

ODA Today

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

QuickBites

Renew your Ohio Dental Association membership!

ODA membership dues were due Jan. 1 for the 2019 membership year. If you have not already paid your dues, you are considered past due.

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

Renew your membership to continue receiving access to all the Ohio Dental Association has to offer. The ODA is here for you - we've got you covered!

If you are a retired life member or have already paid your dues, you do not need to take any action.

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Attend the ODA Leadership Institute March 15-16

By ODA Staff

The 2019 ODA Leadership Institute – Aim High, Soar High – will be held on March 15-16 at the Hilton Columbus at Easton Hotel. The event will feature keynote presentations, roundtable discussions, breakout sessions and opportunities for camaraderie and fellowship.

"The ODA Leadership Institute is a great member benefit," said ODA President Dr. Michael Halasz. "Not only can you get several hours of free CE that will give you 'nuggets' you can implement in your offices, you get to hear from fantastic keynote speakers. Attendees can pick and choose their own break-out sessions allowing them to customize the event. This year is no different as we will hear from ADA and ODA leaders. In addition, on Saturday there will be a MATCH event to connect dentists looking to buy or sell practices. I highly recommend this great event."

Leadership Institute is the ODA's award-winning program developed to help all ODA members become more successful and effective leaders. Attendees consistently rank the event as one of the top leadership development workshops. This event is free for ODA members, dental students and

See LEADERSHIP, page 7



ODA Staff
Dr. Joe Crowley will give a presentation at the 2019 ODA Leadership Institute about his time serving as ADA president. Leadership Institute is March 15 and 16 in Columbus. Register now at oda.org/events.

REGISTER NOW FOR LEADERSHIP INSTITUTE!

ODA Leadership Institute is free for ODA members and dental students. Register online at www.oda.org/events or call 800-282-1526. Or mail in the paper registration form that was mailed to ODA members along with a brochure in January. Registration is limited, so please register early.

Dentists to provide care to kids in need at 2019 Give Kids A Smile events

By ODA Staff

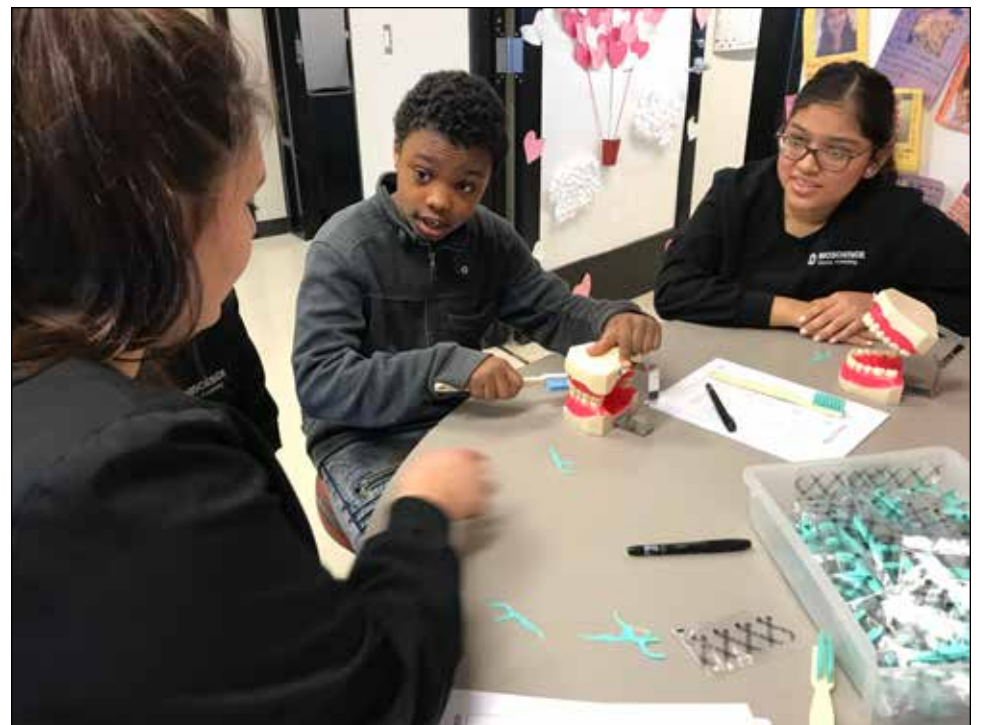
The 2019 Give Kids A Smile Ohio kickoff event will take place at Butler Tech Bioscience Center in West Chester on Give Kids A Smile Day, which is Feb. 1.

At the event, volunteer dentists from the Keely Dental Society will partner with dental assisting students to provide free dental care, including exams, cleanings, X-rays, fluoride treatments and sealants. Care and oral health education will be provided to up to 100 children in need from the Rosa Parks Elementary School in Middletown.

Legislators from the Butler County area will be invited to attend the kickoff and receive a tour of the event and speak to children and volunteer dentists.

"The event is one of many ways that the ODA and its members pay it forward," said ODA President Dr. Michael Halasz. "Not only does it show that Ohio dentists care about needy kids, it gives these kids access to quality dental treatment that they desperately need."

Through the Give Kids A Smile program, created by the American Dental Association, dentists and dental professionals across the state and nation volunteer their time throughout the year to provide screenings, treatments and oral health education to children.



Submitted photo
The 2019 Give Kids A Smile Ohio kickoff event will take place at Butler Tech Bioscience Center in West Chester on Gives Kids A Smile Day, which is Feb. 1.

In 2019, more than 2,330 dentists and volunteers plan to hold 158 Give Kids A Smile events across Ohio and donate \$1.4 million in dental care to 38,200 children.

Since GKAS began 16 years ago, more

than \$14.5 million in donated care and education has been provided to more than 272,000 children in Ohio. During that time,

See GKAS, page 12



Ohio Dental Association
1370 Dublin Road, Columbus, OH 43215-1098
www.oda.org

ODA Leadership Institute

An Ohio Dental Association Member Benefit

March 15-16, 2019

AIM HIGH. SOAR HIGH.

Register now at oda.org/events



The Director's Chair

David J. Owsiany, JD
ODA Executive Director

The ODA will host its annual Leadership Institute on Friday, March 15, 2019 and Saturday, March 16, 2019 at the Hilton Columbus at Easton Hotel in Columbus. This event is open to all ODA members and is a great way to recharge your batteries. This year's programming is especially enticing with valuable information on dental practice issues, regulatory compliance and leadership development.

The first day of this innovative two-day event starts with an opening keynote session at 11 a.m. on Friday, March 15, by Mike Graham, who is the ADA's vice president for government and public affairs. Mike has worked with the ADA for more than 20 years and has been involved in government affairs for more than 30 years at the state and federal levels. He has an insider's view of Washington, D.C., and politics. I am sure attendees will enjoy his discussion of the current political turmoil in Washington and what that may mean for dentistry.

Following lunch, attendees will have the opportunity to attend two of the following informative one-hour breakout sessions:

- "The Power of Advocacy: Delivering a Positive Message for Dentistry" – The profession of dentistry and oral health seem to be in the spotlight today more than ever. Mike Graham; Dr. Matt Messina, who is an ADA me-

Leadership Institute is valuable to all Ohio dentists

dia spokesperson and member of the ADA's Council on Government Affairs; ODA's contract lobbyist, Adam Hewit; and ODA's Director of Legal and Legislative Services Eric Richmond, will participate in a panel discussion on the latest issues impacting oral health care and delivering a positive message for dentistry in any setting.

- "The Oral Health Implications of E-Cigarettes" – As we all know, E-cigarettes have rapidly increased in popularity over the past few years, especially among young adults. They are also being marketed as smoking cessation tools. However, these are products that vaporize nicotine, glycol and glycerol along with several flavoring agents to create products that are potentially harmful to human health. Dr. Purnima Kumar, who is a professor in the Division of Periodontology at The Ohio State University College of Dentistry, will discuss the current scientific information regarding these devices and liquids and how they impact oral health.

- "Update on Dental Insurance Issues in Ohio" – ODA's Director of Dental Services Chris Moore has more than 30 years of experience working on dental insurance and third-party payer issues for the ODA. He will share his insights on dental benefits, including tips for ensuring that you get paid for the services you provide in a timely manner and other strategies for lessening the administrative burden related to dental insurance claims.

REGISTER NOW!

Registration is free for ODA members and dental students. Register online at www.oda.org/events or call 800-282-1526. Or mail in the paper registration form that was mailed to ODA members along with a brochure in January. Registration is limited, so please register early.

As many readers of this column know, Dr. Joe Crowley recently concluded his term as president of the American Dental Association. Dr. Crowley was the first ADA president from Ohio since Dr. Frank Casto served in that role in 1935. Following the breakout sessions, Crowley will discuss his term as ADA president in a forum moderated by the current Seventh District ADA Trustee Dr. Billie Sue Kyger. They will discuss the current issues affecting dentistry at the national level. Friday's Leadership Institute activities will then close with a reception honoring Dr. Crowley's service as ADA president.

Following breakfast on Saturday morning, valuable and informative programming will continue with a keynote presentation from Martin Saperstein, Ph.D., who is the founding president of Saperstein Associates, one of Ohio's leading survey research firms. Saperstein will discuss the results of two recent surveys: the ODA membership survey and a survey of the public in Ohio related to dental specialties.

See VALUABLE, page 6



President's Message

Michael Halasz, DDS
ODA President

Membership in organized dentistry is priceless

Happy New Year and welcome to what many call "the post-holiday letdown." What?!? This is a great time of year. We have a new college football champ, and NFL football playoffs. NHL hockey and college hoops are in full swing. I love this time of year. Plus, you all can look forward to not living up to your New Year's resolutions. Not me. About 15 years ago, I resolved to not make silly, unattainable promises to myself. Nailed that one! But I digress.

