

QuickBites

COVID-19 year in review

As the year come to a close, the ODA Today has asked its contributors to reflect upon the COVID-19 pandemic and how it affected organized dentistry and the dental profession. Many of this issue's columns and articles highlight some of the challenges we faced and how we overcame them in 2020.

For more COVID-19 resources and information for dental offices, visit www.oda.org.

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ODA membership dues are due Jan. 1, 2021 for the 2021 membership year.

Members can renew online at www.oda.org/joinandrenew, by fax at (614) 486-0381, by mail to Ohio Dental Association, P.O. Box 734508 Chicago, IL 60673-4508 or by phone at (800) 282-1526.

Renew your membership to continue receiving access to all the Ohio Dental Association has to offer. The ODA is here for you – if you have a question, we have an answer!

Inside

COVID disrupts ODA's year, too
From the Corner Office, page 2

2020 - Advocacy in a pandemic
Legal Briefs, page 3

COVID-19 and dental insurance over the past year
Dental Insurance Corner, page 8

Time is running out to access the ODA Virtual Annual Session! page 11

Awards of Excellence, page 12

Opinion & Editorial, page 13

Jobs & Ads Board, pages 14-15

Organized dentistry, profession overcome obstacles in 2020 amid COVID-19 pandemic

By ODA Staff

2020 has been a challenging year. From the restrictions on dental procedures and the stay at home order, to determining how to safely reopen dental offices and secure PPE, to handling COVID-positive cases, the profession of dentistry has shown it can stand strong in the face of adversity.

While we all look forward to 2021 and the hope that a vaccine brings, let's reflect on 2020 and how organized dentistry and the profession of dentistry came together to support patients and dental practices in Ohio during the COVID-19 pandemic.

We've worked to get patients into your chair

- On March 18, the state ordered that all elective procedures, including dental care, be delayed. Our leadership team was in regular contact with the governor's office, successfully advocating for dentists to be able to provide care for patients with emergency dental situations throughout the pandemic.
- We provided written testimony to the Ohio House of Representatives' 2020 Economic Recovery Task Force urging them to allow dental offices to reopen as soon as possible. Dental offices were able to resume regular dental care on May 1.
- We worked with the governor's office and the Ohio State Dental Board to put a framework together about how to safely reopen dental practices. We convened a task force to deal with COVID-19 issues and to develop a framework for restoring oral health services in Ohio.
- We launched a radio and digital advertising campaign about the importance of seeing a dentist in our COVID world. The radio ad explains how regular dental care ensures that we have good oral health and good overall health. It also discusses some of the new safety measures that may be in place at dental offices in Ohio.
- We have been in contact with private insurers, Medicaid and Medicaid HMOs asking them to cover services provided through technology and interim therapeutic restorations in order to help triage dental patients and preserve PPE.
- We are advocating for the Ohio Department of Medicaid and the HMOs to not take any actions that would adversely

MEMBER BENEFIT BUZZ



ODA Staff
ODA Executive Director David Owsiany and then-ODA President Dr. Sharon Parsons provided information to dentists via Facebook live.

impact any aspect of Medicaid's dental program in light of announced budget cuts.

Dental offices stepped up during this time of need to help others

- More than 450 dental offices around the state volunteered to be added to our list of dentists willing to provide emergency dental care during the pandemic to patients without a dental home. We shared this list with local hospitals and patients.
- At the beginning of the pandemic, Gov. Mike DeWine asked anyone who could to donate their excess PPE to help protect health care workers on the front line. Our members donated over 145,000 pairs of gloves, over 43,000 masks including N-95 masks, over 6,000 gowns and over 20,000 other miscellaneous items like hand sanitizer and disinfection wipes.
- Many offices were unable to hold Give Kids A Smile events this year and instead chose to donate the free supplies they received for their events. Places where supplies were donated include local schools, shelters, RAM (Remote Area Medical) events, hospitals, clinics, local FEMAs, Head Start programs, community health centers and other programs and agencies.



Submitted photo

Then-ODA Past President Dr. Mike Halasz and then-Dayton Dental Society President-elect Dr. Eric Gallatin deliver excess PPE that was donated from Dayton Dental Society member dentists to their local hospital. Dentists across the state donated excess PPE to help front-line workers at the beginning of the COVID-19 pandemic.

AT A GLANCE

COVID-19 HIGHLIGHTS

- The ODA testified in favor of a new law that protects dentists from unforeseen liability arising out of the pandemic.
- We have urged insurance companies to cover PPE costs and teledentistry visits.
- We successfully advocated with state officials to allow dental offices to reopen and worked with the governor's office and the Ohio State Dental Board to put a framework together about how to safely reopen dental practices.
- We have provided accurate, up-to-date information to members through email, www.oda.org, Facebook and Twitter.
- ODA staff have responded to thousands of phone calls, texts and emails from members with specific questions related to COVID-19.
- We offered two free CE courses with information about infection control, PPE and other resources related to reopening your dental practice.
- We distributed nearly 20,000 free face shields to ODA member dentists.

We worked to provide financial relief for your practice

- We advocated in favor of legislation providing certain professionals and businesses qualified immunity from civil liability and other professional discipline for actions taken during the current coronavirus pandemic. This bill was recently signed into law.
- We advocated for grants and loans for dentist small business owners.
- We advocated in support of the state of Ohio making unemployment compensation immediately available.
- We advocated for additional funding for unemployment benefits and other resources for unemployed dentists and dental staff.
- We sent a letter to the U.S. Department of Labor asking for dentists to be exempt from certain detrimental provisions of the Families First Coronavirus Response Act.
- Along with the American Dental Association and a coalition of more than 85 dental organizations, we urged Congress to authorize additional resources to support dental offices during the current coronavirus pandemic crisis.
- The ODA advocated in the state of Ohio to ensure employer sponsored health plans

See COVID, page 7



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The Director's Chair

David J. Owsiany, JD
ODA Executive Director

COVID disrupts ODA's year, too

As with dental offices throughout Ohio, the ODA has been significantly impacted by the coronavirus pandemic and related disruptions. While 2020 was like no other year we've experienced, the ODA remains active and valuable for its membership as we continue to traverse all of the issues related to the coronavirus pandemic.

Pandemic impacts ODA events

Unfortunately, the coronavirus pandemic and accompanying restrictions forced the ODA to cancel its two major spring events, the Day at the Statehouse and Leadership Institute. The ODA Day at the Statehouse is dentistry's major advocacy event in Ohio, and we were disappointed to miss the opportunity to host dentists at the state Capitol in order to educate legislators and other policymakers on the issues important to dentistry. Similarly, our Leadership Institute was missed by many member dentists who regularly attend the premier spring dental CE event in Ohio providing the opportunity for leadership development and fellowship.

This fall, the pandemic forced the ODA to move its Annual Session to a virtual format. The ODA's virtual Annual Session launched on Sept. 24 and featured 13 continuing education courses, providing 28 hours of CE credit for dentists and staff. A virtual Exhibit Hall also provided participants with easy access to dental manufacturers, suppliers and others. As part of the Annual Session, the ODA's House of Delegates, which is the association's supreme governing body made up of member dentists who serve as delegates from across the state, met virtually on Sept. 25.

We are hopeful that we will return to our normal in-person events in 2021.

Timeline of pandemic response

Throughout the year, the ODA staff has continued to work to provide significant support for our member dentists during the pandemic, including during the time leading up to the order delaying elective care and since dental offices were allowed to reopen and provide the full range of dental services. Through the use of technology, ODA staff was able to work from home when necessary and still provide the high level of service expected by our members.

In early March of this year, the ODA leadership was contacted by state leaders regarding strategies the state was considering related to "flattening the curve" of COVID-19 infections and preserving Personal Protective Equipment (PPE). One of those strategies was ordering the delay of all elective health care procedures and surgeries. The ODA responded by providing the state with a plan that ensured that dentists would be able to treat patients' dental emergencies during the lockdown.

The state issued an order delaying all elective procedures and surgeries starting on March 18. On March 23, then-ODA president Dr. Sharon Parsons and I conducted a Facebook Live event to provide the latest information related to the state's shutdown order and order to delay elective procedures and surgeries. The event

had more than 7,500 views.

