

# ODA Today

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



## QuickBites

### Special membership issue

The June issue of the "ODA Today" goes to all licensed dentists in Ohio. Look throughout the issue for information relevant to your practice and quotes from ODA members about why they value their membership. Plus, see the 2017 ODA Annual Session insert on page 11 for information about this year's meeting, which will be Sept. 14-17 in Columbus.

For more information about the Ohio Dental Association and becoming a member, visit [oda.org](http://oda.org).

## Inside

**Legal and regulatory issues present challenges for dental practices**  
From the Corner Office, page 2

**Only by banding together can we affect the future of dentistry**  
President's Message, page 2

**Associate contracts**  
Legal Briefs, page 3

**How to handle insurance claims when the treating dentist is not the billing entity**  
Dental Insurance Corner, page 8

**Annual Session Insert**, pages 10-19

**ODA, ADA advertising campaigns help people find member dentists**, page 21

**Opinion & Editorial**, pages 26

**Classifieds**, pages 28 & 29

## Legislators testify in favor of access to care legislation; ODA sees legislative successes

By Jackie Best  
Managing Editor

State Reps. Theresa Gavarone (R-Bowling Green) and Anthony DeVitis (R-Green) testified in May in favor of legislation to improve access to dental care.

House Bill 184 – the Ohio Dental Care Optimization Act of 2017 – is sponsored by DeVitis and Gavarone and will update Ohio's laws to allow for the use of tele-dentistry to deliver dental care to Ohioans, especially in remote underserved areas, and to provide other reforms to improve access to dental care in Ohio.

"In certain pockets of the state, some people have difficulty accessing the dental care they need. House Bill 184 is a bill that expands access to dental care in a smart way by allowing for the use of state of the art technology and providing innovative strategies to ensure Ohioans have access to quality dental care," Gavarone said during her testimony.

This comprehensive legislation was developed with the input of various interested par-



ODA Staff  
State Reps. Theresa Gavarone (R-Bowling Green) and Anthony DeVitis (R-Green) testify in favor of House Bill 184 – the Ohio Dental Care Optimization Act of 2017 – before the Ohio House Health Committee on May 17.

ties, including representatives from the Ohio Dental Association, The Ohio State University College of Dentistry, Case Western Reserve University School of Dental Medicine, and Nationwide Children's Hospital.

"House Bill 184 was developed to build upon the progress Ohio has made in the

area of oral health by advancing programs and strategies that have been demonstrated over the years to effectively improve access to care," DeVitis said during his testimony.

Specifically, this legislation would:

See LEGISLATION, page 9

## 10 reasons why you need the Ohio Dental Association

By ODA Staff

There are many reasons why dentists become a member of the Ohio Dental Association, from advocacy to camaraderie to continuing education and information. Here's a list of 10 reasons why you need the ODA.

### The ODA's advocacy efforts protect your patients and your profession

With the Ohio legislature handling hundreds of pieces of legislation each year, the task of tracking which pieces of legislation affect dentistry can seem overwhelming. The ODA has a team of lobbyists who are devoted to tracking this legislation and meeting with legislators to educate them on issues important to dentistry. Currently, there are three major pieces of legislation that could affect the profession of dentistry: legislation to create a dental therapist, legislation to prohibit insurance companies from setting fees for services they do not cover, and legislation to expand access to care through tele-dentistry and other innovative strategies. The ODA's lobbying team takes time to meet with legislators across the state to make sure they understand these issues and how they will affect dentists and patients in Ohio. Although all dentists in the state benefit from the ODA's efforts, the ODA cannot have a strong voice in the political arena without high membership numbers. Becoming a member of organized dentistry helps provide the overwhelming support needed to protect the sanctity of the dentist-patient relationship.



ODA Staff  
Drs. David Ash, Tom Paumier and Jon Ash meet with Rep. Thomas West (D-Canton) during ODA Day at the Statehouse. The ODA organizes Day at the Statehouse once a year for members to speak to their legislators about issues important to dentistry and to present a unified message. Additionally, the ODA lobbying team tracks legislation and meets with legislators throughout the year.

### The ODA provides you with information you can't get anywhere else

The "ODA Today," "NewsyBytes" (the ODA's e-newsletter), and the ODA's new podcast – "ODcAst: The Ohio Dental Podcast," keep members informed of any information that is relevant to their practices, including legal and regulatory changes, practice management tips, insurance issues and more. If a new

law or regulation goes into effect, the ODA notifies all members as soon as possible. Information on various legal and regulatory compliance issues is also available on the ODA's website in the resource library, found at <http://oda.org/resource-library/>. ODA staff are also available to answer any questions you might have about your circumstances.

See ODA, page 6



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# Together Towards Tomorrow

ODA Annual Session | Sept. 14-17, 2017 | [oda.org/events](http://oda.org/events)



### The Director's Chair

David J. Owsiany, JD  
ODA Executive Director

It is no surprise to any practicing dentist that the challenges of keeping up with changes to the laws and regulations impacting dentistry can be daunting. Fortunately, organized dentistry works to impact those rules and regulations before they are enacted to ensure they are based on sound science and make sense for patients and dental practices. And organized dentistry also provides resources to member dentists to ensure they can remain compliant in this ever-changing regulatory and legal environment.

Below is a brief discussion of several recent developments related to legal and regulatory issues affecting dentists in Ohio.

#### Specialty Advertising

Last year, a decision by the U.S. Court of Appeals for the Sixth Circuit called into question an Ohio State Dental Board rule, which, at the time, required a dentist, who met the requirements for dental specialty and held him or herself out to be a specialist, to limit his or her practice exclusively to services within the announced specialty.

In response, the Ohio State Dental Board amended its rules to strike the language that "the practice of the licensed dentist seeking specialty recognition must be limited to the indicated specialty area." The effect of this change is that dentists who meet the standards for specialty status and hold themselves out as specialists are no longer required to limit their practices exclusively to those specialty services.

This change is consistent with recent changes to the ADA's "Principles of Ethics and Code of Professional Conduct" (ADA Code). The ADA Code was amended last fall to state that dentists who choose to announce specialization should use the words "specialist in" and shall devote a sufficient portion of their practice to the announced specialty to maintain expertise

## Legal and regulatory issues present challenges for dental practices

in that specialty. Essentially, this means that a dentist who meets the criteria for specialty status and holds him or herself out as a specialist is no longer required to limit his or her practice exclusively to that specialty under the ADA Code.

These changes are not necessarily the end of the story. At its meeting in May 2017, the Ohio State Dental Board's Law and Rules Review Committee began the process of reconsidering what is a specialty in dentistry. The Board is considering a series of proposals, ranging from keeping the rules as they currently are (recognizing only the nine ADA-recognized specialties) to not recognizing any specialties. This latter approach would likely open the door to many different claims of "specialty" in dental advertising and would potentially end protections against misleading specialty claims.

Other proposals under consideration included adding the American Board of Dental Specialties (ABDS) – an organization created in 2014 – as a specialty recognition board for Ohio. ABDS currently recognizes the following dental specialties: implantology/implant dentistry, oral medicine, orofacial pain, and dental anesthesiology. No other state recognizes the American Board of Dental Specialties for dental specialty recognition. Another alternative under consideration is allowing specialty status for dentists who have completed a Commission on Dental Accreditation (CODA) - accredited post-doctoral education program in a special interest area of general dentistry.

The OSDB's committee heard testimony from several interested parties, including the ODA, which presented facts related to the ADA's specialty recognition process and the CODA accreditation process. The Ohio State Dental Board appointed a work group, which includes an ODA representative, to conduct additional research on specialty recognition and advertising. The full board will likely take the issue up again in the late summer or early fall.

#### Opioid Prescribing

At the same meeting, the OSDB's Law and Rules Review Committee also considered limits on dentists prescribing opioids

for acute pain. The ODA has engaged with the oral surgery community and other prescribers to provide information and testimony to the Ohio State Dental Board related to pain management in the dental office. Our goal is to ensure that any prescribing limits are reasonable and allow dentists to appropriately manage their patients' pain while protecting against abuse and diversion.

The proposed OSDB rules would generally limit opioid prescriptions for adults to a seven-day supply and for minors to a five-day supply. However, these limits may be exceeded for pain that is "expected to persist for longer than seven days based on the pathology causing the pain." The reasons for exceeding the limits must be documented in the patient's record.

The proposed rules would also place limits on the total morphine equivalent dose (MED) for opioid prescriptions. Under the proposed rule, the general limit for opioid analgesics for the treatment of acute pain shall not exceed an average of 30 MED per day. However, the proposed rules provide exceptions for certain scenarios involving "major mandibular/maxillary surgical procedures" or "severe cellulitis of facial planes" or "severely impacted teeth with fascial space infection necessitating surgical management." Under these scenarios, dentists may issue a prescription for the 72 hour period following the procedure of up to 90 MED per day.

The full version of these draft rules may be found on the Ohio State Dental Board's website, [www.dental.ohio.gov/](http://www.dental.ohio.gov/). As these rules undergo further discussion and development, the ODA will continue to provide input to the OSDB and provide updates to our member dentists.

#### Web Accessibility

The American Dental Association (ADA) recently reported that several dentists in Texas received letters from attorneys alleging the dentists' websites violate the American with Disabilities Act (Disabilities Act) because the websites are not accessible to individuals with disabilities such as blindness or hearing impairment. As

See ISSUES, page 9



### President's Message

Kevin M. Laing, DDS  
ODA President

Most of us have had someone in our family or circle of friends graduate in the last month or so, so a lot of us have heard some version of a graduation speech ranging from tearful goodbyes to soaring inspirational rhetoric to Will Ferrell's silliness. I am guilty of tending to zone out during a lot of these speeches, but this year I was invited to attend The Ohio State University College of Dentistry's convocation and was seated in the front row ... on the stage! Be assured that I stayed awake and listened intently to every word. The event was exciting, and the audience was enthusiastic.

It was encouraging to hear the student speakers reminisce and envision what the future might hold. I was impressed with the camaraderie that I witnessed from

## Only by banding together can we affect the future of dentistry

the dean, department heads, instructors and students. It was encouraging that the culture of dental education has changed to become much more collegial and supportive than in the past.

This year I also attended the graduation pinning ceremony for Columbus State's Dental Hygiene program to proudly experience my son's graduation from the program. The sense of teamwork at their school was fully evident as well. The address by Constance Clark, who is the retiring head of the program and current Ohio State Dental Board president, was encouraging and slightly wistful in light of this being her farewell to the program.

What struck me with both ceremonies was the admonition to the newly graduated members of the dental team that as professionals it was incumbent upon them to join organized dentistry! What greater evidence does anyone need to clarify the value of membership than the testimony of these leaders in dentistry? It was stressed upon those in attendance that only by banding together can we affect

the future of dentistry. One of the speakers alluded to the essays that the students had written as part of the entrance process, and how many had expressed their desire to help people become (or remain) healthy and pain free through good oral health. Unfortunately as individuals we can only touch a limited number of people; but as members of a strong and vibrant organization we can participate in well managed and effective outreach programs, we can advocate for patients so that they can receive quality and affordable care performed by well trained professionals instead of insufficiently educated "therapists," we can work with legislators and regulators to allow trained personnel to work to the highest extent that their training warrants, we can speak out to benefit providers so that patients receive the best of care with commensurate reimbursements, we can participate in honest and noncommercial continuing education, we can network and learn from

See DENTISTRY, page 6

## ODA Today

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Legal Briefs

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

## Associate contracts

A growing trend in dentistry the last 20 years is the increasing prevalence of associateship arrangements in dental practices.

With Baby Boomers reaching retirement age and new dentists strapped with record levels of student-loan debt, this trend is likely to continue.

Surveys indicate that a majority of new dentists entering private practice will become associates in a practice or act as independent contractors with a practice. The overriding reason for this is simple – new graduates seek financial stability, experienced dentists seek flexibility and adding an associate to a dental practice can meet those goals.

With the average dental graduate’s student loan debt exceeding \$200,000, most new dentists do not find it feasible to take on the additional debt necessary to begin a solo practice. In addition to financial considerations, many new graduates seek additional guidance on clinical and practice management issues from an experienced dentist. Working as an employee also can provide new dentists with an opportunity to buy into and one day, take over an established practice.

Adding associates also is an attractive practice option for experienced dentists. Associates help ease patient loads and provide dentists with more time for family obligations or other pastimes. Associates can also help improve productivity, expand services and increase net income. Perhaps most important, an associate is a potential buyer for a dentist’s biggest professional investment – the practice.

Even though associateship arrangements can prove favorable to new dentists and established practitioners, they still can be fraught with potential problems if both parties do not engage in careful

planning. Without careful planning, disputes may arise regarding practice philosophies, expectations over production, assignment of patients, control of practice issues and practice buy-in, to name a few.

Parties to a new associateship should try to reach a comfort level with one another before entering into an employment agreement. It is important to determine if personalities are compatible. It is also important to discuss the reasons each person is seeking an associate relationship. If the reasons differ drastically, an ensuing employment relationship may fail due to unmet expectations.

The most important step that can be taken to avoid future problems is to negotiate an appropriate associateship agreement. Associate agreements can and should address a variety of issues that may be the source of future tension between an employee and employer.

For instance, associate agreements can address issues related to salary and compensation of the associate, insurance requirements, work hours, production expectations, auxiliary staff assignment and benefits such as vacation and sick time.

One of the most contentious issues addressed in associate contracts is the restrictive covenant. A restrictive covenant, or covenant-not-to-compete, is a contractual agreement between two parties to limit one of the parties from engaging in similar work in a certain geographic location for a specified period after the employment of the party has ceased.

An employer can use a restrictive covenant to prevent an employee from leaving their business and taking with them the expertise, training and business contacts they obtained to a nearby competitor. Owners of dental practices employ non-compete clauses to protect their patient base if an associate decides to leave the practice.

Generally, to be enforceable, a restrictive covenant must be reasonable in both length and scope. There is no exact definition of what constitutes a reasonable restraint on location or length. That determination will be made by a court after considering several factual issues, which may include:

- Length of time the associate was employed with the practice
- Number of dental practices in the area
- Hardship the restriction would place on the associate
- Extent of the associate’s access to confidential information and patient

lists

- Skill and expertise of the employee
- After reviewing these and other factual issues the court will weigh the business interest the practice is attempting to protect against the economic and professional hardship the restrictions would place on the associate. The dental practice may have a great deal of time, training and finances invested in a particular associate. Conversely, an associate may have ancillary issues that tie them to a particular geographic location, and restricting them from practicing their trade could create a great financial hardship.

Covenants-not-to-compete in a health care setting will typically undergo much greater scrutiny by courts. The reasoning behind the additional attention is access to care. Courts recognize that access to health care, in particular oral health care, is a major public health concern. Consequently, courts will take the issue into consideration when assessing the reasonableness of any restrictions. The location and time restrictions contained in a covenant may raise a concern about the public’s ability to retain adequate and timely dental care. A severe need for dental care in a particular area may actually be a great enough concern to void a restrictive covenant contained in an employment agreement as most courts will not permit a restrictive covenant to cause harm to the public health.

Associate agreements also can include provisions to address office policies, the nature of work that the associate will perform, potential ownership opportunities and provisions for dissolution and termination of the employment relationship.

Addressing all of these issues and others in writing will ensure that all parties know exactly what to expect from the employment arrangement and in turn, what is expected of them. Settling these issues before employment actually begins will save the parties a great deal of frustration and make for a more successful relationship.

When negotiating an associate agreement, the parties should always involve their legal counsel to ensure that the agreement is fair, appropriately addresses all necessary issues and complies with all applicable laws. The American Dental Association has developed a detailed guide on associate contracts that includes a sample contract. For access to the guide or for additional information on associate contracts, please contact the ODA legal department at (800) 282-1526.

## The Value of Membership



“Being a member of organized dentistry since 1999, as well as being in an academic institution as an educator and private practitioner, it is quite apparent that membership has great value. As a young professional, it was not obvious that the membership to the tripartite organization added any value. However, it clearly became apparent that the networking opportunities, the ability to share best business practice experiences, and the legislative issues that affect us every day can only be given to us by belonging to the membership at the state and local levels. Now as the immediate past president of the Greater Cleveland Dental Society, I have a unique opportunity to continue to share the values of membership to rising dental students who will be the future of our profession. I am forever grateful for the relationships and the fine individuals that I have met along the way because of my membership with the ODA.”

**Faisal A. Quereshy DDS, M.D., FACS**  
Oral and maxillofacial surgery  
Case Western Reserve University  
Cleveland, Ohio  
Visage Surgical Institute  
Medina, Ohio

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Dr. Frank R. Recker has practiced general dentistry for 13 years and served as a member of the Ohio State Dental Board before entering the legal profession. Areas of practice include:

- Administrative Law before State Dental Boards
- Dental Malpractice Defense
- Practice-related Business Transactions

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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**Let the ODA know!**

Contact the Ohio Dental Association Membership Department if you are planning to move your home or practice or if you have changed your phone number, changed your name or changed your email address

Via email: [membership@oda.org](mailto:membership@oda.org)

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### ODA event to help match new dentists, students looking for a job with dental offices looking to hire

This year's ODA Annual Session will again feature an event to help newer dentists and fourth-year dental students who are looking for a job match up with more seasoned 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 9 a.m. to 11 a.m. on Saturday, Sept. 16.

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 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 E97. A light brunch will be served.

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

### ODAF scholarship application deadline June 28

The deadline for the ODA Foundation's 2017 scholarship applications is quickly approaching. Available scholarship opportunities for 2017 include:

- Dental Student Scholarship for dental students who are Ohio residents, members of ASDA and who will be D2s, D3s and D4s in Fall 2017
  - Mercer Leadership Scholarship for OSU dental students entering their D4 year in Fall 2017 who have been Ohio residents for at least 5 years, are members of ASDA and have a commitment to leadership in dental school and their community
  - EFDA Student Scholarship for Ohio resident dental assistants and hygienists who will be enrolled in an Ohio EFDA program in 2017
  - Community Dental Health Coordinator Scholarship for individuals applying to a CDHC program who currently are employed by Ohio oral health related organizations
- The deadline for all scholarship applications is June 28, 2017.

Scholarship application packets can be downloaded at [www.oda.org/community-involvement/oda-foundation/odaf-grants-and-scholarships/](http://www.oda.org/community-involvement/oda-foundation/odaf-grants-and-scholarships/).

## ODA Meeting & Event Calendar

Jun.	1-2 Annual Session Committee 30 Finance Committee
Jul.	3-4 ODA office closed for holiday 14 Council on Access to Care and Public Service 15 New Dentist Recruitment & Retention Event 19 ODASC Board 19-21 Executive Committee 25-26 Council on Dental Care Programs and Dental Practice

### Benco BluChips can help pay for membership dues

The Ohio Dental Association began offering a new way for dentists to pay their membership dues beginning with the 2016 membership year - Reward Program Payment with Benco Dental.

The Reward Program Payment allows dentists to redeem their Benco Dental BluChips® for a dues credit toward their ADA, ODA and local dental society dues.

Dentists can redeem 15,000 BluChips for a \$200 credit, 30,000 BluChips for a \$400 credit and 60,000 BluChips for an \$800 credit toward their dues. The credits can also be combined to request a credit closest to the dentist's total amount owed for national, state and local dues. If a dentist's BluChip redemption does not cover the full cost of dues, the ODA will bill the dentist for the remaining balance.

Dentists should consult with their Benco Dental representatives and tax professionals about any tax implications related to using Benco Dental BluChips to pay for membership dues.

Benco Dental BluChips cannot be used toward ODPAC or ODAF contributions. Acceptance of Benco BluChip for dues payments does not constitute an endorsement of Benco Dental or its products and services.

In order to use this payment option when paying dues, dentists will need to contact Benco Dental by logging onto [mybencorewards.com](http://mybencorewards.com) or calling (800) GO-BENCO ext. 2005 and request that their BluChips be redeemed for membership dues.

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**ODA, from page 1****The ODA offers you an insurance contract analysis service**

The ODA offers a contract analysis service through the American Dental Association that explains participating provider contract terms in plain, clear language before you become legally bound by them to allow you to make informed, independent decisions. Several years ago a major Ohio dental insurer changed its reimbursement rate and participation obligations for newly contracted dentists. Many dentists did not realize this until after they signed a contract. Utilizing the contract analysis service will help you avoid this and similar situations. The service is free for ODA members.