Hopefully you have paid your tripartite dues by this point. If not, you need to do so. To make it simple, you can pay online at ODA.org. As you all know, our membership numbers have been slowly declining over the past several years. I cannot express enough how important it is to maintain a high membership percentage. There are a number of reasons why this is important. Not the least of which is the fact that your dues are one of the largest sources of income that the ODA has. Your dues are vital to the everyday operations

of the ODA. But I'm sure that most of you already knew that.

I'm sure you also know that advocacy is always mentioned as a very important service that the ODA provides. In fact, our advocacy efforts annually save dentists nearly \$3,000. I often hear from non-members that they benefit from our advocacy efforts without joining the tripartite. While that is true, our advocacy relies on the fact that we have strong membership numbers. It's hard to argue against an organization that represents nearly 70 percent of the dentists across the state. If our membership numbers fall to AMA levels, we have lost our powerful voice. That affects ALL dentists, not just the members.

So what can you do to make sure that the tripartite is strong and increases membership numbers? One of the easiest things is to talk to your colleagues that have not renewed their membership and invite them to renew. Take them to lunch. Take them out for beverages after work. Take them to a local general membership meeting. (Many of the local components will offer a free meal/meeting to a prospective member.) Talk to them and remind them what the value of membership is. Tell them about advocacy. Tell them about discounted CE. Tell them about product discounts through ODASC such as credit card processing, discounts on gloves and peroxide gel, and discounts on health insurance. Those items alone will cover the cost of membership. In fact, I had one member dentist tell me that the money he saved just from credit card processing paid for his membership.

The majority of dentists know about the member benefits that I mentioned above. You might still hear, "Yeah, I know that the ODA does that. I'm still not interested. I can get that stuff elsewhere." Perhaps. But here are several benefits, of which most dentists are unaware ...

Let's start with the student loan consolidation/refinancing program through Laurel Road. This can save a member tens of thousands of dollars. That savings more than pays the dues to belong to the tripartite for several years.

If you're a new dentist looking to buy a practice or a seasoned veteran looking to slow down or sell, the ODA has a free match event, for members only, to assist those looking for employment or interested in purchasing a practice and those looking to hire or sell. The feedback has been very positive.

Did you know that Cyacom offers a deep discount on language translation services to keep you compliant? Bet you didn't know you might be subject to laws that require you to be compliant with translation services.

Speaking of compliance, the ODA is always tracking regulatory compliance changes. Member dentists are informed as soon as possible of such changes. In addition, you can get all the necessary labor posters mailed to you for \$6, plus tax (to cover printing and shipping) from the ODA, or you can download them for free from oda.org. I've seen them anywhere from \$25-\$30 plus tax and shipping. Plus, you can call the ODA anytime with compliance questions and get the answers for free. Try getting free information from a labor attorney. On the subject of free advice, the ODA is there to answer your general legal questions, FOR FREE! Attorneys typically charge \$200 per hour. Do the math.

Before you sign that insurance contract or that contract with the PPO, the ODA is there to analyze contracts for you. They will let you know of potential pitfalls hidden in the fine print. I have used this service myself to look at an insurance contract. I am glad I did. Had I signed

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ODA Today

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Does your practice have a records retention policy?

Due to the growing volume of information that is being transferred and stored away each day, businesses are beginning to realize the importance of adopting a records retention policy. The purpose of adopting such a policy is to establish an official procedure for managing records. A well-crafted records retention policy specifies a detailed method for evaluating the length of time each record (tangible and electronic) is required to be retained and the proper method of destruction. Like any other business, it is critically important for a dental practice to adopt a formal records retention policy. Failure to do so can expose the practice to significant risks and liabilities.

Retention period

A. Patient records

Dental practices are required by law to maintain adequate patient records. Although Ohio doesn't have a specific statute which requires dental records to be retained for any minimum period of time, there are a number of Ohio and federal statutes which must be considered when determining how long to retain medical records. For example, Ohio Revised Code § 2913.40(D) mandates that a health care provider retain all records dealing with the treatment of a Medicaid patient for a period of at least six years. Provisions of the Health Information Portability and Accountability Act of 1996 ("HIPAA") also require covered entities (most health care providers) to retain the patient's signed HIPAA notice of privacy practices for at least six years. As a condition of participation in the Federal Medicare Program, however, a provider agrees to retain all records dealing with the treatment of a Medicare patient for a period of at least seven years.

In addition to considering the various statutory retention requirements, participating provider agreements generally specify the time following the last patient visit that records must be maintained. Your office's professional liability insurance company will also likely have recommendations about retention. Lastly, it is best practice to maintain all medical records for at least a length of time equal to the statute of limitations associated with the treatment which was provided. Pursuant to Ohio Revised Code § 2305.113, an action upon a dental claim must be commenced within one year after the cause of action "accrues." There are limited exceptions to this general one-year statute, however, including a two-year statute of limitations for wrongful death cases and the tolling of the statute until the age of majority for treatment involving a minor child. Moreover, Ohio law provides a four-year statute of repose for certain dental claims. Therefore, your policy for retaining patient records must be adjusted to fit your practice in light of these considerations.

B. Business records

As a small business, a dental office also needs to retain other records, including tax and financial records, employment records, and legal documents. You can find a schedule of recommended retention periods for the most commonly retained business records by reading "Dental Record," published by the Council on Dental Practice, Division of Legal Affairs, available online at the American Dental Association website, ada.org. However, your schedule of retention periods may be different than those recommended in the sample schedule. Therefore, you should consult with your personal advisor, such as accountant, attorney or professional liability insurance company in tailoring your records retention policy to fit the needs of your practice.

Proper destruction

If your office decides to destroy records that have exceeded the proper period of retention, caution must be used in doing so. For example, you have an obligation to protect the patient's privacy and personal health and financial information. Securely destroying inactive patient records generally involves shredding. There are professional services available to do this for

See RECORDS, page 15

Breaking News: Governor Kasich sign's ODA's access to care, teledentistry legislation into law

ODA Staff

During the lame duck session of the 131st Ohio General Assembly, the contents of House Bill 184 passed through both chambers of the legislature. The ODA's advocacy team was able to get the language of HB 184 included in another bill and in front of the legislature. On Dec. 13 the bill passed the House of Representatives by a vote of 80-1. After passage in the House, the bill was moved to the Senate to concur in the amendments. Later that day the Senate concurred with the addition of the language from HB 184 by a vote of 31-0. On Dec. 19 Gov. John Kasich signed the bill into law.

This bill will:

- Update Ohio's dental laws to allow for the use of teledentistry to extend care into underserved areas of Ohio
- 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

- Enhance the ability of dental auxiliaries to provide preventive dental services in schools and other public health settings
- Promote licensure portability to enhance Ohio's attractiveness as a state in which qualified dentists establish their dental practices

ODA Executive Director David Owens said that this is the next step in addressing access to dental care in Ohio.

Check next month's issue of the ODA Today for an in-depth look at what this legislation means for dentistry in Ohio.

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New Year's resolution: Take advantage of your member benefits

By ODA Staff

As you consider making New Year's resolutions for 2019, don't forget to think about resolutions for your office. The ODA is here for you, and we have benefits that can help save you money, make sure your office is healthy, help you get involved in your community and connect with like-minded dentists. Make sure you're making the most of your membership by taking advantage of these resources.

Save money by taking advantage of ODA member discounts

The Ohio Dental Association Services Corp. researches and endorses products and services for dental offices. ODA members are often eligible for a discount when they utilize an ODASC-endorsed product.

For example, ODA members can:

- Receive 10 percent off Disability Income insurance
- Save \$275 off their first year of automated patient communications
- Receive discounts on electronic insurance claim management and processing, websites, amalgam separators, Workers' Compensation, whitening gel and more.

To learn about all ODASC-endorsed products, visit odasc.com

Dental societies: Apply for the Membership Award Program for Success

MAP for Success rewards local component dental societies for successful recruitment and retention events/projects/activities.

At the 2019 ODA Leadership Institute, the Council on Membership Services will recognize the component dental society with the most innovative recruitment and retention initiative for 2018.

For more details and to apply, visit <https://www.oda.org/member-resources/membership-recruitment-and-retention/awards>.

Numbers to know

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

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

Dentists who need to enroll as a Medicaid Provider may contact Ohio Medicaid at (800) 686-1516 and may also need to contact the Medicaid HMOs directly. For problems with Medicaid or the Medicaid HMOs, contact the ODA at (800) 282-1526.

member benefits BUZZ

ODA members can also refinance their student loans through Laurel Road, the ADA-endorsed student loan refinancing lender and receive an additional 0.25 percent rate reduction for being a member. For more information, visit ada.org/en/member-center/member-benefits/ada-and-drp-student-loan-consolidation.

Make sure your office is healthy

- Employment posters are updated each year, and ODA members can make sure they're up to date by downloading free posters at oda.org/member-resources/employment-posters/.
- The CDT 2019 took effect on Jan. 1 and includes 15 new codes, five revised codes and four deleted codes. The CDT 2019 manual can be purchased at ADAcatalog.org.
- Visit the ODA's resource library at

Renew your membership!

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

oda.org/resource-library and click on Regulatory Compliance (under Practice Resources) to find checklists and information on HIPAA, OSHA, amalgam separators, infectious waste disposal rules and more to make sure your office compliance is up to date.

Meet new people through organized dentistry

The ODA and local dental societies host social events and meetings throughout the year where dentists can meet col-

leagues from around the state and in their local community.

Recent ODA networking events have included:

- New Dentist Zoo Day
- Life After Residency
- ODA Annual Session
- ODA Leadership Institute

Visit oda.org/events for details on upcoming events, or contact your local dental society about attending a meeting.

Get involved in your community and help people in need

The Ohio Dental Association can help you plan a Give Kids A Smile event to help kids in need. GKAS activities include free dental care and/or free oral health education for children. Register these activities at gkas.ada.org/sign-up to receive:

- Product support.
- Volunteer CE for dentists and hygienists providing free dental care.
- Promotional materials.

Learn more about GKAS by visiting oda.org and clicking on Give Kids A Smile under the Community Involvement tab.



