

# ODA Today

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

## QuickBites

### 2017 Give Kids a Smile registration now open

Registration for the 2017 Give Kids a Smile program is now open on [ada.org](http://ada.org). Those interested in participating are encouraged to register by Nov. 7 to be eligible for product donations for use at GKAS events, which include fluoride varnish and new this year: sealant supplies.

The 15th annual GKAS Ohio kickoff event is Feb. 3. Give Kids a Smile is one of the ODA's biggest access to care initiatives to help underserved children in Ohio. Although the kickoff is the first Friday in February, GKAS events can be held any day of the year.

To learn more about hosting a GKAS event, contact Kristy Kowalski, ODA manager of public service, at (800) 282-1526 or visit [oda.org/community-involvement/give-kids-a-smile/](http://oda.org/community-involvement/give-kids-a-smile/).

## Inside

**ODA President Dr. Kevin Laing looks ahead at his 2016-17 term, page 2**

**Remarks commemorating ODA's 150th anniversary**  
From the Corner Office, page 3

**Be cautious with advertising, referral incentive programs**  
Legal Briefs, page 4

**ODA meets with Delta Dental's management concerning Delta's response to the Medicare prescription drug rule**  
Dental Insurance Corner, page 8

**ODA Foundation reaches giving milestone, page 10**

**Opinion & Editorial, pages 14 & 15**

**Classifieds, pages 16 & 17**

## Dental board plans to enforce OARRS requirements

By ODA Staff

The Ohio State Dental Board recently announced that it plans to step up enforcement of a law requiring prescribers to check the Ohio Automated Rx Reporting System (OARRS) database before furnishing or issuing a prescription for a supply of an opioid analgesic or benzodiazepine for a period longer than seven days. The law also requires prescribers who prescribe or personally furnish opioid analgesics or benzodiazepines to register for OARRS as a condition of licensure renewal.

During the Ohio State Dental Board's annual report to the ODA House of Delegates, Board President Dr. Mary Beth Shaffer said that the dental board will "fully enforce all applicable OARRS laws and rules through a new monthly OARRS monitoring protocol being established. Data from OARRS will be reviewed for non-compliance indicators and the board will investigate those dentists who appear out of compliance."

Since April 1, 2015, prescribers have been required to access OARRS when issuing a prescription for an opioid analgesic or benzodiazepine in a supply that is larger than seven days. A prescription with a refill authorization

extending beyond seven days constitutes a prescription of greater than seven days and would necessitate an OARRS report. The report must cover the previous year of patient activity and should be maintained as part of the patient record.

Dental board rules also require dentists to consider whether to access OARRS if the dentist knows or has reason to believe a patient is abusing or diverting drugs.

The rules provide tips on identifying signs of drug abuse or diversion, including:

- History of criminal drug activity
- Receiving prescriptions from multiple prescribers
- Associates or others express concern
- History of dependency
- Requesting drugs by street name, color, etc.
- Frequent requests for early refills
- Frequent loss of prescriptions

Dentists are subject to dental board discipline for failure to comply.

OARRS collects detailed prescription information and is utilized by law enforcement entities to monitor the misuse and diversion of controlled substances. OARRS may be

See OARRS, page 4

### OSDB letter to dentists

September 27, 2016

Re: Friendly Reminder to Adhere to Prescribing Laws and Rules

Dear Esteemed Dentist:

This is a friendly reminder to ensure that you are aware and adhering to Ohio's Automated Rx Reporting System (OARRS) statute, updated rule 4715-6-01, Standards and Procedures for Review of OARRS, and opioid prescribing guidelines developed by the Governor's Cabinet Opiate Action Team. For your convenience, related documents are attached to this letter.

As you already know, prescription opioids are a significant contributor to unintentional drug overdose deaths in Ohio. Dentists have an opportunity to lead the way in preventing prescription drug

See LETTER, page 4

## ODA celebrates 150th anniversary at ODA Annual Session

By Jackie Best  
ODA Managing Editor

The 2016 Ohio Dental Association Annual Session – celebrating our past, building our future – was the main celebration in honor of the ODA's 150th anniversary held in Columbus on Sept. 15-18.

"The special anniversary events this year were definitely reflective of why the association has reason to celebrate," said Dr. Greg Beten, 2016 ODA Annual Session general chair. "Part of the planning involved meeting with all of the entities responsible for providing the facilities, hotel and convention spaces, and hospitality needs for all of our attendees, guests, speakers and families. All without exception were amazed at the rich history of the ODA, and knew of no other groups they were involved with that could boast 150 years as we can. With that in mind, they were a core part of gearing the meeting toward celebrating just how special we are as a professional organization. It was nice to feel a little bit of our history everywhere throughout the meeting. Hopefully our attendees were able to sense that as well."

Annual Session featured several special events to celebrate the anniversary, including a visit from American Dental Association President Dr. Carol Summerhays, plus CE for the entire dental team and one of the largest exhibit halls in the region.

More than 4,200 dental professionals



Attendees fabricate a pressure-laminated mouthguard during a course presented by Dr. Jack Winters at the 2016 ODA Annual Session. Winters received the 2016 ODA Achievement Award for his contributions to sports dentistry.

attended the 150th ODA Annual Session, including 1,140 dentists and 153 dental students from The Ohio State University, Case Western Reserve University and other dental schools in the region.

"My favorite part of this year's Annual Session was the opportunity to once again

see friends and colleagues from around the state," said ODA Immediate Past President Dr. Chris Connell. "This meeting brings people together with interests in dentistry, but also interests in people and relationships.

See ANNUAL SESSION, page 9

150  
1866 - 2016  
ODA

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



Ohio Dental Association  
**Annual Session**

CE slips available at [www.oda.org](http://www.oda.org)!



## 2016 ODA House of Delegates adopts several resolutions

By ODA Staff

The Ohio Dental Association House of Delegates met Sept. 15 and 16 in conjunction with the 150th ODA Annual Session in Columbus.

During the meeting, the House of Delegates adopted several resolutions, including:

- Developing an in-year member dues installment payment program that will begin with the 2018 membership dues cycle.
- Adding two additional at-large members to the composition of the ODA's Council on Membership and Membership Services, with one at-large member having an interest in the council's duties and one at-large member coming from a large group practice.
- Continuing the association's efforts to support opioid education and awareness and to disseminate information to Ohio dentists on such matters, and that the association encourage public opioid awareness programs as well.

- Reconfiguring Subdistrict 7's boundaries in the ODA's governance jurisdictions.
- Adding an allied health professional membership category to the association's membership categories.
- Adopting a policy on teledentistry.
- Studying the opportunity for reciprocity for PGY-1 licensure, and studying the opportunity to expand accredited postgraduate education programs to possibly include a second year dedicated to increasing care for the underserved and possible funding to support that expansion.
- Supporting the development of insurance products that can be purchased by consumers or employers that are reasonable in cost and benefits where the removal of the annual limits of insured care for patients is included in the development.
- Encouraging the ODA president to appoint a Task Force on Redistricting in order to investigate redistricting the Ohio Dental Association's district, subdistrict, and component dental society jurisdictions for the purpose of

equitable representation and leadership opportunities.

- Establishing a non-member recruitment campaign framework, allowing component dental societies to receive grants from the ODA for grassroots non-member recruitment campaigns that include two verbal contacts per non-member over the course of a year.

For a complete list and more information about all of the resolutions approved by the ODA House of Delegates, visit [oda.org/news-and-events/house-of-delegates/](http://oda.org/news-and-events/house-of-delegates/).

Delegates also heard addresses from Dr. Carol Summerhays, president of the American Dental Association; Dr. Chris Connell, president of the Ohio Dental Association; Dr. Kevin Laing, president-elect of the Ohio Dental Association; and reports from David Owsiany, ODA executive director; and Dr. Joe Crowley, ADA Seventh District trustee among other presentations.

The House of Delegates meets every year during Annual Session and is the policymaking body and supreme authoritative body of the ODA.

## ODA President Dr. Kevin Laing looks ahead at his 2016-17 term

*Dr. Kevin Laing began his term as Ohio Dental Association president at the ODA House of Delegates (HOD) in September. In this Q&A with "ODA Today," Laing looks forward to his term.*

### What are some of the issues you expect the Ohio Dental Association to face during your presidency? How do you think the ODA should address these issues?

Unfortunately the profession of dentistry is under fire from so many forces that it will be imperative for all of us in organized dentistry to be on our guard. We have been very effective for a good long time in defending dentistry from the onslaught of regulators, the insurance industry, legislators, manufacturers, and think tank activists. I have been dismayed by the confluence of recent events that has put us under fire from so many forces at the same time with seemingly endless budgets and an unnatural fervor to change the system that provides exceptional health care efficiently and at low cost for value rendered.

We are blessed to have the exceptional and professional staff working for us at the ODA. We are also extremely fortunate to have an active and focused cadre of members that volunteer their time, talents and treasure as leaders of our association. I want to give my whole hearted thanks to every one of these dedicated members. At the same time I want to invite other members into leadership. If you have a passion for leadership, devoted interest in some aspect of our association, and the desire to give back to your professional organization, I encourage you to contact me during the next year and we will see how we can utilize your talents. If you have been waiting to be asked ... YOU HAVE BEEN ASKED!

In order for the ODA to remain effective this year it will require an actively involved and fully aware membership. We will need to concentrate our efforts to maintain and grow our market share of Ohio dentists. Strengthening and supporting our 25 component societies is the cornerstone of membership recruitment and retention, and will be a major focus this year. Effectively communicating with our membership will be key to enlisting the grassroots efforts that will be neces-



ODA Staff

ODA President Dr. Kevin Laing addresses the 2016 ODA House of Delegates.

sary to carry our message to legislators as they consider important issues including midlevel providers, opioid regulations, and modifications to the Dental Practice Act. It is my hope that we will have a record number of attendees at Day at the Statehouse and the Leadership Institute.

Demonstrating the value of membership to our new, potential, and existing members. A program that successfully proves that value to members, provides valuable service to our communities, and demonstrates to anyone in doubt that dentistry is a caring profession is the Give Kids a Smile Program. It is my highest hope that at the end of this term we can celebrate having held at least one event in each and every one of the 88 counties in Ohio. This one program of education, donation of services, and provision of hygiene instruction and kits is a win/win/win for everyone. I am so excited to see this year's GKAS come to fruition.

### If you could state one message to new ODA members, what would it be?

My greatest desire is for each dentist in Ohio to be successful in their mission of serving their community, helping the people they serve to live healthier and happier lives, and providing for the needs of their families and team members. The greatest implement to achieve this success is active and engaged membership in the ODA. Involvement should begin from Day 1 with participation in ASDA, taking the very reasonably priced transition to ADA membership, active participation in your component and new dentist activities, and then involvement at the ODA or ADA level. Not every dentist is interested

in every aspect of organized dentistry, but every dentist benefits from the hard won successes of the tripartite of the ADA. For this reason alone, every practicing dentist should support organized dentistry at least at the level of being a dues paying member. Other opportunities for supporting our profession exist through participation in:

- the ODA Foundation, which provides grants and scholarships at a level exceeding \$1 million to date.
- ODPAC, which provides money to support the election of candidates to office that are supportive of the goals of the dental profession.
- Attendance at Annual Session, which offers great CE opportunities and the best dental market place in the Midwest aside from the Chicago Midwinter Meeting.

### What, or who, helped you make the decision to pursue dentistry as a profession? What, or who, helped you make the decision to become involved in organized dentistry?

As we make our first steps in this new ODA term, I look back upon the proud lineage of the past presidents and officers of the ODA. I have had the awesome experience of being involved in the ODA House of Delegates for over 25 years, and have witnessed so many great visionary leaders. The level of dedication of leaders like Dick Buchanan, Kenny Clemens, Jim Fanno, Jim Mercer, Jack Gottschalk, Irv Kaplan, Jim Snelson, Joe Crowley, Joe Mellion, Ron Lemmo, Jeanne Nicolette,

## ODA Today

Member of the American Association of Dental Editors

**Matthew J. Messina, DDS**  
Executive Editor

**Jackie Best**  
Managing Editor

**Amy Szmania**  
Advertising Manager

**ODA Executive Committee:**  
**Kevin Laing, DDS**  
President

**Steve Moore, DDS**  
President-Elect

**Michael Halasz, DDS**  
Vice President

**Chris Connell, DDS**  
Immediate Past President

**Sharon Parsons, DDS**  
Secretary

**Brian Hockenberger, DDS**  
Treasurer

**Michael Halasz, DDS**  
Speaker of the House

**ODA Management Staff:**  
**David J. Owsiany, JD**  
Executive Director

**Peg Cissell, CPA**  
Director of Finance, COO of ODASC

**Michelle Blackman**  
Executive Assistant/Director of Governance and Operations

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

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

**Suzanne Brooks**  
Director of Meetings and Conventions

**Karli Hill**  
Director of Membership and Marketing

**Kristy Kowalski**  
Manager of Public Service and ODA Foundation

**Jackie Best**  
ODA Today Managing Editor

The Ohio Dental Association, although formally accepting and publishing the reports of committees and the essays read before it, holds itself wholly free from responsibility for the opinions, theories or criticisms therein expressed, except as otherwise declared by formal resolution adopted by the association. ODA TODAY (USPS# 0009-846) is published monthly for \$15 per year by the Ohio Dental Association, 1370 Dublin Road, Columbus, OH 43215-1098. Periodicals postage paid at Columbus, OH. POSTMASTER: Send address changes to Ohio Dental Association, 1370 Dublin Road, Columbus, OH 43215-1098. Inquiries regarding advertising should be directed to the advertising manager, at (614) 486-2700 or (800) 282-1526.