**The ODA helps the public connect with you**

The ODA has been promoting member dentists through a radio advertising campaign over the last several years. The messages run on ONN radio stations across Ohio, and promote the value of seeing ODA member dentists for dental care needs. Listeners are directed to the ADA Find-a-Dentist website, where they can find a member dentist in their area.

**The ODA provides you with discounts on CE courses**

The ODA provides members an opportunity to earn top quality CE from nationally known speakers at a reduced rate. Members receive a \$375 discount on



*ODA Staff*  
The ODA Annual Session provides top quality CE courses with nationally known speakers, and ODA members receive a \$375 discount off registration. This year's Annual Session will be Sept. 14-17 in Columbus.

registration for the ODA Annual Session. For more information about the 2017 Annual Session, see the insert on page 10.

**The ODA provides you with free downloadable labor posters**

All employers are required to post numerous employment posters in their offices. Members can download all of these posters for free at <https://oda.org/member-resources/employment-posters/>.

**ODA classified ads help you advertise or find a job opening, a practice for sale, equipment for sale and more**

The ODA prints classified ads in the "ODA Today" each month, plus posts them online. The classifieds are available only to members, and are a great resource to dentists and dental students looking for an associateship position, a practice for sale, equipment for sale and more. The ads are also beneficial to people who would like to advertise the need for a new employee or who would like to sell a product or their practice. ODA members receive a discounted price to place an ad. To view the current classifieds, see page 28.

**The ODA helps organize volunteer opportunities for you**

The ODA has several ways for you to

get involved in your community, including:

- Give Kids A Smile, where dentists provide free care to children in need.
- ODA Foundation, where donations go toward providing scholarships to worthy dental students and grants to access to care programs throughout Ohio.

**The ODA offers you opportunities for networking and camaraderie**

The ODA offers you several opportunities to meet with dentists across the state. Annual Session features several networking opportunities and social events. And the ODA Leadership Institute, in addition to featuring high quality speakers, also provides an intimate setting where you can meet up with colleagues across the state to have fun and discuss dental issues. Leadership Institute is free for ODA members.

**The ODA endorses products and services to save you time and offers you discounts to save you money**

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 you save time and money. ODASC helps you 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. A team of ODASC staff members is also available to help you purchase products and decide which will be a good fit for your practices. ODASC representatives are experienced and are not paid through commissions, so their only interests are making sure your needs are met.

**The ODA is here for you**

Being a member of the ODA gets you exclusive access to these member benefits and more. For more information about any of the resources above or to become a member, visit [www.oda.org](http://www.oda.org) or call (800) 282-1526.

**The Value of Membership**

"The most valuable aspect of my membership is the offered resources: health insurance through the ODA Wellness Trust, continuing education, and state legislative advocacy for dentistry. I benefit both personally and professionally from my ODA Membership."

**Katie Vincer Sears, DDS**  
General Dentist  
Confident Expressions  
Columbus, Ohio  
Maysville Dental  
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**DENTISTRY, from page 2**

each other's experiences, we can participate in exhibits that allow us to actively come into contact with new materials and technology.

All of these benefits, and many others, can be yours as a member of the ODA. New graduates receive discounted membership for the first five years, installment payments are available to make membership affordable, and prepayment plans are there to help you prepare for the next year. I strongly encourage everyone to be a member of organized dentistry. If there has been an experience or a compelling reason that has caused you not to join or renew, please let me or someone in the Membership Department know so that the issue can be addressed.

Together we can do so much more!

See you at Annual Session Sept. 14-17!

Dr. Laing may be reached at [klaing7240@aol.com](mailto:klaing7240@aol.com).

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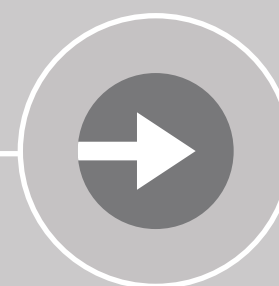
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## Dental Insurance Corner

### How to handle insurance claims when the treating dentist is not the billing entity

By Christopher A. Moore, MA  
ODA Director of Dental Services

“How should a claim be billed when the treating dentist is not the entity that’s supposed to receive payment for the service?” The Ohio Dental Association receives that question with some degree of regularity throughout the year.

The calls typically come from practices that are either bringing on an associate for the first time or are involved in some way with a temporarily disabled, ill, injured, impaired or deceased dentist who other dentists are covering for.

In these situations, the treating dentists typically provide their services but do not expect to receive payment directly from the patient or the patient’s insurance company. All payments are expected to go directly to the practice, i.e., the billing entity. Many times the treating dentist just wants to provide care without any entanglements with, or even knowledge by, dental insurance or managed care plans of their involvement in the office. Failure to properly disclose what is going on in the practice, however, can lead to unintended and untoward consequences for all involved.

Correctly completing the current American Dental Association dental claim form (i.e., the 2012 version) is critical to both ensuring proper reimbursement for the provided services and for avoiding legal improprieties. Particular attention should be paid to the claim

form sections entitled Billing Dentist or Billing Entity (boxes 48 through 52A) and Treating Dentist and Treatment Location Information (boxes 53 through 58).

Instructions for completing the claim form indicate that the Billing Dentist or Billing Entity section “provides information on the individual dentist’s name ... or the name of the group practice/corporation that is responsible for billing and other pertinent information. Depending on the business relationship of the practice and the treating dentist, the information provided in this section may not be the treating dentist.” This section should not be completed if the patient is submitting the claim directly to the insurance company.

The Treating Dentist and Treatment Location Information section “must be completed on all claims. Information that is specific to the dentist ... who has provided treatment is entered in this section.”

Failure to properly complete the claim form, including correctly identifying the actual treating dentist, could amount to misrepresentation or insurance fraud.

Health care fraud may occur when an individual or entity intentionally deceives or misrepresents the health care services that have been provided knowing that this act could result in some unauthorized benefit or reimbursement.

Failure to properly identify both the billing dentist or entity and the treating dentist would typically be considered as intentional misrepresentation and likely viewed as fraudulent behavior. Similarly, submitted claims that can not be reconciled with the documentation in the

patient record could present significant concerns for the practice and/or treating dentist(s) relative to continuity of care, claims/chart reviews or audits, or in responding to patient complaints that are submitted to peer review, the Ohio State Dental Board or the courts.

Oftentimes third-party payers are tipped off to apparent claim form improprieties by patients who question an explanation of benefits that does not accurately reflect who actually treated them. Random or programmed claims/chart reviews can also reveal who actually provided the care.

While some states have regulations that specify requirements for dental records, Ohio does not have regulations that directly address the recordkeeping that must be maintained in situations where one or more dentists are covering for another dentist’s practice. It is expected, however, that the record accurately reflect both the care that was provided as well as the actual treating dentist if multiple dentists are rendering care in the same practice.

Professional liability insurance companies also note that inaccurate and/or inadequate patient records can prevent them from successfully defending

dentists against meritless malpractice complaints.

Things can get a little trickier when any of those involved are members of a preferred provider organization, dental health maintenance organization or other type of contracting dentist network or organization.

It is a very good idea to have some form of written agreement between the practice and the dentist(s) who are providing care. It is particularly so when any of the involved parties are in a contracting agreement.

#### Non-contracting dentist treating a contracting dentist’s patients

Generally speaking, insurance reimbursement for any work done by a non-participating dentist will be sent directly to the patient/subscriber, even if the non-participating dentist is treating patients in a practice that is participating with the insurance company. A patient’s assignment of benefits to the practice will not supersede this.

If the non-participating dentist wants the insurance check to go directly to the

See **INSURANCE**, page 20

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.”

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**ISSUES, from page 2**

many readers know, the Disabilities Act requires places of public accommodation, including dental offices, to be accessible to individuals with disabilities. Traditionally, issues related to accessibility have dealt with the actual facility, such as ensuring the office has accessible parking, restrooms, etc. In other cases, dentists have provided extra services, free of charge, including sign language interpreter services for the hearing impaired to ensure compliance with the Disabilities Act.

In some instances, courts have recently begun interpreting the Disabilities Act to require that websites associated with places of public accommodation must also be accessible for the disabled.

The ADA has recommended several strategies for dentists to consider to minimize the risk associated with website accessibility claims. The steps include adding an accessibility link that directs individuals with disabilities to a webpage that tells them what to do if they can't access something on the website, asking a web designer if the website is accessible as designed and implemented, and even temporarily disabling the website if it can't quickly be made accessible. The ADA has created sample accessibility language that is available for members to utilize on their websites as a first line of defense. Members can obtain the sample language by emailing [jackie@oda.org](mailto:jackie@oda.org).

The Ohio Dental Association Services Corporation has a relationship with ProSites web design firm. Many Ohio dentists use ProSites for their website development. According to ProSites Vice President Keith Washington, "ProSites' websites meet many of the proposed WCAG [Web Content Accessibility Guidelines] 2.0 parameters (i.e. user-friendly navigation,

alternative text description tags, etc.), and our development team is currently working on additional modifications to ensure compliance with all [Disabilities Act] requirements." Dentists who use ProSites for their websites can contact ProSites at [service@prosites.com](mailto:service@prosites.com) to ask for more details or to add an accessibility page to their website.

It is important to recognize that this is an evolving area of the law as regulators and courts struggle with implementing old rules to new and emerging technology. Keep an eye on ADA and ODA publications for any further developments related to website accessibility and associated issues.

**Conclusion**

This issue of the "ODA Today" is provided to all Ohio dentists, not just ODA members. For both members and non-members, the above discussion related to specialty advertising, opioid prescribing and website accessibility provides valuable information on what organized dentistry is doing for its members. We work to educate policymakers to ensure dentistry has input on the creation and implementation of laws and regulations that impact dental practices. We also provide guidance and assistance to ensure our member dentists remain compliant with all of the emerging and evolving laws and regulations.

I recently received a note from one of our member dentists thanking the ODA for all the valuable information we provide to ensure he remains compliant in the ever-changing regulatory environment. He concluded his note saying "I am not sure where else I could go to get all this information and assistance in one place."

**LEGISLATION, from page 1**

- Update Ohio's dental laws to allow for the use of tele-dentistry to extend care into underserved areas of Ohio. The bill would permit dentists to perform exams and supervise dental hygienists and expanded function dental assistants through the use of technology. Under this proposal, Ohio will be one of the first states to permit dental hygienists and expanded function dental assistants with appropriate training to provide interim therapeutic restorations and administer Silver Diamine Fluoride to patients after the dentist conducts a tele-dentistry exam and diagnoses the need for such restorative materials and procedures. The bill would also allow dentists to prescribe non-controlled substances via tele-dentistry.
- Double the capacity of the Ohio Dentist Loan Repayment Program, which provides loan repayment for dentists who practice in underserved areas of the state through a surcharge on dental licensure fees. The program would be expanded by increasing that surcharge on dental licensure fees, which was recommended by the ODA House of Delegates. Over the last decade, the ODLRP has incentivized dozens of dentists to relocate to designated underserved areas and provide care to thousands of Medicaid patients and other low income Ohioans.
- Create the Primary Care Dental Student Scholarship component of the Choose Ohio First Scholarship Program providing dental school scholarships for dental students who agree to practice in designated underserved areas upon graduation. This program would create additional incentives for dental school graduates to provide care in designated underserved areas to low-income Ohioans.
- Enhance the ability of dental auxiliaries to provide preventive dental services in schools and other public health settings by reducing barriers and expanding the number of duties they can perform.
- Promote licensure portability to enhance Ohio's attractiveness as a state in which qualified dentists establish their dental practices.

"In summary, House Bill 184 provides several innovative strategies to break down unnecessary barriers to improving access to quality dental care in Ohio," Gavarone said. "It maximizes our current dental workforce, improves deficiencies in our dental delivery system and addresses geographic disparities in dental care experienced in some areas of the state."

DeVitis said Ohio has made significant progress in the area of oral health care and cited statistics from the State Health Assessment report. The report found that unmet dental care needs in Ohio have decreased, Ohio has a better dentist to population ratio than the typical state, and more adults had visited a dentist in the last year than the national average.

"In summary, House Bill 184 provides several innovative strategies to build upon the progress the state has made in improving access to dental care in Ohio," DeVitis said. "By maximizing the use of our current dental workforce, we can continue to improve deficiencies in our dental delivery system and address geographic

disparities in dental care experienced in some areas of the state."

**Dental Therapists**

Legislation to create a dental therapist in Ohio has been introduced in the Ohio Senate. The Ohio Dental Association strongly opposes Senate Bill 98, which is sponsored by Sen. Peggy Lehner (R-Kettering) and Sen. Cecil Thomas (D-Cincinnati).

The Kellogg Foundation has funded an effort in Ohio through the Universal Health Care Action Network of Ohio to promote the creation of a new provider called a dental therapist. This concept would allow a dental therapist, with just three years of training after high school, to engage in a very broad scope of practice that includes diagnosis, treatment planning, extractions, restorations, administration of local anesthesia and supervision of dental hygienists and dental assistants.

The ODA's lobbying team and member dentists have diligently worked to educate policymakers on the dangers of this radical proposal. They continue to explain that the proposed scope of practice for these dental therapists is much too extensive for the minimal training proposed. They also explain that only a licensed dentist should perform irreversible surgical dental procedures. Moreover, this proposal would divert precious resources from other valuable oral health programs that improve access to quality, comprehensive dental care, such as Medicaid reform and loan repayment.

To date, this legislation has not made any progress thanks to the ODA's efforts to educate lawmakers.

**Cosmetic dentistry tax**


The Ohio Dental Association lobbying team has successfully fought to defeat a proposed state sales tax on "cosmetic" medical and dental procedures. Currently, the state sales tax does not apply to health care services. The proposed state budget bill for fiscal years 2018-19 originally proposed extending the state sales tax to "cosmetic" medical and dental procedures. This would have been a dramatic change in Ohio policy, which has consistently exempted professional services from the sales tax. This proposal would have driven up the cost of care for Ohio's dental patients. The ODA is opposed to applying the state sales tax to any dental services, and this proposal has been removed from the current version of the state budget bill. The budget is still under deliberation and must be passed by the end of June. The ODA will continue to educate policymakers on this issue throughout the budget deliberations.

**Non-covered services**

In the last several years, dental insurers began telling dentists what they can charge for services the insurers do not cover. This insurance company tactic is creating hardships for dental offices and interferes with the dentist-patient relationship, often acting to limit patient choices, forcing some patients to forgo preferred treatment options or disrupting continuity of care by forcing patients to go to other dentists for certain procedures.

Ohio Sens. Bob Hackett (R-Springfield) and Matt Huffman (R-Lima) introduced Senate Bill 87, which will prohibit insurance companies from setting fees for services they do not cover. The legislation has been referred to the Senate Insurance Committee, and the ODA strongly supports this legislation.

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# ODASC offers high quality products at reduced rates for ODA members

By ODA Staff

The Ohio Dental Association Services Corp. (ODASC) endorses high quality products used in many dental offices and secures discounts for ODA members.

“ODASC takes the time to research products and services for dentists and endorses the best-in-class,” said ODASC Chair Dr. Bert Jacob. “We do the work to find and test products and services so dentists can focus on their patients. We also secure discounts to help save members money. Dentists who are looking for a new product or service should always check with ODASC first because it is a great resource for dental practices. Our first priority is to serve the members of the ODA, and we take finding high quality products very seriously.”

ODASC staff members are knowledgeable about all of the endorsed products and can help members find the best products for their practices. Staff members are not on commission, so there is no pressure to make a sale.

ODASC endorses insurance, practice management and office products.

## Insurance products

ODASC is a full-service insurance agency specializing in health insurance. With the uncertain and changing health insurance environment, ODASC representatives are available to help dentists find the best health insurance for them and their staffs. Individual and employer health insurance options are available through ODASC.

One health benefits option available exclusively to ODA members through ODASC is the ODA Wellness Trust.

ODASC launched the ODA Wellness Trust in March 2015 to create an affordable health benefit option for ODA member dentists and their staffs.

The Ohio Dental Association Wellness Trust is a self-insured employer plan that allows 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.

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.

Offices who participate in the ODA Wellness Trust have found some of the Wellness Trust's most attractive features to be low deductible plan options, lower co-pays and out of pocket limits than other health insurance plans, an extensive provider network with a broad choice of hospitals and competitive prices.

While many dentists have found the Wellness Trust to be the best option available, it may not be a good fit for everyone. In those cases, the ODASC staff can help find another insurance plan that will be a good fit.

ODASC also offers other insurance products that dental offices need.

ODASC offers professional liability insurance through Medical Protective to help members protect their practices. ODASC representatives can help offices decide whether an occurrence or claims made policy is a better fit. ODA members receive a 5 percent discount on their premium. The ODA also is offering professional liability insurance to recent graduates who are former ASDA members and current ODA members at no cost to them. For more details and to find out who qualifies for this discount, contact the ODA at (800) 282-1526 or email stacyc@oda.org.

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## Ethical, regulatory and contractual considerations

The American Dental Association's "Principles of Ethics and Code of Professional Conduct" and the Ohio Dental Practice Act both provide guidance relative to the ethical and regulatory aspects of addressing this issue.

The American Dental Association's "Principles of Ethics and Code of Professional Conduct" calls on dentists to communicate truthfully. It specifically states that "dentists shall not represent the care being rendered to their patients in a false or misleading manner."

From a regulatory perspective, the Ohio Dental Practice Act authorizes the Ohio State Dental Board to take disciplinary action against dental licensees or permit holders who obtain or attempt "to obtain money or anything of value by intentional misrepresentation or material deception in the course of practice." Additionally, the

## ODASC endorses interpretation service to help dentists comply with legal requirements

By ODA Staff

The Ohio Dental Association Services Corp. (ODASC) recently endorsed CyraCom, an interpretation service. CyraCom specializes in health care translation services and can help dentists comply with requirements of section 1557 of the Affordable Care Act.

Among other things, section 1557 requires most dental offices to offer a qualified interpreter to an individual with limited English proficiency when oral interpretation is a reasonable step to provide meaningful access for that individual. Language assistance services must be provided free of charge, be accurate and timely, and protect the privacy and independence of the individual. A covered entity may neither require an individual with limited English proficiency to provide his or her own interpreter nor, unless the individual consents, rely upon an adult accompanying the individual to interpret or facilitate communication.

CyraCom offers translation services via phone or computer and charges per minute, with no start-up or minimum fees. ODA members pay \$0.81 per minute instead of the typical \$1.89 per minute, a nearly 70 percent savings.

CyraCom supports hundreds of different languages and allows dentists to communicate with non-English speaking patients within seconds. CyraCom interpreters complete a 120-hour certification course learning medical terminology and other topics essential for health care interpreting.

CyraCom is also endorsed by the American Hospital Association. For more information about CyraCom, visit [www.cyacom.com/ADA](http://www.cyacom.com/ADA).

Members can also purchase disability insurance through ODASC. Disability insurance helps pay for day-to-day expenses for people who are no longer able to work. ODA members can receive a 10 percent discount on their disability insurance through ODASC-endorsed insurance with Principal Financial Group.

ODASC also offers health insurance plans for people over 65 and long-term care insurance.

## Practice Management Products

ODASC endorses Best Card for credit card processing, which specializes in dental offices and is cost competitive. The average dental practice saves \$1,860 per year with Best Card, a 27 percent savings.

Best Card also has an extremely helpful staff, and they can help offices become PCI compliant and understand if and when they need to use a chip reader.

ODASC also offers group rating discounts on workers' compensation insurance through CareWorksComp. CareWorksComp helps dentists reach their highest possible discount – up to BWC's current maximum off premiums – through multiple savings tiers. ODASC representatives can also help members navigate through changes occurring with workers' compensation insurance.

Other practice management products endorsed by ODASC include:

See ODASC, page 25

## INSURANCE, from page 8

practice, then he/she will likely need to sign a participating provider agreement with the plan(s) that the office contracts with. This contract can typically be limited to those services that the dentist provides in the practice and would not have to apply to work the dentist does in his or her own dental practice.

Once this agreement is in place (along with the written agreement between the treating dentist and the practice), then the insurance plan will send its reimbursement checks directly to the practice. The treating dentist will be listed in the plan's participating provider directory as an associate of the practice he or she is covering for. Patients the treating dentist sees in his own practice would not be entitled to the discounted fees. The limited contract between the dentist and the insurance plan may be terminated by either party as the need arises.