On April 8, ODA Director of Legal and Legislative Services Eric Richmond and I provided a Facebook Live event discussing the state's order to delay elective procedures and surgeries and related issues, including providing emergency dental services to patients. We also answered questions related to various issues regarding unemployment compensation, infection control, PPE and other COVID-related matters. The event had nearly 7,500 views.

On April 16, while dental offices were severely restricted, the ODA offered a free 2-hour online CE course on oral pathology by Dr. John Svirsky. More than 900 ODA member dentists participated in this free CE course.

Throughout the month of April, we worked to lay the groundwork so that dental offices would be included in the first wave of re-openings. On April 14, I submitted written testimony to the Ohio House of Representatives Economic Recovery Task Force outlining the reasons that Ohio needs to allow dental offices to reopen and allow dentists to provide the full range of services to their patients. We worked with state leaders and the Ohio State Dental Board (OSDB) on a plan to allow dental offices to reopen and to allow dentists to provide the full range of dental services.

On April 29, Eric Richmond and I conducted another Facebook Live event discussing the governor's plan to lift the order delaying elective procedures and surgeries and to reopen dental offices. We also answered questions related to the CARES Act, family leave and other employment issues and PPE. The event had more than 14,000 views.

On April 30, Dr. Parsons and Dr. Tom Paumier presented a live webinar on "Getting Back to Practice," which discussed the ADA's return to work toolkit. More than 2,300 attendees participated in the webinar for CE credit. The webinar was later posted on the ODA's website where there were more than 5,700 additional views.

Also on April 30, Dr. Parsons, OSDB President Dr. Kumar Subramanian and OSU College of Dentistry Professor Dr. Purnima Kumar presented a live CE webinar on "What's Next: Practicing Dentistry After COVID-19." More than 2,000 dentists participated in the live webinar. This webinar was later posted on the ODA's website where it received an additional 5,200 views.

On May 1, the state lifted the order delaying elective health care procedures and Gov. DeWine indicated that dental offices could open with "full steam ahead."

Throughout this process, the ODA engaged policymakers, worked with the OSDB and provided constant information to ODA members to ensure they had the latest details. We also worked to secure PPE, including distributing nearly 20,000 face shields, for dentists.

Throughout the year, the ODA staff has literally responded to thousands of calls from member dentists with questions related to all aspects of the pandemic situation including issues related to employment, PPE, infection control, unemployment compensation, the CARES Act, SBA loans and more. In recent weeks, we have been working with dozens of dentists who are dealing with having a patient or staff member test positive for COVID-19.

Acceptance of non-live patient clinical exams for dental licensure

In light of the restrictions placed upon the delivery of dental care, the OSDB invited input on developing strategies for fourth year dental students/recent graduates to satisfy their clinical examination requirement for licensure in Ohio. On May 5, I provided testimony on behalf of the ODA arguing in favor of acceptance of

testing and other clinical assessments that do not involve live patient exams. Several others including representatives from the dental education and testing community also testified in favor of alternatives to live patient exams.

On June 10, the Ohio State Dental Board unanimously voted to accept manikin-based clinical examinations administered by regional testing agencies through Dec. 31, 2020, in light of the COVID-19 pandemic. The ODA has long-standing policy in favor of eliminating live patient exams for licensure so we view this as a positive development and appreciate the OSDB's willingness to adopt this new policy. For more on this and other issues related to the Ohio State Dental Board, please see "A harrowing trip down 'dentistry highway'" on page 7.

Conclusion

While 2020 was undoubtedly our most challenging year, I also believe it was the ODA's finest hour. We have heard from literally hundreds of our member dentists who have expressed their appreciation for the guidance, support and advocacy we provided during the coronavirus pandemic.

In the coming year, I am hopeful we will be able to put many of the issues related to the COVID-19 pandemic behind us as we continue to advocate for and otherwise support the dentists of Ohio.

The Value of Membership



"As a long-standing member of the ODA, I have come to rely on the ODA for their multitude of resources. The ODA advocated on my behalf when my practices were not receiving payments from an insurance company, advised a team member after a needlestick exposure, created OhioDDS, which gave me access to much needed PPE at an affordable price, and provided health insurance options through the ODA Wellness Trust. In addition, I have relied heavily on the ADA and ODA to navigate both practice operations and patient care during this COVID-19 pandemic. Personally, I feel grateful for all of ODA's resources, especially during this unprecedented time."

Katie Vincer Sears DDS
General Dentist
Pickerington & Zanesville

www.oda.org

ODA TODAY

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2020 – Advocacy in a pandemic

As each year comes to pass it is important to review the year for successes and places for improvement in the coming year. The only issue that this year presents is that it feels like it was closer to a decade than 365 days. In an ever-changing landscape 2020 has presented many challenges and in this article I am going to try to capture the response from the ODA. By taking stock of everything that has taken place this year we will be able to make a plan to attack the next year of advocacy that will begin with the new General Assembly in January.

No article in 2020 can start without mentioning the enormous changes that have taken place due to COVID-19. A virus that was virtually non-existent in America in February changed the whole country in nine short months. In late March and early April the ODA conversed with the governor's office many times regarding the possible shut down of dental offices. The conversations about shutting down were centered on preserving PPE. Through conversations it was clear that a state shutdown was going to happen, however, we continued to press the governor to allow for emergencies to be seen in dental offices. During the shutdown dental offices were allowed to see emergencies and we continued communication to ensure that when the PPE issue was

under control dental offices were safe to go back to work. On May 1 the governor gave the OK for dental offices to reopen, making Ohio one of the first states to reopen dental offices after the shutdown. The reopening was not without questions, and I spoke with many of you during the reopening time and the ODA worked with the OSDB to help develop the guidelines to practice when reopening. At that time the conversations were very thorough and now we know seven months later, the guidelines are working. Up to the point that I am writing this article I have heard of zero instances where a spread of the virus has happened in a dental office. This is a compliment to all of you who have taken the precautions and continued to work diligently to serve your patients.

Obviously a large amount of energy has been expended on staying up to date with the changing times of COVID and answering questions from members each day. However, there was still work to do in the legislature, some COVID related and some not. As I write this now we are right in the middle of lame duck and the legislature is working feverishly. The ODA continues to follow bills very closely to ensure that if dental issues arise during this time, we will be there to answer them.

This year we were successful in helping pass House Bill 606, which provided immunity from civil lawsuit for practitioners from damages related to COVID-19 contraction. This legislation assured that dental offices would not be held liable for damages from COVID for persons in their office. This is a very important piece of legislation due to the uncertainty of the circumstances and different types of lawsuits that may be brought.

The ODA supported House Bill 203 which was passed and turned into law. This legislation ensures that mobile dental facilities will notify the board of their operations, the dentists who are operating with the mobile unit, and ensure that patients who visit these mobile facilities will be notified that they have a right to their records and the records can be forwarded to their next dentist.

Lastly on the legislative front is SB 148, our non-covered services legislation for this General Assembly. For the first time in the legislation's 10 year history it passed the Senate Insurance and Financial Institutions Committee. Due to the pandemic there has been little movement forward on the bill after passing committee. However, if the bill does not get passed through the Senate and House by the end of the year we have advanced the legislation to be in a favorable spot starting the next General Assembly.

Additionally, there has been no bill introduced regarding dental therapists. Even though no bill has been introduced this General Assembly we will continue to educate legislators on the issue and the dangers associated with mid-level providers.

Looking forward to 2021, which I think most of the world is, we will continue to maintain strong relationships with the governor and the legislature. In January a new General Assembly will begin with many new faces. The Republican majority gained seats in both the Senate (25-8) and the House (64-35). We have already had positive conversations with the leadership in the House and Senate about priorities for next year. As in years past, the first few months of the new General Assembly will be very important as the lobbying team meets with each legislator to ensure that they understand dental issues and that the ODA will be a great resource for them. Some of the legislators will be hearing from us for the fourth or fifth time, and some will be hearing from us for the first time; in either case it is important for us to continue to build relationships.

For 2021 it is again very important to continue our advocacy efforts on all fronts. The advocacy efforts for the ODA come from a three prong approach and it is vital that we continue to use all three to improve dentistry in Ohio. Those prongs are grassroots advocacy, a professional lobbying team, and a strong political action committee. For the first prong I encourage all members to make an effort to reach out to their legislators. Legislators

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Support our efforts in the political arena by making a contribution to ODPAC!