See LAING, page 11



The Director's Chair

David J. Owsiany, JD  
ODA Executive Director

## Remarks commemorating ODA's 150th anniversary

As readers of the "ODA Today" know, we have been celebrating our sesquicentennial throughout 2016. On Friday, Sept. 16, I delivered the following remarks to the ODA's House of Delegates commemorating the ODA's 150th anniversary.

"I would like to take a few minutes to reflect on our sesquicentennial.

I know that many of you are well aware

of the issues facing dentistry. You know them from your own experience practicing dentistry. And you know them from your involvement in organized dentistry.

You know that the dental profession has been called a profession in transition. The issues we face include:

- Workforce changes
- Practice consolidation
- Student loan debt
- Demographic changes in the dentist population and the patient population
- Reduced reimbursements
- Increased regulatory burdens

There seems to be a never ending set of challenges on the horizon. And, of course, the ODA and the ADA will work on these and other issues as we always do.

But I would like to place these issues in the context of our 150 year history. As Dr. Connell mentioned yesterday, when 41 dentists gathered at Naughton Hall just a few blocks from here 150 years ago to form a statewide association for dentists, dentistry was not the profession it is today.

The art and science of dentistry was yet undiscovered and dental services were being performed by just about anybody – from blacksmiths and barbers to traveling physicians who came through town



ODA Staff

ODA Executive Director David Owsiany and ADA President Dr. Carol Summerhays look at the ODA's historical artifacts on display in the membership booth at ODA Annual Session.

offering tooth-pulling services. Dental education was not formalized, with many dentists training as apprentices or going to proprietary dental schools where the quality of instruction was not necessarily very strong.

Despite these challenges, organized dentistry – even in its infancy – was not

deterred. Those early leaders had a vision. Organized dentistry in Ohio spent its first few decades working to transform dentistry into a true profession. They worked with the state legislature to enact laws to set standards for the practice of dentistry in Ohio and they worked to create more formal dental training programs that led to the dental schools we now have at Case Western Reserve University and The Ohio State University.

In fact, throughout our history, organized dentistry has faced significant challenges and always responded to ensure the interests of dental patients and the dental profession persevered.

- In the late 1800s and early 1900s, we faced the vulcanized rubber patent battle where the Goodyear Rubber Company limited the ability of dentists to utilize rubber bases for their dentures
- We faced battles over the science related to amalgam fillings and water fluoridation
- We faced the crisis related to preventing the spread of AIDS and other infectious diseases in the dental office – which led to the development and adoption of universal precautions and infection control procedures that protect patients and dentists and their staff
- We staved off a potential PR nightmare by responding to sensational news stories about lead in dental crowns with science-based information about the safety of dental prostheses

In the face of every potential crisis, organized dentistry has responded to ensure the interests of dentists and their patients are well served. We have done that since our inception.

In fact, in the year of our inception, the founding of the ODA was not the only significant development in dentistry in Ohio. That same year, Lucy Hobbs became the first American woman to receive a dental degree when she graduated from the Ohio College of Dental Surgery. So we are especially pleased to have Dr. Carol Summerhays here with us to celebrate not only the 150th anniversary of the founding of the ODA but also the 150th anniversary of Lucy Hobbs' trailblazing achievement, which occurred right here in Ohio.

Earlier this year, Dr. Summerhays spoke at the Case Western Reserve University School of Dental Medicine's graduation where a majority of the graduating class was female for the first time in Case's history. I think 42 of the 66 Case graduates were female in 2016. And as I look out at the delegates here today, the growing diversity of the dental profession is apparent, and we celebrate that diversity as we work as an organization to remain relevant to all dentists, regardless of gender, race, religion, ethnicity, age, or practice type.

## Weekly Sterilizer Monitoring is Required by Law



Judy, did we run the spore test this week?



An ODASC-Endorsed Lab for ODA Members



800-555-6248  
www.oshareview.com







## Legal Briefs

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

## Be cautious with advertising, referral incentive programs

Today's dental marketplace is increasingly competitive, driving dentists to seek out new ways to market their practices and attract new patients. However, there are several legal and regulatory restrictions on dental marketing that dentists must consider before engaging in a new advertising campaign.

State regulations and the profession's ethical code govern all types of dental advertisements. Television and radio spots, websites and all categories of print advertisements, including newspaper, magazines, yellow pages, signs, school or church bulletins, billboards and other mediums, are subject to regulation. There are several general rules that dentists should follow when engaged in advertising of any kind to avoid difficulties.

First and foremost, all advertising must

be true and accurate. State and federal regulations as well as the ADA's Principles of Ethics and Code of Professional Conduct (Code) require dental advertisements to avoid statements that are false or misleading in nature. Advisory Opinion 5.F.2 of the Code sets out a few examples of what should be avoided:

- Statements that contain a material misrepresentation of fact
- Omitting facts that are necessary to make the statement as a whole not misleading
- Statements that are likely to create unjustified expectations about what the dentist can achieve
- Unsubstantiated statements that claim the services provided by the dentist are superior to those provided by other dentists.

The Ohio State Dental Board has also developed a regulatory scheme governing how a dentist may advertise in print, radio, TV, Internet and other mediums. Basic guidelines to comply with these rules include:

- Avoid making false or misleading statements
- Include the name of the owner dentist(s) and their degree conferred in all ads
- Avoid using the names of deceased or non-practicing dentists in ads
- Use the phrase "general dentist" in any advertisements which mention specific dental services that are offered to patients
- List your board approved specialty if applicable
- Avoid terms like "family dentist," "cosmetic dentist" or other phrases

that suggest a specialization in an unrecognized area.

However, questions regarding the advertising regulations are often fact specific so dentists are wise to work with legal counsel or contact the Ohio Dental Association prior to engaging in an advertising campaign in any of these formats.

A lesser-known restriction, but one that carries potentially stiffer penalties, is Ohio's anti-kickback law. The law is intended to help protect patients and health care payers against fraud and abuse and to prevent financial incentives from influencing health care providers' treatment recommendations and decisions. Though the focus of the law is seemingly meant to address provider-to-provider and agent/broker-to-provider referral corruption, the law is written broadly and actually applies to everyone. Therefore, dental offices that are considering establishing a referral incentive program for current and new patients must be familiar with this law in order to avoid pitfalls.

Ohio Revised Code section 3999.22 makes it illegal for anyone to "knowingly solicit, offer, pay, or receive any kickback, bribe, or rebate ... in cash or in-kind, in return for referring an individual for the furnishing of health care services ... for which whole or partial reimbursement ... may be made by a health care insurer." Any violations of this section are considered felonies under the law.

Despite this broad prohibition against any kind of payments – gift cards, cash, gifts, etc. – in exchange for referrals, there are several important exceptions outlined in the law that may still allow dentists to pursue a patient referral program. First,

the law excepts those referral payments that are authorized by a health insurance contract and does not apply to deductibles or copayments. The law also does not apply to a health care practitioner who provides services that are not covered by the patient's health insurance plan.

Finally, and most importantly, the restriction does not apply to the offering of discounts or reductions in prices. This exception provides a simple avenue for dentists to offer incentives to patients who refer their friends and family into the practice. A discount off of future services, or new pricing structures for certain procedures can be offered in exchange for the referral of new patients under Ohio law.

While offering discounts on future services for patient referrals does not violate Ohio's anti-kickback law, offering incentives (cash, gift card, contest prize, credit toward treatment, etc.) for positive online reviews violates the terms of service for many review sites and may elicit the attention of the Federal Trade Commission (FTC) for possible violation of federal truth-in-advertising standards. The FTC has issued guidelines with regard to offering incentives for reviews and testimonials, which require appropriate disclaimers to be included in order to avoid misleading the reader. Failure to include such disclaimers would likely also be a violation of the profession's ethical code.

Dentists seeking to step up their marketing campaign and attract new patients are strongly encouraged to seek advice from legal counsel prior to instituting a referral incentive program or an advertising campaign to discuss these issues and avoid any difficulties that may arise.

### OARRS, from page 1

accessed for free by prescribers to obtain information on controlled substances dispensed to patients of record.

Access to OARRS is restricted. Dentists should not share OARRS log-in information with anyone. Dentists may designate certain staff members to obtain access to OARRS with their own unique identifier.

Dentists may only access OARRS to obtain Rx information on patients of record or prospective patients of record. Accessing OARRS to obtain information on individuals who are not patients or prospective patients constitutes a felony.

Prescribers can access the OARRS database at [www.ohiopmp.gov](http://www.ohiopmp.gov).

Fighting opiate addiction and drug overdoses with a strong focus on preventing prescription drug abuse has been a high priority for Ohio Gov. John Kasich since he took office.

At the 2016 meeting of the Ohio Dental Association House of Delegates, the delegates adopted a resolution for the ODA to continue to work with the American Dental Association, Governor's Cabinet Opiate Action Team, Ohio State Dental Board and other government agencies to support education and awareness for Ohio dental professionals of responsible opioid prescribing and of alternative pain management medications and to provide that information to Ohio dentists, as well as to encourage public opioid awareness programs committed to confronting the opioid crisis in Ohio.

The Ohio Dental Association also has created a list of opioid prescribing resources for dentists, which can be found at [oda.org/member-resources/opioids/](http://oda.org/member-resources/opioids/).

### LETTER, from page 1

misuse, abuse and overdose incidents. In this regard, we strongly urge you to please follow all applicable laws and rules along with leveraging a potpourri of tools at your disposal. Some of these tools consist of:

- Acute prescribing video at <http://dental.ohio.gov/ContinuingEducation/GCOATOpioidVideoExercise.aspx>
- Prevention of prescription opioid abuse: The role of the dentist - University of Kentucky <http://www.uky.edu/~pjsamm/1/Dentists%20Role%20in%20Preventing%20Prescription%20>

### Opioid%20Abuse.pdf

- Prescriber guidelines at <http://mha.ohio.gov/Default.aspx?tabid=828>
- OARRS website at <https://www.ohiopmp.gov/Portal/Default.aspx>
- Printable pocket cards for prescribers at [www.pharmacy.ohio.gov/rxcheck](http://www.pharmacy.ohio.gov/rxcheck)
- Online video tutorial for prescribers at [www.pharmacy.ohio.gov/oarrsvid](http://www.pharmacy.ohio.gov/oarrsvid)
- Online video tutorials on how to register, run and read a patient report in the OARRS system at [www.oarrs.pharmacy.ohio.gov](http://www.oarrs.pharmacy.ohio.gov)

Please understand that it is the intention of the Dental Board to fully enforce all applicable OARRS laws and rules through a

new monthly OARRS monitoring protocol being established. Data from OARRS will be reviewed for non-compliance indicators that may lead to an inquiry for a marginal concern and an investigation for a substantial concern.

Thanking you in advance for your anticipated support in Ohio's fight against prescription opioid abuse.

Sincerely,

Marybeth D. Shaffer, DMD  
Board President

Harry N. Kamdar, MBA  
Executive Director

## FRANK R. RECKER & ASSOCIATES, Co, LPA

### ATTORNEYS AT LAW

Frank R. Recker, DDS, JD and Todd Newkirk, JD  
*Representing Dentists Exclusively for over 25 years*

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.

Todd Newkirk was formerly an Ohio Assistant Attorney General representing several Ohio State agencies. Mr. Newkirk has been associated with Dr. Recker since 2007 and has also represented many dentists across the country. Email Mr. Newkirk at [newkirk@ddslaw.com](mailto:newkirk@ddslaw.com).

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

We are truly a distinguished firm in the dental/legal world.

Frank R. Recker & Associates Co., LPA

Law & Finance Bldg.  
85 E Gay Street, Suite #910  
Columbus, OH 43215

4th and Vine Tower  
One W. 4th Street, Suite 2606  
Cincinnati, Ohio 45202

291 S. Collier Boulevard, #105  
Marco Island, FL 34145

800.224.3529 (p)  
888.469.0151 (f)  
[recker@ddslaw.com](mailto:recker@ddslaw.com) (e)

[www.ddslaw.com](http://www.ddslaw.com)



## Nominations sought for Ohio State Dental Board position

A call for nominations is now extended for a dentist board member position on the Ohio State Dental Board.

The Ohio Dental Association has the opportunity to recommend nominees to the governor of Ohio for one possible dentist board member opening on the Ohio State Dental Board (OSDB), which may be vacant in April 2017. The board member position is for a general dentist.

The ODA Executive Committee is seeking potential candidates who are interested in serving on the Ohio State Dental Board. The term of office for Ohio State Dental Board members is four years and the board meets on average eight to nine times per year.

Criteria that the ODA Executive Committee is seeking in candidates to the Ohio State Dental Board include:

- being in practice at least five years
- being familiar with Ohio's Dental Practice Act
- having knowledge about regulatory issues related to dentistry
- having a history of support/involvement with ODA governmental affairs and activities such as ODPAC membership, grassroots efforts, etc.

Nominations for the Ohio State Dental Board member positions are due by Dec. 31, 2016, and should include a letter of nomination and the nominee's curriculum vitae. Please submit nominations to: Ohio Dental Association, Attention: David Owsiany, Executive Director, 1370 Dublin Road, Columbus, OH 43215, or to david@oda.org.

## ODA Foundation draws raffle winners

The ODA Foundation held its annual raffle drawing at the ODA Annual Session on Sept. 17. The Foundation sold all 700 raffle tickets that were available this year. Dr. Jim Cottle was the first prize winner with a choice of the Crown Mercedes Dublin GLC300 car lease or \$20,000 cash; Dr. Kevin Laing won the second prize jewelry worth \$3,000 and Dr. Jim Karlowicz won third prize, \$1,000. Dr. John Gerstenmaier Jr. was the winner of the \$500 Early Bird drawing, which took place in August.

