

ODA Today

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

QuickBites

Day at the Statehouse set for March 7

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.

At this year's event, attendees will educate lawmakers about midlevel providers, support non-covered services legislation and support legislation to improve access to dental care.

Watch the "ODA Today" and "NewsBytes" and visit www.oda.org/events for more information.

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Ohio State chosen to host national Give Kids A Smile kickoff event

By Jackie Best Crowe
ODA Managing Editor

The Ohio State University College of Dentistry has been chosen to host the national 2018 Give Kids A Smile kickoff event. The Give Kids A Smile program is a collaborative effort among the American Dental Association, the Ohio Dental Association and other state and component dental societies throughout the U.S. to provide dental care and oral health education to children without dental coverage.

"As president of the ADA, I am excited to return to my alma mater to highlight the outstanding work The Ohio State University College of Dentistry and dentists throughout Ohio are doing through Give Kids A Smile," said American Dental Association President Dr. Joe Crowley, a general dentist from Ohio. "This event gives underserved children an opportunity to receive much needed dental care. It also gives us an opportunity to highlight to legislators the important work that dentists are doing to improve access to oral health care."

Dental and hygiene students from the OSU College of Dentistry will provide free care to local children in need on Give Kids A Smile Day, which is Feb. 2.

"The Ohio State University College of Dentistry is in its seventh year of hosting biannual Give Kids a Smile programs," said OSU College of Dentistry Dean Patrick Lloyd.



Submitted photo

The Ohio State University College of Dentistry has been chosen to host the 2018 national Give Kids A Smile kickoff event on Feb. 2.

"This initiative is led by our dental hygiene and dental students whose work on the event helps them develop leadership skills that will continue to benefit them after graduation. Our students, staff, and faculty particularly enjoy participating in these events that allow us to make a difference in the lives of children who need the dental care we provide. We are hon-

ored that the American Dental Association Foundation chose our college as its GKAS kickoff site for 2018. We look forward to this collaborative effort that will highlight the importance of oral health care for underserved children in Ohio and throughout the country."

See GKAS, page 6

ODA Leadership Institute set for March 23-24

By ODA Staff

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.

"The Ohio Dental Association Leadership Institute is a FREE, two-day event for ODA members," said ODA President Dr. Steve Moore. "It is a great opportunity for members to be informed and updated on the legislative and regulatory issues that affect us in our everyday lives and practices. An additional benefit is the social aspect, a chance to relax and visit with friends and colleagues."

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.

Leadership Institute will kick off with a keynote presentation by Pete Luongo, former president and CEO of the Berry Company, a

small business marketing company. Luongo will present "10 Truths About Leadership ... It's Not Just About Winning," which is based off of his behavior-driven model "The Leadership Pledge" that focuses on people, support, expectations, feedback, and accountability.

Attendees will then have the opportunity to attend two of the following breakout sessions to learn more about a specific topic of interest:

- Dental Marketing Made Simple – Kristie Simone of Whiteboard Marketing specializes in digital marketing for dentists and will discuss marketing strategies for building a dental practice's brand and attracting new patients.
- Best Practices in Dental Office Human Resources – Adrienne Twigg is a human resources expert who will discuss strategies for dentists to be able to create a positive work environment, reduce staff turnover, and improve morale and productivity.
- Pain Management in the Dental Office: An Update on Ohio's Prescribing Rules – Dr. Kumar Subramanian is a practicing endodontist in Columbus and a clinical assistant professor at Nationwide Children's Hospital and The Ohio State Uni-

versity. As a current member of the Ohio State Dental Board, Subramanian will provide an update on recent changes to Ohio's laws and regulations related to dentists prescribing opioids and other controlled substances.

In the afternoon, attendees will hear a presentation from ADA President Dr. Joe Crowley and Director of the ADA's Center for Professional Success Dr. Betsy Shapiro on "Resources for a Thriving Dental Practice: The ADA Center for Professional Success." In the presentation they will discuss ADA resources for member dentists about practice management, regulatory compliance, third-party payer issues, risk management and more.

The day will end with a reception hosted by Superior Dental Care, where dentists will have time to catch up with colleagues from across the state.

Day two will begin with an ADA update from ADA Seventh District Trustee Dr. Billie Sue Kyger, ADA Treasurer Dr. Ron Lemmo and ADA President Dr. Joe Crowley.

Attendees will then hear an update from ODA's legislative team about current issues at the statehouse as well as an election preview.

See LEADERSHIP, page 13



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



You can **Give Kids A Smile!**

Did you know that oral health education counts as Give Kids A Smile?

If you or your staff members provide oral health education to children, we want to know about it! Your activities may qualify as GKAS events. Please contact Kristy Kowalski by emailing kristy@oda.org or calling (800) 282-1526.



The Director's Chair

David J. Owsiany, JD
ODA Executive Director

Don't miss ODA's upcoming spring events

The ODA will be hosting two important dental events in Columbus during the month of March, and all ODA member dentists are invited and encouraged to attend.

ODA Day at the Statehouse

On March 7 the ODA will be hosting its annual Day at the Statehouse in Columbus. This is the most important dental advocacy event of the year. As you already know, dentistry is a wonderful profession. Dentists are respected professionals in their communities. You may choose to own and operate a practice or be an employee in someone else's practice or work in dental education or at a clinic. However you decide to practice, dentistry continues to be a profession that allows you to have the ability to provide care to patients as you choose largely free from outside, unnecessary influence.

Despite all of this, dentistry is still a heavily regulated profession and there are outside interest groups seeking to change the way you practice. All dentists practicing in Ohio possess licenses issued by the Ohio State Dental Board and must comply with various rules and regulations related to infection control, practice standards, prescribing, continuing education and many other aspects of dental practice. Other third parties, including dental benefit companies and agenda-driven foundations, are advocating to change dentistry and alter the care you provide to patients. All of this is why it is important for dentists to engage in their own advocacy to ensure policymakers make decisions that make sense for dentists and their patients.

ODA's Day at the Statehouse is your chance to advocate for your profession and patients. The day will kick off with the ODA's advocacy team walking at-

tendees through the issues pending at the Statehouse that impact on dentistry. The advocacy team will provide attendees with relevant talking points, answer your questions, and assist you in advance of the event in setting up meetings with legislators.

I often hear from dentists that they are not sure how to go about meeting with legislators. ODA's Day at the Statehouse makes it easy. ODA staff and leadership will be available all day to assist in getting you up to speed on the issues and in making you comfortable with meeting with your legislators. Heck, one of us will even accompany you to your meeting with your legislator if you want!

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

Dental Therapists – Senate Bill 87 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 even cover. Day at the Statehouse will give you 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 for other strategies to address access to care, including through scholarship opportunities for those who practice in underserved areas upon graduation and licensure portability.

For more on these legislative issues, see Nathan DeLong's column on page 3.

Leadership Institute

The ODA will host its annual Leadership Institute on Friday, March 23, and Saturday, March 24, at the Hilton Columbus Polaris Hotel. The first day of this innovative two-day event starts with an opening keynote session by Peter Luongo, who is the former president and CEO of the Berry Company. During his time at the Berry Company, Luongo led the nearly 100 year old company as an industry leader while also making it a "great place to work" for its employees.

Since leaving the Berry Company, Luongo has devoted himself to "giving back" through his book, "10 Truths

About Leadership ... It's Not Just About Winning," speaking engagements, and board memberships. 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 behavior-driven model "The Leadership Pledge," which focuses on people, support, expectations, feedback, and accountability.

Following Luongo's keynote presentation, attendees will have the opportunity to attend the following informative breakout sessions:

- **Dental Marketing Made Simple** – Kristie Simone of Whiteboard Marketing specializes in digital marketing for dentists and will discuss marketing strategies for building a dental practice's brand and attracting new patients.
- **Best Practices in Dental Office Human Resources** – Adrienne Twigg is a human resources expert who will discuss strategies for dentists to be able to create a positive work environment, reduce staff turnover, and improve morale and productivity.
- **Pain Management in the Dental Office: An Update on Ohio's Prescribing Rules** – Dr. Kumar Subramanian is a practicing endodontist in Columbus and a clinical assistant professor at Nationwide Children's Hospital and The Ohio State University. As a current member of the Ohio State Dental Board, Subramanian will provide an update on recent changes to Ohio's laws and regulations related to dentists prescribing opioids and other controlled substances.