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BridgeWay Practice Transitions assists dentists in the planning and execution of all types of practice transitions. From a recent dental grad planning a first acquisition, to the established dentist ready for retirement, we are there every step of the way, providing the best customer experience in the industry.

Practices for Sale

NE Cleveland Suburb: 4 operatories with room to expand. Grossing \$400,000. Mix of FFS, PPO and Medicaid. Over 2500 active patients and 80 new patients monthly.

SE Columbus: Grossing \$438K on 3 days a week. 1600 active patients. Cerec included. Mix FFS, PPO, some Medicaid.

Cleveland: Partnership opportunity. Grossing \$1.7M. FFS/PPO patients. Over 3800 active patients.

Clermont County: Grossing \$525K. 3 ops with room to expand. Paperless and digital. Mix of FFS/PPO/Medicaid patients.

NW Dayton: Collecting \$450K on only 2.5 days a week. Predominantly PPO

with some FFS and no Medicaid or Managed Care. Over 2200 active patients. Real estate for sale.

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

Cincinnati: Collecting \$430K on 3 days a week. 40 new patients/month. 5 ops - room to expand. Real estate available.

Medina County: Grossing \$150K per year on 2 days/week. 100% FFS. No lease, great merger opportunity.

NW Dayton: Grossing \$330K per year on 2 days/week. 1300 active patients, 30 new patients/month.



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Don't forget to renew tripartite membership

Ohio Dental Association membership dues must be paid by April 30 for the 2019 membership year in order to continue receiving exclusive member benefits.

Any member who did not pay their dues by Jan. 1, 2019, 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 April.

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.

The ODA is offering an installment payment program, where dentists can pay their 2019 membership dues over the course of several months. Payments will be divided into monthly installments concluding in April 2019. To utilize this payment option, dentists need to complete an in-year dues installment payment program form, which is included with dues statement mailings.

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 membership dues.

Download the ODA member logo!

Showcase your membership in the Ohio Dental Association by downloading the 2019 ODA member logo for use on your website or electronic communications. For more information and to download the logo, visit oda.org/account/logo.

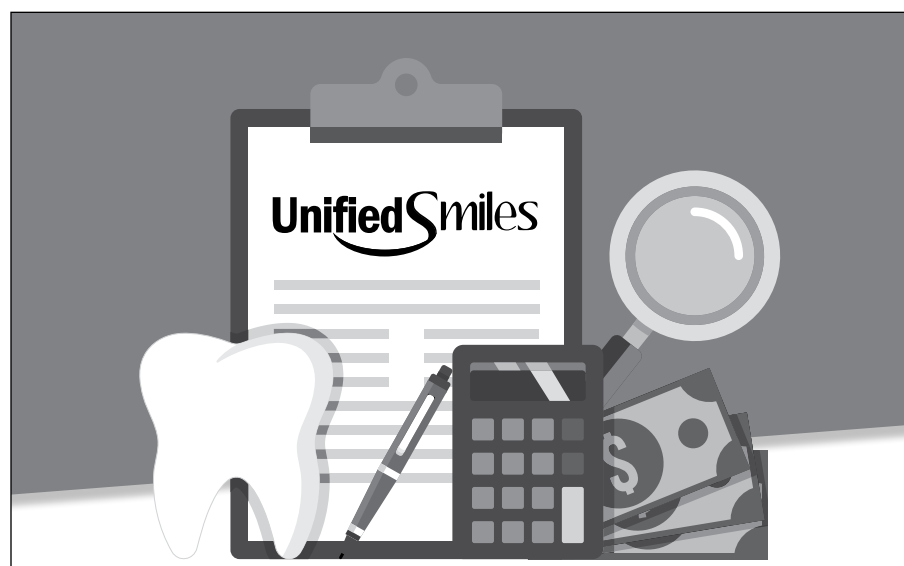
Download and print employment posters online

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/. These posters are only available to ODA members.

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ODA Meeting & Event Calendar

Jan.

- 1 ODA office closed for holiday
- 7 Subcouncil on New Dentists (call)
- 11 Subcouncil on Dentists Concerned for Dentists
- 11 Council on Access to Care and Public Service (call)
- 17-18 Executive Committee
- 22-23 Council on Dental Care Programs and Dental Practice

Feb.

- 1 Give Kids A Smile Day
- 8 Council on Membership Services
- 8 Leadership Development Committee
- 13 Dental Education and Licensure Committee

Are you receiving all of our updates from the ODA Facebook page?

The Ohio Dental Association Facebook page provides the most up-to-date information about advocacy, regulatory compliance issues, membership benefits, ODA events, deadline reminders and more.

Once you've liked the ODA Facebook page, you can take a few extra steps to make sure you're receiving ALL of our updates, which we post several times each week.

On the Facebook app on your phone or tablet:

- Visit our Facebook page at www.facebook.com/ohiodentalassoc
- Like our page if you haven't already done so
- Tap the three dots next to the "Message" button just below our name
- Tap "Following"
- Choose the option that says "See First" so new ODA updates will be at the top of your newsfeed
- If you would like to get notifications when we post, tap the button next to "Get Notifications"

On a browser on your computer:

- Visit our Facebook page at www.facebook.com/ohiodentalassoc
- Like our page if you haven't already done so
- Click on the "Following" button just beneath our header photo
- Under "In Your Newsfeed" click "See First" so new ODA updates will be at the top of your newsfeed
- If you would like to get notifications when we post, under "Notifications" click "On (Highlight Posts)"

5 reasons dentists need to protect their income

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Protecting the income you've worked so hard to earn is a smart move. It took years of training, education and commitment to get where you are.

1. **You rely on your income.** It makes paying for your house, car and other important assets possible.
2. **It provides a constant income stream.** It pays you monthly benefits if you can no longer work in your occupation when a disabling injury or illness occurs.
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4. **Your policy is yours.** Even if you change jobs or employers, your policy goes with you wherever you go.
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(800) 282-1526 | di@oda.org | www.odasc.com

ADA's Graham to kick off ODA Leadership Institute with an insider's view from Washington

By ODA Staff

To kick off the 2019 ODA Leadership Institute, Mike Graham, the American Dental Association's vice president for government and public affairs, will provide an update on current events in Washington, D.C., including the latest on legislation and regulations impacting health care and dentistry. His presentation will begin at 11 a.m. on Friday, March 15 at the Hilton at Easton in Columbus.

"The recent election results have shaken up an already volatile political environment in our nation's Capitol, and the ADA has never been more active in our advocacy on behalf of the dental profession and oral health. So, I am excited to come to Columbus and share with the members the latest information on politics and the current environment in Washington," Graham said.

Following his keynote address, Graham will participate in a panel discussion breakout session with Dr. Matt Messina, who serves on the ADA Council on Government Affairs, and members of the ODA's government affairs team, discussing the power of advocacy and how den-



Mike Graham, ADA

tists can effectively deliver a positive message for dentistry and oral health to elected officials at the state and federal levels.

Graham has over 38 years of government affairs experience in federal and state legislative arenas, including over 20 years representing dentistry in the ADA's Washington office. He has a Master's Degree in Public Policy from the University of Maryland Baltimore County and a B.A. from the Catholic University of America in Washington, D.C. Graham retired as a Commander in the United States Navy, following his service in Iraq.

ODA Executive Director David Owsiany said "I have worked with Mike for more than 20 years. He knows the political scene in Washington and will have great insights into what we should expect politically over the next two years."

VALUABLE, from page 2

Saperstein has conducted ODA member surveys at various intervals over the last 30 years. Last fall, we commissioned Saperstein to conduct another far-ranging survey to gain insights into various aspects of the current state of dentistry in Ohio, including practice-related information (e.g., trends in dental insurance acceptance, overhead costs, DSO affiliation, use of technology, etc.) and gauging our members' attitudes toward organized dentistry and our various publications and programs. Saperstein will present the results of the membership survey at the Leadership Institute.

Saperstein also recently conducted a survey of the public in Ohio to gather information related to the public's understanding of specialties in dentistry and the effect that specialty advertising has on the public's decisions related to seeking care, including the choice of provider. This information is of obvious interest to both general dentists and specialists as they can learn more about their patients' understanding of dental specialties. This information is also valuable as the ADA and state regulatory boards, including the Ohio State Dental Board, examine specialty recognition and advertising issues.

Saperstein will also discuss the current state of survey research generally, especially in light of the perceived poor performance of political polling prior to recent state and national elections.

As part of Saturday's programming, the ODA Executive Committee will hold a town hall session, discussing the ODA's priorities for the year and the implications of the recent member survey results for future programs. The ODA's officers will also be available to answer your questions and hear your input.

Finally, Saturday's Leadership Institute programming will conclude with a presentation from leadership development guru Robert Stevenson. With over 30 years of extensive corporate and entrepreneurial experience, Robert Stevenson understands what it takes to succeed. He teaches professionals how to deal with risk, competition, and the ever-changing business environment. Stevenson is the

author of the best-selling book, "How to Soar Like an Eagle in a World Full of Turkeys; A Practical Guide to Personal and Professional Achievement." His latest book, "Raise Your Line" has just been released. Stevenson has shared his leadership strategies across the globe to many diverse entities, including Harley Davidson, Hilton Hotels, Allstate Insurance, and the American Dental Association. I've participated in programs with Stevenson at the ADA. He is an insightful and engaging speaker. I am sure you will enjoy him and learn some valuable insights on leadership.