All proceeds from the raffle and donations to the ODA Foundation go toward furthering the Foundation's mission of improving the oral health of the citizens of Ohio and enhancing the dental profession in the state. Grants are given to access to care organizations in Ohio and scholarships are given to qualified dental students to help decrease their dental school debt. For more about this year's ODA Foundation scholarship winners, see page 10.

The ODA Foundation would like to thank Crown Mercedes Dublin and Laudick's Jewelry for their support of the ODA Foundation through the raffle.

Have a question? Contact the Ohio Dental Association!

dentist@oda.org | (800) 282-1526 | (614) 486-2700

## ODA Meeting & Event Calendar

Oct.

- 5 CWRU Street of Dreams
- 7 Subcouncil on Dentists Concerned for Dentists
- 14 Council on Access to Care and Public Service

Nov.

- 1-2 Council on Dental Care Program and Dental Practice
- 4 Council on Membership Services
- 9 Dental Education and Licensure Committee
- 11 ODASC Board of Directors
- 15-16 Executive Committee
- 18 ODPAC Board of Directors
- 18 Subcouncil on New Dentists
- 24-25 ODA office closed for holiday

## OSDB license renewal now online only

The Ohio State Dental Board is no longer accepting paper applications for any license type. All applicants will now be required to apply and manage their license through a new online licensing portal at [www.eLicense.ohio.gov](http://www.eLicense.ohio.gov).

### Statement of Ownership, Management and Circulation

Publication title: ODA Today	Paid/requested outside county subscriptions: 3,771
Publication number: 00009-846	Sales through dealers/vendors: 0
Issue frequency: Monthly	Free outside county distribution by mail: 0
No. issues published annually: 12	Free in county distribution by mail: 0
Annual subscription price: \$15	Total free distribution: 0
Publication & headquarters address: 1370 Dublin Rd., Columbus, OH 43215	Total distribution: 4460
Publisher: Ohio Dental Association	Copies not distributed: 340
Editor: Dr. Matthew Messina	Total: 4,800
Managing Editor: Jackie Best	Percent paid and/or requested circulation: 100%
Total no. copies: 4,800	
Paid in-county subscriptions: 689	

### Numbers to know

<b>American Dental Association</b> (800) 621-8099 or (312) 440-2500	<b>Ohio Dental Association Services Corp. Inc. (ODASC)</b> (800) 282-1526 or (614) 486-2700
<b>Dental OPTIONS</b> (888) 765-6789	<b>Ohio State Dental Board</b> (614) 466-2580
<b>Ohio Department of Health</b> (614) 466-3543	<b>Medicaid</b> 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.
<b>Ohio Dental Association</b> (800) 282-1526 or (614) 486-2700 Fax: (614) 486-0381 E-mail: dentist@oda.org	

### TRUSTED. PROFESSIONAL.

In-Office Anesthesia Services • Pedo/Adults  
Medicaid Provider • Twenty Years Experience

**HMM**

Harry M. Miller, M.D.  
Diplomate, American Board of Anesthesiology

Tel: 800-853-4819  
harry@nitrousmid.com

### Law Office of Thomas J. Perrino

Thomas J. Perrino, D.D.S., J.D., dentist and ODA member for over 30 years.



Now available for drafting and/or reviewing of all dentally related contracts, including but not limited to, formation of Professional Corporations and LLC's; Purchase and Sale Agreements for Fractional and 100% sales; Associate Employment/Independent Contractor Agreements; Restrictive Covenant Agreements; Lease Agreements; etc.

Representing both Sellers and Buyers.

Email: [tperrinojd@yahoo.com](mailto:tperrinojd@yahoo.com)

Phone: (513) 226-3393

www.mabeldental.com



**FREE CROWN\***  
— plus —  
**FREE SHIPPING**

**Toll-Free: 1.877.622.3533**



**Mabel<sup>®</sup>**  
**DENTAL LAB**

**“Your Smile Partner”**

\*New Smile Partners Only - 1 Unit | Valid only for PFM NP, Noble, E-max Press or Zirconia (not valid for implants or parts)



**HISTORY, from page 3**

The ODA has been a leader in dentistry since its founding and throughout its history. At that founding meeting in 1866, those 41 dentists wrote and adopted the first known written code of ethics in dentistry. Just a few months later, the ADA would use Ohio's code of ethics as a model for its own Code of Ethics.

Today, nationally, we celebrate February as Children's Dental Health month – but did you know that the first children's dental health day was held in Cleveland 75 years ago? Ohio led the way in drawing attention to the importance of children's oral health.

Today, more than 90 percent of Ohioans live in communities with fluoridated water, which is well above the national average of 67 percent. Why? Because the ODA worked to pass a law way back in 1969 on community water fluoridation. Think of all the tooth decay that we've prevented through our advocacy.

Our public services programs like Give Kids a Smile and the Dental OPTIONS program provide millions of dollars of donated care to thousands of Ohioans every year. The ODA Foundation just surpassed one million total dollars in grants for access to care programs and dental student scholarships.

We are rightfully proud of our long history of promoting oral health, expanding access to care, and supporting dental education. We should also be proud of our work to protect the dental profession from unnecessary interference so that dentists can continue to practice their craft, run their businesses and provide care to their patients as they see fit.

Today, there are more than 7,000 licensed dentists and more than 4,000 dental practices in Ohio. These dental practices are significant employers and engines of economic activity in our state.



In fact, more than 20,000 Ohioans work in dental offices statewide. The typical dental office generates more than \$1.3 million in economic activity in terms of salaries paid, taxes paid and the purchase of equipment, technology, supplies and services. Dentistry is a driver of economic activity in every community in Ohio. No one could have imagined the economic impact dentistry would have in Ohio when the ODA was founded 150 years ago.

And the association itself has been transformed since its founding. Think about this – the 41 dentists who came to Columbus on those steamy June days in 1866 came on horse drawn carriages, on passenger trains and on horseback. The ODA was a small volunteer organization for many years. We didn't hire our first staff person until 1963. At the time, the association rented a small office in the back of one of its member's dental practice. Today, we own our building and have 20 staff members who serve each of you providing products and services that range from health insurance and workers' compensation coverage to award winning publications, regulatory compliance and third-party payer assistance and advocacy. We have become a full-service organization and our membership surveys regularly show that our members greatly value the services we provide.

Think of all the companies and brands that have come and gone since the ODA was founded. When I was young, at this time of the year, my mother would take me and my siblings shopping for school

clothes and supplies at stores like Montgomery Wards and Woolworths. We would ride in my father's Oldsmobile. Years later when I took my first airplane trip, it was on TWA. And we all remember going to Borders Bookstores and Blockbuster Video, right? None of these iconic companies and brands are around today.

But the ODA – which was founded long before all of those companies – is still thriving. And that's because of the dedicated volunteers like all of you who care enough about your profession to stay involved.

So despite all of the challenges we currently face, it is important for us to remember and appreciate how far we've come. In fact, if you haven't done so, for those of you who have registered for the meeting, you should visit the membership booth in the Exhibit Hall. We have a timeline documenting the significant events in Ohio dentistry over the last 150 years – with display cases showing artifacts from our history.

On this significant anniversary, it is a good time to stop and smell the roses and reflect on our legacy. A legacy that includes the fact that we have taken dentistry that had no standing at the time of the ODA's founding and helped turn it into the respected and trusted profession that it is today. We helped to transform dental education to enhance the art and science of dentistry. Our public service and prevention programs have extended access to dental care to all Ohio communities and populations. Our advocacy efforts and support for dental practices have allowed dentists to practice independently and provide the type of care their patients need and deserve free from unnecessary interference. Today, the ODA still boasts a membership market share near 70 percent, which is the envy of practically every other statewide professional association

in Ohio. And US News and World Report still rates dentistry as the number one job in America.

This is not an insubstantial legacy for organized dentistry. In fact, it is a pretty great legacy. Pretty great.

So as we celebrate our past – we must remember that it was the vision and proactive engagement of those ODA leaders that went before us who enhanced and protected the dental profession to get it to where it is today. And now it's our turn.

So here is my message to you. This 150 year legacy that we celebrate does not just tell us about our past. It provides a strong foundation for us to build upon. Let's take the lessons we've learned and the credibility we've gained from this illustrious history to build an even brighter future for organized dentistry and the dental profession in Ohio. Thank you."

**Moving?  
New phone number?  
New email address?**


**Let the ODA know!**


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

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

By mail: Ohio Dental Association  
1370 Dublin Road  
Columbus, OH 43215-1098

By phone: (800) 282-1526





## Why offer group health insurance benefits to your staff?


### ODASC explains the perks.

**You can benefit from offering group health insurance to your staff!**


ODASC's insurance plan, The ODA Wellness Trust, offers perks to the employer offering the plan. The Wellness Trust is a private, dentist-owned, self-funded group health benefit plan, developed by member dentists for member dentists and their staffs to provide high quality health insurance at affordable rates.

Over 600 offices and 1,300 subscribers are already taking advantage of this plan. Call 800-282-1526 or email [insurance@oda.org](mailto:insurance@oda.org) today to see how the ODA Wellness Trust can benefit you!

Comparison of The Wellness Trust to an Individual Plan:		
	Wellness Trust	Individual Plan
Does the employer have to contribute to the payments?	Not required, but employer has the option to cost share	Prohibited
Can payments be made through payroll deduction?	Yes	No
Is it tax deductible to the employer?	Yes	No



[www.odawt.org](http://www.odawt.org) | (800) 282-1526





# NATIONAL PRACTICE TRANSITIONS<sup>SM</sup>



*Practice Appraisals & Sales*



*Pre-Transition Consulting*



*Associate Placement*



*Practice Protection Plan*

- ◆ Free Practice Appraisal & Legal Drafts
- ◆ No Up-Front Fees & Only Paid if Successful
- ◆ Face-To-Face Consultations & Practice Showings
- ◆ Founded & Owned by Two Successful Attorneys
- ◆ Structuring of Sale to Minimize Tax Liability
- ◆ Single Representation- Not Dual Rep

## NPT & ASSOCIATESHIPS

### EMPLOYERS:

*Search For Current Associates Looking For Opportunities As Posted On Our Job Board!*



### ASSOCIATES:

*Post On Our FREE Job Board To Be Seen By Practice Owners Searching For Associates!*

**Jason Gamble, MBA**  
Regional Representative

LOCAL: 614-401-2400, x229  
TOLL FREE: 877-365-6786, x229

J.GAMBLE@NPTDENTAL.COM  
WWW.NPTDENTAL.COM



## Dental Insurance Corner

# ODA meets with Delta Dental’s management concerning Delta’s response to the Medicare prescription drug rule

By Christopher Moore, MA  
ODA Director of Dental Services

In late August, Dr. Manny Chopra, chairman of Ohio Dental Association Council on Dental Care Programs and Dental Practice, canceled a day’s worth of patient appointments to travel with me to Okemos, Michigan to meet with the upper management of Delta Dental of Michigan, Ohio, and Indiana regarding Delta’s response to the Center for Medicare and Medicaid Services (CMS) prescription drug rule.

Of primary concern was Delta’s decision to tie participation in Delta Premier and/or Delta PPO to participation in its new Medicare Advantage Plan. Delta has amended its contracts with Premier and PPO participating dentists to implement this decision, and the amended contracts are scheduled to take effect Jan. 1, 2017. Even though participating dentists would not be contractually required to accept new patients under Delta’s Medicare Advantage Plan, this action has raised significant concerns from dentists from across the state.

Many dentists have raised concerns about being placed in the undesirable position of having to choose between being “forced” into a participating provider network they did not want to be in or risk losing their contract to participate

in Delta’s Premier and/or PPO networks. Many view this as a very heavy handed way of building a network, one based on marketplace intimidation and coercion as opposed to collaboration and mutual benefit.

Chopra focused the ODA’s concerns on decisions and actions that Delta could control, not actions that it has to take in order to be in compliance with CMS regulations governing Medicare Advantage Plans. Tying participation in its Medicare Advantage Plan to Premier and PPO was a Delta decision and not required by CMS. Chopra laid out the concerns that had been expressed by ODA member dentists and requested that Delta make participation in its Medicare Advantage Plan totally optional and not tied to participation in its other networks.

The Delta representatives clearly understood the message that Ohio dentists are very upset about being “forced” to join into the new Medicare Advantage Plan. Our impression was that Delta may not have fully appreciated this type of response when the contracts were amended. For its part, Delta views this as an access to care issue and did not seem to fully anticipate how the dentists would view it as a coercion issue.

Delta anticipates continued growth in the individual and government-sponsored dental plan programs and is unwilling

to ignore these segments of the dental benefits marketplace. According to Delta, it took this action to stay competitive with other plans that stack multiple participating provider networks on top of each other to have very large overall panels of participating dentists. Delta is concerned that not doing so would put it at a competitive disadvantage.

While the non-covered services issue and House Bill 95 were not the subject of the meeting, they did come up in the context of their application within Delta’s Medicare Advantage Plan and how the non-covered services issue exacerbates dentists’ concerns with tying participation in Delta Premier and/or PPO to its new Medicare Advantage Plan.

The meeting also provided clarification on a few other issues. For example, as things currently stand, Delta does not have a Medicaid product in Ohio and does not have plans to introduce one into the Ohio marketplace in the foreseeable future.