Since contracts are typically not retroactive, it is important to be as proactive as possible in addressing these contractual issues to ensure proper and timely reimbursement to the practice.

## Contracting dentist treating a non-contracting dentist's patients

Similar concerns exist when a contracting dentist provides care in the practice of a dentist who does not contract with the same plans as the covering dentist.

Reimbursement checks for work done by the contracting dentist will typically be sent to the non-contracting practice. The

reimbursement amount, however, will be at the participating dentist's fee level and the participating provider contract will prohibit balance billing the patient.

In order for the non-participating practice to be able to balance bill the patient, the participating dentist will likely first need to inform the contracting insurance plan that the dentist wants to be considered a non-participating dentist for work done at the non-participating practice location only. Once the dentist finishes his or her service practice, then he or she should inform the plan of this change in status.

## Ethical, regulatory and contractual considerations

The American Dental Association's "Principles of Ethics and Code of Professional Conduct" and the Ohio Dental Practice Act both provide guidance relative to the ethical and regulatory aspects of addressing this issue.

The American Dental Association's "Principles of Ethics and Code of Professional Conduct" calls on dentists to communicate truthfully. It specifically states that "dentists shall not represent the care being rendered to their patients in a false or misleading manner."

From a regulatory perspective, the Ohio Dental Practice Act authorizes the Ohio State Dental Board to take disciplinary action against dental licensees or permit holders who obtain or attempt "to obtain money or anything of value by intentional misrepresentation or material deception in the course of practice." Additionally, the

OSDB may take action against licensees or permit holders who know that this type of misrepresentation or deception is happening in their facility and permit it to occur on a recurring basis.

Participating provider agreements address this issue in a variety of ways. They often expressly prohibit dentists from collecting any fee for services contained on a claim on which false information has been consciously provided.

Submitting for services not actually performed, misrepresenting the rendering provider and submitting claims for services performed by non-participating dentists under a participating provider's license number are all common examples of prohibited acts in participating provider contracts.

## Lessons learned

Proper documentation is a must for ensuring continuity of care, proper billing and reimbursement and risk management. This includes written agreements

between the involved parties and the legal and ethical obligations to properly complete the dental claim form.

It may be necessary to consult with competent legal counsel to clarify expectations and protocols for the involved parties, including any contracting dentist organizations.

It may also be necessary to contact the applicable contracting dental plans to determine the appropriate steps to take to ensure the interests of all involved are properly accounted for.

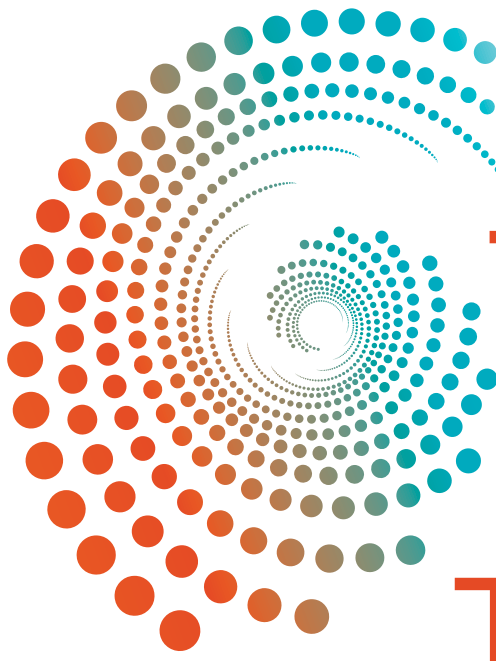
"It is incumbent on dentists to make accurate reports to dental insurance companies and have the proper documentation to back up what they're submitting claims for in order to minimize their troubles with third-party payers and regulators," said Dr. Manny Chopra, chairman of Ohio Dental Association Council on Dental Care Programs and Dental Practice. "It is also important for all involved to clearly understand any contractual obligations that must be met."

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**LOCATION**  
The 151st Annual Session of the Ohio Dental Association will take place at the Greater Columbus Convention Center (GCCC) complex, Columbus, Ohio at 400 N. High Street, 43215. The headquarters hotels are the Hyatt Regency Columbus, 350 N. High Street, Columbus, Ohio 43215, (614) 463-1234, and the Hilton Columbus Downtown, 401 N. High Street, Columbus, Ohio 43215, (614) 384-8600; both are connected to the GCCC. Most ODA Annual Session events and courses will be held in the GCCC, the Hyatt or the Hilton. ODA staff will be on-site at the GCCC from Wednesday, September 13 through Sunday, September 17.



Be sure to follow the ODA Annual Session on Facebook and Twitter (@OhioDentalAssoc) for updates, insights, and commentary about this year's Annual Session...and best of all, watch for opportunities to win great prizes!

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A broad choice of speakers and topics are offered during the ODA's 151st 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: RESTORATIVE					
DAY	CODE	SPEAKER	COURSE TITLE	START	END
THU	T13	Lee Ann Brady DMD	Today's Top Clinical Tips	9:00 AM	12:00 PM
THU	T23	Lee Ann Brady DMD	Posterior Composites Made Easy	2:00 PM	5:00 PM
FRI	F33	Todd Snyder DDS	Direct Restorations: Contacts, Complications, Cosmetics and Occlusion	9:00 AM	12:00 PM
FRI	F46	Todd Snyder DDS	BONDing 007th Generation and Beyond	2:00 PM	5:00 PM
SAT	S61	Ron N Kaminer DDS	Streamlined Techniques for Direct and Indirect Restorative Dentistry	9:00 AM	4:00 PM
SUN	Y72	Susan McMahon DMD, AAACD	Conservative Cosmetic Dentistry for Teenagers and Young Adults: Boost Their Confidence and Boost Your Bottom Line	9:00 AM	4:00 PM
DENTIST: HOT TOPICS					
DAY	CODE	SPEAKER	COURSE TITLE	START	END
THU	T10	Howard S. Glazer DDS, FAGD	What's Hot and Getting Hotter: Must Have Products & Materials	9:00 AM	5:00 PM
THU	T25	Theresa Groody EFDA, CDA	Best Practices from EFDA Education to Put to Use Tomorrow	2:00 PM	5:00 PM
FRI	F39	Jon B Suzuki DDS	Contemporary Clinical Periodontology and Oral Implantology 2017	9:00 AM	12:00 PM
FRI	F45	George A. Zarb DDS, MSc, MS, FRCD(C)	A Conversation with Dr. George Zarb / Luncheon	12:15 PM	1:45 PM
FRI	F52	Sean White & Kristi Simone	Understand How to Market Your Practice on Google to Get New Patients	2:00 PM	5:00 PM
SAT	S61	Ron N Kaminer DDS	Streamlined Techniques for Direct and Indirect Restorative Dentistry	9:00 AM	4:00 PM
SUN	Y72	Susan McMahon DMD, AAACD	Conservative Cosmetic Dentistry for Teenagers and Young Adults: Boost Their Confidence and Boost Your Bottom Line	9:00 AM	4:00 PM
DENTIST: HIGH TECH					
DAY	CODE	SPEAKER	COURSE TITLE	START	END
FRI	F37	Parag Kachalia DDS	Are We in a New Age of Restorative Dentistry?	9:00 AM	12:00 PM
FRI	F57	Paul Feuerstein DMD	Paul in the Hall! New Technology for the Dental Practice	2:00 PM	5:00 PM
SAT	S68	Paul Feuerstein DMD	Technology in Your Dental Practice: A Review of Current Products and a Look Into the Future	9:00 AM	12:00 PM
DENTIST: ENDODONTICS					
DAY	CODE	SPEAKER	COURSE TITLE	START	END
THU	T18	Reid Pullen DDS, FAGD	R2C@: Root to Crown Solution – Lecture	9:00 AM	12:00 PM
THU	T24	Reid Pullen DDS, FAGD	R2C@: Root to Crown Solution – Workshop	2:00 PM	5:00 PM
FRI	F35	Garry L Bey DDS	Simplified Endodontic Techniques: Treat More Cases with Increased Success	9:00 AM	12:00 PM
FRI	F53	Garry L Bey DDS	Simplified Endodontic Techniques for the General Dentist	2:00 PM	5:00 PM
DENTIST: HANDS-ON					
DAY	CODE	SPEAKER	COURSE TITLE	START	END
THU	T23	Lee Ann Brady DMD	Posterior Composites Made Easy	2:00 PM	5:00 PM
THU	T24	Reid Pullen DDS, FAGD	R2C@: Root to Crown Solution – Workshop	2:00 PM	5:00 PM
FRI	F31	Henry A. Gremillion DDS	Anatomy of the Masticatory System: Clinical Application and Dissection	9:00 AM	5:00 PM
FRI	F38	Robert R. Edwab DDS	Hands-on Oral Surgery Workshop for the General Practitioner	9:00 AM	12:00 PM
FRI	F48	Parag Kachalia DDS	Predictable, Efficient, and Esthetic Composite Dentistry	2:00 PM	5:00 PM
FRI	F53	Garry L Bey DDS	Simplified Endodontic Techniques for the General Dentist	2:00 PM	5:00 PM
FRI	F54	Robert R. Edwab DDS	Treating Medical Emergencies in the Dental Office: Hands-on Workshop for the Entire Team	2:00 PM	5:00 PM
SAT	S61	Ron N Kaminer DDS	Streamlined Techniques for Direct and Indirect Restorative Dentistry	9:00 AM	4:00 PM
SAT	S64	Gregory Psaltis DDS	Stainless Steel Crowns are a Snap: A Hands-on Workshop	9:00 AM	12:00 PM
DENTIST: SURGICAL					
DAY	CODE	SPEAKER	COURSE TITLE	START	END
THU	T11	Robert R. Edwab DDS	Office Oral Surgery for the General Practitioner Made Easy	9:00 AM	5:00 PM
FRI	F31	Henry A. Gremillion DDS	Anatomy of the Masticatory System: Clinical Application and Dissection	9:00 AM	5:00 PM
FRI	F38	Robert R. Edwab DDS	Hands-on Oral Surgery Workshop for the General Practitioner	9:00 AM	12:00 PM
FRI	F39	Jon B Suzuki DDS	Contemporary Clinical Periodontology and Oral Implantology 2017	9:00 AM	12:00 PM
FRI	F47	Jon B Suzuki DDS	Peri-Implantitis and Implant Failures: Etiologies and Therapies	2:00 PM	5:00 PM
HYGIENE					
DAY	CODE	SPEAKER	COURSE TITLE	START	END
THU	T14	Karen Davis RDH, BSDH	Creating the Ultimate Doctor-Patient Hygiene Exam	9:00 AM	12:00 PM
THU	T20	Various Speakers	Preventative Materials Roundtable Luncheon Thursday 2017	12:15 PM	1:45 PM
THU	T22	Karen Davis RDH, BSDH	Join the Movement to Manage Biofilm Differently	2:00 PM	5:00 PM
FRI	F36	Nancy Dewhirst RDH, BS	Instrument Sharpening and Care: Never a Dull Moment!	9:00 AM	12:00 PM
FRI	F44	Various Speakers	Preventative Products Roundtable Luncheon Friday 2017	12:15 PM	1:45 PM
FRI	F51	Mary Ellen Psaltis BPh	Do These Genes Make Me Look Fat?	2:00 PM	5:00 PM
SAT	S65	Various Speakers	OAP Panel 2017	9:00 AM	12:00 PM
EFDA / DENTAL ASSISTANT					
DAY	CODE	SPEAKER	COURSE TITLE	START	END
THU	T12	Nancy Dewhirst RDH, BS	Ergonomics: The Art of Protective Balancing	9:00 AM	12:00 PM
THU	T15	Theresa Groody EFDA, CDA	The ABC's of Restorative Procedures: Adhesion, Bands and Composites	9:00 AM	12:00 PM
THU	T25	Theresa Groody EFDA, CDA	Best Practices from EFDA Education to Put to Use Tomorrow	2:00 PM	5:00 PM
FRI	F37	Parag Kachalia DDS	Are We in a New Age of Restorative Dentistry?	9:00 AM	12:00 PM
FRI	F50	Gregory Gillespie DDS	New Products: When Do I Make the Switch?	2:00 PM	5:00 PM
SAT	S67	Michael Verber DMD and Melinda Whire EFDA	The Dawson Academy Presents: The Team Approach to Functional and Aesthetic Success	9:00 AM	12:00 PM

**EFDA / DENTAL ASSISTANT**

DAY	CODE	SPEAKER	COURSE TITLE	START	END
SAT	S70	Michael Verber DMD and Melinda Whire EFDA	The Dawson Academy Presents: The Team Approach to Functional and Aesthetic Success Workshop	2:00 PM	5:00 PM
SUN	Y73	Michael Verber DMD and Melinda Whire EFDA	The Dawson Academy Presents: The Team Approach to Functional and Aesthetic Success Workshop	9:00 AM	12:00 PM

**OFFICE EXCELLENCE**

DAY	CODE	SPEAKER	COURSE TITLE	START	END
THU	T16	Laci L. Phillips	Your Practice through the Patients' Eyes, It's not just about Dentistry	9:00 AM	12:00 PM
THU	T21	Various Speakers	50 Things You Didn't Know Dentrux Could Do	2:00 PM	5:00 PM
THU	T28	Various Speakers	Get To Know Eaglesoft 19	2:00 PM	5:00 PM
THU	T27	Laci L. Phillips	Communication, Coding & Collections: The Three C's of the Profitable Practice	2:00 PM	5:00 PM
FRI	F32	Various Speakers	50 Things You Didn't Know Dentrux Could Do	9:00 AM	12:00 PM
FRI	F41	Bruce Christopher	Bambi vs. Godzilla, Dealing with Difficult People: Keys to Empowered Communication	9:00 AM	12:00 PM
FRI	F56	Bruce Christopher	The Psychology of Success: Secrets the Superstars Know	2:00 PM	5:00 PM
SAT	S69	Ritz Carlton Leadership Center	Customer Service Reenergized	10:00 AM	12:00 PM

**REGULATORY COURSES OFFERED**

DAY	CODE	SPEAKER	COURSE TITLE	START	END
THU	T17	Various Speakers	Update on Ohio's Prescribing Laws and the Ohio Automated Rx Reporting System (OARRS)	9:00 AM	12:00 PM
THU	T26	Nancy Dewhirst RDH, BS	Infection Control Workshop	2:00 PM	5:00 PM
FRI	F30	Sylvia Malcmacher Kramer DDS	When to Call 911: Medical Emergencies in the Dental Office	8:00 AM	12:00 PM
FRI	F58	Constance R. Kuntupis RDH, MA	A Digital Image is Worth a Thousand Words	3:00 PM	5:00 PM
SAT	S62	CPR of Central Ohio	CPR Recertification	9:00 AM	11:00 AM
SAT	S63	CPR of Central Ohio	CPR Certification	9:00 AM	1:00 PM
SUN	Y74	Christopher A. Moore MA	Regulatory Compliance, OSHA and the Ohio Dental Practice	9:00 AM	12:00 PM

**SPECIAL EVENTS 2017**

**DINNER WITH CHEF HUBERT, AUBERGINE PRIVATE DINING CLUB**

- 7:00 p.m. to 10:00 p.m., Thursday, September 14
- \$155
- Event Code E91

Culinary lovers looking to enjoy a unique and lively evening will enjoy dinner at renowned Chef Hubert Seifert's SPAGIO restaurant's intimate, elegant, dining club, Aubergine. Attendees will participate in a cooking class in the setting of a small fine dining restaurant kitchen as the chef explains how to prepare these exceptional dishes at home. The ticket price is inclusive and includes a five course dinner served with wine pairings. Aubergine is located in downtown Grandview Heights, Ohio – approximately a five-minute ride from the Hyatt Regency Columbus Hotel. Transportation is not provided.

**NEW DENTIST RECEPTION: DENMARK**

- 9:00 to 11:00 pm, Thursday, September 14
- FREE for dentists in practice 10 years or less
- Event Code E92
- Sponsored by ODPAC

All dentists in practice 10 years or less are invited to attend the New Dentist Reception. Meet up with your classmates and meet new colleagues at this premiere event designed especially for the new practitioner. Denmark is a Euro-style Cocktail Bistro located on the 2nd floor of 463 North High Street, right across the street from the main doors of the Columbus Convention Center. Free for new dentists and their spouses, but you must register to attend.

**MORNING YOGA WITH AMANDA REYNOLDS - DEEP STRETCH VINYASA**

- 7:00 a.m. to 8:00 a.m., Friday, September 15
- FREE with registration fee
- Event Code E93
- Support Provided by Bend

Gather your team or come solo to a Deep Stretch Vinyasa class designed for all levels of expertise. This class is designed to loosen tight muscles and reduce strain on the back, neck, shoulders and joints. The breath work will also allow you to release stress and tension from the body and start your day feeling relaxed, long and lean. Exactly what you need for tackling CE classes and a trek through the Exhibit Hall! Yoga classes are free for all Annual Session attendees, but registration for each class is required. Bring a mat if you have one! A limited number of mats will be available on a first come, first served basis.

**WOMEN IN DENTISTRY WINE TASTING**

- 2:30 p.m. to 4:30 p.m., Friday, September 15
- \$35
- Event Code E94
- Support provided by PNC Bank

Join current and past female ODA leaders and female colleagues as we celebrate the accomplishments of women in the dental profession. American Dental Association President Elect Dr. Joe Crowley and ADA 7th District Trustee Dr. Billie Sue Kyger are our scheduled featured guests. All dentists are welcome to attend.

**CALLAHAN CELEBRATION OF EXCELLENCE HONORING ODA PRESIDENT, DR. KEVIN LAING**

- Featuring The Rick Brunetto Band
- 6:30 p.m. to 11:30 p.m., Friday, September 15
- \$95 per person
- Event Code E95
- Support provided by Markey's Rental & Staging

Bring your spouse and staff and join the celebration to honor Dr. Laing and the 2017 Callahan Memorial Award Recipient, Dr. George Zarb, along with your outstanding colleagues at the Callahan Celebration of Excellence. The night starts off with an open bar reception at 6:30 p.m., and the event includes the presentation of the Callahan Memorial Award and the ODA Awards of Excellence. Established in 1920, the Callahan Award is an international honor named for Dr. John Ross Callahan that recognizes outstanding contributions to dentistry. The ODA Awards of Excellence recognize Ohio dentists and others who have made exemplary efforts on behalf of the profession. The awards include the presentation of the ODA's highest honor, the Distinguished Dentist Award. Black-tie optional, the cost also includes an exceptional dinner and dancing with music provided by Rick Brunetto and his Big Band Orchestra.

**THE BASH! CALLAHAN'S**

- 9:00 p.m. to 1:00 a.m., Friday, September 15
- FREE with registration fee
- Support provided by Coltene

Good Friends. Convenient Bars. No Cover Charge. That pretty much says it! Don't miss what is destined to be one of the most popular events of Annual Session, at a great location – Callahan's rooftop patio. Your

ticket gets you free entry into the club and entry into the VIP area with private cash bars. Callahan's is conveniently located within walking distance of the Convention Center at 520 Park Street. A ticket will automatically be given to registrants. Easy. Close. Free.

**MORNING YOGA WITH AMANDA REYNOLDS - SLOW BURN + STRONG CORE**

- 7:00 a.m. to 8:00 a.m., Saturday, September 16
- FREE with registration fee
- Event Code E96
- Support Provided by Bend

Having a strong core is important for all other functions of the body, especially posture! This Slow Burn + Strong Core class will hold poses a bit longer building muscle plus toning, and giving you that slow burn while incorporating bits of core work throughout. Designed for all levels of expertise and modifications will be offered. We'll also have a nice blend of shoulder openers and stretching and end with 5 minutes of a relaxed meditation. Yoga classes are free for all Annual Session attendees, but registration for each class is required. Bring a mat if you have one! A limited number of mats will be available on a first come, first served basis.