Following the breakout sessions, American Dental Association President Dr. Joe Crowley and Dr. Betsy Shapiro, who serves as the director of the ADA's Center for Professional Success, will discuss the ADA's recent initiatives to provide member dentists with innovative resources related to practice management, regulatory compliance, third-party payer issues, and risk management.

The first day of the Leadership Institute will conclude with a reception for all attendees sponsored by Superior Dental Care.

Saturday will kick off with a panel discussion of ADA leaders including:

ADA Seventh District Trustee Dr. Billie Sue Kyger, ADA Treasurer Dr. Ron Lemmo and ADA President Dr. Joe Crowley.

See ODA, page 6



President's Message

Steve Moore, DDS
ODA President

New Year's resolutions

Wow, I can't believe how quickly 2017 has flown by. Now, it is time for me to make my annual New Year's resolutions: to eat better, exercise more (I have been told that golf does not count) and lose weight. These resolutions are, most likely, what a lot of us are "considering." I have thought of a few resolutions that are easy

for all dentists to achieve. Not only are the resolutions easy for all dentists to accomplish, but are also very rewarding and important.

One resolution is to volunteer for events such as Give Kids A Smile (GKAS). This year, the state of Ohio has been chosen to host the national kick-off program at The Ohio State University College of Dentistry on Feb. 2. What could make this event even better is if every component society hosted their own GKAS program.

Another easy and significant resolution would be to participate in the Ohio Dental Association Day at the Statehouse on March 7. This is our opportunity to meet with legislators and to present and explain our position on the various bills before the senators and representatives. This logic follows the message I always promote: "if dentists do not support dentistry, who will?" And to what end?

Another easy-to-achieve resolution would be to attend the ODA Leadership Institute on March 23-24. This is a great

event. Each year there are speakers discussing pressing issues such as regulatory compliance, insurance, practice management and staff motivation. It is also a great time to reconnect with friends and colleagues. It is FREE to ODA members.

Here is another resolution that is easy, fun and beneficial to achieve ... the ODA Annual Session on Sept. 13-16 at the Greater Columbus Convention Center. This is a great opportunity to attend very affordable, world-class continuing education and to examine the latest equipment and dental products in the extensive Exhibit Hall. Just a few of the speakers this year are Gordon Christensen, Roger Levin and Howard Farran. Along with the great continuing education, it is a tremendous opportunity to learn and have a good time in one convenient location.

I think this year's Annual Session theme says it all: "more engagement = more achievement!" May this be a very healthy New Year for all!

Email Dr. Moore at smoore@oda.org.

ODA Today

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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

The 132nd Ohio General Assembly is half way through its two-year term and has already considered several hundred bills. Many of these bills would have a direct impact on dentists, 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 these and other issues before policymakers to ensure that dentistry's interests are preserved. This month's column will provide an update on some of the ODA's legislative priorities going into 2018.

Dental therapists

The ODA continues to vigorously oppose Senate Bill 98, which is legislation that if passed would create a new dental provider in Ohio. Under the proposal, this new "dental therapist" would, after just three years of training post-high school, be able to perform a broad scope of practice and duties, including diagnosis of dental disease, formulation of treatment plans, extractions of primary and permanent teeth, restorations of primary and permanent teeth, scaling and root planing, and administration of local anesthesia.

State Sen. Peggy Lehner (R-Kettering) introduced this proposal last spring for the second time in Ohio. In recent years, similar bills have been introduced in several other states, including New Mexico, Washington and Kansas. However, dental therapists currently only practice statewide in Minnesota.

This proposal is being pushed as a solution to access to dental care in Ohio by the Universal Health Care Action Network of Ohio, which has substantial funding from the Kellogg Foundation to push dental therapists in Ohio, and the Ohio Dental Hygienists' Association. They argue that dental therapists will practice in underserved rural areas and treat low-income Ohioans who currently do not have access to dental care. The experience in Minnesota, however, is that most dental therapists work in populated areas as opposed to rural underserved areas.

Our message is clear: only a dentist should perform a diagnosis, develop treatment plans and perform irreversible surgical procedures including extractions and restorations. Ohio's patients deserve nothing less than the full range of dental

Advocacy efforts at work: 2018 preview

services that only a dentist is trained to provide, which is why the ODA continues to actively oppose Senate Bill 98.

ODA's access to care initiative

The ODA and its members have a long history of developing innovative programs that truly address access to dental care and workforce development. The ODA's Task Force on Auxiliary Utilization and Access to Care is charged with researching and developing proposals related to enhancing access to dental care in Ohio, better utilizing the existing dental team, and modernizing Ohio's dental laws to reflect advancements in technology. In recent years, the task force's work has led to legislation that has, among other things, expanded loan repayment opportunities for new dentists who provide care in designated shortage areas to underserved populations, reformed several dental Medicaid policies leading to reimbursement increases, and created alternative pathways to licensure by allowing dental school graduates to complete an accredited dental residency program (PGY1) in lieu of taking a regional exam.

The most recent efforts of the task force led to House Bill 184, which would update Ohio's laws to permit the extension of care into underserved communities via tele-dentistry. For example, this bill would permit dentists to perform an exam via real-time exchange of information through technology, including intraoral cameras and digital x-rays, and allow a dentist to provide direction to a dental hygienist or expanded function dental assistant with specific training to perform interim therapeutic restorations or administer silver diamine fluoride. Both of these procedures can treat and arrest tooth decay and get patients out of pain or discomfort but do not require drilling or other invasive procedures. The bill would also allow a dentist to prescribe a non-controlled substance such as an antibiotic via tele-dentistry when appropriate.

The use of tele-dentistry enhances the ability of certain institutions and other clinics to extend the care they provide into underserved settings. It is important to note, however, that the bill requires specific patient protections when services are provided through tele-dentistry including abiding by all laws related to the privacy and security of the patient's dental and medical information.

In addition to the provisions related to tele-dentistry, House Bill 184 would direct the creation of a proposal for Choose Ohio First scholarships for dental school. To be eligible for these Choose Ohio First scholarships, the recipient would be required to practice dentistry for not less than four years upon graduation from den-

tal school in a dental resource shortage area in Ohio and treat Medicaid patients.

House Bill 184 would also update Ohio's licensure laws to ensure that the Ohio State Dental Board accepts the results of all regional clinical exams to further enhance licensure portability.

Finally, House Bill 184 would also make other changes to Ohio's laws to reduce the barriers for the existing dental team members – including dental hygienists and expanded function dental assistants – to provide prevention services in most settings, including nursing homes, schools and other public health settings.

House Bill 184 was introduced last spring by Reps. Theresa Gavarone (R-Bowling Green) and Anthony DeVitis (R-Green). It unanimously passed the Ohio House Health Committee by an 18-0 vote on Sept. 20 and passed the Ohio House of Representatives by a 91-6 vote on Oct. 11. The bill now goes to the Senate for consideration.

Non-covered dental services

The ODA also continues to support non-covered dental services legislation, which would prohibit dental insurance plans from setting the fees for dental services the insurance company does not cover for the enrollee. Thirty-nine other states already prohibit this fundamentally unfair practice.

Legislation that would prohibit this practice in Ohio is currently pending in both the Ohio Senate and Ohio House of Representatives. Senate Bill 87 was introduced last spring by Sens. Bob Hackett (R-London) and Matt Huffman (R-Lima). A companion bill, House Bill 367, was introduced in the fall by Rep. Anthony DeVitis (R-Green) along with eleven co-sponsors.

The ODA continues to fight for this critical, common-sense legislation despite significant opposition from dental insurers, several unions and the Ohio Chamber of Commerce.

Looking ahead

It is unclear what other legislative issues may arise throughout 2018, but ODA members can rest assured that the organization will continue working to protect dental practices from unnecessary government intervention, protect the sanctity of the dentist-patient relationship and proactively work to improve dental practices with common sense reforms.

Please keep an eye on future issues of the "ODA Today" for updates on legislation. Membership in ODPAC and participation in grassroots advocacy play a significant role in helping the ODA fight for these legislative priorities, so dentists are encouraged to attend the ODA's Day at the Statehouse on March 7, 2018.

Download the ODA member logo!