Contribute online:
www.oda.org/advocacy

Mail a check:
1370 Dublin Rd.
Columbus, OH 43215



respond well to constituents, and they understand you are in their district. With the current state of the virus we may not have an in person Day at the Statehouse, but please look out for communication from the ODA regarding a virtual day or other ways to contact your legislators. Second, the professional lobby team at the ODA will continue to meet with legislators and bring the ODA's message to the Statehouse. Lastly, I encourage all of you to give to the Ohio Dental Political Action Committee (ODPAC). Contributions allow the committee to support candidates that support our ideas. I know that the last year has been a tough one for many businesses and our ODPAC numbers are down for the year, which is expected. However, in 2021 I would urge you to support ODPAC. In the last year the need to support candidates did not stop due to the pandemic and the relationships we have built are strong. Yet, we must maintain a strong ODPAC to ensure that all three prongs of advocacy remain strong.

Please take the time to look through the list below of dental leaders who believe in the Ohio Dental Political Action Committee and have donated at the Capital Club level or higher. It is contributions like these that ensure the strength of the dental profession in Ohio.

2020 ODPAC contributors \$250 and up (Nov. 1, 2019 – Oct. 31, 2020)

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- Dr. Jennifer A. Kale

See ODPAC, page 6

ODA offers several ways for members to pay their dues

ODA Staff

Membership dues statements and electronic renewal notices were recently sent out to ODA members. Members who indicated previously that they prefer to receive membership communications electronically will not receive a paper statement in the mail and will only receive e-notifications.

Dues are due Jan. 1, 2021, for the 2021 membership year.

Renew your membership

Members can renew online at www.oda.org/joinandrenew/, by mail to Ohio Dental Association, P.O. Box 734508 Chicago, IL 60673-4508, by fax at (614) 486-0381 or by phone at (800) 282-1526.

Pay your dues using the installment payment program

The ODA will be offering an installment payment program, where dentists can pay their 2021 membership dues over the course of several months. Payments will begin in December 2020 and will be divided into five payments concluding in April 2021. To utilize this payment option, dentists need to complete an in-year dues installment payment program form, which is included with dues statement mailings or can be found at www.oda.org.

Recently retired? Update your membership status

Ohio Dental Association members who have retired from the practice of dentistry can receive ODA benefits at a fraction of the cost of active membership.

ODA members with Retired Membership status pay 25 percent of ODA active dues but receive 100 percent of the benefits. To qualify for Retired Membership, dentists must no longer earn an income of any kind by means of their dental license. Dentists must also submit an Affidavit for Retired Membership, which is then reviewed by the dentist's local component society, the ODA and the American Dental Association.

Dentists who are interested in obtaining Retired Membership status should contact the ODA Membership Department at (800) 282-1526 or membership@oda.org.

Update your contact information

Any members who have moved, changed their email address or changed any other contact information should inform the ODA by visiting www.oda.org calling (800) 282-1526 or emailing membership@oda.org to ensure they receive their dues statements.

Renew your membership at www.oda.org/renew

Change of address?

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

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

14 societies retain over 95% of membership

By ODA Staff

The Ohio Dental Association has retained 94.31% of its 2019 membership, which is down slightly from last year. Moreover, 14 of its 25 local component dental societies have retained 95% or more of their 2019 membership. Following is a list of those societies:

- Southern Ohio Dental Society 100.00%
- Northwestern Ohio Dental Society 98.63%
- Lorain County Dental Society 98.40%
- Keely Dental Society 98.08%
- Corydon Palmer Dental Society 97.40%
- Stark County Dental Society 97.25%
- Rehwinkel Dental Society 97.18%
- Akron Dental Society 96.12%
- Hocking Valley Dental Society 96.05%

- North Central Ohio Dental Society 95.92%
- Maumee Valley Dental Society 95.74%
- Tuscarawas County Dental Society 95.45%
- Dayton Dental Society 95.35%
- Eastern Ohio Dental Society 95.00%

In 2009, the ODA's Council on Membership Services (CMS) decided to publish the list of component dental societies reaching or passing the 95% retention threshold as a way of recognizing the accomplishment and providing an incentive for local societies to make a strong effort to renew their members.

2021 tripartite membership dues statements and an email notice were sent to 2020 members in November. Members can renew online by visiting www.oda.org/joinandrenew/. Members wishing to report a change of address, retirement, or submit an inquiry about their membership status should contact the ODA Membership Department at: (800) 282-1526, or via email at: membership@oda.org.

The Value of Membership



"The ODA has been invaluable with the guidance it has provided during these quarantines. Our staff has offered excellent information and communication in a timely manner. This is the privilege every ODA member has with their membership. Thank You."

Brett S. Pelok DDS
ODA Secretary



Practices for Sale

NE Cleveland Suburb: Collecting \$380K/year. Mix of FFS/PPO patients. Low overhead. 3 ops. Eaglesoft. Seller retiring.

N. Central Ohio: Small but profitable practice in great downtown area. Grossing \$150K. Motivated seller.

Columbus: 100% FFS practice. Operating part-time, collecting \$180K per year. Desirable location on west side. 6 ops.

NE Cleveland Suburb: Grossing \$220K/year. Mix of FFS/PPO patients. Paperless. Digital PAN. CBCT. Recently remodeled.

NE Cincinnati Suburb: Collecting \$530K+ per year. Mix of FFS/PPO. 1200 pts, 15 new pts./month. Paperless & digital.

Dayton Area: General practice with 2 locations. Mix of FFS and PPO with collections over \$750K. 4 ops per location.

North Central Ohio Orthodontic: Started from scratch in 2015. Revenue over \$300K on 10 days a month. 100% FFS. 4 chairs.

Butler County: Primarily FFS with over 1000 active pts. \$185K in collections. Digital Pano. Real estate available.

Cincinnati: Over \$430K in revenue. 2500

active patients; 40 new patients a month. 5 ops, room to expand. Building for sale.

NE Cleveland Suburb: Grossing \$400K. 4 ops. Mix of FFS, PPO & Medicaid. 2500+ active patients, 40 new patients monthly.

Stark County: Grossing over \$600K. Mix of FFS and PPO. Digital with 7 ops, room to expand. 1400 active patients.

Clermont County: Grossing \$480K. 3 ops with room for expansion. Paperless with digital x-ray and digital PAN.

NW Ohio: Collecting \$325K per year on 3 days/week. Paperless and digital. Refers many procedures out. Very low overhead.

Columbus: Grossing \$325K/year on 3 days a week. Mix of FFS & PPO. 4 ops with room to expand.

SE Ohio: Mostly FFS. \$188K in revenue. 2200 active pts, 20 new patients a month. Located on busy street.

Dayton: Grossing \$360K on 2 days/week. Mix of FFS, PPO and Medicaid. 3 ops, room for expansion. 1400 active pts.

North of Columbus: \$300K/year in revenue. 1500 active patients, 28 new patients/month. 3 ops, room to expand.

NE of Akron: All FFS. \$350K in revenue. 4 ops with room to expand. Real estate available. Located on busy road.

SE of Toledo: Revenue of \$700K. Free standing building, high visibility. 3100+ active pts, 50 new pts/month. 5 ops.

Stark County: Collecting \$480K/year. Mix of FFS and PPO. Eaglesoft. 4 ops. Digital xray & PAN. Great visibility. Seller retiring.



Dr. Charles Moorehead
has acquired the practice of
Dr. Varsha Desai
Lebanon, OH

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Nominations sought for Ohio State Dental Board positions

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

The Ohio Dental Association has the opportunity to recommend nominees to the governor of Ohio for a possible dentist board member opening on the Ohio State Dental Board (OSDB), which may be vacant in April 2021. The board member position is for a general dentist.

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

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

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

Nominations for the Ohio State Dental Board member positions are due by Dec. 31, 2020 and should include a letter of nomination and the nominee's curriculum vitae. Please submit nominations to: Ohio Dental Association, Attention: David Owsiany, Executive Director, 1370 Dublin Road, Columbus, OH 43215, or to david@oda.org.

Dental societies: Apply for a 2021 recruitment grant

The ODA Council on Membership Services is excited to announce that a rolling application cycle is available for the 2021 recruitment grant program.

