that she needed to take prophylactic antibiotics for life. Her husband showed his patient the American Dental Association guidelines and discussed the risk of her developing C. diff or a superbug from an unnecessary antibiotic.

"She was confused because she was 'stuck in the middle' of conflicting information from two different doctors," Dr. Debra Goff said. "She decided to cancel the den-

tal appointment. Her surgeon was retired so she couldn't discuss it with him. I told my husband the patient should NEVER be in the middle of conflicting information from two doctors and we are going to do something about that."

The current American Dental Association guideline states "in general for patients with prosthetic joint implants, prophylactic antibiotics are not recommended prior to dental procedures to prevent prosthetic joint infections." The 2017 American Academy of Orthopedic Surgeons Appropriate Use Criteria (AUC) concurs that the vast majority of patients do not require antibiotic prophylaxis. However, there are very limited situations where they state it would be appropriate to consider using antibiotic prophylaxis. This small cohort of patients are all severely immunocompromised and also are diabetic and/or have had a previous prosthetic joint infection.

Dr. Debra Goff said that through pre/post workshop surveys, they found that both groups were interested in CE on the

## Guidelines on antibiotic prophylaxis

- American Dental Association guidelines can be found at <https://www.ada.org/en/member-center/oral-health-topics/antibiotic-prophylaxis>
- American Academy of Orthopedic Surgeons Guidelines can be found at <http://www.orthoguidelines.org/guideline-detail?id=1021>

topic, many were not aware of the opposing ADA/AAOS guidelines on antibiotic prophylaxis, most were not aware that there is a hypervirulent form of C. diff that can cause death, most did not know there are "superbug" infections in Columbus without any effective antibiotics for treatment and most did not think a single dose of antibiotic prophylaxis was a risk for C. diff or development of a superbug infection down the road.

Dr. Debra Goff received a \$6,000 grant from OSU Connect and Collaborate for the workshop, and she also invited two physicians from the Centers for Disease Control who work with dental stewardship to participate in the event. About 50

people attended the workshop.

The event started with short presentations from Dr. Debra Goff; Dr. Julie Mangino, an infectious disease physician; Dr. Peter Larsen, chair of oral and maxillofacial surgery at The Ohio State University; Dr. Andrew Glassman, chair of orthopedic surgery at Ohio State's Wexner Medical Center; and Dr. Richard Scheetz, an oral surgeon who talked about communication difficulties between dentists and surgeons.

Following the presentations, attendees broke into groups of five with three dentists and two orthopedic surgeons. The groups reviewed two patient case studies and answered 10 questions about the cases.

"There was really good collegial interaction between surgeons and dentists, a great deal of respect, and it allowed for identification of misconceptions on both sides," said Larsen, who helped facilitate the event.

At the end of the discussion, a representative from each of the groups shared a summary of what they had discussed. Larsen said that in all of the groups, points of disagreement had been resolved and each group was able to identify common ground. He added that in general, there seemed to be consensus and agreement among the groups, and there were not any substantial disagreements that were identified.

Larsen said the workshop helped both dentists and orthopedic surgeons understand each other's side better. He said the orthopedic surgeons explained that for certain types of joint replacements such as those using cadaver bones, an infection could lead to the loss of the limb or even the loss of life. Many other patients, however, wouldn't necessarily benefit from antibiotic prophylaxis. There are substantial differences in the invasiveness of surgeries that patients may not understand, and there is also some risk stratification that should be considered such as patients who have had previous infections or poorly controlled metabolic disease.

He said the orthopedic surgeons realized that they tend to focus on the "problem patients," but there are many, many other patients who are doing well and do not typically require a lot of follow up care who would not benefit from antibiotics.

The attendees then discussed what can be done about this.

Attendees felt that similar workshops should be held on a local level throughout the U.S. to bring dentists and orthopedic surgeons together to gain a better understanding of the issue. Local dental societies or groups of dentist could replicate the workshop by contacting the orthopedic surgery department at a local hospital or a local orthopedic surgeon.

One problem that was identified is real-time communication between dentists and orthopedic surgeons. One idea discussed was the possibility of giving each joint replacement patient a scorecard where the surgeon would provide risk stratification, and the dentist could then look at the scorecard and determine whether antibiotics would be appropriate or not.

Larsen said this would help avoid the widespread use of antibiotics just to cover

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Dr. Recker also represents multiple national dental organizations and individual dentists in various matters, including First amendment litigation (i.e. advertising), judicial appeals of state board proceedings, civil rights actions against state agencies, and disputes with PPOs and DMSOs.



