

ODA Today

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

QuickBites

Dentists should update their Find-a-Dentist profile

The American Dental Association recently developed an enhanced Find-a-Dentist tool to make it easier for patients to search for dentists. The new tool allows patients to search by geography, dental benefit plans and specialty.

Dentists with completed profiles will have a priority listing in search results, and data shows that profiles with pictures get more clicks.

Dentists can take about five minutes and log in to ada.org/myada to update their member profile. Dentists will also be able to update their Find-a-Dentist profile by visiting the Tech Bar in the Exhibit Hall at ODA Annual Session.

For more information, visit ADA.org/findadentist.

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ODA Annual Session just around the corner, it's not too late to register

By ODA Staff

The 2017 ODA Annual Session is almost here, and it's not too late to register. This year's Annual Session – Together Towards Tomorrow – will be Sept. 14-17 at the Greater Columbus Convention Center.

There are several ways to register for Annual Session:

- Online at www.oda.org/events.
- On-site at Annual Session – but be aware that the on-site registration fee is higher, so it is recommended that attendees register before Sept. 14 and then they can continue adding courses on-site at Annual Session.

This year, the ODA is offering an Annual Session registration discount. Any dentist who registers three staff members will be able to register a fourth staff member for free.

Annual Session offers many opportunities for the entire dental team, including an expansive Exhibit Hall, hands-on continuing education courses, unique special events and more.

This year's Annual Session has a strong lineup of speakers covering a variety of topics for the entire dental team, including hands-on courses.

Bruce Christopher will be teaching courses for front desk staff; the Ritz Carlton Leadership Institute will be presenting, "Customer Service Reenergized!"; Laci Phillips will be presenting insurance coding courses for front desk staff; Karen Davis, RDH, will be teaching courses for hygienists; and nutritionist Mary Ellen Psaltis, RD, will also be teaching courses. The ODA Annual Session also will feature hands-on courses for den-



ODA Staff

The 2017 ODA Annual Session will be Sept. 14-17 in Columbus and offers many opportunities for the entire dental team, including an expansive Exhibit Hall, hands-on continuing education courses, unique special events and more.

On-site registration hours

Thursday, Sept. 14 — 7:30 a.m.-7 p.m.
Friday, Sept. 15 — 7:30 a.m.-6 p.m.
Saturday, Sept. 16 — 7:30 a.m.-5:30 p.m.
Sunday, Sept. 17 — 7:30 a.m.-4 p.m.

Or register online at www.oda.org/events!

tists and EFDAs. Dr. Robert Edwab, an oral surgeon, will be returning with his hands-on workshop with pig mandibles; and Dr. Henry Gremillion will be at the ODA Annual Session teaching a head and neck cadaver dissection course for the first time.

Additionally, CPR for Healthcare Professionals; Infection Control & Regulatory Compliance; Emergency Medicine for the Dental Practice; and Radiography Review for the Dental Assistant and entire team, will be offered at the event.

Annual Session also will feature one of the largest Exhibit Halls in the area, where attendees can comparison shop and speak to knowledgeable sales reps who can answer questions about their products. The Exhibit Hall will contain more than 200 booths. Attendees can also drop off their ticket in the Membership Booth at the back of the Exhibit

See ANNUAL SESSION, page 7

Resolutions for consideration by the 2017 ODA House of Delegates

By ODA Staff

The ODA's House of Delegates, which is the legislative and the supreme authoritative body of the association, will be meeting on Sept. 14 and 15 at the Hyatt Regency Hotel in Columbus in conjunction with the 2017 ODA Annual Session. Nearly 150 delegates from across the state representing all 25 component dental societies, including two student delegates representing the Case Western Reserve University School of Dental Medicine and The Ohio State University College of Dentistry, will gather at the 2017 House of Delegates meeting to deliberate resolutions proposing policies and/or operations of the association. The 2017 House of Delegates will consider the following resolutions at its meeting in September:

- Resolution 01-17 proposes that the

ODA take the position that dental insurance companies should disclose how they spend patient premium dollars in a standardized, easy to understand and meaningful format.

- Resolution 02-17 proposes that the ODA support the nomination of ODA member Dr. Ronald Lemmo for ADA President-elect at the 2018 ADA House of Delegates.
- Resolution 03-17 proposes to amend the ODA Bylaws in order to implement an in-year dues installment payment program that was adopted by the 2016 ODA House of Delegates.
- Resolution 04-17 proposes to change the name of the ODA's Strategic Planning Committee to the Strategic Plan Review Committee.
- Resolution 05-17 proposes that the ODA

participate in the ADA's 2018 Consumer Advertising Campaign by purchasing additional digital advertising to supplement the ADA's marketing efforts in Ohio.

- Resolution 06-17 proposes to provide the ODA officers, executive editor and ADA 7th District Trustee from Ohio with an allocation for their 2017-2018 service.
- Resolution 07-17 proposes that the ODA take the position that real-time dentist-patient communication is a required component of an oral evaluation.
- Resolution 08-17 proposes ODA guidelines on the capture and use of diagnostic images by dentists, and by third-party payers or administrators of dental benefit programs.
- Resolution 09-17 proposes an ODA policy on inappropriate or intrusive provisions and practices by third-party payers.



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



Together Towards Tomorrow

ODA Annual Session | Sept. 14-17, 2017 | oda.org/events



The Director's Chair

David J. Owsiany, JD
ODA Executive Director

The ODA regularly gets calls from our member dentists seeking guidance on how to handle specific scenarios in an ethical manner. One of the most common questions we get is how to terminate the dentist-patient relationship in a proper way. Terminating the dentist-patient relationship requires the dentist to exercise care to minimize the risk of patient abandonment.

Obligation to treat patients – avoiding discrimination

There is a difference between refusing to treat new patients and terminating an existing patient relationship. Generally, dentists are free to accept new patients into their practice as they see fit. However, there are exceptions to this general rule. The "American College of Dentists Ethics Handbook for Dentists" states that dentists should "avoid actions that could be interpreted as discriminatory" and advises dentists "must be aware of laws and regulations that govern discrimination." Similarly, The "American Dental Association Principles of Ethics and Code of Professional Conduct" ("ADA Code of Ethics") mandates that dentists avoid refusing to treat a patient based solely on his or her race, creed, color, sex, or national origin. Of course, state and federal laws provide heightened protection for people in these protected classes as well.

Ethical considerations for avoiding patient abandonment

Similarly, pursuant to the Americans with Disability Act, a dentist should not refuse to treat a patient because he or she has a disability. For example, a dentist should not refuse to treat a patient solely because the patient is HIV positive or has been diagnosed with AIDS. In general, when accepting new patients, dentists must be aware of laws and ethical guidelines that govern discrimination and must avoid acting in violation of those laws and guidelines.

Terminating the dentist-patient relationship – avoiding patient abandonment

Once a dentist-patient relationship has been established, however, the dentist's obligations change and a duty may exist beyond only protected classes. The "ADA Code of Ethics" warns that, in terminating an existing relationship with a patient, the dentist must avoid "abandoning" the patient. In defining patient "abandonment," the "ADA Code of Ethics" states that "once a dentist has undertaken a course of treatment, the dentist should not discontinue that treatment without giving the patient adequate notice and the opportunity to obtain the services of another dentist." This concept of "abandonment" may also be the basis of a civil lawsuit if the dentist does not exercise care in terminating the dentist-patient relationship. Liability for patient abandonment can arise when the dentist does not give adequate notice of termination and the dentist's refusal to treat causes injury to the patient.

The best way to avoid a claim of abandonment is not to terminate the dentist-patient relationship during the course of treatment. If the relationship must be

terminated prior to the completion of treatment, the dentist should discuss the problem with the patient, offer to assist in finding the patient a new dentist, and obtain the patient's consent to end the relationship, if possible. Each step a dentist takes in terminating the relationship should be documented in writing. The best practice is to terminate the relationship in writing via certified mail or some form of electronic communication that documents when the patient receives the notice of termination.

The written communication should make clear that the dentist is terminating the relationship and offer to provide copies of the patient's records to a new dentist at the patient's direction and consent. The letter can discuss the reason for the termination (e.g., the patient's failure to follow instructions related to treatment or care, missed appointments, etc.) but does not have to give a reason.

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

It is always difficult when the dentist-patient relationship must be terminated. However, by following the guidelines discussed in this column, dentists can avoid running into ethical and legal trouble when dismissing a patient from their practice.