Applications will be reviewed on a quarterly basis until funds run out to allow dental societies more flexibility to target recruitment efforts in specific market segments as they are identified in membership data throughout the year. The first deadline for receipt of 2021 recruitment grant applications is Dec. 31, 2020. The 2021 grant program will be a reimbursement program with funds being distributed after completion of the program.

The proposed program must be a recruitment initiative with the goal of gaining new members, and 25 percent of the total cost of the program must be funded by the component dental society. Events cannot be purely social and must have designated time to present the benefits of membership. A maximum of \$2,000 will be awarded per grant.

Events must be held by Dec. 31, 2021, and societies receiving grants are required to report the results of their efforts to the ODA Council on Membership Services quarterly.

For more information and to apply, visit oda.org and under "Member Center" click on "Component Dental Society Resources."

ODA Meeting & Event Calendar

Dec. 7 Annual Session Committee
24-25 ODA closed for holiday
31 ODA closed for holiday

Jan. 1 ODA closed for holiday
15 Council on Access to Care and Public Service
18 Executive Committee
18 Subcouncil on New Dentists
26-27 Council on Dental Care Programs and Dental Practice
29 Executive Committee
29 Leadership Development Committee

In order to limit personal contact, these meetings are tentative and will likely be conference calls if they are held.

Looking to hire a new staff member? Post an ad on our new Jobs & Ads Board

The Ohio Dental Association is excited to announce a new section of our website to place job postings for dental staff members. We recently updated our online classified ads section as our new Jobs & Ads Board and made it easier to find and navigate. Along with this change, we have launched a new section for dentists to post ads for staff member positions.

This new section of our site is available for dental staff members to search for job postings. Staff job postings will be available online only.

Members can place a 40-word job posting on the site for one month for a discounted rate of \$55 (compared to \$88 for non-members), with each additional word costing \$1.

The ODA plans to market the postings on Facebook and to Ohio dental hygiene and assisting schools.


To place a text ad on our Jobs & Ads Board, visit www.oda.org/jobs-ads/place-an-advertisement/text-ads/ or contact Amy Szmania at (800) 282-1526 or email amy@oda.org.


Joining and Leaving the Dental Practice

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This book lays out in detail all finite practice exit and entry choices, including partnerships, with new chapters on facility leases, real estate and facility relocation and establishment. 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 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 together.

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In Early 2021
through
the ADA





William P. Prescott, Esq., Executive M.B.A.
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Delta Dental: Paper vs. electronic claims and payments

Submitted by Delta Dental of Michigan, Ohio, and Indiana

Delta Dental offers Dental Office Toolkit (DOT) for eligibility determination and submission of electronic claims at no cost. This will result in your office getting paid faster than by paper claims submission.

In March, COVID-19 resulted in a mandatory closure of our offices. This meant the mailroom and printing services were closed. For dentists using Electronic Funds Transfer (EFT) and Dental Office Toolkit for claims submission, there were no delays in claims processing and payment. For those dentists not utilizing these

services, claims were not processed until we were allowed to reopen. This resulted in a backlog of claims and delays in payments to dentists.

Delta Dental recognizes the importance of maintaining your business, especially during the pandemic. Cash flow is vital to the ongoing success of your business. Given the resurgence of COVID-19, Delta Dental would like to avoid delays in processing and payment of claims. We recommend all dentists take advantage of DOT and EFT to facilitate faster claims processing and payments to avoid any delays should there be another closure due to COVID-19, or any other reason.

ODPAC, from page 3

Dr. Varun Kalra
 Connie Karłowicz
 Dr. James R. Karpac
 Dr. Christopher Kayafas
 Dr. Richard W. Kennedy
 Dr. Linda K. Kerata
 Dr. David Kimberly
 Dr. Raymond D. Kimberly
 Dr. Michael A. Kimberly
 Dr. Katherine L. Kincaid
 Dr. Blaine Kincaid
 Dr. Julia R. Kinlaw
 Dr. Matthew J. Kirlough
 Dr. Joanna R. Kleckner
 Dr. Maggie A. Kleem
 Dr. Larry Kluener
 Dr. Joseph A. Koberlein
 Dr. Eric J. Koren
 Dr. James G. Kotapish, Jr.
 Dr. James Kozlow
 Dr. Randy L. Kreuter
 Dr. Emily L. Kuns
 Dr. Edward G. Kurz
 Dr. Joseph G. Landry, II
 Dr. Craig C. Lanik
 Dr. Kenneth H. Lawrence
 Dr. Robert M. Lazarow
 Dr. Thomas G. Leatherman
 Dr. Lisa A. Lehky
 Dr. Neal E. Lemmerman
 Dr. Gregory A. Lis
 Dr. David P. Lubinsky
 Dr. Jennifer R. Ludwig
 Dr. John D. Mahilo
 Dr. James R. Male
 Dr. Elaine J. Markowski
 Dr. Christine Marquard
 Dr. Edward T. Marshall Jr.
 Dr. Teresa L. Martin
 Dr. Christopher D. Masoner
 Dr. Dewitt T. May
 Dr. John L. Mayo
 Dr. Robert L. Mazzola
 Dr. Robert L. McIntosh
 Dr. Sean A. McNeeley
 Dr. Emily M. Mellion
 Dr. Gregory C. Michaels
 Dr. Robert A. Miller
 Dr. Jeffrey C. Miller
 Dr. Julie F. Montgomery
 Dr. Stephen H. Moore
 Dr. Michael E. Murphy
 Dr. Dennis M. Murphy
 Dr. Gregory S. Myers
 Dr. Wade J. Najem
 Dr. Jeanne M. Nicolette
 Dr. Scott H. Nightingale
 Dr. Keith A. Norwalk
 Dr. John M. Nusstein
 Dr. Mark S. Obernesser
 Dr. Gary D. Olson
 Dr. Frank F. Omerza
 David J. Owsiany
 Dr. Melissa M. Padgett
 Dr. Steven E. Parker
 Dr. Jesal A. Patel

Dr. Thomas M. Paumier
 Dr. Mark W. Perko
 Dr. Kathleen A. Petit
 Dr. Loren M. Petry
 Dr. Charles R. Pfister
 Dr. Michael J. Pollock
 Dr. Julie Pruneski DeLong
 Dr. Samuel N. Pupino
 Dr. Faisal A. Quereshey
 Dr. Katherine I. Raymond
 Dr. Loren A. Raymond
 Dr. Michael J. Repasky
 Dr. Shelley M. Ridenour
 Dr. Anthony L. Rinaldi
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 Dr. James M. Schirmer
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 Dr. Shawn M. Sharp
 Dr. Philip M. Showalter
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 Dr. Jon C. Stocker
 Dr. Jonathan R. Striebel
 Dr. David J. Striebel
 Dr. Erwin T. Su
 Dr. Richard N. Sundheimer
 Dr. Anitha R. Ta
 Dr. Samuel E. Taylor
 Dr. Lawrence J. Tepe
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 Dr. Philip L. Younts
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ODA seeking nominations for Awards of Excellence

By ODA Staff

The Ohio Dental Association is seeking nominations for its 2021 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:

- **Joseph P. Crowley Distinguished Dentist Award** – the most prestigious of the ODA's awards, is presented to an ODA member who has demonstrated service, commitment and dedication to the profession throughout his/her career. Nominees should display leadership, dedication, commitment and outstanding contributions at the local, state and national levels.
- **Achievement Award** – is presented to a dentist or an individual who has made outstanding contributions to the dental profession and to oral health. Nominees are not required to be dentists, but should display a personal and professional commitment to the profession and the public's oral health. These individuals are honored as ambassadors for the profession to the community.
- **Marvin Fisk Humanitarian Award** – honors ODA members who offer dedication to improving oral health

care in at-risk communities. Nominees may have served overseas or closer to home, spending time and often their own finances and other personal resources to help improve oral health care and fight illnesses.

- **N. Wayne Hiatt Rising Star Award** – is presented to an ODA member in practice 10 years or less who has demonstrated outstanding leadership and commitment to organized dentistry. ODA members who began to practice Jan. 1, 2011 or later are eligible. Past award honorees have shown outstanding initiative, a strong commitment to volunteerism and promise for continued accomplishment within the profession.
- **Access to Dental Care Program Award** – honors an outstanding program (not an individual) that helps reduce the access to care problem in Ohio by offering free or reduced fee dental care to underserved populations.