Dr. Perrino has been a practicing dentist for over 30 years. He is actively involved in organized dentistry, having served on numerous committees and councils at the local, state, and national level. Dr. Perrino was admitted to the Ohio Bar in 2014 and will be assisting in the representation and defense of dentists in all practice related matters.



Ms. Sandra Ertel, paralegal, has assisted Dr. Recker and Dr. Perrino in preparing for, and attending, depositions, court appearances and hearings in multiple states.

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## Dental Insurance Corner

# ODA, Delta Dental, Peer Review and quality of care issues

**Christopher Moore, MA**  
ODA Director of Dental Services

What do the Ohio Dental Association; Delta Dental of Michigan, Ohio, and Indiana; and the peer review process all have in common? The all are concerned about issues related to medical necessity and quality of dental care. How they address these issues and particularly disputes involving them, however, varies significantly.

### Peer Review

Peer Review was developed by the dental profession decades ago as a means of resolving certain patient-dentist disputes. It works when a patient and his/her dentist are unable to resolve the dispute on their own and the patient initiates a complaint with the Peer Review committee of the local dental society where the work in question was completed.

Peer Review is a voluntary, informal mediation/arbitration process and is considered an alternative dispute resolution mechanism. It is a free-of-charge public service that allows the involved parties to resolve disputes over quality of dental care and appropriateness of dental treatment issues. Peer review does not, however, have the legal authority to issue fines, take actions against a dentist's license, compel compliance with its findings and recommendations or adjudicate matters

that are beyond its scope. Peer Review is limited to awarding a refund and/or waiving an outstanding fee for work that has typically been unaltered and has been completed within the last year. It cannot and does not address matters that are before or have already been adjudicated by the court system or the Ohio State Dental Board or that meet the National Practitioner Data Bank's definition of a medical malpractice claim.

Once a patient complaint concerning quality of dental care and/or appropriateness of dental treatment is lodged, the local dental society Peer Review committee chair will determine if the matter falls within peer reviews scope. If it does, then the case will be assigned to a peer review committee member to mediate.

The mediator's job is to assist the patient and dentist in identifying a mutually agreeable resolution to their dispute. The mediator does not conduct a clinical exam or pass judgment on the merits of the complaint.

While virtually any agreement that the parties reach during mediation is acceptable, agreements involving refunds typically restore to each party the amounts they initially paid for service in question. Patients must first sign a release and satisfaction of claims before they may receive the actual refund amount.

If mediation is unsuccessful then both the patient and the dentist must sign a binding arbitration agreement for the case to proceed to a clinical exam. This

agreement binds the signees to accept and abide by the Peer Review committee's decision and not take the dispute to any other entity. If either party fails to sign binding arbitration, then peer review will terminate its involvement in the case and the parties will have to find another avenue to resolve their dispute. Providing the patient and dentist sign binding arbitration, then the Peer Review committee will conduct a clinical exam of the work in question.

At least three dentists (including specialists when appropriate) from the local Peer Review committee conduct the clinical exam. Some committees also use laypeople as part of the process to assure proper procedures are followed, but not to render an opinion relative to technical aspects of dental treatment. While there is no face-to-face confrontation between the patient and the dentist, both parties are given the opportunity to present their side of the story to the reviewers.

Once the clinical exam is completed, the committee goes into executive session to develop its findings and recommendations. The committee's decision is then sent in writing to the involved

parties. Any monetary awards that are addressed in the committee's decision are limited to a refund and/or waiver of outstanding balance.

Either the patient or the dentist may appeal the local peer review committee's decision to the ODA Statewide Subcouncil on Peer Review.

The ODA has historically held that while peer review is a member benefit, it should be conducted primarily as a public service and, as such, patients should be able to utilize the peer review process irrespective of the treating dentist's membership status and that there should be no charge to any of the involved parties.

### ODA and Delta Dental

Over the past several months, the ODA, through the Council on Dental Care Programs and Dental Practice (CDCPDP), its Dental Insurance Working Group, and Delta Dental of Michigan, Ohio, and Indiana have been working together to address certain issues related to medical necessity and quality

See **QUALITY**, page 11

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](mailto:chrism@oda.org). To see past issues of the Dental Insurance Corner, visit [www.oda.org/news](http://www.oda.org/news) and choose the category "ODA Today" and subcategory "Dental Insurance Corner."