**MATCH @ ODA ANNUAL SESSION**

- 9:00 a.m. to 11:00 a.m., Saturday, September 16
- FREE with registration fee
- Event Code E97
- Presented by the ODA Subcouncil on New Dentists

Interested in selling or buying a dental practice? Or are you looking for an opportunity to become an associate or do you need to hire an associate? Then plan on joining us for this unique event organized by the ODA Subcouncil on New Dentists and designed to help newer dentists meet seasoned dentists who are preparing for a practice transition or looking to expand their practice. Once you register you will be contacted by the ODA prior to the event to provide additional information which will enhance your participation in the matching. No outside companies or vendors will be included in this program and no final commitments or arrangements are required or guaranteed. MATCH @ ODA Annual Session is free, but registration is required. A light brunch will be served.

**BIG CITY BAR BOUNCE PEDAL WAGON TOUR**

- 5:45 p.m. to 8:15 p.m., Saturday, September 16
- \$35 per person
- Event Code E98

A Bar Crawl has never been more fun! Join your colleagues on a Pedal Wagon tour of the Arena District. The price includes a stocked pedal wagon trip with guides and stops at two Arena District bars. Each rider is responsible for their own purchases at each stop. Meet at the ODA Registration Desk in GCCC Corridor A to walk approximately two blocks to the Pedal Wagon Station. Each rider will help pedal the 15-seat wagon during its tour. Riders will need a valid driver's license for identification at the featured bars and will be asked to sign a waiver the day of the event. Join us on this great way to unwind and celebrate the last night of the 2017 ODA Annual Session.

**TECH BAR**

Located next to the Membership Booth, the Tech Bar is the Exhibit Hall's newest addition. Transform your digital skills and learn how to integrate tech into your professional work effectively. The tech experts have their fingers on the latest tech trends and can discuss solutions for productivity, social media, marketing, practical software, or an array of other interests. From learning to make the most of the ODA Annual Session App to freshening up your LinkedIn profile, you can "Ask the Experts" for help. These services, including a professional HeadShot Lounge, are provided at no charge to all registrants at the 151st Annual Session.

- Increase your productivity with apps and gadgets
- Engage with tech experts who can help you navigate the mobile app and make the most out of your meeting experience
- Get your tech-related questions answered
- Expand your professional network with LinkedIn
- Update your ADA Find-a-Dentist profile
- Have a professional photo taken of yourself or your team in the HeadShot Lounge

## THURSDAY, SEPTEMBER 14

**WHAT'S HOT AND GETTING HOTTER: MUST HAVE PRODUCTS & MATERIALS****Howard Glazer, DDS**

- 9:00 a.m. to 5:00 p.m.
  - CE Hours: 6 OSDB Category: A
  - Fee: M - \$175; NMD - \$240; S/O - \$135
  - Course Code T10
  - Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk
- This is a program about real dentistry for real people by a real dentist! Dr. Glazer will present a potpourri of the materials and techniques that he uses to make the day more productive, easier and fun! The entire dental team will benefit from learning together about the latest products and how they will benefit your patients. Dr. Glazer writes a monthly column by the same title for "AGD Impact" magazine, and reviews new products and materials on a regular basis for his column. Topics may include: curing lights to light up your life (dental); desensitization & adhesives, a sticky subject made simple; composites for esthetic fillings not just white ones; impression material – it's true, first impressions are important; provisional materials – provisionals should look great; oral cancer prevention – dentists can save lives!; lasers – simple, easy and quick with great results; Endodontic instruments – getting to the root of the matter; cements – that which holds the relationship together; tissue retraction and fluid control – essentials of clear fields; reducing sensitivity with topical paste application & fluoride varnishes; whitening systems that work; matrix bands for perfect, predictable contacts – contact perfect every time; burs – so many and so little time; patient communication – high-tech and really cool!; going digital – simple, easy and soon to be a must!; loupes, instruments, equipment potpourri.

**OFFICE ORAL SURGERY FOR THE GENERAL PRACTITIONER MADE EASY****Robert R. Edwab, DDS, MBA**

- 9:00 a.m. to 5:00 p.m.
  - CE Hours: 6 OSDB Category: A
  - Fee: M - \$175; NMD - \$240; S/O - \$135
  - Course Code T11
  - Recommended Audience: Dentists, Hygienists, EFDAs, Assistants
- Make your oral surgeries productive and uneventful by spending the day with this clinician, who shares the lessons he has learned from 30 years of private oral surgery practice. The clinician teaches you which instruments to use and avoid and how to choose suture materials and needles. Review procedures for root removal, alveoplasties, frenectomies and biopsies. The clinician reviews surgical complications, including how to solve them and how to prevent them. At the end of this program, by using the clinician's simple and comprehensive approach, the practitioner will be able to perform various oral surgical procedures with greater confidence and possess the knowledge to handle any complication that may arise.

*A hands-on workshop accompanies this course; see Course Code F38.*

**ERGONOMICS: THE ART OF PROTECTIVE BALANCING****Nancy Dewhirst BS, RDH**

- 9:00 a.m. to 12:00 p.m.
  - CE Hours: 3 OSDB Category: A
  - Fee: M - \$90; NMD - \$155; S/O - \$71
  - Course Code T12
  - Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk
- Pathogenesis, causes and prevention of various cumulative trauma disorders are discussed, with special focus on upper extremity, spinal and joint pathologies. Preventive strategies are evaluated, including enhanced visualization, chair and equipment design, and body positioning and conditioning. Attendees participate in stretching and strengthening exercises and leave with a plan to reduce pain and fatigue, while optimizing personal career longevity. Wear comfortable clothes for stretching.

**TODAY'S TOP CLINICAL TIPS****Lee Ann Brady, DMD**

- 9:00 a.m. to 12:00 p.m.
  - CE Hours: 3 OSDB Category: A
  - Fee: M - \$90; NMD - \$155; S/O - \$71
  - Course Code T13
  - Recommended Audience: Dentists, Hygienists, EFDAs, Assistants
- Dentistry is changing at a rapid pace. Being successful and efficient is about staying on top of the newest trends and clinical tips. In this program Dr. Brady will present the top clinical tips and techniques she is teaching. Some are old tried and true approaches that remain successful, while others introduce brand new materials and approaches. Tips will span the areas

of prevention, posterior composites and indirect all ceramics.

*A hands-on workshop accompanies this course; see Course Code T23.*

**CREATING THE ULTIMATE DOCTOR- PATIENT HYGIENE EXAM****Karen Davis, RDH, BSDH**

- 9:00 a.m. to 12:00 p.m.
  - CE Hours: 3 OSDB Category: A
  - Fee: M - \$90; NMD - \$155; S/O - \$71
  - Course Code T14
  - Recommended Audience: Dentists, Hygienists, EFDAs, Assistants
- Ever wonder how to get diagnosed treatment out of the charts and into your patients' mouths? Learn how to turn that magical 5 to 7 minute dental hygiene examination into one that confirms diagnosis, answers patient's questions, and gains closure in the treatment room ... without running everyone's schedule behind! Management of the hygiene exam doesn't have to be a stressor, but teams must have a plan for efficiency and effectiveness. Discover how mastering the art of prioritization will guide personalized care for preventive and periodontal maintenance visits. Identify how to maximize the role of the dental hygienist, and implement exceptional communication to create ultimate outcomes.

**THE ABC'S OF RESTORATIVE PROCEDURES: ADHESION, BANDS AND COMPOSITES****Theresa Groody, M.Ed., EFDA, CDA**

- 9:00 a.m. to 12:00 p.m.
  - CE Hours: 3 OSDB Category: A
  - Fee: M - \$90; NMD - \$155; S/O - \$71
  - Course Code T15
  - Support provided by Dentsply Sirona Academy
  - Recommended Audience: Dentists, EFDAs, Assistants
- Basics of restorative procedures will be discussed to provide predictable, consistent and superior patient care. Dentists, assistants and EFDAs can learn/review together to treat their patients more efficiently. Confused about what each component really does? Not sure when total/self/selective etch is used? Convinced yet your practice needs to get on board with sectionals? Think all flowables are the same? Clinical tips for success and brand suggestions will be included in this program as well as troubleshooting daily challenges faced while attempting to serve our patients best and "do it the right way."

**YOUR PRACTICE THROUGH THE PATIENTS' EYES, IT'S NOT JUST ABOUT DENTISTRY****Laci L. Phillips**

- 9:00 a.m. to 12:00 p.m.
  - CE Hours: 3 OSDB Category: C
  - Fee: M - \$90; NMD - \$155; S/O - \$71
  - Course Code T16
  - Support provided by Care Credit
  - Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk
- Do you really know your patients? Do they know you? In the life cycle of a patient, it's not just about how many clicks in the computer or how many restorations you have done. What it is about is how many real conversations you have had, the personal care and the customized touch. Let's take customer service to a whole new level by learning who your target audience is, what they expect and what they see. A patient's positive perception is your success. It's time to put on different glasses and see things in a new perspective!

**UPDATE ON OHIO'S PRESCRIBING LAWS AND THE OHIO AUTOMATED RX REPORTING SYSTEM (OARRS)****Representatives from the State of Ohio Board of Pharmacy, the Ohio State Dental Board (OSDB) and the Ohio Dental Association (ODA)**

- 9:00 a.m. to 12:00 p.m.
  - CE Hours: 3 OSDB Category: A
  - Fee: M - FREE; NMD - \$90; S/O - \$FREE
  - Course Code T17
  - Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk
- The Ohio Automated Rx Reporting System (OARRS) was established in 2006 to collect information on all outpatient prescriptions for controlled substances dispensed by Ohio-licensed pharmacies and personally furnished by licensed prescribers in Ohio. OARRS helps prescribers and pharmacists avoid potentially life-threatening drug interactions as well as address prescription drug diversion and abuse by identifying individuals fraudulently obtaining controlled substances from multiple health care providers. This presentation will help attendees understand how to use OARRS for better patient care, identify common methods of drug diversion and provide an update on the trends of prescription drug abuse. ODA Legal Counsel will also present updates on prescribing laws in Ohio.

**R2C@: ROOT TO CROWN SOLUTION – LECTURE****Reid Pullen, DDS, FAGD**

- 9:00 a.m. to 12:00 p.m.
  - CE Hours: 3 OSDB Category: A
  - Fee: M - \$90; NMD - \$155; S/O - \$71
  - Course Code T18
  - Support provided by Dentsply Tulsa Dental Specialties
  - Recommended Audience: Dentists, Hygienists, EFDAs, Assistants
- Just as each step of endodontically treating and restoring a tooth is connected, the techniques and tools you use at every stage of the procedure must also work together. These nine learning modules walk through each step of root canal therapy – with each building on the success of the previous phase. From diagnostic protocol through to coronal restoration, clinicians will learn techniques for clinical success at every step needed to take the patient out of pain and restore function to the tooth while maintaining the proper aesthetic.
- A hands-on workshop accompanies this course; see Course Code T24.*

**OAGD LUNCHEON**

- 12:00 p.m. to 1:30 p.m.
- CE Hours: 1 OSDB Category: A
- Fee: \$55
- Course Code T19
- Limited Attendance

Join your dentist colleagues for lunch and Q&A with special guest, Dr. Howard Glazer. All Annual Session registered dentists are welcome to attend the Ohio Academy of General Dentistry (OAGD) luncheon and business meeting.

**FOR DENTAL HYGIENISTS\* ONLY****PREVENTATIVE PRODUCTS ROUNDTABLE LUNCHEON THURSDAY 2017**

- 12:15 p.m. to 1:45 p.m.
- CE Hours: 1.5 OSDB Category: A
- Fee: \$65
- Course Code T20
- 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.*

**50 THINGS YOU DIDN'T KNOW DENTRIX COULD DO****Dentrix Training Staff**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: C
- Fee: M - \$25; NMD - \$25; S/O - \$25
- Course Code T21
- Support provided by Henry Schein Dental
- Recommended Audience: Dentists, EFDAs, Assistants, Office Managers, Front Desk

Learn 50 things you didn't know Dentrix could do that will simplify scheduling, treatment planning, billing, insurance claims, and more. In this seminar, you'll learn from a Dentrix expert who will share tips and tricks to streamline the work you know is taking too long and help you better manage your Dentrix processes. This course is recommended for current Dentrix users.

*This course is repeated; see Course Code F32.*

**EXPANSIVE DENTAL MARKETPLACE!**

Boasting one of the largest Exhibit Halls in the region, the ODA's 151st 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.

**Exhibit Hall Hours:**

Thursday, September 14 - 12:00 p.m. to 7:00 p.m.  
Friday, September 15 - 10:00 a.m. to 6:00 p.m.  
Saturday, September 16 - 10:00 a.m. to 2:00 p.m.



## 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 21 and will be online until October 31. Materials can be found on the ODA's website, [www.oda.org/events](http://www.oda.org/events) and through your meeting registration portal. You will only be able to download handouts for the courses that you are registered. Printed handout materials will not be available on-site. Plan ahead, print or download your handouts before you leave for Columbus to fully enjoy your courses.

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- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers

While there is no universally acknowledged, step-by-step approach to a head and neck exam, it is paramount to each patient's overall health to establish a repeatable, logical, sequentially organized, and systematic approach to screening the soft tissues of the head and neck region. This course will review the head and neck exam as well as review important clinical findings. Normal, reactive, preneoplastic and cancerous conditions will be discussed along with an update on oral HPV.

## FRIDAY, SEPTEMBER 15

### WHEN TO CALL 911: MEDICAL EMERGENCIES IN THE DENTAL OFFICE

**Sylvia Malcmacher Kramer, DDS**

- 8:00 a.m. to 12:00 p.m.
- CE Hours: 4 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F30
- Recommended Audience: Dentists, EFDAs, Assistants, Office Managers, Front Desk

The skills needed to manage a medical emergency in the dental office are not skills that we use every day. The dental team needs to be prepared to recognize and respond to such unexpected events. This course will provide the information to prevent medical emergencies and how to diagnose and promptly manage an emergency when it presents in the dental office. Many real life emergencies will be reviewed. This course provides information on what should be in your medical emergency kit for your office. Additionally, we will cover the OSDB laws for RDH, CDA, and EFDA to work under general supervision which should be understood by the entire dental team.

*Note: This course meets the Ohio State Dental Board's criteria for dental hygienists, expanded function dental auxiliaries and dental assistants to practice under general supervision.*

### ANATOMY OF THE MASTICATORY SYSTEM: CLINICAL APPLICATION AND DISSECTION

**Henry A. Gremillion, DDS, MAGD**

- 9:00 a.m. to 5:00 p.m.
- CE Hours: 6 OSDB Category: A
- Fee: M - \$1350; NMD - \$1500
- Course Code F31
- Hands-on Workshop
- Limited Attendance
- Recommended Audience: Dentists

This one day program is designed to provide the participant with an anatomical review of the dynamic masticatory system. The morning session will consist of lecture and discussion with specific practical clinical application. Relationships to routine dental assessment and differential diagnosis of orofacial pain will be highlighted. Areas of special emphasis include: osteology, the oral cavity, nasal cavity, salivary glands, musculature, and the temporomandibular joint. The afternoon session will focus on dissection of cadaver specimen. Participants in the dissection workshop will work in 2-member groups, each group dissecting 1/2 of a provided cadaver specimen. Basic dissection instruments will be provided. It is strongly suggested that each workshop participant bring a head and neck anatomy atlas/text, surgical instruments if desired, and loupes.

### 50 THINGS YOU DIDN'T KNOW DENTRIX COULD DO

**Dentrix Training staff**

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: C
- Fee: M - \$25; NMD - \$25; S/O - \$25
- Course Code F32
- Support provided by Henry Schein Dental
- Recommended Audience: Dentists, EFDAs, Assistants, Office Managers, Front Desk

Learn 50 things you didn't know Dentrix could do that will simplify scheduling, treatment planning, billing, insurance claims, and more. In this seminar, you'll learn from a Dentrix expert who will share tips and tricks to streamline the work you know is taking too long and help you better manage your Dentrix processes. This course is recommended for current Dentrix users.

*This course is repeated; see Course Code T21.*

### DIRECT RESTORATIONS: CONTACTS, COMPLICATIONS, COSMETICS AND OCCLUSION

**Todd Snyder, DDS**

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F33
- Support provided by Ultradent Products, Inc.; SS White
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Simplify your practice with the placement of direct restorations. The emphasis of this course is unlike any

### JOIN THE MOVEMENT TO MANAGE BIOFILM DIFFERENTLY

**Karen Davis, RDH, BSDH**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code T22
- Support Provided by Hu-Friedy
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers

Technologies to target biofilm are not new for clinicians. But a movement to manage biofilm differently is emerging world-wide and this course unpacks the reasons why. New devices, custom nozzles and low-abrasive powders are changing the game for biofilm removal. Learn the rationale and the benefits of separating biofilm removal from removal of hard deposits ... both important components of disease prevention and management, but successful outcomes require clinicians have a full understanding of how biofilm drives inflammation and the daunting role in managing it. The movement to manage biofilm differently has many benefits and this course un-packs 5 compelling reasons to jump in.

### POSTERIOR COMPOSITES MADE EASY

**Lee Ann Brady, DMD**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$245; NMD - \$310; S/O - \$175
- Course Code T23
- Hands-on Workshop
- Limited Attendance
- Support provided by Ivoclar Vivadent
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Posterior composites are the mainstay for many practices. Being able to perform them predictably with efficiency is the goal. This workshop will look at current materials, techniques and instrumentation to accomplish those goals. These will include matrix systems for tight contacts, bulk fill and regular materials, placement and finishing techniques. The workshop will compare total etch, self etch and universal etch techniques and distinguish the risks and benefits of each. You will get to place composites and use the materials and matrices discussed.

*A lecture accompanies this workshop; see Course T13.*

### R2C@: ROOT TO CROWN SOLUTION – WORKSHOP

**Reid Pullen, DDS, FAGD**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$245; NMD - \$310; S/O - \$175
- Course Code T24
- Hands-on Workshop
- Limited Attendance
- Support provided by Dentsply Tulsa Dental Specialties
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Just as each step of endodontically treating and restoring a tooth is connected, the techniques and tools you use at every stage of the procedure must also work together. These nine learning modules walk through each step of root canal therapy – with each building on the success of the previous phase. From diagnostic protocol through to coronal restoration, clinicians will learn and demonstrate techniques for clinical success at every step needed to take the patient out of pain and restore function to the tooth while maintaining the proper aesthetic.

*A lecture accompanies this workshop; see Course Code T18.*

### BEST PRACTICES FROM EFDA EDUCATION TO PUT TO USE TOMORROW

**Theresa Groody, M.Ed., EFDA, CDA**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code T25
- Support provided by Dentsply Sirona Academy
- Recommended Audience: Dentists, EFDAs, Assistants, Office Managers

Each team member can leave this interactive program with tips to deliver better patient care; assistants can better understand procedures and/or why procedures may fail, EFDAs can review restorative advances and dentists can understand how to better utilize staff to reach their fullest potential. Restorative procedures will be reviewed and discussed with an emphasis on the basics and reasons why procedures may fail. Matrix options, shading/layering of direct composite procedures and advanced temporization techniques will be presented. Since the esthetic aspect of dentistry requires a commitment to life-long learning, resources will be reviewed to keep abreast of these advancements. Participants will be encouraged to share techniques for success from their own experiences in practice.

### INFECTION CONTROL WORKSHOP

**Nancy Dewhirst BS, RDH**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code T26
- Support Provided by KaVo Kerr
- Hands-on Workshop
- Limited Attendance
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

A variety of infection control products and approaches are presented in this lively and interactive hands-on workshop. Basic disease transmission and infection control are explored in light of current documented knowledge while using products as instructional tools. Misconceptions and common problems will be discussed, along with potential implications and consequences. The program is intended to help participants get maximum effectiveness from their infection control efforts. See (with glow-germs and other activities) how different techniques and products work for you!

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

### COMMUNICATION, CODING & COLLECTIONS: THE THREE C'S OF THE PROFITABLE PRACTICE

**Laci L. Phillips**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: C
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code T27
- Support provided by CareCredit
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

When the first question a patient asks is "How much will my insurance pay?" our daily lives begin to revolve around insurance. Learn to step out of that mind set and step into customer service, quality health care and ultimately a profitable practice. Discover how excellent communication proper coding and above average collections can impact your practice's efficiency and financial health. Walk out of this high energy course feeling energized with the realization, the revolution has just changed.

### GET TO KNOW EAGLESOFT 19

**Eaglesoft Training Staff**

- 2:00 p.m. to 5:00 p.m.
- Course Code T28
- CE Hours: 3 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

Designed specifically for Eaglesoft users, this course will provide updates on the revolutionary new features of Eaglesoft 19. New updates traditionally introduced in the fall of each year will be added to the course as they become available.