Nominations for the 2021 Awards of Excellence are now being accepted. To submit a nomination, please review the entry guidelines and submit all required documentation along with an Awards of Excellence nomination form, which can be found at <https://www.oda.org/get-involved/in-your-profession/awards/> 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 26, 2021.

The ODA will present the awards during the 2021 ODA Annual Session.

FRANK R. RECKER & ASSOCIATES, CO., LPA

ATTORNEYS AT LAW

FRANK R. RECKER, DDS, JD AND THOMAS J. PERRINO, DDS, JD
 BROOK MULLINS, JD

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Susan Cronan
 Paralegal

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Dr. Frank R. Recker practiced general dentistry for 13 years and served as a member of the Ohio state dental Board before entering the legal profession, where he has been serving dentists exclusively for over 25 years.

Dr. Thomas J. Perrino has been a practicing dentist for over 30 years and was admitted to the Ohio Bar in 2014. Actively involved in organized dentistry, Dr. Perrino assists in the representation and defense of dentists in all practice related matters.

Areas of practice include:

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

Individual dentists and dental organizations are also represented 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 DSOs.

FRANK R. RECKER & ASSOCIATES, CO., LPA

Of Counsel
 Flannery/Georgalis
 1375 E. 9th St.
 Cleveland, Ohio 44114

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

Dental Insurance Corner

COVID-19 and dental insurance over the past year

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

Like with almost everything else, 2020 was a challenging year for dentists and dental offices when it came to dental insurance and third-party payment issues. While nothing seemed to come easy, the volunteer member dentists who served on the ODA Dental Insurance Working Group and the ODA as a whole took an active role in assisting the membership in dealing with COVID-19's impact on dental insurance issues throughout the year.

"The ODA's past and present dentist leadership, other volunteer member dentists and the ODA's staff worked incredibly long hours during the day, night and weekends for months on end to assist individual member dentists and the profession as a whole as the pandemic and its ramifications unfolded," said Dr. Manny Chopra, chairman of Ohio Dental Association Council on Dental Care Programs and Dental Practice.

"From the very beginning of the pandemic through today, the ODA has taken the position that it is inappropriate for dentists to solely bear the burden of the PPE costs that are necessary to provide responsible and safe dental care," Chopra said. "We recognize that many dental insurers have also been affected by the pandemic and are willing to work with them to develop equitable ways to address matters. A number of

these collaborative efforts have generated positive results for ODA member dentists and their patients."

By mid-March, ODA representatives had begun communicating with, and continue talking to, Ohio based dental insurers and Ohio Medicaid about their reimbursement levels in light of dentists' increased cost to provide care, limitations on the ability of dentists to treat patients and benefit plan administration issues like procedure frequency limitations.

The ODA also raised with third-party payers the issue of their providing for personal protective equipment (PPE) reimbursement if they were not going to address dental fees in a more general manner. The ODA also provided guidance to the membership relative to factors that dentists needed to consider before charging a PPE fee.

A number of carriers addressed the manner in one way or another. For example, the Dental Care Plus Group (DCPG) utilized submitted claims to provide contracting dentists \$10 per patient encounter on a monthly basis. Delta Dental of Michigan, Ohio, and Indiana worked with Henry Schein to provide dentists with active Type 1 NPI numbers a \$1,000 credit for use in purchasing dental products and/or services from Henry Schein. The ODA, Midway and DentaQuest teamed up to use a \$200,000 donation from DentaQuest and a \$100,000 donation from Midway to provide Ohio dentists with a \$100 credit each for PPE from Midway. Last month the ODA voiced its con-

cerns to Aetna Dental PPO after the insurer sent many ODA member dentists a letter indicating that Aetna intended to substantially reduce network dentists' reimbursement levels. The Aetna letter also offered dentists a lump sum payment of varying amounts on the condition that the dentist did not terminate their contract with Aetna for a three year period of time. If the dentist leaves the Aetna network early then the dentist is contractually obligated to return to Aetna some amount of the lump sum payment. Whether the dentist accepts the lump sum payment or not, the Aetna letter serves as the contractually required 90 day notice that changes to the contract including the new, lower fee schedule will go into effect per the effective date stated in the letter. Aetna had not responded to the ODA at the time this article was written.

As the pandemic unfolded, a number of dental insurers and the ODA worked to find alternatives to the traditional criteria utilized to provide reimbursement for dental services. Using the Ohio State Dental Board's call to dentists to, among other dental practice management controls, use cell phone triage (i.e., whereby the patient or parent/guardian texts a cell phone pic-

ture of the area of the mouth in question to the dentist), a number of insurers and other third-party payers changed the payment code criteria they utilized in order to reimburse dentists for certain dental services that otherwise would not have been reimbursable.

Many carriers began providing benefits for the D0140 (problem focused limited oral evaluation procedure code) whether the service was provided in a dental office or virtually. Some plans provided reimbursement whether the evaluation is done via audio or video technology. Others only provided benefits if a video component is used as part of the evaluation.

Some payers considered the D0170 (limited re-evaluation) and D0171 (post-operative office visit re-evaluation) procedure codes to be inclusive in the prior treatment or consultation while others provided reimbursement for these codes.

Collaboration between Delta Dental of Michigan, Ohio, and Indiana and the ODA resulted in Delta Dental's decision to cover the D2941 (interim therapeutic

See **INSURANCE**, page 9

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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Download and print employment posters online

ODA members can download and print employment posters from the ODA's website for free. All employers are required to post numerous employment posters in their offices.

To download the posters, visit oda.org/member-resources/employment-posters/. These posters are only available to ODA members.

INSURANCE, from page 8

restoration – primary dentition) procedure code during the pandemic. Once the pandemic subsides, a dentist will be able to place definitive restoration without financial penalty to the dentist or patient. Prior to this interim change, Delta Dental would not have reimbursed for a D2941 if a permanent restoration was completed within 24 months.

"In addition to the phone support provided by the ODA staff to member dentists, the ODA's Dental Insurance Working Group continued to meet throughout the pandemic to assist individual member dentists who have encountered problems with their patients' dental insurers," Chopra said. "The working group is comprised of volunteer dentists who provide a members-only benefit of helping dentists in need of assistance. I encourage any ODA member in need of assistance with a dental insurance matter to contact the ODA."

Additionally, the ODA continued to provide the free-of-charge Contract

Analysis Service to member dentists. This service helps provide dentists with a fuller understanding of the legalities of what is contained in the contract before they enter into a binding agreement with a third-party payer. Member dentists who are considering a particular participating provider contract may contact the ODA to begin the process of getting the contract analyzed.

The ODA's lobbying team continued to work for passage of Senate Bill 148 and House Bill 681. SB 148 is the non-covered services bill that, if adopted, would prohibit dental insurance plans from setting fees for dental services the insurance company does not cover. The ODA believes this practice is fundamentally unfair and unnecessarily interferes with the patient-dentist relationship. HB 681 would require private dental insurers and the Ohio Medicaid program to pay for a portion of expenses related to dentists' additional PPE costs in light of the current COVID-19 pandemic. Both bills were pending before the General Assembly when this article was written.

The Value of Membership



"During the move to emergency care only in dental practices the ODA was an invaluable resource. They were able to search and research mounds of information from multiple sources and offer sound, concise recommendations based in science that could be implemented immediately."

Canise Bean, DDS
General Dentist
Columbus

Numbers to know

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Dental OPTIONS
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Ohio Department of Health
(614) 466-3543

Ohio Dental Association
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Fax: (614) 486-0381
E-mail: dentist@oda.org
www.oda.org

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

Ohio Dental Association Wellness Trust (ODAWT)
(800) 282-1526 or (614) 486-2700
www.odawt.org

Ohio State Dental Board
(614) 466-2580

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

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
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Dayton Dental Society
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Stark County Dental Society
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Toledo Dental Society
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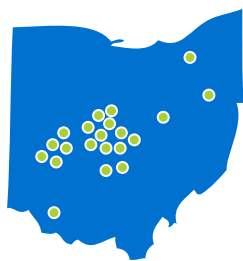
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Dr. Lauren Fields
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30+
Independent Dentists

MANAGEMENT



Dr. Rob Gardner
20+ Year Dentist

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 - Customized marketing designed to drive more new patients to your practice
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23+
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Dr. Lytha Miller
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Time is running out to access the ODA Virtual Annual Session!

