

ODA Today

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

QuickBites

ODA Leadership Institute is March 17-18

The Ohio Dental Association Leadership Institute will be March 17 and 18, 2017, at the Hilton Columbus Polaris Hotel. Featured speakers this year will include Attorney General Mike DeWine, Dr. Don Lewis on protecting against embezzlement in the dental office, and leadership expert and motivational speaker Dr. Nate Booth.

Leadership Institute is the ODA's award-winning program developed to help all ODA members become more successful and effective leaders. This event is free for ODA members.

Registration will be available on-site at Leadership Institute starting at 10 a.m. March 17, or call the ODA at (800) 282-1526.

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Give Kids A Smile Ohio kickoff events bring together children, volunteers and local leaders

By ODA Staff

The Ohio Dental Association hosted Give Kids A Smile kickoff events at two locations this year in honor of the event's 15th anniversary. The first event was at the Dental Center of Northwest Ohio Van Wert Smiles location on Feb. 3, and a second event was at The Ohio State University College of Dentistry on Feb. 4.

The first kickoff event at the Dental Center of Northwest Ohio Van Wert Smiles connected children from Northwest Ohio without dental insurance coverage with volunteer dental team members. Volunteers provided preventive dental services, and volunteer dentists eliminated dental pain through tooth extractions and fillings. Volunteers provided 47 children with free dental care.

"This was great because they took out each tooth that hurt them every day and was causing them to be missing class all the time to see the school nurse," said Cheri Baer of Van Wert, whose two grandsons attended the event.

Give Kids A Smile is a national collaborative effort to provide dental care and oral health education to children without dental insurance coverage. The event was the first to be held in Van Wert.

"I am really proud to have the statewide Give Kids A Smile kickoff event here in Van Wert during my year as the Ohio Dental As-



ODA Staff
Ohio Dental Association President Dr. Kevin Laing of Van Wert performs an oral exam at the Van Wert Smiles clinic for the Give Kids A Smile event. Volunteers provided a total of \$20,080 in donated dental services at the event.

sociation's president," said ODA President Dr. Kevin Laing of Van Wert. "I appreciate all of the volunteers giving their time and talent to provide valuable dental care to the kids in our community. Dentistry is truly a caring profession."

During the event, local leaders and Ohio policymakers, including Sen. Cliff Hite (R-Findlay) and Rep. Craig Riedel (R-Defiance),

toured the Van Wert Smiles dental center and spoke with Laing and ADA President-Elect Dr. Joe Crowley, a dentist from Ohio, about the importance of oral health and the need for proper funding of safety net dental clinics and Medicaid.

The second kickoff event was hosted

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2017 ODA Day at the Statehouse gives dentists, students opportunity to educate new lawmakers

By ODA Staff

Day at the Statehouse, the Ohio Dental Association's most important grassroots advocacy event, will be April 26 in Columbus.

After last year's election, there are several new members of the Ohio General Assembly. ODA's Day at the Statehouse gives dentists, dental residents and dental students an opportunity to connect with these new members and educate them about issues important to dentistry and discuss how legislation can affect patients, dental practices and oral health in Ohio.

Attendees will be asked to discuss several issues important to dentistry at this year's Day at the Statehouse.

Outside interest groups have been pushing for the creation of a midlevel provider, or dental therapist, in Ohio. The ODA is expecting a tough fight from these interest groups this year, and it is likely that legislation will be introduced to create a midlevel provider in the near future.

A midlevel provider would receive three

Inside

For more information about Day at the Statehouse, see

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years of post-high school training and would then be able to perform irreversible surgical procedures without a dentist being physically present. The ODA opposes midlevel dental providers because they do not receive adequate training to perform irreversible surgical procedures and present a risk to vulnerable patients, and the proposal is a diversion of resources that can be better utilized to support programs that are proven to improve access to dental care.

Attendees also will be asked to talk to their legislators about Senate Bill 87, which is legislation that would prohibit dental insurance

plans from setting the fees for dental services the insurance company does not cover for the enrollee. A third issue attendees will be asked to talk about is a proposal in the 2018-19 state budget to extend the sales tax to "cosmetic" dental and medical procedures. The ODA is opposed to applying the state sales tax to any dental procedures.

Day at the Statehouse will include a luncheon for attendees, briefings from the ODA advocacy team on current topics affecting dentistry in Ohio and tips on how dentists can effectively discuss those issues with legislators.

Attendees may also participate in a conference call prior to Day at the Statehouse that will provide an overview of the issues dentists will be asked to discuss with legislators during the event. Before the event, attendees will also receive written materials about the topics that will be discussed.

This year's event will be at the Renaissance Columbus Downtown Hotel. Register online at www.oda.org/events. Email liz@oda.org with questions.



Ohio Dental Association
1370 Dublin Road, Columbus, OH 43215-1098
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Day at the Statehouse
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The Director's Chair

David J. Owsiany, JD
ODA Executive Director

On Wednesday, April 26, the ODA will hold its annual Day at the Statehouse. This is organized dentistry's biggest grassroots advocacy day in Ohio. The issues this year are extremely critical to the practice of dentistry, the dental profession, and dental patients across Ohio. ODA's Day at the Statehouse gives dentists the opportunity to speak one-on-one with legislators about issues important to dentistry and advocate for patients, dental practices and oral health in Ohio.

Below is a brief overview of some of the issues we will focus on during Day at the Statehouse.

Dental therapists

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 has diligently worked to educate policymakers on the dangers of this radical proposal. We have explained that the proposed scope of practice for these dental therapists is much too extensive for the minimal training proposed. We also explained 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 truly improve access to quality, comprehensive dental care, such as Medicaid reform and loan repayment.