## Open enrollment for health insurance is coming...are you prepared?



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The Wellness Trust has more than 1,300 participants from more than 620 offices and is able to leverage group buying power in the insurance marketplace.

Visit ODASC in the Membership Booth at the ODA Annual Session to speak with an insurance agent to find out more and to receive a competitive quote for your renewal.





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# Google's latest update and how it impacts dental practices

By ProSites

As an online marketing provider for dentists, helping dental practices and their patients stay safe and secure online is one of our top priorities.

Each year Google makes countless updates to continually improve the searcher's experience – for example, when people use search on a mobile device, the results show mobile-friendly sites over ones that are not – because Google knows a mobile-friendly website will provide a better search experience.

A similar line of thought is weaved into their latest update; that any non-HTTPS websites will show a warning to visitors immediately upon entering the website.

But before we get into the details, let's go over the basics.

## The Difference Between HTTP and HTTPS Websites

HTTP (hypertext transfer protocol) is the protocol over which data is exchanged between your browser and the website

to which it's connected. HTTPS is the secure version of HTTP. When a website has HTTPS, all communications between browser and website are encrypted, making it much harder for third parties to interpret, alter, or delete information.

## The New Google Update

It used to be that Google Chrome previously only marked HTTP pages as not secure if the pages had forms that asked for highly sensitive information like a password or credit card. Most recently, however, Chrome (version 62) now shows a not secure warning on all pages that have any type of data entry fields (even forms that simply ask for name and email), and all HTTP pages visited in Incognito (private) mode.

And, currently, when you're in a Chrome browser, in the URL bar, you'll either see the words "secure" in green or "not secure" in red to the left of the URL.

However, in the coming months, as HTTPS increasingly becomes the default for websites everywhere, Google will be removing the green "secure" text next to the URL and instead only call attention to websites when they are not secure.

## Why the Update?

Google is in favor of better user experiences, which is why they are trying to make the Internet a more secure place. They have tried to enforce a more encrypted web for years – but this update is one of their most forceful moves yet.

Here's a snippet from the Google Security Blog on the update:

"For the past several years, we've moved toward a more secure web by strongly advocating that sites adopt HTTPS encryption. And within the last year, we've also helped users understand that HTTP sites are not secure by gradually marking a larger subset of HTTP pages as 'not secure.' Beginning in July 2018 with the release of Chrome 68, Chrome will mark all HTTP sites as "not secure".

## What This Means for Dental Practices

No one likes to see a warning sign that a website isn't secure. Even if the information that you are requesting on your site is benign (like name and email), a glaring security warning is enough to cause most visitors to close your page and move on to a secure site.

To ensure you don't miss out on getting new patient inquiries or requests to your office, an SSL certificate (which makes your site HTTPS) is a recommended addition to your online security.

When you couple an HTTPS website with secure patient email and a HIPAA-compliant patient portal, you show patients that the safety of their data is a priority for your practice. Taking this extra step not only protects patients, it makes them feel good about your practice, which will help to create a foundation of loyal patients for years to come.

To learn more about keeping patient data safe and secure online in a HIPAA-compliant manner, call ODASC-endorsed partner, ProSites at (888) 932-3644 to talk with an Internet Marketing Advisor or visit [www.ProSites.com/ohio](http://www.ProSites.com/ohio) to request a FREE website analysis.

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## ODA provides networking, employment resources for member dentists

By ODA Staff

The Ohio Dental Association provides several resources to help dentists network and look for employment and employees – plus resources for those looking to buy or sell a dental practice.

### MATCH @ ODA Annual Session

This year's ODA Annual Session will feature an event to help dentists, dental residents and dental students who are looking for a job match up with dentists who are preparing for a practice transition or looking to expand their practice.

MATCH @ ODA Annual Session is a free event hosted by the ODA Subcouncil on New Dentists and will take place from 2-4 p.m. on Saturday, Sept. 15. This is the third MATCH event hosted by the ODA.

"The Subcouncil on New Dentists is excited to be hosting another Match program this year," said Dr. Alex Mellion, chair of the Subcouncil on New Dentists. "We are always looking for programs that address the needs of new dentists. After talking with colleagues, the main interest topics among new dentists are addressing student debt and finding a job. We feel that this program addresses both by providing a networking opportunity for ODA members to meet with new dentists and discuss career opportunities. The first two Match events have been a great success and we are looking forward to another great program."