Showcase your membership in the Ohio Dental Association by downloading the 2018 ODA member logo for use on your website or electronic communications. For more information and to download the logo, visit oda.org/account/logo.



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.



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2018 ODA Annual Session to help solve problems dental offices face

By Jackie Best Crowe
ODA Managing Editor

Are you struggling with the business side of running a dental practice? Do you want to improve your clinical skills? Do you want to motivate your team? Dr. Betsy Mueller, chair of the 2018 ODA Annual Session, said this year's Annual Session is where dentists can come to find solutions to the problems they're facing in their practices. From clinical problems to business problems to administrative problems to staff problems, Annual Session will have a course or speaker to address the problems dentists are encountering.

The 2018 ODA Annual Session – more engagement = more achievement – will be Sept. 13-16 in Columbus.

"This year's theme, more engagement = more achievement, means the more connected you are in the business of dentistry and in organized dentistry the more successful you will be," Mueller said. "We are talking money. You are going to be a more successful dentist if you know what's going on in the profession. If you know how to manage your staff, how to do a good technical job, how to do the business and entrepreneurial side of the job – the more you drill down into different aspects, the more successful you will be."

Mueller said a lot of great and exciting speakers will be at this year's Annual Session. She said offices can work on team development on Thursday with Dr. Roger Levin, who will talk about making each person on the dental team into a sales person. On Friday, Dr. Howard Farran, the founder of DentalTown, will help get dentists excited about making money. On Saturday, Dr. Gordon Christensen will give an update on what's new with dental ma-

terials and where the profession is going. Mitchell Garnier will speak on malpractice and how to stay out of trouble.

Additionally, Annual Session will feature many technical speakers, as well as a course about digital impressions and what type of scanners to buy to help people figure out how to navigate the new wave of technology.

Mueller said she takes her team to Annual Session each year, and she recommends that other dentists take their teams as well.

"It does me no good to have info that I keep to myself," Mueller said. "I'm a really strong believer in spending money on staff development if you want to have higher level of office. If you want to be on the next plane, you have to invest time and money in support staff. The more you invest in your team, the better your office will do. The more calm and peaceful your life will be. An economical way to do that is at the ODA Annual Session."

In addition to nationally known speakers for the entire team, Annual Session also will feature an expansive Exhibit Hall with more than 200 booths. Mueller said that shopping the Exhibit Hall provides a huge advantage to dentists and their teams because they can actually look at, feel and touch materials and products before purchasing them.

The Annual Session Committee is exploring new ways for attendees to interact with exhibitors and products, so dentists and their teams should be on the lookout for creative opportunities in the Exhibit Hall.

Additionally, Annual Session will feature many social opportunities for dentists

See ANNUAL SESSION, page 7



ODA Staff

The 2018 ODA Annual Session will feature CE courses for the entire dental team. This year's Annual Session will be Sept. 13-16 in Columbus.

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 |



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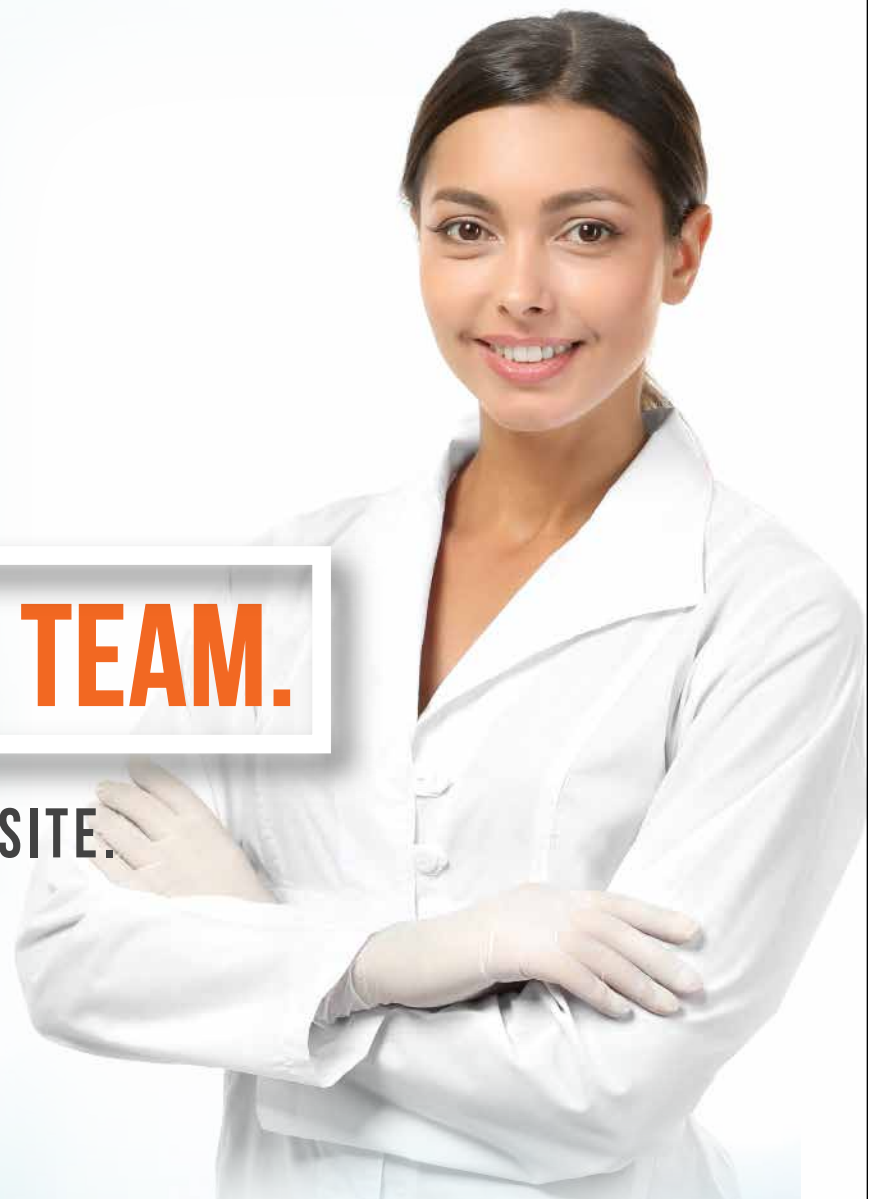
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ODA Seeking Nominations for Awards of Excellence

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.

Medicaid to cover tobacco cessation counseling services

On Jan. 1, Medicaid dental benefits began to cover tobacco cessation counseling services. These services for the control and prevention of oral disease are now a covered service for individuals who use or have a history of using tobacco products.

Tobacco cessation counseling services are represented by procedure code D1320 and the maximum fee is \$15. These services must be provided on the same date of service as another dental service.

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/.

2018 ODA member logo now available for members to download

The 2018 Ohio Dental Association member logo is now available for members to download.

The ODA member logo can be used by dentists on their websites, electronic communications and e-newsletters to highlight their membership in the ODA.

To download the member logo, visit oda.org/account/logo/. After logging in and agreeing to the terms of use, members will be able to download the logo.

Using the ODA member logo on websites and other electronic communications is a members-only benefit that allows dentists to showcase their membership in the ODA.

ODA seeks information on donated care

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

To report donated care, visit <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.

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ODA Meeting & Event Calendar

Jan.

- 1 ODA office closed for holiday
- 11-12 Executive Committee
- 16-17 Council on Dental Care Programs and Dental Practice
- 19 Council on Access to Care and Public Service (call)
- 29 Subcouncil on New Dentists (call)

Feb.

- 9 Leadership Development Committee
- 16 Council on Membership Services
- 28 Dental Education and Licensure Committee

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.

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/>.



ODASC helps you save time and money by securing discounts on products and services available exclusively for ODA members and by finding products and services that provide the best value for the price.

Streamline your current processes with the following products and services:

- ▶ **Best Card** - A credit card processing company that saves dentists on average 27% and offers great customer service.
- ▶ **CareCredit** - A health care credit card that helps families manage out-of-pocket expenses and helps you simplify your billing process.
- ▶ **ClaimX** - An electronic insurance claim management and processor pioneered by ExtraDent.
- ▶ **Lighthouse 360** - An automated patient communication system that can reach 100% of your patients with email, text messages, phone calls, postcards and letters.
- ▶ **ProSites** - A website solution for dental professionals who want the ultimate web presence for their practice.