President's Message

Kevin M. Laing, DDS
ODA President

Together towards tomorrow

At the end of the ODA House of Delegates on Sept. 15, the new officers of our association will be installed. I am looking forward to the unveiling of their plans for our association and I extend my utmost support to those whom have dedicated themselves to guiding our profession through a turbulent time. I ask each one of you who care about oral health to support them in their mission to facilitate the policies determined by your representatives in the House of Delegates. With this upcoming changing of the guard I have paused to contemplate the questions that many presiding officers encounter at the completion of their term. They are always asked about their legacy. What was the greatest challenge? What are you most proud of? What did you accomplish during your term?

In my mind, the legacy of this year will be the establishment of a shared and positive public image of our profession and a greater appreciation for the good that we do not only as dental professionals, but as individuals and as an association in whole. Every day we give the very best we can to our patients and staff members. We work

hard to educate and coach people to be the best they can be, to be as healthy as they can be, and to be mindful of their role in improving oral health. It can be frustrating when the patient with chronic periodontal disease appears for their examination, and apparently has not practiced any of the oral hygiene procedures that you painstakingly discussed and taught them at their last visit. It is our role to not show our frustration (much) and to once again teach them the importance of proper hygiene techniques, re-stressing the permanent damage that will occur and how oral health can affect their total health. We always encourage our patients and our team to press on with hope.

The Ohio Dental Association is also in the position to educate and encourage not only its members, but the legislators and regulators that we have to deal with. Most of the people in these roles have little if any understanding of dentistry and its importance. It behooves us to expend the time and treasure to give them the knowledge to enable them to make wise and prudent decisions. I have to boast that the ODA Day at the Statehouse, our PAC, and our grassroots efforts are the envy of everyone in dentistry.

In addition we strive to educate the public through our radio spots and the newly rolled out ADA awareness campaign of the prudence of seeking preventive and restorative care by ADA dentists. However, these efforts will bear no fruit if the members do not use the materials and opportunities to co-brand with their association. Every member should update their profile on the ADA Find-a-Dentist website. The ODA Annual Session will offer an on-site opportunity to do this – easy peasy! Thanks Annual Session Committee!

My greatest pride for the past year is the

gracious manner that you all responded to my call for increasing the Give Kids a Smile program. There was at least one event held within the boundary of every component. The outreach to more counties was phenomenal! We were represented in 50+ counties compared to less than 40 last year, and we are not done yet. I believe that there is a greater understanding of the importance of this program to improve oral health throughout the state, to help our members distinguish themselves for their service, and to convince regulators that dentists are doing their best to reach out to all communities in the state of Ohio. I hope we will do even better in 2018!

To date we have had a good year financially. Our investments have been rewarding, and our reserves are strong. The ODASC Board has announced that they will be giving the ODA a \$200,000 dividend this year, which is up from past years. We should all be thankful to those visionary leaders that put our for profit subsidiary in place (Thanks Buck!). Membership has been strong, but we need to be better at recruiting a greater number of dentists. Without members the association will cease to exist. Everyone is encouraged to lend a hand in reaching out to non-members with an invitation to join us.

Our leadership has been relentless in advocating for our members. One issue that most of our members don't know is that in the governor's initial budget he had inserted a clause that would have imposed a sales tax on all "cosmetic" medical and dental services. Our lobbying team worked with other professions to strip that provision. The Ohio State Dental Board has been involved in several chal-

ODA Today

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Legal Briefs

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

Patient record protocols serve both dentist and patient

Patient records are an excellent treatment tool, can play an important role in the defense of a malpractice claim and can be a valuable asset when the time comes to sell a practice. There are, however, several key things dentists should remember about their patient records.

Access and confidentiality

Ohio law defines a medical record as "data in any form that pertains to a patient's medical history, diagnosis, prognosis or medical condition and that is generated and maintained by a health care provider in the process of the patient's health care treatment."

Although the dentist owns treatment

records, a patient maintains an absolute right to access those records. This absolute right means that a patient has a right to view or obtain a copy of their records regardless of whether they have an existing balance. State law requires health practitioners to make a patient's records available in a reasonable time upon receiving a request from a patient. Refusing to provide copies is also considered unethical under the ADA's Code of Professional Responsibility (Code).

The Code also requires dentists to safeguard the confidentiality of records. Generally speaking, only a patient or an authorized representative of the patient may waive the right of confidentiality and consent to the release of records. However, there are certain instances where a dentist may or must provide access to patient records. Reporting a crime, communicable disease, vital statistics or child or elder abuse are some occasions when release of a record may be required. Additionally, release of records might also be mandated in response to a subpoena.

It is generally best practice for a dentist to obtain a written, signed release form

from a patient prior to disclosing or releasing any records or information relating to a patient's treatment.

Charging for copies

Dental offices may choose to charge patients and others for copies of records. However, a patient's failure to pay for the copies is not an excuse for withholding the records.

State law sets the maximum fees that health care providers may charge for the duplication of patient records. For a current listing of the maximum allowable charges under state law, contact the ODA at (800) 282-1526. It should also be noted that the Code provides that copies should be furnished to patients or other practitioners "either gratuitously or for nominal cost."

Ohio law requires dentists and other providers to furnish, upon request, a copy of records without charge to:

- Bureau of Workers' Compensation
- Industrial Commission
- Department of Job and Family Services
- A patient or patient representative

pursuing a claim under the Social Security Act.

State law does not address requests for records from insurance companies. Copying fees in these situations are typically set by contract.

Record retention

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 law requires health care providers to 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. Furthermore, as a condition of participation in the Federal Medicare Program, providers agree 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. It is important to closely examine your policy to determine if it requires retaining patient records for a specific period of time because failure to comply could invalidate your liability coverage.

Lastly, it is best practice to maintain all medical records for at least the length of time the patient may take legal action regarding provided treatment because patient records are often the best defense in a malpractice lawsuit. For many years, Ohio did not have an effective time limitation on the commencement of malpractice lawsuits. In response, the ODA's advocacy team successfully advocated for the Ohio General Assembly to enact a four-year statute of repose, which is a law that generally prohibits negligence malpractice lawsuits against dentists based on dental work that is four years or older. There are limited exceptions to this general four-year statute, however, including the tolling of the statute until the age of majority for treatment involving a minor child.

Every dental office should consider adopting a retention policy for patient records. Developing such a policy involves many different considerations, including contractual obligations, legal risk management and regulatory compliance. Therefore, dentists should consult with their own attorneys and malpractice insurance carriers to ensure the record retention policy adopted is the right one based on their specific circumstances.

Record destruction

Dental offices should exercise caution in destroying patient records that have exceeded the proper period of retention. 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 you, but you should always insist on a certificate of destruction and, for entities covered under HIPAA, a Business Associ-



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Give Kids A Smile events come in all shapes and sizes

By ODA Staff

Give Kids A Smile is a national access to care and oral health education program where dentists provide underserved children with free dental screenings, treatments and/or oral health education. GKAS events take place throughout the year and dentists can customize the event to work for their schedule.

"Every dentist contributes so much to the community every day through the provision of life changing treatments and educational activities," said ODA President Dr. Kevin Laing. "Unfortunately, not everyone appreciates what we do, and some people have the impression that dentists are inaccessible. Through Give Kids A Smile we have the opportunity for public recognition of the passion our profession has for helping everyone to live a healthy and happy life."

Often the most widely publicized GKAS events are large-scale events held by dental societies partnering with local dental, hygiene and assisting schools. This model allows the dentists to utilize a larger clinic as well as provide an educational opportunity for students while increasing access to care for children.

However, more small-scale events take place every year by the efforts of individual ODA members and their staffs. Many individual dentists open up their offices to the public for anywhere from five to 50 children to be seen for limited dental services. This offers the conveniences and comforts of working in their regular office and is a manageable number of children to see in a half-day to limit time taken away from the practice's regular patients.

Dentists can also find willing partners in schools, Head Starts and other organizations that serve children to go to their location and provide screenings and fluoride varnish or simply hold an oral health education presentation to increase the children's oral health IQ. Many dentists and their staffs hold educational presentations in schools throughout National Children's Dental Health Month every February. These events should be counted as GKAS and registered as such.

"I understand that dentists are reticent and reluctant to call attention to themselves. GKAS is a perfect time for us to call attention to the importance of our profession. It is not self-serving to promote the benefits of good oral health," Laing said.