Non-covered services

In the last several years, dental insurers began telling dentists what they can charge for services the insurers don't even cover. This insurance company tac-

ODA's Day at the Statehouse will focus on issues critical to dentistry

tic 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.

The ODA is supporting legislation that would prohibit dental insurance companies from being able to dictate fees dentists charge for services the insurers do not even cover.

Cosmetic medical procedures tax

Currently, the state sales tax does not apply to health care services. The proposed state budget bill for fiscal years 2018-19 would extend the state sales tax to "cosmetic" medical and dental procedures. This is a dramatic change in Ohio policy, which has consistently exempted most professional services from the sales tax. Obviously, this proposal will drive up the cost of care for Ohio's dental patients. Moreover, the proposal potentially leaves it to the Department of Taxation to determine whether a certain procedure is primarily functional or cosmetic, which would be problematic and may be detrimental for Ohio's dentists and dental patients. The ODA is opposed to applying the state sales tax to any dental services.

Tele-dentistry

The ODA is pursuing legislation to update the Ohio Dental Practice Act to better reflect the new technology that is emerging related to tele-dentistry. The legislation will permit dentists to utilize tele-dentistry to extend the reach of the dental team into underserved communities to provide valuable prevention and other oral health services and to expand the ability of the existing dental team to provide care to the fullest extent of their training. This ODA-backed bill will also expand the capacity of the Ohio Dentist Loan Repayment Program, which creates incentives for dentists to provide care to underserved populations in designated dental professional shortage areas in urban and rural communities, and target specific scholarships in the Choose Ohio First Program for dental students who agree to practice in designated Ohio underserved areas upon graduation.

oral health of the children of Ohio. Every component in the state has an event planned within their borders, and the number of counties increased to a new high of 51 from the previous high of 39. In response to this exceptional success I want to add to the chorus and express my sincere gratitude to all of the members and dental teammates who stepped up to the plate and made GKAS happen!

I was extremely proud to have a GKAS roll out event in my hometown of Van Wert. Our local Van Wert Hospital Foundation opened a dental clinic just over one year ago. The four-chair clinic is run by the Dental Center of Northwest Ohio, and they are currently in the process of adding two more operatories. Several local dentists volunteered, local hygienists volunteered, and the clinic's assistants and staff filled out the team. It was such a fulfilling experience when my elder son, who is a second year hygiene student, came up from Columbus to offer assistance. Our state senator and representative attended, as did the Van Wert City Council president. Several newspapers covered the event, and even the Lima television station covered the event. A bonus VIP guest was ADA President-Elect

A call for action

ODA Day at the Statehouse provides the opportunity for legislators to hear directly from dentists from their own communities. It is incredibly important for legislators to hear from dentists who live and practice in their districts on these issues. It is your opportunity to inform them why dental therapists are not the answer for access to dental care in Ohio. You can explain that all Ohioans deserve to receive quality, comprehensive dental care from a fully-trained licensed dentist, not some undertrained limited service technician. You will have the opportunity to educate legislators that certain insurer and third-party payer practices interfere with the sanctity of the dentist-patient relationship and that administrative burdens detract from the time dentists have to deliver care to patients. You will have the opportunity to explain the burden on patients that extending the sales tax to certain dental services will cause and the dangers of allowing government bureaucrats to decide what qualifies as "cosmetic" dental procedures in today's complex dental care delivery system.

The Day at the Statehouse begins with a briefing from ODA's lobbying team, so you will have the latest and most accurate information regarding dental-related issues under consideration by the General Assembly. Attendees may also participate in a conference call prior to Day at the Statehouse that will provide an overview of the issues dentists will be asked to discuss with legislators during the event. Attendees will also receive written materials on the pertinent issues. This year's event will be at the Renaissance hotel, which is adjacent to the Ohio Statehouse in downtown Columbus. Lunch will be provided during Day at the Statehouse, which is entirely free for ODA members.

If you have never attended Day at the Statehouse, we would be happy to match you up with a colleague who would be willing to mentor you on meeting with your legislator. It is essential that we have a significant turnout of dentists so Ohio's policymakers know that these issues are important to dentistry. Please call the ODA at (800) 282-1526 to register for the ODA's Day at the Statehouse or visit www.oda.org/events.

Dr. Joe Crowley who was able to stop by en route from Chicago to Cincinnati. I also want to thank Kristy Kowalski from the ODA who was a tireless promoter of GKAS statewide, and our ODA Executive Director Dave Owsiany who provided tons of support. It was very sweet to know that dozens of events like this were playing out in many communities because of the giving spirit of ODA members.

The very next day I attended the GKAS kick off event at the OSU College of Dentistry. Over 200 students, representing every class, volunteered to plan and execute this huge event. Specialty clinics were available, and the event was also visited by legislators and covered by multiple media outlets. Again, it was special for me because my D-1 younger son participated in the event. I was so impressed that Dean Patrick Lloyd and the administration at the College of Dentistry have chosen to use the GKAS event to allow the students to step up and assume the leadership of the activity from planning through execution.

I was able to meet with three components to bring them an ODA update.

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ODA Today

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President's Message

Kevin M. Laing, DDS
ODA President

Thank you, doctor!

Those are the sweetest three words that we can hear; except for "I love you" when spoken by a significant other or our family. The month of February was so sweet because of how many times I heard "thank you" spoken to a dental professional. This year 96+ Give Kids A Smile events were reported to the ODA involving thousands of volunteers providing dental care to thousands of kids all across the state of Ohio. It is estimated that over \$800,000 worth of services will be donated to promote and improve the



Legal Briefs

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

The power of grassroots advocacy

The November 2016 election is in the rearview mirror and many Americans are happy to see politics take a back seat for a while. The reality is, however, that legislators and policymakers will continue making decisions that impact your future as a dentist.

