

ODA Today

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

QuickBites

Save the dates:

2018 ODA Day at the Statehouse March 7

The 2018 Ohio Dental Association Day at the Statehouse will be March 7 at the Sheraton Columbus Hotel at Capitol Square.

2018 ODA Leadership Institute March 23-24

The 2018 Ohio Dental Association Leadership Institute will be March 23-24 at the Hilton Columbus Polaris Hotel.

2018 ODA Annual Session Sept. 13-16

The 2018 ODA Annual Session will be Sept. 13-16 at the Greater Columbus Convention Center.

Inside

Keeping up with the changing regulatory environment for dentists
From the Corner Office, page 2

Dentists can volunteer for many worthy causes
President's Message, page 2

Protecting the profession through grassroots advocacy
Legal Briefs, page 3

Coordinating benefits when patients have multiple dental plans can present administrative issues
Dental Insurance Corner, page 8

Opinion & Editorial, pages 12

Classifieds, pages 14 & 15

Educate lawmakers about dental therapists, access to care, non-covered services at Day at the Statehouse

By Jackie Best Crowe
ODA Today Managing Editor

Day at the Statehouse, the Ohio Dental Association's most important grassroots advocacy event, will be March 7 in Columbus.

Day at the Statehouse gives dentists, dental residents and dental students an opportunity to speak with their legislators about issues important to dentistry and advocate for issues that impact their patients, their dental practices and oral health in Ohio.

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

Outside interest groups have been pushing for the creation of a new midlevel provider, or dental therapist, in Ohio. Sens. Peggy Lehner and Cecil Thomas introduced Senate Bill 98, which would create a midlevel provider.

A midlevel provider would receive three years of post-high school training and would then be able to perform a broad range of dental services without a dentist ever being physically present, including diagnosis and treatment planning and irreversible surgical procedures such as the cutting of tooth structure with a high speed drill, extractions and restorations. The Ohio Dental Association opposes this proposal because it presents an unnecessary risk to the health of vulnerable dental patients and is a diversion of scarce resources that are better utilized support-



ODA Staff
Drs. David Ash, Tom Paumier and Jon Ash meet with Rep. Thomas West (D-Canton) during last year's ODA Day at the Statehouse. This year's Day at the Statehouse will be March 7.

Register for the 2018 ODA Day at the Statehouse at oda.org/events.

ing programs proven to improve access to dental care.

A second issue that will be discussed at Day at the Statehouse is improving access to care. Reps. Theresa Gavarone and Anthony

DeVitis introduced House Bill 184 – the Ohio Dental Care Optimization Act – and it has passed the Ohio House and now goes to the Senate for consideration.

This comprehensive legislation was developed with the input of various interested parties, including representatives from the

See **ADVOCACY**, page 6

Leadership Institute speaker to help dentists become leaders in their own practice

By Jackie Best Crowe
ODA Managing Editor

Pete Luongo, former president and CEO of the Berry Company, will be speaking at the 2018 ODA Leadership Institute about how dentists can become leaders in their own practices.

"Leadership is simply the ability to influence an outcome," Luongo said. "For dentists, the outcome is to make sure the patient has a good experience."

While working for the Berry Company, Luongo helped develop and implement a leadership model that emphasizes people and behaviors instead of results. He said that once the behavior is there, the results will follow. Luongo's keynote presentation – "10 Truths About Leadership ... It's Not Just About Winning" – will discuss the mores he



Pete Luongo

developed as part of his leadership model. The model is focused on five key disciplines:

- Selecting the right people for the job
- Providing those people with the tools they need to do the job
- Setting expectations
- Providing meaningful feedback
- Holding them accountable

The model then goes into 10 truths about leadership, which Luongo said are the foundation of the model.

"The model gives a very practical, simple approach to how to be successful and be effective in a leadership role," Luongo said. "It's simple, it's just not easy."

Luongo said the entire dental team needs to be committed to the same outcome of creating a good patient experience in order to be successful. If a patient has a negative interaction with one staff member, that can ruin the entire experience for that patient.

"Whether it's a hygienist, assistant, receptionist or billing specialist, all of those people have got to be committed to the same objective: making sure the patient has a positive experience," he said.

REGISTRATION INFORMATION

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

Luongo said he began developing these leadership principals after losing his way while on a fast track in the Berry Company.

"I was so competitive, had such an incredible desire to be successful, that I forgot to care about the people around me," he said.

After taking a hard look at what he was doing, he was able to spend a week with a consulting company where he learned about focusing on people and their behavior instead of results. He took that advice and then spent about 11 years developing and implementing this leadership model. When he became

See **ODA**, page 6



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

Day at the Statehouse
Wednesday, March 7
Sheraton Columbus Hotel at Capitol Square

- Meet with your legislators
- Get the latest legislative updates
- Help voice dentistry's message at the Statehouse



Register today! www.oda.org/events



The Director's Chair

David J. Owsiany, JD
ODA Executive Director

Keeping up with the changing regulatory environment for dentists

"U.S. News" recently released its list of "Best Jobs" in America and dentistry was well represented. Dentist ranked as the second best job and several dental specialties, including orthodontist, oral and maxillofacial surgeon, and prosthodontist were listed in the top 20.

I have always maintained that dentistry is a wonderful profession that provides many opportunities. Dentistry, however, is also one of the most regulated professions as well. And in the current regulatory environment, those regulations are almost constantly changing. For example, new regulations recently went into effect related to dentists prescribing pain medication.

Effective on Aug. 31, 2017, the following limits apply to all prescribers when prescribing opioids for acute pain:

- For adults, not more than a seven day supply with no refills
- For minors, not more than a five-day supply with no refills, and only after the written consent of the parent or guardian is obtained

The Ohio State Dental Board's rules permit the seven-day limit for adults and the five-day limit for minors to be exceeded only "for pain that is expected to persist for longer than seven days based on the pathology causing the pain." In this

circumstance, "the reason that the limits are being exceeded and the reason that a non-opioid medication was not appropriate to treat the patient's condition shall be documented in the patient's record."

The OSDB's rules further state that the "total morphine equivalent dose (MED) of a prescription for opioid analgesics for treatment of acute pain shall not exceed an average of 30 MED per day." The Ohio State Board of Pharmacy has posted a calculator on its website to assist prescribers in calculating the MED equivalent for opioid prescriptions. https://www.ohiopmp.gov/MED_Calculator.aspx

The rules permit a dentist to exceed the 30 MED limit only where all of the following apply:

- (1) The patient has significant and prolonged acute pain related to one of the following conditions:
 - (a) Traumatic oro-facial tissue injury with major mandibular/maxillary surgical procedures,
 - (b) Severe cellulitis of facial planes, or
 - (c) Severely impacted teeth with facial space infection necessitating surgical management; and
- (2) The dentist determines that, for the 72 hour period following the procedure, it is absolutely necessary to exceed the 30 MED daily limit based on the patient's needs but may not exceed 90 MED per day; and
- (3) The dentist has documented the reason for exceeding the 30 MED average in the patient record and why it is the lowest dose consistent with the patient's medical condition.

In addition to these rules related to the duration and strength of opioid prescriptions, the Ohio Pharmacy Board recently adopted new rules requiring prescribers to include a diagnosis or procedure code and indicate the days' supply on certain prescriptions. Accordingly, beginning on Dec. 29, 2017, dentists must include the procedure code (CDT Code) as well as indicate the days' supply on prescriptions for controlled substances.

These prescription drug regulation changes are just one example of the changing regulatory environment. There have been recent changes to the specialty advertising rules and more changes

related to specialty designation and advertising are on the horizon. There have been recent changes to the CMS Medicare "opt-in and opt-out" rules as well as changes to the Ohio rules related to "compounding" drugs in the dental office. Recently-adopted federal rules may require your dental office to install an amalgam separator.

How can a dentist keep up on all the regulatory changes impacting on the practice of dentistry? By being a member of organized dentistry, you receive all of the updates via our various publications, both paper and electronic. In fact, a dentist recently called me and said "I had no idea about these rule changes related to prescribing until I read about them in the 'ODA Today.' I would be lost without the ODA."

Moreover, as a member dentist, you also often have the opportunity to attend exclusive events where you can get the latest information and get your questions answered directly from the source.

For example, the ODA's Leadership Institute on March 23-24 at the Hilton Columbus Polaris Hotel will feature a breakout session called "Pain Management in the Dental Office: An Update on Ohio's Prescribing Rules" conducted by Dr. Kumar Subramanian. Dr. Subramanian is a practicing endodontist in Columbus and a clinical assistant professor at Nationwide Children's Hospital and The Ohio State University College of Dentistry. He is also a current member of the Ohio State Dental Board.

The Leadership Institute will feature more than just Dr. Subramanian's breakout session on pain management. Peter Luongo, who is the former CEO of the Berry Company, will discuss "10 Truths About Leadership ... It's Not Just About Winning" and the Leadership Institute will feature other sessions on dental office human resources, dental practice marketing, and the latest evidence related to the connections between oral health and systemic health.

Leaders from both the ODA and ADA, including ADA president Dr. Joe Crowley, will be on hand to answer any questions

See REGULATIONS, page 3



President's Message

Steve Moore, DDS
ODA President

Dentists can volunteer for many worthy causes

Muhammad Ali once said, "Service to others is the rent you pay for your room here on Earth." With this in mind, there are opportunities for dentists and our team members to volunteer for many worthy causes in 2018.

February is National Children's Dental Health Month. This February, the national kick-off of Give Kids A Smile is taking place at the Ohio State University College of Dentistry. 2018 marks the 16th anniversary of Give Kids A Smile. Since 2003, nationally, 5.5 million underserved children have received free oral health

services. In Ohio alone, 250,000 children have received donated care worth \$13.5 million.

In 2018, 2,350 dentists and other team member volunteers plan to hold 135 events to serve 24,600 children. This amounts to over \$1 million in donated dental care. Give Kids A Smile is a fun, worthwhile opportunity to provide underserved children with dental screenings, treatment and/or preventative education.