Dentists who hold GKAS events or oral health education days need to register these events with the ADA. Doing so will give the dentist access to event supplies to perform screenings, cleanings, fluoride varnish and sealants as well as planning and promotional assistance from the ODA. Registration for GKAS 2018 events opens Oct. 1, 2017 and events must be registered by Nov. 6, 2017 in order to qualify for free products. In addition to free products, registering a GKAS event helps the ADA and ODA keep an accurate record of the donated services dental practices are providing to those in need. This information is useful when speaking to the public and legislators about the profession of dentistry.

"Legislators and local officials have said many times that they were impressed with the efforts of the dental family evidenced by the GKAS program," Laing said. "This is a golden opportunity to establish a great relationship with these policy makers and a chance to display dentistry in the absolute best light, so when they are confronted with a situation they might be predisposed to supporting dentistry by supporting our legislation and programs. We need friends that will step up to defend and support dentistry."

For ODA members looking to start a



new GKAS activity or for help registering their 2018 GKAS event, contact Kristy Kowalski, ODA manager of public service, at 800-282-1526 or Kristy@oda.org. The ODA can assist dentists in finding community partners for in-school preventive and educational events. The ODA currently is looking for members to partner with several sites of an after-school educa-

See GKAS, page 7

What qualifies as GKAS?

- Oral health education presentations in schools/Head Starts
- One-on-one oral health education
- Days of free dentistry for children
- Free dental screenings in schools/Head Starts

Why should you register your GKAS activities?

- Toothbrush and toothpastes from the ADA to give away at your event
- Dental supplies for screenings, cleanings, fluoride application and sealants from the ADA
- Planning and promotional assistance from the ODA
- Volunteer CE credit for dentists and hygienists who provide volunteer dental care
- To ensure your GKAS activities are counted in state totals used in ODA advocacy efforts

Register your GKAS event

Register your 2018 GKAS events from Oct. 1 through Nov. 6 to qualify for free products from the ADA. Go to <http://www.adafoundation.org/en/give-kids-a-smile> to register or contact Kristy Kowalski, ODA manager of public service, at 800-282-1526 or Kristy@oda.org for assistance.



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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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Don't miss out on the ODA Foundation raffle

The annual ODA Foundation raffle is one of the primary sources of funding for access to dental care grants and Ohio resident dental and EFDA student scholarships. Raffle tickets are \$100 each, two for \$175 or six for \$500, and only 700 will be sold.

This year's raffle prizes are:

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

Dr. Jennifer Ludwig is the winner of the \$500 early bird drawing prize.

The drawing will be held Sept. 16 at 11:30 a.m. in the Annual Session Exhibit Hall. After Sept. 8, tickets may be purchased from an ODA Foundation trustee or at the Foundation's booth in the Annual Session Exhibit Hall.

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

ODA Meeting & Event Calendar

Sep.

- 4 ODA office closed for holiday
- 5 Annual Session Committee (call)
- 14-15 ODA House of Delegates
- 14-17 ODA Annual Session

Oct.

- 11 OSU Street of Dreams
- 27 Council on Access to Care and Public Service
- 27 Council on Membership Services

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ate Agreement. Furthermore, make sure that there are no sub-contractor companies involved which do not also agree in writing to adhere to the privacy policies of the practice.

Practice transitions

Prospective associates and employees are wise to consider the issue of patient records prior to beginning any new employment situation. Similarly, dentists contemplating the sale of a practice should also take into account the possibility of needing access to records in the future in the event of a malpractice action, insurance inquiry or regulatory board investigation.

Maintenance, storage and availability of patient records are all issues that should

be discussed and resolved, in writing, prior to entering into any employment situation or sale. Competing interests exist on this issue. Employers and purchasers have a legitimate interest in limiting an employee's or seller's access to records because those records are an asset for the practice. However, employees, associates and sellers have an interest in obtaining access to the records of the patients they treat in the event of a malpractice action or dental board investigation.

Dentists should work with an attorney to negotiate and craft an agreement on access to dental records which addresses the interests of both parties.

For additional information on patient records or other legal issues, please contact the ODA legal department at (800) 282-1526 or visit www.oda.org.

Support organized dentistry, earn \$100 gift card

The American Dental Association's Member-Get-A-Member campaign can benefit current tripartite members while helping to grow participation in organized dentistry.

Dentists who recruit any new, active member before Sept. 30 will be rewarded with a \$100 gift card for each new eligible member they recruit (up to five new members and \$500).

Tripartite members know first-hand the benefits of joining organized dentistry and are in a strong position to encourage non-members to join and strengthen the organization.

For more information about the program and complete rules, visit www.ada.org/8185.aspx.

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Follow ODASC's Path to Success in the Exhibit Hall at the ODA Annual Session!

Dentists only need to visit four out of six preferred vendors listed on the Path to Success game card to receive a **Gourmet Coffee Card!** Join ODASC for this fun, easy way to win! But hurry, supplies are limited.

Participating Preferred Vendors:

- Association Gloves
- Best Card
- CareWorksComp
- MedPro
- OSHA Review Inc.
- ProSites



Visit ODASC in the membership booth to pick up a Path to Success game card to participate. Don't miss this opportunity to receive a gift card for the perfect complement to your productive day!

www.odasc.com

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lenges to Ohio's Dental Practice Act that defines recognized specialties in dentistry and the limitation of specialty practices. Presently, dental specialists are no longer required to limit their practices to their specialty. Work continues on determining which specialties will be recognized by the Board. There has been a discussion about allowing the OSDB to issue fines for administrative deficiencies such as CE and sterilization monitoring. Currently the only resolution that the OSDB has is suspension or rescission of a dental license, and the thought is that suspension is a heavy price to pay for missing a CE slip or a missing autoclave test. There is also a grave concern that not all dentists are using OARRS before prescribing opioids. Failure to register and use OARRS as appropriate might also result in a fining infraction. There is legislation in the hopper regarding dental therapists, but not much interest has been generated in the Senate in favor of this idea. The ODA has had legislation introduced that would allow for extended duties for auxiliaries and the use of teledentistry (transmission of images and radiographs to a distant location for a dentist's review). Also in the bill is a provision to double the size of the Ohio Dentist Loan Repayment Program for dentists choosing to practice in areas of need, as well as offering Choose Ohio First Scholarships for students that will practice in Ohio upon graduation. Another bill of interest to us is the disallowance of insurance contracts limiting the fees on non-covered services. You can see that our advocacy team has had a full plate.

The Executive Committee has gelled into an effective working group, and I thank each and every one of my colleagues on the committee. Dr. Chris Connell will be completing his last year on

the Exec Committee, and it goes without saying that he has been a great inspiration for those of us who have followed in his shoes. New to the EC will be Dr. Najia Usman who has been elected to serve as the ODA secretary. I have every confidence that Dr. Steve Moore will do a great job as our new president.

I have enjoyed the opportunity to serve as the president of the Ohio Dental Association. I thank you for the opportunity. I was so pleased to be able to visit the component societies that invited me. It gave us all a chance to discuss how organized dentistry can best serve our patients and our members. It was gratifying to represent Ohio to the rest of the ADA structure, and to positively communicate with the media and other concerned parties. As many of you know, I served on the EC as secretary for four years, I have been able to serve on, and chair, two ADA councils and ODA councils as well as being a long time representative to the ODA and ADA Houses. I have had colleagues and classmates ask why I have been so involved in organized dentistry, and my answer is that I feel compelled to serve and preserve this wonderful profession of dentistry. I am a third generation dentist, my uncle was a dentist, my older son is a hygienist, and my younger son is in dental school. It is essential that we in the field bind together to protect the dental profession and the sanctity of the doctor-patient relationship. We became dentists because we care about helping people, and I have been active in the ADA tripartite to serve and help all of you. If you have taken the time to read all the way to the end of this article, I believe it is safe to assume that you care about our association and that you are engaged. If I could offer any advice to you, it would be to get involved!

My path to being the president of the

ODA was not linear or quick. I started out in my component by volunteering to help on small projects, which led to a leadership role there. Next, I was elected to represent my component as an alternate delegate in the ODA House, which led to my meeting different leaders from across the state and eventually to selection to serve on some ODA councils and committees. After several years I was able to become an alternate delegate to the ADA House, where our trustee at the time asked if I would be interested in serving on an ADA council. I bit, and got to serve on the ADA Membership Council – eventually serving as chair. After that, I ran for the Ohio VP slot from District 2 and was defeated on more than one run. Eventually I successfully ran for ODA secretary and served on the Executive Committee for four years. As that term came to an end, I was nominated to serve on the ADA Annual Sessions Council and served as general chair in 2011. At that juncture, the Executive Committee presented me with the ODA Leadership pin and I thought I was done. However, I still wanted to be involved in advancing our association so I ran again for ODA VP and eventually was elected.