Health care remains in the midst of transformative change and many issues important to Ohio dentists are under debate. The creation of new dental providers, increased taxes and fees, and dental Medicaid reimbursement rates and adult coverage are just some of the ideas being considered by legislative bodies throughout the country.

Politics matter, even to dentists, not just during election season but throughout the year. Fortunately, Ohio's dentists are in a strong position to positively impact this debate in a variety of ways.

First, dentists can help ensure that pro-dentistry candidates win elections and become decision-makers by supporting ODPAC. ODPAC is the political arm of organized dentistry and is the only PAC in Ohio that represents the interests of Ohio dentists.

PACs were established as a mechanism for like-minded individuals to bind together to influence elections and help level the political playing field with big dollar contributors like insurance companies and labor unions. ODPAC allows dentists to pool their individual contributions together in order to make substantial contributions to the campaigns of pro-dentist candidates who may be in a position to influence the issues that affect dental patients and practices.

ODPAC doesn't just operate in Ohio. It is a federally registered PAC and has an affiliation with ADPAC, the American Dental Association Political Action Committee, in order to help influence Congressional elections and issues on the national level.

ODPAC does not receive funds from the ODA and is funded solely from the contributions of individual Ohio dentists, their spouses and dental students. It is also non-partisan in operation. ODPAC has supported candidates of all political persuasions in the past, but those candidates all have a common thread: support for Ohio dentists and the issues of importance to dentistry.

Second, dentists can be powerful grassroots advocates. As highly trained professionals, dentists are respected in local communities. Legislators know this and they value the opinion of local dentists as constituents. Legislators also know that dentists see hundreds of their other constituents on a daily basis and are in a unique position to shape the public's impression of a politician or view on a political issue.

Dentists provide legislators with a unique source of information. Many elected officials know very little about dentistry, the delivery of health care or

See **ADVOCACY**, page 10



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Attendees can refine their skills at 2017 ODA Annual Session

By Jackie Best
Managing Editor

This year's ODA Annual Session – Together Towards Tomorrow – will be Sept. 14-17 in Columbus. Annual Session will feature nationally known speakers, the largest Exhibit Hall in the region, fun social events and more!

One highlight of Annual Session is the broad range of courses available to attendees. Ranging from hands-on to motivational, the courses provide something for general dentists, specialists and all dental team members.

"Be sure to plan to enjoy a few days in Columbus and experience a continuum of courses for doctors and staff," said Dr. Nan Tertel, 2017 ODA Annual Session chair. "Dentists can refine their surgical skills with three days of didactic and hands-on courses in general oral surgery with Dr. Robert Edwab, periodontal lectures with Dr. Jon Suzuki, and head and neck dissection with Dr. Henry Gremillion. Front office teams can experience coding with Laci Phillips, team building with Bruce Christopher, and quality patient contact and support with Ritz Carlton."

Featured speakers at the 2017 ODA Annual Session include:

- Dr. Howard Glazer
- Dr. Jon Suzuki
- Dr. Robert Edwab
- Karen Davis, RDH
- Dr. Paul Feuerstein
- Dr. Lee Ann Brady
- Dr. Henry Gremillion
- Dr. Greg Psaltis
- Bruce Christopher
- Mary Ellen Psaltis, RD
- Nancy Dewhurst, RDH
- Theresa Groody, EFDA, CDA
- Laci Phillips
- Dr. Todd Snyder
- Dr. Greg Gillespie
- and more

Annual Session also will feature CPR for Healthcare Professionals; Infection Control & Regulatory Compliance; Emergency Medicine for the Dental Practice; and Radiography for the Dental Assistant.

In addition to these nationally known speakers, attendees have an opportunity to shop in the Exhibit Hall, where they can try out new products, speak directly to company representatives and compare products.

"Once again all registered attendees can shop in the largest dental Exhibit



A variety of hands-on courses will be offered at the 2017 ODA Annual Session, which is Sept. 14-17 in Columbus.

ODA Staff

Hall in the five-state area," Tertel said. "All dental team members can participate in daily raffles for amazing prizes by visiting the ODA members' area, adjacent to the Continuing Education verification kiosks." Annual Session is also a great time to

catch up with colleagues from across the state and meet other dental professionals from Ohio. The ODA has several special events planned where dental professionals can relax and have fun after a day of CE and shopping the Exhibit Hall.

"As always, the members of the Annual Session Committee and the ODA staff have arranged for many special events that will help you experience Columbus," Tertel said. "Thursday evening, young dentists can enjoy networking at Denmark in the heart of the Short North. The Callahan Awards of Excellence and the BASH! are exciting events that will have all attendees celebrating the 151st annual meeting of the Ohio Dental Association."

Attendees also can find ideas to make their stay in Columbus more enjoyable at experiencecolumbus.com.

Register now for the 2017 ODA Annual Session at www.oda.org/events. Be sure to like the ODA Annual Session Facebook page for the latest information, and watch future issues of the "ODA Today" for updates about the event.

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

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ODA seeking nominations for Awards of Excellence

The Ohio Dental Association is seeking nominations for its 2017 Awards of Excellence program.

The ODA's Awards of Excellence program recognizes men and women who offer distinguished service to dentistry and improve oral health care by offering treatment, outreach or education.

Members and local dental societies are encouraged to nominate those they know who have made extraordinary efforts to improve the dental profession.