Those looking to sell a practice, buy a practice, hire an associate or become an associate are all invited to attend this unique event.

After registering, attendees will be

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—Dr. David Farinacci  
North Canton

contacted by the ODA to gather more information to enhance and personalize the process.

No outside companies or vendors will be included in this program, and attendees are not required or guaranteed to make a "match" at the event. Register for this event using code E96. Refreshments and appetizers will be served.

To register for the MATCH event and the ODA Annual Session, visit [www.oda.org/events](http://www.oda.org/events).

### Classified ads

ODA members can access classifieds at [oda.org](http://oda.org) and in the "ODA Today." Classified advertisements provide information on associate positions available, practices for sale, space available, professional dental services and more. And they're free to access for all ODA members.

And ODA members who are looking to place a classified ad receive a discount. The classifieds page on [oda.org](http://oda.org) is one

See **EMPLOYMENT**, page 15

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**QUALITY, from page 8**

of dental care.

The discussions were borne out of Delta Dental's practice to not permit participating dentists to bill Delta Dental covered patients for work that it determines does not meet generally accepted standards of care. Delta Dental then enforces this determination through a claims

disallowance, i.e., the claim is denied and the dentist may not bill the patient for service. While the ODA has concerns with insurance companies making decisions relative to standard of care, Delta Dental has reported that these types of determinations are common in the dental and medical insurance industry and that Delta Dental is required by the Centers for Medicare and Medicaid Services (CMS)

and many, if not most, of its contracts with plan purchasers to make necessity determinations. These determinations do not involve Delta Dental making a diagnosis but do require Delta Dental to determine if the submitted records support the need for treatment based upon contract and legal criteria. Contracting dentists agree to abide by: 1) standards of care as determined by their state board of dentistry and 2) Delta Dental's processing policies. The participating provider contract also provides dentists with the right of appeal and challenge. Delta Dental's record keeping standards are based upon the standards set forth by the American Dental Association (<http://raedentalmanagement.com/wp-content/uploads/2014/03/ADA-Dental-Records.pdf>).

The discussions were also a result of the perceptions of some dentists that Delta Dental's independent contractor dental consultants have a possible conflict of interest in spite of the internal quality assurance, calibration and standardization measures that Delta Dental has in place for them.

As a result, the ODA and Delta Dental are working on an idea to have a party independent of Delta Dental to provide a final means of appeal for ODA member dentists who have dental insurance disputes with Delta on cases involving medical necessity and quality of dental care issues. While the details of the

program are still being worked out, it is envisioned that an ODA member dentist who has a relevant claim disallowed would first utilize Delta Dental's internal appeals process. If the dentist is still dissatisfied with the results of the internal appeals then he/she could appeal Delta Dental's decision to the ODA, where a proper mix of appropriately trained general dentists and/or specialists would be appointed by the CDCPDP to review the case and issue a final determination. Unlike Peer Review, this process would be viewed solely as a benefit of membership and only ODA member dentists would be eligible to participate in it.

"We are very encouraged and appreciative of Delta Dental for working with the ODA to develop this new process to handle certain dental insurance claim disputes," said Dr. David Kimberly, chairman of the ODA Council on Dental Care Programs and Dental Practice. "While the details of the program, including a possible start date, are still being developed, we are optimistic that a good, workable program will be put in place that will ultimately benefit Delta Dental subscribers, Delta Dental itself and ODA member dentists."

**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.

**Letter to the Editor****Volunteers needed for Medworks Dental Clinic**

Dental professionals and community volunteers are needed to help provide FREE dental care to patients of all ages at the second Annual Medworks Dental Clinic. The clinic will take place on Friday, November 16 and Saturday, November 17 at the Cleveland Convention Center.

Services will include dental screenings, cleanings, extractions, fillings, and temporary partials for adults and sealants for children. All dental services are free of charge. No questions asked.

Medworks is looking for dentists, EFDAs, dental assistants, dental hygienists, and dental students to participate. Get involved individually or as a team with your dental office!

In 2017, over 300 dental professionals provided free care to nearly 700 individuals. With your support, Medworks will provide free dental care to an even greater number of patients at this year's event.

Continuing education credits are available for volunteer hours of direct patient care. One volunteer hour is equivalent to one CE hour. Register to volunteer by visiting [medworksusa.org/dental2018](http://medworksusa.org/dental2018) or call (216) 231-5350.