By ODA Staff

Dentists and team members can log in to the ODA Virtual Annual Session at their convenience until Dec. 31 to earn up to 28 hours of CE through 13 courses and visit the Virtual Exhibit Hall.

Course information

The ODA Virtual Annual Session is offering several CE courses to help dentists and staff meet regulatory requirements:

- An opioid course that meets the new OSDB requirement for mandatory opioid CE for dental hygienist license renewal.
- A two-hour radiography review course required by the OSDB for dental assistant radiographers.
- A medical emergencies course to meet the requirement for dental hygienists to practice under general supervision, and other duties for expanded function dental auxiliaries and dental assistants.
- A course that fulfills the annual exposure control training requirement mandated by the OSHA Bloodborne



The 2020 ODA Virtual Annual Session is available through Dec. 31. Register and access courses at www.oda.org.

Register at www.oda.org!

Pathogens Standard.

Other course topics include human resources best practices, antibiotic prescribing, restorative dentistry, conservative dentistry, marketing in light of COVID-19,

and thriving amid COVID-19.

Pricing

Register for a full access pass to view all courses for one low price:



- \$125 for ODA and ADA member dentists.
- \$99 for new dentist members (10 years or less).
- \$75 for staff members.

Once you purchase a full access pass, you'll have unlimited access to watch all of our courses and access the virtual Exhibit Hall through Dec. 31. Or, purchase just the classes you want to watch.

Register and access courses

If you've already registered for the 2020 Virtual Annual Session, make sure you access all of your courses and complete your training by Dec. 31.

Don't miss this opportunity for safe, convenient and affordable CE before the end of the year! Learn more and register at www.oda.org.

OSDB, from page 7

health and safety signs; staggering patient appointments; implementing "park and call" or "park and text" requirement for patients; thorough pre-screening and on-site screening by leveraging simple technology tools, and so forth. Some dentists even leveraged tele-dentistry through recently passed administrative rules. If there was ever a time for the profession to hyper-focus on compliance with infection control standards and protocol, then it is now. To that end, it is not practical for the Dental Board to conduct infection control inspections at every single dental office or

clinic in the space of a few months. Accordingly, the profession would be served well to conduct peer reviews or conduct regular self-audits.

The world of academia was not unscathed either as dental schools and dental hygiene programs retooled and strived to adjust to the "new normal." Many students in the graduating class of 2020 were in a quandary as live-patient examinations offered by regional testing agencies were paused for some time. The Dental Board listened to the voice of academia including students in terms of the need for an alternative pathway to licensure in view of the pandemic. After

doing due diligence, the Dental Board voted in the spring to temporarily accept manikin-based examinations through Dec. 31, 2020. This form of examination offered by the regional testing agencies is an additional pathway to meeting the clinical examination requirements for licensure in Ohio.

In the meantime, the Dental Board formed a committee to research and review all the major alternative pathways to meeting the clinical examination requirements for licensure. The Licensure Examination Format Committee was chaired by Dr. Kathy Brisley-Sedon, DDS and the membership consisted of Ms. Michele Carr, RDH, MPH; Dr. Ted Bauer, DDS; and Ms. Mary Kay Scaramucci, RDH. Advisors to the committee consisted of Dr. Canise Bean, DMD, MPH and Dr. Faisal Quereshey, MD, DDS. In summary, the committee found the manikin-based examinations to be acceptable and the full Board voted to extend the previous timeline of acceptance by one year to December 31, 2021. The committee suggested conducting additional review and research into OSCE-based examinations and Portfolio examinations.

As for the Dental Board itself, the futuristic concept of "offices without bricks-and-mortar" that I have prophesied to my staff over the years has seemingly arrived a lot sooner than even I anticipated. The COVID-19 pandemic has made it doubly difficult to maintain safe physical distancing in skyscrapers that are generally packed with thousands of people. Responsible precautionary measures have been taken by landlords including the restriction of the number of people riding in an elevator or gathered in a common-area, availability of plenty of sanitation stations, and so forth. However, the logistics in getting thousands of people safely in and out of a skyscraper every day under pandemic conditions is not ideal.

Thanks to the advent of technology tools and snazzy telecommunication platforms, the Dental Board has been conducting virtual meetings instead of in-person meetings. We have all gone through a learning curve working with remote telecommunication tools such as Skype for Business, Webex, GoToMeeting, Microsoft TEAMS, etc. Kudos to our Board members and staff for their ability to adapt to this new way of doing business. While it is not perfect, we are learning to live and be productive in an imperfect world. The big positive is that we are seeing a record number of people tuning into our meetings which is great news. As we strive to continue to be transparent and inclusive, we are thrilled to open this new access to the public.

If there has been a silver lining in the clouds through this once-in-a-100-year pandemic for all of us collectively then it's the fact that various facets of dentistry have risen to the occasion in these trying times. Not to mention that we have discovered new and ingenious ways of continuing delivery of service in a more efficient and effective manner without compromising our standards. Put aside the binary thought culture for a moment and take some time to notice your accomplishments. Remember that the best is yet to come. Together, we will make it through the remainder of 2020 and usher in a new year filled with promise, hope and normalcy. This harrowing trip will surely come to an end. Right? Hello? Anyone listening?

On behalf of all of us at the Ohio State Dental Board, I wish you a peaceful holiday season that is filled with good health and blessings galore!

Kamdar may be reached at harry.kamdar@den.ohio.gov.

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- Business succession planning
- Estate planning

Joseph P. Crowley Distinguished Dentist Award: Dr. Kenneth Clemens

By Jackie Best Crowe
ODA Managing Editor

Dr. Kenneth Clemens has had a robust career full of many accomplishments. In recognition of his efforts, he will receive the 2020 Ohio Dental Association Joseph P. Crowley Distinguished Dentist Award.

"In my over 42 years of clinical practice, I have known no one who has contributed more to organized dentistry, to his profession, and his fellow American than Dr. Clemens," wrote Dr. Wesley Shankland in his nomination letter. "Now, at the age of 93, he continues to serve the profession and his patients daily."

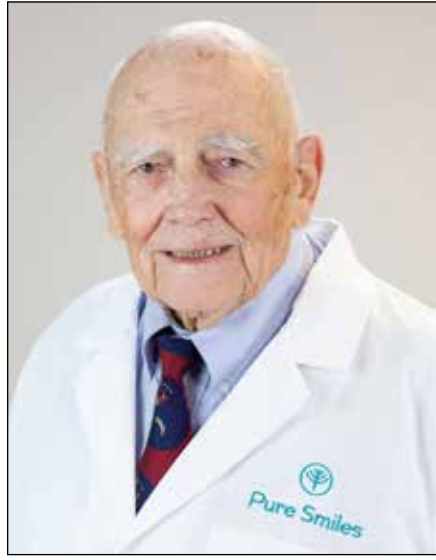
Clemens said the best part of this honor is having his name associated with Dr. Joe Crowley, a great servant to the profession. Clemens was the speaker at Crowley's OSU dental school commencement.

After graduating from high school, Clemens entered the Army during WWII. He was sent to a dental lab tech school and to an outpost in Greenland, where he served as a dental assistant/lab man for the only dentist, Captain Joe. Captain Joe encouraged Clemens to become a dentist and told him about the GI Bill, which paid for his education.

Clemens earned his DDS from The Ohio State University in 1954, and then returned to service during the Korean War. Clemens then founded a dental practice in Lima in 1956.

Clemens has had many accomplishments throughout his career.

One of his major accomplishments has been helping to get a dental hygiene school started in Lima. When he first came to the area, many of his older colleagues said they were having difficulty hiring hygienists. Clemens was appointed to a Lima Academy of Dentistry committee aimed at solving the local dental hygiene shortage. So Clemens began studying the issue and felt that the state needed to create additional dental hygiene schools in geographic areas of need. Clemens



Dr. Kenneth Clemens is the 2020 recipient of the ODA's Joseph P. Crowley Distinguished Dentist Award.

became a member of the ODA Task Force on Dental Manpower and was named chair of the committee on dental hygiene, which also concluded there was a need for additional hygiene schools.