ODASC representatives are available to help you decide which products and services will be a good fit for your practice. ODASC representatives are experienced and are not paid through commissions, so their only interest is making sure your needs are met.



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GKAS, from page 1

Federal and state legislators are expected to attend the event to meet with OSU, ADA and ODA representatives, including Crowley and Lloyd, to learn more about dental education and access to dental care in Ohio. Representatives from the Give Kids A Smile Day sponsors, Henry Schein Dental, Colgate and KaVo Kerr, also will attend the event.

The kick-off event is one of many Give Kids A Smile programs that will take place throughout the year to help children in need receive access to quality dental care. Participating dentists decide the scope, location, number of children and dates of their events. Programs range from educational events to basic screening and preventive care to full restorative.

"It is great that dentists take time away from their practices to participate in the Give Kids A Smile program," said ODA President Dr. Steve Moore. "Throughout the year, dentists in 130 events across Ohio will provide more than \$1 million in care and education. This is a wonderful, rewarding event for both the dentists and children."

In 2018, more than 500 dentists are planning to volunteer their time through various GKAS efforts.

For more information, dentists can visit <http://oda.org/community-involvement/give-kids-a-smile/>, or contact ODA Manager of Public Service and ODA Foundation Kristy Kowalski by calling (800) 282-1526 or emailing Kristy@oda.org.

ODA, from page 2

The ODA is honored to have three of its leaders currently serving in leadership positions at the ADA. Drs. Kyger, Lemmo and Crowley will discuss the latest information on national trends in dentistry, give updates on how organized dentistry is working to address current challenges in dentistry and will answer attendees' questions.

Following the ADA panel, the ODA's advocacy team will be on hand for a town hall meeting providing the latest information on pending legislation and regulations that could impact dentistry. This group of seasoned government affairs specialists will also provide a political update and an election preview as things continue to heat up in Washington and as Ohio prepares to elect a new governor and other state-wide officeholders.

Past ODA president Dr. Tom Paumier will give the closing keynote presentation discussing "The Oral Health-Systemic Health Connection: What's the Evidence?" Paumier, who has a private general dental practice in Canton and is a former chairman of the ADA's Council on Members Insurance and currently serves on the faculty of the Mercy Medical Center Dental General Practice Residency program, will give an overview of where there have been associations between dental disease and systemic disease and what the current literature supports as evidence. Paumier will discuss how this information can be used to educate patients, the community at large and physicians to promote interdisciplinary collaboration to enhance the overall health and wellbeing of patients.

Conclusion

Both ODA Day at the Statehouse and the Leadership Institute are fantastic opportunities to network with colleagues, advance your profession, and learn about issues and strategies that can help you be more successful in your practice. And best of all, both events are free for ODA members. I hope to see you in March!

Common pay-per-click advertising questions from dentists**Submitted by ProSites**

Pay-per-click advertising (PPC) can be a key component of a dental practice's online marketing strategy. If you've been considering PPC for your practice, or have a simple interest in learning more to see if it's a right fit, endorsed website design and marketing provider, ProSites, has highlighted the most common questions from dental practices to give you a better idea of what's entailed.

Q: How much do clicks cost?

A: While a common question, it's also the hardest to answer, as there are numerous factors that go into determining bids for certain keywords.

First, it's important to understand that Google's AdWords platform runs as an auction. Similar to how you would bid for a product on eBay, with AdWords, you tell the "seller" (Google) what you are willing to pay for the "product" (the keywords/location you want to target).

You'll typically pay 60-80 percent of your bid, depending on what others bid

and what the competition in the targeted location is. For example, AdWords Keyword Planner shows a suggested bid of \$3.63 for "teeth whitening" in San Jose, CA and \$1.63 in Omaha, NE. Since keywords and competition vary in each market, it's important to have a somewhat flexible budget when beginning your initial campaigns.

Q: What is a typical PPC budget for a sole-practitioner?

A: As outlined above, it depends on various factors, however, we typically recommend that dentists put at least \$400 per month toward AdWords. Distributed evenly throughout the month, this equates to \$13 available daily for clicks. Therefore, if one click on your AdWords ad costs \$6, you only have enough spend for two clicks (potential new patients) daily. Running out of budget during the day will cause AdWords to stop your ads until more budget is available the following day. This is why dentists in highly-competitive markets can easily hit their maximum daily spend, while dentists in less competitive areas may only

reach the max once or twice a week.

While expanding your budget is one way to obtain more leads, optimizing your campaign can help you stretch your budget even further by analyzing metrics such as impressions, click-thru rate and conversions for targeted keywords and/or locations to learn where your money is best spent and get the best return on your investment.

Q: Do I need another website set up for PPC, in addition to the website I already have?

A: No. But you should create landing pages for your PPC ads. A landing page is different than a normal web page because it is created specifically for an advertisement. When someone clicks your PPC ad about teeth whitening services, you don't want to send them to your website homepage where they have to dig for more information about teeth whitening. Instead, you want to send them to a landing page that is specifically about

See PPC, page 15

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- Administrative Law before State Dental Boards
- Dental Malpractice Defense
- Practice-related Business Transactions

Dr. Recker also represents multiple national dental organizations and individual dentists in various matters, including First amendment litigation (i.e. advertising), judicial appeals of state board proceedings, civil rights actions against state agencies, and disputes with PPOs and DMSOs.



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



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

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ODA Staff

The 2018 ODA Annual Session will feature many social activities, where attendees can meet and network with colleagues from across the state or take time to team-build with their office.

ANNUAL SESSION, from page 4

and their staffs, including a party for the entire dental team, a new dentist reception, and the Callahan Celebration of Excellence.

Annual Session is also a great time for staffs to spend time team building together by going out to dinner at one of the great restaurants near the convention center, Mueller said.

New this year, Annual Session will feature an opportunity for dentists to meet up with other dentists and go out to dinner. This opportunity will be specifically aimed at female dentists, where they can meet new people and network.

Watch future issues of the "ODA Today," "NewsBytes," and "ODcAst: The Ohio Dental Podcast" for more details about Annual Session, and be sure to like the ODA Annual Session Facebook page for the most up to date information. Register now for the 2018 ODA Annual Session at oda.org/events.



Like the ODA Annual Session Facebook page!



Have a question? Contact the Ohio Dental Association!

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Check out the ODA's podcast!

The ODA has launched a new podcast series called ODcAst: The Ohio Dental Podcast! This podcast is a convenient new communications vehicle featuring ODA staff members and other experts discussing the latest information related to the ODA and dentistry in Ohio.

Recent topics include:

- new opioid prescribing rules for acute pain in Ohio
- new mandate requiring most dental offices to have an amalgam separator
- membership benefits
- how to plan a Give Kids A Smile event
- a discussion with Dr. Steve Moore on his upcoming year as president

To listen to the podcast, visit oda.org/resource-library/ and click on "ODcAst: The Ohio Dental Podcast."

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



CDT 2018 Kit is now available

The ADA's CDT 2018 Kit is now available, and includes:

- CDT 2018: Dental Procedure Codes manual
- CDT 2018 Coding Companion
- CDT Code Check App

To order, visit <http://ebusiness.ada.org/productcatalog/33176/Coding/K218i?source=Egram&content=ADAcatalog&medium=17447AE&loc=ADACatalogorgbody>.

Share your Give Kids A Smile photos with the ODA!

The Ohio Dental Association would like dentists to submit photos of their Give Kids A Smile programs from across the state. Whether events are held on Feb. 2 for Give Kids A Smile Day or later in the year, the ODA would like photos from all types of events.

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

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

Dental Insurance Corner

Medicare prescription drug rule rescinded but dental benefits concerns remain

By Christopher Moore, MA
ODA Director of Dental Services

Like almost everything else associated with Medicare's prescription drug rule, the most recent actions by the Centers for Medicare and Medicaid Services (CMS) have sparked a flurry of calls to the Ohio Dental Association from member dentists.

Late last year, CMS announced its plans to rescind certain Medicare Part C and D requirements for providers including dentists.

Prescription drugs

The announcement means dentists no longer have to enroll in or opt out of Medicare in order for their prescriptions for Medicare or Medicare Advantage Plan covered patients to be reimbursed by Medicare. This change of course will nullify the many times already delayed prescription drug rule that was scheduled to be enforced on Jan. 1, 2019.