— Roger Hess DDS MBA MPA  
Dental Director, Medworks



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# Access to Dental Care Program Award: The Children's Oral Health Network and the Delta Dental Center at Oyler School

By Jackie Best Crowe  
ODA Managing Editor

The Children's Oral Health Network and the Delta Dental Center at Oyler School will receive the Ohio Dental Association Access to Dental Care Program Award on Friday, Sept. 14 at the Callahan Celebration of Excellence, held in conjunction with the 152nd ODA Annual Session.

"The ODA Council on Access to Care and Public Service felt that the Oyler School and Children's Oral Health Network together is such a unique model that helps overcome some of the barriers that children and the greater community face when accessing oral health services," said Dr. Frank Omerza, chair of the Council on Access to Care and Public Service.

The Children's Oral Health Network is a group of dental professionals, organizations and foundations working to create and facilitate a seamless system of accessible, affordable oral health care for all children in the Greater Cincinnati region, and to ensure a dental home for children by the age of one. The group's main focus is on creating and supporting school-based dental centers in Cincinnati. The members of the group often help fundraise for the centers as well as connect them with needed resources.

The Delta Dental Center at Oyler School is one of the school-based health centers supported by the Children's Oral Health Network.

The center opened about five years ago, and it is located inside Oyler School, which is a Cincinnati public school for children in kindergarten through 12th grades. The center is operated by the Cincinnati Health Department and is a Federally Qualified Health Center.

Oyler School also contains medical, vision and mental health care, as well as a day care, food pantry and tutoring.

The dental center was the last piece of the puzzle, and it was added because parents, teachers and the community were asking for dental care, said Erika Cybulskis, president of the Children's Oral Health Network.

The Children's Oral Health Network was instrumental in helping to raise funds to cover the renovation costs of the space and the school and now continues to collaborate with the Cincinnati Dental Society's Oral Health Foundation to provide volunteers to assist in providing care to uninsured students and to help recruit specialty providers when needed.

When the dental center opened, most of the students had never seen a dentist or gotten a cleaning, and many of them also did not brush their teeth regularly, Cybulskis said.

"The dental staff had a big task of getting these students up to date on care and healthy, and they've been able to do that over the years," Cybulskis said.

She said the clinic is able to focus more time on preventive care once the more pressing dental needs have been addressed.

When the school year begins, the center has a goal of seeing each student within the first quarter. They create treatment plans for students and then prioritize care. They also work to make sure each senior leaves with good oral health care, said Vicki Nixon, executive director of the Children's Oral Health Network.

Cybulskis said there was one student at the clinic who had such bad decay that he didn't want to talk or smile because he was embarrassed about how his teeth looked. He received dental care at the Oyler School and had his teeth fixed, and after that his grades improved, he got a

job and was accepted into college.

"All of a sudden he had a future and he was excited about it, and that was single handedly because of dental care," Cybulskis said.

The center has also worked to educate students and their families about the importance of oral health and oral hygiene like brushing twice a day and avoiding sugary foods and drinks like pop.

At the request of the dental team, the school implemented a program where students in kindergarten through third grade receive toothbrushes to brush their teeth at school, and they also are given toothbrushes for themselves and their family members to use at home during the evenings and on school breaks.

Nixon said that now that the program has been going for several years, they are seeing the kids come back with fewer cavities.

The dental center is open year round, and it sees children from Head Start programs and members of the community



Submitted photo

The Children's Oral Health Network Board of Directors. Pictured (from left to right) are Erika Cybulskis, COHN president; Dr. Ken Brandt, CDS Oral Health Foundation president; Butch Stenger, board member for COHN and CDS Oral Health Foundation; Vicki Nixon, COHN, CDS, CDS Oral Health Foundation executive director; and Dr. Joe Crowley, ADA president and COHN board member.

outside of school hours. Additionally, Cincinnati Public Schools will bus children from schools that do not have a dental center to Oyler to receive care.

From July 2017 to July 2018, the center saw more than 1,900 patients between

See ACCESS, page 15

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## The Explorer

Matthew J. Messina, DDS  
Executive Editor

### Baseball and Life

This past July, the Major League Baseball Hall of Fame inducted the 2018 class. Gathering in Cooperstown, NY, were committed baseball fans and the six legends of baseball. The MLB Hall of Fame is one of the most exclusive clubs in sports, as there are now only 323 players who have been inducted into the baseball HOF. The new inductees are Vladimir Guerrero, Trevor Hoffman, Chipper Jones, Jack Morris, Alan Trammell and Jim Thome. I'm now officially old, as I have been in the stadium to watch all of this year's inductees play, and I've had the pleasure of meeting two of them (Trammell and Thome). Cleveland Indian,

Jim Thome, was my son Brian's favorite player growing up. We still have a number of Thome #25 jerseys of increasing sizes in a closet upstairs.