Also, dentists in Delta’s new Medicare

Advantage Plan will be reimbursed according to the same fee schedule that is used for Delta Premier and/or PPO, depending on which network they’re in.

A chart summarizing how a dentist’s actions with respect to Medicare will impact his/her Medicare covered patients’ prescription drug and dental benefit coverage is included for the reader’s reference.

The overall tone of the meeting was frank, courteous and professional. There may be future opportunities for the ODA and Delta to work together on access to care, dental benefits or other issues.

“We are not optimistic that Delta is going to rescind its decision to tie participation in Delta Premier and/or PPO to its new Medicare Advantage Plan,” Chopra said. “We are still hopeful, however, that Delta will make some form of accommodation to lessen the negative impact their decision will have on Ohio’s dentists.”

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

### Impact of the dentist’s actions on his/her Medicare covered patients with respect to their prescription drug benefits<sup>1</sup>, imaging and oral pathology services<sup>2</sup> and dental benefits

	Medicare prescription drug coverage for prescriptions <sup>1</sup> written by the dentist and imaging and oral pathology services <sup>2</sup> ordered by the dentist	Medicare dental benefit coverage for services provided by the dentist <sup>3</sup>	Delta Dental’s new Medicare Advantage Plan dental benefit coverage for services provided by the dentist	All other Medicare Advantage Plans dental benefit coverage for services provided by the dentist	Impact of dentist’s decision on participation in Delta Dental’s new Medicare Advantage Plan and therefore Premier and/or PPO Participation
<b>Do nothing</b>	No coverage. Patient must pay entire bill on their own	Coverage. If a covered service, Medicare provides reimbursement	Coverage. If a covered service, Delta provides reimbursement	Coverage. If a covered service, Medicare Advantage Plan provides reimbursement	Dentist remains an in-network Delta provider
<b>Enroll as a Medicare provider</b>	Coverage. Medicare provides reimbursement for prescriptions, imaging and oral pathology	Coverage. If a covered service, Medicare provides reimbursement	Coverage. If a covered service, Delta provides reimbursement	Coverage. If a covered service, Medicare Advantage Plan provides reimbursement	Dentist remains an in-network Delta provider
<b>Register as an ordering/referring provider</b>	Coverage. Medicare provides reimbursement for prescriptions, imaging and oral pathology	Not applicable. The ordering/referring category is for a practitioner who does not submit any claim for any Medicare covered service	Coverage. If a covered service, Delta provides reimbursement	Unknown. Ask the Medicare Advantage Plan how they’ll handle your claims if you select this option	Dentist remains an in-network Delta provider
<b>Opt out</b>	Coverage. Medicare provides reimbursement for prescriptions, imaging and oral pathology	No coverage. Patient must pay entire fee on their own	No coverage. Patient must pay entire fee on their own	No coverage. Patient must pay entire fee on their own	Dentist is no longer part of any of Delta’s networks <sup>4</sup>

<sup>1</sup> Effective February 1, 2017 unless CMS delays enforcement date of the prescription drug rule again or dentistry is exempted from the prescription drug rule requirement altogether.

<sup>2</sup> Effective May 1, 2013.

<sup>3</sup> 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.

<sup>4</sup> Dentists who have previously opted out of Medicare will not be impacted until their two-year opt out anniversary comes up. At that time Delta will expect the dentist to change his/her Medicare participation status to something other than opt out. If the dentist does not, then he/she will not be able to join Delta’s new Medicare Advantage Plan and thereby will also not be permitted to participate in Delta’s other networks like Premier and PPO. Dentists can check their opt out status and two year anniversary date by going to: <https://data.cms.gov/dataset/Opt-Out-Affidavits/7yuw-754z>.



**ANNUAL SESSION, from page 1**

Over my many years, I have enjoyed the professional relationships most, where I am able to shake hands and have a conversation with practitioners from around the state, former instructors from dental school, representatives on the Annual Session Exhibition Hall floor, and even familiar Hyatt and Convention Center staff."

This year's Annual Session featured many nationally known speakers who presented on a wide variety of topics for the entire dental team.

"As always, our committee looks to add new and interesting programming alongside of the everyday techniques and material classes our membership wants," Beten said. "Dr. Christensen and the Madow Brothers classes were well attended, and received rave reviews. Many of our program ideas for this year actually came from our members' requests. We continue to review all feedback yearly to provide something for everyone in our members' offices."

This year's Exhibit Hall featured more than 240 booths, and attendees had the opportunity to test different products, ask questions and comparison shop.

"Our Exhibit Hall continues to attract new exhibitors every year," Beten said. "Many of our exhibitors commented on how busy they were, and with daily activities and the ODA's 150th anniversary display, it certainly appeared that way every time I made my way to the hall."

The ODA's membership booth in the Exhibit Hall featured a special display,

which included historic artifacts and a timeline of important events in the ODA's history.

"I particularly enjoyed the membership booth area on our exhibit floor," Beten said. "The timelines and memorabilia cases were really a great representation of how special the ODA is."

**Visit from ADA president**

Summerhays attended the 2016 Annual Session in honor of the ODA's 150th anniversary.

She spoke to the House of Delegates, where she discussed trends in dentistry and the latest activities at the ADA and answered questions from the audience.

"This state is very important to the ADA and the profession," Summerhays said to the House of Delegates. "Ohio has always provided such outstanding leadership to the profession and the American Dental Association."

She presented a plaque to the ODA honoring its 150th anniversary and a leadership challenge coin to then ODA President Dr. Chris Connell.

She also spoke at the "Celebrating 150 Years of Women in Dentistry Luncheon," which celebrated the accomplishments of women in the dental profession, and attended the ODA's 150th Anniversary Gala and Award Celebration and other events during Annual Session.

"It was an honor to have Dr. Carol Gomez Summerhays, president of the ADA, in attendance at this year's ODA Annual Session," Connell said. "Her contributions and participation at the House of



Attendees talk to a vendor in the Exhibit Hall at the 2016 ODA Annual Session. The ODA's Exhibit Hall is one of the largest in the area.

ODA Staff

Delegates, a special luncheon presentation specifically designed for women in dentistry, and her champagne toast at the 150th gala celebration demonstrated special recognition by the ADA. I personally appreciated the time she took out of her very busy schedule to be with us to celebrate."

**The ODA's 150th Anniversary Gala and Award Celebration**

The ODA's 150th Anniversary Gala and Award Celebration took place on Sept. 16 in honor of the ODA's 150th anniversary. The event featured a toast from Summerhays and a sesquicentennial cake ceremony featuring past ODA presidents.

"I had a unique opportunity to have all available ODA Past Presidents together at the 150th Anniversary Gala and Award Celebration, to cut a special cake and enjoy with those in attendance," Connell said. "This was an honor to be included in such a group of dedicated leaders in our Association."

The celebration also recognized the 2016 Awards of Excellence winners.

The 2016 Awards of Excellence winners include:

- Callahan Memorial Award: The Case Western Reserve University School of Dental Medicine and The Ohio State University College of Dentistry
- Distinguished Dentist Award: Dr. Joe Mellion
- Achievement Award: Dr. Jackson Winters
- Marvin Fisk Humanitarian Award: Dr.

Ken Brandt and Dr. Elizabeth Mueller

• N. Wayne Hiatt Rising Star Award: Dr. Tyler Scott

• Access to Dental Care Program Award: Mercy Health Dental Residency Program in Youngstown

For more information about the award winners, visit [www.oda.org](http://www.oda.org) or check the July, August and September issues of the "ODA Today."

The ODA Leadership Pin was awarded to Dr. William Zucker, who has been active on numerous councils and committees with the Ohio Dental Association for over 20 years. The ODA Leadership Pin recognizes members who demonstrate leadership in service to the ODA and their peers, a high level of volunteerism within the profession, and a commitment to organized dentistry. The ODA Executive Committee selects a recipient who is a positive influence in growth and development of the ODA – and who is a true role model for future leaders in organized dentistry.

Ohio Dental Political Action Committee (ODPAC) awards were also presented at the celebration, honoring the Western Ohio Dental Society for the highest percentage of membership for a small society, the Akron Dental Society for the highest percentage of membership for a large society and the Akron Dental Society for "Deepest Pockets for Dentistry" (highest average contribution).

**Table Clinics**

On Sept. 16, Annual Session attendees had the opportunity to earn up to two hours of free CE by attending Table Clinics. The presentations covered a wide variety of topics, and a panel of judges rated each of them.

This year's winners are:

- Best of show: Drs. Alex Stamos and Olivia Cook
- Auxiliary: Mr. Luke Burroughs
- First Place Dental Resident: Dr. Martina Gerges
- Second Place Dental Resident: Drs. Evelyn Qi and Anthony Kestranek
- Dental Pre- Doctoral: Funmi O. Abo-sede

**Save the Date**

The 151st ODA Annual Session – Together towards tomorrow – will be Sept. 14-17, 2017, at the Greater Columbus Convention Center. Visit [www.oda.org/events](http://www.oda.org/events) for more information and to register, and be sure to like the ODA Annual Session Facebook page.

"The Annual Session committee is always striving to improve our attendees' experience," Beten said. "We are open to feedback, both positive and negative, to help prepare our 151st meeting and beyond. The support staff of the ODA does a wonderful job of making our vision a reality. We look forward to continuing to provide an event that our attendees look forward to year after year."



ODA past presidents participate in a sesquicentennial cake ceremony at the ODA's 150th Anniversary Gala and Award Celebration at the 2016 ODA Annual Session.

Feinknopf



# Practice Impact

"Making Practice Transitions Painless"

## Thinking About Retirement?



Dr. Norman Straker recently sold his Powell, Ohio practice to Dr. Ryan Eskridge. Practice Impact would like to congratulate both doctors on a successful transition!

Appraisals are free when listing your practice with Practice Impact.

- Free Consultation • Free Listing
- 100% Financing Available • Practice Appraisal
- Confidential • Smooth Practice Transition

**1-800-735-5336**

Or visit us online at:

**[www.practiceimpact.com](http://www.practiceimpact.com)**



5071 Forest Drive, Suite A, New Albany, Ohio 43054

Serving Ohio and Pennsylvania



# ODA Foundation reaches giving milestone

## ODA Staff

The ODA Foundation has reached a giving milestone of awarding \$1 million in grants and scholarships since its inception.

"The leaders who had the foresight to start the ODA Foundation, Kaplan, Claypool, Mercer, Snelson, et. al., would have been proud, and perhaps a little surprised, that since its inception, over \$1 million dollars in grants and scholarships has been awarded," said Dr. Kim Gardner, chair of the ODA Foundation Board of Trustees. "What a milestone! As we continue in the work, I am sure the trustees will have as a goal to reach the \$2 million dollar mark in an even shorter time period. Our future colleagues and the underserved would appreciate that."

Since 1995, the Foundation has awarded 322 scholarships for a total of more than \$600,000 and 82 grants for over \$400,000.

This year, the ODA Foundation awarded 21 scholarships to dental students, one scholarship to a student going through a Community Dental Health Coordinator program, and two scholarships to EFDA students for a total of \$60,000.

The Foundation has also offered five grants to access to care programs in Ohio and one fundraising match grant to the John Harris Dental Museum in Ohio in addition to a grant awarded earlier in the year to the Ohio Association of Community Health Centers for a blood pressure initiative. The Ohio Society of Oral and Maxillofacial Surgeon's Fund within the ODA Foundation awarded grants to OMS residency programs at Case Western Reserve University, the University of Cincinnati and The Ohio State University. Watch future issues of the "ODA Today" for profiles on each of the grant recipients.

"This year the scholarship review committee received applications from 40



ODA Staff

This year, the ODA Foundation awarded 21 scholarships to dental students, one scholarship to a student going through a Community Dental Health Coordinator program, and two scholarships to EFDA students for a total of \$60,000.

dental students and 15 grant requests from a variety of organizations. Last year we had one grant request!" Gardner said. "Although we would have loved to provide funding for each of these worthy applicants, the committee made the difficult choices of funding those who scored highest in our evaluation process. As a result, 20 dental students received scholarships and five access to care organizations were chosen for grants. The generosity of our donors provides the funds to allow us to give these gifts and it is to them that we are most appreciative."

As part of this year's scholarships, several special scholarships were awarded in honor of past leaders and the Foundation opened a scholarship opportunity for CDHC students.

### Forward Ever Scholarship

The ODA Foundation awarded this year's Forward Ever Scholarship to Matt Kotapish, a D4 at the OSU College of Dentistry. The scholarship was created in memory of ODA past president Dr. Ralph E. "Jim" Snelson, who always had a focus on creating a positive future for the profession and organized dentistry. The scholarship is awarded annually to one dental student who exemplifies leadership in organized dentistry.

"Our first Forward Ever Scholarship, awarded to OSU dental student Matt Kotapish, and given in memory of Trustee Emeritus Dr. Jim Snelson, was truly well deserved," Gardner said. "The committee was impressed by this young man's dedication to not only becoming a member of organized dentistry, but working in the future to get other dentists to join as well. Excitement and love for his profession was what Jim Snelson was all about. Mr. Kotapish has that same enthusiasm and respect for his profession."



ODA Staff

Matt Kotapish, a D4 at OSU, received this year's Forward Ever Scholarship.

Kotapish has served the OSU ASDA chapter in a variety of capacities including as president-elect, president and past-president, and he encourages the involvement of his classmates in organized dentistry.