Another opportunity for dentists to volunteer their time to help our wonderful profession is the March 7 Day at the Statehouse. This is an opportunity to meet with our state representatives and senators to communicate our goals and concerns about legislative issues. Many dental students attend; this is a great mentoring experience. This type of advocacy is one of the most important missions of the ODA and is only possible with the support and participation of our members. As I always say, "If dentists do not support and help guide the direction of our great profession, who will?"

Another great event provided to ODA members is the Leadership Institute held March 23-24. This is a free event that provides continuing education credits. This year's topics include pain management - an update of Ohio's prescribing laws, dental marketing made simple and a dentist's guide to human resources best practices. The keynote speaker, Pete Luongo, will talk about the "10 Truths About

Leadership." ADA President Dr. Joe Crowley and ADA Center for Professional Success Director Dr. Betsey Shapiro will discuss "Resources for a Thriving Dental Practice: The ADA Center for Professional Success."

Another topic presented on Saturday at the Leadership Institute will be an ADA update by Dr. Joe Crowley, ADA president; Dr. Ron Lemmo, ADA treasurer; Dr. Billie Sue Kyger, ADA Seventh District trustee, and a legislative town hall discussion. The keynote speaker on Saturday is Dr. Tom Paumier speaking on "The Oral Health/Systemic Health Connection; What's the Evidence?"

The ODA Leadership Institute is a wonderful opportunity to earn five hours of free continuing education, while listening to great speakers discuss current topics of interest. This opportunity includes a reception Friday afternoon sponsored by Superior Dental Care where we get to mingle with our friends and colleagues, a definite plus.

2018 provides ODA members the opportunity of volunteering for many worthy causes: serving underserved children, benefiting our own practices, and finally, helping our profession as a whole.

I personally want to thank all the volunteer dentists, who take time away from their families and practices to help make the Ohio Dental Association the tremendous organization that it is.

Email Dr. Moore at smoore@oda.org.

ODA Today

Member of the American Association of Dental Editors

Matthew J. Messina, DDS
Executive Editor

Jackie Best Crowe
Managing Editor

Amy Szmania
Advertising Manager

ODA Executive Committee:
Steve Moore, DDS
President

Michael Halasz, DDS
President-Elect

Sharon Parsons, DDS
Vice President

Kevin Laing, DDS
Immediate Past President

Najia Usman, DDS
Secretary

Brian Hockenberger, DDS
Treasurer

Denise Hering, 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

Mike Spires, CPA
ODA Accounting Manager

Kristy Kowalski
Manager of Public Service and ODA Foundation

Jackie Best Crowe
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.



Legal Briefs

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

Policymakers routinely make decisions that impact dentists, dental patients and small businesses. The Ohio Dental Association, as part of its mission to support, protect and advance the interests of its member dentists, consistently monitors the issues before policymakers to ensure that dentistry's interests are preserved.

While the ODA's lobbying team advocates for dentistry on a daily basis, we rely on a strong grassroots network of dentists willing to participate in the advocacy process so policymakers understand how their decisions impact you, your practice and your patients. Fortunately, Ohio's dentists are in a strong position to positively influence the debate on issues important to dentistry in a variety of ways.

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

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

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

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

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

REGULATIONS, from page 2

attendees may have about the current state of dentistry, and the ODA's advocacy team will hold a town hall meeting related to upcoming elections, legislative activity at the Ohio Statehouse and in Washington, D.C. and the current political climate.

You can earn up to five hours of continuing education credit during the two-day event, which is free for ODA members. For more information on the ODA Leadership Institute, which is supported by Superior Dental Care, see pages 1 and 6.

Protecting the profession through grassroots advocacy

political issue.

Dentists provide legislators with a unique source of information. Many elected officials know very little about dentistry, the delivery of health care or the challenges facing small businesses. It is important for them to know how their decisions can impact patients and the profession. Consequently, dentists should stay informed on current legislative issues and consider attending legislative events like local dental society Capital Club meetings and the ODA's annual Day at the Statehouse.

Day at the Statehouse is your chance to advocate for your profession and patients. It is the ODA's largest grassroots initiative and provides a convenient opportunity for ODA member dentists, dental students, dental residents and spouses to speak one-on-one with state representatives about issues that impact patients, dental practices and oral health in Ohio.

Below are some of the issues that will be on the agenda for ODA's Day at the Statehouse:

- **Dental Therapists** – Senate Bill 98

is a proposal that would create dental therapists in Ohio, allowing under-trained individuals to perform irreversible surgical dental procedures, including extractions and restorations. ODA's Day at the Statehouse is the perfect opportunity for dentists to educate policymakers on the reasons why dental therapists are not right for Ohio and its citizens.

- **Non-covered Services** – Senate Bill 87 and House Bill 367 would prohibit insurers from capping dentists' fees for services the insurance companies do not cover. Day at the Statehouse will give dentists the opportunity to educate legislators on how this insurance company tactic unnecessarily interferes with the dentist-patient relationship and burdens small business dental practices.


- **Tele-dentistry** – House Bill 184 is ODA's initiative to update Ohio's laws to allow for tele-dentistry and provide other strategies to address access to care, including through scholarship opportunities for those who practice

in underserved areas upon graduation and licensure portability.

This year's event will take place on March 7 at the Sheraton Hotel at Capitol Square in Downtown Columbus. The day will kick off with the ODA's lobbying team walking attendees through the issues pending at the Statehouse that impact dentistry. The lobbying team will also provide attendees with relevant talking points, answer questions and assist in advance of the meeting in setting up meetings with legislators.

Dentists can't afford to sit on the sidelines and hope that things work out for the best. Being proactive as a grassroots advocate and supporter of ODPAC is the best way a dentist can ensure the changes on the horizon do not negatively impact their patients, practices and way of life. Therefore, I encourage you to get involved by attending Day at the Statehouse on March 7. Please register online at www.oda.org/events.

For more information, contact the ODA Department of Government Affairs at (800) 282-1526.




BridgeWay

PRACTICE TRANSITIONS


Knowledgeable. Compassionate. Attentive.

Practice transitions done differently.


Ready to experience customer service on a whole new level? With the addition of Farrah Zemke, BridgeWay Practice Transitions is proud to bring it's client focused services to the dentists of Ohio. If you are considering a practice transition, contact us today to experience the BridgeWay difference.



Farrah Zemke
Transition Consultant



Tiffany Stewart
President



Celeste Kohl
Transition Consultant

Practices for Sale

<p>North Dayton: Grossing \$634K. 3 ops recently remodeled. Room to add 2 more. 2200 active patients, mainly FFS.</p>	<p>SE Columbus: Grossing \$438K on 3 days a week. 1600 active patients. Cerec included. Mix FFS, PPO, some Medicaid.</p>	<p>Columbus: Grossing \$677K. 2800 active patients. 40 new patients per month. 6 ops, nicely equipped. Mix FFS, PPO, some Medicaid.</p>	<p>Butler County: Grossing \$270K. 1000 active patients. Mainly PPO. 4 operatories. Paperless charts. Great merger opportunity.</p>
---	--	---	---

Complimentary practice appraisals. Complimentary consultations.

800-516-4640 | www.bridgewaytransitions.com | info@bridgewaytransitions.com

WITH OUR SUPPORT, YOUR DENTAL CAREER CAN BE A WALK IN THE PARK.

Count on **Henry Schein**
Professional Practice Transitions every step of
the way. From the day you graduate and begin your
first Associateship, to the day you retire, and every
day in between.

 **HENRY SCHEIN**[®]
PROFESSIONAL PRACTICE TRANSITIONS

www.henryscheinppt.com
1-800-988-5674

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

ODA to host Peer Review, risk management CE course

The Statewide Peer Review Workshop will be held in the morning of Friday, March 23 from 8 a.m. to 10:30 a.m. (registration will begin at 7:30 a.m.) at the Hilton Columbus Polaris just prior to the Ohio Dental Association's 2018 Leadership Institute.

Attendees will learn risk management practices, proper peer review procedures, and how to utilize peer review in their offices while earning 2.5 hours of continuing education (CE) credits.

Attendance at the Statewide Peer Review Workshop is open to all ODA members including component dental society peer review committee chairs, committee members, and executive staff. A continental breakfast will be provided to all attendees. There will be no fee to attend.

To register or for more information, email denise@oda.org.

Don't forget to renew tripartite membership

Ohio Dental Association membership dues must be paid by April 30 for the 2018 membership year in order to continue receiving exclusive member benefits.

Any member who did not pay their dues by Jan. 1, 2018, is considered past due. Dentists who have not already renewed their membership should do so as soon as possible so that membership benefits, including receiving the "ODA Today," do not lapse at the end of April.

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

New this year, the ODA will be offering an installment payment program, where dentists can pay their 2018 membership dues over the course of several months. Payments will be divided into monthly installments concluding in April 2018. To utilize this payment option, dentists need to complete an in-year dues installment payment program form, which is included with dues statement mailings.

Dentists can also pay their dues using Reward Program Payment with Benco Dental. The Reward Program Payment allows dentists to redeem their Benco Dental BluChips® for a dues credit toward their ADA, ODA and local dental society dues. In order to use this payment option when paying dues, dentists will need to contact Benco Dental by logging onto mybencorewards.com or calling (800) GO-BENCO ext. 2005 and request that their BluChips be redeemed for membership dues.

Cleveland dentist to serve as international president of Alpha Omega Dental Fraternity

Having just completed their 40th year in dentistry, Cleveland Dental Society member Dr. Steve Marsh and his wife, Wendy, a dental hygienist and team member, decided to take on the roles of Alpha Omega Dental Fraternity's international president and first spouse for the coming year; they were responding to the request of the most recent three presidents of the fraternity - who represented Israel, the United States, and England, respectively - to head up the 110-year organization.

Alpha Omega, the oldest of the three dental fraternities, was founded in 1907 as a response to anti-Semitism that affected the admission of Jewish students into dental and medical schools, as well as discrimination in the schools themselves. Based on a triangle of professionalism, fraternalism, and Judaism and Judaic values, the 5,000 member group has over 110 chapters, composed of dental school groups and alumni. In Ohio, both Case Western Reserve and The Ohio State University dental schools have chapters; additionally, there are alumni chapters in Cleveland (currently headed by Drs. Stephan Parker and Sylvia Malcmacher), Columbus and Cincinnati.