So why do players make it to the Hall of Fame? Baseball keeps stats and numbers galore and comparisons of batting averages, home runs, strikeouts and ERA's keep fans arguing the relative value of players until late into the night. However, while a Hall of Fame career does have superior statistics, the actual voting reflects the memory that baseball writers and fans have of how a player performs when it matters. We remember what you did "in the clutch."

I'll be the first person to admit that baseball is not an accurate representation of life. But there are lessons to be learned from observing things on the diamond. In baseball, batting average matters. Batting average is the number of hits divided by the number of at bats and therefore is one measure of how often a person gets on base. This matters because you have to get on base in order to score a run, so more base runners over time means more runs, which means more wins. A

Hall of Fame baseball player still only gets a hit around one out of three times he bats. For this year's class, the career stats for batting average are: Guerrero (.318 BA), Jones (.303), Trammell (.285), Thome (.276).

So, if you got a hit in more than 30 percent of your at bats over a career (a .300 batting average), you would be in the running for the Hall of Fame. That's about one hit a game that you play. But if that hit comes in the bottom of the ninth inning, with men on base, and brings home the winning run ... that's the kind of thing that gets you voted into the Hall.

In life, it's too easy for us to remember the times we strike out. We need to learn how to let go of that and move on. In the big picture, people aren't keeping track of how many times we come up to bat, or how many times we get a hit. What does show up are those times we hit in the clutch. People notice the impact that you make.

In dentistry, we often have a problem with confusing business with busyness. As we are the primary worker in the office, we spend so much time working hard that

we figure that being busy must be a good thing. Like batting average, to a certain point, we need to continue to work hard to become busier; to get on base more often. But, eventually, it matters more that we take time to make a greater impact. As the leader of the business, it is our job to recognize how to stay focused and be smart. As a leader in the community, we need to be involved and make a difference.

In practice, we need to create a fantastic customer experience for every patient every day. If we make every patient feel good, then we can encourage them to spread the word. If you love each of your patients it's easy to treat them right. That allows us to be memorable.

There is no one path to success. But this is a good one to begin with. We build a Hall of Fame dental career one patient at a time. Each day, it's about putting in the work and doing a great job. After all, remember it's not about just getting a hit. It's about hitting when it counts. That's what people remember.

*Dr. Messina may be reached at [docmessina87@gmail.com](mailto:docmessina87@gmail.com).*



## The Happy Dentist

Najia Usman, DDS  
Guest Columnist

### Air Force One

As part of my executive position as ODA secretary, I participate in an annual summer retreat with incoming and existing ODA executives. This was my second three-day meeting. The president-elect is typically responsible for planning the "retreat" portion, which is centered around a team building exercise and a field-trip. This year, President-Elect Mike Halasz invited us to come to his home town of Dayton. We took a shuttle and Mike showed us landmarks of the place that he has called home since middle school days. I loved looking at the grand manicured lawns of Oakwood as I polished off the impossibly good ice cream from Graeters. Collectively we noshed on the best "mom and pop" Italian food at Mama DiSalvi's during our officers' meeting. I propose that fresh bruschetta should always be an accompaniment to a six hour executive committee meeting. On Thursday morning we had a great breakfast and had a speaker who spoke in the theme of "changing with the times." So it was only appropriate that Mike planned a field trip to the Air Force Museum that really echoed some of the sentiments of the morning speaker.

Allow me to explain. Our guest speaker, Pete Luongo, was the former president and CEO of the Berry Company, which made its name producing the Yellow Pages. Pete had some valuable insights about leadership through changes in business models. Naturally we were all

attentive. It was an interesting discussion around the table. Even against the optimistic panoramic rooftop view, we all contributed various perspectives. Our Executive Committee is a really great mix of individuals: male, female, ages 45-65, specialist, generalists, innovators and status "quo-ers." Pete describes an era when he led a business that was innovative and an industry leader. Then the digital era emerged and there needed to be adaptation or obsolescence. Pete listened attentively as we related our concerns about our profession, and he fostered a group discussion on ushering change in a positive fashion. You could tell that some of us felt a sense of gloom and doom with all the external forces that have changed from the "glory days." Talk of insurance company bullying, regulations and compliance burdens and how to feasibly retire, dominated the conversation.