Immediately following the conclusion of the Leadership Institute at noon on Saturday, March 16, the ODA Subcouncil on New Dentists invites dentists, dental residents and dental students who are looking to sell a practice, buy a practice, hire an associate or become an associate

ODA LEADERSHIP INSTITUTE AGENDA

Friday, March 15, 2019

- 10:00 a.m. - 11:00 a.m. **Registration**
 11:00 a.m. **Welcome**, Dr. Michael Halasz, ODA President
 11:00 a.m. - 12:00 p.m. **An Insider's Look at the Political Climate in Washington**, Mike Graham, ADA
- 12:00 p.m. - 1:00 p.m. **Lunch**
 1:00 p.m. - 2:00 p.m. **Breakout Session Round 1**
 2:15 p.m. - 3:15 p.m. **Breakout Session Round 2**
 Breakout Session Round 1 and 2 Topics:
- The Power of Advocacy: Delivering a Positive Message for Dentistry
 - Update on Dental Insurance Issues in Ohio
 - E-Cigarettes and Oral Health
- 3:30 p.m. - 3:45 p.m. **Presentation of ODA's Component Dental Society Membership Awards**
 3:45 p.m. - 4:45 p.m. **Reflections on Leadership: A Conversation with Dr. Joe Crowley**, Moderated by ADA 7th District Trustee Dr. Billie Sue Kyger
 4:45 p.m. - 6:00 p.m. **Reception Honoring Dr. Joe Crowley**, hosted by Superior Dental Care

Saturday, March 16, 2019

- 7:30 a.m. - 8:30 a.m. **Registration and Breakfast Buffet**
 8:30 a.m. **Welcome**, Dr. Michael Halasz, ODA President
 8:30 a.m. - 9:30 a.m. **Survey Research & the State of Dentistry in Ohio**, Martin Saperstein, Ph.D.
 9:30 a.m. - 10:30 a.m. **ODA Town Hall**, ODA Executive Committee
 10:30 a.m. - 11:30 a.m. **The Leadership Formula**, Robert Stevenson
 11:30 a.m. **Closing Remarks and Adjournment**
- 11:30 a.m. - 1:30 p.m. **MATCH Event**, hosted after the formal programming by the ODA Subcouncil on New Dentists

CONTINUING EDUCATION

Attendees of the 2019 ODA Leadership Institute have the opportunity to earn up to 5 CE credits. Complete CE information can be found on www.oda.org/events.

ACCOMMODATIONS

The ODA has secured a block of rooms at the Hilton Columbus at Easton. To reserve a room, call (614) 414-5000 and reference the group code ODA. **Reserve a room at the Hilton Columbus at Easton by Feb. 19** to receive a discount.

REGISTER NOW

Registration is free for ODA members and dental students. [Register online at www.oda.org/events](http://www.oda.org/events) or call 800-282-1526. Or mail in the paper registration form that was mailed to ODA members along with a brochure in January. Registration is limited, so please register early.

to attend a free job MATCH event. These MATCH events have proven very valuable for those who are looking for a transition in their professional lives.

As you can see, the 2019 ODA Leadership Institute is full of great information, speakers and social events. And best of all, the entire event is free of charge for ODA members. Please join us in Columbus on March 15-16. You won't be disappointed.

Change of address?

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

Via email: membership@oda.org
 By phone: (800) 282-1526



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The world's most underrated secret to success

By Robert Stevenson
Leadership Speaker

If I told you I knew the world's most underrated secret to success, would I have your attention? If I told you that you didn't have to be brilliant or talented to make it work for you, would that interest you even more? But, if I told you ANYONE could do it, would that take away from how valuable the information is? Would you be thinking, well if anyone can do it, it must not be that great of an idea?

You see, I find that to be the problem with most great advice. Most people believe, it can only be great advice, if it came from someone famous. It can only be great advice, if it is hard to do. It can only be great advice, if it came from someone who is brilliant. I totally disagree with all of those statements. To me, it is great advice if it works and makes my life easier, better, safer, and/or more prosperous. It can be great advice if it teaches, helps, and directs me. The problem with most great advice is that most people don't take it, heed it, or use it wisely.

The good news about this advice is it did come from a famous and highly successful person ... so maybe that will make you feel more like using it. Mary Kay Ash



Robert Stevenson

REGISTER NOW!
ODA's Leadership Institute is free for ODA members and dental students. Register online at www.oda.org/events or call 800-282-1526. Or mail in the paper registration form that was mailed to ODA members along with a brochure in January. Registration is limited, so please register early.

built a company that now has over 3 million consultants and is doing \$3 billion in sales based on this one RULE: "Pretend that every single person you meet has a sign around their neck that says, 'Make Me Feel Important.' Not only will you succeed in sales, you will succeed in life."

Everyone wants to feel important, special, needed, appreciated, and wanted. A condescending comment, pompous arrogance, better-than-thou attitude will get you nowhere. Maya Angelou, an American poet, singer, and civil rights activist, once said: "I've learned that people will forget what you said, they will forget what you did, but they will never forget how you made them feel."

If you want to be successful, treat every single person you meet like they are the most important person you will meet today. Make this a habit. Never waiver on this rule. Because, if you follow this simple rule, people will be singing your praises because of how you made them feel. They will be talking about how great you are because of how important you made

them feel; isn't that an interesting twist. So, to make people feel important ...

- I Include them in the conversation
- M Mindful of their feelings
- P Praise their work & efforts
- O Open to their suggestions
- R Recognize their contribution
- T Thankful for their input & help
- A Appreciate them and show it
- N Nice – the only way to treat anyone
- T Thoughtful – considerate of their needs

Robert Stevenson will be presenting "The Leadership Formula" at the ODA Leadership Institute, which is March 15 and 16 in Columbus. With over 30 years of extensive corporate and entrepreneurial experience, Robert Stevenson understands what it takes to succeed. He teaches professionals how to deal with risk, competition, and the ever-changing business environment. With a powerful blend of experience, research, case studies and competitor perspectives, his original insights help organizations, business leaders and professionals understand how to unleash their future potential. Stevenson is the author of the best-selling book, "How to Soar Like an Eagle in a World Full of Turkeys; A Practical Guide to Personal and Professional Achievement" and his latest book, "Raise Your Line" has just been released.

This article has been reprinted with permission from robertstevenson.org/.

Want updates on the latest dental news in Ohio?

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

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

Sign up for NewsBites!



Follow the ODA on Twitter!



@OhioDentalAssoc

Looking for a job or to buy a practice? Looking to hire an associate or sell your practice? Attend the ODA's MATCH event

Immediately following the ODA Leadership Institute, the ODA Subcouncil on New Dentists will host a MATCH event to help dentists, dental residents and dental students who are looking for a job match up with dentists who are preparing for a practice transition or looking to expand their practice.

MATCH is a free event and will take place from 11:30-1:30 p.m. on Saturday, March 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.

To register for the MATCH event visit oda.org/events. Those who are unable to attend the Leadership Institute may register separately for the MATCH event.

For more information, email karli@oda.org.

LEADERSHIP, from page 1

dental residents.

Leadership Institute will kick off with a presentation by Mike Graham, ADA vice president of government and public affairs, on "An Insider's Look at the Political Climate in Washington." He will discuss the current political climate in Washington and its impact on dentistry.

Following lunch, attendees will have the opportunity to attend two of the following one-hour breakout sessions:

- "The Power of Advocacy: Delivering a Positive Message for Dentistry" led by Graham; Dr. Matt Messina, an ADA spokesperson and member of the ADA's Council on Government Affairs; Adam Hewitt, the ODA's lobbyist; and Eric Richmond, ODA director of legal

and legislative services.

- "Update on Dental Insurance Issues in Ohio" led by Chris Moore, ODA director of dental services.

- "E-cigarettes and Oral Health" led by Purnima Kumar, a professor in the Division of Periodontology at The Ohio State University College of Dentistry.

In the afternoon, attendees will hear a presentation from Dr. Joe Crowley about his time serving as president of the ADA. The discussion will be moderated by Dr. Billie Sue Kyger, ADA 7th District trustee.

The day will end with a reception honoring Crowley.

Day two will begin with a presentation by Martin Saperstein, Ph.D., on "Survey Research & The State of Dentistry in Ohio." He will discuss the results of the ODA membership survey as well as a survey of the public in Ohio to gather information about people's views of specialties in dentistry and how advertising affects their decisions when seeking care.

Following his presentation will be an ODA Town Hall, where the ODA Executive Committee will discuss the ODA's priorities for the year and answer questions.

The Leadership Institute will end with a presentation by Robert Stevenson, a leadership development guru, on "The Leadership Formula."

Immediately following Leadership Institute on Saturday, March 16, the ODA Subcouncil on New Dentists invites dentists, dental residents and dental students who are looking to sell a practice, buy a practice, hire an associate or become an associate to attend a free job MATCH event. Register at oda.org/events.

Discounted hotel rooms are available at the Hilton Columbus at Easton Hotel (3900 Chagrin Drive, Columbus, Oh 43219) for \$197 per night. Rooms must be booked by Feb. 18 to receive a discount. To reserve a room, call (614) 414-5000 and reference the group code ODA.

Register now for Leadership Institute at oda.org/events or watch your mailbox for a brochure. Spaces are limited!

The 2019 ODA Leadership Institute is sponsored by Superior Dental Care.

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ATTORNEYS AT LAW



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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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Dental Insurance Corner

Dental insurance and waiving copayment vs. discounting fees

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

The Ohio Dental Association receives a number of calls from member dentists concerning ways to either attract new patients to their practice or keep existing patients within the fold. A common theme among these callers involves the dentist's willingness to discount his or her fees in some manner to "compete" with major preferred provider organizations (PPOs) within their area while not having to incur the legal obligations that are associated with actually joining into the PPO networks. The other common theme among the callers is a desire to proceed in a way that does not put them in legal or ethical jeopardy.

Waiving copayments

It is widely known that waiving a patient's copayment can be a questionable and potentially problematic act.

It is a violation of the Ohio Dental Practice Act (DPA) for a dentist to:

- Waive any or all of the payment of a deductible or copayment a patient would otherwise be required to pay if the waiver is used as an enticement to a patient or group of patients to receive health care services from that dental practice.

- Advertise that he or she will waive any or all of the payment of a deductible or copayment a patient would otherwise be required to pay.

The Ohio State Dental Board (OSDB) has the authority and in the past has demonstrated the willingness to take disciplinary action against a dentist's license for violating this section of the DPA.