TRUSTED. PROFESSIONAL.

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

HMM

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

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

<h1>9</h1> <p>CE credits in only 1 day!</p>	<h2>Dentists, RDHs & Assistants</h2>
<p>Exceeds all OSDB requirements for staff</p> <h3>Nitrous Oxide Sedation</h3>	
<p>Sat., April 7th @ Chardon, OH</p> <p>Classes fill fast – Register today</p> <p>Call (440) 286-7138</p>	
<p>INTERACTIVE DENTAL SEMINARS</p> <p>Onsite Medical Emergency Preparedness Training also available.</p> <p>Call for details</p>	



Approved PACE Program Provider. FAGD/MAGD credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 09/01/17 to 08/31/21. Provider ID# 356173

ODA Meeting & Event Calendar

Feb.

- 2 Give Kids A Smile Day
- 9 Leadership Development Committee
- 16 Council on Membership Services
- 28 Dental Education and Licensure Committee

Mar.

- 2 Finance Committee
- 5 ODA Foundation (call)
- 6-7 Council on Dental Care Programs and Dental Practice
- 7 Day at the Statehouse
- 9 ODASC Board
- 22 Executive Committee
- 22 Council on Access to Care and Public Service
- 22 Annual Session Committee
- 23 Peer Review Workshop
- 23 Joint Ad Interim and Strategic Planning committees
- 23-24 Leadership Institute
- 24 MATCH event
- 24 Subcouncil on New Dentists
- 30 ODA closed for holiday

ODA event to help match dentists looking for a job with dental offices looking to hire

The ODA Subcouncil on New Dentists is hosting an event immediately following Leadership Institute to help dentists, dental residents and dental students who are looking for a job match up with dentists who are preparing for a practice transition or looking to expand their practice.

MATCH is a free event for members and will be held on March 24 from 11:30 a.m.-2 p.m. at the Hilton Columbus Polaris Hotel.

Those looking to sell a practice, buy a practice, hire an associate or become an associate are all invited to attend this unique event.

To register, visit oda.org/events.

No outside companies or vendors will be included in this program, and attendees are not required or guaranteed to make a "match" at the event.

Looking for a volunteer opportunity?

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



With a purchase of 40 tubes receive **10 FREE**
Offer Expires 3/31

ODA Dental Whitening Gel DISCOUNT PROGRAM

FAST, EASY, AFFORDABLE way for your patients to enjoy a brighter smile!

- Available in strengths of 16%, 22% and 35%
- A minimum order of 50 syringes includes free personalization
- Each 3 cc syringe is only \$5.00

Call ODASC today for more information or to place an order.



(800) 282-1526 | www.odasc.com

ODA LEADERSHIP INSTITUTE AGENDA

Friday, March 23, 2018

- 10:00 a.m. - 11:00 a.m. **Registration**
- 11:00 a.m. **Welcome**, Dr. Steve Moore, ODA President
- 11:00 a.m. - 12:00 p.m. **10 Truths About Leadership**, Pete Luongo
- 12:00 p.m. - 1:00 p.m. **Lunch**
- 1:00 p.m. - 2:00 p.m. **Breakout Session Round 1**
- 2:15 p.m. - 3:15 p.m. **Breakout Session Round 2**
Breakout Session Round 1 and 2 Topics:
 - Best Practices in Dental Office Human Resources
 - Dental Marketing Made Simple
 - Pain Management in the Dental Office: An Update on Ohio's Prescribing Rules
- 3:30 p.m. - 4:30 p.m. **Resources for a Thriving Dental Practice: The ADA Center for Professional Success**, Dr. Joe Crowley, ADA President, and Dr. Betsy Shapiro, Director of the ADA Center for Professional Success
- 4:30 p.m. - 4:45 p.m. **Presentation of ODA's Component Dental Society Membership Awards**, Dr. Steve Moore and Dr. Ruchika Khetarpal
- 4:45 p.m. - 6:00 p.m. **Reception**, hosted by Superior Dental Care

Saturday, March 24, 2018

- 7:30 a.m. - 8:30 a.m. **Registration and Breakfast Buffet**
- 8:30 a.m. **Welcome**, Dr. Steve Moore, ODA President
- 8:30 a.m. - 9:30 a.m. **ADA Update**, Dr. Joe Crowley, ADA President; Dr. Ron Lemmo, ADA Treasurer; Dr. Billie Sue Kyger, ADA Seventh District Trustee
- 9:30 a.m. - 10:30 a.m. **Legislative Town Hall/Election Preview**, ODA Legislative Team
- 10:30 a.m. - 11:30 a.m. **The Oral Health - Systemic Health Connection: What's the Evidence?**, Dr. Thomas Paumier
- 11:30 a.m. **Closing Remarks and Adjournment**

CONTINUING EDUCATION

Attendees of the 2018 ODA Leadership Institute have the opportunity to earn up to 5 CE credits. Complete CE information can be found on www.oda.org/events.

ACCOMMODATIONS

Discounted hotel rooms are available at the Hilton Columbus Polaris Hotel (8700 Lyra Drive, Columbus, OH 43240) for \$149 per night. **Rooms must be booked by March 1, 2018.** Contact the Hilton directly by calling (614) 885-1600 for reservations. Reference the group name Ohio Dental Association to receive this special ODA rate.

ODA, from page 1

president of the Berry Company, this model became the Berry Company's operating philosophy.

"We started getting results, and then it really started to make sense," he said. "I really believe it's a message a lot of people need to hear."

During this time period, the Berry Company was the largest yellow page advertising company in the world and had about 3,000 employees.

Luongo is the former executive director of the University of Dayton's Center for Leadership and serves as an adjunct professor teaching leadership at both the undergraduate and graduate level. He is a past member of the University of Dayton's Board of Trustees. Luongo has worked with hundreds of businesses, professionals, and collegiate athletic programs, sharing his leadership model.

The 2018 Leadership Institute – People, Purpose & Passion: The Pathway to Success – will be March 23-24 at the Hilton Columbus Polaris Hotel. The event will feature keynote presentations, roundtable discussions, breakout sessions and opportunities for camaraderie and fellowship.

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

For more information about Leadership Institute, including a full schedule of events and to register, visit oda.org/events or watch your mailbox for a brochure.

ADVOCACY, from page 1

ODA, The Ohio State University College of Dentistry, Case Western Reserve University School of Dental Medicine, and Nationwide Children's Hospital. House Bill 184 would update Ohio's dental laws to allow for the use of tele-dentistry to extend care into underserved areas of Ohio; and enhance the ability of dental auxiliaries to provide preventive dental services in schools and other public health settings.

Attendees also will be asked to talk to their legislators about prohibiting dental insurance plans from setting the fees for dental services the insurance company does not cover for the enrollee. Legislation is pending in both the House and Senate. Senate Bill 87 was introduced in the Ohio Senate by Sens. Bob Hackett and Matt Huffman, and has been referred to the Senate Insurance Committee. House Bill 367 was introduced in the Ohio House by Rep. Anthony DeVitis along with 11 co-sponsors.

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

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

This year's event will be at the Sheraton Columbus Hotel at Capitol Square. The deadline to register will be Feb. 14. To register or for more information, visit oda.org/events, email liz@oda.org or call the ODA at 800-282-1526.



BUILD YOUR DREAM TEAM.

USE DATA TO HIRE RIGHT FROM OUR SITE.



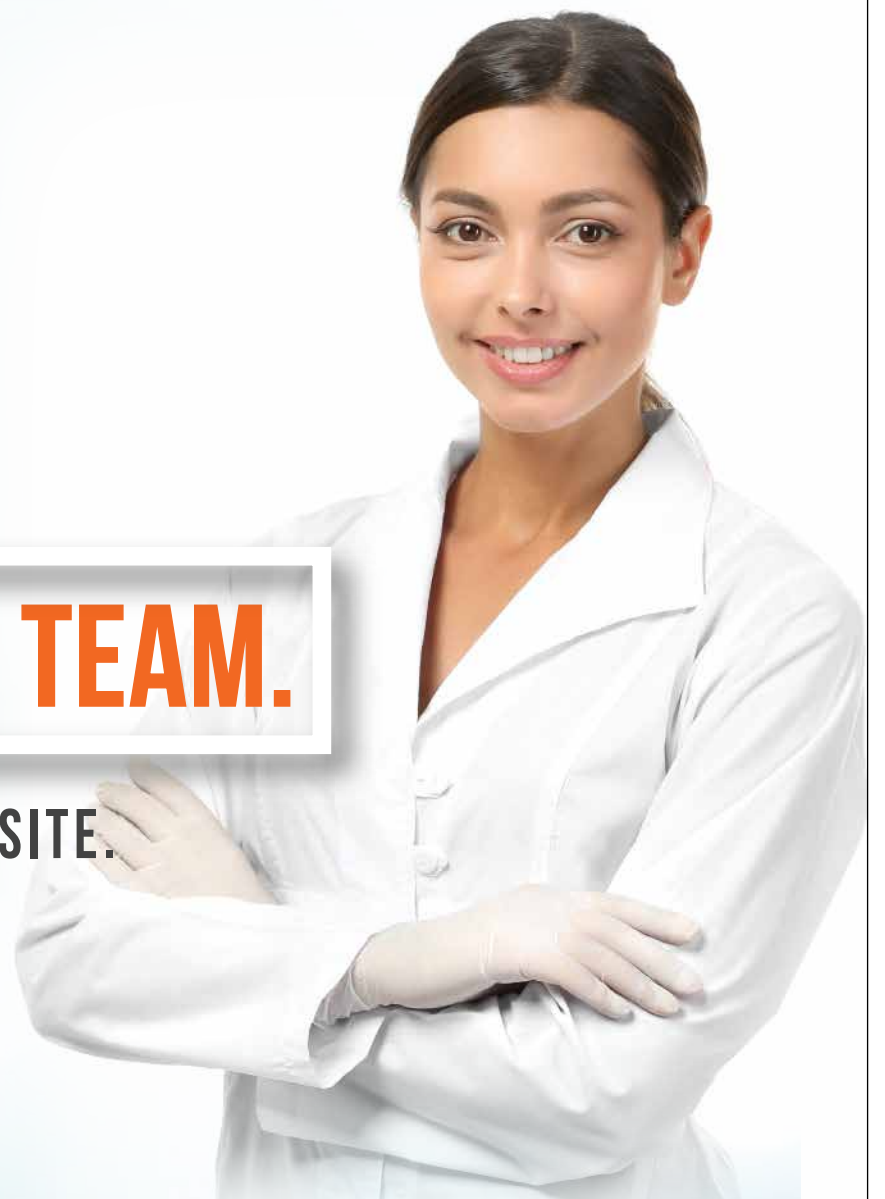
POST



SEARCH



HIRE



TONYA LANTHIER, RDH
FOUNDER & CEO

VISIT WWW.DENTALPOST.NET TO LEARN MORE.