*This course is repeated; see Course Code F42.*

### THE PERFECT 10 HEAD & NECK EXAM

**Ashleigh Briody, DDS**

- 3:00 p.m. to 5:00 p.m.
- Course Code T29
- CE Hours: 2 OSDB Category: A
- Fee: M - \$75; NMD - \$135; S/O - \$55

other course on direct restorative materials in that it looks at complications and addresses them before they happen. This course will discuss treatment planning and diagnosing for proper materials and placement of direct fabricated restorations. Learn steps for posterior direct composites that can be taken prior to ever treating the patient to avoid postoperative complications. Never have a loose contact between teeth again by knowing what types of matrices are available and when to use them. Learn how to place restorations with no sensitivity. See how to restore teeth with minimal to no adjustment of the restoration. Find out how to treat patients with symptomatic restorations effortlessly. Learn how to use glass ionomers in difficult areas. Numerous pieces of information will be provided to eliminate any and all issues you might be having with composite restoratives so that you can place them without any problems.

#### GETTING PAST “UH-OH,” “NO” AND “HELICOPTERS”: BEHAVIOR MANAGEMENT IN THE PEDIATRIC SETTING

**Greg Psaltis, DDS**

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F34
- Support provided by the Ohio Academy of Pediatric Dentists (OAPD)
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Pediatric dentistry is unique in that each appointment requires that the dentist must successfully communicate with both children and parents and manage the behavior of both as well. In this program, principles of behavior management are discussed and demonstrated in video footage showing actual patients in treatment and how to best handle them. While dentistry often focuses on the technical aspects of our work, in this specialty, it is only through effective handling of patients that our technical work can be at its best. And the parents? They are the entertainment and promotional program, not the “problem” that most people believe.

#### SIMPLIFIED ENDODONTIC TECHNIQUES: TREAT MORE CASES WITH INCREASED SUCCESS

**Garry Bey, DDS**

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F35
- Support provided by KaVo Kerr
- Recommended Audience: Dentists, EFDAs, Dental Assistants

Do you want to provide excellent endodontic care for your patients? This course is designed for general dentists and endodontists to gain expertise and confidence with completing the highest quality endodontics on both vital and necrotic teeth. Participants will learn advanced NiTi rotary reciprocation instrumentation using adaptive motion technology, predictable irrigation protocols using Apical Negative pressure, and warm vertical obturation using the Continuous wave

technique. Other topics will include diagnosis, location of calcified canals, creation of a glide path, determination of working length, and location of the MB2. This exciting multi-media program highlights solutions and suggestions on how to treat straightforward and complex endodontic cases.

*A workshop accompanies this lecture; see Course Code F53.*

#### INSTRUMENT SHARPENING AND CARE: NEVER A DULL MOMENT!

**Nancy Dewhirst BS, RDH**

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$245; NMD - \$310; S/O - \$175
- Course Code F36
- Support Provided by HuFriedy and Nordent
- Hands-on Workshop
- Limited Attendance
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

This hands-on workshop demonstrates how to preserve the original instrument design and shape while creating sharp edges, using a variety of hand and mechanical techniques and devices, loupes and lights. A slide presentation and interactive dialogue lay the groundwork for clinical instruction and participant practice, using hand sharpening techniques and several mechanical instrument sharpeners with magnification. Understanding of the key geometrical relationships between instrument surfaces and edges will help attendees be successful using hand and mechanical sharpening techniques and devices. Please bring your own loupes to the workshop.

#### ARE WE IN A NEW AGE OF RESTORATIVE DENTISTRY?

**Parag Kachalia, DDS**

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F37
- Support Provided by KaVo Kerr
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

The world of dentistry is evolving at an unprecedented rate. Practitioners are being bombarded with advertisements claiming that advancement in dental technologies and materials can drastically benefit their direct and indirect restorative procedures. The course will take a critical look at the current world of dental technologies and materials as it relates to the restorative arena. In particular the course will pay close attention to the current advances in caries detection, adhesion, bulk fill posterior composite restorations, next generation universal composites, light curing, and cementation protocols for new age ceramics.

*A workshop accompanies this lecture; see Course Code F48.*

#### HANDS-ON ORAL SURGERY WORKSHOP FOR THE GENERAL PRACTITIONER

**Robert Edwab, DDS**

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$330; NMD - \$390; S/O - \$260
- Course Code F38
- Hands-on Workshop
- Limited Attendance
- Recommended Audience: Dentists, EFDAs, Assistants

Step-by-step techniques to broaden your scope of practice and make oral surgery more enjoyable and income-producing are performed on fresh pig mandibles. The clinician demonstrates the procedure in front of the class and the attendee performs the surgical procedure on his or her own pig mandible. Learn to perform a frenectomy, biopsy, flap techniques and an I & D. Learn about suturing techniques as you work. Proper use of the cowhorn and Ash forceps are demonstrated as you extract anterior and posterior teeth along with the use of a rongeur when doing alveoplasties and root removals.

*A lecture accompanies this course. see Course Code T11.*

#### CONTEMPORARY CLINICAL PERIODONTOLOGY AND ORAL IMPLANTOLOGY 2017

**Jon Suzuki, DDS, PhD, MBA**

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F39
- Recommended Audience: Dentists, Hygienists

New trends and concepts in periodontal diagnosis and treatment planning will be presented. Using biological basis for disease concepts and enhanced with relevant clinical research, decisions for both non-surgical and surgical modalities of therapies can now be more predictable. Concepts of pathogenesis and immunology related to periodontal diseases will be

presented with extensions to systemic diseases and conditions, including myocardial infarction, cardiovascular accidents (stroke), rheumatoid arthritis, respiratory diseases, pancreatic cancer, ulcers, and others. Advances in periodontal therapies will be included in this course. Ultrasonics, selective use of systemic antibiotics, local drug delivery systems, and periodontal surgical concepts have dramatically changed the scope of periodontal therapies. Case presentations will include non-surgical and surgical periodontal therapies, implant, site preparation and ridge preservation surgeries.

#### CERAMICS AND ESTHETICS

**Greg Gillespie, DDS**

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F40
- Support provided by Dentsply Sirona Academy
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Today we have more options than ever for ceramic restorations. How do we choose the proper material for each situation? It is imperative to understand all the current ceramic systems of e.Max, full-contoured or layered zirconia. Attendees will also learn about proper cementation procedures and material selection.

#### BAMBI VS. GODZILLA, DEALING WITH DIFFICULT PEOPLE: KEYS TO EMPOWERED COMMUNICATION

**Bruce Christopher**

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F41
- Support provided by Delta Dental Foundation
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

Difficult people are everywhere! They can be patients, co-workers, doctors, neighbors, even spouses. This program humorously reveals the six basic difficult personality styles that are out to drain you and your practice of vital energy. You will learn what they do, why they do it, and what you can do about it! Your team will learn how to stay empowered in the face of negative, reactive and draining people – and laugh while they do it.

#### GET TO KNOW EAGLESOFT 19

**Eaglesoft Training Staff**

- 9:00 a.m. to 12:00 p.m.
- Course Code F42
- CE Hours: 3 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

Designed for specifically for Eaglesoft users, this course will provide updates on the revolutionary new features of Eaglesoft 19. New updates traditionally introduced in the fall of each year will be added to the course as they become available.

*This course is repeated; see Course Code T28.*

#### OAPD LUNCHEON

**Greg Psaltis, DDS**

- 12:00 p.m. to 2:00 p.m.
- CE Hours: 1 OSDB Category: A
- Fee: \$55
- Course Code F43
- Limited Attendance
- Support provided by the Ohio Academy of Pediatric Dentists (OAPD)
- Recommended Audience: Dentists

Pediatric dentists are invited to join their colleagues for lunch with Dr. Greg Psaltis.

#### FOR DENTAL HYGIENISTS\* ONLY PREVENTATIVE PRODUCTS ROUNDTABLE LUNCHEON FRIDAY 2017

- 12:15 p.m. to 1:45 p.m.
- CE Hours: 1.5 OSDB Category: A
- Fee: \$65
- Course Code F44
- 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.*

#### 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

**ADA CERP**® | Continuing Education Recognition Program

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/cerp](http://www.ada.org/cerp).



**A LUNCHEON CONVERSATION WITH DR. GEORGE ZARB**

- 12:15 p.m. to 1:45 p.m.
- CE Hours: 1 OSDB Category: A
- Fee: \$55
- Course Code F45
- Limited Attendance

Join 2017 Callahan Memorial Award Honoree, George Zarb, DDS, MSc, MS, FRCD(C), Editor-in-Chief, International Journal of Prosthodontics for lunch and conversation. Arguably one of the most respected clinical scholars and researchers in the field of Prosthodontics and Implant Dentistry, Dr. Zarb is credited for furthering the study of osseointegration and the original research of Dr. P.I. Branemark. Hosted by Callahan Memorial Award Commission Chairman Joe Mellion, DDS, MS and moderated by The Ohio State University College of Dentistry Dean Patrick Lloyd, DDS, MS this luncheon offers a unique opportunity to visit with an icon in dental academia and research.

**BONDING 007TH GENERATION AND BEYOND****Todd Snyder, DDS**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F46
- Support provided by Ultradent Products, Inc.; SS White
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Participate in a discussion of when to do bonding and when other alternatives may be better suited for longevity. The lecture will evolve from simple single surface easy to repair defects to more advanced multi-layered cosmetic disciplines.

Emphasis will be placed on adhesion, aesthetics and occlusion.

**PERI-IMPLANTITIS AND IMPLANT FAILURES: ETIOLOGIES AND THERAPIES****Jon Suzuki, DDS, PhD, MBA**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F47
- Support Provided Ohio Academy of Periodontology (OAP)
- Recommended Audience: Dentists, Hygienists

Virtually all published clinical implant studies have been completed on healthy dental patients on minimal medications. Successful osseointegration has provided the biological framework for favorable long term prognosis of dental implant therapy. The majority of dental implant treatment plans include patients with less-favorable medical and medication health histories. In addition, implants are surgically placed in challenging clinical sites or are complicated by iatrogenic factors (e.g. cement, bone pressure necrosis, etc.) Implant complications have escalated with peri-implant diseases emerging as a common biological complication. The long-term goal for peri-implant disease therapy is to arrest the progression of the disease and to achieve a maintainable site for the patient. Peri-implant osseous defects around functioning implants can be managed with either non-surgical or surgical (resective or regenerative) approaches.

**PREDICTABLE, EFFICIENT, AND ESTHETIC COMPOSITE DENTISTRY****Parag Kachalia, DDS**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$245; NMD - \$310; S/O - \$175
- Course Code F48
- Hands-on Workshop
- Limited Attendance
- Support Provided by KaVo Kerr
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Dental practitioners have been placing composite resin restorations for more than 50 years, and throughout this time, scientists around the world have invested numerous resources to create materials with great physical properties. Thankfully this improvement in the physical properties is allowing composites to be used anywhere in the mouth. In addition the latest generation of universal composites offers strength and beauty. This course will take a look at the best practices with respect to placing predictable, efficient, and esthetic composite restorations. During this hands-on workshop practitioners will have the opportunity to place posterior composite restorations and deal with the challenges faced in class II restorations including proper contacts and form. In addition, practitioners will have the opportunity to place a single anterior composite restoration to restore a class IV preparation and learn a step wise finishing and polishing technique.

*A lecture accompanies this workshop; see Course Code F37.*

**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](mailto:annualsession@oda.org).

**Together Towards Tomorrow**

ODA Annual Session | Sept. 14-17, 2017 | [oda.org/events](http://oda.org/events)

**CONFRONTING EPIDEMICS AND EVOLVING PATHOGENS****Nancy Dewhirst BS, RDH**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F49
- Support Provided by Kerr/TotalCare
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

This seminar explores personal health issues such as new and altered diseases of importance to dental professionals including bloodborne diseases, respiratory and contact diseases. Attention is given to resistant pathogens and biofilm diseases. These issues are discussed relative to occupational risk, illness prevention, and post exposure responses. Leave with a plan for managing today's microbial challenges using Standard and Transmission-based precautions.

**NEW PRODUCTS: WHEN DO I MAKE THE SWITCH?****Greg Gillespie, DDS**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F50
- Support provided by Dentsply Sirona Academy
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Dentistry has been inundated with new and improved materials over the past few years. The heated topics of universal bonding agents, bulk fill composites, and cements will be debated at length to help determine what material is a proper choice for several direct and indirect procedures.

**DO THESE GENES MAKE ME LOOK FAT?****Mary Ellen Psaltis, BPh**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F51
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

Nutrition science brings deeper understandings of the essential connections between body and brain. We can use brain science and epigenetic information to make smarter, more effective food and lifestyle choices. As we take better care of our own health we are more effective in supporting and educating our patients. Let's move past blaming our genes for our own health and get past our challenges for communicating with our patients. Consider new strategies for yourself for optimal well-being.

**UNDERSTAND HOW TO MARKET YOUR PRACTICE ON GOOGLE TO GET NEW PATIENTS****Sean White and Kristi Simone**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: C
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F52
- Support provided by Whiteboard Marketing
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

According to Google, an estimated 73 percent of all online activity is related to local searches. Patients turn to local search to learn about dentists in their area and evaluate what dental practice they should choose for their care. And, dentists tell us that online search is the second source of new patients, followed only by patient referrals. Dentists who want to bring in more patients through online search must understand how Google works from the "back end" and what it needs from your practice to optimize your listings on Google and work to be higher up on search and the Google maps. This seminar will cover the following key initiatives dentists should implement to get new patients through online

search: A look inside the Google search process; how to make your website more search and patient-friendly through design, content and search engine optimization; how to optimize the practice Google My Business Page and learn why dentists should not have multiple listings; how to show up on the Google map listing; understand why and how Google reviews impact a practice's map listing and ranking; why Google advertising can help prospective patients find a dentist via Pay-Per-Click and Map Advertising; how mobile search impacts dentists' new patient actions.

**SIMPLIFIED ENDODONTIC TECHNIQUES FOR THE GENERAL DENTIST****Garry Bey, DDS**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$245; NMD - \$310; S/O - \$175
- Course Code F53
- Hands-on Workshop
- Limited Attendance
- Support provided by KaVo Kerr
- Recommended Audience: Dentists, EFDAs, Dental Assistants

Learn breakthrough concepts and detail the skills necessary for acquiring the expertise and confidence to perform more complex root canal therapy. A maxillary first molar Micro-CT plastic tooth replica along with natural teeth will be used for training purposes. Hands-on instruction for the location, negotiation and management of calcified and curved canals, the ability to accurately locate the apical constriction, creation of a predictable glide path from orifice to apex, and the advantages of achieving and maintaining apical patency will all be learned. Piezoelectric ultrasonics, instrumentation using a safe and efficient nickel-titanium adaptive motion technology, and obturation using an up-to-date continuous wave of condensation technique will be demonstrated.

*A lecture accompanies this workshop; see Course Code F35.*

**TREATING MEDICAL EMERGENCIES IN THE DENTAL OFFICE: HANDS-ON WORKSHOP FOR THE ENTIRE TEAM****Robert Edwab, DDS**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$275; NMD - \$340; S/O - \$195
- Course Code F54
- Hands-on Workshop
- Limited Attendance
- Recommended Audience: Dentists, EFDAs, Dental Assistants

Life threatening medical emergencies in the dental office can occur anytime. The clinician discusses common office emergencies seen in the dental office. Learn how to evaluate a patient and determine who to treat and who to refer for a medical evaluation. Learn to recognize patients who have a tendency to cause medical emergencies and how to modify their treatment plan. The clinician teaches you how to make your own emergency kit, identify an emergency and perform the appropriate treatment. Learn what are the most appropriate drugs for a dentist to have on hand are, determine proper dosages, and see how to administer them.

*Note: This workshop does not meet the Ohio State Dental Board's criteria for dental hygienists, expanded function dental auxiliaries and dental assistants to practice under general supervision. Course Code F30 fulfills that requirement.*

**SUGAR BUGS AND SLEEPY JUICE: A POTPOURRI OF PRACTICAL PEDO PEARLS****Greg Psaltis, DDS**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A

- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F55
- Support provided by the Ohio Academy of Pediatric Dentists (OAPD)
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Caring for pediatric dental patients is more than just filling baby teeth. It is an art form that includes communications, unique skill sets, a different perspective and clinical equipment that facilitates care. Many aspects of success with children will be discussed, including management tools, local anesthesia, clinical techniques plus the satisfaction that grows out of the relationship that is developed with the child patient. This course is a "must" for practitioners who see children.

#### THE PSYCHOLOGY OF SUCCESS: SECRETS THE SUPERSTARS KNOW

##### Bruce Christopher

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: C
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F56
- Support provided by Delta Dental Foundation
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

What do the superstars of success know that the rest of us do not? In this fast-paced seminar, your team will learn the six essential key ingredients to the science behind success. Why do some people just seem to rise to the top in their field? Why is it that some people have all the luck? You will learn how your E.Q. is more important than your I.Q. and how your attitude is more important than your latitude.

#### PAUL IN THE HALL! NEW TECHNOLOGY FOR THE DENTAL PRACTICE

##### Paul Feuerstein, DMD

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F57
- Limited Attendance
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers

Join "Dentistry Today" Technology Editor Dr. Paul Feuerstein for this unique workshop that takes a practical look at the latest high-tech products that can be used in a dental practice. Several products will be on hand for demonstration and inspection. These include (but are not limited to) cameras, both digital and intraoral; digital radiography; caries and oral disease detection; computer imaging, shade taking, patient education, digital impressions and the very latest tech products. Representatives will be in the room in a non-sales environment to detail these products and processes. The workshop will be held on the exhibit floor, making it even easier to see and compare new technologies.

#### A DIGITAL IMAGE IS WORTH A THOUSAND WORDS

##### Constance R. Kuntupis, RDH, MA

- 3:00 p.m. to 5:00 p.m.
- CE Hours: 2 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code F58
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Dental Professionals today are increasingly using Digital Radiography to improve interpretation, diagnosis, treatment and prevention of oral health disease. Discover how to improve the diagnostic yield of digital radiographs with these simple digital image enhancement techniques. This course will review patient management recommendations and modification of image examining techniques to accommodate all patients including those with special oral radiography needs. This two-hour dental radiography course is dedicated to the needs of all oral healthcare professionals and designed to expand proficiency in digital image enhancement techniques.

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

#### TABLE CLINICS

- 4:00 p.m. to 6:00 p.m.
- CE Hours: up to 2 OSDB Category: G

- 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 16

#### FOR DENTISTS\* ONLY

##### NEW PRODUCTS ROUNDTABLE

- 8:00 a.m. to 10:00 a.m.
- CE Hours: 2 OSDB Category: A
- Fee: M - \$25; NMD - \$25; S/O - N/A
- Course Code S60
- 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 they will spend time describing their newest products and answering questions. See something that interests you? You won't need to travel far. The event will actually take place in the Exhibit Hall before it opens to the rest of the attendees.

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

#### STREAMLINED TECHNIQUES FOR DIRECT AND INDIRECT RESTORATIVE DENTISTRY

##### Ron Kaminer, DDS

- 9:00 a.m. to 4:00 p.m.
- CE Hours: 6 OSDB Category: A
- \*Fee: M - \$325; NMD - \$385; S/O - \$255
- Course Code S61
- Combination Lecture and Hands-on Workshop
- Limited Attendance
- Support provided by KaVo Kerr; Garrison Dental
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

While our day to day Dentistry remains quite the same, materials and technology are changing and improving rapidly. During this hands-on program we will discuss the changing direct restorative materials and have a chance to work with them to evaluate their ease of use and handling. We will also discuss indirect materials and their associated technology and work with those materials as well giving the attendee a complete update on what's current in dentistry. A comprehensive review and associated hands-on section with dental scanners will allow the attendee to experience the hottest technology we have in dentistry today and round out our day. Topics covered include: Class II restorative dentistry; quadrant dentistry; smile evaluation; temporization simplified; digital dentistry; choosing the correct cement for the correct materials.