I would encourage each and every member to find a spot where they can contribute whether it be at your component, the ODA, or the ADA. I lost elections, but I continued on trying to serve wherever I best could contribute. I always tried to do my homework, work hard, and do my best. You, too, have talents that can contribute to the mission of our professional association. I encourage you to be involved and strive to hold office or position within the ADA tripartite. If you get involved it will pay back in dividends. It has been one of the greatest joys of my career! I believe that by becoming involved in our dental organization I have

become a better dentist, a better leader and business owner, a better husband and father, and a better person. What will be your legacy? Get involved and we can work "Together Towards Tomorrow!"

Again, thank you for allowing me to serve. I look forward to my year of active duty as your immediate past president.

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

Numbers to know

American Dental Association
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Dental OPTIONS
(888) 765-6789

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

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

Ohio Department of Health
(614) 466-3543

Ohio State Dental Board
(614) 466-2580

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



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The Maumee Valley Dental Society goes into area schools to teach children about oral health. Oral health education events qualify as Give Kids A Smile events. Give Kids A Smile event registration will take place in October, so now is the time to begin planning an event.



GKAS, from page 4

tion program in Wood, Sandusky and Ottawa counties.

“A GKAS event is something that anyone can hold, and there is support available from the ODA to help plan and supply that event,” Laing said. “By sponsoring an event there is an opportunity to introduce the dentists to the community, to demonstrate our commitment to serve, and the chance to improve the lives of children. It is a win-win-win!”

In 2017, the ODA increased its efforts to have a GKAS event held in as many counties of Ohio as possible. Events

were held in 50 counties in 2017.

“It is important for us to hold GKAS events all across the state. Every community is at risk, and by our efforts to serve all communities we demonstrate our commitment to all,” Laing said. “This year, through the dedication of so many of our members, we have greatly expanded the GKAS outreach. My vision is that every one of the 88 counties of Ohio will have at least one GKAS activity. The goodwill engendered by these activities raises the respect for dentistry, and the more people that have an encounter with a good news event or news story will just explode the positive image of dentistry.”

ANNUAL SESSION, from page 1

Hall each day to be entered into a drawing for a door prize.

New this year, the Exhibit Hall will feature a Tech Bar, where dentists can speak to experts about digital and online technology. The Tech Bar will feature experts who can speak to attendees about solutions for productivity, social media, marketing, practical software or an array of other interests. Experts can help answer any tech related questions, expand professional networks on LinkedIn and help navigate the Annual Session mobile app. They can also help members update their Find-a-Dentist profile with the ADA.

A free Exhibits Only Pass will again be offered on Saturday, Sept. 16. Registering for this category allows attendees to only shop the Exhibit Hall. This will give attendees an opportunity to check out the meeting without having to pay registration fees if they do not plan to attend any CE courses.

A full list of exhibitors, plus a map of the Exhibit Hall and a product search function, is available at www.oda.org/events. Exhibitors’ show specials also will be available online and on the 2017 ODA Annual Session mobile app.

In addition to the lineup of speakers and opportunities to shop in the Exhibit Hall, Annual Session will feature special events for attendees, including a new

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- Speaker bios
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- Log in for your personalized schedule
- Download CE slips
- Alerts with important updates
- And more!

Search for “2017 ODA Annual Session” on Google Play and the Apple App store to download the free app!



dentist reception for dentists in practice for 10 years or less, and The Bash! for all attendees. Annual Session also will feature an opportunity for attendees to attend a private dining session with Chef Hubert Seifert at his restaurant Aubergine in Grandview. The Callahan Celebration of Excellence will take place Friday evening, and special events will take place in the Exhibit Hall throughout Annual Session.

For more information about the ODA Annual Session, including a full schedule of events, CE courses, speaker bios and more, visit oda.org/events.

Attendees planning to register on-site should arrive at least one hour before their first course and should have alternative courses in mind in case first choices are sold out. Attendees should also be aware that on-site registration fees are higher than registering in advance. Register online at oda.org/events.



ODA Staff

Annual Session will feature one of the largest Exhibit Halls in the area, where attendees can comparison shop and speak to knowledgeable sales reps.

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Dental Insurance Corner

Medicare options and opt out update

By Christopher Moore, MA
ODA Director of Dental Services

To say the Center for Medicare and Medicaid Services (CMS) prescription drug rule has caused a lot of confusion and angst within Ohio dental practices is an understatement. Enforcement date changes, third-party payer responses to the rule and the basic premise of the rule itself have left many dentists unsure of the best action to take to address it.

There are two basic considerations that need to be accounted for in addressing the rule: ensuring affected patients' prescriptions continue to be covered and the impact this will have on third-party payments being made on those patients' behalf. How dentists approach these considerations will determine the best course of action for their practices and patients.

The Medicare prescription drug coverage rule is currently slated to be enforced on Jan. 1, 2019. Until then, Medicare will continue to pay for prescriptions dentists write no matter what action the dentist does or does not take.

Providing enforcement is not delayed again, dentists must take one of the following actions by that date in order for their Medicare covered patients' prescriptions to be covered by Medicare: either enroll as a Medicare provider or register as an ordering/referring Medicare provider or opt out as a Medicare

provider. If the dentist takes any of these steps by Jan. 1, 2019, then his/her Medicare covered patients' prescription drugs will be paid for by Medicare. If the dentist does not, then his/her patients' Medicare covered prescriptions will not be paid for by Medicare.

To enroll as a Medicare provider, the dentist should complete and return the CMS Form 8551 (which can be downloaded and printed by visiting <https://oda.org/resource-library/search/> and searching for Medicare) to the Medicare contractor for Ohio (CGS Administrators, LLC, Provider Enrollment Department, P.O. Box 20017, Nashville, TN 37202-0013) or do it online using Medicare's online Provider Enrollment, Chain and Ownership System (PECOS) at: <https://pecos.cms.hhs.gov/pecos/login.do>.

Anecdotal reports the ODA has received from dentists all indicate it is much easier to complete and mail the paper form than it is to do it online.

Enrolling as a Medicare provider means the dentist agrees to accept Medicare's fee for Medicare covered services as payment in full.

Traditional Medicare neither covers nor pays for most routine dental services such as fillings, cleanings, radiographs and dentures, even if they are provided in a hospital. Payment for these and any other non-covered dental service is the patient's responsibility.

It does cover a very narrow and limited set of dental services – those necessary to provide certain Medicare covered

medical services, e.g., extracting a tooth as part of treating a fractured jaw, maxillofacial surgery for pathological or traumatic medical conditions, prosthetic rehabilitation to replace or treat certain oral and/or facial structures related to covered medical and surgical interventions such as cancer surgery, extracting teeth prior to jaw radiation treatment, oral examination prior to kidney transplantation and certain medical procedures that dentists are licensed to perform such as a biopsy for oral cancer.

While traditional Medicare may not cover dental benefits, some Medicare Advantage Plans do. Some of these plans' benefits are very limited while others are more comprehensive in nature. None of these benefits will be reimbursed, however, if care is provided by a dentist who is opted out of Medicare at the time the service is rendered.

Enrolling as a Medicare provider does not mean that the dentist is automatically signed up as a participating provider with any Medicare HMO.

It also does not mean that the dentist has to automatically accept any Medicare covered patient that presents for treatment. Becoming a Medicare provider


also does not enroll the dentist as a Medicaid provider or require him/her to treat patients covered by Medicaid.

It is important to note that some Medicare HMOs may require a dentist who provides care to his/her subscribers to enroll as a Medicare provider before the HMO will issue reimbursement for dental care the dentist provides to patients covered by that HMO. If a dental practice has numerous patients covered by a Medicare Advantage Plan with this type of policy then the dentist should consider enrolling as a Medicare provider in order to protect the payment source for their affected patients.