CHAIRMAN'S CHOICE

Does your team need a tune-up?

Editor's Note: Dr. Elizabeth Mueller, a pediatric dentist in Cincinnati, is the ODA Annual Session 2018 general chairman. Throughout the year, she will be sharing details on some of her favorite CE programs being offered during the ODA's 152nd Annual Session, Sept. 13-16, 2018 in Columbus. Here is her first installment.

**By Dr. Elizabeth Mueller
2018 ODA Annual Session Chairman**

If your answer to the title is "Heck no, they are ALL wonderful!" you don't need the LEVIN PRACTICE MANAGEMENT class on Thursday, Sept. 13 at the ODA Annual Session in Columbus.

But, if you paused when you read that title, ask yourself these questions:

- Is my practice life built on mutual respect between me, my staff and OUR patients?
- Does every task in the office have a documented system of which every staff member is aware?
- Have I invested in my staff's sense of professionalism with continuing education, travel and philanthropic opportunities?
- Do I understand stewardship and am I a good steward to my staff members?
- Do I share my financial goals with my staff and enable them to reach theirs?
- Is your office a revolving door of disengaged people who couldn't care

less if you succeed or not?

Do you think you can truly succeed without a great staff?

The website for our office is WWW.OUTSTANDINGDENTALTEAM.COM and while it may be a long moniker, it is blessedly accurate. My practice has undergone Levin Management training on several occasions over the last 15 years, completing three full programs. Yes, it was an investment of time and dollars, but it has taken my practice to the next level; the next level of productivity, the next level of profitability, the next level of clinical excellence, the next level of peacefulness. On Thursday, at the ODA Annual Session, you have the opportunity to bring your staff and start on building your own truly outstanding dental team with the proven methods of Roger Levin and the Levin Consulting Group. Since 1985, the Levin Group has been lifting dental practices to new heights of profitability with their practice management services.

In the "New Game. New Rules. New Playbook. Winning Strategies for Increasing Production" seminar with Roger Levin, you and your staff will begin to articulate together your vision of what you want your practice to look like. You will decide, together, what constitutes a terrific day: is it the doctor version – the day is fully booked with financially beneficial easy procedures, everybody comes, everybody pays, nobody complains about anything, OR is it the staff version – doctor in



Submitted photo
2018 ODA Annual Session Chairman Dr. Elizabeth Mueller and ODA President Dr. Steve Moore register for the 2018 ODA Annual Session. Registration is available at oda.org/events.

a good mood and on time, nice patients, an actual lunch period, out on time, no snarky remarks, an occasional affirmation from the doctor. You will learn to collaborate with your staff and document your systems of how things should be done in your office. You will develop confidence in your staff's communication with each other and with your patients by establishing scripts for all the usual conversations. In this seminar you will learn how to

differentiate your practice with its outstanding team, from the practice around the corner. You will learn how to position your practice for growth every year and how to share those profits with your team. If less stress and more money interest you, then block out those appointment books and bring yourself and your team, Thursday, Sept. 13 at the ODA Annual Session to Columbus for ROGER LEVIN! Begin to live the dream!

More Engagement
⇒ *More Achievement*
ODA Annual Session - Sept. 13-16, 2018

Featured speakers at the 2018 ODA Annual Session include:

Judy Bendit, RDH	Dr. Brian Harris
Dr. Charles Blair	Dr. Mel Hawkins
Dr. Jeff Brucia	Dr. Doug Lambert
Dr. Gordon Christensen	Dr. Roger Levin
Dr. Howard Farran	Dr. Don Lewis
Dr. Kathy Flaitz	John Molinari, PhD
Dr. Howard Glassman	Dr. Mark Murphy
Susan Gunn	Betsy Reynolds, RDH

**Your future.
Your practice.
Our trusted expertise.**

You may be closer to achieving your financial goals than you think. Discover what many of your colleagues are already talking about.

Enjoy the retirement you deserve. Call today.

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

866.898.1867
info@paragon.us.com
paragon.us.com

Approved PACE Program Provider
FAD/MAGD Credit
Approved does not imply acceptance
by a state or provincial board of
dentistry or AGD endorsement
4/1/2016 to 3/31/2020
Provider ID# 302387

Download and print employment posters online

ODA members can download and print employment posters from the ODA's website for free. All employers are required to post numerous employment posters in their offices. To download the posters, visit oda.org/member-resources/employment-posters/.

Ohio Dental Association seeks information on donated care

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

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

FRANK R. RECKER & ASSOCIATES, Co, LPA

ATTORNEYS AT LAW



Frank R. Recker, DDS, JD and Thomas J. Perrino, DDS, 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.



Dr. Perrino has been a practicing dentist for over 30 years. He is actively involved in organized dentistry, having served on numerous committees and councils at the local, state, and national level. Dr. Perrino was admitted to the Ohio Bar in 2014 and will be assisting in the representation and defense of dentists in all practice related matters.



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

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

Frank R. Recker & Associates Co., LPA

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

www.ddslaw.com

Dental Insurance Corner

Coordinating benefits when patients have multiple dental plans can present administrative issues

Christopher Moore, MA
ODA Director of Dental Services

Every month the Ohio Dental Association receives calls from member dentists concerning how to properly coordinate benefits (or issue refunds) for patients who are fortunate enough to be covered by multiple dental benefit plans. While the patient may benefit by having a lesser out-of-pocket expense, their multiple coverages can present administrative issues for the dental office.

Under the traditional form of coordination of benefits (COB), a patient can receive up to 100 percent reimbursement of their expenses from a combination of the primary and secondary plans.

COB for dual covered patients is usually a straight forward process. Bill the patient's primary coverage, receive reimbursement and then submit a claim to the secondary plan. As long as all involved do their job properly the patient receives the maximum benefit to which they are entitled.

Complications can arise, however, if the patient is covered by a contracting dentist organization like a preferred provider organization (PPO), Ohio Medicaid or a Medicaid HMO, or a self-funded benefit plan that does not follow the birthday rule or use the traditional method of COB.

To address these types of situations it is helpful to understand Ohio's law and the expectations put forth by the insurance industry concerning COB.

Ohio law governing COB

Ohio does have a law (Ohio Revised Code 3902.11, 3902.12 and 3902.13) addressing how insurance plans regulated by the state must coordinate benefits. It requires the primary plan to pay without regard to the benefits of another plan. The secondary plan, however, considers what the primary has paid when determining its benefits. If a patient is covered by more than one plan, then state law specifies that the first of the following should be used to determine which plan is primary. See the chart below titled "Ohio law governing coordination of benefits by plans regulated by the state of Ohio" to determine which plan is primary.

State regulated insurance plans that do not properly coordinate benefits may be subject to disciplinary action by the Ohio Department of Insurance for an unfair and deceptive insurance act or practice.

Non-traditional forms of COB

State law, however, does not govern dental benefits plans that are self-insured, self-funded, "employer sponsored" or collectively bargained. These types of plans are exempt from state regulation and are governed under the federal Employee Retirement Income Security Act of 1974

(ERISA) by the U.S. Department of Labor. Oftentimes these plans utilize the services of a traditional insurance company to administer the benefit.

ERISA plans sometimes utilize COB practices known as non-duplication of benefits, maintenance of benefits or carve-out when they are the secondary payer as a means of "coordinating" benefits with the patient's primary plan.

In the case of non-duplication COB, if the primary carrier paid the same or more than what the secondary carrier would have paid if it had been primary, then the secondary carrier is not responsible for any payment at all.

Obtaining a pre-determination of benefits from plans that use non-duplication of benefits will typically do little good since these plans generally provide the pre-d as if they are primary, even if they are provided documentation to the contrary.

Maintenance of benefits (MOB) reduces covered charges by the amount the primary plan has paid, and then applies the plan deductible and co-insurance criteria. Consequently, the plan pays less than it would under a traditional COB arrangement, and the beneficiary is typically left with some cost sharing.

Carve out is a coordination method that first calculates the normal plan benefits that would be paid, then reduces this amount by the amount paid by the primary plan.

While self-funded plans are exempt from state law, they still must provide their

beneficiaries with the benefits that their employer has contractually promised to cover. Failure to do so could subject the plan to disciplinary action by the U.S. Department of Labor.

COB in contracting dentist situations

Coordinating benefits between plans with which the dentist contracts can add another layer of confusion. While the dentist's participating provider agreement may need to be consulted to determine the final answer, the chart titled "Coordination of benefits scenarios and source determining the amount that generally can be collected from patients" below may be of general assistance in determining the order of benefits in contracting situations.

COB with Medicaid or Medicaid HMOs

Medicaid coverage is always the secondary when it comes to COB. The amount that can be charged directly to the patient is governed by their Medicaid coverage, which trumps the rules governing their private insurance coverage. If patient's Medicaid coverage either limits the co-payment amount to either \$0 or \$3 then the dentist may not collect any more than that amount from the patient on their primary, private insurance side of the ledger.