The Awards of Excellence program includes the following five award categories:

- Distinguished Dentist Award – the most prestigious of the ODA's awards, is presented to an ODA member who has demonstrated service, commitment and dedication to the profession throughout his/her career. Nominees should display leadership, dedication, commitment and outstanding contributions at the local, state and national levels.
- Achievement Award – is presented to a dentist or an individual who has made outstanding contributions to the dental profession and to oral health. Nominees are not required to be dentists, but should display a personal and professional commitment to the profession and the public's oral health. These individuals are honored as ambassadors for the profession to the community.
- Marvin Fisk Humanitarian Award – honors ODA members who offer dedication to improving oral health care in at-risk communities. Nominees may have served overseas or closer to home, spending time and often their own finances and other personal resources to help improve oral health care and fight illnesses.
- N. Wayne Hiatt Rising Star Award – is presented to an ODA member in practice 10 years or less who has demonstrated outstanding leadership and commitment to organized dentistry. ODA members who began to practice Jan. 1, 2007, or later are eligible. Past award honorees have shown outstanding initiative, a strong commitment to volunteerism and promise for continued accomplishment within the profession.
- Access to Dental Care Program Award – honors an outstanding program (not an individual) that helps reduce the access to care problem in Ohio by offering free or reduced fee dental care to underserved populations.

Nominations for the 2017 Awards of Excellence are now being accepted. To submit a nomination, please review the entry guidelines and submit all required documentation along with an Awards of Excellence nomination form, which can be found at www.oda.org/about-the-oda/call-for-nominations or you may contact Michelle Blackman at michelle@oda.org or at 800-282-1526.

The deadline to submit nominations for the Awards of Excellence is April 28, 2017.

The ODA will present the awards during the ODA's 151st Annual Session in September 2017 in Columbus, Ohio.

ODA Meeting & Event Calendar

Mar.

- 15 ODAWT Board
- 16 Executive Committee
- 16 Council on Access to Care and Public Service
- 16 Annual Session Committee
- 17 Ad Interim and Strategic Planning committees
- 17-18 ODA Leadership Institute
- 18 Subcouncil on New Dentists
- 18 ADA Leadership Nomination Committee
- 24 ODASC Board

Apr.

- 14 ODA office closed for holiday
- 25-26 Council on Dental Care Programs and Dental Practice
- 26 ODPAC Board
- 28 Callahan Memorial Award Commission

Don't forget to renew tripartite membership

Ohio Dental Association membership dues must be paid by March 31 for the 2017 membership year in order to continue receiving exclusive member benefits.

Any member who did not pay their dues by Jan. 1, 2017, is considered past due. Dentists who have not already renewed their membership should do so as soon as possible so that membership benefits, including receiving the "ODA Today," do not lapse at the end of March.

Members can renew online at oda.org/renew, by mail to Ohio Dental Association, P.O. Box 182039, Dept 367, Columbus, OH 43218-2039, by fax at (614) 486-0381 or by phone at (800) 282-1526.

Dentists can also pay their dues using 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. In order to use this payment option when paying dues, dentists will need to contact Benco Dental by logging onto mybencorewards.com or calling (800) GO-BENCO ext. 2005 and request that their BluChips be redeemed for ODA membership dues.

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GKAS, from page 1

by The Ohio State University College of Dentistry in partnership with the ODA on Feb. 4.

At the event, 116 dental students, 40 hygiene students and 36 faculty/residents volunteered to provide \$18,969 worth of free care to 106 children.

"I'm so proud of the student leaders and all they did to organize another great event," said OSU assistant clinical professor Dr. Erin Gross. "Their dedication to Give Kids A Smile made it possible for us to provide care to the children in our community and to share our mission with our legislators and the leaders of the ODA."

State Reps. David Leland (D-Columbus) and Bernadine Kennedy Kent (D-Columbus) attended the event. Gross and OSU dental student Kyle Boyd, lead organizers of the event, gave the legislators a tour of the event and spoke with them about Give Kids A Smile. Additionally, OSU dental school Dean Patrick Lloyd and leaders from the ODA spoke to them about access to care and dental education.

"This event was one of our most successful to date," Boyd said. "It was awesome to be able to help so many children and to join with the ODA to talk to the



Dr. Tom Ahman, an orthodontist from Lima, instructs a young patient on how to properly floss his teeth at the Van Wert Smiles GKAS event.

ODA Staff

state representatives about the importance of Give Kids A Smile. It is one of the most rewarding volunteer experiences we students can take part in because it allows us to demonstrate how committed we are to helping children in Columbus and the surrounding area."

Since 2003 more than \$12 million in donated dental care and oral health edu-

cation has been provided by volunteers in Ohio.

"The ADA and our member dentists take seriously the need for children's oral health, and our program, Give Kids A Smile, has taken a giant leap to meet the

needs of the community," Crowley said. "We are getting kids access to care and putting them in a place where they can continue to access it in the future."

The kickoff events are just two of the many Give Kids A Smile events that took place on Feb. 3 and more events will be held throughout the year. In Ohio, more than 1,900 dentists, dental professionals and educators will volunteer to educate children about good oral health and provide dental services to Ohio's underserved children.

"Over the years observing Give Kids A Smile events, one of the most rewarding things I see is the smiles on the volunteers' faces," Crowley said. "They don't take this lightly and the volunteers are engaged in the local community to continue care."

For more information about how to plan a Give Kids A Smile event and to register an event, dentists can visit <http://oda.org/community-involvement/give-kids-a-smile/>, or contact ODA Manager of Public Service and ODA Foundation Kristy Kowalski by calling (800) 282-1526 or emailing Kristy@oda.org.