To opt out of the Medicare program, the dentist should submit an opt out affidavit to CGS. Once opted out, the dentist will remain opted out of Medicare for a two year period of time after which their opt out status will be automatically "renewed" for another two years unless the dentist indicates otherwise. Dentists who wish to no longer be opted out should provide CGS with a notice of that intention within

See MEDICARE, page 13

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



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Callahan Memorial Award: Dr. George Zarb

By Jackie Best Crowe
ODA Managing Editor

Dr. George Zarb has made significant contributions to the field of dentistry thanks to his clinical research on efficacy and effectiveness of osseointegrated dental implants. For his contributions, Zarb will receive the Callahan Memorial Award from the Ohio Dental Association on Friday, Sept. 15, at the Callahan Celebration of Excellence, held in conjunction with the 151st ODA Annual Session.

"The Callahan Memorial Award Commission has chosen to award Dr. George Zarb for his major advancements in and contributions to the field of prosthodontics, in particular his research of osseointegrated dental implants," said Dr. Joe Mellion, chair of the Callahan Memorial Award Commission.

Zarb earned his first dental degree at the Royal University of Malta in 1960. He said that after the war years in Malta, many of the people in his generation were "in a hurry" to attend a university, and at the time a new dentistry course was available at the medical school, which was a quick way to obtain a medical specialty.

"I trained in what was then the smallest English speaking dental school in the world, a scholarly version of the one-room schoolhouse," Zarb said. "It was led by an extraordinary visionary, Professor John Mangion, a physician/dentist with advanced British qualifications. He sought to instill in his graduating class (about four dentists every three years) the conviction that the size and global reputation of a dental school was not proportional to the excellence of its product."

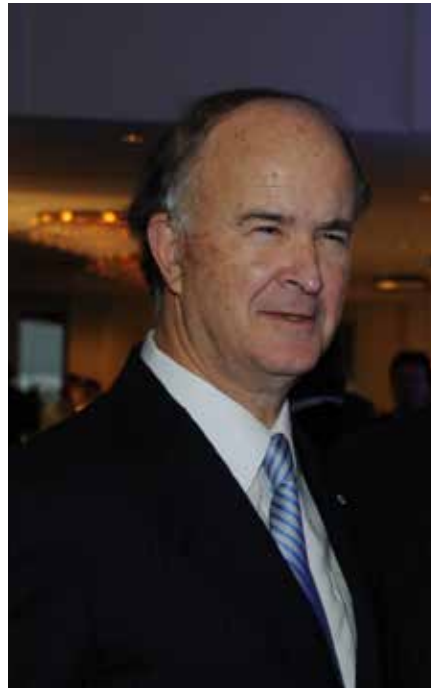
Zarb was then awarded a Fulbright Scholarship, which he used to attend the

University of Michigan where he acquired a DDS and an MS in Restorative Dentistry. The scholarship required him to work outside of the United States for two years after he earned his degrees, so he moved to Toronto where he worked at a general practice and taught prosthodontics. He then spent an additional year studying graduate prosthodontics with the late Carl Boucher at The Ohio State University, supported through a Canadian Fund for Dental Education Fellowship, where he earned a second MS degree.

He then went on to accept a full-time position at the University of Toronto Faculty of Dentistry in 1966. He was appointed professor and head of prosthodontics in 1971 and served in this position until his retirement in 2004. He also served as associate dean for clinical sciences between 1997 and 2001 and enjoyed a part-time prosthodontic private practice in Toronto throughout his academic career.

At the University of Toronto, Zarb and a team were working on efforts to cement implants into the jaw bones of experimental models, similar to certain orthopedic implants, and they were not seeing much success. It was at this time that they discovered Per-Ingvar Brånemark's research on osseointegration, where titanium metal inserted into the body is accepted and becomes integrated with the bone.

Zarb developed a friendship with Brånemark, which led to his permitting Zarb to independently replicate his studies. He received an Ontario Ministry of Health Grant to carry out a replication study on Ontario patients who had proven to be maladaptive to wearing removable prostheses. He gathered a team of University of Toronto clinical scholars to work on the project, and their results confirmed



Dr. George Zarb is the recipient of the 2017 Callahan Memorial Award.

Brånemark's research.

The five-year study ended with a formal global launch of the "new era in oral rehabilitation ad modum Brånemark," Zarb said. The conference was held in Toronto in 1982, and the majority of oromaxillofacial surgical and prosthodontic professors from across North America attended, Zarb said.

"They mainly came to criticize; but ultimately all stayed to approve and sign on to a new therapeutic journey," Zarb said. "My colleagues and I also provided Brånemark with an educational strategy for disseminating the information worldwide that included identification of major educational centers and the necessary introductions to leading scholars. The educational strategy was also imma-

Meet Dr. George Zarb at the 2017 ODA Annual Session!

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Register online at www.oda.org/events.

surably assisted by the publication of a first text-book on the subject that I was privileged to be co-editor of along with Brånemark and Albrektsson. And the rest

See ZARB, page 17

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Distinguished Dentist Award: Dr. Paul Casamassimo

By Jackie Best Crowe
Managing Editor

Dr. Paul Casamassimo is dedicated to his patients, his students and improving access to dental care for people in need. In recognition of his efforts, he will receive the Ohio Dental Association Distinguished Dentist Award on Friday, Sept. 15, at the Callahan Celebration of Excellence, held in conjunction with the 151st ODA Annual Session.

"Paul has had a background in education, scientific scholarship and service over a lifetime," said Dr. Henry Fields, professor and Vig/Williams Endowed Division Chair in Orthodontics at The Ohio State University and a past ODA president. "I have seen his subtle and not so subtle efforts to lead and guide in many venues. I appreciate his forthright opinions, consideration, humor and general good sense."

Casamassimo said it's a great honor to receive the award.

"I know it's the highest honor that the ODA offers," he said. "I know that the people who make that decision consider a number of candidates and take the time to review what people have done for dentistry in Ohio and for organized dentistry. Based on that consideration, I feel very honored to have been chosen."

Casamassimo said he knew he wanted to become a dentist because his dad was a dentist, and he saw it was a good way of life. He earned his dental degree from Georgetown University in 1974 and a Master of Science and Certificate in Pediatric Dentistry from the University of Iowa in 1976.

After graduation, he taught at the University of Iowa College of Dentistry from 1976-78 and then at the University of Colorado School of Dentistry from 1978-88. In 1988, he became chief of dentistry at Nationwide Children's Hospital. In 1991, he also began serving as chair of the Division of Pediatric Dentistry and Community Oral Health at The Ohio State University College of Dentistry. Casamassimo currently serves as a professor emeritus in the Division of Pediatric Dentistry at The Ohio State University College of Dentistry and as an attending in the Department of Dentistry at Nationwide Children's Hospital.

"Paul's practice location at Nationwide Children's hospital gives him an opportunity to see the sickest and most vulnerable children," Fields said. "He is an excellent practitioner who sees children others will not or are not capable of helping. In an operatory or the operating room he is efficient and thoughtful."

Casamassimo said one of his favorite parts about being a dentist is the variety

of activity as a clinician.

"Even though we focus on the mouth and teeth, we have to know so many different things about health and public health and business and policy issues and so on," he said. "Even in a small town, a dentist has to be aware of all the elements of health that touch on the oral cavity and vice versa. You're just never bored; so many things go on that require attention and learning."

Casamassimo said he finds inspiration from the kids he takes care of, his colleagues and the students he's taught. He said the trust that parents have when bringing their children to the dentist is especially inspiring.

"The other part is that we are all enthusiastic about oral health; almost everyone who is a dentist appreciates the oral health of people and what we can do to contribute to that," he said. "Knowing you have a role and a significant role in getting people to oral health and keeping in oral health and moving the needle forward for populations and communities, that's pretty inspirational when you think of all the things we get to do."

In addition to practicing dentistry, Casamassimo is editor emeritus of the American Academy of Pediatric Dentistry (AAPD) and its journal, "Pediatric Dentistry," as well as a past president of the AAPD. Casamassimo also is a past president of the Academy of Dentistry for the Handicapped and is a past editor of the "Journal of Dentistry for the Handicapped." He also is a past editor of the "Journal of Dentistry for Children."

Casamassimo has authored or edited over 400 publications in the areas of pediatric dentistry, care of children with special health care needs and dental education. His research interests include oral health of children and adults with special health care needs, health services research, and oral health disparity and he has received numerous private and public grants and contracts.

Casamassimo also is extremely involved in organized dentistry. He said he was active in student politics when he was in dental school, and he knew he wanted to continue that with organized dentistry after graduating.