See **BENEFITS**, page 10

Ohio law governing coordination of benefits by plans regulated by the state of Ohio

Use the first of the following that applies to determine which plan is primary:

- A plan that does not coordinate with other plans is always the primary.
- The plan covering a person other than as a dependent is primary. The plan covering the person as a dependent is secondary.
- Use the "birthday rule" in cases where more than one plan covers the same child as a dependent of different parents who are not divorced or separated. The birthday rule says the primary plan is the plan of the parent whose birthday falls earlier in the year. The secondary plan is the plan of the parent whose birthday falls later in the year. If both parents have the same birthday, the benefits of the plan that covered the parent the longer is primary. The plan that covered the parent the shorter time is secondary. A caveat to the birthday rule occurs, however, if one of the plans is a self-funded or self-insured ERISA plan that is exempt from state law. In these situations if the ERISA plan does not use the birthday rule and instead uses the gender rule (i.e., the male's plan is primary) and as a result the plans do not agree on the order of benefits, then the ERISA plan's rule (i.e., the gender rule) is used to determine the order of benefits.
- If more than one plan covers a person as a dependent child of divorced or separated parents, then the benefits for the child are determined in the following order unless a court decree states otherwise:
 - 1st – The plan of the parent who is the residential parent and legal custodian of the child;
 - 2nd – The plan of the spouse of the parent who is the residential parent and legal custodian of the child;
 - 3rd – The plan of the parent who is not the residential parent and legal custodian of the child.

If a court decree specifically states that one parent is responsible for the health care expenses of the child, then the plan of that parent is primary. Dentists are not expected to go out and get this judgment but rather are to follow it if it is presented to them by the involved parties.
- The primary plan is the plan covering a person as an employee who is neither laid off nor retired, or that employee's dependent. The secondary plan is the plan covering that person as a laid-off or retired employee, or that employee's dependent.
- If none of the above determines the order of benefits, then the primary is the plan covering an employee, member, insured or subscriber longer. The secondary is the plan covering that person the shorter time.

Coordination of benefits scenarios and source determining the amount that generally can be collected from patients

PATIENT COVERAGE	WHAT THE DENTIST CHARGES THE PATIENT
<ul style="list-style-type: none"> • Primary and secondary coverage are both dental preferred provider organizations (PPOs). • Office participates in both network plans. 	The PPO allowances of the primary plan.
<ul style="list-style-type: none"> • Primary coverage is a PPO and the secondary coverage is an indemnity plan. • Office participates in the PPO. 	The PPO allowances of the primary plan.
<ul style="list-style-type: none"> • Indemnity plan is primary and the secondary coverage is a PPO. • Office participates in the PPO. 	The PPO allowances of the secondary plan.
<ul style="list-style-type: none"> • Primary coverage is a dental health maintenance organization (DHMO) and the secondary is an indemnity plan. • Office participates in the DHMO. 	The DHMO's patient co-payments. (The secondary indemnity plan may cover all or most of these co-payments.)
<ul style="list-style-type: none"> • Indemnity plan is primary and the secondary coverage is a DHMO. • Office participates in the DHMO plan. 	The DHMO's patient co-payments. (The primary indemnity plan may cover all or most of these co-payments.)
<ul style="list-style-type: none"> • Primary coverage is a PPO and a DHMO is the secondary plan. • Office participates in both plans. 	The PPO allowances of the primary plan.
<ul style="list-style-type: none"> • Primary coverage is a DHMO and the PPO is the secondary plan. • Office participates in both plans. 	The DHMO's patient co-payments. (The secondary PPO plan may cover all or most of these co-payments.)

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

Radio campaign educates public about oral health, importance of seeing ODA member dentist

By ODA Staff

The Ohio Dental Association is continuing to promote oral health and patient visits with ODA member dentists through an educational radio campaign that has been renewed for 2018.

The ODA has partnered with the Ohio Society Association of Executives (OSAE) and the Ohio News Network (ONN) radio division on a public awareness campaign since 2012. The campaign provides an opportunity for the ODA to join together with other Ohio associations within OSAE to promote ODA membership as well as support member dentists and dental practices through a public education campaign with messages targeted to consumers around the state.

The ODA campaign, in conjunction with a variety of OSAE member associations, began in May 2012, and so far the ODA has released five 60-second on-air messages promoting dentistry in the community. The five radio spots, "You

Don't Need Dental Insurance to go to the Dentist," "Brush Twice a Day," "Dentists are Doctors," "Back to School" and "February is Children's Dental Health Month" have focused on increasing awareness of the importance of seeing ODA member dentists as well as tackling dental health issues. In 2016, the ODA also ran a special radio spot to celebrate the ODA's 150th anniversary.

During February, "February is Children's Dental Health Month," will run on ONN radio stations across the state to explain the importance of oral health care for baby teeth.

All of the radio advertisements can be found on the ODA website at oda.org/about-the-oda/public-resources/. ODA members can also download some of the advertisements from the Resource Library by visiting oda.org/resource-library and choosing the "Advertisements" subcategory under "Practice Resources." Once downloaded, the audio can be used by members to promote their membership in

the ODA. One way this could be done is by using the audio as an "on-hold" message.

OSAE and ONN also teamed up to create a Web page specifically for this radio advertising program, associations.advanceohio.com. All of the on-air commercials direct listeners to visit the site, where they will find a video about the importance of seeing an ODA member dentist, and they are then directed to the ADA "Find a Dentist" search feature.

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

See RADIO, page 13

ODA Seeking Nominations for Awards of Excellence

By ODA Staff

The Ohio Dental Association is seeking nominations for its 2018 Awards of Excellence program.

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

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

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

- **Distinguished Dentist Award** – the most prestigious of the ODA's awards, is presented to an ODA member who has demonstrated service, commitment and dedication to the profession throughout his/her career. Nominees should display leadership, dedication, commitment and outstanding contributions at the local, state and national levels.

- **Achievement Award** – is presented to a dentist or an individual who has made outstanding contributions to the dental profession and to oral health. Nominees are not required to be dentists, but should display a personal and professional commitment to the profession and the public's oral health. These individuals are honored as ambassadors for the profession to the community.

- **Marvin Fisk Humanitarian Award** – honors ODA members who offer dedication to improving oral health care in at-risk communities. Nominees may have served overseas or closer to home, spending time and often their own finances and other personal resources to help improve oral health care and fight illnesses.

- **N. Wayne Hiatt Rising Star Award** – is presented to an ODA member in practice 10 years or less who has demonstrated outstanding leadership and commitment to organized dentistry. ODA members who began to practice January 1, 2007 or later are eligible. Past award honorees have shown outstanding initiative, a strong commitment to volunteerism and promise for continued accomplishment within the profession.

- **Access to Dental Care Program Award** – honors an outstanding program (not an individual) that helps reduce the access to care problem in Ohio by offering free or reduced fee dental care to underserved populations.

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

The deadline to submit nominations for the Awards of Excellence is April 20, 2018.

The ODA will present the awards during the ODA's 152nd Annual Session in September 2018 in Columbus.

NPT NATIONAL PRACTICE TRANSITIONSSM



Practice Appraisals & Sales



Pre-Transition Consulting



Associate Placement



Practice Protection Plan

- ◆ No Hidden Fees & Only Paid if Successful
- ◆ Founded & Owned by Two Successful Attorneys
- ◆ Single Representation- Not Dual Rep
- ◆ Maximize Patient & Staff Retention

- ◆ 99% Sale Rate & 100% Success rate
- ◆ Free Practice Appraisal & Legal Drafts
- ◆ Face-To-Face Consultations & Practice Showings
- ◆ Structuring of Sale to Minimize Tax Liability

WE ARE PLEASED TO ANNOUNCE NPT SUCCESSFULLY SOLD THE PRACTICES OF:

Paul G. Wyse, DDS, INC ~TO~ Archbold Family Dental -Brian A. Custer DMD

CONGRATULATIONS TO ALL!

Trust your practice with the firm that has an impeccable Reputation for service, experience and results.
Call today for a free initial consultation.

Jason Gamble, MBA
Regional Representative

LOCAL: 614-401-2400, 229
TOLL FREE: 877-365-6786, x229

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

Follow the ODA on Twitter!



@OhioDentalAssoc

ODA Foundation grant recipient aims to provide dental home for kids in need

By Jackie Best
ODA Managing Editor

The ODA Foundation awarded the KidSMILES Dental Clinic with a \$5,000 grant to help the Columbus-area clinic help provide a dental home to kids in need.

KidSMILES is a volunteer-led non-profit dental clinic that provides care to children 18 and younger whose families are at or below 200 percent of the federal poverty level. Patients pay \$10 per visit, regardless of the treatment. The clinic provides comprehensive services including: dental exams, cleanings, x-rays, fluoride treatments, sealants, fillings and extractions. For services the clinic cannot provide, they refer patients to local dentists.

Patients are seen by appointment only, and the clinic is open at different days and times based upon when volunteer dentists and staff schedule time at the clinic. Last year, about 25 dentists volunteered and KidSMILES was able to have 46 clinic days. The clinic saw 312 patients at 589 appointments, which is the most they have seen in a year since the clinic opened in 2012.

Dr. Timothy Edwards, a founding board member of the clinic, said KidSMILES sees a wide range of patients, and sometimes the dental needs of the children can seem overwhelming. But the dentists will often break up the work into several visits, making the treatment much more manageable.

When possible the patients will be scheduled to see the same dentist, but oftentimes patients see different dentists based on who is scheduled to volunteer, said Laura Zuber, Executive Director of KidSMILES.

Edwards said sometimes when patients have a great experience, they will ask to come back when that particular dentist or hygienist will be there again.

"It's encouraging to us when they ask for you," he said.

Edwards said they are trying to create a comfortable environment, and creating a good patient experience is just as important as the care they are providing.

One of the biggest impacts on patients that Edwards said he has seen is an improvement in their self-confidence.

Zuber said one teenaged patient whose front teeth were very decayed from drinking Pepsi wouldn't make eye contact with people because he was embarrassed about his teeth. When his treatment was completed, he was smiling.

"He's employable; he has a future now," Zuber said.