"Elimination of this requirement removes an unnecessary burden for dentists who need to write prescriptions for Medicare covered patients," said Dr. David Kimberly, chair of the ODA Council on Dental Care Programs and Dental Practice. "The American Dental Association should be commended for its strong advocacy efforts in helping to make this change a reality."

CMS intends to replace the Medicare enrollment requirement with a "preclusion list" and will require the denial of prescriptions for Part D covered drugs "if the individual who prescribed the drug is included on the 'preclusion list.'" The list includes prescribers who are currently barred from the Medicare program or have acted in a way that CMS could have barred them from the program.

Third-party payment

The rule revision also means CMS will no longer require dentists be enrolled in Medicare in order for Medicare Advantage Plans to provide reimbursement for their services. The revision, however, does not make any changes to the two year opt out time frame for those dentists who have already opted out of Medicare.

As such, as long as a dentist is opted out of Medicare then he/she may not accept reimbursement for providing services covered by Medicare or Medicare Advantage Plans. Similarly, Medicare and Medicare Advantage Plans are prohibited from reimbursing for any dental services the dentist provides to their Medicare covered patients.

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

patient's responsibility.

It does cover a very narrow and limited set of dental services – those necessary to provide certain Medicare covered medical services, e.g., extracting a tooth as part of treating a fractured jaw, maxillo-facial surgery for pathological or traumatic medical conditions, prosthetic rehabilitation to replace or treat certain oral and/or facial structures related to covered medical and surgical interventions such as cancer surgery, extracting teeth prior to jaw radiation treatment, oral examination prior to kidney transplantation and certain medical procedures that dentists are licensed to perform such as a biopsy for oral cancer.

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

"It is important for dentists who have

previously opted out of Medicare but now do not want to remain opted out to take action to ensure their opt out status does not remain in effect following their current two year opt out period," Kimberly said. "Dentists should inform CGS of their intention to not remain opted out 30-60 days prior to the two year anniversary of being opted out of Medicare."

CGS is the company that administers Medicare in Ohio. Dentists should direct their correspondence to the company at: CGS Administrators, LLC, Provider Enrollment Department, P.O. Box 20017, Nashville, TN 37202-0013.

It should be noted that CMS' proposed prescription drug rule rescission will not have any impact on dentists' contracts with third-party payers. For example, since Delta Dental of Michigan, Ohio, and Indiana has tied participation in its participating provider networks like Premier and PPO to participation in its Medicare Advan-

See MEDICARE, page 13

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

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ODA Foundation looking ahead to future

ODA Staff

The ODA Foundation has been reaching toward its mission of improving oral health of the citizens of Ohio and advancing the dental profession since 1995. The Foundation has awarded more than \$1 million through nearly 100 grants and 350 scholarships. But ODA Foundation Chairman Dr. Jim Karlowicz and the board of trustees have their sights on the future of the ODA Foundation.

"Several thoughts come to mind for the growth of the ODA Foundation in 2018, first of which is increasing the depth and diversity of our Board of Trustees," Karlowicz said. "By utilizing the thought processes of younger members as well as seeking out new trustees from the leadership development teams of our component societies, we can ensure the Foundation remains the premier vehicle for charitable giving among our ODA members."

The ODA Foundation board is seeking new trustees who have a passion for its mission, an interest in fundraising and a desire to oversee the funds donated by

fellow ODA members to ensure the greatest impact on oral health in Ohio. Anyone interested in joining the ODA Foundation board should contact the ODA Foundation by emailing Kristy@oda.org.

"In 2018 we are also looking to continue establishing and developing existing relationships with oral health care and dental access partners in Ohio," Karlowicz said.

Through the ODA Foundation's access to care grants, the organization and its staff have formed relationships with organizations across Ohio that are improving access to care and oral health and have led to further partnerships on activities such as Give Kids A Smile, assisting free clinics with finding volunteer dentists and helping ODA members better understand the functions of Ohio's safety net.

"Along with building and strengthening those relationships with the dental safety net comes our push to respond and offer assistance to worthy grant applicants in all regions of Ohio," Karlowicz said. "Our trustees put a lot of effort into choosing the grant applications for funding, and we want to ensure we are touching all

areas of Ohio."

The ODA Foundation grant application will open in early 2018. ODA members who work for or volunteer with a 501c3 organization that improves access to dental care for the underserved can suggest that their organization applies for the Foundation's grant opportunity to assist in their efforts.

"Finally, we want to grow the impact of the ODA Foundation's activities by encouraging not only increased contributions by our member donors, but to solicit their thoughts and ideas for the Foundation's development."

ODA member donations to the Foundation make up the majority of the Foundation's annual funds for grants and scholarships.

"Our dedicated grassroots members can cultivate a very personal feeling of making a difference in our profession, and the ODA Foundation is the way to do it!" Karlowicz said. "Modest, regular contributions of all members will have a geometrically focused impact on grants and scholarships. The ODA Foundation invites you all to make a difference!"

Donate to the ODA Foundation on your dues statement!

As the charitable arm of the ODA, the ODA Foundation relies heavily on the donations of ODA members to make its work possible. ODA members are asked to give an \$85 donation on their dues statement, but can choose to give any amount. The voluntary contribution makes up the majority of the ODA Foundation's income for the year, allowing about \$100,000 in grants and scholarships to be awarded each year. Dues statements were mailed and emailed out in late November. Those utilizing an installment plan must donate separately. Contributions to the ODA Foundation are tax deductible.

2017 ODA Foundation Donors \$100+

The following donors gave donations of \$100+ to the ODA Foundation's general fund between November 1, 2016 and October 31, 2017. Donors with a * have reached the \$5,000 lifetime giving level.

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See ODAF, page 13

2018 Continuing Education course listing

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

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

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

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

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

2018 Continuing Education Courses

January

- 11: **"Growing Your Dental Practice Through Effective Social Media Marketing"**; Speaker: Dr. Jack Hadley; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society @ (330) 759-5085 or executive_office@corydonpalmer.org
- 17: **"Medical Emergencies/Dental Fear"**; Speaker: Dr. Larry Sangrik; CE: 8; Location: Elyria; Contact: Lorain County Dental Society, Casey O'Connor email CaseyDDS@aol.com or Abby Kerns at AbbyKerns.LCDS@gmail.com
- 19: **"Anatomically Driven Biologic Endodontics"**; Speaker: Dr. Martin Trope; CE: 6; Location: Sinclair Community College; Contact: Dayton Dental Society @ (937) 294-2808
- 26: **"Seven Hour Dental Assisting Radiology"**; Speakers: Jamie Carpenter, CODA, EFDA & Toni Mulford, CODA, EFDA; CE: 7; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371

February

- 7: **"Endodontic Pain: Biology, Diagnosis, Causes, Prevention, Treatment"**; Speaker: Dr. Paul A. Rosenberg; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443
- 21: **"Fundamentals of Periodontics: From Diagnosis to Therapy and Beyond"**; Speaker: Dr. Jeffrey Wessel; CE: 8; Location: Elyria; Contact: Lorain County Dental Society, Casey O'Connor email CaseyDDS@aol.com or Abby Kerns at AbbyKerns.LCDS@gmail.com
- 21: **"OSHA Update" "Dental Radiography Review"**; Speakers: Jenny Schnettler, DDS, MSD and Jamie Carpenter CODA, EFDA; CE: 2 each; Location: Canton; Contact: Stark County Dental Society @ (330) 305-6637
- 21: **"Mindfulness in Motion' Practical Tips to Stay Healthy and Renew Joy at Work"**; Speaker: Dr. Francoise Adan; CE: 4; Location: Medina; Contact: Dr. Nivine Y. El-Refai @ 330-721-1350 or nivine@gentleendo.com
- 23: **"Seven Hour Dental Assisting Radiology"**; Speakers: Jamie Carpenter, CODA, EFDA & Toni Mulford, CODA, EFDA; CE: 7; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 27: **"Dental Anesthesiology"**; Speakers: Drs. Amy Barricklow and David Backus; CE: 2; Location: Toledo; Contact: Toledo Dental Society @ (419) 474-8611