The ODA presented this information to the Ohio Board of Regents who suggested that dentists survey areas and document the need. Clemens went home to Lima and did just that. He worked with Lima Technical College (later Rhodes State College) and submitted a proposal for a dental hygiene program to the Board of Regents, which was approved. Clemens then worked on getting funding, constructing the building, creating a curriculum, hiring staff, accreditation and more.

Clemens has remained involved in the program throughout his career. He was a founding member of the Rhodes State College Foundation and then an LTC/Rhodes State Trustee for 30 years. He has also contributed generously to the hygiene program, and the dental hygiene clinic was dedicated and named the Dr. Kenneth and Jean Clemens Dental Hygiene Clinic.

Clemens said supporting education is

important to him because he grew up in a poor family and his parents did not receive a high level of education. He is grateful he was able to get a good education thanks to being in the service and the GI bill.

"I know the difference an education will make," Clemens said. "President Teddy Roosevelt said 'everyone owes a portion of their time to the betterment of the profession which they belong.' I could have never done it without OSU and the people supporting those things. It's part of your duty, as Roosevelt said."

He served as an adjunct associate professor for 10 years at The Ohio State University College of Dentistry in the OHIO Project and as an adjunct associate professor for 10 years at the New York University School of Dentistry Residency Programs for graduates of non U.S. accredited dental schools.

Clemens has also been very involved with The Ohio State University Alumni Association. He was a charter member of the President's Club and served as the first vice president of the Dental Alumni Society.

He founded and funded the Robert E. Sigman Student Activities fund at the OSU College of Dentistry as well as a named professorship, plus the Snyder Scholarship Fund at OSU Lima. He also was a trustee at OSU Lima for eight years.

He served as the dental college's representative on the President's Alumni Advisory Committee and was editor of "Quarterly," the alumni magazine.

Another one of Clemens' major accomplishments occurred when he was appointed to a state dental advisory committee in the 1970s to help determine the feasibility of building another dental school in Ohio. Clemens helped gather data and correct a report (the original report recommended another dental school was need in Ohio). The correct report was submitted to the Board of Regents and recommended that Ohio did not need another dental school. Clemens

said these efforts saved the state \$100 million dollars, the cost of building a new school at that time.

Clemens has also been very involved in organized dentistry throughout his career.

"My older colleagues when I came to Lima showed me that you can change things through organized dentistry," Clemens said. "And so I was motivated. They pushed us to participate. And you got involved and you found out how it works and what needs to be done."

Clemens served as the chairman of the ODA Council on Publications and was editor for eight years, during which time "The Ohio Dental Journal" received several awards. He also was elected to two three-year terms as ADA Trustee beginning in 1976, representing Ohio and Indiana. During that time, he chose to donate all of his stipends and reimbursements to various dental education programs.

"I became a trustee of the ADA because I knew a lot of people wanted dentists to become part of government funded health programs like hospitals and medical doctors. I felt that was not correct, and that to have any influence on it I had better be in the highest point I could be in organized dentistry, and that was being the trustee representing Ohio and Indiana," Clemens said.

He also served as president of the Northwestern Ohio Dental Society and of the Lima Academy of Dentistry, was a delegate to the ADA and ODA and was on the editorial board for the "Journal of the American Dental Association."

He served as chair of the ADA Future of Dentistry Taskforce and was an ADA representative to the American Medical Association's Health Policy Agenda for the American People. Clemens also served on Gov. Ted Celeste's Task Force on Health Care Cost Containment and Gov. George Voinovich's Task Force of Higher Education.

See CLEMENS, page 15

Access to Dental Care Program Award: University of Cincinnati Medical Center/UC Health Dental Center and its Advanced Education in General Dentistry Residency Program

By Jackie Best Crowe
ODA Managing Editor

The University of Cincinnati Medical Center/UC Health Dental Center and its Advanced Education in General Dentistry Residency Program will receive the 2020 Ohio Dental Association Access to Dental Care Program Award.

The AEGD residency program aims to provide quality dental care for the Greater Cincinnati community through excellent customer service, academic excellence, patient education and a highly trained, compassionate staff who treat each patient with dignity and respect.

The idea for the residency program came about in the mid-'90s, when several dentists got together to look into establishing a general dentist residency program in Cincinnati because at the time, there was not one.

After several years of hard work, the UC Dental Center opened in February 2004 and is a 10 chair clinic, and the Advanced Education in General Dentistry (AEGD) residency program's first residents began in July 2004.

The program provides care to the underserved population in greater Cincinnati. More than 60% of Dental Center patients are on Medicaid or are recipients of the Hamilton County Tax Levy for In-

dent Care. The UC Dental Center also provides care to special needs patients and medically compromised patients, including patients with hemophilia, transplant patients, cardiac patients and radiation patients. They are also able to provide care in the OR to those patients who require general anesthesia and they provide sports dentistry for the UC Bearcats.

"We've been able to provide dental services for certain patient populations that otherwise would not be able to get dental care, such as hospital type patients, whether it's clearance for radiation or a hemophiliac, those types of things, in addition to general dentistry cases for special needs adults who cannot get treatment in an out-patient setting," said Dr. Jerome McMahon, program director. In the general population, oral health was one of the top unmet health care needs when we opened up, so to be able to offer dental services has been a significant improvement."

McMahon said the center serves as a dental home where patients can receive routine dental care and help prevent them from seeking care in the emergency department.

"I have always promoted this program as a way to decrease the number of patients in emergency department,"

McMahon said. "Although it's not the same mechanism as ER diversion, by same token, it's a very valid way to go about it. The numbers have gone down significantly, and while there could be other factors involved, I think our efforts have had a positive impact."

McMahon said that many graduates of the program go on to continue serving the community by working at the local health department or other clinic type settings.

The Dental Center has had more than 118,000 patient visits since it opened and more than 50 residents have been trained through the program.

Residents rotate through the Cincinnati Children's Hospital Dental Program and the Oral and Maxillofacial Surgery Center at Holmes Hospital.

McMahon said the program helps the residents with professional growth and they improve their clinical skills tremendously.

"We offer a way to fill in that gap between what's taught in dental school and what goes on in the real world," McMahon said. "It's rewarding to see an improvement in their clinical skill and their confidence as they grow over the year."

McMahon added that it's especially fulfilling to see the residents many years down the road after they have gone out

into the world and succeeded.

The Dental Center is staffed with two dentists, three hygienists, five assistants, several office staff, a residency program coordinator and a dental/residency program director. They also have part-time attendings including two periodontists, two endodontists, two general dentists and a prosthodontist.

The University of Cincinnati Medical Center and its parent organization, UC Health, provide significant financial resources for the Dental Center. Additionally, the Cincinnati Dental Society and the Ohio Dental Association have made donations to the Dental Center.

McMahon said his favorite part about the program is interacting with the dental community, including the local dental society, the specialists that work at the dental center and the residents who come through the program.

"Interacting with the talented young dentists that we have – they're the future of our profession; they will go on to shape our profession in the future," McMahon said.

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



The Explorer

Matthew J. Messina, DDS
Executive Editor

Toward a Bright New Year

By any measure, 2020 has been an awful year. I won't recap anything, because the memories are all too painful and

fresh in our minds. We are stuck in the time warp that began in March and the carousel keeps spinning without end. As we begin the new year, few people are suggesting that there will be significant improvements anytime soon. So what approach do we take?

In a world swirling off its axis, we have to take control of the only thing we can: our attitude. As things happen, we have the choice of how we view these events and what our response will be.

Remember, if it were easy, then everyone else would find it easy too! That would make it harder to stand out and to do the important work that gets noticed. Tough times scare people that aren't as committed as we are. When it's nasty out there, we should look to find the opportu-

nities. That's where the good news lives!

Regardless of your personal beliefs, the following statement from St. Therese of Lisieux has value as a place to begin reflections for the new year. Written around 1890, the thoughts are fresh and valid today. She said, "May today there be peace within. May you trust that you are exactly where you are meant to be. May you not forget the infinite possibilities that are born of faith in yourself and others. May you use the gifts that you have received and pass on the love that has been given to you. May you be content with yourself just the way you are. Let this knowledge settle into your bones and allow you the freedom to sing, dance, praise, and love." You are exactly what the world needs right now. Be that person

and make something happen.

Celebrated jazz trumpet player Miles Davis said, "My future starts when I wake up every morning ... Every day I find something creative to do with my life." We find that happy people are working hard to produce something. Bored people aren't accomplishing much and they are understandably grumpy and sad. We don't need to set out to change the world. Just make small progress, one day at a time. Make your corner of the world a little better.