Edwards said the condition of people's teeth can be a major problem for people trying to get a job, and he enjoys being able to help teenagers overcome this obstacle.

Zuber said another patient had trouble finding care because he didn't have insurance, so he became a patient at the KidSMILES clinic. He's now 19 and has kept up with his oral hygiene thanks to the care and education he received as a child at the clinic.

The clinic staffs a dental assistant, clinic manager and executive director all part-time and is planning to add a part-time dentist with a grant from the Columbus Blue Jackets Foundation.

Zuber said adding a part-time dentist will allow the clinic to see more patients and to have a more consistent schedule.



ODA Staff
Dr. Timothy Edwards, a founding board member of KidSMILES Dental Clinic, sees a patient at the Columbus-area clinic. The ODA Foundation recently awarded the dental clinic a \$5,000 grant.

Interested in helping organizations like KidSMILES increase access to care?

The ODA Foundation's grant program relies on the donations of individual ODA members. The Foundation receives a wide variety of grant applications from organizations around the state, and the Foundation's board of trustees carefully considers all causes and the impact of grant funds. Thanks to the donations of ODA members, grants to organizations like KidSMILES are able to help more children receive needed dental care. Donations to the ODA Foundation can be made when renewing tripartite membership dues, by mailing a check payable to ODA Foundation to 1370 Dublin Rd., Columbus, OH 43215 or online at <https://oda.org/donate/foundation/step1/>.

"Our ultimate goal is to see more kids, and we have a 1,000 kids per year goal we'd like to hit," Zuber said.

The clinic is always looking for more volunteers in order to be able to see more kids, and many dentists bring their staff with them to KidSMILES to volunteer, Zuber said.

"It's a good team building activity," she said.

Edwards said he often brings several of his staff members with him to volunteer.

"I'm grateful when they want to come volunteer with me," he said.

Dentists and hygienists can also schedule on their own, and will be paired up with other dentists and hygienists.

Edwards said volunteering at the clinic can feel a little bit like "dental camping" because volunteers are in a different setup at a clinic they're not used to. But he said it can be good to shake things up and get outside of his comfort zone, plus KidSMILES makes it very easy to volunteer there.

Edwards said the structure of the front office and support staff is extremely helpful, and they will lead volunteers by the hand, and the assistant who works at the clinic can teach offices how to use the equipment. Dentists are also provided with a list of equipment at the clinic and are welcome to bring their own equipment if they prefer, Zuber said. Dentists also are able to visit the clinic or volunteer alongside a veteran volunteer to become more comfortable with the clinic.

In addition to providing care, the organization also presents educational programs at the clinic and to elementary schools, pre-schools, daycare centers and community service organizations. KidSMILES has partnered with the dental and pre-dental programs at The Ohio State University to provide many of the volunteers to facilitate educational outreach.

To learn more about volunteering with KidSMILES as well as other volunteer opportunities, visit oda.org/community-involvement/volunteer-opportunities/.

BENEFITS, from page 8

The dentist does not need to inform the patient's private insurance plan of the co-pay or deductible limitation but does need to properly document everything in case they are ever audited or questioned in the future.

If COB results in the dentist being paid more than the dentist's usual fee or, in the case of contracting arrangements, more than the contractually allowed fee, then it is expected that the overpaid amount will be returned to the entity that overpaid its share and typically not to the patient.

"Dentists and billing staff members should have a good understanding of how to properly coordinate benefits to assist their patients in obtaining their dental benefits," said Dr. David Kimberly, DDS, MD, chair of the ODA Council on Dental Care Programs and Dental Practice. "This understanding will also help them to properly assign the correct financial obligations to each of the involved parties."

**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
By phone: (800) 282-1526

Joining And Leaving The Dental Practice

Third Edition

Available January, 2018

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

It examines business, legal and tax aspects of each option that your silent partner, the IRS, considers important. In addition, the three business and tax structures for and three categories of partnership are discussed in detail. You learn what can and cannot be done and why. Restructuring faulty partnership arrangements and implementing dispute resolution in order to avoid costly split-ups is also considered which will, hopefully, enable partners to work profitably and with minimum stress.



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

Wickens, Herzer, Panza, Cook & Batista Co.
35765 Chester Road • Avon, OH 44011
Phone 440/695-8067
Cell 440/320-8984
Fax 440/695-8098
WPrescott@WickensLaw.com

Have a question? Contact the Ohio Dental Association!
dentist@oda.org | (800) 282-1526 | (614) 486-2700

Available January 2018
See www.PrescottDentalLaw.com



A professional, thorough, and comprehensive deal

Dr. Rob Brewer of Upper Arlington, OH recently sold his practice to Dr. Bryan Basom with the expertise of Practice Endeavors.

"The whole process went very quickly. I was amazed at how smoothly it went. There are many pieces to the puzzle that need to be put into place to make a deal happen and Practice Endeavors did a nice comprehensive job."

Dr. Robert Brewer, *seller*

"We had an amazing experience with Practice Endeavors! They were very professional and thorough while helping us with an affiliation in Upper Arlington. We were able to close within 45 days and I don't think the seller or buyer could be happier about how everything worked out. Thanks Bob and Kyle!"

Dr. Bryan Basom, *buyer*

Discover how we can help you reach your goals today:

www.practicendeavors.com

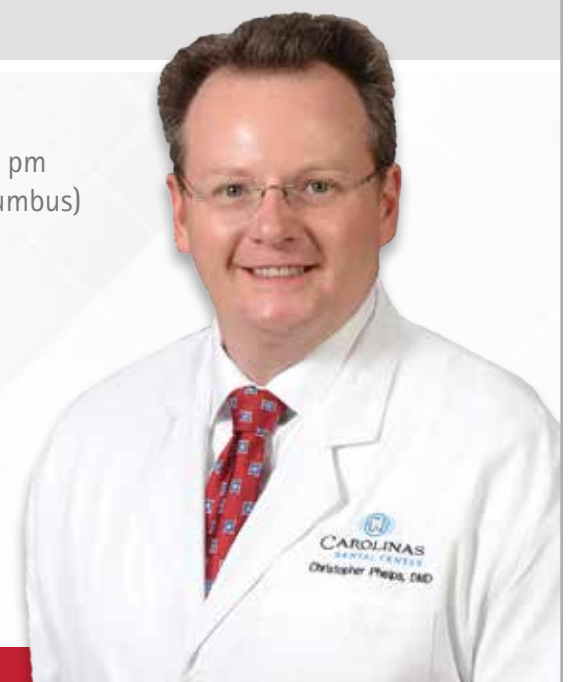
Practice Endeavors helped in this transition by:

- ✓ Providing pro-actively all necessary info to buyers, attorneys and lenders
- ✓ Introducing Dr. Brewer's practice to many buyers ensuring best price and best fit
- ✓ Structuring a deal that allowed Dr. Brewer to continue to work in the practice
- ✓ Establishing Brokers Opinion of Value based on past performance, subjective factors
- ✓ Referring Dr. Brewer to an attorney who did a great job and kept his costs down

2018 Spring Symposium

Hear international speaker, Dr. Christopher Phelps share on practice management topics. CE provided.

April 20th: 10 am – 3 pm
New Albany, OH (Columbus)



No cost to attend, space is limited.

Email / call for more information or to register today.

✉ events@practicendeavors.com

☎ 740.924.6294



The Explorer

Matthew J. Messina, DDS
Executive Editor

Of Shakespeare, Barnum, and Google

My oldest son, Michael (age 25), came to us last weekend and insisted that we go as a family to see the movie "The Greatest Showman." He had gone with friends a few days before and loved it so much he felt compelled to have all of us go. As you might imagine, the five of us have vastly different tastes in movies, and getting three grown children along with Denise and me to be anywhere at the same place and time is quite an undertaking. Even with all the effort, I have to admit that Mike was right. The movie is fantastic and I urge all of you to see it in the theater as well. It is old-school storytelling that puts the best of Hollywood on display.

The movie stars Hugh Jackman as PT

Barnum and tells the rags to riches story of his start of the circus we all know. Even though the basic narrative has been told hundreds of times before in different packaging, this musical has charm, energy, and a warmth that you should experience. It is the rare movie that gets applause from the audience at the end, and this one delivers.

Part of me was reluctant to go see the movie, as I really have never liked the circus. It must be some repressed dark childhood memory of creepy clowns or something. If not for Mike's enthusiastic two thumbs-up and his persistence, I would probably have tried to find a way to pass. I'm so glad that I relented. "The Greatest Showman" became an unexpected pleasure.

In a way, that is one of the points of the story. Without giving away any spoilers, near the end of the movie, the theater critic of one of the influential New York newspapers tells Barnum, "I never really liked your show ... but people sure seemed happy when they left." Barnum's circus never claimed to be high-brow entertainment, but it struck a chord with people and continued to delight them for years.

As I reflected on the movie, I thought about parallels to so much of what I had studied in Shakespeare. To the Bard, one of the greatest sins was pride and excessive hubris was always punished severely.

"The Greatest Showman" continues that theme, as the struggles in Barnum's life are related to his need to constantly prove himself even after he had risen from nothing and amassed a fortune. Mercifully for Barnum, his tale is not a Shakespearean tragedy.

We study Shakespeare for the level of thought and sophistication of his plays. He is held up as one of the best examples of English literature. However, in Elizabethan England, Shakespeare's plays were just the hit movies of his time. They gave people an escape from their dreary, mundane lives. His fans left happier than when they arrived. And they paid him for the privilege.

When not at the movies, I have been getting lots of marketing emails, claiming that they can show me how to get 5-star Google Reviews. They suggest that with the right marketing plan you can get paid what you deserve.

My observations are that we never get paid what we deserve. We get paid what other people think we are worth. Instead of feeling disrespected, we need to focus on building a reputation and providing services that other people believe are worth more.

I decided that I really didn't know much about Google Reviews, so I began to look at the way people review businesses – restaurants, hospitals, and dentists. It was my market research project for the

month. After thorough study, I'll save you buying the marketing plan and give you my answer for free.