It is unethical under the American Dental Association's Principles of Ethics and Code of Professional Conduct (Code) for a dentist to accept a third-party payer's reimbursement as payment in full and waive any applicable copayment without disclosing to the payer that the patient's payment portion will not be collected. Failing to disclose the waiver of the copayment is considered over-billing, an ethical impropriety of deception and misrepresentation, as the over-billing dentist makes it appear to the third-party payer that the charge to the patient for services rendered is higher than it actually is.

"Employers who offer dental benefits to their employees have the authority to provide plans that contain no copays or deductibles if they are willing to fund such a plan," said Dr. Manny Chopra, chairman of the ODA Council on Dental Care Programs and Dental Practice. "The fact that they have a copay or deductible indicates they want their employees to

financially participate in the cost of care and they expect dentists to honor this provision of the dental benefit. To waive some or all of either could violate state law and/or the Code of Ethics."

Discounting fees

Instead of waiving a patient's copayment, dentists may want to consider discounting fees for patients who meet discount eligibility requirements as set by the dentist.

To discount fees, dentists can simply develop criteria that patients must meet in order to receive the discount and then consistently apply it. For example, one office may give a 10 percent discount to all patients who pay their full fee at the time of service. Or the discount could be applied to patients who are employed by a particular employer or are members of a particular union. The criteria are up to

the dentist, but the dentist must avoid criteria that could be considered discriminatory in nature. The important thing is that once the criteria are established, the dentist should consistently extend the discount to all patients who meet them. While the criteria does not have to be posted, it is likely a good idea to have it in writing in the office should the dentist's actions come into question.

Additionally, the discount must come off the top. On the patient's claim form or receipt, the dentist's usual and reasonable fee for the service provided should be listed first, then the discount and finally the patient's actual financial liability.

As long as they are implemented properly, fee discounts may represent a more viable option than waiving copayments.

Have a dental insurance question or concern?

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."

Visit www.oda.org for current and archived "ODA Today" stories

Questions about health insurance?

ODASC, an ODA member benefit, can help.

ODASC is a resource for all health insurance options and ensures ODA members have a quality, affordable plan available to them and their staffs.

ODASC Representatives can walk you through the various health care benefit options available. They are licensed agents who are salary-based and do not make a commission on sales, so you can be assured they have your best interest at heart.

► Connect with ODASC today for help choosing a health insurance plan that will best suit your needs!

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2018 ODA Foundation Annual Circles of Impact

By ODA Staff

In 2018, the ODA Foundation created the Annual Circles of Impact to recognize generous donors who joined with the Foundation to make an even greater impact on oral health in Ohio.

"The ODA Foundation was able to bless so many lives in 2018 because of the tremendous support of the members and friends of the Ohio Dental Association," said Dr. Kevin Laing, ODA Foundation chair. "We highlight those who have really committed to strengthening the Foundation through their exceptional giving, but are also thankful to everyone who supports our mission at any level."

The ODA Foundation Circles of Impact recognizes donors at the Champion (\$85-\$169), Humanitarian (\$170-\$499), Philanthropist (\$500-\$999) and Altruist

(\$1,000+) levels. Through their generous donations in 2018, the Foundation was able to:

- Award scholarships to 13 dental students from OSU and CWRU, all of which plan to practice dentistry in Ohio
- Award grants to 10 access to care initiatives in Ohio that will provide an estimated 11,500 Ohioans with dental care

The dental student scholarship recipients are always appreciative of the support that the dental profession shows them through ODA Foundation scholarships.

"I am truly grateful for such a gener-

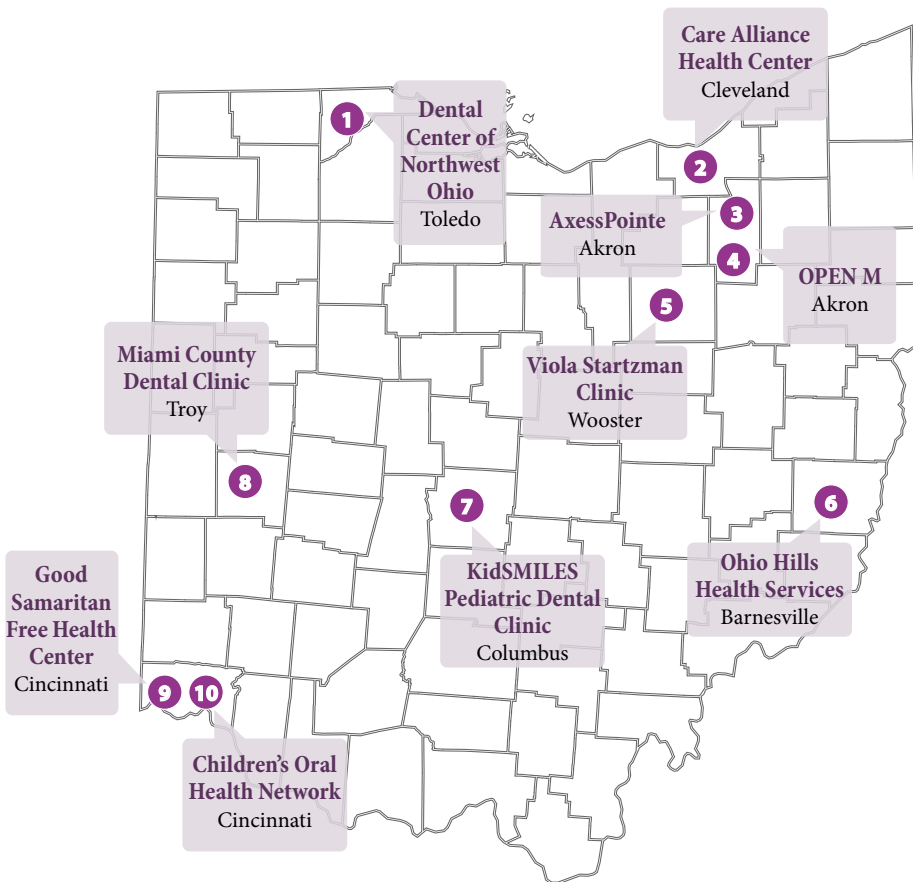


ous gift that allows me to join the dental profession and become the dedicated dentist I want to be. This scholarship lightens the financial load of dental school so I can continue to improve oral health and provide care to the citizens of Ohio!" said Mary Whitmore, OSU Class of 2020.

The Foundation plans to award a high number of grants and scholarships again in 2019.

"Your Foundation Board is looking forward to 2019 with anticipation of an even greater participation in funding the good works that support access to care, and supporting the next generation of dentists through scholarships. The ODAF is the charitable arm of organized dentistry, and we sincerely ask for your continued support. Please consider contributing at one of our Circles of Impact levels," Laing said.

2018 GRANT RECIPIENTS:



Donate to the ODA Foundation on your dues statement!

As the charitable arm of the ODA, the ODA Foundation relies heavily on the donations of ODA members to make its work possible. ODA members are asked to give an \$85 donation (Champion Level) on their dues statement, but can choose to give any amount. The voluntary contribution makes up the majority of the ODA Foundation's income for the year, allowing about \$100,000 in grants and scholarships to be awarded each year.

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

Those utilizing an installment plan must donate separately. Contributions to the ODA Foundation are tax deductible.

Have a question? Contact the Ohio Dental Association!

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2018 Annual Circles of Impact levels are comprised of gifts between Nov. 1, 2017 to Oct. 31, 2018 to the ODAF general and endowment funds.

- Altruist (\$1,000+)**
Corydon Palmer Dental Society
Dr. James Cottle
Dr. Joseph Crowley
Dr. Bruce Grbach
Dr. Burton Job
Dr. James Karlowicz

- Philanthropist (\$500 - \$999)**
Dr. Rudolph Braydich
Dr. Dennis Brown
Dr. Gregory Michaels
Dr. David Rummel
Dr. Samuel Smiley
Stark County Dental Society

- Humanitarian (\$170 - \$499)**
Dr. Safuratu Aranmolate
Dr. Geoffrey Bauman
Dr. Joseph Baytosh
Dr. Michael Blum
Dr. Manish Chopra
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Dr. Larry Trombka
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Dr. L. Craig Wright

2019 Continuing Education course listing

The following is a list of continuing education (CE) courses, as provided by Ohio component dental societies. For a more comprehensive roster of available CE opportunities, including ongoing opportunities, visit www.oda.org. To sign up for any of the CE classes listed below, use the contact information included with each course listing.

The information contained below was provided by outside third parties. The ODA is not responsible for the accuracy of the information, and individuals are encouraged to contact CE providers directly in order to verify information regarding these CE courses, including qualification for Ohio State Dental Board credit. A CE program or provider's inclusion in this list does not constitute an endorsement by the ODA.

The Ohio State Dental Board requires 40 hours of CE every biennium in order to renew a current dental license.

Member education opportunities are available to help dentists discover new products, new delivery systems, and how to keep up with new rules and trends. There are many ways dentists, and in some cases, auxiliary staff, can earn CE credits.

For more information on free and discounted CE courses offered for dentists and staff members through the ODA, opportunities to earn CE online at a special member price, special video taped courses offered to members at discounted rates and member discounted CE courses during ODA Annual session please visit www.oda.org.