ODA Staff
State Rep. Bernadine Kennedy Kent (D-Columbus) speaks with OSU clinical professor Dr. Canise Bean and OSU College of Dentistry Dean Dr. Patrick Lloyd at the OSU GKAS event.



ODA Staff

OSU assistant professor Dr. Denise Hering (center) and two OSU dental students provide care at the OSU College of Dentistry GKAS kickoff event.

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Give Kids A Smile events come in different shapes, sizes across Ohio

“The response from the dental community and their participation in the 2017 GKAS program has been awesome. Realizing that this is just the kick-off, and the program actually runs the entire year, I think we are looking at record breaking success this year. I am so thankful to all of our member dentists who volunteered, all of our members’ staff members who worked so hard, and the volunteers from across the state that stepped up to help. I am also appreciative of the clinics, schools and other venues that supported our efforts. I am so proud to be a member of the ODA, and GKAS is a shining example of one of the premier reasons to be an ODA member!”

– Dr. Kevin Laing
ODA President



22 volunteer dentists from the Stark County Dental Society along with 44 hygiene and assisting students visited schools across the county. Oral screenings were performed on 1,045 children who were also educated on proper oral hygiene while waiting for their time with the dentist.



Corydon Palmer Dental Society volunteers provided care for kids from Youngstown area schools at the Choffin Career and Technical Center. This event is also an opportunity for the Choffin dental assisting students to work more closely with dentists from the community and to interact with children in the dental chair.



Lifetime Smiles, the office of Dr. Sunny Pahouja in Cincinnati, held its second annual Give Kids A Smile event in February. Dr. Pahouja and several volunteer staff members improved the oral health of 27 children with free dental care.

Give Kids A Smile events allow dental students to help those in need

By David Gillespie
OSU College of Dentistry Class of 2017

Nowadays, during the first couple of weeks of dental school at The Ohio State University you are presented with all of the programs offered to you as extracurricular opportunities. Some social like Psi Omega Dental Fraternity, some educational like the Dental Entrepreneur Society, some with political focuses like our great ASDA chapter at Ohio State. One sector of involvement, service, caught my eye with the Give Kids A Smile Program. Since that involvement fair I have been privileged enough to participate in the event at the Ohio State College of Dentistry for the past four years and one time at Lima Community Dental. At the college the event is advertised, organized and run by the students of the college, and with their passionate support we are able to serve a whole demographic of children that would otherwise not receive dental care.

Throughout dental school, the experience changes with your educational level, beginning with assisting and then once you are treating patients in the college as a third- and fourth-year dental student you are a provider for the day. Each

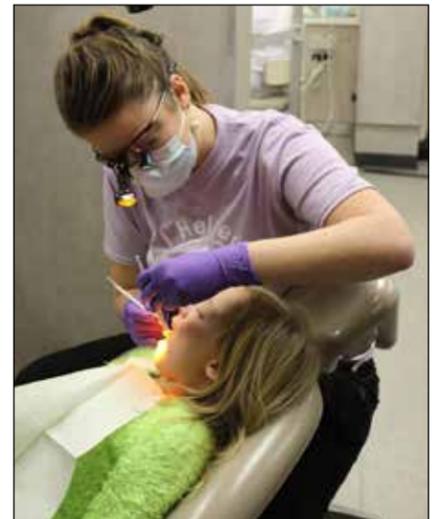
See STUDENTS, page 9



The Greater Cleveland Dental Society teamed up with Case Western Reserve University to provide about \$65,000 in free care to children in need. Over 300 dental students, dentists and CDA/EFDA's volunteered to provide 250 exams, 240 prophies, 240 fluoride treatments, 300 X-rays and 220 Sealants. Pictured above, children learn about oral hygiene.

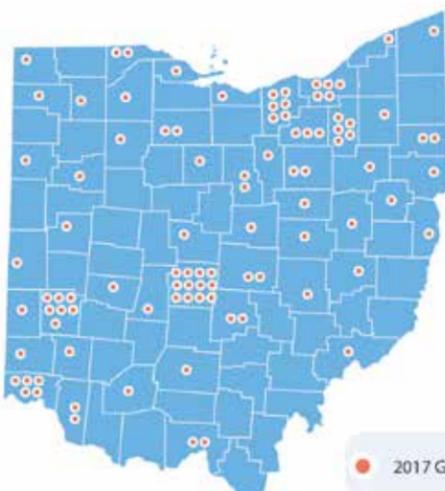


At the Northeastern Ohio Dental Society Give Kids A Smile event at Lakeland Community College, children rotate through three stations: a craft station, a puppet show and the clinic for treatment. Event volunteers try to make this a fun event for the kids, as it may be many children's first experience at the dentist.



Southern Ohio Dental Society dentists and Shawnee State University dental hygiene students and faculty saw 108 children for exams, cleanings and oral hygiene instruction in Portsmouth for Give Kids A Smile. Event volunteers noted that the oral health of the children they are seeing is improving over previous years.

Photos submitted by GKAS events



1,934
dentists and volunteers plan to:
hold 96 events
donate \$800,000
in dental care
to 17,882 children

2017 GKAS registered event

Dental Insurance Corner

Change in PPO practices illustrates need to utilize Contract Analysis Service

By Christopher Moore, MA
ODA Director of Dental Services

Over two and a half years ago a major Ohio dental insurer changed its reimbursement rate and participation obligations for newly contracted dentists.

At the time, the carrier reported it made the change in order to stay competitive with other preferred provider organizations (PPOs) that were reimbursing their contracting dentists at lower rates and, as a result, were able to charge their subscribing employers lower premiums. Dentists who joined the insurer's network after August 2014 were enrolled in the carrier's lower reimbursement rate PPO and paid accordingly. The insurer opted to not impose these changes on its existing network of dentists who were already under contract and decided to leave its payment rates and participation obligations unchanged.