"Throughout my life and especially in dental school, I have tried to make every penny count," Kotapish said. "I can't begin to tell the Foundation how much scholarships like this lessen the massive financial burden associated with dental school. Between boards, residency applications and the obvious costs of tuition, this scholarship has really helped with expenses this semester. I look forward to being a life-long member and leader in organized dentistry. I look forward to the day when I can give back and pay it forward to the next generation of students. Thanks so much again for taking the time to make all of this possible and considering me worthy for the first Forward Ever Scholarship. I hope to make Dr. Snelson proud."

### Darryl Dever Advocacy Scholarship

The ODA Foundation awarded this year's Darryl Dever Advocacy Scholarship to Spencer Tepe, a D4 at the OSU College of Dentistry. The scholarship was created in honor of the ODA's long-time lobbyist

and is awarded annually to one dental student who shows the highest commitment to advocacy for dentistry.

"The committee made this selection based on the fact that Mr. Tepe has made numerous efforts while a dental student to advocate for his profession both statewide and nationally," Gardner said. "For many years, ODPAC has made it a point to involve students from our dental schools in the ODA Day at the Statehouse. This endeavor has had the effect of ingraining in our students the importance of standing up for one's patients and profession. Darryl Dever stood up for our profession on many occasions because he believed in what we were trying to do and that it was in the best interest of the public as well. He was admired and respected by his peers and the Ohio Dental Association. Mr. Tepe has made great strides, we wish him well in the future."

Tepe said he considers advocating on behalf of dentistry a personal passion. He is currently serving as the ASDA District 6 and 7 legislative coordinator and the student liaison to ODPAC. He has been involved in many different advocacy initiatives, including spearheading the first ever ASDA hosted political fundraiser.

See SCHOLARSHIPS, page 11



OSU dental student Spencer Tepe, Dr. Joe Crowley and Dr. David Vorherr meet with Ohio Sen. Bill Seitz (far left) at the 2016 ODA Day at the Statehouse. Tepe (second from left) received the 2016 Darryl Dever Advocacy Scholarship.



**YOUR PRACTICE ELEVATOR**  
Dental Risk Management Consultant

**YOUR PRACTICE ELEVATOR OFFERS YOU:**  
Over 40 years experience in general practice, regulation, education and clinical director for a major DSO.

- Are you getting patient complaints?
- Are you ready to pro-actively protect yourself and your reputation?

*I'm Dr. Larry, and I can help!  
Visit my site for all the details.*

**Protect yourself and your practice from legal and regulatory scrutiny! This is prevention for YOUR benefit!**

216.630.4018 • Email: [drlarry@yourpracticeelevator.com](mailto:drlarry@yourpracticeelevator.com)  
Website: [www.yourpracticeelevator.com](http://www.yourpracticeelevator.com)

**Go to [www.yourpracticeelevator.com](http://www.yourpracticeelevator.com)  
Call for a FREE consultation.  
Your satisfaction is guaranteed!**



*Lawrence P. Rossoff*  
DDS, FICD, FACD

*Leadership*


*Experience*

*Integrity*

*Results*

**FREE PRACTICE APPRAISAL**

Visit our website at [www.AFTCO.net](http://www.AFTCO.net) or call 800.232.3826



**AFTCO**

TRANSITION CONSULTANTS  
Since 1968

**FREE PRACTICE APPRAISAL**  
(\$5,000 value)

**CAN BE USED FOR:**

Practice Sales	Insurance Coverage
Partnerships	Personal Net Worth
Second Opinions	Retirement Planning

**Practice Sales & Purchases Over \$3.2 Billion**



## 2016-17 Executive Committee installed

By ODA Staff

The ODA installed new Executive Committee officers for the 2016-17 term on Sept. 16 during the House of Delegates meeting.

The Executive Committee is the managing body of the ODA. The committee administers the policies established by the ODA House of Delegates and the Ad Interim Committee.

The 2016-17 Executive Committee Officers are:

- President: Kevin Laing, DDS, Van Wert
- President-elect: Steve Moore, DDS, West Chester
- Vice president: Michael Halasz, DDS, Kettering
- Immediate past president: Chris Connell, DDS, Lyndhurst
- Secretary: Sharon Parsons, DDS, Columbus
- Treasurer: Brian Hockenberger, DDS, MS, Norton
- Speaker of the House of Delegates: Michael Halasz, DDS, Kettering

“During the past year, dentistry has been hailed as the best career choice for young people, and I believe they got it right,” Laing said in his president-elect’s address to the House of Delegates on Sept. 15. “Even in the face of the challenges we are experiencing, the rewards of practice are still amazing. Never in my career have I seen so many forces lined up against us, but we will prevail and flourish because we have wisely chosen to band together as members of a learned profession to protect our patients, provide the best of care without the incursion of outside so called ‘benefit’ companies, and guard our rights to continue to practice safely, honestly and conscientiously the art and science we have labored so hard to acquire. It is only through the power of the tripartite system of the ADA that we have been able to advocate effectively for the profession.”



ODA Staff

Dr. Carol Summerhays, ADA president, installs the 2016-17 Executive Committee. From left: Dr. Brian Hockenberger, treasurer; Dr. Sharon Parsons, secretary; Dr. Michael Halasz, speaker of the House of Delegates and vice president; Dr. Kevin Laing, president; Dr. Steve Moore, president-elect; and Dr. Chris Connell, immediate past president.

### SCHOLARSHIPS, from page 10

“Advocacy has taught me how to serve an active role in democracy and challenges me to better myself as a citizen of Ohio and the United States. My involvements have only confirmed my passion for dentistry and my desire to serve my community to the best of my ability,” Tepe said. “I would like to extend a sincere thank you for all of your efforts in making available the first annual Darryl Dever Advocacy Scholarship. The monies awarded have directly replaced federal loans, making my education more affordable. It has been a pleasure working alongside the ODA and individuals such as Darryl in the effort to preserve the wellbeing of dentistry. I look forward to my years ahead and my continued involvement in organized dentistry.”



ODA Staff

Josetta DeFrancisco (CWRU) and Dr. James Fanno. DeFrancisco received a Past Presidents Scholarship in honor of Fanno, who served as ODA president in 1989.

president in 1984

- Josetta DeFrancisco (CWRU), in honor of Dr. James Fanno, who served as ODA president in 1989

“Meeting Ms. Josetta DeFrancisco, a Case fourth year dental student, was really fun,” Fanno said. “She is bright, energetic, committed and focused. I was so excited that she was the recipient of the 2016 ODA Foundation Past Presidents Scholarship awarded this year in my honor. Spending time with her and discussing her future plans reaffirmed my confidence that the future of our profession is in very good hands. As a 50 year alumnus of the Case School of Dental Medicine, I could not have been more excited or more proud. Ms. DeFrancisco understands the importance of her leadership responsibilities so that together we can continue to move our beloved profession forward another 50 years.”

### Past Presidents Scholarships

In 2016, the ODA Foundation began awarding one-time scholarships in honor of past presidents who made a special donation of \$1,000 or more to the Foundation. The 2016 Past President Scholarships honored special donors who served as ODA president during the 1970s and 1980s.

This year’s Past President Scholarship recipients are:

- Rebecca Bartlett (OSU), in honor of Dr. Bernard Snyder, who served as ODA president in 1977
- David Gorenz (OSU), in honor of Dr. Jack Gottschalk, who served as ODA president in 1980
- Britini Skoda (CWRU), in honor of Dr. Edward White who served as ODA



## OUR BUSINESS IS GROWING YOUR BUSINESS.

The First Merchants approach to banking is different than most banks. When you work with us, you will establish a relationship with Mark, Justin or Bill. These healthcare business bankers know how healthcare practices work, with over 40 years of experience in the industry. Our lending structures and customer service are tailored to your needs, allowing you to focus on patient care and managing your practice.

While we have the resources and financial strength of a big bank, our commitment to a service-oriented partner is to help you build a successful practice. We offer practice and commercial real estate financing, business checking accounts and merchant services. Let one of our healthcare bankers help you position your practice for success!

Grow with us today.

614.583.2200

firstmerchants.com/healthcare

First Merchants Bank FDIC

### Dr. James F. Mercer Leadership Scholarship

The ODA Foundation Mercer Fund awarded the Dr. James F. Mercer Leadership Scholarship to Cody Strahler, a D4 at the OSU College of Dentistry. Strahler has served in many student elected leadership positions and ranks in the top five of his class in dental school. He is also involved in many community service projects.

“I feel honored to be recognized for my leadership through the Dr. James F. Mercer Leadership Scholarship. Dr. Mercer left beyond a tremendous legacy through his leadership efforts in the community as well as in organized dentistry. Being recognized in Dr. Mercer’s name gives me great pride in my efforts and achievements as a leader, and I hope to continue to grow, one day leaving behind my own legacy,” Strahler said. “I have a true passion for dentistry and will focus much of my efforts on improving as a practitioner and enhancing the field of dentistry. Involvement in organized dentistry, promoting public health programs, and continuing to improve my skills as a practitioner are all areas in which I will utilize my leadership abilities.”

### Community Dental Health Coordinator Scholarship

The ODA Foundation awarded Tiffany Hamm, program coordinator and dental assistant at the Delta Dental Center at Oyer School, an FQHC dental center of the City of Cincinnati Health Department, a scholarship for Community Dental Health Coordinator training. She is working to-

ward earning a certificate in Community Dental Health Coordination (CDHC) from Rio Salado College via distance learning.

The ADA created the CDHC as a new member of the dental team who performs clinical preventive services (such as fluoride treatments), provides oral health education and reaches out to the community. The goal of the CDHC is to help populations who are at risk for dental disease navigate the health care system.

“To my knowledge, the ODA Foundation is one of the first groups to provide a full tuition scholarship to a CDHC student,” Gardner said. “The ODAF Board felt this was an important first step in showing how the profession values optimum dental care to the underserved.”

Hamm’s job currently includes coordinating all facets of the clinic at Oyer School as well as educating patients on oral health and helping them find dental resources in the community. She said the aspects of her job that are similar to a Community Dental Health Coordinator are the parts she is most passionate about.

“I am humbled as being chosen to be the first recipient, and I promise to represent the ODA Foundation with pride and excellence in my course work,” she said. “I want to be that piece that can help align all of the current and existing dental programs. I hope to be there for our community to provide options that are readily available with the population of patients that just doesn’t yet have the access or the knowledge of how to find them. I want to align with the families and help them face any barriers to getting the services needed.”

### LAING, from page 2

Paul Casamassimo, and Tom Paumier is inspirational and something one can only aspire to. Our current Executive Committee is well aware of the duties that devolve upon us, and we are committed to do our very best. Knowing well that the most dedicated leaders can accomplish little without the support of an engaged and energized membership.

My mentors have been my dad and granddad. The practice I am now the custodian of began back in the 1930s, so I feel a tremendous obligation to live up to the heritage I have inherited that I may pass it on unsullied to my sons who are currently studying dentistry and dental hygiene. My dad had served as president of the Northwest Dental Society, and encouraged me to become involved. It was

at these meetings that I met members like Barry Aab and Jack Spratt who made it fun to work for organized dentistry and taught me why it was important to be involved. The experiences I have had working at the ADA have also reinforced the benefits of being involved, and have shown me that a few dedicated volunteers can make a difference.

### Any closing remarks?

For these reasons, my best advice to any new dentist, or any seasoned dentist, is to get involved! I know it sounds trite, but you will receive much more from your participation in organized dentistry than you invest. In closing, a quote:

“Being involved in the well-being and advancement of one’s own community is a most natural thing to do.” – Clarence Clemons

## ODA Wellness Trust an exclusive member benefit to help offices save money

By ODA Staff

Now is the time of year when many people are considering a new health insurance plan. Dentists who are looking for a more affordable option for them and their staffs should consider the Ohio Dental Association's health benefits plan, the ODA Wellness Trust.

As the ODA Wellness Trust enters its third year, it continues to be unique in the health benefits plan it makes available to ODA members and their staffs. Unlike many other health plans in the current marketplace, the Wellness Trust still offers a broad network of providers and more lower-deductible options than other currently available coverages.

The Ohio Dental Association Wellness



Trust is a self-insured employer plan that allows participants to avoid some of the regulations and requirements of the Affordable Care Act. The Wellness Trust is a private, dentist-owned, self-funded health benefit plan, developed by ODA member dentists for ODA member dentists and their staffs to provide high quality health insurance at affordable rates.

The ODA Wellness Trust Board of Directors has a goal of continuing to grow participation in the plan so that the strength and flexibility of the plan can continue to increase.

The ODA Services Corp. decided to

create this bold new concept for Ohio dentists in 2015 as health care costs continued to rise and the Affordable Care Act created new regulations and costs. The Wellness Trust is an exclusive benefit to ODA members, and participants in a self-insured plan like the ODA's plan typically see a 10 percent savings compared to marketplace plans.

The Wellness Trust is an employer plan, which means that offices that enroll in the trust are required to offer insurance to all full-time employees (defined as those employees working 25-30 hours or more per week). No employer contribution is required, and employees are allowed to decline the coverage by completing a waiver form.

Even if the dentist chooses not to make

a contribution to employees' premiums, offices have found the ODA Wellness Trust to be a valuable benefit to offer their staff members because it saves them money. In addition to the savings that many participants receive through the Wellness Trust compared to marketplace plans, employees enrolled in the Wellness Trust can use pre-tax dollars to pay for the premiums, whereas an individual plan's premiums would need to be paid for with after-tax dollars.

As offices think about their health plan renewal, they can contact an ODASC representative to receive a quote from the ODA Wellness Trust to see if the plan could save on health benefit costs. For more information, visit [www.odawt.org](http://www.odawt.org) or call (614) 486-2700.