*\*Fee includes a box lunch for each attendee.*

#### CPR RECERTIFICATION\*

##### Central Ohio CPR

- 9:00 a.m. to 11:00 a.m.
- CE Hours: 2 OSDB Category: A
- Fee: M - \$65; NMD - \$145; S/O - \$55
- Course Code S62
- Limited Attendance
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Renew your existing 2-year certification for CPR following the American Heart Association Guidelines for healthcare professionals – you must submit your current American Heart Association healthcare provider card to attend the class. Learn how to recognize and respond to life-threatening emergencies such as cardiac arrest, respiratory arrest, and foreign-body airway obstruction. Recognize heart attack and stroke in adults and breathing difficulty in children and learn skills of CPR for victims of all ages (including ventilation with barrier devices and bag-mask devices) as well as demonstrate the use of an automated external defibrillator (AED). Fees collected for this class do not necessarily represent revenue for the American Heart Association.

*Note: This course fulfills the Ohio State Dental Board's CPR requirement for hygienists, expanded function dental auxiliaries, and dental assistants. For licensure and/or registration, hygienists and EFDAs must have proof of CPR certification.*

#### CPR CERTIFICATION\*

##### Central Ohio CPR

- 9:00 a.m. to 1:00 p.m.
- CE Hours: 4 OSDB Category: A

- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code S63
- Limited Attendance
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Receive your 2-year certification for CPR following the American Heart Association Guidelines for healthcare professionals. Learn how to recognize and respond to life-threatening emergencies such as cardiac arrest, respiratory arrest, and foreign-body airway obstruction. Recognize heart attack and stroke in adults and breathing difficulty in children and learn skills of CPR for victims of all ages (including ventilation with barrier devices and bag-mask devices) as well as demonstrate the use of an automated external defibrillator (AED). Time listed includes a one-hour lunch break. Fees collected for this class do not necessarily represent revenue for the American Heart Association.

*\*If you need to renew your existing AHA 2-year healthcare provider certification see Course Code S62.*

*Note: This course fulfills the Ohio State Dental Board's CPR requirement for hygienists, expanded function dental auxiliaries, and dental assistants. For licensure and/or registration, hygienists and EFDAs must have proof of CPR certification*

#### STAINLESS STEEL CROWNS ARE A SNAP: A HANDS-ON WORKSHOP

##### Greg Psaltis, DDS

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$300; NMD - \$365; S/O - \$230
- Course Code S64
- Hands-on Workshop
- Limited Attendance
- Support provided by 3M
- Recommended Audience: Dentists, EFDAs, Assistants

Do primary tooth crowns mystify you? They always sound simple until you try them on live patients. In this hands-on workshop, you will learn how to diagnose properly for stainless steel and anterior composite crowns. Next you will see the proper preparation and placement techniques for both, and then perform them yourself on a typodont. At the end of this workshop you will agree that these restorations are a snap!

#### OAP PANEL 2017

##### Representatives of the OAP

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - FREE; NMD - \$90; S/O - FREE
- Course Code S65
- Support provided by the Ohio Academy of Periodontology (OAP)
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Several specialists will give presentations and be available for your questions.

#### FOOD AS YOUR FARM-ACY

##### Mary Ellen Psaltis, BPh

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code S66
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

With ads, fads and crazy science, it's challenging navigate the cloudy waters of optimal nutrition. This plain speaking presentation will help you expand your point of view on choosing the food you eat. Nutritional density, ecologic impact and habitual toxic behaviors will be examined. We will look at strategies to live with food rather than die-t. Take new steps to include nutritional information for your dental patients. The dental office is a perfect place to exemplify well-being.

#### THE DAWSON ACADEMY PRESENTS: THE TEAM APPROACH TO FUNCTIONAL AND AESTHETIC SUCCESS LECTURE

##### Michael C. Verber, DMD, FICOI and Melinda Whire, EFDA

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code S67
- Support provided by Paragon Management Associates, Inc.
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Functional and aesthetic success results in happy patients, lasting dentistry, and less stress. These goals can be achieved regularly with a team approach to programmed implementation of Complete Dentistry as described by Dr. Peter Dawson. The Dawson Academy has for decades trained dentists to provide complete, predictable treatment. Too often hurried, incomplete examinations or ineffective treatment planning can lead to dissatisfaction. Presented by a dentist and an EFDA, this program will demonstrate how a cohesive

Complete information can be found online and in the preview program.

[www.oda.org/events](http://www.oda.org/events)  
(614) 486-2700  
[annualsession@oda.org](mailto:annualsession@oda.org)

dental team can facilitate a complete examination, proper records, and a functional and aesthetic analysis. The presenters will also explain how the data allows the doctor to understand the masticatory system and develop sound treatment plans. The lecture will include: the concept of complete dentistry; signs and symptoms of occlusal disease; requirements for functional stability; the five D's of Dawson Dentistry; the complete exam and records; team approach to implementation; functional and aesthetic analysis; treatment planning in the digital environment; sequencing phased treatment.

*Note: A workshop accompanies this lecture; see Course Codes S70 and Y73*

### TECHNOLOGY IN YOUR DENTAL PRACTICE: A REVIEW OF CURRENT PRODUCTS AND A LOOK INTO THE FUTURE

**Paul Feuerstein, DMD**

- 9:00 a.m. to 12:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$90; NMD - \$155; S/O - \$71
- Course Code S68
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers

In an overview of the latest high tech products being integrated in today's practices, learn about products in the following areas: road to chartless practice, cameras-digital and intraoral; digital radiography; caries and oral disease detection; computer imaging, shade taking, patient education, intraoral digital impressions and CAD systems; and the latest tech products. Specific examples, many which are used in Dr. Feuerstein's private practice, will demystify many products and help you make intelligent design and purchase decisions. There will also be a look at several interesting new products that have recently come to the marketplace and some that have not yet arrived. A brief discussion of practice management and Internet products may also be discussed. If you have already "gone digital" there are plenty of tips and tidbits for you. If you have not gone yet, this course is a must. During the last hour of the lecture attendees will be escorted to the exhibit floor to see some examples of these technologies.

### CUSTOMER SERVICE REENERGIZED

**The Ritz Carlton Leadership Center**

- 10:00 a.m. to 12:00 p.m.
- CE Hours: 2 OSDB Category: C
- Fee: M - \$55; NMD - \$55; S/O - \$55
- Course Code S69
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

When should your customers receive excellent service? Always. This is the most important word in service. No matter how long employees have worked in the service industry, they can always benefit by going back to the basics. Your employees must be experts in the fundamentals of customer service — offering genuine, caring service consistently. This highly interactive program focuses on The Ritz-Carlton five golden rules as well as the essential components of customer service. Every customer interaction impacts your brand, and each employee can help move your organization down the path of service excellence. By reviewing the most important skills of customer service, you will be prepared to consistently meet the expectations of your customers.

### THE DAWSON ACADEMY PRESENTS: THE TEAM APPROACH TO FUNCTIONAL AND AESTHETIC SUCCESS WORKSHOP

**Michael C. Verber, DMD, FICOI and Melinda Whire, EFDA**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: A
- Fee: M - \$245; NMD - \$310; S/O - \$175
- Course Code S70
- Hands-on Workshop
- Limited Attendance
- Support provided by Paragon Management Associates, Inc.
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Functional and aesthetic success results in happy patients, lasting dentistry, and less stress. These goals can be achieved regularly with a team approach to programmed implementation of Complete Dentistry as described by Dr. Peter Dawson. The Dawson Academy has for decades trained dentists to provide complete, predictable treatment. Too often hurried, incomplete examinations or ineffective treatment planning can lead to dissatisfaction. Presented by a dentist and an EFDA, this program will demonstrate how a cohesive dental team can facilitate a complete examination, proper records, and a functional and aesthetic analysis. Workshop topics and techniques will include: the facebrow, when, why and how; articulator and mounting models; tips and tricks for accurate diagnostic impressions; photography function and aesthetic analysis; the components of the complete exam; digital analysis with the Dawson Diagnostic Wizard.

*Note: The workshop is repeated on Sunday, see Course Code Y73. A lecture accompanies this workshop, see Course Code S67*

### HOW TO NEGOTIATE OR RENEGOTIATE THE TERMS AND RENTAL RATES IN YOUR OFFICE LEASE

**Justin Ditkofsky**

- 2:00 p.m. to 5:00 p.m.
- CE Hours: 3 OSDB Category: C
- Fee: M - FREE; NMD - \$90; S/O - FREE
- Course Code S71
- Support Provided by Henry Schein Dental
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

If you are buying, building a practice, have a lease that is coming up for renewal or is expiring in 24 months or less, or are nearing retirement and would like to understand how the lease impacts the sale and valuation of your practice, then you must attend this CE event. The steps to watch out for in each of the following scenarios will be covered: opening a new practice; office lease renewals; and transitioning your practice. Cost-saving strategies will also be discussed.

## SUNDAY, SEPTEMBER 17

### CONSERVATIVE COSMETIC DENTISTRY FOR TEENAGERS AND YOUNG ADULTS: BOOST THEIR CONFIDENCE AND BOOST YOUR BOTTOM LINE

**Susan McMahon, DMD, AAACD**

- 9:00 a.m. to 4:00 p.m.
- CE Hours: 6 OSDB Category: A
- \*Fee: M - \$190; NMD - \$255; S/O - \$150
- Course Code Y72
- Support provided by Ultradent Products, Inc.; Ivoclar Vivadent
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Teenagers and young adults are extremely aware of their appearance, and self-esteem is often directly related to their perception of their appearance. Having a beautiful, white smile is an important part of how they feel about themselves.

This course will look at cosmetic dental issues that are of particular concern to our teenage and young adult patients: tooth color and staining issues, post orthodontic refinement of smiles, spacing and crowding, dental trauma, tooth size discrepancies, misshapen teeth, peg laterals, congenitally missing teeth, and soft tissue considerations. Treatment options and step-by-step treatment procedures will be discussed. Complete cases from diagnosis, photography, material selection, and case presentation to pre-treatment planning and then the step-by-step procedures. We will look at whitening and microabrasion, direct composite bonding for diastema closure and finessing of post-orthodontic smiles, conservative porcelain restorations, soft tissue sculpting, and esthetic replacement of missing teeth. We will also discuss special treatment considerations for this age group: What is the most conservative treatment we can offer while achieving the desired results? What can be done to make the treatment as easy on the patient as possible? What is their motivation for treatment? How to discuss treatment with the patient and the parents? Do we and how do we initiate discussions about cosmetic procedures with this age group?

*\*Fee includes a box lunch for each attendee.*

### THE DAWSON ACADEMY PRESENTS: THE TEAM APPROACH TO FUNCTIONAL AND AESTHETIC SUCCESS WORKSHOP

**Michael C. Verber, DMD, FICOI and Melinda Whire, EFDA**

- 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
- Course Code Y73
- Support provided by Paragon Management Associates, Inc.
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants

Functional and aesthetic success results in happy patients, lasting dentistry, and less stress. These goals can be achieved regularly with a team approach to programmed implementation of Complete Dentistry as described by Dr. Peter Dawson. The Dawson Academy has for decades trained dentists to provide complete, predictable treatment. Too often hurried, incomplete examinations or ineffective treatment planning can lead to dissatisfaction. Presented by a dentist and an EFDA, this program will demonstrate how a cohesive dental team can facilitate a complete examination, proper records, and a functional and aesthetic analysis. Workshop topics and techniques will include: the facebrow, when, why and how; articulator and mounting models; tips and tricks for accurate diagnostic impressions; photography function and aesthetic analysis; the components of the complete exam; digital analysis with the Dawson Diagnostic Wizard.

*Note: The workshop is also offered on Saturday, see Course Code S70: A lecture accompanies this work-*

*shop, see Course Code S67*

### REGULATORY COMPLIANCE, OSHA AND THE OHIO DENTAL PRACTICE

**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
- Course Code Y74
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

This practical seminar will help team members understand and comply with the latest state and federal regulations affecting the practice of dentistry, avoid common areas of non-compliance, and help them prepare for in-office government inspections. The information-packed session will focus on educating attendees on practical, realistic steps they can take to keep their practice compliant.

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

### TOP 10 LEGAL ISSUES IN TODAY'S DENTAL OFFICE

**David J. Owsiany, JD**

- 10:00 a.m. to 12:00 p.m.
- CE Hours: 2 OSDB Category: A
- Fee: M - FREE; NMD - \$90; S/O - FREE
- Course Code Y75
- Recommended Audience: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

In an age of social media scrutiny, burdensome regulations, and excessive litigation, dental professionals must know their rights and obligations under Ohio law. From advertising rules and the handling of patient records and complaints to taxation and employment issues in the dental office, this interactive session will address the most common legal issues facing dentists today.

## HOTEL INFORMATION

The Ohio Dental Association 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

Co-Headquarters Hotel  
350 North High Street  
(800) 233-1234; (614) 463-1234  
Single: \$161; Double: \$171  
Rate Deadline: August 22, 2017

#### Hilton Columbus Downtown

Co-Headquarters Hotel  
401 North High Street  
Columbus, OH 43215  
(855) 380-9591; (614) 384-8600  
Single or Double: \$168  
Rate Deadline: August 21, 2017

#### Crowne Plaza

33 Nationwide Boulevard  
(800) 338-4462; (614) 461-4100  
Queen Double: \$160  
Rate Deadline: August 13, 2017

#### Hampton Inn & Suites

501 North High Street  
(800) 426-7866; (614) 559-2000  
King: \$144; King Suite: \$174  
Rate Deadline: August 14, 2017

#### The Drury Inn & Suites Columbus Convention Center

8 E. Nationwide Blvd.  
(800) DRURY INN; (614) 221-7008  
King / Queen: \$145; King / Queen Suite: \$175  
Rate Deadline: August 18, 2017

#### The Renaissance Columbus Downtown Hotel

50 North Third Street  
(800) 468-3571; (614) 228-5050  
Standard King: \$159  
Rate Deadline: August 20, 2017

# REGISTRATION

### THREE WAYS TO REGISTER:

1. Online at [www.oda.org/events](http://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:  
 2017 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 Friday night BASH!, all Hall events, the Exhibit Hall door prizes for dentists and staff, 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 online at [www.oda.org/events](http://www.oda.org/events). Please only register once – do not mail your registration if you have already faxed it in or registered on-line. After Aug. 25, do not mail the registration form. Faxed registrations with credit card payments will be accepted through Sept. 1. Online registration never closes and is available through the last day of Annual Session, Sept. 17. 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.

### REGISTRATION HOURS

Thursday, September 14	7:30 a.m. to 7:00 p.m.
Friday, September 15	7:30 a.m. to 6:00 p.m.
Saturday, September 16	7:30 a.m. to 5:00 p.m.
Sunday, September 17	7:30 a.m. to 4:00 p.m.

### \*SATURDAY EXHIBITS ONLY PASS

The ODA will offer an Exhibits Only Pass on Saturday, September 16, 2017. 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 Sept. 16, 2017.

### STAFF REGISTRATION: REGISTER THREE, GET ONE FREE

Offices registering three staff members on one registration form will get the fourth staff member registration for free. The discount will be automatically calculated for the following qualifying categories: DH, EF, DA, OM, RE.

### IN DENTAL PRACTICE 4 YEARS OR LESS

ODA members who have been in practice four (4) years or less will receive free registration. The discount will automatically be deducted from your fees. The discount is applied after information provided by each attendee is matched with ODA Membership records to validate the discount.

### PRE-REGISTRATION

To be eligible for reduced registration fees, your registration form and payment must be postmarked by Aug. 4. Your pre-registration materials, including name badge and event tickets, will be mailed in late August. For any registrations received after Aug. 21, 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, and any appropriate give-a-ways will automatically be included with your registration\*. Individual pre-registration confirmations and packets, including all automatic and ordered tickets, will be sent to each registrant.

### 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. Be sure to select alternate courses in case your first choices are sold out.

### MEMBERSHIP OFFER

Non-member dentists may apply a portion of the registration fee toward 2018 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 Sept. 1, 2017. A \$20 service fee will apply for each cancellation. Refunds, no matter when submitted, will be processed two to four weeks after the 2017 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 registration information and to register, visit [www.oda.org/events](http://www.oda.org/events).

Scan QR code to learn more and register now!

## PRE-REGISTRATION DISCOUNTS END AUGUST 4 | WWW.ODA.ORG/EVENTS



### 2017 ODA Annual Session Registration Form September 14-17, 2017

#### 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)

Register three staff (DH, EF, DA, OM, RE) on one form and get the fourth staff (DH, EF, DA, OM, RE) registration free!

#### Registration Codes and Fees

	By 8/4/17	After 8/4/17	On-site
A ODA member	\$50	\$75	\$90
B Non-member	\$425	\$450	\$465
C ODA retired life	\$0	\$35	\$45
D ADA member (out of state)	\$50	\$75	\$90
DH Hygienist	\$20	\$30	\$40
EF EFDA	\$20	\$30	\$40
DA Assistant	\$20	\$30	\$40
LT Lab tech	\$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 \$		
1														
2														
3														
4														
5														

GRAND TOTAL \$ \_\_\_\_\_

#### Payment Method

Check or Money Order (Payable to 2017 ODA Annual Session)  
 Check # \_\_\_\_\_  
 Visa  MasterCard  American Express  Discover  
 Credit Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Zip Code on credit card bill \_\_\_\_\_ Security Code \_\_\_\_\_  
 Signature \_\_\_\_\_ Print Name (on card) \_\_\_\_\_

#### Registration Mailing Instructions

MAIL registration form to the address below, or for faster service, register online at [www.oda.org](http://www.oda.org). Do not mail this form after August 25.

You may fax forms to (678) 341-3086 until September 1.

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# ODA, ADA advertising campaigns help people find member dentists

By ODA Staff

The American Dental Association recently launched a new Find-a-Dentist tool to help get more patients in members' chairs.

The new Find-a-Dentist tool provides consumers with a user-friendly experience and additional search fields to easily find an ADA dentist. Prospective patients will be able to search by payment options, benefits accepted, dental specialty and zip code. They can then contact the practice via phone or email to make an appointment. In a later phase of this campaign, functionality will include an online scheduling tool.

"I think the newly implemented ADA Find-a-Dentist tool shows that the American Dental Association cares about my practice and it will refer patients that care about their oral health," said Dr. Ruchika Khetarpal, a general dentist in Cincinnati.

Khetarpal recently had a patient find her practice after searching for a dentist using the Find-a-Dentist tool. Khetarpal said her office asks each new patient who referred

them to the practice. Although this patient reported that it was from her insurance, after interacting with the patient Khetarpal discovered that the patient found her through the Find-a-Dentist search tool.

"As my staff was checking the patient out, I asked her where she lived," Khetarpal said. "She reported downtown Cincinnati. My office is 14 miles from downtown, and there must be 100 dentists between those two points! My interest peaked, and as I probed further she said she found me on the American Dental Association website and researched me further from that point. She verified that I was in-network with her insurance company and informed me that she picked me as her practitioner due to me being a female with a diverse background."

To go along with the new and improved Find-a-Dentist tool, the ADA also launched a new, three-year digital consumer advertising campaign to drive patients to the website.

This campaign is designed to address the "busyness" gap identified by the ADA Health Policy Institute (HPI). As part

of their research, HPI found that ADA member dentists have the capacity to see more patients. It also identified 19.6 million potential patients who believe in the importance of dental visits but for various reasons are not following through to make an appointment.

Paid search and digital ads targeting these potential patients will direct them to the ADA Find-a-Dentist tool to find a dentist and book an appointment.

The ADA's goal for the social and digital advertising campaign is to generate 218 million advertising and search impressions, and 776,000 clicks to Find-a-Dentist by the end of 2017.

In addition to the ADA advertising campaign, the Ohio Dental Association has been promoting oral health and patient visits with ODA member dentists through an educational radio campaign since 2012. This campaign also directs patients to the ADA Find-a-Dentist tool.

The ODA campaign, in conjunction with a variety of Ohio Society Association of Executives (OSAE) member associations, began in May 2012, and so far the

ODA has released five 60-second on-air messages promoting dentistry in the community. The five radio spots, "You Don't Need Dental Insurance to go to the Dentist," "Brush Twice a Day," "Dentists are Doctors," "Back to School" and "February is Children's Dental Health Month" have focused on increasing awareness of the importance of seeing ODA member dentists as well as tackling dental health issues.