While the carrier did publicly announce the changes, many dentists who were not under contract to the carrier at the time did not note the change. Similarly, many who did contract with the carrier either did not notice or appreciate the change because it did not appear to have a direct impact on their practices at the time.

Dentists are now typically finding out about the change as they either join

the insurer's network for the first time or when they go to enroll a new associate into the network. Unfortunately, it appears most of the time they actually learn of the change after they sign the contract and then start seeing claims being paid at a lower-than-expected rate. By this time their options to do anything about the situation are very limited.

"It is essential that dentists fully understand the ramifications of joining into PPO arrangements before they sign the contract," said Dr. Manny Chopra, chairman of the Ohio Dental Association Council on Dental Care Programs and Dental Practice. "Far too often we receive calls from dental offices questioning the actions of a PPO after they unknowingly signed a contract that gave the PPO the authority to act in the manner it did."

Chopra continued, "One free resource all ODA members have at their disposal is the Contract Analysis Service. Unfortunately this service is woefully underutilized. We typically only get a handful of requests a year."

The Contract Analysis Service assists member dentist in understanding contractual terms and contractual obligations before the dentist finds himself/herself legally bound by them. It takes contract legalese and translates it into easy-to-understand language that enables dentists to make informed contracting decisions.

The service identifies potentially prob-

lematic contract provisions and their possible impact on the dental practice. This information can help the dentist either negotiate more favorable contract terms or at least have a fuller understanding of what to expect as a result of entering into the agreement.

Some dentists try to negotiate more favorable PPO terms on their own while others utilize third-party negotiation services.

To utilize the Contract Analysis Service, ODA members simply need to contact the ODA Department of Dental Services at (800) 282-1526 and request an analysis for whichever contract they are considering. If the contract has already been analyzed, then the written analysis will be sent to the member at no charge. If the contract has not been previously submitted to the ODA for review, then the dentist will be asked to send the ODA an unsigned copy of the contract. The ODA will then forward it to the American Dental Association where the ADA's attorneys will analyze it. The ADA will return the completed analysis to the ODA to pro-

vide it to the member dentist, again at no charge.

Member dentists who submit analysis requests directly to the ADA are charged a \$50 fee per contract analyzed.

Dentists are also advised that it is a good idea to review the contract and its analysis with their professional liability carrier and, if necessary, legal counsel.

The Contract Analysis Service also analyzes dental management service organization (DMSO) contracts and contracts that offer dental school students scholarships or loans in exchange for a commitment for future employment.

Other free resources that are available to ADA members include: "What Every Dentist Should Know Before Signing a Dental Provider Contract" and "Considering a Dental Benefit Contract Brochure." These documents can be obtained at no charge by visiting www.ada.org or calling the ADA at 800-621-8099.

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

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THANK YOU, from page 2

The members in attendance seemed proud to hear about all of the supportive activities that the ODA provides to make their practices and their lives better. I also met with two groups of volunteers as they met at the ODA offices to develop strategies to provide for the continued growth and strength of our association. How encouraging to witness these committed members volunteering their time and talents to the promotion of ethically driven dentists in Ohio.

March marks our ODA Leadership Institute on the 17th and 18th. If you read this before those dates, you can still attend. This member-only event has become a model that other states are using as they try to establish similar events. Call the ODA or visit oda.org/events for details! Special thanks to Superior Dental Care for helping to financially support this outstanding event. If you missed it this year, make a concerted effort to come next year. It is a member benefit at no additional expense to you, and provides several hours of CE and covers topics that will help you be a better dentist, leader, parent and community member.

It is all hands on deck for April 26th when we will host the ODA Day at the Statehouse. During this event we will gather together with member dentists from across the state to meet with our legislators to explain to them how the decisions they make affect our practices, our patients, our small businesses and the oral health of Ohioans. Our legislative team will provide us with updates and share successful tactics to help our message be heard by the people elected to serve their constituents. Please join us, and the dental students who attend, so that every legislator can be visited and hear our message.

February was a fantastic month for me, as your president, and was marked by many successful ODA activities. Our membership renewal is proceeding on track. None of this can take place without you. If you haven't yet renewed ... NOW is the time! For everything you do for your patients, your staff members, your communities, and your families I can only say ...

Thank you, doctor!

Dr. Laing may be reached at klaing7240@aol.com.

ODAF scholarship, grant applications open

Applications for the ODA Foundation's 2017 scholarships and grants are now open. 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. The ODA Foundation also offers Access to Dental Care Grants for Ohio-based oral health-related programs that reach out to the underserved. Applicants must be 501(c)3 organizations in Ohio. The application process is a two step process with a letter of inquiry due by May 24, 2017 and the grant proposal due by June 14, 2017.

Scholarship and grant applications packets can be downloaded at oda.org/community-involvement/oda-foundation/odaf-grants-and-scholarships/.



Like the ODA Annual Session Facebook page!

STUDENTS, from page 7

patient receives a periodic exam along with the necessary radiographs for proper diagnosis. The treatments range from simple prophylaxis and fluoride applications to extractions and fillings. Altogether the treatments provide a unique opportunity to provide access to care to children that would otherwise not receive the care.

Beyond the care provided, the impact left on the students providing the care is just as unique. Through GKAS I have come to appreciate pediatric dentistry as an authentic test for myself as a provider. I personally love treating children and when asked why, I always profess that children offer a unique ability to challenge your communication skills, your intuition for emotional involvement as well as your clinical skill in the small space with the speed and accuracy necessary for the pediatric patient. Children can also sense your true intentions and will feed off of the emotions you bring into the operatory. The opportunity for self-improvement during the event isn't lost on me, and this is one of the many reasons I have done my best to make all of the bi-annual events at the college. I can confidently say that my bedside manner has improved as a result of participating in these wonderful events.