## The American Dental Association launches dental provider credentialing service

Story submitted by the American Dental Association

In keeping with its commitment to helping dentists work more efficiently and improve their practices, the American Dental Association announced the national launch of the ADA Credentialing Service. Using software developed by Wonderbox Technologies, an agile, innovative software firm that is part of the SKYGEN USA family of distinguished benefit solutions companies, the ADA Credentialing Service represents a significant improvement for both providers and payers over other credentialing options.

The national launch enables dentists throughout the U.S. to enter their credential information into the ADA Credential-

ing Service one time where it can then be accessed on-demand by multiple health payers. The ADA Credentialing Service replaces the time-consuming, labor-intensive process of filling out an application for each payer network the provider wishes to join.

Payers, hospitals, employers and third-party administrators will use a separate ADA URL to access the ADA Credentialing Service and download the provider information. Using the ADA Credentialing Service eliminates the need to contact and follow-up with each provider individually when credentialing dentists, delivering information in minutes that formerly took weeks to obtain. The ADA Credentialing Service and supporting components were built using the Wonderbox Technologies

Enterprise System.

Data is held in dedicated servers managed by Wonderbox Technologies, the ADA's webhost. The ADA and Wonderbox Technologies are committed to implementing reasonable and appropriate security tools and protocols.

"As we worked with both dental providers and payers, the frustration with the credential application process was a recurring theme," said Craig Kasten, board chairman and founder of SKYGEN USA. "The launch of the new ADA Credentialing Service gives dental providers and payers a technology-driven, 'one and done' alternative to the tedious, repetitive approach that has been used previously. It is a perfect example of how moving from manual processes to cyber benefits

saves time, reduces costs, and improves workflows. We are gratified to have had the opportunity to work with the ADA on this initiative and look forward to delivering additional innovations in the future."

The ADA is currently providing use of the ADA Credentialing Service as a free service to all members and non-member dentists. For more information or to register, dental providers can go to [ada.org/credentialing](http://ada.org/credentialing).



Follow the ODA on Twitter!  
@OhioDentalAssoc

### ODASC makes it possible.



Group rating enables practices to save significantly on workers' compensation premiums, up to the BWC maximum available discount.

Group rating allows dental practices to "group" their workers' compensation claims history together. By grouping practices with few or no claims, all practices enrolled in the group can earn up to the BWC maximum discount on their premiums.

**You can only enroll once a year!** Quotes are provided throughout the summer and fall with final actual enrollment taking place in November. We are currently accepting applications for plan year July 1, 2017 through June 30, 2018.

If you are already enrolled in ODASC's group rating program, be looking for your re-enrollment packet from **CareWorksComp** later this summer.

Call ODASC today to request a free, no-obligation savings estimate and find out how to reach your highest possible discount.



(800) 282-1526 | [www.odasc.com](http://www.odasc.com)

### PRACTICE OPERATIONS & PERSONAL PLANNING

Presented By

**William P. Prescott, Esq.**  
**M.B.A. - Executive Program**

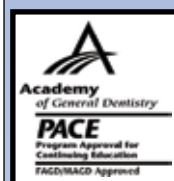
*Dental and Practice Transition Attorney  
Former Dental Equipment Supply Representative  
Direct Dial: 440-695-8067  
Website: [www.PrescottDentalLaw.com](http://www.PrescottDentalLaw.com)*

Operating your practice is both time-consuming and stressful. Hiring and retaining the right staff is essential, but so are implementing, updating and maintaining employment policies including a current employee manual. Sometimes the employment relationship just doesn't work out. Then what?

At some point in your career, continuing to work should be your choice, not a necessity. While owning the practice real estate can clearly help, you probably won't save any significant sum outside of your retirement plan.

What if something happens to you? Have you thought about your estate or care for you and family members?

The objective of **Practice Operations & Personal Planning** is to analyze all aspects of practice operations and the personal planning items so often overlooked.



Approved PACE Program Provider  
FAGD/MAGD credit.  
Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement.  
06/01/14 to 05/31/17.  
Provider ID #217964.

**6.0 Credit Hours**

**December 2, 2016**  
Hyatt Place  
Columbus / OSU  
795 Yard Street  
Columbus, OH 43212

**December 9, 2016**  
Hyatt Place  
Cleveland / Independence  
6025 Jefferson Drive  
Independence, OH 44131

#### Full Day Session

**8:30 AM – 9:00 AM** Sign-in / Continental Breakfast  
**9:00 AM – 4:00 PM** Program with Lunch Included

#### Registration

\$475.00 for Practice Owners and Associates  
\$195.00 for Spouses, Residents, Students, Advisors  
**Make Checks Payable to "William P. Prescott - WHP"**  
35765 Chester Road, Avon, Ohio 44011  
To Pay By Credit Card, Call Teresa at 440-695-8019



# Medical emergency preparedness for dental offices, part 1

The following article is part of a series of reviews encompassing various medical issues relevant to dentistry today. The ODA Dental Education and Licensure Committee (DELIC) recruited a handful of experts to write these concise reviews to inform our member dentists about the most current opinions, positions and evidence on the topics. We hope these reviews cause our readers to do further research on the topics and stimulate discussions among peers. The articles have been reviewed by members of the DELIC, but represent the opinions of the authors and not necessarily those of the DELIC or the ODA.

By Larry J. Sangrik, D.D.S.

Before medical emergency preparedness courses, it is not uncommon for a dentist to remark, "After decades of practice, I've been fortunate to never to have had a medical emergency occur on one of my patients." When said, most dentists are not boasting. Rather, they are conveying relief that they have avoided a major catastrophe. Unfortunately, their comments demonstrate a common misunderstanding of the nature of medical problems occurring during dental care.

## Understanding medical emergencies in contemporary dentistry

On average over the last decade, about four patients die each year during dental treatment. The majority are cases related to anesthesia/sedation services and a disproportionate percentage are children. Typically, these incidents garner local media attention. Depending on the

specifics of the case and the family of the deceased, sometimes these events "go viral" on the Internet and/or they gain the attention of the national media.

Because these media accounts provide the primary source of information for dentists, they come to some erroneous conclusions. They perceive medical emergencies to be highly infrequent, life-threatening events. Moreover, if their dental practice is not using sedation, they view the likelihood of an emergency in their personal practice as nearly nonexistent.

This assumption is incorrect on two levels. Medical emergencies during dental care occur with a reasonable degree of frequency in nearly every dental practice. Secondly, most medical emergencies are not life-threatening and many do not involve transfer to a hospital.

Dentists, by virtue of education and statute, diagnose and treat conditions of the oral cavity. They also are trained and empowered to use local and systemic anesthesia to accomplish these ends. If the dentist's attention must be diverted from accomplishing these goals to attend to the patient's physiological or psychological needs, a medical emergency is occurring. In reality, this defines an emergency.

This means that many things that dentists observe as mere "complications" are actually medical emergencies, albeit at a low level. Take for example the patient that is administered a local anesthetic injection containing a vasoconstrictor like epinephrine. Sometimes trace amounts of local anesthetic will enter the blood system and some patients are unusually sensitive to the presence of these medications. A transient tachycardia can result.

The dentist observes the patient's distress, gains a set of vital signs, administers oxygen and engages in a little "handholding" to help the patient weather the event. Within a few minutes dental care can usually resume. Sometimes the dentist will not even consider the issue significant enough to record in the patient's record.

In reality, accepting the above definition, the dental team just faced and successfully addressed a medical emergency.

While no documented study exists, multiple lecturers on medical emergency preparedness have postulated that a typical dentist (i.e. general dentist or specialist other than oral surgeon or orthodontist) probably encounters a medical emergency at least once every two years of practice.

At least half of those events will be syncope. While dental treatment may be abridged or aborted on the day of the event, these patients will not only survive, most will likely not be transferred to a hospital.

Hence, while preparing for a life-threatening crisis is one aspect of medical emergency preparedness, it does not represent the entire scope of preparations and it does not represent the events a dental team will most likely encounter on a somewhat routine basis.

## What our patients want, need and expect

In 2013, a dental patient-advocacy group conducted a survey to determine patient attitudes toward medical emergency preparedness. A demographically diverse group of over 500 individuals from across the nation responded. All indicated they had a "dental home" (i.e.

they were patients-of-record at a specific general dental practice). Furthermore, they all attested they had visited their dental home for a "check-up" within the last 24 months of taking the survey.

Four important conclusions emerged.

- 1) Being a component of sophisticated health care, patients view that dental offices should be capable of addressing a medical emergency that arises during dental treatment.
- 2) They view comprehensive preparation of medical emergencies is composed of six separate elements.
- 3) They overwhelmingly believe the dental office they personally utilize for treatment is already prepared in all six areas.
- 4) They (incorrectly) assume any dental office not already competent in these six areas would face stiff sanctions from their state dental board if discovered.

Subsequently, a questionnaire was sent to 11 nationally-known speakers that lecture to dentists on medical emergency preparedness. Of the seven that answered, all agreed they cover these six points in their standard presentation.

While no state dental board has a comprehensive approach to medical emergency preparedness, these six areas appear to reflect both what is actually being taught and what the public (and hence the courts) expect:

- 1) In addition to Basic Life Support, dentists need periodic training on a wide range of medical emergencies.
- 2) In addition to Basic Life Support, all members of the dental team should

See **EMERGENCY**, page 15

## RELAX, You've listed your practice with Henry Schein Professional Practice Transitions.

Deciding to sell your practice is difficult. We make it easier. Our experience, knowledge, and national network will help you get the **best price, close the deal, and give you peace of mind.**

**HENRY SCHEIN**<sup>®</sup>  
PROFESSIONAL PRACTICE TRANSITIONS

[www.henryscheinppt.com](http://www.henryscheinppt.com)  
1-800-988-5674

■ PRACTICE SALES ■ VALUATIONS  
■ TRANSITION CONSULTING/  
PLANNING ■ ASSOCIATESHIPS





## The Explorer

Matthew J. Messina, DDS  
Executive Editor

## Living Better with CASH

John Ponstingl was a wiry old guy, slight of build with wispy white hair. Always impeccably dressed, slacks and sweater vest, even if it was a warm summer day. Sparkling eyes with a hint of laughter. He was an engineer by trade, working for years at NASA; his career beginning during the glory days of space exploration.

I first met John serving on parish council at church. He was 40 years older than I am, so he had much to teach me. He wanted to know what I did for a living and was pleased to hear that I was a dentist. "You're a tooth saver!" he would always say. A few weeks later, he broke a tooth and I was there for him to put him back together. He valued his teeth and smile, so he happily joined our dental family.

Over the next 26 years, we became close friends. In addition to being an inventor (he held over a dozen patents), he was quite a philosopher. In the office we supported him as his wife developed dementia and slowly withered away. He was always there for her, caring and supportive, until she passed away. They never had children, so he had to soldier on alone, but we saw him often and always made time to talk.

John would lecture to adult groups at the senior center, speaking often about his experiences at NASA, sending men to the moon and back. Over time, he shared his personal philosophy with me.

He told me that he wanted to write it down so he could begin to use it in his talks. I encouraged him to do that and I told him that I would publish it as soon as he was done, because there was a lot there for everyone to learn from his experiences.

Eventually, John began to fade himself, and recently has joined his beloved wife 'Ree. He was 96 when he passed away this year. I had made thorough notes during our discussions, so trusting that he will endorse my clarifications, I'll keep my promise to him and share this.

John believed in "Better Living through CASH." It certainly sounds simple enough, I told him. Who wouldn't live better with more cash? He would give a knowing smile and laugh. CASH wasn't money. To him, it was:

**Creativity** – he didn't mean painting or poetry, though that was great if you could do it. He meant problem solving. No matter what life threw at you, if you examined a problem and sought solutions with creativity, you would never be stumped.

**Attitude** – with a can-do attitude, nothing could stop you. Also, if you have a positive attitude, it can rub off on others and people (teams, committees, groups of any kind) can achieve amazing things. Positive attitudes are infectious. Like smiles!

**Sharing** – we share the good and the bad. Share the work and the rewards. We're all in this together and it goes better if we like each other. He felt that alone was a terrible place, so we need to spend time with people and support each other. He wasn't a big fan of email or texting. He preferred face-to-face meetings. If you ask someone to help you in person, they can't say no. If you offer help with a smile, they will accept and we all grow



Submitted photo  
Dr. Matthew Messina and his staff celebrate with John Ponstingl.

in the process.

**Humor** – laughter lightens the mood. John always had a joke ready, but that wasn't what made him funny. He knew that if you could poke fun at yourself, no one else had the power to ruin your day. Maybe that's why his smile meant so much to him, for a smile can brighten up any room.

Knowing John made my life better. They say that we are the average of the people we hang out with and the experiences we choose. Cultivating friendships with people like John elevate us. The fastest way to mediocrity is to hang out with average people. It's easy, but it doesn't make us better. People don't become selfish, hateful, and afraid all at once. They do it gradually. Sliding down the slippery slope. But we don't have to go down that path.

John was right all along. Life is better with CASH. If you live your life with Creativity, positive Attitude, Sharing and Humor, you will make the world a better place. You'll also have many friends. And as we know, good friends are more valuable than any cash. They're priceless.

Rest in peace, John. I'm smiling with you!