March

- 9: **"A Partial Course on Partial Dentures" and "Complete Denture Techniques for the 21st Century Improving George Washington's Wooden Teeth"**; Speaker: Dr. M. Nader Sharifi; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443
- 10: **"Monitoring Nitrous Oxide Sedation"**; Speaker: Sheri Sauer, CODA, CDA; CE: 6; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 14: **"How to Keep Your Practice ALIVE& THRIVING"**; Speaker: Joy Millis; CE: 6; Location: Sinclair Community College; Contact: Dayton Dental Society @ (937) 294-2808
- 16: **"Be Aware of Wear" and "What's a Dentist to Do?"**; Speaker: Dr. Thomas E. Duney; CE: 7; Location: North Canton; Contact: Akron Dental Society @ (330) 376-3551 or Stark County Dental Society @ (330) 305-6637
- 16: **"Be Aware of Wear: A systematic Approach to Diagnosing, Treatment Planning, and Restoring the Worn Dentition" and "What's a Dentist to Do? Diagnosis, Treatment Options, and Rehabilitation of Difficult and Unusual Cases"**; Speaker: Thomas E. Duney, DMD; CE: 7; Location: Canton; Contact: Stark County Dental Society @ (330) 305-6637
- 16: **"Pearls for Your Practice - What's New That Could Change Your World"**; Speaker: Dr. Joshua Austin; CE: 7; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 21: **"Smile Design Concept and Materials"**; Speaker: Dr. Rafat Amer; CE: 8; Location: Elyria; Contact: Lorain County Dental Society, Casey O'Connor email CaseyDDS@aol.com or Abby Kerns at AbbyKerns.LCDS@gmail.com
- 23-24: **Ohio Dental Association Leadership Institute**; Location: Columbus; Contact: ODA (800) 282-1526

April

- 6: **"Seven Hour Dental Assisting Radiology"**; Speakers: Jamie Carpenter, CODA, EFDA & Toni Mulford, CODA, EFDA; CE: 7; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 12: **"Infection Control/OSHA Lecture"**; Speaker: Sheri Sauer, CODA, CDA; CE:

- 3; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 18: **Full Day Spring Clinic**; Speakers: Various; CE: Various; Location: Toledo; Contact: Toledo Dental Society @ (419) 474-8611
- 20: **Endodontic Full Day with hands on workshop**; Speaker: Dr. Alex Fleury; CE: 7; Location: Medina; Contact: Dr. Nivine Y. El-Refai @ (330) 721-1350 or nivine@gentleendo.com
- 20: **"Current Concepts in Implant Dentistry"**; Speaker: Dr. Frank O. Higginbottom; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443
- 25: **"Antibiotic Prophylaxis", "Ohio's Opioid Crisis", and "Staying Compliant with Regulations"**; Speakers: Drs. Thomas Paumier, Sharon Parsons, David Kimberly, and Mr. Nathan DeLong and Mr. Chris Moore; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society @ (330) 759-5085 or executive_office@corydonpalmer.org

May

- 2: **ADA & ODA update**; Speakers: Dr. Ron Lemmo and Mr. David Owsiany, JD; CE: 2; Location: Medina; Contact: Dr. Nivine Y. El-Refai @ 330-721-1350 or nivine@gentleendo.com
- 2: **North Coast Spring Meeting**; Speaker: Various; Location: Cleveland; Contact: Greater Cleveland Dental Society @ (440) 717-1891
- 11: **"Seven Hour Dental Assisting Radiology"**; Speakers: Jamie Carpenter, CODA, EFDA & Toni Mulford, CODA, EFDA; CE: 7; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 16: **"Financial Information from Starting a Practice to Retirement"**; Speaker: Mr. Sam Foreman; CE: 2; Location: Toledo; Contact: Toledo Dental Society @ (419) 474-8611
- 18: **"So Little Room, So Much to See" and "Restore Your Confidence in Pediatric Restorative Care"**; Speaker: Dr. Gregory L. Psaltis; CE: 7; Location: North Canton; Contact: Akron Dental Society @ (330) 376-3551 or Stark County Dental Society @ (330) 305-6637
- 18: **"So Little Room, So Much to See" and "Restore Your Confidence in Pediatric Restorative Care"**; Speaker: Gregory L. Psaltis, DDS; CE: 7; Location: Canton; Contact: Stark County Dental Society @ (330) 305-6637

June

- 22: **"Seven Hour Dental Assisting Radiology"**; Speakers: Jamie Carpenter, CODA, EFDA & Toni Mulford, CODA, EFDA; CE: 7; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 29: **"Monitoring Nitrous Oxide Sedation"**; Speaker: Sheri Sauer, CODA, CDA; CE: 6; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371

July

- 27: **"Infection Control/OSHA Lecture"**; Speaker: Sheri Sauer, CODA, CDA; CE: 3; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371

August

- 10: **"Seven Hour Dental Assisting Radiology"**; Speakers: Jamie Carpenter, CODA, EFDA & Toni Mulford, CODA, EFDA; CE: 7; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371

September

- 3-16: **Ohio Dental Association Annual Session**; Location: Columbus; Contact: ODA (800) 282-1526
- 28: **"Management of Invasive Cervical Resorption"**; Speaker: Dr. Rick Swartz; CE: 7; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 21: **"Seven Hour Dental Assisting Radiology"**; Speakers: Jamie Carpenter, CODA, EFDA & Toni Mulford, CODA, EFDA; CE: 7; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 28: **"Recommendation Marketing – Technology in the Dental Practice"**; Speaker: Dr. Rob Ritter; CE: 6; Location: Sinclair Community College; Contact: Dayton Dental Society @ (937) 294-2808

See CE LISTING, page 11

CE LISTING, from page 10

October

- 5: **Seven one-hour lectures from Akron Dental Society and Stark County Dental Society Specialists**; Speaker: Dr. Thomas E. Duney; CE: 7; Location: North Canton; Contact: Akron Dental Society @ (330) 376-3551 or Stark County Dental Society @ (330) 305-6637
- 5: **Specialists' Day**; Speakers: Drs. Tom Dietrich, Constantin Farah, John White, Mike Hoffman, Raj Vij, Emily Mellion, Joe Dietrich, and Rich Burns; CE: 7; Location: Canton; Contact: Stark County Dental Society @ (330) 305-6637
- 10: **"32 Teeth and 100 Birthdays"**; Speaker: Mr. David Meinz; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society @ (330) 759-5085 or executive_office@corydonpalmer.org
- 18 **"Infection Control/OSHA Lecture"**; Speaker: Sheri Sauer, CODA, CDA; CE: 3; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 11 **"Periodontists"**; Speakers: Drs. Bill Carroll, John Estemalik, Scott Nightingale, Brian Roy, and Ziad Tohme; CE: 2; Location: Toledo; Contact: Toledo Dental Society @ (419) 474-8611
- 12 **"Conservative Adhesive and Esthetic Dentistry: Proven Solutions for Clinical Success!"**; Speaker: Dr. Harald O. Heymann; CE: 6.5; Location: Cincinnati;

Contact: Cincinnati Dental Society @ (513) 984-3443
 18-22: **ADA Annual Session**; Location: Honolulu, HI; Contact: ADA (800) 621-8099
 26: **Seven Hour Dental Assisting Radiology**; Speakers: Jamie Carpenter, CODA, EFDA & Toni Mulford, CODA, EFDA; CE: 7; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371

November

- 2: **"The Esthetic Hierarchy"**; Speaker: Dr. Stuart Isler; CE: 6; Location: Sinclair Community College Contact: Dayton Dental Society @ (937) 294-2808
- 2: **"Technology In Your Dental Practice: A Review of Current Product and a Look Into the Future"**; Speaker: Dr. Paul Feuerstein; CE: 7; Location: North Canton; Contact: Akron Dental Society @ (330) 376-3551 or Stark County Dental Society @ (330) 305-6637
- 7: **"Endodontic Pearls"**; Speaker: Dr. Frank Cervone; CE: 2; Location: Medina; Contact: Dr. Nivine Y. El-Refai @ 330-721-1350 or nivine@gentleendo.com
- 9: **"10 Top Management Tools for a Successful Practice"**; Speaker: Lois J. Banta; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443
- 10: **"Monitoring Nitrous Oxide Sedation"**; Speaker: Sheri Sauer, CODA, CDA; CE: 6; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371
- 15: **"Incorporating Quality Periodontics into Restorative Dentistry" and "The 'New' Periodontal Disease"**; Speaker: Dr. Samuel Low; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society @ (330) 759-5085 or executive_office@corydonpalmer.org
- 30: **"Seven Hour Dental Assisting Radiology"**; Speakers: Jamie Carpenter, CODA, EFDA & Toni Mulford, CODA, EFDA; CE: 7; Location: Columbus; Contact: Columbus Dental Society @ (614) 895-2371



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The Explorer

Matthew J. Messina, DDS
Executive Editor

Emotional Laziness

A teacher came into her classroom in the morning and wrote her “Word of the Day” onto the board. She stepped back and admired her excellent handwriting, which she had worked hard over the years to perfect. In bold letters, it proclaimed “APATHY.” Satisfied with her work, she walked out of the room to fill up her coffee mug, fortifying herself for the morning ahead.