"Organized dentistry is really the only way that our profession can influence the oral health of Americans beyond the dental office," he said. "We can do a lot of one-on-one treatment, but without organized dentistry we can never mount any kind of effort to influence the greater issues related to oral health and patients. I always say what's good for our patients is good for dentistry and vice versa. The two are tied together inextricably. If we simply



Dr. Paul Casamassimo is the recipient of the 2017 ODA Distinguished Dentist Award.

look at oral health as a mouth and set of teeth rather than a movement to improve overall health and continued health of the population and the community, we really fall short. That's the benefit and the need because none of that would happen without organized dentistry."

Casamassimo's memberships include the American Dental Association, and the American Dental Education Association, Omicron Kappa Upsilon honor fraternity and AAPD. He is a fellow of the Royal College of Surgeons (Edinburgh) and the American Academy of Pediatric Dentistry.

He has served on many committees with the Columbus Dental Society, including on the Executive Committee as president, past-president, vice-president and secretary-treasurer. With the Ohio Dental Association, he has served on many coun-

cils, committees and task forces, including the Medicaid Working Group, the Finance Committee and MR/DD Dental Issues Task Force and has served as chair of the Task Force on Access. He served as ODA president in 2014 and has served as a delegate to the ODA and ADA. With the ADA, he has served on the Council on Advocacy for Access and Prevention and the Taskforce on Specialty Certification.

"Probably his most recent high impact on top of these accomplishments has been his husbandry of the Executive Committee, the Taskforce for Access and the Taskforce for the Future of Ohio Dentistry," Fields said. "He provides valuable insights and is not afraid to wade into data, proposals, testimony or policy papers and find options that may be right for dentistry, our patients and Ohio."

Casamassimo was the 2002 recipient of the AAPD Distinguished Service Award and in 2003, was honored by the Ohio Dental Association with its Humanitarian Award. In 2006, he received the Merle C. Hunter Award for Service from AAPD and in 2007, the AAPD Manuel Album Award for his work with patients with special needs. He is a 2007 recipient of Nationwide Children's Hospital Career Contribution Award. In 2012, he was named Pediatric Dentist of the Year by the AAPD. In 2016, he was named Ron Bell Mentor of the Year by the College of Diplomates of the American Board of Pediatric Dentistry.

Casamassimo is currently chief policy officer of the American Academy of Pediatric Dentistry in Chicago. He is also serving the Ohio Department of Medicaid as a consultant. He said his future plans

See AWARD, page 14

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Access to Dental Care Award: Lighthouse Youth Services Oral Health Program

By Jackie Best Crowe
Managing Editor

The Lighthouse Youth Services Oral Health Program in Cincinnati will receive the Ohio Dental Association Access to Dental Care Program Award on Friday, Sept. 15 at the Callahan Celebration of Excellence, held in conjunction with the 151st ODA Annual Session.

The Lighthouse Youth Services Oral Health Program aims to help students learn about the importance of oral health as well as provide free care to those in need.

The program got started in 2011, when Dr. Rebecca Hayden, a member of the Cincinnati Dental Society's Access to Dental Care Committee, developed a partnership with the dental society and Lighthouse Community School. Lighthouse Community School is a charter school specializing in individualized, flexible and intensive strategies to meet the educational needs of youth in the child welfare system.

Hayden said she approached Superintendent Daniel Trujillo with the idea of coming into the school to teach the students about oral health. She said his eyes lit up at the idea, and they worked together to create a program that would be tailored toward the specific needs of the students at Lighthouse Community School. Many of the students who attend the school are in and out of foster care, and most of them have never learned about oral health care.

"For people who live in poverty, access to dental care is usually just about zero," Trujillo said. "It's hard to get access to health care, and dental care is sometimes considered separate. It's seen as something other than within the health care system. So they'll take care of their physical needs first because they're prioritizing."

The idea developed into an oral health fair, which is held once a year at the school. The health fair begins with a talk from Patti Collins, whose 24-year-old nephew Kyle Willis died because a tooth abscess spread to his brain. The story helps illustrate to the students why it's so important to take care of their oral health, Hayden said.

The students are then broken up into groups to go to stations to learn more in-depth information about various oral health topics. Stations include brushing and flossing; diet and nutrition; children's oral health; and smoking and drugs. When they found that several students had their own children, they created a station about children's oral health. The program has recently evolved to bring in a physician to discuss overall health awareness and how the health of the mouth affects the whole body.

Hayden said in the sessions, they are very straightforward with the students and try to get on their level. For example, in the brushing and flossing station, they talk about how if a student is not staying at their home and doesn't have a toothbrush available, they can at least rinse their mouth with water or wipe off their teeth with a washcloth. They also discuss how to conserve costs by purchasing lower cost toothpastes or even rinsing off floss in order to reuse it the next day. In the oral health station, Hayden discusses how smoking causes gum disease and the impact of drug use on oral health. Hayden shows the students pictures of meth mouth and patients who lost their teeth to heroin addiction. The kids come across these choices every day and Hayden emphasizes understanding the consequence of oral destruction from some of these habits. She goes on to discourage buying "grills" on the street or sharing them with their friends to prevent passing bacteria.

"The whole program is really catered to their specific needs," Hayden said.



Dr. Rebecca Hayden founded The Lighthouse Youth Services Oral Health Program, which is the 2017 recipient of the Ohio Dental Association Access to Dental Care Program Award.

"Stereotypically, we like to see pretty white teeth in dentistry, but I teach the students that losing a tooth for your oral health is OK – it could save your life," Hayden said. "Our program emphasizes that if a student has a tooth that hurts, they may need to go to the dentist to get it pulled."



Submitted photo

In 2017, The Ohio State University's Mobile Dental Coach came to the Lighthouse Community School and Dr. Canise Bean, her staff and dental students provided free dental care to students through the Lighthouse Youth Services Oral Health Program.

Trujillo said a side effect of the program is that sometimes students will get out their floss and floss their teeth in the middle of the lunchroom at school.

Trujillo said one student at the school had really bad impacted wisdom teeth that needed to be removed, and Hayden was able to find a surgeon who could take them out.

"This kid was just so happy about that," he said. "Now he's graduated, he's working hard, and he will never forget that. And

he takes care of his teeth."

In addition to oral health education, the program also provides free oral health care to students. The Cincinnati Dental Society holds a screening day, and students who need care are seen by community volunteer dentists and specialists as well as at the Crest Smile Shoppe. Between 2011 and 2016, about \$16,500 worth of free care was provided to about 20

See ACCESS, page 13

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ACCESS, from page 12

students. Care typically includes simple and surgical extractions, night guards, restorations and teeth cleanings.

In 2017, The Ohio State University's Mobile Dental Coach came to the school and Dr. Canise Bean, her staff and dental students provided free dental care to students right at the school. About \$4,000 in free care was provided to 14 students. Care included comprehensive exams, X-rays, cleanings, fluoride, sealants and restorations. Students who needed additional care were seen at the McMicken Dental Center.

Hayden said one of the biggest challenges the program has faced is establishing trust with the students.

"We needed to let them know we were there for them, not to lecture to them," Hayden said. "They put up a wall, and you need to earn their trust, and they need to see that you really care for them to let you in."

Trujillo said Hayden and her team have built up trust with the students over the years because of their consistency in coming back.

"Their dedication is outrageously spe-

cific, and you don't get this anywhere," he said. "One of the kids said, 'you're different because you don't just leave, you come back.'"

He added that this level of trust has helped some of the students overcome their fear of going to the dentist, which can be one of their biggest barriers to access to care. He also said that hearing information about oral health from a dentist is more impactful for the students than hearing about it from a teacher.

"These are dentists, not teachers talking to you," he said. "Not only dentists, but dentists who care enough to come into school. All of our youth understand who is here because they're paid, or because they want to be here. They pick up on that right away, and the students know they want to be here."

Hayden said that they have seen the program impact the students at the school by lowering absences due to tooth infection. She said the kids are also gaining knowledge.

"We're empowering them with knowledge," she said. "If no one has ever taught them to care for their teeth, how are they going to instill a value of care for their children? I look at it as a domino effect."

Trujillo said a big impact of the program is also helping to build the students' self-esteem. He said many of the students are afraid to smile and show their teeth. He said Hayden emphasizes being proud of your teeth, regardless of where you're at, and she talks about the difference between a healthy smile and a cosmetic smile.

"It goes beyond dentistry to taking care of themselves," he said. "At the end of the day, it's about the youth feeling better about themselves when the dentists leave. That's what we work for."