2019 Continuing Education Courses

January

- 17: **"Amalgam Separation – What is the Science?"**; Speaker: Mr. Jason Buyukozker; CE: TBD; Location: Liberty Township, Four Bridges Country Club; Contact: Keely Dental Society, Dr. Betsy Mueller @ (513) 791-3660
- 18: **"Review of Common Lesions and Their Management" & "Learning from the Mistakes of Others: Case Studies in Clinical Oral Pathology"**; Speaker: Carl M. Allen, DDS, MSD; CE: 6; Location: Sinclair Community College; Contact: Dayton Dental Society @ (937) 294-2808
- 23: **"Pharmaceutical and Street Drug Abuse What Your Patients and your Kids are NOT Telling You!"**; Speaker: Dr. Harold Crossley; CE: 6; Location: Cuyahoga Falls; Contact: Akron Dental Society @ (330) 376-3551

February

- 5: **"DOSE Update"**; Speaker: Drs. Sharon Parsons and David Kimberly; CE: 2; Location: Toledo; Contact: Toledo Dental Society @ (419) 474-8611
- 7: **"Top 10 Steps to Run a Prosperous Practice and Lessons from Disney"**; Speaker: Dr. Steve Barnes; CE: 2; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 8: **"Stay Out of Jail: The Top Coding Errors" and "Top How-To Tips for Structuring the 'Ideal' Practice"**; Speaker: Charles Blair, DDS; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443
- 21-23: **Chicago Midwinter Meeting**; Location: Chicago; Contact: Chicago Dental Society, <https://www.cds.org/meetings-events/midwinter-meeting>
- 27: **"OSHA and HIPAA/Cyber Security UPDATES"**; Speaker: Jenifer M. Schnettler, DDS, MSD and Mr. Russell Howell; CE: 2 each; Location: Canton; Contact: Stark Co. Dental Society @ (330) 305-6637
- 28: **"What's new and interesting in Endodontics?"**; Speaker: Michael Fuller, DDS; CE: TBD; Location: Mason, Basil's on Market; Contact: Keely Dental Society, Dr. Betsy Mueller @ (513) 791-3660

March

- 8: **"R2C – The Root to Crown Solution"**; Speaker: Dr. Chris Joubert; CE: 7; Location: North Canton; Contact: Akron Dental Society @ (330) 376-3551 or the Stark Co. Dental Society @ (330) 305-6637
- 8: **"Anterior Esthetic Techniques & Materials" and "Mastering Anterior Implant Esthetics"**; Speaker: Lee Ann Brady, DMD; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443
- TBD: **"Managing Medical Emergencies"**; Speaker: Bryant W. Cornelius, DDS, MBA, MPH; CE: 2; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 15-16: **ODA Leadership Institute**; Location: Columbus; Contact: ODA (800) 282-1526
- 21-23: **Hinman Dental Meeting**; Location: Atlanta, Georgia; Contact: <https://www.hinman.org/>
- 27: **"Posture Pain & Productivity in Modern Dentistry" & "The Healthy Dentist: A Look at Personal Wellness Concerns"**; Speaker: Tim Caruso & Nelson Heise; CE: 6; Location: Sinclair Community College; Contact: Dayton Dental Society @ (937) 294-2808
- 28: **"Implant Maintenance"**; Speaker: David Krill, DDS; CE: TBD; Location: Middletown, Blast Furnace Pizza; Contact: Keely Dental Society, Dr. Betsy Mueller @ (513) 791-3660

April

- 5: **"Dentistry for Adolescents" All Day**; Speaker: TBD; CE: Up to 6; Location: Union Centre, Holiday Inn Express; Contact: Keely Dental Society, Dr. Betsy Mueller @ (513) 791-3660
- 5: **"The X Factor: 12 Keys to Set Your Practice Apart"**; Speaker: Dave Weber; CE: 7; Location: North Canton; Contact: Akron Dental Society @ (330) 376-3551 or the Stark Co. Dental Society @ (330) 305-6637
- 5: **"Team Building"**; Speakers: Dr. Gary DeWood and Ms. Mary Osborn; CE: 7; Location: Lima; Contact: Northwestern Ohio Dental Society, Emily at emilyjean28@yahoo.com or call/text (419) 204-2139
- 11: **"Hurts So Good! – Management of Acute Dental Pain and Appropriate Prescribing Practices" & "Top of the Heap – Frequently Prescribed Medications and Clinical Dental Considerations"**; Speaker: Thomas Viola, RPh, CCP; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443

- 11: **"Geriatric Dentistry: The Fastest Growing Demographic in Dentistry"**; Speaker: Dr. Lou Graham; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society: director@corydonpalmer.org
- 24: **Spring Clinic**; Speaker: Dr. Arthur "Tony" Tomaro; CE: Up to 7; Location: Toledo; Contact: Toledo Dental Society @ (419) 474-8611
- 25: **"Pearl of Case Acceptance for Comprehensive Treatment Plans"**; Speaker: Dr. Bradley Purcell; CE: 2; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371

May

- 3: **"Successfully Treating Older Adults: Techniques for the Entire Dental Team"**; Speaker: Randy F. Huffines, DDS; CE: 7; Location: North Canton; Contact: Akron Dental Society @ (330) 376-3551 or the Stark Co. Dental Society @ (330) 305-6637
- 3: **"Better, Faster, Stronger, Prettier Composite Dentistry" & "The Epidemic of Cracked Teeth: Diagnosis, Treatment and Prevention"**; Speaker: David Clark, DDS; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443

June

- 5: **"I Have It... You Need It! – Must Have Products & Materials for Restorative Dentistry"**; Speaker: Dr. Howard Glazer; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society: director@corydonpalmer.org

September

- 5-9: **ADA Annual Session**; Location: San Francisco, California; Contact: ADA (800) 621-8099
- TBD: **"Opioids – New Rules and Regulations"**; Speaker: Dr. Kumar Subramanian; CE: 2; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 20: **"Be Aware of Wear: A Systematic Approach to Diagnosing, Treatment Planning and Restoring the Worm Dentition" & "To Smile or not to Smile: Why Truly Understanding Smile Design Principals is so Important to you and Your Patient"**; Speaker: Dr. Thomas Dudney; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society: director@corydonpalmer.org

October

- 3-6: **ODA Annual Session**; Location: Columbus, Ohio; Contact: ODA (800) 282-1526
- TBD: **"Practice Management Insight"**; Speaker: Dr. Karen Marshall; CE: 2; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 18: **"Ethical Perio Practices" & "Treating Transgender Patients and their families"**; Speakers: Dr. Andy Baker; CE: Up to 6; Location: Mason, Basil's on Market; Contact: Keely Dental Society, Dr. Betsy Mueller @ (513) 791-3660
- 24: **"Human Trafficking"**; Speaker: TBD; CE: 2; Location: Toledo; Contact: Toledo Dental Society @ (419) 474-8611
- 25: **"Current Restorative Materials and Techniques 2019"**; Speaker: Dr. John Burgess; CE: 6; Location: Sinclair Community College; Contact: Dayton Dental Society @ (937) 294-2808
- 25: **"The 21st Century Clinician, Staying Relevant in a Fast Changing World" & "Contemporary Esthetics for Everyday Practice"**; Speaker: Dr. Paresh Shah; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society: director@corydonpalmer.org

November

- 1: **"Specialists Day"**; Speaker: TBA; CE: 7; Location: North Canton; Contact: Akron Dental Society @ (330) 376-3551 or Stark Co. Dental Society @ (330) 305-6637
- 6: **"Emerging Legal and Regulatory Issues Impacting Ohio Dentists"**; Speaker: Chris Moore; CE: 2; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371

CE, from page 11

November (cont.)

- 6: "Ten Things That Will Help My General Practice Without Breaking the Bank: Overview of New Technologies with Clear ROI" & "Demystifying Enamel Wear: Diagnosing Wear Caused By Force vs. Wear Caused by Acids"; Speaker: Parag Kachalia, DDS; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443
- 15: "Smile Design, Bonding & Esthetic Materials Update"; Speaker: Dr. Gerard Chiche; CE: 6; Location: Sinclair Community College; Contact: Dayton Dental Society @ (937) 294-2808
- 21: "Latest in Network Security and HIPAA Compliance"; Speaker: Mr. Dave Senseman; CE: TBD; Location: Hamilton, Courtyard by Marriott; Contact: Keely Dental Society, Dr. Betsy Mueller @ (513) 791-3660
- 30: "Orofacial Pain"; Speaker: Dr. Matthew Lark; CE: 2; Location: Toledo; Contact: Toledo Dental Society @ (419) 474-8611

Make sure you're up to date with CDT 2019

The American Dental Association has released the CDT 2019, which takes effect Jan. 1, 2019. The new CDT includes 15 new codes, five revised codes and four deleted codes.

The new "CDT: 2019 Dental Procedure Codes" is the HIPAA-recognized code set for dentistry.

The ADA offers several CDT coding products, including books, training tools and an app, which can be found at adacatalog.org or by calling the ADA Member Service Center at (800) 947-4746.

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 caring generosity of Ohio dentists.

To report donated care, visit 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.



Like the ODA Facebook page!

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Joining And Leaving The Dental Practice

Third Edition

Available Soon on the ADA Website

This book lays out in detail all finite practice exit and entry choices, including partnerships.

It examines business, legal and tax aspects of each option that your silent partner, the IRS, considers important.

In addition, the three business and tax structures for and three categories of partnership are discussed in detail.

You learn what can and cannot be done and why.

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ADA members will be able to download the book for free at ada.org/success.



ODA Staff

The 2019 ODA Annual Session will feature over 60 CE courses for the entire dental team. Annual Session is Oct. 3-6 in Columbus.

Save the date for the 2019 ODA Annual Session: Oct. 3-6

By ODA Staff

Mark your calendar for the 2019 ODA Annual Session, which will be Oct. 3-6, 2019 at the Greater Columbus Convention Center.

The ODA typically holds Annual Session in September, however, the American Dental Association annual meeting will be held Sept. 5-9, 2019 in San Francisco. Because of the ADA's meeting date, the ODA Annual Session will be in October to avoid a conflict.

Highlights of this year's ODA Annual Session

- The Pankey Experience, where Pankey Institute Faculty will be presenting lectures and workshops throughout Annual Session.
- The Madow Brothers, who are known for their entertaining, spontaneous style and content-packed programs will be presenting on Friday.
- The popular Fireside Chats, which are small interactive group discussions on specific topics, will be held in the Exhibit Hall again this year.
- MATCH @ ODA Annual Session is a unique event to help match dentists and students looking for a job with dental offices looking to hire or sell.

Register now before prices go up!

Register now for the 2019 ODA Annual Session at oda.org/events before prices go up. Course registration will be live on May 1. Early registrants will have the opportunity to select CE courses and events before course registration opens to the general attendees.