Two students strolling by in the hallway on the way to their lockers looked into the classroom and saw the word. One kid stopped briefly. “A-Pathy?” he moaned. “I wonder what it means?”

His friend shrugged his shoulders and kept walking. “Aw, who cares?”

As we start the new year, I’m struck by a disparity of response that I see in society. It is especially evident during the holidays, but it’s there if you look year-round. There was a report about homeless veteran

Johnny Bobbitt who gave his last \$20 to help a stranded stranger buy gas to fill up her tank and get safely home. Kate McClure made a point to tell the story on social media and set up a GoFundMe account to benefit the vet. The national attention that they gained led to contributions totaling more than \$400,000, enabling Johnny to buy a house.

This story is not an isolated event. The generosity of the American public is amazing. When people care, they can move mountains. The challenge is in getting them connected. Far too often, we walk past a number of small hills in order to find the big mountain to move.

There still remains a lot of physical work that needs to be done in the world. Sometimes when we talk about the “heavy lifting” required to move those mountains, we mean with a shovel. However, more often than not, today’s work involves thinking, writing, commenting, discussing – blogging, tweeting!

In the manufacturing economy of the past, many people went to work each day at the plant. The day began with a pile of parts on one side and ended with something constructed on the other side. You could sense your progress as the parts dwindled and something appeared as the result of your labor. Laziness was the desire to avoid physical labor and put off the effort to get the work done.

Now, we have evolved. The information

economy requires less physical labor. It’s more difficult to see the daily results of our efforts. We work to reduce the pile of virtual parts. But, laziness still exists.

In fact, it may be at an all-time high. Modern lazy involves not being involved. Avoiding the emotional connection with others. It’s easy to move through life with our heads down, buried in our phones and computers. We are the most interconnected society in history, yet the least relational. We can observe and talk with people all around the world, but we don’t really see and communicate with our next-door neighbors.

Except when something happens that breaks through the noise and makes people stop. When we become connected, the outpouring of effort can be overwhelming. That’s why so much time is spent calling attention to various causes.

It’s not a new concept. The Muscular Dystrophy Association (MDA) was founded in 1950, but not many people knew about it until comedian Jerry Lewis started the MDA Telethon on Labor Day weekend in 1966. From its inception through 2009, the MDA Telethon raised \$2.45 billion dollars!

We have pink ribbons for breast cancer awareness. No-Shave November for cancer prevention. World Diabetes Day (Nov. 14), the Great American Smokeout (third Thursday in November), Self-Injury Awareness Day (March 1) ... Who knew,

but there’s even a website listing all the awareness days (awarenessdays.com). As a profession, we have Children’s Dental Health Month, and, of course, Give Kids A Smile Day.

I don’t mean to diminish the days of awareness. They serve an important purpose. We call attention to things that are vital for us to remember. We need “days” to break through the clutter of our lives and remind us to care. Just think how much more successful we could be if we weren’t so lazy emotionally. If we each took small steps daily to make the world a better place rather than waiting for one day to create a giant leap forward.

After all, that’s the point of Give Kids A Smile Day. We know we can’t fix all the dental problems in America with one day of charity. We use that day to focus attention on public health needs and to get commitment from the profession, legislators, and the public to work to reduce the barriers to access and make things better every day.

That’s the challenge for us. To end emotional laziness, we simply need to care enough to get up off our virtual couches, get connected, and make good things happen. There’s no doubt that the American people can get it done when they want to. We just need to care enough to get started.

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



It's Your Choice

Robert Buchholz, DDS
Guest Columnist

.... ‘The Baby with the Bath Water’

Part II : ‘Chasing Dopamine’

Can you identify at least three potentially addicting/Dopamine releasing substances that have been around for at least 5,000+ years?

(Hint: two of them can be smoked.)

OK, time’s up.

Nicotine and opium can be smoked while the third is a liquid – alcohol.

All three are controlled substances – to a degree – in American society.

All three are a result of growing botanicals.

Once the mechanism of creating fire was discovered, I can only wonder how many plants were consumed or smoked before Homo sapiens finally hit the Dopamine jackpot(s).

You can make book on it ... that:

Something that’s been around almost as long as modern man – isn’t going away anytime soon!

That: If you want to know what’s going down, drug wise, in our society ... get yourself an eighth-grade granddaughter. I have one, and I thoroughly enjoyed watching her play on the JV high school soccer team this year. What I didn’t enjoy was her older teammates baking some marijuana laced brownies for a road trip game miles away from home.

That: It’s your right to disagree with me but in many respects all of us would be far better off without any of these mind altering substances I referenced above.

So ... let’s cut to the chase!

Some of you had the privilege of being educated by Dr. N. Wayne Hiatt during your dental schooling at ‘tOSU.’ It was his belief that every doctor should experience a drug’s effects first hand. It wasn’t a “try it

you’ll like it” philosophy, he truly believed if you were going to prescribe a potent mind altering medication that you better understand what your patients are experiencing – once they inhaled, injected, or swallowed the substance.

He didn’t mind if a student was being overdosed with laughing gas (N2O) by a fellow classmate, because it was a valuable teaching moment. Watching someone flip out and begin physically attacking his dental partner that was controlling the dials (directly administrating) of the nitrous machine was certainly an impressionable moment in my life.

“Respect and understand the drugs you administer” was the primary message Dr. Hiatt was delivering.

I’m an advocate of Wayne’s philosophy.

So to be fair and concise and because op-ed space is a premium to be valued, my own Dopamine releasing substances experiences resulted in one addiction.

And once an addict ... always an addict!

After at least a dozen attempts to rid myself of dependency, I’ve been consciously nicotine free for almost 25 years.

My unconscious self, however, remains a prisoner of the substance. That’s because I dream in color and smell ... and still smoke.

It wasn’t that long ago that I believed the gateway theory of substance abuse. And even though the days of D.A.R.E. are in the past, I’m NOT totally convinced that the Kandal’s (gateway) theory has been totally disproved. In fact, a recent study of mice demonstrated that there is a definite progression from marijuana usage to cocaine and heroin but not in reverse order.

But, man is not a mouse except when he/she is at Disney World!

Today’s chemical dependency experts

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.

most favored substance abuse theory is referred to as common liability. That means there are biological and environmental factors that influence and ultimately determine man’s addiction choices.

The one common denominator no matter what theory is in vogue, is that our teens remain the most vulnerable individuals that are succumbing to a substance addiction. I doubt the middle school drug seller has only ONE Dopamine releasing substance in his/her bag of products. I wouldn’t, if I was a dealer! I’d have the entire shopping list of Dopamine enhancers at my disposal.

What’s New:

KAVA!

This is the latest fad sweeping across our country. It’s made from a Polynesian plant’s root. Supposedly it produces quite a calming (Dopamine?) effect when consumed. It’s packaged as a liquid and NFL players (article I read) enjoy sitting around in “Kava Clubs” mellowing out after a tough game of kneeling.

Amazon sells it and I intend to “Hiatt” test the product.

Warning: According to WebMD, Kava is banned in Canada and Europe.

Please investigate this substance on the Web.

There’s always the promise that there will be new substances invented or dis-

covered, that will replace opioids. I’m certain there is current R&D throughout the pharmaceutical industry. The problem is, whatever is developed has to and will produce the same results that current mood altering chemicals do ... and the cycle of abuse will only continue.