Since 2011, partners for this program have been: community dentists and specialists, Cincinnati Dental Society, CDS's Oral Health Foundation, Lighthouse Community School, Bootsy Collins Foundation, Cincinnati Free Food Bank and Body Wellness, Henry Schein Dental, Crest Smile Shoppe, The Ohio State University (OHIO Project) H.O.M.E. Coach, and McMicken Dental Center.

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

MEDICARE, from page 8

30 days of their end date. According to reports the ODA has received, this notice should be provided to CGS regardless of when the dentist initially opted out of Medicare, including those who initially opted out prior to June 2016.

Opting out means neither the patient nor the dentist may receive reimbursement from either Medicare or any Medicare Advantage Plan for any Medicare or Medicare Advantage Plan covered service the dentist provides.

CMS has prohibited third-party payers from providing reimbursement to patients or dentists for services provided by dentists who have opted out of Medicare since last year. Reports the ODA has received indicate that some payers began implementing this edict (i.e., by denying claims) when it went into effect while others did not and waited until earlier this year to begin implementing it.

Since Delta Dental of Michigan, Ohio, and Indiana has tied participation in its participating provider networks like Premier and PPO to participation in its Medicare Advantage Plan, opting out of Medicare at a time when the dentist could have made another election will cause Delta to terminate the dentist's participation in all of its networks for all of its subscribers. From the perspective of continuing to be a Delta provider, the dentist only has to be sure that he/she does not opt out of Medicare or, if already opted out, does not renew his/her opt out status when their current two year opt out anniversary comes due.

Dentists who opt out of Medicare must also use a private contract, which essentially is a Medicare specific financial understanding and consent form, prior to providing Medicare covered services to Medicare eligible patients. The document informs the patient the dentist has opted out of Medicare and that neither the patient nor the dentist may submit a claim to Medicare for the service. A private contract is not necessary if the dentist is only writing a Medicaid covered patient a prescription.

Both an American Dental Association developed sample affidavit and a sample private contract may be obtained which can be downloaded and printed by visiting <https://oda.org/resource-library/search/> and searching for Medicare.

To enroll as an ordering/referring Medicare provider, the dentist should complete and return the CMS Form 8550 (available online which can be downloaded and printed by visiting <https://oda.org/resource-library/search/> and searching for Medicare) to CGS or do it online using PECOS. This could be an option for dentists who do not provide Medicare covered services.

Before selecting it, however, the dentist should consider first contacting any Medicare Advantage Plans who are covering patients within his/her practice to ensure that it is a viable alternative from their perspective as a third-party payer. Delta Dental has reported that they will continue providing reimbursement for work provided by ordering/referring dentists until they are told they may no longer do so but the ODA is unaware of how other plans will handle claims submitted by dentists who select this option.

"The seemingly ever changing nature and ramifications of the Medicare prescription drug rule make it difficult for dentists to act with certainty that their decisions are the right ones," said Dr. Manny Chopra, chair of the ODA Council on Dental Care Programs and Dental Practice. "I encourage ODA member dentists to utilize the dental association's resources to help make decisions that are best for their patients and practices with the information we have at hand."

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The Explorer

Matthew J. Messina, DDS
Executive Editor

Famous or Great?

Lots of people can watch what you do. Thanks to social media, now more than ever, hordes of anonymous people see who you are, who your friends are, what you are doing, track where you are going, read what you say ... and comment on it.

There's an infinite number of complete strangers who are evaluating you, making judgments, scoring you. It's a massive audience, deciding whether you're succeeding, establishing your worth or worthiness ... if you let them!

So, my friend Mark Sanborn, international best-selling author and leadership expert, routinely asks the following question: "Would you rather be famous or great?"

I'll let you think about your answer and we'll come back to it.

In a song from the Tony-award winning musical "Hamilton," George Washington advises Alexander Hamilton:

"Let me tell you what I wished I'd known

When I was young and dreamed of glory,
You have no control

Who lives, who dies, who tells your story ...

I know that greatness lies within you
But remember from here on in
History has its eyes on you!"

While none of us bears the weight of history like the founding fathers, their sense that they were doing something monumental was appropriate. And we can learn from their focus.

An educational objective of mine when I give my spokesperson training course is that participants take what they do naturally and make it better by being "intentional." All of us are really good at our jobs, but we become better by making the conscious effort to learn and improve.

Mark Sanborn's latest book, "The Potential Principle" releases this month and he discusses his secrets so that you can achieve your full professional potential, beginning with his rule of thumb that "to grow yourself, you must first know yourself." To become the person you really want to be, you need to figure out who you really want to be. It sounds simple, but providing clarity and deep understanding of our purpose in life is a challenge that has vexed humanity since the Greek priests of the oracle etched "Know Thyself" over the door to the temple of Delphi more than 2,400 years ago.

Reflection serves a powerful role in what we do to be "intentional" in our

lives. It seems as if I am giving a license to daydream, but this is more than that. Understanding what we believe and want from life and the world, and how we feel about ourselves, provides valuable insight. There may truly be an epiphany – a sudden breakthrough where something that was cloudy becomes clear – and that's fantastic. But slow, incremental change in focus can be just as valuable.

So we need to stop and make space to reflect. As Mark says, "reflection goes deeper than thinking. Thinking is about using information, while reflection is more about gaining insight. When you think, you contemplate questions and challenges, and open yourself to understanding more about your life, even those things you might rather avoid. You think about, but you reflect upon."

Fall is upon us and the end of 2017 is not far away. In fact, New Year's Day will be here before we know it. The rush from Thanksgiving through the holidays is always so quick that time for reflection is non-existent. If we intend to change things for 2018, now is the time to begin the planning.

Which gets me back to my original question. Would you rather be famous or great?

There really isn't a right answer here, but there are shades of meaning to both words that can be illustrative. And they can help us "know ourselves" better.

Let's begin with the commonality. Famous and great both share the syn-

onyms of prominence and popularity. The divergence occurs in that fame implies celebrity, prestige, notoriety and stardom. Greatness entails the concepts of potency, strength, power and infinity, while also shading toward honor or renown.

In simple terms, fame comes from the recognition you get. Greatness is based on the influence you have – on the contribution you make.

Society today seeks and rewards fame. That's the social media/Internet/YouTube culture. Greatness is its own reward. What we do for the sake of doing things right really matters more.

As founding fathers go, Alexander Hamilton was truly great. His lasting impact on the government of the United States, especially its financial structure, is immeasurable. Until 2015, however, most Americans wondered who he was and why he was on the \$10 bill. It took Lin-Manuel Miranda and a rapping Broadway musical to make him famous!

Most of us don't need to worry about becoming famous. I certainly don't want fame myself. As I approach the start of another year, I do want to take time to reflect and be intentional with my efforts to achieve my potential and make the profession better, while providing the best care for my patients. If each of us tries to be great in our own corner of the world, what a wonderful world that would be!

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



It's Your Choice

Robert Buchholz, DDS
Guest Columnist

Gumption

I'm a sucker for an "underdog" movie. Ya'll know what I mean. The character that isn't supposed to win – that deserves to win ... and in the end – does!

In one of my favorite movies, "Working Girl," Melanie Griffith flawlessly plays an underdog role. During the climax of the movie her character is challenged. She's asked if her previous work performance results were just "chance" or did she really believe she had what it took to perform on a daily basis in the world of Wall Street finance. She doesn't hesitate in saying "Yes I can."

Perhaps each of us could be tagged with an "underdog" identity.

How many patients have said to each of us ...

"No offense doc, but what made you want to be a dentist? Everybody makes fun of you guys ... I mean who likes going to the dentist ... there's only one other area of human anatomy that I think would be worse to work on ... right doc?"

And in response ... we smile and perhaps laugh – but if allowed enough time, we could talk for hours about why we chose the dental profession while sharing a multitude of reasons.

It might have been in 1988, "Working Girl's" release year, when Dr. Joe Crowley and I spent an entire work day – not working.

Instead, we spent the day discussing his transition to his new volunteer position, representing the CDS and Keely Dental Societies on the ODA's Council on Dental Services. Back then, The Dental Services Council dealt with issues that for the most part pitted dentists vs. third-party payers in the state of Ohio, as well as across the entire country. Since the insurance companies were immune and still are from anti-trust laws ... anything our profession's organizations put forth to balance the workplace environment that we had to contend with – was either ignored by the insurance industry or declared illegal.

I needed to show Joe what had been tried in the past, council wise, so he'd be up to speed and ready for further future battles. Of all the councils at the ODA, Dental Services was the one where the "action" was, in my opinion. It was no coincidence that most of the ODA's past presidents had served on the council and had also been a past chairman/chairwoman of the council.