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



## The Happy Dentist

Najia Usman, DDS  
Guest Columnist

## 'Rolling Stones'

I just came back from a dental conference in Orlando with mixed feelings. On the one hand I felt very excited about the future of dentistry, but on the other hand my husband and I felt a little "over the hill." When I first finished my endodontic residency in 2002, my husband and I looked up to the folks that were in their mid-40s who were clearly at the top of their game. They were at the helm of successful practices, enjoying their personal lives and some were even diversifying their business portfolio through adding associates or participating in other ventures altogether. Both of us were lucky to have great professional role models. I remember consolidating that knowledge with our vision to create something very unique in the marketplace. Initially when my husband spoke of expensive websites and multimedia advertising, I was very resistant. I didn't understand how we could draw any type of yield with such large elective expenditures. Well fast forward 15 years, and my husband and I are now at that stage that we once emulated. It certainly feels good to have a mastery of your craft and be running a thriving, dynamic business in a state-of-the-art facility. Not so long ago, I said to him "If we

can keep this going like this for 10 more years, we will be set ..." I almost always have all the answers when a younger dental colleague asks me for advice ... or so I thought. This meeting that I went to in Orlando last weekend has shaken me to my core on many levels.

This was the first time that I have ever been to a dental meeting where the attendee population was probably mainly under 40. Never before have I seen a more stylish, thriving group of young professionals excited to take on the world. Though this meeting was centered on dental technologies compared to a scientific curriculum, I was awestricken. As the planning chair of the annual Northcoast Dental Meeting, I am always trying to inspire my group to come up with great programming to justify roughly \$300/doctor tuition. Every year we lament that attendance is dropping at our meeting and similar meetings around the country. "People don't get their CE this way anymore," "Get a rock-star speaker" are all thoughts brought across the table. Even during our Council on Membership Services, we constantly ask where are the new dentists? How do we create a value proposition for them? Well I can tell you after this weekend, 5,000 dentists see a very different future. What's interesting is they are not trapped by a notion of what existed before and trying to protect a style of practice that is antiquated.

This stylish venue, in an entertaining city featured blockbuster motivational speakers and hosts. There were headliner entertainers such as Jerry Seinfeld and One Republic. Some of dentistry's heroes were there like specialists Cliff Ruddle and Frank Spear. This was such a fun place to be, that I almost didn't realize I was learn-

ing. I had no need for a pen, because everything was on an "app." There were no annoying proctors to monitor CE because my badge had a sensor that calculated it from lecture to lecture. No topic was more than one hour and the range was from practice mergers to cutting edge topics like social media and managing online reviews. Those so called rogue online sites were now being leveraged to build practices in today's world.

This was a meeting that identified the changing dental landscape and basically said to the young dentist "I hear you loud and clear, and I have a solution for every one of your challenges" ... Absolutely brilliant. Efficiency through technology, minimizing the middleman and economy of scale were pervasive concepts throughout.

I looked up and I saw hundreds of well-maintained youthful entrepreneurs ready to take on this world regardless of their debt. I realized at this meeting that not only are new dentists practicing in this way, but that there is a real need to constantly evolve to make sense in the future marketplace. Mouth-to-mouth referrals will be obsolete. The ability to make appointments on an app without a phone call just may be the way of the future. Delivering dentistry is just a small part of what will be required of us, and to stand out we need to be open to that ideology. Before this weekend, I felt I had the luxury of digging my heels in and doing dentistry my way. Though I was initially intimidated by change, I realized it is the essence of being a progressive professional and what keeps you fresh and engaged (and devoid of moss, lol).

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

## Letter to the editor: Ohio Dental Association in 1966

Time passes and memories fade. Since this is the 150th year of the Ohio Dental Association, I decided to visit the central office and look up the proceedings of the House of Delegates for 1966. While the HOD is not the entire meeting, it serves to document what activities took place.

Dr. Harold Barlow of Akron was the president and presided over the meeting. We did not have a speaker of the house as yet. Dr. Harvey Janke of Cleveland was president-elect and Earl Lowry of Columbus was secretary and treasurer. The ADA 7th District trustee was Keith DeVoe of Columbus. The entire budget and expenses for the year amounted to slightly over \$300,000, and that included the cost of the Ad Interim meeting. The Annual Session was held the first week of October in Columbus at the Southern Hotel. Mr. Roger Hunter was hired as an assistant to Mr. Ken Meckstroth, the executive secretary.

So what were the concerns? First, there was a resolution to change the name of the society from the Ohio State Dental Association to the Ohio Dental Association. Since this was a constitutional change and there was one objection, it was laid over to the 1967 HOD where it passed. A concern voiced in the president's message was of the high costs of maintaining support for the John Harris Museum in Banbridge, Ohio. Another concern was the proper funding of the Council on Dental Practice, which required more meetings due to increased activity. Ultimately \$20,000 was budgeted. This meeting also saw the end of the Northern Ohio Dental Association by unanimous agreement. There was also concern about a future shortage of dentists.

In my own case, I was a delegate from the Dayton Dental Society and a 4th District candidate for alternate delegate to the American Dental Association, but was deferred until the 1967 ADA Annual Session in Dallas, Texas.

Some mention was made about the beginnings of the ODA in 1866 at Naughton Hall in Columbus and that George Watt was nominated to be presiding officer for the 41 dentists present. They took three days to construct a constitution and bylaws. Since there were a variety of ways that a person could announce as a dentist, they elected to recognize the rights of those there who were practicing as legitimate dentists. The meeting concluded at noon the last day of the meeting.

Dr. Walter C. Buchsieb  
ODA Past President

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.



**EMERGENCY, from page 13**

undergo periodic training to assist the dentist during a medical emergency.  
 3) Dental offices should hold periodic mock emergency drills in their offices.  
 4) Dental offices should have a written medical emergency plan.  
 5) Dental offices should stock a basic compliment of emergency medications.  
 6) Dental offices should maintain basic emergency equipment to address

a crisis.  
 Next month's article will explore these six areas in depth.  
*This article is the first of two about medical emergency preparedness for dental offices. The second article will appear in the November "ODA Today."*  
*Dr. Larry J. Sangrik is a full-time general dentist and lectures on medical emergency preparedness, dental fear and the use of conscious sedation in dentistry. He may be reached at [info@interactivedentalseminars.com](mailto:info@interactivedentalseminars.com).*

Like the ODA Annual Session Facebook page!



**Letter to the editor**

I think the old saw is something like this: "Absence of evidence does not equal evidence of absence."

The absence of data supporting the health benefits of flossing from longitudinal, multi-center, multi-populational, randomized controlled studies doesn't mean flossing has no benefits. It just means those complex, very expensive, time-consuming trials haven't been run. May never be.

Admittedly, just as with the effects of smoking cigarettes, some people are likely to be more susceptible than others to the pro-inflammatory impacts of gingivitis/periodontitis.

Most people these days admit that smoking is bad for you, regardless of whether a given individual might be resistant to its multiple serious negative health impacts.

Similarly, (I think) most people would still agree that flossing is good for you, regardless of whether a given individual is highly susceptible to gingival inflammation or not.

Less smoking, more flossing. While the level of evidence for these broad recommendations may differ, neither would cause more harm and the potential benefits from both remain substantial in terms of health care costs and morbidity, if not mortality.

*Dr. John Kalmar  
Columbus*

[www.oda.org](http://www.oda.org)



**THOMAS LAW**  
G R O U P  
Experience. Dedication. Results.

## Our health care attorneys have provided legal representation to more than 600 dental professionals.



**Thomas Law Group has over 90 years combined experience providing legal services and business advice for dental and medical professionals.**

- Practice sale and purchase agreements
- Associate and employment agreements
- Dental board disciplinary action defense
- Complaint resolution/liability protection
- Corporation and limited liability company formation and management
- General business matters
- Employer/employee contracts and related matters
- Lease/commercial real estate purchases

Left-Right: Chad Hanke, Tamara Zwick, Dean Kadri, Nikki Mesnard (front), Cheryl DeVore & Terry Thomas

**614-761-7701**  
[www.thomaslawgroup.com](http://www.thomaslawgroup.com)

5148 Blazer Parkway  
Suite A  
Dublin, OH 43017

[LinkedIn](#)
[f](#)
[t](#)

# Save the Date

## FEBRUARY 23 – 25, 2017

### MIDWINTER MEETING, CHICAGO



**2017 MIDWINTER MEETING ONLINE REGISTRATION OPENS NOVEMBER 1**

Be sure to join us in the world class city of Chicago **FEBRUARY 23-25, 2017**, for the **152nd CDS Midwinter Meeting**, featuring three days of more than 200 educational courses, valuable hands-on learning, Live Patient Demonstrations, staff teambuilding and over 700 exhibiting companies. **FIND INFO ABOUT THE 152ND MIDWINTER MEETING AT [ON.CDS.ORG/OHIO17](http://ON.CDS.ORG/OHIO17).**

**CHICAGO DENTAL SOCIETY**



THE RESPECTED LEADER IN SCIENTIFIC DENTAL MEETINGS<sup>SM</sup>



## Associate Wanted

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

Art of Smiles Dentistry. Our dental practice is located in Harrison, Ohio outside of the Cincinnati area. Our dedication to providing the highest levels of oral care in a convenient and comfortable environment has led to the rapid growth of our practice, now celebrating our 25th year. In order to accommodate this growth, we are looking to add an associate to work alongside our dentist in a modern state of the art office with the latest technology. The associate would quickly build up an active patient base and have the opportunity to treat many of our new patients each month. Competitive compensation and benefits package offered. (513) 367-4441, smile@artofsmilesdentistry.com.

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

Associate dentist opportunity available in well-established, high-tech Dayton/Kettering practice. A few years of experience preferred. Great earning potential with Sign On Bonus. Please inquire by email to shari@dayton-dentistry.com.

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

Associate dentist with buyout potential. Well established practice in Norton, Ohio. Referring out large amounts of dentistry; endo, pedo, and surgery. A few years of experience is preferred but not a necessity. Great opportunity. Send resume to: SKDDS51@yahoo.com.

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

Associate/Buy in wanted. Over 40 years at great location in Green, Ohio with vast amounts of traffic on two main

roads including expressway. Presently FFS and Deltal Premier only. Looking for business knowledgeable man-wife team or wife only. Referring out vast amounts of dentistry. Resume to jckline49@roadrunner.com.

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

Dental Associate-3 days per week, Coshocton, OH. Looking for a part-time dental associate wanting to work M/W/F a week in our Coshocton OH office. Please email CV to tamcoa@hotmail.com. Fee for Service Office.

Dental Dreams is actively seeking motivated, quality-oriented associate dentists for our offices throughout IL, LA, MA, MD, MI, NM, PA, SC, TX, VA, and DC. We provide the ultimate in quality general dentistry to the entire family in a modern, technologically advanced setting with experienced support staff. Our highly valued Associates enjoy top tier compensation. Compensation: Sign on Bonus up to \$30,000; Average compensation of full-time dentists in excess of \$220,000/ per annum; Guaranteed base pay. Clinical Practice: Complete autonomy over treatment planning; Mentoring by top rated, experienced clinicians. Benefits: Health insurance; Malpractice insurance; Three weeks' vacation; Continuing Education; Relocation expenses; Visa and permanent residency sponsorship; Dental coverage for associates and immediate family members. Make Dental Dreams a reality for you. Please contact us to learn more about rewarding associate dentist opportunities with Dental Dreams. We offer full-time, part-time, and Saturday only schedules. Phone: (312) 274-4598. Email: Recruiting@DentalDreams.com. Website: www.dentaldreams.com.

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

Do what you do best - practice dentistry, while we take care of the rest. ImmediaDent is seeking Full Time and PRN Dentists with a passion to provide quality comprehensive dental care in our modern offices throughout Ohio, Indiana, and Kentucky. ImmediaDent offers all phases of general dentistry to a mix of new and existing patients on a scheduled and walk-in basis in all 25+ locations. The ideal dentist for ImmediaDent enjoys performing a variety of dental procedures

and is experienced in all phases of general dentistry including oral surgery and endodontics; new graduates with great clinical skills are encouraged to apply. Relocation and Sign-on Bonus up to \$10k available for specific locations. To apply today, visit www.immediadentcareers.com or contact Chad Johnson at (913) 428-1679 or via email at chadjohnson@immediadent.com to learn more.

Established Pediatric/Orthodontic/Sports Dentistry Practice in Findlay, Ohio. 2600 square feet, two story, stand-alone dental office in downtown area. Owner is looking for associate/associates transitioning to ownership. To inquire call (419) 348-9555 or E-mail: win58@woh.rr.com.

Exciting opportunities for dentists, hygienists and assistants to provide children with quality dental care in schools in the Cleveland area and throughout Ohio. No evenings or weekends. Email resumes to jobs@smileprograms.com.

Flexible Locum Tenens Opportunity – Midwest Dental is seeking experienced dentists to fill daily/weekly/monthly locum tenens needs to cover leaves and extended vacations. Perfect for dentists wanting to pick up extra hours. We offer competitive pay and give you complete freedom to work as many locum sessions as you'd like! May involve travel with overnight stays. Typically includes 32-36 hours/week when needed. Opportunities are available at practices across the country. Contact Carly Ruffedt at (715) 225-9126 or cruffedt@midwest-dental.com.

General Dentist. We are seeking a full-time experienced general dentist for our Wisconsin Office. Practice in a beautifully remodeled space in a great location, near Janesville/Madison. We are searching for a candidate who will be involved in the community in order to build long term relationships with our loyal patient base. Comprehensive benefit package offered, with Income Guarantee. \$5,000 Signing Bonus and Relocation fees available! This position has future partnership potential. Email resume to dental2848@gmail.com.