These skills gained through my involvement in the GKAS program have been applied in another outreach program mandatory for all fourth-year dental students called the OHIO Project. This fourth-year dental student experience is a required component of the DDS curriculum and sends students to underserved areas of the state to provide care to residents with limited access. It offers a unique experience to interact with a patient population I might not have experienced otherwise as well as a "real world" dentistry experience with assistants and a situation that is more closely associated to private practice.

This past week I was presented with a unique opportunity with one of my classmates and best friends, Mack Hoban, while on OHIO Project in Lima, Ohio. Lima Community Dental decided to undertake a GKAS event during our rotation. Mack and I were very excited, as we had both completed our last event at the college just earlier in the month. Not having done the event before, the team at Lima Community Dental had some logistical questions about the flow of the appointments to maximize the treatments rendered, and Mack and I were able to use some of the systems we employ at the school to do some good dentistry that day for some children in need. The combination of OHIO Project and GKAS was the perfect capstone to my service endeavor within dental school and was a true success.

My service involvement with both the OHIO Project and Give Kids a Smile has helped fulfill my desire to volunteer and not lose sight of the reason I chose to pursue a dental career, to help those in need.

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ADA President-Elect Dr. Joseph Crowley discusses advocacy during visit to The Ohio State University College of Dentistry

Story submitted by The Ohio State University College of Dentistry

American Dental Association President-Elect Dr. Joseph Crowley recently visited his alma mater, The Ohio State University College of Dentistry, to address students, faculty and staff on the heels of his Oct. 24, 2016, election. Crowley is the first ADA president-elect in 18 years to hail from The Ohio State University College of Dentistry.

Addressing a large audience that packed a lecture hall at the college, Crowley stressed the importance of advocacy and encouraged students to become involved in organized dentistry as they begin their careers. "I need you to stay engaged at any level," Crowley said. "We are the message and, when we are all united, the message is strong."

Crowley also discussed his plans for his upcoming tenure, highlighting his goals of expanding delivery of care and focusing on research.

"If, at the end of my term, we can help educate the U.S. that dentistry is based in science and evidence, I'll be really happy," Crowley said.



Photo Submitted by The Ohio State University College of Dentistry
ADA President-Elect Dr. Joseph Crowley speaks to dental students, faculty and staff at The Ohio State University College of Dentistry.

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ADVOCACY, from page 3

the challenges facing small businesses. It is important for them to know how their decisions can impact patients and the profession. Consequently, dentists should stay informed on current legislative issues and consider attending legislative events like local dental society Capital Club meetings and the ODA Day at the Statehouse, which is scheduled to take place on April 26 in Columbus. Register for Day at the

Statehouse at www.oda.org/events.

In these tumultuous times dentists can't afford to sit on the sidelines and hope that things work out for the best. Being proactive as a grassroots advocate and supporter of ODPAC is the best way a dentist can ensure that the changes on the horizon don't impact their patients, practices and way of life in a negative way.

For more information on ODPAC, contact the ODA Department of Government Affairs at (800) 282-1526 or visit oda.org.

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ODA launches new monthly podcast

By ODA Staff

The ODA has launched a new monthly podcast series called ODcAst: The Ohio Dental Podcast. This monthly podcast is intended to be 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 first ODcAst will be posted on the ODA's website www.oda.org later this month and will feature ODA Executive Director David Owsiany, ODA Director of Dental Services Chris Moore, ODA Director of Legal and Legislative Services Nathan DeLong, and Public Service and ODA Foundation Manager Kristy Kowalski. Topics covered in the inaugural ODcAst will include valuable information on issues that every Ohio dentist should know about including: (1) recent changes to Ohio's laws that will require certain dentists to secure a terminal distributor of dangerous drugs license from the Ohio Board of Pharmacy, (2) recent changes to dental specialty advertising guidelines, (3) updates on the implementation of Section 1557 of the Affordable Care Act, including rules requiring dentists to post notices and taglines to protect individuals from discrimination in health care on the basis of race, color, national origin, age, disability, and sex, (4) a discussion of the choices dentists face related to opting in or out of Medicare, (5) a review of recent Give Kids a Smile events in Ohio, and (6) a preview of upcoming ODA events, including the Leadership Institute on March 17-18 and Day at the Statehouse on April 26.

ODA's managing editor Jackie Best is the host of the monthly ODcAst. Feel free to send Jackie an email at Jackie@oda.org to suggest topics you would like to hear discussed on a future ODcAst.



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Dental OPTIONS
(888) 765-6789

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

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

Ohio Department of Health
(614) 466-3543

Ohio State Dental Board
(614) 466-2580

Medicaid
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The Explorer

Matthew J. Messina, DDS
Executive Editor

A Good Career

I was talking with a patient recently about movies we loved and he recommended one that I had never before heard of. His favorite was "A Good Year." This 2006 film by director Ridley Scott stars Russell Crowe as London-based bond trader Max Skinner. He has built a career as a ruthless stock market speculator and has amassed all the trappings of success.

The death of his uncle presents Max with the inheritance of a run-down villa and neglected vineyard in Provence, France. An extended visit to the villa with the intent to sell the property gives Max the time to reflect on what's really impor-

tant in life. There is value to relationships with people and making something with your hands and hard work. Without spoiling the ending for you, Max is forced to define success and decide how he wants to live his life.