The ads air on Ohio News Network (ONN) radio stations across the state. During 2016 a total of 15,721 commercials ran on ONN stations across the state throughout the year. According to ONN, the campaign reached over 1 million Ohioans during 2016.

In addition to the radio advertisements, ONN places banner advertisements online in the target market with a similar message to the radio ad that is running at that time. In 2016, the banner campaign delivered 381,488 impressions.

OSAE and ONN teamed up to create a Web page specifically for this radio advertising program, [associationsadvanceohio.com](http://associationsadvanceohio.com). All of the on-air commercials and online banner advertisements direct listeners to visit the site, where they will find a video about the importance of seeing an ODA member dentist, and they are then directed to the ADA Find-a-Dentist search feature. The website received 12,957 total hits in 2016.

ONN is a provider of news, weather, and sports programming for 78 radio affiliates across the state and is owned and operated by The Dispatch Printing Company. ONN radio stations reach more than 1 million people each week and cover all 88 counties in Ohio.

All member dentists benefit from the ADA and ODA advertising campaigns by being listed on the Find-a-Dentist search tool, however, dentists with completed profiles have a priority listing in search results, and data shows that profiles with pictures get more clicks. Dentists can take about five minutes and log in to [ada.org/myada](http://ada.org/myada) to update their member profile.

For more information about the Find-a-Dentist search feature, visit [ADA.org/findadentist](http://ADA.org/findadentist).

## The Value of Membership

"There are few investments I have ever made which have been more beneficial to me than my membership in the Ohio Dental Association. I know that if I need advice on any topic related to this profession which has been so good to me, the people at the ODA will give me solid feedback every time! They are helpful, courteous, and on my side! I am so thankful that they are there for me!"

**Daniel Merker, DDS**  
Merker McAllister LLC  
General Dentist  
Zanesville, Ohio

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## A tribute to a friend

By Dr. Kim Gardner  
ODA Past President  
and ODA Foundation Past Chair

I lost a close friend at the end of March. By now most of you know that Dr. E. Karl Schneider passed away. He was a friend, a mentor and one of the most giving people I have ever had the privilege of knowing. It is going to take a long time to get over the grief of this loss. I have known Karl since the beginning of my professional career when I attended my first dental society meeting. He made it a point to introduce himself to this new colleague. Now I know as well as you do that specialists have always used dental society meetings to increase their referral base, but this was never the case with him. He had a way of getting to know you personally as well as professionally. He cared. He wanted to learn about your family and things that were important to you OUTSIDE of the dental profession. We had many conversations about topics that had absolutely nothing to do with dentistry. That's what friends do.

Professionally, this man was involved as much as anyone I have known. He rarely turned down requests of service to his profession. He served the ODA on the Executive Committee and numerous other boards and groups. We had the pleasure of serving on the CWRU Dental Alumni Board of trustees, which he chaired for two years, and the ODA Foundation Board of Trustees. He was the Ohio section chair of the Pierre Fauchard Academy. Karl had just assumed the chair of the ODA Foundation in January and had chaired the February meeting. It would be his one



ODA Foundation trustees with the 2016 ODAF scholarship recipients. Holding the check are Dr. E. Karl Schneider (left) and Dr. Kim Gardner (right). In honor of Schneider, the ODA Foundation will award the Dr. E. Karl Schneider Humanitarian Scholarship each year.

and only opportunity to lead this group. I am sure he knew in his heart that he would be a servant to his profession and educational institutions to the very end of his life. His life was a testimony of service.

Most of you who read this article know E. Karl Schneider. That's because you are interested and involved in organized dentistry and have seen how those of us involved genuinely care about the profession we hold so dear. We are involved because we want to make a difference in our lives and in the lives of the patients we serve. We want the next generation of dental professionals to know that their input and participation is vital to being able to practice freely, with our patient's best interests constantly in mind. We covet the ethical practice of dentistry and hold to its meaningful foundations. This gentleman held tightly to all of those ideals. We all need to follow his example.

At the May meeting of the ODA Foundation Board of Trustees, our acting Chair Dr. Jim Karłowicz led the Board in a moment of silence for our departed friend. Imme-

diately following that moment of silence, a motion was made to establish the Dr. E. Karl Schneider Humanitarian Scholarship. This scholarship will be awarded each year to the dental student who best exemplifies participation in activities that show care and compassion for our fellow man. It will be a memorial to a man who esteemed others more than self. In essence that is what all of us are striving to do each and every day. The example set by Dr. E. Karl Schneider is one to which all of us can aspire.

When events like the passing of a dear friend occur it causes us to pause and think about our own mortality. Karl's memory will carry on through this scholarship. Those of us who knew him personally will fade into the sunset eventually. Some of us will invest in the Foundation, as Karl did, to ease the burden of student indebtedness so that others will have an easier time establishing their futures. Your gifts in his memory are greatly appreciated.

Time will pass and the hole in our collective hearts will close. I thank God that

### The Dr. E. Karl Schneider Humanitarian Scholarship

The Dr. E. Karl Schneider Humanitarian Scholarship will be awarded annually by the ODA Foundation to a dental student who exemplifies participation in activities that show care and compassion. Gifts to the ODA Foundation in memory of Dr. Schneider will help support the scholarship. Donations can be made online at [oda.org/donate/foundation](http://oda.org/donate/foundation) or mailed to 1370 Dublin Rd., Columbus, OH 43215.

I had the privilege of knowing this man. We had a lot of fun, we have done a lot of work. Organized dentistry creates close friendships of people who are of like mind. Dentists are special people. No one can understand a dentist like another dentist. Get involved. Give back. Karl would have told you this.

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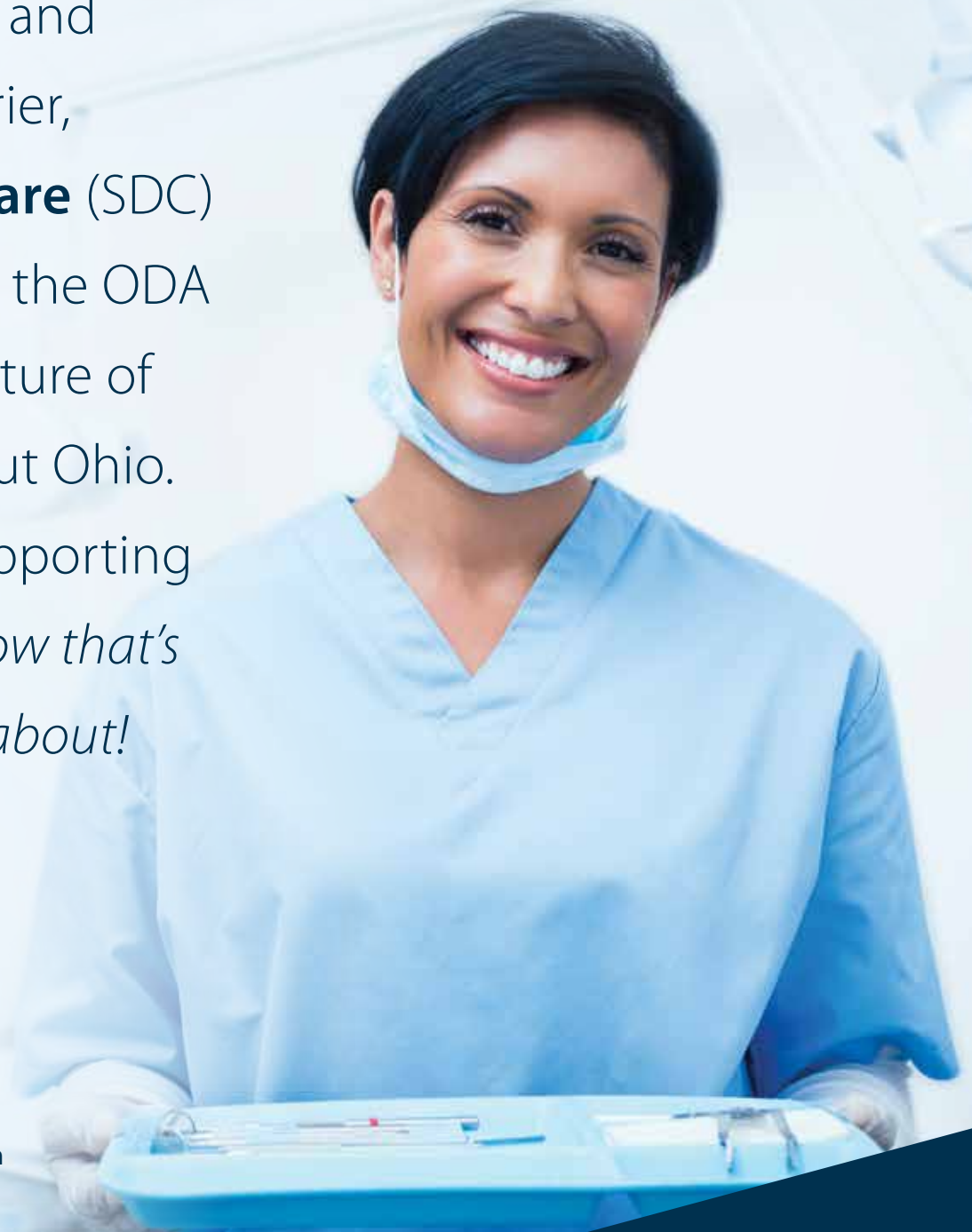


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# Dr. Andrew Zucker appointed to Ohio State Dental Board

By Jackie Best  
Managing Editor

Ohio Gov. John Kasich recently appointed Dr. Andrew Zucker, a general dentist from Sandusky, to the Ohio State Dental Board.

"I feel uniquely positioned to serve on the dental board because of my involvement in organized dentistry, connections throughout the state and knowledge of a lot of issues affecting dentistry," Zucker said. "This put me in a position where I felt that I could make educated decisions and be a good addition on the dental board."

ODA President Dr. Kevin Laing said "the ODA is pleased at Dr. Zucker's appointment to the Ohio State Dental Board because we know how committed he is to protecting the public and advancing the dental profession."

Zucker received his DDS from The Ohio State University College of Dentistry in 2007. Zucker practiced in New Jersey, Dayton and Cincinnati after graduation, and currently practices dentistry in Sandusky at the practice founded by his father. Zucker also has served as a part-time clinical instructor in the comprehensive care clinics at The Ohio State University College of Dentistry's Division of Primary Care.

Zucker also is involved in organized dentistry. He has served as president of the North Central Ohio Dental Society, on the board of directors of the Dayton Dental Society, on the ODA Council on Ethics and Judicial Affairs, on the ODA Strategic Planning Committee, on the ODA Leadership Development Committee, on the ODA Subcouncil on New Dentists and as a delegate to the ODA House of Delegates.

He also is active in volunteering as a participant in the Give Kids A Smile program, and he has taken several dental mission trips to Guatemala and Cambodia with the Free to Smile Foundation.

Zucker said the current dental board has a goal of improving relationships across the board with organized dentistry and with individual dentists, and that goal has really resonated with him.

"I'm excited about the changes that are happening with the dental board,"



Submitted photo  
Dr. Andrew Zucker, a general dentist from Sandusky, was recently appointed to the Ohio State Dental Board.

Zucker said. "I'm excited about the relationship between the dental board and practicing dentists and organized dentistry. I'm hoping we can continue to improve all those relationships and work together for the greater good."

Zucker said one of the best parts about individual dentists, organized dentistry and the dental board is that they are all working for the good of the patient.

"We all agree we have a common goal," he said. "We all agree we're here to protect patients and to help the patients of Ohio achieve proper oral health care."

## The Value of Membership



"In my opinion, the biggest member benefit by far is Chris Moore, ODA director of dental services. Since late 1988, his excellent CE courses and newsletter columns buffer the impact of constant new rules from a rainbow of regulators, acting like a shock absorber.

While cheerfully working harder than Hell's only fireman, Chris serves as a personal practice consultant to every member dentist in the state."

**Robert B. Stevenson, DDS, MS**

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## Check out the ODA's new podcast!

The ODA has launched a new monthly podcast series called "ODcAst: The Ohio Dental Podcast!" This monthly podcast is a convenient new communications vehicle featuring ODA staff members and other experts discussing the latest information related to the ODA and dentistry in Ohio.

The most recent podcast features information about this year's ODA Annual Session, whether dentists are required to use Electronic Funds Transfers, a dentist's role in providing expert testimony and the ODA Foundation grant and scholarship opportunities.

Past episodes have featured advocacy updates, information on Terminal Distributor of Dangerous Drugs (TDDD) licensing requirements for dentists, information on changes to dental specialty advertising guidelines, a discussion of the choices dentists face related to opting in or out of Medicare and updates on the implementation of Section 1557 of the Affordable Care Act.

To listen to the podcast, visit [oda.org/resource-library/](http://oda.org/resource-library/) and click on "ODcAst: The Ohio Dental Podcast."



### ODASC, from page 20

- CyraCom – an interpretation service that helps dentists comply with regulatory mandates.
- Bank of America Practice Solutions - a financing option that provides customized solutions for short-term needs and

long-term aspirations.

- ClaimX - an electronic insurance claim management and processor pioneered by ExtraDent.
- Lighthouse 360 - an automated patient communication system that can reach 100 percent of patients with email, text messages, phone calls, postcards and

letters.

- ProSites - a website development solution for dental professionals.

### Office Products

One of ODASC's newest endorsements is Association Gloves, which offers high quality gloves and paper disposable products for dentists at a low price. Association Gloves also offers access to an easy recurring order program and great personal service.

ODASC also has researched amalgam separators and has endorsed Solmetex. Solmetex is a total solution provider, and its signature product, the Hg5, is the industry standard and has won more awards than all competitors combined. ODA members can receive a free collection container valued at \$197 with proof of purchase of an Hg5 system.

ODASC also offers whitening gel to members. A carbamide Peroxide 3 cc syringe available in three strengths and discounted to \$5.00 each when at least 50 are purchased.

Other office products endorsed by ODASC include CareCredit to help patients manage their out-of-pocket expenses and SUV disinfectant and Spore Check products offered by OSHA Review.

### Learn More

For more information about any of these products, call the ODA at (614) 486-2700 or visit [odasc.com](http://odasc.com). ODASC representatives are available to answer questions and help members find the product that will be the best fit for them.



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## The Explorer

Matthew J. Messina, DDS  
Executive Editor

### Ships

The other evening, I attended the annual members' party and ceremony for the installation of officers of the Greater Cleveland Dental Society. I try to make it to this event each year, as it is an excellent chance to catch up with friends and have fun with others in our profession.

This year's incoming president, Dr. Dan Gindi, shared an interesting perspective in his president's address. He described the time when he was approached to take over and run the Give Kids a Smile Day program. He took on the task with some trepidation but quickly took to the work and continued the success of the project. I'm paraphrasing a bit, but he told the audience that he discovered that he liked the people he was working with better than he thought he would. We all laughed, but it got me thinking. . . .

This month is the 30th anniversary of

my graduation from dental school. Let's pause for a quick shout-out to the class of '87! Who knew that 30 years could pass so quickly!

Immediately after graduation, many of my classmates expressed that four years hanging out with dentists was far too much and they wanted a break. We all went our separate ways, seeing each other occasionally at meetings or tailgates or one of those infrequent reunions.

Over time, the pain of dental school fades and people come back to each other. We find that no one else understands our lives like other dentists, and there is comfort in commiserating with other professionals. We start to seek out their company and the support of other dentists. We even find that we like them more than we remembered from years ago. Maybe they've changed? More likely, we've changed!

We graduate full of excitement and dreams, caught up in the promise of a professional career. We start and build a practice. Many build families as well. We become respected members of our communities and eventually reach the prime of our careers.

Then, one day, we stop and think, taking stock of where we are. Families grow and move out. Staff changes and patients age. Are we where we thought we would be? Have we accomplished the dreams we began? What's left to do on the list?

Unless we continue to dream and make a new list, we become a sailboat without a sail. If you think about it, a sailboat without a sail floats. For a long time, in fact. It can't go anywhere. It lacks direction and momentum. A sailboat without a sail can't do its job or accomplish its purpose. It merely survives, or exists. Dreams give us momentum and power. Floating alone is insufficient; depressing and sad.

Are you without a sail?

John A. Shedd, an author and professor, wrote the following oft quoted saying in his 1928 book "Salt From My Attic": "A ship in a harbor is safe, but that's not what ships are for." The meaning here is fairly clear, that it's better to get out and do the things you want to do, or the things you need to do, than to sit and rot and do nothing. Even if you fail, at least you'll have tried, and then you'll have done something and maybe learned something extraordinary in the process.

We reach a point in our careers when we have accomplished a lot, almost all of our initial dreams. Then the tendency is to look for things that are safe. Why rock the boat? It's going pretty good, so let's stay here in the harbor. I really don't need to go out today. I like things just the way they are here. I'm comfortable.

Are you safe in the harbor?

The truth is, we need you out here. Sailing strong, with a purpose. In spite of the fear and the complacency. And

you may find that you like us more than you thought you would! Because, we're all more alike than we like to think. Our common experiences are more powerful than our differences.

Indeed, we all have pre-existing conditions. By the time we get this far, we've got the bumps and bruises to prove it. Tales of things that didn't quite work out right and experiences that shaped us into who we are today.

Sometimes, we've had positive role models that help us be better. People who believed in us. People who cared. Sometimes we're stuck and the path seems all uphill and unfair, like we'll never make it.

But we have each other. We take our problems and struggle with them, wrestling the best we can. It's good to realize that everyone else has challenges too. Then we can give them the support they deserve.

Spring in Cleveland is when boat owners look longingly at the water, waiting for it to warm. They take their boats out of the shrink-wrap and lower them into the lake. Full of promise, each day is a new adventure to be found, containing experiences to savor.

Let's get out there and chart a new course, put up the sail, and head for a new horizon. Time to dream big. We only get to practice for so long. Time's a-wastin'.

*Dr. Messina may be reached at [docmessina@cox.net](mailto:docmessina@cox.net).*



## The Happy Dentist

Najia Usman, DDS  
Guest Columnist

### Pomp and Circumstance

As I write this, my husband is preparing for this upcoming Sunday, to address the graduation class from the Case Western Reserve University School of Dental Medicine. I have pressurized him to make it interesting. You see, I must share with you that I really enjoy listening to public addresses. Whether it is a State of the Union address or an Apple keynote from Tim Cook or the late-great Steve Jobs,

I could spend a whole day watching these speeches. There is an element of sincerity and true affability that can only be gleaned from a live address. Probably the most difficult type of the monologue is the convocation address. On my way to Columbus for an executive meeting I spent my drive listening to back-to-back graduation addresses. Will Ferrell, Steve Jobs, to Amy Pohler and Conan. (I watch Conan's Dartmouth 2011 address every year and it never gets old.) When you watch enough of these addresses, you realize that they are somewhat formulaic, and that is OK. Sticking to a script is important, but peppering it with some personality is what makes some speeches sincere and well received. So here is my recipe for a great convocation address: 2 cups accomplishment, 1 cup humility, 2 tablespoons of a relevant journey and a dash of sage advice (pun is very intended). Add the emotion of the audience and you have something that lives forever and can be watched and quoted over and over.

This year I have two children who will be attending their own white coat ceremonies. They are part of this freshly graduated group of young hopefuls, and I can't help but reflect on how the world has changed since I graduated and started my career. What advice would I give them? Some of you from my generation may remember feeling some trepidation when we started our careers. We were told about a new age of esthetic dentistry and amazing biomaterials. While the dentists before us were able to start from scratch by just putting up a shingle, we were told not to worry, there would be "plenty of work to go around" because of the projections of life expectancy. The fear of HIV, Hepatitis and other communicable diseases created honing skills of "dental medicine" versus just being a technician. These were the hallmarks of my generation in 1991.

I look at the kids of today and I marvel at how adaptable they are. They embrace and expect a changing world. In an age

of information, they not only can get answers instantly but are also quick to bounce if they have to wait. Some have said that this generation is not resilient, but I actually think the opposite. I see them as very open to changing how they do things and seeking the resources they need to achieve a goal. They understand we are in an age of self-promotion and know how loyalty is so "last year." Branding, dynamic reputation management and leveraging social media are almost just as important as clinical skill set. They are very motivated by experiences versus money, which translates into living every day with quality and purpose. They don't necessarily believe in mentors. They are their own mentors, and I respect that.