We left that meeting a little unsettled and started off towards the Air Force Museum. At first we entered a hanger with some re-creations of the first historical planes. We saw a model of the Wright Brothers' first plane. Who would have thought that on a winter day in 1903 the age of flight would begin as two bicycle mechanic brothers from Ohio flew their

own heavier than air, machine-powered plane.

We have all heard the story, yet seeing these planes up close and the mechanics of these first mechanics really leaves you in awe. My first question was how could they even conceptualize such an invention. How did they move beyond their failures to finally succeed? In this historical wing we moved through successive adaptations of these first planes. It would be 10 years later that the design of planes would be used in World War I. I moved through the hanger and was amazed how the needs of the times created such life-changing innovation. Planes became fighter planes, then planes carried bombs that ultimately ended WWII. How proud you would have been of your child who was an Air Force pilot, trained to use cutting edge technology that protected the free world. Each hanger offered yet another perspective of evolution and adaptation. Our trip ended walking on a space shuttle and viewing the stealth bombers that had a shape that could not be seen at night. The grand presidential planes that had impressive on board meeting rooms and telecommunication capabilities were certainly emblematic of the incredible leadership reputation that

America has enjoyed when we took the lead in innovation.

It seemed that was a different era or maybe that was just in aeronautics and homeland security. Maybe because our freedom was on the line, we developed and rewarded people to be out of the box thinkers. Can you imagine if the concept of the atomic bomb had been squelched because it was considered to be too dangerous in the wrong hands? This trip to the Air Force Museum made me realize who I wanted to be in the face of change. I do not want to reject technology or improvements in access to care or changes in delivery. As a health professional, I want to recognize how I can leverage the changes in our practice landscape, that will happen whether we like it or not, to make the world a better place, not just for me but for everyone.

*Dr. Usman may be reached at [usman@zoominternet.net](mailto:usman@zoominternet.net).*

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**EMPLOYMENT, from page 10**

of the top viewed pages on the website with nearly 14,000 page views over the last year. And the "ODA Today" is mailed to about 5,000 dentists each month, providing great reach for dentists who would like to place an ad.

Dr. David Farinacci, a member dentist from North Canton, said he has seen success with placing classifieds ads in the "ODA Today" and at oda.org.

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Dentists are always invited to attend local dental society meetings, and we look forward to seeing you at a meeting soon!

**ANTIBIOTICS, from page 7**

everyone, but would also avoid putting certain patients at risk.

"Antibiotic resistance has escalated over the past 10 years, but informing providers about this data is limited," Dr. Debra Goff said. "The risk of using antibi-

otic prophylaxis vs. the perceived benefit has changed, and that was the major take home message. The program received great reviews. The attendees commented on how worthwhile it was to have both dentist and orthopedic surgeons in the same room to work out the differences in opinions on antibiotic prophylaxis."



Submitted photo

Dr. Anna Novais sees a patient at the Delta Dental Center at Oyler School

**ACCESS, from page 13**

the ages of 0 and 19 with more than 4,000 patient visits.

The center has three-chairs and is staffed with a dentist, EFDA, dental hygienist and four dental assistants. It accepts all forms of payment, including Medicaid, private insurance and sliding fee scale payments. The center sees patients regardless of their ability to pay, and uncompensated care accounts for about 15 percent of the total visits.

The Children's Oral Health Network works with three other school-based dental centers in Cincinnati and a fourth that will be opening this fall. Key leaders comprising the Children's Oral Health Network include Cincinnati Children's

Hospital Dental Center, Cincinnati Dental Society, Community Learning Center Institute, Delta Dental Foundation, Henry Schein Dental, Interact for Health, Jr. League of Cincinnati, Proctor & Gamble, UC Blue Ash Dental Hygiene School, ADA President Dr. Joe Crowley and council member P.G. Sittenfeld.

"The Delta Dental Center at Oyler is more than just a dental office – it's like a little family," Nixon said. "Kids will just stop in to say hi and chat with the dental staff."

The ODA's Access to Dental Care Program Award honors an outstanding program that helps reduce the access to care problem in Ohio by offering free or reduced fee dental care to underserved populations.

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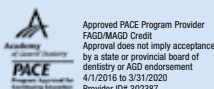
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