It is a fantastic movie, with a relaxed pace and a warm heart, full of clever dialogue and quirky characters. The picturesque landscape of Provence steals the show, moving it much higher on my travel wish list! I was left with a smile on my face and lots to think about.

I had been reflecting on the meaning of success anyway, since I'm approaching the 30 year anniversary of my graduation from dental school this June. Columnist Liz Ryan posted on Forbes magazine Leadership in February 2017 an article titled "Five Signs You're Successful – Whether you Know It or Not."

Her five signs are that you are successful if:

1. you call the shots in your career
2. you know what you bring to employers and/or clients that helps them become successful themselves
3. you speak up when appropriate
4. you give yourself permission to

dream as big as you want

5. you have people around whom you love and who love you back

I have to say that I agree with her. (That's why I included her piece in my column!) For me, success boils down to autonomy and impact.

Autonomy is the ability to determine your own future. The practice of dentistry is one of the last bastions of personal freedom. While I admit that there are more outside interferences and pressures than ever before, for the most part, we can decide each day what we are going to do for our patients and in leading our staff.

We can dream as big as we want and then craft a practice style to work toward that goal. We also get to say when we have had enough. We can set the course and determine how fast we want to go to get there.

Impact is a core value in dentistry. We go to work each day surrounded by people we love and to care for people who love and respect us. We make a difference in the daily lives of patients, staff members, and people in the community. We are among the most respected professionals in the country and our special-

ized area of knowledge assists people in achieving health, comfort, and beauty. There are days when we can wonder about our efforts, but almost every day, we see a smile that makes it all worthwhile.

Dentistry offers us the chance to make a career and a life, and to tailor each to our needs. Like fine wine, our career matures with age. The richness deepens with our experience. We need to savor it and allow our dreams to bloom. Success means many different things to people, and our definition can change over time. What we seek when we are young may not be what drives us later, but the values remain the same.

Russell Crowe discovers the value of life with people you love and who love you. We have the blessing of not having to change careers to achieve that. Dentistry gives us a head start at success and the people who are drawn into the profession have the perspective to make the most of the opportunity. As inviting as it seems to run a vineyard in Provence, I'll take our profession in dentistry. It is, indeed, a good career.

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



The Happy Dentist

Najia Usman, DDS
Guest Columnist

Girls – they rule the world

The view of an independent woman has certainly changed over the years. On the shoulders of women who fought for the right to vote, we have certainly made great strides. In the '60s women were proud to "bring home the bacon and fry it up in a pan." Their interpretation of freedom was the ability to be able to earn a living but still be feminine and domesticated. Today's anthems are very different. One of my favorite quotes by Facebook VP Sheryl Sandberg pointed to the hope that "one day there will not be women leaders ... just leaders." This highlights the idea of equality and the limitless opportunities that our daughters have today, in all aspects of life. Women from all over the world, in all disciplines, of all ages have come together to advance our sisterhood and to break the "glass ceiling." This "audacity of hope" (I don't know who said this, wink ... wink) has advanced women to a position, that it seems odd to still use the term "minority."

Even in the 25 years since I started dental school, have I seen such changes. I can find role models everywhere from female chairs of post-graduate specialty dental programs like Christine Sedgely Department of Endodontology and Pamela Hughes Department of Oral and Maxillofacial Surgery at Oregon Health and Science University. I am inspired by

female deans of dental schools: Marsha Pyle from University of Missouri-Kansas City, and Cecile A. Feldman Rutgers School of Dental Medicine. Women are occupying important positions in organized dentistry, sitting on and chairing councils and committees both at state and national levels. A source of pride for Ohio is our very own Billie Sue Kyger who holds the position of seventh district trustee. In fact the incoming ODA Executive Committee in 2017 will have women in the positions of speaker of the house, vice president and secretary. The tides are definitively changing and this trend certainly echoes what we saw for the first time in Case Western Reserve University School of Dental Medicine's history: a graduation class of more than 50 percent women. No longer are women having to suppress parts of their lives to sneak under the radar in a male profession. We are studying, doing research, having children and building thriving practices all at the same time. This is because we are mentoring and guiding the women behind us to excel further and broader.

This was very evident at the last ODA

Annual Session meeting in September 2016 when I attended my first Women in Dentistry luncheon. Billie Sue Kyger, our new seventh district trustee from the ODA, led a wonderful discussion among 50 women with our outgoing ADA President Carol Summerhays. In one hour, we all shared mutual stories of the balancing act, mentors and wonderful supportive people behind our successes. One particularly touching perspective was given by a respected friend and colleague Dale Anne Featheringham. Dale Anne, an orthodontist, challenged the conventional hierarchical structure of running a practice with a domineering boss persona. She spoke very candidly about how the women in her office were not just staff but her friends. They were people she respected and offered her support and that yielded a wonderful environment for everyone, especially patients. This resonated with me as I also feel very strongly that as women, we have a responsibility to not only mentor dentists but women in general. I never miss an opportunity to take the time to help another woman advance themselves. If I can inspire a

young girl who is an assistant to go back to school and become a dentist one day ... that is purpose. If I can be sensitive to a young mother who wants to attend her child's school event ... that is purpose. If I can support a staff person through a domestic challenge ... that is purpose. When we as women make a pact to bring each other up all the time, we elevate ourselves as a whole.

So I know this column seemed very geared toward women, but it's not. At the end of the day we would not be where we are today if not for the fathers, husbands and other significant male role models who believed in the women's movement. Remember a feminist by definition is anyone who believes in the equality of women regardless of being a woman or a man.

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



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Correction

The Cincinnati Dental Society phone number was incorrectly listed in the CE course listing in the January "ODA Today." The correct phone number is (513) 984-3443.

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