Sometime during that day I remember discussing "volunteerism" with Joe. Both of us agreed that most dentists are overly generous when giving of their time and talents outside of the office setting.

Somewhere in that day's discussion was the buried fact that the majority of Joe's future volunteer work would be for the dental profession.

The key word in that sentence is the word "FOR."

All of us have known individuals that are great at masking their motives when doing volunteer work ... and usually anything they do in life. Unfortunately for society their actions carry their true mantra of "For Me First" and secondarily "For Them" label.

So this Fall Joe will become our profession's leader because the ADA is still the spokes group for the bulk of practicing dentists in the USA.

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He puts on no "Airs" and he'll never turn down a beer with friends. He's a consensus builder and proud of his Irish heritage.

During last year's election process at the ADA meeting, apparently a non-Ohio delegate was overheard saying ... "I don't know about him (Joe) ... he just doesn't seem 'presidential' enough."

I've never quite understood what a "Presidential Look" should be. I'd much rather be able to go up to a person and share a firm handshake and a warm smile. I'd love to sit down with an ADA president that would roll up his sleeves ... ask for a couple of Guinness from the bartender ... tap the necks of the bottles together and say a toast ... "Here's to the dental profession – there's no better damn profession."

Yep ... that's what you'll get from Dr. Joe Crowley!

Joe's just a working guy who is resourceful, imaginative, ingenious and enterprising!

In other words ... he has gumption!

And that's exactly what Oren Trask said to Tess McGill (Melanie Griffith) near the end of "Working Girl."

And Dr. Joe ... I hate beer but I'll have a Guinness with you anytime you want.

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.

AWARD, from page 11

include continued involvement with policy related to the oral health of children on a national basis, including global education of dentists, policies related to health care legislation and regulation, looking at workforce and safety in care of patients as well as providing quality care.

ODA Executive Director David Owsiany said that Casamassimo has had "a significant impact on organized dentistry by keeping important access to dental care issues high on our priority list and working for practical and sensible solutions."

Casamassimo said "I would like to thank the ODA and its leadership for giving me this award, and I look forward to many more years of engagement and moving oral health forward. This is a good reward and positive reinforcement."

Outside of dentistry, Casamassimo said he likes to garden, fish, read, draw and do artwork. He and his wife, Maureen, are proud parents of Katie, Shane and Jess and grandparents to Jasmine, Giovanni, Henry and Thomas.

The Distinguished Dentist Award is the ODA's most prestigious award. It is given to a leader in the profession committed to the advancement of dentistry who is dedicated and committed to organized dentistry at the local, state and national level.

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to raise a family. I am looking for a win/win situation with hopes of the new dentist having great success, professionally and financially as I have for the past 22 years. (330) 674-4876 or mwelsh0626@gmail.com.

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

Community Mental Healthcare, Inc. a local non-profit provider of behavioral health, substance abuse, and primary care services is looking for a Dentist to join our newly created local primary care dental practice at Community Family Health Center. The dentist will be responsible for administering, maintaining, and expanding a practice of primary and preventative dental care (ages 12 months and older) in a Federally Qualified Health Center setting. The dental practice is a component of a comprehensive health care system which includes primary care medicine and behavioral health services. This is an exciting opportunity for the right candidate to join our growing organization and to be part of an organization

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

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ZARB, from page 10

quickly became history."

Throughout his career, Zarb has lectured nationally and internationally, wrote over 150 papers, authored and co-authored 14 books, and contributed chapters to several others. He was a visiting professor at numerous universities around the world, and organized and edited published proceedings from five international conferences.

He was a co-founder of the Association of Prosthodontists of Canada (APC), the Association of Prosthodontists of Ontario (APO) and the International College of Prosthodontics (ICP) and served as president of all three organizations. He also served as president of the Academy of Prosthodontics (AP).

He has received six honorary doctorates and numerous awards, including the International Association for Dental Research Award in Prosthodontics and Implant Dentistry, the Gold Medal Award from the British Society for the Study of Prosthetic Dentistry, the Goldhaber Science Award from Harvard University, Honorary Fellowship from the Royal College of Dental Surgeons of England as well as Honorary Fellowship in the Royal College of Surgeons in Ireland. In 2008 he received the Golden Medal from the American Prosthodontic Society, the Academy of Osseointegration's NobelBiocare's

up. Contact mjungdahl@gmail.com or Dr Mark D Jungdahl (937) 470-9641.

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Brånemark Osseointegration Award in 2010, and the Gold Medal of Honour from the Canadian Dental Association in 2014.

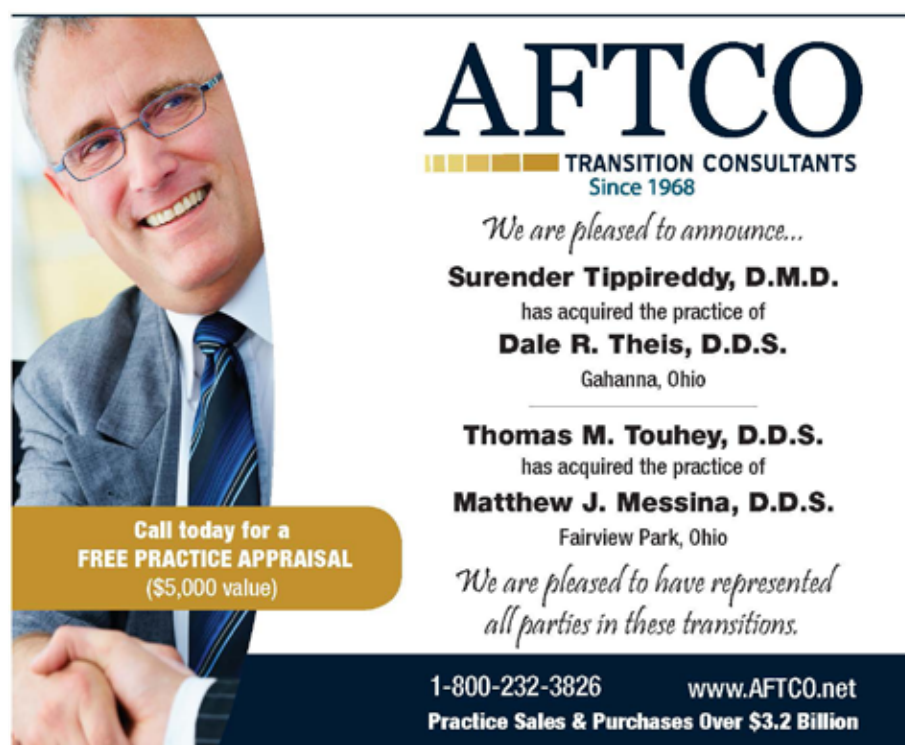
After retiring from the University of Toronto in 2004, he became editor-in-chief of the "International Journal of Prosthodontics."

"Mine is a personal conceit that the written word in dentistry is more powerful than the drill or the articulator or even the titanium fixture," Zarb said. "I therefore regard my role as editor-in-chief as a final chapter in a mission to promote clinical prosthodontic scholarship that takes into account both patient- and dentist-mediated concerns."

Zarb and his wife, Janet, have four married children: George, Lise, Therese and Patrick, and 11 grandchildren.

The Callahan Memorial Award Commission was established in 1920 by the ODA to honor the work of John Ross Callahan, one of Ohio's noted dental researchers and a leader in organized dentistry. Since its establishment, the award has continued to grow in prominence in the dental profession.

The Callahan Memorial Award recipient receives a \$5,000 gift via The Columbus Foundation to be donated to a charity of his or her choice. Zarb has decided to designate the gift to the George Zarb Clinical Research Lecture to support the research and teaching activities of the University of Toronto.



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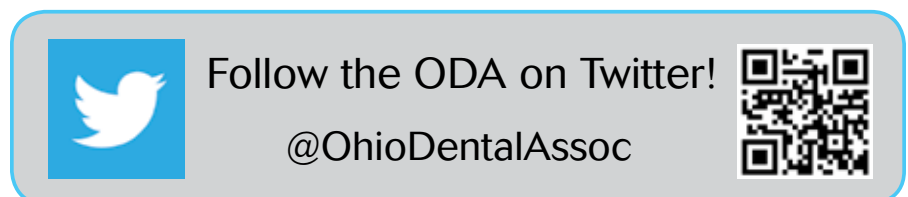
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