Most negative reviews have at their core a communication problem. The customer or patient felt that they weren't heard or understood. Even if nothing really went wrong, or if the problem was eventually resolved by the business, the customer believed that no one was listening to them, and they took to the Internet to vent and tell their side of the story. Therefore, the best way to avoid 1-star reviews is to listen. Even if you can't completely solve the issue, just being there with a caring attitude goes a long way to making things better. Listening at the beginning gives a business the chance to make things right in the long run.

When I laid out 5-star reviews, the secret is equally obvious. Have people leave happier than when they arrived. It's such an old formula, but it works. Who knew that Shakespeare and PT Barnum understood Internet marketing?

As dentists, we have the ability to create meaningful relationships with all of our patients. We can listen to them, find out what their concerns are, and work to make things better for them. We can directly make them happier at the end of a visit. I've always had the goal of getting every patient to smile at least once before

See BARNUM, page 13



Guest Columnist

Bruce Grbach, DDS
Guest Columnist

Donating dental care: What I learned

In my practice I have donated dental care through programs like OPTIONS and Give Kids A Smile, however, I had not had the opportunity to participate in a Mission of Mercy event until recently. An old friend of mine, Steve Radack, invited me to participate in the MOM in Erie, Pennsylvania, when we were at the ADA House of Delegates in Denver in the Fall of 2016. Honestly, I had no idea what to expect and had set the bar pretty low as to what I could accomplish, but I agreed to do operative dentistry for two days during their MOM. I have to share with you that I had a very rewarding experience and that our colleagues in Pennsylvania have it down when it comes to operating a MOM. The event was well organized and helped around 750 patients over the two days. I also learned some things that will impact my life.

The most important thing I learned is that there is much more unmet dental need than I even imagined. I used to believe that people didn't seek dental care because they didn't care or they were uneducated about proper dental health. The patients that I met cared about their oral health and wanted to have proper dental care. However, most of them even though they were working had no insurance and could not afford proper dental care. I can understand how if you are raising a family and just getting by dental care becomes a luxury you can't afford or a necessity when there is infection or pain. Our patients all waited patiently for their dental services, some of them multiple times

and over an hour in most cases. All of my patients were extremely grateful for the care they received, and sharing smiles, hugs and handshakes after their dental visit made it all worth the effort. I would bet if you asked anyone who volunteered they would all tell you how thankful the patients were for the care they received.

"If you build it they will come." I realize that a MOM is a complicated undertaking, and the core volunteers in Pennsylvania have done this five times so they have worked out most of the kinks. The amazing thing for me was the number of people I met that drove across Pennsylvania, some more than six hours, to volunteer for this MOM. Not only dentists and hygienists but dental assistants, front desk personnel and other lay people who don't work in a dental office. All of these volunteers traveled at their own expense, yet they seemed happy to serve. The support from the Gannon University community, both students and staff, was amazing. It took over 700 volunteers to pull this off, and all of them seemed to enjoy the experience. Smiles seemed to be the order of the day, and everyone doing the best they could at whatever task they were assigned really made this a fantastic experience.

Now I know that charity is not a health care system and the underlying issue of unmet dental care will never be solved by MOMs, but I believe that whatever we can do to help people receive dental care is a start. Currently in Ohio we have several opportunities to address the unmet dental needs of our neighbors in Ashtabula this April 19 through 22 (see box next to this column for more information) and later in Massillon in August. An organization called Remote Area Medical has chosen both Ashtabula and Massillon to host medical and dental clinics to help provide care to the underserved populations in these areas. I have been working closely with Dr. Debra Balough Crombie, the dental lead contact in Ashtabula, to recruit dentists, hygienists and all other team members and lay people to volunteer for this effort. RAM takes care of all the equipment and supplies, and as a dental community all we need to do is show up and provide care. The treatment

See RAM, page 13

Healthcare Volunteers Needed!

Free Remote Area Medical™ Clinic

April 20-22, 2018

Remote Area Medical™ - RAM
is coming to Ashtabula County.

RAM provides FREE medical, dental and vision services, regardless of age or insurance status.

We expect to provide care to 200-300 patients each day, and we need your help!

To volunteer, go to:

<http://ramusa.org>

Click on 'Volunteer' then 'Register'

For more information:

Email: ramashtabula@gmail.com

or

info@ramusa.org

Call: 865-579-2555 or 440-990-1919

Volunteer Opportunities:

Doctors
Nurses
Dentists
Physician Assistants
Nurse Practitioners
Optometrists
Opticians
Health Educators
Paramedics / EMTs
General Support
Set Up / Tear Down



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.

Workers' Compensation updates and reminders

By ODA Staff

CareWorksComp, the ODA Services Corp.-endorsed workers' compensation group rating plan, has shared several recent updates and reminders with the Ohio Dental Association.

Unemployment and taxable wage base to increase for 2018: Ohio employers will pay higher unemployment taxes in 2018. The Ohio Department of Job and Family Services (ODJFS) has raised the taxable wage base from \$9,000 per employee to \$9,500 per employee. Ad-

ditionally, the tax table used by ODJFS has shifted upward for 2018, which will affect the amount of unemployment taxes Ohio employers will pay.

Mergers and acquisitions: Dental offices that are considering buying or selling a practice should contact CareWorksComp to see how this might affect their workers' compensation policy. CareWorksComp can help dentists understand how mergers and acquisitions will affect their alternative rating program and determine who is receiving rebates or refunds based on participation in these programs.

Paying BWC premiums: It is important for offices to remember to pay their premiums on time because the BWC will remove employers from programs for not paying premiums or filing true-ups on time.

BWC's Ohio Safety Congress & Expo: The Ohio Bureau of Workers' Compensation will be hosting a Safety Congress & Expo on March 7-9 at the Greater Columbus Convention Center. Learn more and register online at <https://bwc.expoplanner.com/content/osc18/Register/>.

RADIO, from page 9

about the Find-a-Dentist search feature, visit ADA.org/findadentist.

In addition to the radio advertisements, ONN places banner advertisements online in the target market with a similar message to the radio ad that is running at that time. The banner ads also direct people to associationsadvanceohio.com. In 2017, the banner campaign delivered 895,556 impressions. New in 2018, the campaign will also include social media advertising.

The goal of the advertising campaign is to educate the general public on how dentists contribute to a family's healthy life and to encourage patients to ask their dentists if they belong to the ODA.

During 2017 a total of 19,832 commercials ran on ONN stations across the state throughout the year. According to ONN, the campaign reached over 1.7 million Ohioans during 2017.

ONN is a provider of news, weather, and sports programming for 74 radio affiliates across the state. ONN radio stations reach more than 1 million people and cover all 88 counties in Ohio.

Numbers to know

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

Dental OPTIONS
(888) 765-6789

Ohio Department of Health
(614) 466-3543

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

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

Ohio State Dental Board
(614) 466-2580

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

BARNUM, from page 12

they leave. After 30 years in practice, I know I can always learn something new. But the basic principles remain the same.

If I asked you for a Barnum quote, I'm sure that you remember "There's a sucker born every minute." However, he was much more than that. PT Barnum also said, "The noblest art is that of making others happy." He successfully found that people wanted entertainment and created the circus to feed that desire. He had discovered a way to delight people and allow them to leave happier than before they came. It seems he understood the essence of dentistry as well.

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

RAM, from page 12

protocol is hygiene services, restorations and extractions. All the patients will be screened medically and there will be a dental triage to diagnose the patient's greatest dental needs.

Throughout my career and while volunteering at the ODA I have met many caring and generous colleagues that I know would be willing to volunteer for both of these RAMs. I ask you to find the time to donate at least one day – we need 50 dentists per day and countless other volunteers, and it would be great if you could invite your team. Please join me and Debra to help as many of our neighbors as we can in Ashtabula this spring and Massillon later this summer. I know the oral surgeons from across Ohio will represent and I ask all the other specialists who don't normally prep teeth or preform extractions to consider volunteering in triage or in patient management roles. We still need your expertise.

If you have not participated in a Mission of Mercy or a RAM before I promise you it will change your life. I believe as a dental community we can make a difference and maybe just maybe we can bring into focus to our politicians the tremendous need that exists in our health care system.

Dr. Grbach may be reached at bdgrbach@gmail.com.

<p>American Dental Association (800) 621-8099 or (312) 440-2500</p> <p>Dental OPTIONS (888) 765-6789</p> <p>Ohio Department of Health (614) 466-3543</p>	<p>Ohio Dental Association (800) 282-1526 or (614) 486-2700 Fax: (614) 486-0381 E-mail: dentist@oda.org</p> <p>Ohio Dental Association Services Corp. Inc. (ODASC) (800) 282-1526 or (614) 486-2700</p>	<p>Ohio State Dental Board (614) 466-2580</p> <p>Medicaid Dentists who need to enroll as a Medicaid Provider should contact the HMOs directly. For problems with Medicaid, contact the ODA at (800) 282-1526.</p>
---	--	---



Practice Impact

"Making Practice Transitions Painless"

Thinking About Retirement?



Dr. Tim Merrill recently sold his Newcomerstown, Ohio practice to Dr. Robert Doyle. 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



5071 Forest Drive, Suite A, New Albany, Ohio 43054
Serving Ohio and Pennsylvania



THOMAS LAW GROUP

Experience. Dedication. Results.

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



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

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

614-761-7701

www.thomaslawgroup.com

5148 Blazer Parkway
Suite A
Dublin, OH 43017

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

Associate Wanted

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

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

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

Associate wanted with pathway to partnership. General dental office seeks part-time associate transitioning to full-time. We are a private, modern, family office located in the NW suburbs of Columbus. Pathway to partnership available. Contact Courtney at courtney@hilliardmoderndental.com.

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

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.

Denistry for Children and Teens Inc. - East Liverpool, OH 43920. We are looking for a Pediatric Dentist to help staff our East Liverpool OH office. This office is located 45 minutes south of Youngstown. The office is in South Eastern Ohio very close to the Pennsylvania border, about 25 minutes northwest of the Pittsburgh Airport. This person would be working with a well-established office and an experienced staff. This position can lead to an associate position for the right person. We have hospital privileges available and serve the tri-state area. This site is also an approved National Health Service Corps site, which offers the opportunity to receive a loan repayment opportunity. A great added bonus along with your very nice salary and benefits. If

you are interested please email questions to rj6davis@gmail.com or call (330) 385-6201.