Share the Annual Session poster at your next team huddle!

Inside this issue of the "ODA Today" is a poster with more information about the 2019 ODA Annual Session. Share it at your next team huddle, and then hang it in your office so you and your team can save the date.



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GKAS from page 1

the following services were identified and donated to Ohio children at GKAS events:

- 62,375 oral exams
- 6,056 fillings
- 1,317 extractions
- 409 crowns
- 248 root canals/pulpotomies
- 58,545 preventive procedures

Dental offices can plan GKAS events for any time throughout the year.

GKAS activities include free dental care and/or free oral health education for children. Many dental offices hold qualifying events already and should register these activities as GKAS to receive product support, volunteer CE for dentists and hygienists providing free dental care and promotional materials. Oral health education activities in schools and other community settings also qualify for GKAS, including events that do not involve a dentist.

To register an event, go to <https://gkas.ada.org/sign-up>.

GKAS events can be educational, screening, preventative or restorative!

Check out the ODA's podcast!

The ODA's podcast, ODcAst: The Ohio Dental Podcast is a convenient communications vehicle featuring ODA staff members and other experts discussing the latest information related to the ODA and dentistry in Ohio.

Download the podcast on iTunes, Google Play, Stitcher and TuneIn! Find the podcast by searching for "Ohio Dental," or visit www.oda.org.

Recent topics include:

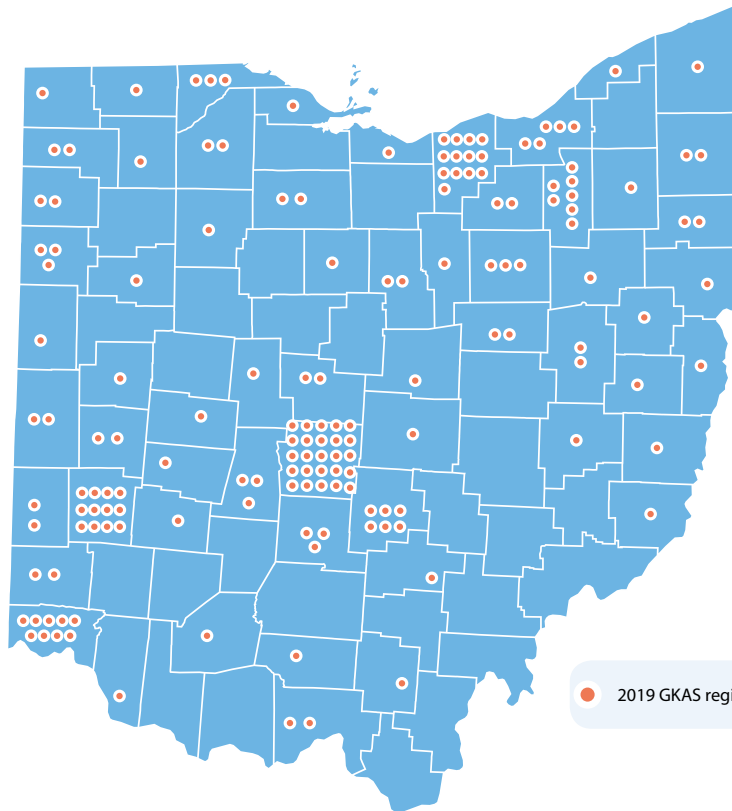
- an update on the 2018 election results
- information about how the ODA's radio campaign is educating the public and helping patients find ODA member dentists
- A discussion with Dr. Joe Crowley about his time as ADA president

ODA Managing Editor Jackie Best Crowe is the host of the Ohio Dental Podcast. Feel free to send Jackie an email at Jackie@oda.org to provide feedback and suggest topics you would like to hear discussed on a future podcast.



www.oda.org

2019 GKAS events in Ohio



● 2019 GKAS registered event

Share your Give Kids A Smile photos with the ODA!

The Ohio Dental Association would like dentists to submit photos of their Give Kids A Smile programs from across the state. Whether events are held on Feb. 1 for Give Kids A Smile Day or later in the year, the ODA would like photos from all types of events.

Pictures of GKAS program participants, including candid pictures, pictures of children, dentists and team members interacting, clinical photos and more are all welcome. Please note that if dentists and dental team members are providing care to patients, they should be wearing gloves, masks, protective eyewear and gowns in photos. Please also be sure to have consent from all people pictured in the photo. If you are using a smartphone to take photos, please check your settings to ensure the photos are high resolution.

The ODA will consider these photos for use on Facebook, Twitter, in the "ODA Today" and in other promotional and informational materials. Please email photos to jackie@oda.org.



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(Seated) Tamara Zwiak & Dean Kadri
Back Row Left-Right: Cheryl DeVore, Chad Hanke, Terry Thomas & Nikki Mesnard

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The Explorer

Matthew J. Messina, DDS
Executive Editor

Santa's wish list

As I sit here writing this, it's the middle of the holiday season. "A Christmas Story" has been on its endless loop. Ralphie is waiting to see if Santa will bring him the Red Rider BB gun he wants. "Charlie Brown Christmas" has Sally writing Santa for "tens and twenties" and Lucy has asked for "real estate." Even Clark Griswold was stressed all through "Christmas Vacation," hoping that his boss will come through with the bonus to pay for his pool. The real meaning of the holiday has nothing to do with any of these things, as Linus explains to Charlie Brown and the Grinch discovers for himself.

The end of the year seems to be filled with people wishing for things. We can wait around and hope for something good to come our way. But a better way to create the future is to work hard to make it happen.

This holiday, the members of the ODA and the people we serve all have huge presents waiting for us under the tree.

They may not know it, but the hard work of the leadership, volunteers, staff and lobbyists of the ODA and ADA managed to create a legislative achievement of monumental proportions. And we need to shout it out loud! It's time to go door to door, wassailing, so that everyone understands the epic nature of this achievement.

On a national level, the Action for Dental Health Act passed both houses of Congress and was signed into law by President Trump on Dec. 11. The ADA had championed the bill since 2014 because all Americans deserve good dental health. The bill was originally introduced in the House by Reps. Robin Kelly (D-IL) and Mike Simpson (R-ID) and sponsored in the Senate by Sens. Cory Booker (D-NJ), Bill Cassidy (R-LA), Mazie Hirono (D-HI) and Tim Scott (R-SC). The bipartisan nature of this legislation shows what can be accomplished by the profession when we speak on behalf of the patients, as we always do in advocating for their interests. We continue to be the Tooth Party.

Specifically, the legislation is designed to:

- Improve oral health education and dental disease prevention
- Reduce the use of emergency rooms for dental care
- Help patients establish dental homes
- Reduce barriers, including language barriers and cultural barriers, to receiving care
- Facilitate dental care to nursing home residents.

Closer to home, the ODA lobbying

team, including volunteers and staff, successfully navigated the political landscape of the lame-duck session in Columbus to get the Ohio Dental Care Optimization Act of 2017 passed by both chambers. As I write this, the legislation proudly sits on Governor Kasich's desk awaiting signature.

This comprehensive legislation was developed with the input of many interested parties, including representatives of the Ohio Dental Association, The Ohio State University College of Dentistry, Case Western Reserve University School of Dental Medicine and Nationwide Children's Hospital. It allows for the use of state-of-the-art technology and provides innovative strategies to ensure Ohioans have access to quality dental care.

Specifically, this legislation will:

- Update Ohio's dental laws to allow for the use of teledentistry to extend care into underserved areas of Ohio
- Create the Primary Care Dental Student Scholarship component of the Choose Ohio First Scholarship Program, which provides dental school scholarships for dental students who agree to practice in designated underserved areas upon graduation.
- Enhance the ability of dental auxiliaries to provide preventive dental services in schools and other public health settings.
- Promote licensure portability to enhance Ohio's attractiveness as a state in which qualified dentists choose to establish their practices.

The ODA has always been on the forefront of innovative strategies to improve access to care for the public in Ohio. The provisions of this legislation are the fruit of years of effort by the ODA Task Force on Access to Dental Care and Auxiliary Utilization. The process of increasing access to dental care is incremental and requires steady pressure, but the passage of this landmark legislation is an event worth celebrating.

While work remains to be done, it is valuable for us to take a moment and be glad. Over time, we have improved the practice of dentistry. The new legislation continues to close the gaps in the care of the underserved. These gradual efforts by the ODA and ADA have increased access to dental care and provided support for dentists to be able to treat patients in underserved areas. The Action for Dental Health Act and the Ohio Dental Care Optimization Act of 2017 are shining examples of what can be accomplished through steady effort and strong leadership. We were able to keep our eyes on the goal, never wavering on the mission to protect the public, and achieve something special.

Santa Claus may be coming to town, but organized dentistry has already tied a bow on a big package for all of us to open. Hard work has produced the best gift of all. There's work to be done, but we have the people in place to make it a happy new year indeed!

Dr. Messina may be reached at docmessina87@gmail.com.



It's Your Choice

Robert Buchholz, DDS
Guest Columnist

Juuling, part 1

If I could go "Back To The Future" there'd be one overriding question I'd ask both of my currently deceased parents.

"Mom, Dad ... I never doubted your sincerity when you told me NOT to start smoking as I transitioned into my high school years. But Dad, what's up with leaving your pack of cigarettes on the fireplace mantle every night when you went to bed? I wasn't strong enough to resist the temptation. Did you not understand the saying, 'out of sight, out of mind'?"

And the addiction began!

For almost 30 years, give or take a few months, I was nicotine's slave. KENT, WINSTON, SALEM LIGHT and CARLTON were the nicotine vehicles that owned me. My addiction finally ceased when my youngest daughter threatened to start smoking if I refused to quit. For me, the possibility of her becoming addicted to nicotine was enough incentive to quit smoking.

Quite frankly, not being able or wanting to remember the countless times I'd quit and then started smoking again, over that period of time, took a psychological toll from me.