General Dentist – private practice. Dr. Grucella and Dr. George located in Northeast Ohio are currently interviewing for a full-time General Dentist looking to establish a productive, long-term relationship, to provide optimum dental care within private practice. Our practice is highly recognized by our communities for 50 years and voted "Beacon's #1 Best Dentist" for the past 8 years! The Associate will work alongside a dedicated team of professionals, many of whom long tenured, whose experience will prove as an asset to any new Associate. The opportunity provides for an already established and impressive ongoing new patient base, a daytime Monday thru

Friday patient schedule with no weekends. The practice support staff includes EFDA, RDH, CDA, front desk management team, on site lab with technicians. Guaranteed salary plus bonus incentives, complete benefit package includes paid health and life insurance, 401k, vacations, paid holidays, paid time off (PTO) and more. Contact our Business Manager, Paul Steigerwald, via email paul@ggdentist.com or phone (330) 376-9424.

General Practitioner Dentist position. The Ohio State University Nisonger Center is seeking to hire a full-time General Practice Dentist to provide dental care to adults with developmental disabilities and provide leadership of our special needs dental program. This dentist will also provide teaching and oversight of training program for The Ohio State College of Dentistry students, residents and fellows and Dental Hygiene students. We offer competitive salary and benefits. See: <https://wexnermedical.osu.edu/careers> Job ID: 420031

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

Orthodontist wanted for the Greater Cincinnati area. Cincinnati Dental Services, a group practice with 9 locations throughout the greater Cincinnati and Northern Kentucky area is looking for an Orthodontist to join their team. OH and KY licensure required. For more information, contact Sarah at sahildebrand@amdpi.com or (781) 213-3318.

Rare associate dentist opportunity in beautiful Dublin, OH (suburb of Columbus). Do what you love to do - practice comprehensive dentistry and provide exceptional care - while we take care of the business and management hassles! Dublin is nationally recognized as one of the best places to live and raise a family. Our Dublin office is growing and thriving. We have a large restorative and prosthetic dentistry base and a general dentistry component with a fully integrated hygiene department. The ideal associate general dentist must have at least 2 years of experience in a private practice or general practice residency. The right candidate must also have excellent dental and communication skills, a positive mindset, be proficient in all areas of general dentistry, including endodontics, general oral surgery, and periodontics, and have a willingness to learn. We offer great income potential, excellent staff, flexible hours, and a modern working environment. If you are interested in this exceptional opportunity, simply fax your resume and cover letter to (614) 932-9451 or e-mail both items to Rachel at ddapplicants@gmail.com.

Staff Dentist. High production dental practice in Northwest Ohio seeking full &/ or part-time general dentists and part-time oral surgeon. Paperless system and digital x-ray. Great opportunity for recent grads to hone skills & speed, or experienced dentists to practice dentistry without the hassles of running a practice. Base salary commensurate with experience plus quarterly bonus available. Benefits

## Advertisers Index

AFTCO	10	ODASC	6, 12
Chicago Dental Society	15	OSHA Review Inc.	3
Dr. Harry Miller	5	Paragon Practice Transitions	17
First Merchants Bank	11	Practice Impact	9
Frank Recker DDS, JD	4	Thomas Law Group	15
Henry Schein Professional Practice Transitions	13	Thomas J. Perrino, DDS, JD	5
Mabel Dental Lab	5	Wickens, Herzer, Panza, Cook & Batista	12
My Community Dental Centers	18	Your Practice Elevator	10
National Practice Transitions Network	7		

Interested in advertising? ODA Today reaches more than 5,000 dentists and their staff each month. Contact Amy Szmania at (800) 282-1526 or amy@oda.org for more information.



include health insurance, retirement plan, flexible hours and days, professional liability insurance and some continuing education. Loan repayment site for eligible dentists. Please send CV to [hrdepartment@dentalcenternw.org](mailto:hrdepartment@dentalcenternw.org). EOE

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 [daytondentist@hotmail.com](mailto:daytondentist@hotmail.com) or call Sharon at (740) 644-0571.

We are looking for a dedicated dentist to join our dynamic team. The preferred candidate must have 2-3 yrs. professional experience; be energetic with the ability to function in a high-volume, fast-paced environment and willing to provide the best in patient care. Full time dentists receive competitive salary, benefits including medical, dental, vision. Must hold an active Ohio license. Email resume to [sandra.bornemann@cincysmiles.org](mailto:sandra.bornemann@cincysmiles.org) or call (513) 621-0248 for interview. Immediate opening. Work schedule Monday-Thursday 8AM-4PM, Friday 8AM-1PM. No nights or weekends.

We're overwhelmed! Our five location multi-specialty group practice has grown to the point that we simply have too many patients. Our full time General Dentists are currently seeing 80+ new patients per month with an average annual income ranging from \$150,000 initially to \$300,000 for the more seasoned doctor. Our doctors providing specialty care are receiving significantly greater levels of compensation. Doctors receive an initial salary, incentives and a full benefit package while enjoying the freedom that our experienced management team provides. Enthusiastic, quality oriented professionals seeking independence, growth and financial stability may contact Dr. Michael Fuchs at (513) 505-9987, (513) 697-2640 or [fdca1.jmf@gmail.com](mailto:fdca1.jmf@gmail.com). Full or part time positions are available. No evenings after 7pm and no weekends. We very much look forward to speaking with you.

Dayton. Well-established, fee-for-service office in a prime location. We practice comprehensive dentistry and have been recognized in the top 5%. Very patient focused with a large referral base and constant new patient flow. Well organized and strict monitoring of numbers and goals. Looking for an individual of similar values and the desire to become a true comprehensive dentist. We will guide the right person to become highly skilled and teach you how to ultimately love the field of dentistry. Full time. Surgical and sedation skills a plus, but any experience level considered. Send resume to [ThePractice@KondasDental.com](mailto:ThePractice@KondasDental.com) or call 937-236-2800

Wisconsin opportunities. General Dentists and Specialists - Dental Associates is opening new locations in Wisconsin. We foster a culture which invites our patients into our "dental home" and provides them

with a caring and empathetic approach to dentistry. At Dental Associates you will not only experience the support and stability of working within a group, but also the flexibility of managing your own schedules and running your own practice. Dental Associates will ensure you have everything you need to be the best - state of the art technologies, guidance, staffing, scheduling, IT, patient financial services, accounting, marketing, continuing education and more. You will always be on the forefront of technologies and innovations and you will be able to develop relationships with other dentists and specialists. "Your practice within our practice". It's a win-win for all involved. Become part of this dynamic team and consider joining the other dentists practicing with us today. Signing bonus and relocation allowance available. Current positions available in Milwaukee, Appleton, Greenville and Green Bay, Wisconsin. Call Susan today at (800) 315-7007 or email [sbullen@dentalassociates.com](mailto:sbullen@dentalassociates.com).

### Equipment for Sale

Existing dental office in Cincinnati is moving to a new location. All chairs and equipment are available for quick sale. This includes 12 A Dec chairs with attached lights, DCI delivery units, digital Pan/Ceph machine, 4 intraoral x-ray machines, Statim 5000, Chemiclave EC6000, nitrous oxide delivery system, seven 55" televisions, doctor and assistant chairs, ScanX digital imaging system and 14 computer systems. Equipment sold "As Is" and on a first come, first served basis. For inquiries, please call (513) 226-4534.

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

Planmeca PM 2002 Panorex machine in good working condition; comes with A/T 2000 XR Processor. Asking \$5000 for both.

### Practice for Sale

\$425K Revenue; 3 days/week. 50% overhead; FFS. Digital Pan & Intraoral; networked computers w Eaglesoft. 3 ops. Norwalk/Huron County. Call owner @ (419) 341-7799.

Cincinnati Metro-in Burlington, KY. Practice For Sale. Growing area! Great facility. Collected ~\$397,000 in 2015 on 3 to ~3 1/2 day work-week. No Medicaid. 5 operatories. Dentrux software. Active hygiene recall. Contact George Stollings (304) 486-5714, [george@gdstollingsassoc.com](mailto:george@gdstollingsassoc.com).

For Sale: #OH-1307, Fulton County. 5 ops. Collections \$761,388. Net \$415,505. #OH-1306, Clinton County. 5 ops. Collections \$911,489. Net \$430,265. #OH-1293, Lawrence County. 6 Ops.

Collections \$956,242. Net \$404,217. #OH-1267, Warren County Two locations. Collections \$741,000. OH-1245, Lake County. 4 Ops. Collections \$368,437. Net \$155,031. OH-1180, Clark County. 4 Ops. Collections \$423,148. Net \$179,479. Contact Jason Gamble. NPT (614) 648-8118 x229, [j.gamble@NPTdental.com](mailto:j.gamble@NPTdental.com), [www.NPTdental.com](http://www.NPTdental.com).

New, turn-key, paperless Dental Office available for sale or lease in Cincinnati. Four operatories with new 2016 A Dec chairs, digital panoramic x-ray and Nitrous Oxide delivery systems, new compressor and vacuum systems, and new computer hardware featuring Dentrux software and internet enabled security system. Office is located near Beechmont and Five Mile Rd intersection, in the Anderson Pointe Professional Building. Sale price of \$449,000 includes real estate and all equipment that has been valued at over \$130,000. Lease rental with equipment at \$4750 per month. Owner financing is available. Ideal office for dental specialists or new dental graduates. \*This is a once in a lifetime opportunity, first come first served!\* For inquiries, please call (513) 226-4534.

Southern Ohio-Ironton, OH region-Practice for Sale. Annual collections in \$900,000 to \$1 million range. Modern building. Nicely equipped. Dentrux software. Digital x-ray. CO2 laser. CT scanner. Good hygiene recall. Contact George Stollings (304) 486-5714, [george@gdstollingsassoc.com](mailto:george@gdstollingsassoc.com).

Very modern, paperless, general practice for sale South of Akron. All the bells and whistles with great patients and the best staff you could ever ask for! Gross Collections \$800K. Please contact Tom at [pfsmolar@gmail.com](mailto:pfsmolar@gmail.com) for more information.

### Space Available

Dental office available for rent in Southwest Ohio. Continuously occupied by a high grossing practice since 1958. Location: 314 S. River Street, Franklin, OH 45005, midway between Dayton & Cincinnati. Suitable for solo practice or satellite office. Draws from Middletown, Carlisle, Franklin, Springboro, Germantown. Presently configured for 3 operatories and supporting rooms. Operatories look into private courtyard through floor to ceiling

windows. Well maintained and up to date for all dental equipment. Patient parking on site. Additional lab space & storage available in adjacent building. This office is currently fully equipped with all digital equipment, including a new Pan-Ceph X-ray, autoclave, etc. The equipment in place is available for optional separate purchase. Monthly rent: \$1,450 for 1400 square foot stand-alone building with parking. Please contact us directly for more information: Bruce Stewart (937) 286-0073 or Susan Stewart (937) 746-8964. [office@archrec.com](mailto:office@archrec.com).

For lease: approx. 2600 sq ft. dental office; Mentor, Ohio. Great location - 18,000 cars daily, near Wal-mart, Bob Evans, Applebee's, K-Mart etc. Features 6 ops, lab, private Dr. office w/ private bath, customer and employee bath. Renovated approx 5 years ago, great condition. Call TR Hach (owner/agent) for details (440) 479-1607.

Dental office space for lease. Newark Ohio near hospital in medical park. This has been an active dental office since 1990. Recently remodeled. Approximately 1350 sq ft plus finished basement. Four treatment rooms, private office, business office, reception room, lunch room and central N2O. For more info please call Steve at (740) 973-0964 or [sbarickman@aol.com](mailto:sbarickman@aol.com).

### Professional Dental Services

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

### Miscellaneous

"Ballpark" and "premier" editions. For buyers, sellers, estate planning, mediation, partnerships. General or specialty practices. Created by experienced practice brokers since 1992 For brochure: POLCARI ASSOCIATES. LTD (800) 544-1209, [info@polcariassociates.com](mailto:info@polcariassociates.com).



Access articles from current and past issues of ODA Today by visiting <http://www.oda.org>.



**You have goals. PARAGON can help you reach them.**

Are you thinking of buying a dental practice, merging, or selling your practice? The future you want is closer than you think. Our guidance makes all the difference.

**Take your next step with confidence. Call PARAGON today.**

Your local PARAGON dental transition consultant  
**Jennifer Bruner**



866.898.1867  
[info@paragon.us.com](mailto:info@paragon.us.com)  
[paragon.us.com](http://paragon.us.com)



Approved NACE Program Provider  
NACE (National Association of Certified Examiners)  
Approved since 10/15/2014  
by a state or provincial board of accountancy  
#10398-16-2014-0000  
Provider ID: 30255

## ODA Today Classified Advertising

Classified ads appear in each issue of ODA Today. The cost is \$55 for members (\$88 for non-members) for the first 40 words. Each additional word is \$1. Ads may be submitted via mail or fax to the attention of Amy Szmania, advertising manager, or by email to [amy@oda.org](mailto: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 <http://www.oda.org>.



## Imagine being embarrassed to smile

It's a fact: thousands of children and adults don't have dental insurance or access to adequate oral health care. My Community Dental Centers (formerly Michigan Community Dental Clinics) was formed to change that, to make a difference by providing exceptional dental care to all, even those who can't afford it.

We're looking for dedicated professionals who want to make a difference in one of our 27 modern, state-of-the-art facilities across the state. In return, you'll receive benefits that include compensation comparable to the ADA average; signing bonuses at select locations; health, vision and dental insurance; life insurance; short- and long-term disability; ADA/MDA dues contribution; retirement plans, malpractice coverage and more.

But your greatest benefit? Knowing you're helping improve lives one smile at a time.

**Join us.**

**Call 231.437.4830**

or email [TSR@mydental.org](mailto:TSR@mydental.org)

[www.mydental.org](http://www.mydental.org)



EOE   