So coming back to the convocation address, I think I would tell tomorrow's graduates that "there has been no better generation that is better prepared to re-invent themselves. So be a life-long learner and have the humility to identify when you need help and ask! Pay it forward and always look for opportunities to help others. Take this energy and savvy resourcefulness and choose to make yourself aware of issues in your profession. I know one of the reasons you have chosen this profession is to have autonomy. From the beginning be involved and insist on having a seat at the table. Do not be afraid to fail as failing is an important part of human development and setbacks are the catalyst for revitalization. Lastly, never forget where you came from. Every once in a while read one of your admission essays to remind you what your goals once were. Believe me, it will keep you humble and grateful."

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



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**ODA Foundation raffle tickets now available**

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 3 year/10,000 mile lease (terms established by Crown Mercedes) on a 2017 Mercedes GLA250 4MATIC car or \$20,000 cash
- A piece of fine jewelry valued at \$3,000 from Laudick's
- \$1,000 cash

The drawing will be held Sept. 16 at 11:30 a.m. in the Annual Session Exhibit Hall.

Tickets purchased before Aug. 11 will be entered into an additional Early Bird Drawing for \$500 cash on Aug. 18. Winners need not be present to win.

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

**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/).

**Looking for a volunteer opportunity?**

Check out the ODA's Volunteer Connection page, where dentists can find a list of volunteer opportunities for dentists and specialists listed by county. For more details, visit <http://oda.org/community-involvement/volunteer-opportunities/>.

Like the ODA Annual Session Facebook page!



**Did you know the ODA Dental Insurance Working Group can help you with dental insurance issues?**

By ODA Staff

Third-party payment can be a source of frustration and administrative burden to both patients and dental practices.

If a practice is facing an insurance issue it is unable to resolve, then the dentist may want to consider submitting information to the Dental Insurance Working Group to determine if the ODA has a role in addressing the matter. The working group has served for many years as an advocate and counselor to ODA members who have encountered problems with third-party payers.

It is comprised of dentist volunteers who also serve on the ODA Council on Dental Care Programs and Dental Practice. The working group meets monthly via conference call to address dental insurance questions, concerns, complaints, etc. that are submitted by ODA member dentists.

Past working group actions have included answering questions from confused dental practices, addressing procedure code revisions, contacting third-party payers on behalf of individual dentists, filing complaints with regulatory agencies and developing recommendations for future ODA legislative initiatives.

The working group's services are only available to ODA member dentists. Member dentists who would like to utilize the working group's services should submit their question, concern or request for assistance along with supporting documentation (e.g., description of the situation, copy of the submitted claim form, claim denial with explanation of benefits, copy of any appeal, photographs, radiographs or any other information that would assist the working group to understand the situation) to the ODA Dental Insurance Working Group, 1370 Dublin Road, Columbus, Ohio 43215 or 614-486-3081 (fax) or [chrism@oda.org](mailto:chrism@oda.org). Be sure to redact information that would identify specific patients unless the patient has granted the dentist permission to disclose their identifying information to the ODA.



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**The Value of Membership**



"The most valuable thing the ODA does for me is guarding, protecting and enhancing my business. The ODA is my voice to government, the public and my profession."

**L. Don Shumaker, DDS, MAGD**  
*General Dentist*  
*Dr. Shumaker & Associates*  
*Cleveland, Ohio*

## Associate Wanted

A small private office with large group benefits. We have thirteen fee-for-service practices. Emphasis on complete treatment. In-house ortho, surgery, endo, implants. Our doctors range in ages from 26 to 72. Full and part time positions are available in Columbus and NE Ohio. Call me for more information. Dr. Sam Jaffe (888) 764-5320 or sam@americandentalcenters.com.

Associate Dentist needed full-time in a beautiful state of the art dental practice located 1 hour from Columbus. Send resume to doctorsnet2002@yahoo.com.

Associate Dentist wanted for a busy, well established practice in North Canton, Ohio. This is a full time position with a well-trained experienced staff. Great patient base, fully computerized office, including CAD CAM design. Practice is FFS only and compensation would be a guaranteed minimum plus production. To inquire call (330) 958-6390 or send CV to NorthCantonDDS@gmail.com.

Associate position available in Kettering, Ohio 2 days per week. Opportunity to increase to 3-4 days per week. Please call Mr. Sullivan @ (937) 430-4317.

Associate/Buy in wanted. Over 40 years at great location in Green, Ohio with vast amounts of traffic on two main roads including expressway. Presently FFS and Delta Premier only. Looking for business knowledgeable man-wife team or wife only. Referring out vast amounts of dentistry. Resume to jckline49@roadrunner.com.

Columbus: Dentist and Assistant for New Holistic Children's Private practice in New Albany. If you are into nutrition, organics and whole body health this would be perfect for you. Send resume and head shot photo to naadultdentistry@gmail.com. (614) 775-9300.

Dental Associate needed 3 to 4 days/week for Kenton, Ohio dental practice. This is about 50 minutes from Dublin, 30 minutes from Marysville, Lima, Bellefontaine, Findlay or Marion. Must have excellent customer service skills and be able to perform endo, extractions, and removable pros. Some evenings are required. Please send confidential resume to tamcoa@hotmail.com.

Dentist associate opportunity, full or part time. Generous compensation for the right candidate. Future partnership/ownership possible. Residential suite adjacent to office is available. Practice located east of Cincinnati. Call Mr. Sullivan at (937) 430-4317.

Dentists needed for in-school opportunities. Part-time or full-time positions for dentists to provide quality in-school dental care. Join our team and help alleviate poor oral health care among children in Ohio. No evenings or weekends. Benefits w/full time. Contact Jennifer Johnston at 888.960.6351 or jobs@smileprograms.com.

Do what you do best - practice dentistry, while we take care of the rest. ImmediaDent is seeking Full Time and PRN Dentists with a passion to provide quality comprehensive dental care in our modern offices throughout Ohio, Indiana, and Kentucky. ImmediaDent offers all phases of general dentistry to a mix of new and existing patients on a scheduled and walk-in basis in all 25+ locations. The ideal dentist for ImmediaDent enjoys performing a variety of dental procedures and is experienced in all phases of general dentistry including oral surgery and endodontics; new graduates with great clinical skills are encouraged to apply. Relocation and Sign-on Bonus up to \$10k available for specific locations. To apply today, visit [www.immediadentcareers.com](http://www.immediadentcareers.com) or contact Chad Johnson at (913) 428-1679 or via email at [chadjohnson@immediadent.com](mailto:chadjohnson@immediadent.com) to learn more.

Dynamic Associates needed. Fast growing dental group practice looking for a dynamic, energetic and skilled practitioner. Position will afford the dentist significant autonomy to grow the practice with upside compensation potential based on that growth. Our offices are located in the North Eastern Suburbs. This is a very unique opportunity and includes training under an established lead dentist with emphasis on compassionate care. Candidates should have experience with or desire to incorporate implant placement and restoration, root canal therapy, surgical extractions, trauma care, routine restorative and extensive cosmetic fixed/removable solutions. GPR or AGD program graduates are preferred. Interested candidates should respond to [dentalartsjobs@gmail.com](mailto:dentalartsjobs@gmail.com) with a resume and a short essay on their ideal practice situation and a personal experience that has shaped this philosophy.

Endodontist. Dental Specialists of Central Ohio in Sunbury, Ohio is seeking an Endodontist for our growing team. Initial one day/week commitment. Financial arrangements range from employment, independent contractor or leasing space. Contact [alissa@dscentralohio.com](mailto:alissa@dscentralohio.com) for more details.

Established Pediatric/Orthodontic/Sports Dentistry Practice in Findlay, Ohio. 2600 square feet, two story, stand-alone dental office in downtown area. Owner is looking for associate/associates transitioning to ownership. To inquire call (419) 348-9555

or E-mail: [win58@woh.rr.com](mailto:win58@woh.rr.com).

Flexible Locum Tenens Opportunity. Midwest Dental is seeking experienced dentists to fill daily/weekly/monthly locum tenens needs to cover leaves and extended vacations. Perfect for dentists wanting to pick up extra hours. We offer competitive pay and give you complete freedom to work as many locum sessions as you'd like! May involve travel with overnight stays. Typically includes 32-36 hours/week when needed. Opportunities are available at practices across the country. Contact Colleen Bixler at (717) 847-9069 or [cbixler@midwest-dental.com](mailto:cbixler@midwest-dental.com).

Full Time/Part time Associate wanted, General Dentistry, established, busy offices. Dayton OH area. Please email info to [britetooth@hotmail.com](mailto:britetooth@hotmail.com) or fax resume to (937) 432-9199, attention Mandy.

GP Dentist Associate needed. With the help of specialists, 2 general dentists, and 20 excellent staff, I have built an 18 operator, 7000+ patient, non-Medicaid practice that has received numerous state and national awards for quality of care and organizational excellence. I need to replace a GP dentist who generated \$560k in 2016. Contact Dr. Chuck Smith at [smith.chuck1218@gmail.com](mailto:smith.chuck1218@gmail.com) or (937) 667-2417. Go to [www.healthparkdentistry.com](http://www.healthparkdentistry.com) to learn about the practice.

General Dentist. Cincinnati Dental Services (CDS), a multi-disciplinary group practice with 9 offices conveniently located throughout the greater Cincinnati and Northern Kentucky area, is looking for a full-time General Dentist to join their team in the Cincinnati area. Our doctors enjoy a professional practice experience and comprehensive compensation and benefit package that includes medical, malpractice, disability and life insurances, flexible spending account, and a 401K program with employer matching contribution. Practice with state-of-the-art technology and jump start a sensational career with CDS. CDS offers a complete range of routine, cosmetic and specialized dental health services including preventative care, whitening, crowns, dental implants, oral surgery, endodontics and invisalign. For more information, please visit our website at [www.cincinnati.dentalservices.com](http://www.cincinnati.dentalservices.com). To apply, please visit <http://www.amdpi.com/Careers.aspx> or contact Anna Robinson at [arobinson@amdpi.com](mailto:arobinson@amdpi.com).

General Dentist – private practice. Dr. George and Dr. Grucella are seeking a full-time General Dentist who is looking to establish a productive, long-term relationship, within private practice. The Associate will work alongside a dedicated team of professionals, many of whom are long tenured, whose experience will

prove an asset to any new Associate. The opportunity within our Canton practice provides for an already established patient base, Monday thru Friday schedule with no weekend or evening hours. The practice staff includes EFDA, RDH, CDA, front desk management and lab technicians. Guaranteed salary plus bonus incentives, as well as 401k, medical and Paid Time Off (PTO). Contact Business Manager, Paul Steigerwald, via email [paul@ggdentist.com](mailto:paul@ggdentist.com) or phone (330) 376- 9424.

General Dentists needed to work in our busy family practice on the West side of Cleveland. Have clinical freedom and autonomy like in traditional private practice without the burdens of practice management, and no production quotas. Our offices are state-of-the-art with great support staff. Production based compensation (pot. 200k+) with minimum guarantee, paid malpractice, health, disability insurance, 401K, and CE reimbursement; visa sponsorship with covered legal fees. New dentists encouraged to apply. Send resume to [ABolivar@destinydentalcare.com](mailto:ABolivar@destinydentalcare.com), or call (773) 456-7071

Great Dentists Wanted - Kettering, Montgomery & Macedonia OH - Midwest Dental is seeking great dentists to lead our Merit Dental practices in Kettering, Montgomery and Macedonia. This position offers excellent compensation and benefits, a great work-life balance, and unlimited opportunity for professional development. Our support team handles the administrative details, allowing you to lead your team while focusing on dentistry. If you possess a passion for providing quality care and are looking for a rewarding career opportunity, please contact Brad Smith at (715) 590-2467 or [bsmith@midwest-dental.com](mailto:bsmith@midwest-dental.com).

General Practice associate needed for established, quality-oriented Columbus practice. Looking for the right dentist who wants a home, with eventual buy-in. Please send resume with references to [dentalassocgroup@gmail.com](mailto:dentalassocgroup@gmail.com).

OH General Dentist- Mobile Dentistry. Maple Leaf Mobile Dentistry – Columbus, OH. \$180,000 a year - Full-time, Contract. Maple Leaf Mobile Dentistry provides mobile dental care to Nursing Homes, Assisted Living, and Long-Term care facilities. Dentists will be traveling to long-term care / nursing home facilities in a state-of-the-art mobile dentistry unit and providing exams, cleanings, extractions, prosthodontics and occasional fillings. Dentists must be proficient with all aspects of dentures and partials, as well as all other phases of routine general dentistry. Most needed area are: Columbus, Cincinnati and Cleveland - we have nursing home facilities to serve throughout the state of Ohio. You tell us where you can/want

## Advertisers Index

Dental Recycling North America	30	PMA Practice Transitions	26
Dr. Harry Miller	20	PNC Bank	27
Frank Recker DDS, JD	3	Practice Endeavors	7
My Community Dental Centers	24	Practice Impact	25
National Practice Transitions, LLC	21	Superior Dental Care	23
ODASC	9, 22	The Cincinnati Insurance Company	8
OSHA Review	5	Thomas Law Group	6
Paragon Management Associates	4	Wickens, Herzer, Panza, Cook & Batista	5
Paragon Practice Transitions	29		

to work. You pick what days you want to work. This position offers tons of flexibility - use this opportunity as a supplement to your current income, part-time gig, or full time work. New graduates are welcome. You will have the support of highly skilled, trained office staff and the operational and administrative aspects of the practice will be taken care of by the mobile dental service company. This is a very rewarding position - we are providing much needed care to an extremely under-served community. Through our practice, you are able to touch the lives of patients who may not be able to access care without us. Maple Leaf Mobile Dentistry is looking for devoted and compassionate staff that want to make a difference in the lives of the patients we serve. This opportunity represents significant earnings potential for the productive dentist. A productive dentist averages \$180,000 a year working 3-4 days a week, but you have the ability to make more. Compensation: Based on Production. Employment type: Contract or Salary. Requirements: DDS or DMD degree from accredited dental school, Licensed to practice in Ohio. Contact: Dr. Daniel G. Lester, (504) 427-1810 or drdanlester@gmail.com.

Tired of the associateship or buyout that never seems to work out? If yes, then we have the associateship or fair buyout for you. Seeking a motivated, caring and hardworking general dentist for the Clayton/Englewood area of Dayton immediately. Please send CVs to daytontdentist@hotmail.com or call Sharon at (740) 644-0571.

We're overwhelmed! Our five location multi-specialty group practice has grown to the point that we simply have too many patients. Our full time General Dentists are currently seeing 80+ new patients per month with an average annual income ranging from \$150,000 initially to \$300,000 for the more seasoned doctor. Our doctors providing specialty care are receiving significantly greater levels of compensation. Doctors receive an initial salary, incentives and a full benefit package while enjoying the freedom that our experienced management team provides. Enthusiastic, quality oriented professionals seeking independence,

growth and financial stability may contact Dr. Michael Fuchs at (513) 505-9987, (513) 697-2640 or fdca1.jmf@gmail.com. Full or part time positions are available. No evenings after 7pm and no weekends. We very much look forward to speaking with you.

**Equipment for Sale**

CEREC 3 Acquisition Unit and Compact Milling unit (needs repair). However, both can be used for Patterson Credit towards new Cerec. \$2500. Porcelain Oven - Programat CS, Ivoclar Vivadent. Excellent condition. \$3500. Contact Mike at (614) 270-8938 or drmjbez@gmail.com.

Instrumentarium Orthopantomograph OP-100 Digital X-RAY machine. Good Condition. Panorex machine with Ceph Arm. Two sensors included. Secured by Patterson Dental for shipping. \$15,000 or best offer. Contact: Becky.near123@gmail.com.

INTRAORAL X-RAY SENSOR REPAIR. We specialize in repairing Kodak/Carestream, Dexis Platinum, Gendex GXS 700 & Schick CDR sensors. Repair & save thousands over replacement cost. We also buy & sell dental sensors. www.RepairSensor.com, (919) 924-8559.

**Practice for Sale**

Cincinnati Ohio – East side. Well-respected owner doctor selling all Fee For Service practice. Collecting \$750,000/yr. Dextrix, digital radiographs. Contact George D. Stollings & Associates, Inc. (304) 486-5714 or george@gdstollingsassoc.com.

Hilton Head Island SC. Boutique prosthodontic practice for sale on scenic Hilton Head Island, SC. Three-day work week that generates over \$600K/year collections with low overhead rate. Only true prosthodontic practice in over a 100 mile radius that treats the local full time population and long distance referrals. Perfect for transition to a comfortable pace or potential to grow to larger patient base. Call 843-422-7602 for more details.

Southwest Ohio – 20 min from Cincinnati. Collecting \$870,000 / yr. No Medicaid. Depending on buyer's preference, owner will leave at the time of sale, or stay to work for the buyer. Contact George D. Stollings & Associates, Inc. (304) 486-5714 or george@gdstollingsassoc.com.

**Space Available**

1,460 SF First Floor Dental Office condo for lease, 6700 Loop Road, Centerville, OH 45459. Existing Dentist's Office (build out complete), Amenities: - 4 Treatment Rooms - 1 Lab Area - Break Room - Reception Area - Waiting Room - One General Office, Common Area Courtyard. Lease Rate: Six months free then \$12/SF Modified Gross (\$1460/mos). Great Opportunity for a satellite office or start up. Contact mjungdahl@gmail.com or Dr Mark D Jungdahl (937) 470-9641.

For Lease: 1450sq ft. Will be ready for tenant completion starting June 2017. Orthodontist currently occupies other section of building. Located in Upper Arlington Ohio. Contact: Becky.near123@gmail.com.

Office space for lease in brand new free-standing brick/stone building 7200 Tylersville Rd in West Chester. I am a general dentist, and there is an extra 2500sq/ft available and ready for tenant completion. Schein did a preliminary floorplan for reference. Excellent and mutually beneficial for specialist! Great parking/signage. Separate main entrance. High traffic flow and visibility adjacent Wetherington Country Club and a 2 Dr ortho practice. Close to new Liberty Center and Union Center with major retailers and dining nearby. Looking for long-term renter and will be negotiable in finish allowance or monthly depending on preferences. (937) 510-1405.

Retiring German Village (Columbus) Dentist in search of other Dentist to rent practice space and take over practice. Please contact Anna at (614) 570-9550 for more information.

**Professional Dental Services**

In Office Anesthesia Services-Exceptionally seasoned medical anesthesiologist, national expert in transitioning your Peds or Adult practice from a hospital/surgical center to the comfort and ease of your office and parents and dentists both love this! Medicaid (CareSource/Buckeye/Paramount/Molina, etc.) and most medical insurances accepted. Twenty years experience. Call now (800) 853-4819 or info@propofolmd.com.

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**J. Douglas Paulus, DDS**  
General Dentist  
Massillon, 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  
www.oda.org

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

**Ohio Dental Association Wellness Trust (ODAWT)**  
(800) 282-1526 or (614) 486-2700  
www.odawt.org

**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

**Cleveland Dental Society**  
(440) 717-1891

**Columbus Dental Society**  
(614) 895-2371

**Corydon Palmer Dental Society**  
(330) 759-5085

**Dayton Dental Society**  
(937) 294-2808

**Stark County Dental Society**  
(330) 305-6637

**Toledo Dental Society**  
(419) 474-8489

**ODA Today Classified Advertising**

Classified ads appear in each issue of *ODA Today*. The cost is \$55 for members (\$88 for non-members) for the first 40 words. Each additional word is \$1. Ads may be submitted via mail or fax to the attention of Amy Szmania, advertising manager, or by email to amy@oda.org. The deadline to place, cancel or modify classified ads is the 1st of the month prior to the month of publication.

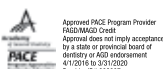
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**ODA seeks information on donated care**

The Ohio Dental Association is looking for information about donated care that is provided across the state. This information assists the ODA's lobbying team in advocating for legislation related to dentistry and shows legislators the generosity of Ohio dentists.

To report donated care, visit <http://oda.org/community-involvement/report-donated-care/>. Reported information will only be used collectively, and no names of dentists or offices will be used unless the office is contacted for permission.

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<sup>2</sup> 37% off price comparison based on price listed for the Solmetex<sup>®</sup> Hg5<sup>®</sup> amalgam recycling cartridges in the February 2017 Henry Schein Dental catalog.