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

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

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 Joyce Parsons at (715) 318-2895 or jparsons@midwest-dental.com.

General and speciality dentists wanted. Dental Associates of Wisconsin is a family-owned, patient centered, multi-specialty dental group practice serving families throughout Wisconsin. Hiring for general and specialty areas in Fond du Lac, Green Bay, and Appleton, WI. Arrange a visit and you will experience more reasons to smile! Visit us www.dentalassociates.com, or contact Karla at (920) 431-1712 or kkabara@dentalassociates.com.

General Dentist For Private Practice.

Dr. Mark Grucella is wanting to add a General Dentist to our existing team of professionals due to our ongoing and increasing patient base. Enjoy a daytime Monday to Friday patient schedule, weekends and evenings off, excellent base compensation with achievable incentive bonus, paid malpractice, paid medical insurance, paid life insurance, 401K with matching, and more. Practice support staff includes EFDA, RDH, CDA, Front Desk Management, and on site dental lab technicians. This is for the experienced Dentist or for the Dentist seeking mentorship. Submit resumes to careers@ggdentist.com, paul@ggdentist.com or contact my Business Manager, Paul Steigerwald, directly at (330) 598-2411.

Great Dentists Wanted – Harrison & Macedonia OH. Midwest Dental is seeking great dentists to lead our Merit Dental practices in Harrison 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 Colleen Bixler at (717) 847-9069 or cbixler@midwest-dental.com.

Miamisburg Family Dental, a respected, established Dental Practice, located in Miamisburg, Ohio, a south suburb of Dayton, is seeking a part-time general dentist for its friendly and family-oriented office. The right candidate should have experience in all phases of restorative and prosthetic care including composites, crown, implant restorations, fixed and removable prosthodontics, simple endodontics and extractions. Softdent software knowledge preferred but not required. The position is currently for two days a week. If interested, please email your resume and salary requirements to William D. Almoney DDS @ joanh@almoneybrowndental.com.

Oral Surgeon - Part Time - Half a day per week. You can choose your day and timings. We have an immediate opening for a skilled and caring Oral Surgeon to join our private practice. The practice is located in Suburbs, South of Cleveland OH. We are a quality oriented, rapidly growing general practice, situated in a beautiful, spacious and modern facility. Experienced staff to work with. Please contact us at Tptdental123@gmail.com or (330) 573-4606.

Part-time Dentist wanted. KidSMILES Pediatric Dental Clinic is seeking applications for a dentist to work 2 days a week in our growing non-profit clinic. Because KidSMILES harbors a friendly, motivated, and a team oriented environment, applicants are expected

to possess qualities that are similarly aligned. Applicants may be eligible for loan forgiveness through the Ohio Dept. of Health. To learn more about this position or to apply, please email us at info@kidsmilesclinic.com.

Pediatric Dentist needed FT/PT in Northeast Ohio. Looking for compassionate individual to join our expanding non-corporate Fee-for-service private practice. Office has exceptional team to support you. Owner willing to mentor new graduates. Various sedation options. Potential \$200,000+/YR. Send CV to dentist333@yahoo.com.

Seeking Associate leading to partnership/ownership. This is a well-established, privately held general practice with an experienced and friendly staff that has been in operation for 38 years in Columbus, Ohio. We have the most recent state of the art equipment offering our patients the best possible care. Ideal candidate has 3+ years of experience, comfortable with all aspects of general dentistry and looking to expand their clinical skills with help from Sr. Dr. Position is F/T with a solid schedule - M-F. Must have an active Ohio license. Please send CV to bkvito@aol.com for consideration

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

Equipment for Sale

INTRAORAL X-RAY SENSOR REPAIR. We specialize in repairing Kodak/Carestream, Dexis Platinum, Gendex GXS 700 & Schick CDR. Repair & save thousands over replacement cost. We also buy & sell dental sensors. www.RepairSensor.com, (919) 229-0483.

Space Available

Dental office in free standing building for sale. First floor dental office is beautifully finished with over 3300 square feet.

Advertisers Index

Bridgeway Practice Transitions	3	Omni Practice Group	15
Dental Post	6	Paragon Practice Transitions	7
Dr. Harry Miller	5	Practice Endeavors	11
Frank Recker DDS, JD	7	Practice Impact	13
Henry Schein Professional Practice Transitions	4	Superior Dental Care	16
Interactive Dental Seminars	5	Thomas Law Group	13
National Practice Transitions Network	9	Wickens, Herzer, Panza, Cook & Batista	10
ODASC	5, 15		

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

Includes fully furnished waiting room, private offices, 6 operatories fully loaded with computers, Dentrix system, pan, TVs, etc. No practice transition brokers please. Contact bkvitko@aol.com for more information.

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

Prime space available for a specialty dental practice in desirable Perimeter Drive location near Dublin Methodist Hospital. Building currently houses a growing orthodontic practice and a thriving general dentistry practice. Space is currently available and is a vacant shell within medical condo. Contact Rob at (614) 332-0217 or rtshoaf7@gmail.com.

Professional Dental Services

In Office Anesthesia Services-Exceptionally seasoned medical anesthesiologist, national expert in transitioning your Pedito 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.

ODA Today Classified Advertising

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

ODA Classifieds can also be found online at <http://www.oda.org>.

Like the ODA Annual Session Facebook page!




WHAT IS YOUR PRACTICE WORTH?

Offering a free snapshot valuation or \$1,000 off a full valuation.
Contact Corey for more details

Transitions | Appraisals | Consulting | Real Estate
www.omni-pg.com

Corey Young, DDS, MBA, CVA, ABI
614-450-0993
dryoung@omni-pg.com



ODASC balances your needs.



ODASC offers group rated insurance along with discounts on insurance products for you, your staff and your family.

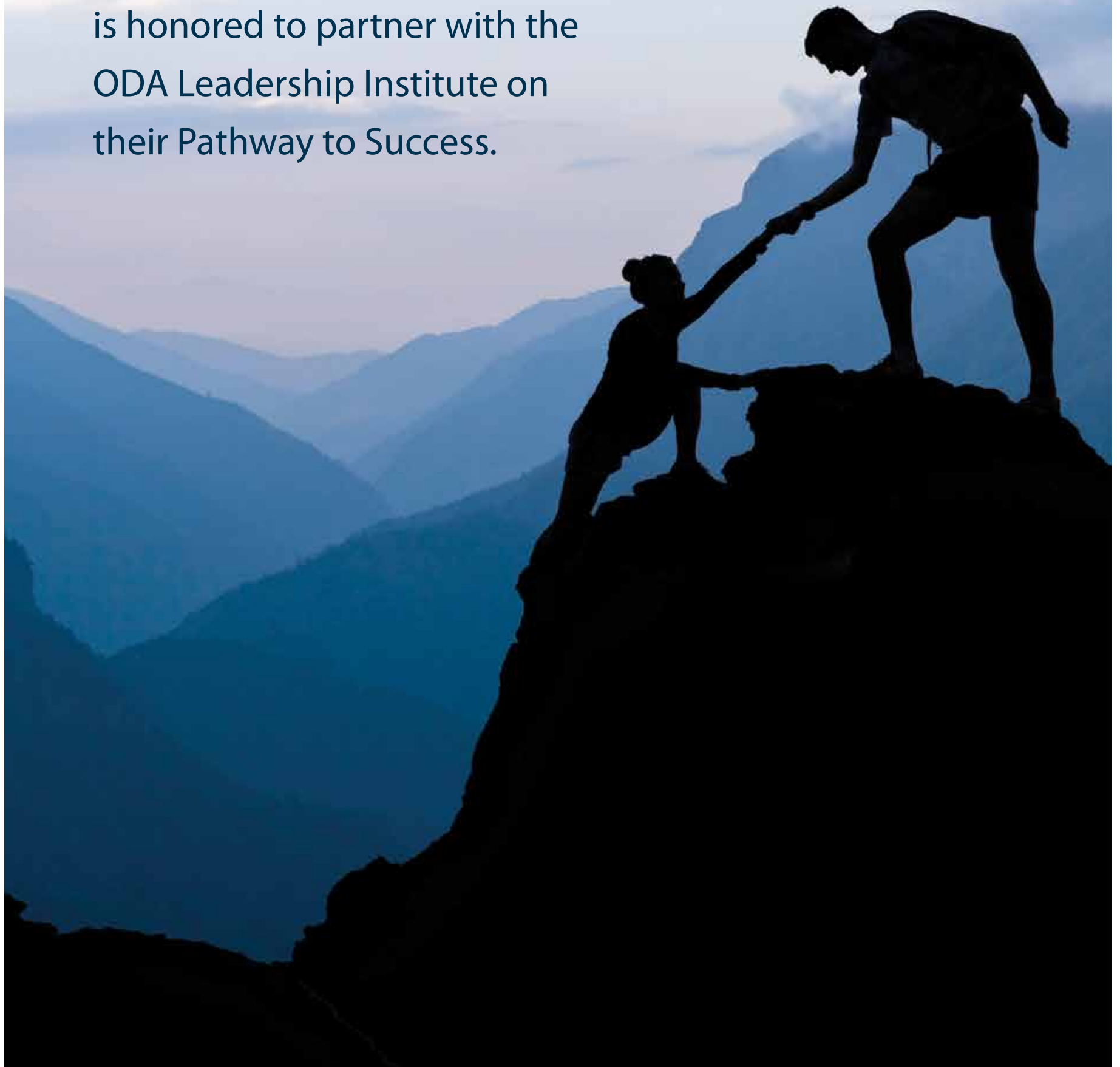
Call ODASC today to learn how you can save money and ensure your insurance needs are being met.

(800) 282-1526 | www.odasc.com



Leading The Way TOGETHER

Superior Dental Care (SDC)
is honored to partner with the
ODA Leadership Institute on
their Pathway to Success.



800.762.3159
superiordental.com