We all know there are different levels of pain. What health professionals desperately need are new substances to prescribe that don’t create PHYSICAL and MENTAL dependence. And that friends ... is going to be a tough nut to crack.

Until new pain products are developed, expect government regulations to become more intrusive in our everyday practices. Even though drug enforcement agencies can probably easily identify any profession’s “Dr. Feelgoods,” the broad brush rulings will still dominate.

Expect further legislation and rules to be leveled on anyone with the prefix of Dr. attached to their name. Ohio’s latest rules promulgated by the Pharmacy Board and supported by our governing officials, are just another example of the continuing barrage of placing blame for the Opioid problem plaguing our country ... UPON OUR SHOULDERS!

Good God Wayne, I wish you were still alive so we all could hear your opinion!

You can reach out to Dr. Buchholz at rbuchh@windstream.net.

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MEDICARE, from page 8

tage Plan, opting out of Medicare at a time when the dentist could have made another election may cause Delta to terminate the dentist's participation in all of its networks for all of its subscribers. From the perspective of continuing to be a Delta provider, the dentist only has to be sure that he/she does not opt out of Medicare or, if already opted out, does not let his/her opt out status renew when his/her current two year opt out anniversary comes due.

Similarly, since CMS requires dentists in Medicare Advantage Plans receive Medicare Fraud, Waste and Abuse (FWA), Compliance and Cultural Competency training once each calendar year, dentists should be sure to complete this online training to ensure they remain in those networks.

"The ODA and ADA have developed a number of resources to help member dentists with these issues, and I encourage dentists to utilize them to make decisions that are in the best interests of their patients and practices," Kimberly said.

CMS' proposed rule revisions are expected to be finalized in 2018.

LEADERSHIP, from page 1

The event will conclude with a keynote presentation from Dr. Tom Paumier, a past ODA president and general dentist from Canton who serves on the faculty of the Mercy Medical Center Dental General Practice Residency program. He will discuss "The Oral Health-Systemic Health Connection: What's the Evidence?" and give an overview of where there have been associations between dental disease and systemic disease.

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. Contact the Hilton directly by calling 614-885-1600 for reservations. Reference the group name Ohio Dental Association to receive this special ODA rate.

For more information about Leadership Institute, visit oda.org/events or watch your mailbox for a brochure.

ODAF, from page 9

- Mr. David Owsiany
- Dr. Thomas Pampush
- Dr. Thomas Paumier*
- Dr. Mark Perko
- Dr. Neal Postel
- Dr. George Ralph
- Dr. Stephen Ralston
- Dr. Fonda Robinson
- Dr. Peter Shempp
- Dr. Philip Showalter
- Dr. Julie Thomas
- Dr. Carol Toutant
- Dr. Henry Van Hala
- Dr. David Waldman
- Dr. Wayne Wauligman
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Left-Right: Chad Hanke, Tamara Zwick, Dean Kadri, Nikeki Mesnard (front), Cheryl DeVore & Terry Thomas

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Practice dentistry without the hassles of business. 1 mil practice needs work to own in 2 yrs. We do extractions, dentures, and implants only. 2wks vacation, 9 holidays, insurance, 401k. Saint Clairsville OH. 120 to Pittsburgh, 2 hrs to Columbus. Great small town, close to wheeling.on interstate 70. Call (740) 359-0340; text works best.

Rare associate dentist opportunity in beautiful Dublin, OH (suburb of Columbus). Do what you love to do - practice comprehensive dentistry and provide exceptional care - while we take care of the business and management hassles! Dublin is nationally recognized as one of the best places to live and raise a family. Our Dublin office is growing and thriving. We have a large restorative and prosthetic dentistry base and a general dentistry component with a fully integrated hygiene department. The ideal associate general dentist must have at least 2 years of experience in a private practice or general practice residency. The right candidate must also have excellent dental and communication skills, a positive mindset, be proficient in all areas of general dentistry, including endodontics, general oral surgery, and periodontics, and have a willingness to learn. We offer great income potential, a generous benefits package, excellent staff, flexible hours, and a modern working environment. We're looking for an associate initially able to work 3 days a

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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.

week, including some evenings and three Saturdays per month from 8AM - 2PM with the ability to transition into full-time within 3 to 6 months. If you are interested in this exceptional opportunity, simply fax your resume and cover letter to (614) 932-9451 or e-mail both items to Trey at ddcapplicants@gmail.com.

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

INTRAOURAL 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.

Mansfield, Ohio. Dentist has recently retired. All equipment and office for sale. Sell off equipment open house sale, Saturday January 20, 2018 from 9:00am-2:00pm. (419) 526-1234.

Space Available

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

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>.

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.

For lease or sale, Dental office 2400 sq.ft with additional floor of 2400 sq.ft (most of it rentable). Dental office has 6 operatories, large sterilization prep room, separate dental lab area, staff room, consult room, office manager office and large private office for doctors. All leasehold improvements including vac, air, N2O, conduit for x-ray units, cat5 cables to every op etc., space for Cone beam x-ray. Recently remodeled. Brunswick, Ohio. (216) 390-7097.

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.

Check out the latest issue of **generationD**
A news magazine for new dentists and dental students



www.oda.org/generation-d

PPC, from page 6

the service. Make sure your landing pages have a strong call-to-action and help the reader understand what they should do next (e.g. fill out a form for a free consultation).

Q: How are web pages set up so that AdWords recognizes when someone wants to be contacted?

A: Once a landing page is created, a form is added to the landing page. That form will then gather information submitted by a web visitor on the form so you may contact them about your services. After the web visitor submits their information, they are directed to a "Thank You" page, which should thank them for their interest and let them know what next steps are, such as how long it will be until they hear from you or someone at your practice.

Once the "Thank You" page loads, an AdWords conversion pixel (usually added by your PPC expert during your campaign setup process), is triggered. This communicates to AdWords that a "conversion" has occurred. The pixel will only be triggered if the person lands on your website through search engine advertising.

Tracking your conversions from pay-per-click advertising allows you to track your return on investment on the channel. It also helps you identify where you can improve your content to maximize the effectiveness of your campaign. For example, AdWords will show you how many clicks your ad has received, but also how many people contact you once they visit your landing page. If you're getting a lot of clicks, but not a lot of conversions, you may want to revisit the messaging on your webpage.

Q: When should I add PPC to my online marketing strategy?

A: Now! PPC ads are a quick and super-targeted way to get your practice noticed by new patients. You can get PPC ads up and running within just a couple of days.

To learn more about marketing your practice online, contact ODASC-endorsed partner ProSites at (888) 932-3644 or visit www.ProSites.com.

www.oda.org

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.

Staffed Dental Societies:

Akron Dental Society
(330) 376-3551

Cincinnati Dental Society
(513) 984-3443

Cleveland Dental Society
(440) 717-1891

Columbus Dental Society
(614) 895-2371

Corydon Palmer Dental Society
(330) 759-5085

Dayton Dental Society
(937) 294-2808

Stark County Dental Society
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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*

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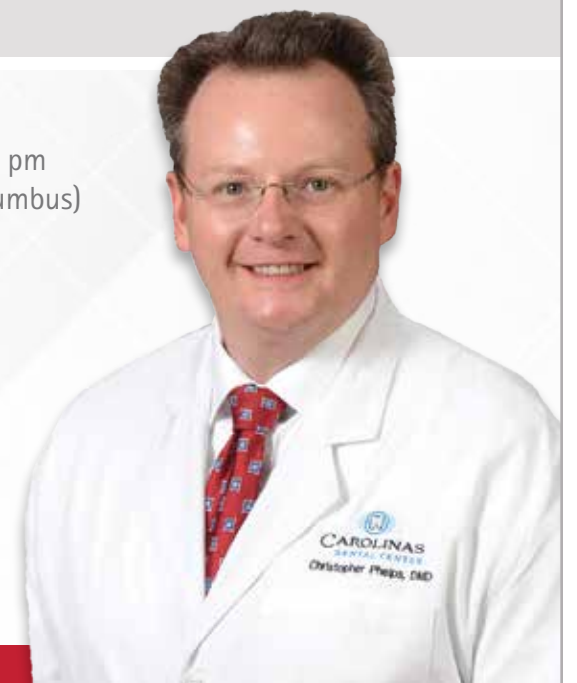
Practice Endeavors helped in this transition by:

- ✓ 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

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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.

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