To the best of my knowledge, the last time any ODA op-eds focused on tobacco products and appeared in any of the ODA's publications occurred in the late 80s or 90s. Dr. Don Bowers (rest his soul) was the editor and his message was; "If there is going to be an either/or decision, I'd rather someone chew tobacco vs. smoking it. My justification is, it's easier to spot a potential cancerous lesion in the mouth vs. no chance of visualizing lesions

deep in the lung's alveoli." That op-Ed was perhaps one of the most controversial opinion pieces that Don had ever written, in my mind, and he stood behind his message.

Just like alcohol, the idea of banning nicotine would be impractical. So as a society, we coexist with this highly addictive substance. Now, after years of drumming into people's heads the message of how carcinogenic combustible tobacco products are, and finally statistically seeing the number of smokers declining worldwide ... we're now facing the creation of yet another generation of nicotine addicts as a result of vaping or more specifically Juuling.

The Juul e-cigarette made its appearance in the nicotine marketplace in 2015. Today, statistics indicate that the manufacturer, Juul Labs, has managed to corral close to 70 percent of all sales in the nicotine vaping market. For those of you that are skeptics, always follow the money trail to verify what is fact. Last month Altria, the manufacturer of Marlboro cigarettes, announced it was quitting its e-cigarette business and was interested in taking a minor stake in Juul Labs.

I'm willing to bet that 90 percent of the ODA member dentists have never seen a Juul. I write that statement because it was only a month ago that I walked into a vape store and asked to see a Juul for the first time. If I write the words flash drive, most of you can conjure up an image of one in your mind. So hold that thought and make that image longer by about two to three more inches. Now you've mentally created a thin rectangular stick-like appliance that is the Juul e-cigarette! The generator portion (heating unit) of that rectangular stick that vaporizes the nicotine, which is suspended (liquid) in a pod of solvent, looks just like a flash drive. In fact, a Juuler takes that portion of the stick and pushes it into a USB port in their car or computer to charge it up.

As an ex-smoker, I'll admit I haven't paid much attention to the smoking cessation and vaping products that have and are now being marketed during the past couple decades. I had moved on from a

horrible habit and prayed that I wouldn't become a small cell cancer statistic in the future.

But my head was turned when my oldest granddaughter told me that a significant number of her freshman classmates routinely take hits from their Juuls in class.

"Huh ...What!..." was my response. Still thinking in the combustible tobacco mode, I assumed the students would be caught when the teacher turned away from the blackboard and was now facing his or her students. Surely the teacher would see the cloud of ... vape? And then my mind caught up. "Hey Bob, it's a vapor, there is no smoke!"

Indeed, my granddaughter told me that students take deep vaping breaths into their lungs and hold it. That action maximizes the absorption of the hit or puff and very little vapor escapes. In vaping terms

this action is called "zeroing out."

(To be continued.)

I challenge all ODA members to visit a VAPE shop between now and next month when Part II is published.

Dr. Buchholz may be reached at rbuchh@windstream.net.

The views expressed in the monthly columns of the "ODA Today" are solely those of the author(s) and do not necessarily represent the view of the Ohio Dental Association (ODA). The columns are intended to offer opinions, information and general guidance and should not be construed as legal advice or as an endorsement by the ODA. Dentists should always seek the advice of their own legal counsel regarding specific circumstances.

Want to make a difference in the practice of dentistry?

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Full-Time Associate sought for progressive general dental practice. Dentist must be competent, caring, and self motivating. You will replace an exiting associate, making this a perfect opportunity to join a practice and a community that are both outstanding. There is an opportunity for a buy-in, or buy-out for the right individual. Please direct inquiries to Tom Hughes at avondentalcare@yahoo.com. Include a resume and salary and benefit requirements, and I will be in touch.

Practice for Sale

Dental Practice for Sale in North Dayton, OH. Wonderful dental practice for sale in North Dayton, Ohio, for \$237K. 4 operatories with room for 5th. Hygiene makes up for over 30% of overall practice production. Practice is currently open 2.5 days a week and collecting \$292K on average for the last 3 years. Practice has digital radiography and is paperless. Cerec is negotiable for purchase. contact Dr. Jennifer Stern at (614) 572-7228 or jestern@practicendeavors.com.

Oral Surgery Practice for Sale in Central Ohio. Practice collected over 1.4 million, and oral surgeon's income was over \$550,000 the last three years. Three surgical operatories, three consult rooms, and digital radiography. Combination of private insurance, fee-for-service and Medicaid patients. Stand-alone building with great parking is also available for purchase. A low capitalization rate of 18% of excess earnings of the practice was used that reflects current profitability, the impact of intangible factors and the future profit potential of the subject practice. For more information about this wonderful opportunity, please contact Dr. Jennifer Stern at (614) 572-7228 or jestern@practicendeavors.com.

Practice for sale, Washington C.H. 1000 square foot Dental Building with off street parking. Three equipped operatories, lab, and business office and private office. Includes all equipment, supplies, and patient records. For more information call (740) 335-6340.

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Thriving general dental practice for sale in a lovely community approximately 1 hour east of Indianapolis. Fully modernized practice is equipped with digital radiography, CBCT, and CAD/CAM equipment. Fresh and clean interior after recent remodel. Over 1,200 active hygiene recall patients and 15 new patients per month with 0 external advertising. Practice is on track to produce \$900k this year and is referring out all ortho, endo, most oral surgery and implants. Practice has tremendous cash flow, and should net the next owner >\$300k. Real estate is also available for sale. For inquiries please email INDentalpracticesale@gmail.com.

Space Available

1500 SF Office Space Ready for Buildout. Located in Upper Arlington, Ohio. Free standing building. Tenant would share foyer with busy orthodontic practice. Mutually beneficial for pediatric dentist startup or general dentist. Preliminary plan completed by Team DDS. Leasehold improvement allowance or negotiable rent. (614) 679-1766.

For Lease-Dayton area. 2012 sf dental office. 6 treatment rooms. Reception, waiting room, separate patient and staff rest rooms, office space, storage. Furniture and selected professional equipment available. Private staff entrance. Video of space and furnishings available. Plenty of parking. 1/4 mile off I-675. \$11.75/sf NNN lease. (937) 241-9047(cell), acummings@hricommerical.com.

Sandusky, Ohio Dental office available for lease. Vacation land for many. Ideal location with plenty of parking. Plumbed for 4 operatories with room to expand. Please contact (440) 653-1688 cell or rcty16@gmail.com.

Rocky River, Ohio Dental Office for lease. Great location with plenty of parking. The unit has 3 operatories with room to expand, separate waiting room, reception area, large staff area with staff rest room, private back office, lab area, separate sterilization area and a storage room. Furniture and select Dental equipment available for sale. Please contact (440) 653-1688 cell or rcty16@gmail.com for information.

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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.

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.

ODA Classifieds can also be found online at oda.org.

ODA seeks nominations for Awards of Excellence

By ODA Staff

The Ohio Dental Association is seeking nominations for its 2019 Awards of Excellence program.

The ODA's Awards of Excellence program recognizes those 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, 2009 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 2019 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 15, 2019.

The ODA will present the awards during the 2019 ODA Annual Session in October 2019 in Columbus.

Sign up for informed delivery to help prevent stolen mail

The U.S. Postal Service offers a free service to help residents and businesses track their incoming mail, which can help to avoid theft of important mail.

When you sign up for the service, you will receive an email containing grayscale images of the exterior, address side of incoming letter-sized mailpieces that are arriving soon.

According to USPS.com, informed delivery allows participants to be notified and take action before important pieces of mail arrive.

To sign up for the free service, visit informeddelivery.usps.com.

Medicaid patients may be able to receive transportation assistance

Transportation assistance may be available for Medicaid patients who need a ride to an appointment. Patients who are a member of a managed care plan or MyCare Ohio plan can contact the Ohio Medicaid Hotline for consumers at 1-800-324-8680 or ohiomh.com for details.

RECORDS, from page 3

you, but you should always insist on a certificate of destruction and, for entities covered under HIPAA, a Business Associate Agreement. Furthermore, make sure that there are no subcontractor companies involved which do not also agree in writing to adhere to the privacy policies of the practice.

Conclusion

Because there are numerous legal considerations that must be taken into account when determining how and when to destroy records, it is highly recommended that a formal records retention policy be adopted before doing so. Once adopted, the policy should be reviewed on an annual basis to ensure its continued compliance with all pertinent laws and ethical considerations. For additional information on this topic, please contact the ODA legal department at (800) 282-1526.

PRICELESS, from page 2

on the dotted line, I could have opened myself up to automatically being enrolled in other programs, most of which I had no interest in joining.

Here's something we can all use from time to time. The Council on Dental Care Programs and Dental Practice has an insurance work-group. As the name suggests, they deal with any insurance-related issues that come up. For example, ABC dental insurance has denied payment to you for a service that should be covered. You've already gone back and forth with the insurance company to no avail. The ODA, through the council, will contact the insurance company on your behalf. The vast majority of the time, we are successful in solving your issue. How's that for a member benefit??

The ADA can even help you improve patient communications and office management. The ADA Center for Professional Success is a fantastic resource (success.ada.org). The subjects covered are too numerous to list them all here, but they include technology, marketing, office design, HIPAA issues, Medicare issues, wellness tips, dental coding questions, buying/selling a practice, and many, many more subjects.

As you can see, membership in the tripartite has benefits that can be priceless. If you take advantage of just a few of the things offered, your membership will pay for itself. You can literally save thousands of dollars. Before you pay for services, there's a good chance that the ODA or ADA offer those services for free or at a substantial discount. Simply place a phone call. You might be pleasantly surprised.

Have a question about
practice management or regulatory compliance?



WE HAVE AN ANSWER!

Contact the ODA
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CDS MEMBERS REGISTER FOR FREE.

Are you an ADA member? Join CDS as an Associate Member for only \$125 and pay no registration fee. That's a \$70 savings compared with on-site registration fees. Join now at WWW.CDS.ORG.



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