We attack 2021 head on! Get up. Go to work. Do your best work. Repeat tomorrow. For 2021 and beyond, that's the prescription for happiness and success!

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



The Happy Dentist

Najia Usman, DDS
Guest Columnist

Glow Up

It is Dec. 1, 2020. In eight days I turn 50. As I consume the last of my Thanksgiving desserts that I made myself for the first time I peer through my front window and appreciate twinkling holiday lights looking for acknowledgment amidst a white furry blanket of snow, covering our Northeast Ohio landscape. To me it is emblematic of what this year has been: stay inside, stay at home and take in the gift of yourself and your family. I reflect on this year of the unexpected. The year 2020 started like any other: our family calendar peppered with meetings, vacations and deadlines nine months in advance. Many months had my husband and I trading off time at home while the other managed the out of town obligations. I had gotten used to this schedule not even realizing that this external focus was taking away from what brought real fulfillment. It's amazing how we consume ourselves with busy work only to realize it is a hamster wheel which only moves faster but never forward. This was the year to get off the wheel and make it transformative.

The abrupt halt to all of our lives in March was a trauma for many of us initially but we all made the necessary adjustments. I am not unaware of the suffering of many but I also have seen and been inspired by massive resilience and adaptability. Like many of us, much time was spent on social media glued to our devices. As much as we have felt anxiety through isolation and a change in our routines, could you have even imagined going through a pandemic 20 years ago? Could you have imagined being a student like many of our kids, sitting in front of a computer trying to engage eight hours a day with information and having the discipline to stay on point? My social media feed had become my sanctuary. Some are highly critical of social media. There is no question it is a biased way of receiving information. The AI algorithms feed you more of what you are drawn to versus the cable news channels of the past. Let's be honest though: this was the year if any to shut off the news and live life in your own form of bliss. My feeds were a place I could seek great advice to run my practice. It was a place I learned to try a new recipe. It was a place to find role models for mental and physical fitness or the new audiobook that would change the way I would view the world (see The Vanishing Half). It was from my Instagram

feed that I learned the term "Glow Up" for which my favorite definition is: "a mental, physical and emotional transformation for the better whether natural or planned."

In my dental community I found much to be gained both nationally and internationally as dentists were such early adopters to make the best use of the technology to share information. From the Facebook group "dentists against corona virus" to the ODA, Endolit and my new dental colleagues that we met in Dammam, SA last year there were so many different dental communities available to jump in for academic, business or creative inspiration. Virtual dental meetings, hours of free continuing education kept our brains occupied and informed but still left time to appreciate other things in our lives. In Ohio our dental leaders sifted through information quickly, digesting news bites and government policies to educate and prepare all of us to return to our practices safely. Because we were under tremendous scrutiny from the government, our patients and our staff, I am so proud of the fact that the profession of dentistry as a whole has done a remarkable job. We have been able to meet the needs of our patients safely and provide for ourselves and our staff during this time of uncertainty. But I also found that treating our patients provided that much needed social outlet for our entire staff that many other people didn't have. Through it all we have guffawed through shared stories of mask anarchists and the hand sanitizer "Karens" while providing care safely to our patients.

I do fundamentally believe that emotional health and physical health go hand in hand. As the year draws to close and we see the return to "normalcy" with the vaccination coming in 2021, there are things that I hope to resume but there are definitely things I have left behind. I hope I have emerged as a more complete "glowed-up" version of myself ready to face challenges of the next 50.

Dr. Usman may be reached at usman@zoominternet.net.

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It's Your Choice

Robert Buchholz, DDS
Guest Columnist

What's in your glove compartment?

Almost a quarter century ago, while attending a "Dental Emergencies" CE program, the speaker went somewhat "off topic."

The Doctor/Lecturer stepped back from the podium and challenged his dentist audience ... to be something other than just clinicians and openly wondered if we considered ourselves a "total health practitioner."

It wasn't a trick question, but many of us were cautious in answering!

He then piggybacked a second question which was: Would any of us have a problem putting a "pocket mask" in our car's glove compartment?

His point was – are we, as total health practitioners, willing to – if needed – use (pocket mask) it in an emergency situation, outside of our work environment?

Today ... my pocket mask is still lying in my car's glove compartment awaiting that first moment of need. And as I write this op-ed – I still hope it will never see the light of day.

In that same time frame our country's citizens were unconsciously being exposed to a health care crisis like no other – including our current COVID-19 pandemic – and we're still suffering from its consequences, today.

I don't believe many general dentists have been directly INFLUENCED during the crisis but I can't say the same for some of our profession's specialty group members.

The crisis took root in the late '90s and bore fruit by the turn of the millennium.

What I'm referencing is the marketing of Purdue Pharma's time release pain medication – OXYCONTIN.

From 1995 up until October 21, 2020 – estimates are – 250,000-500,000 citizens or more, have died from drug overdoses, with OxyContin being the most abused drug of choice. Let that sink in for a few seconds. That's anywhere from TWO and a HALF – to FIVE full capacity, fan filled football games ... at Ohio Stadium!

The reason I'm using the above October date is because that's when Purdue Pharma's family owned business finally settled, for EIGHT BILLION DOLLARS+ – with the federal government. The company pleaded guilty to fraudulently marketing the painkiller that may be responsible for

addicting thousands of Americans, resulting in opioid overdoses. State and local lawsuits are not affected by this settlement and will continue to be heard in courts, in future years.

In metropolitan Cincinnati, my first memories of Purdue Pharma's influence on our profession occurred far too frequently, starting in the late '90s.

I began noticing that some of my teen patients were developing an affinity for a specific dental specialist. On several occasions, when referring my teen patients for specialist treatment, the teen(s) would ask to be referred to a SPECIFIC SPECIALIST.

Once a referral pattern was established, I began confronting the teen(s) and asked why they specifically were requesting to be referred to Dr. "X."

Each time the same specialist was identified. It became apparent that the community had a "Doctor Feel Good" practicing within it.

I couldn't help but wonder how many elaborate Purdue Pharma dinners or trips to warm climates were logged by dentists, in order to change the prescribing habits of "XYZ" specialist.

I sincerely doubt that each of you can state that you haven't known someone that has been affected by an overdose of some type of opioid derived drug.

And most ODA members also know that this year's ODA Past President, Sharon Parsons, had a son that died from an opioid overdose!

So ... like that aforementioned "Dental Emergencies" CE speaker, I want to challenge each of you to step away from just wearing the mantle of DDS/DMD and become a "total health practitioner" ... by placing a two pack of "Narcan Nasal Spray" in your car's glove compartment.

And if you're like me, up until this year, quite a few of you had no idea that a regular "Joe" can walk in any pharmacy and buy a two pack box of Naloxone HCL-4mg nasal spray for about \$85.00 (1-844-4Narcan or 1-844-462-7226). NO PRESCRIPTION IS NEEDED!!!

There are a couple "warnings" that come with the two pack Narcan:

1. Keep out of sunlight
2. Store at room temperature (no higher than 77F) and do not freeze!

The likelihood of running into a situation with of an overdose victim is no doubt much more likely than having to use a pocket mask. Then again the situation might be such that both the mask and the Narcan two pack are necessary!!!

Don't be hesitant to be a "Doctor-Doctor!!!"

(Narcan Nasal Spray is distributed by ADAPT PHARMA, INC. AND HAS BEEN ON PHARMACY SHELVES SINCE 2016.)

Dr. Buchholz may be reached at rbuchh46@gmail.com.

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Our North Central Ohio pediatric dental practice is seeking a part-time pediatric dentist to join our busy, but caring team. We pride ourselves in providing state-of-the-art dental care for the pediatric population of 5 counties. Our most recent associate of 12 years retired to care for

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Orthodontic/Dental Space - Mentor, Ohio. For lease: approx. 2500 sq. ft.

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Bridgeway Practice Transitions	4	ODA Services Corp.	5, 8
Choice Transitions	15	Old Fort Banking Company	9
Dr. Harry Miller	11	Omni Practice Group	7
Elevate Dental Partners	10	Practice Impact	9
Frank Recker DDS, JD	6	Thomas Law Group	11
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General Dentist
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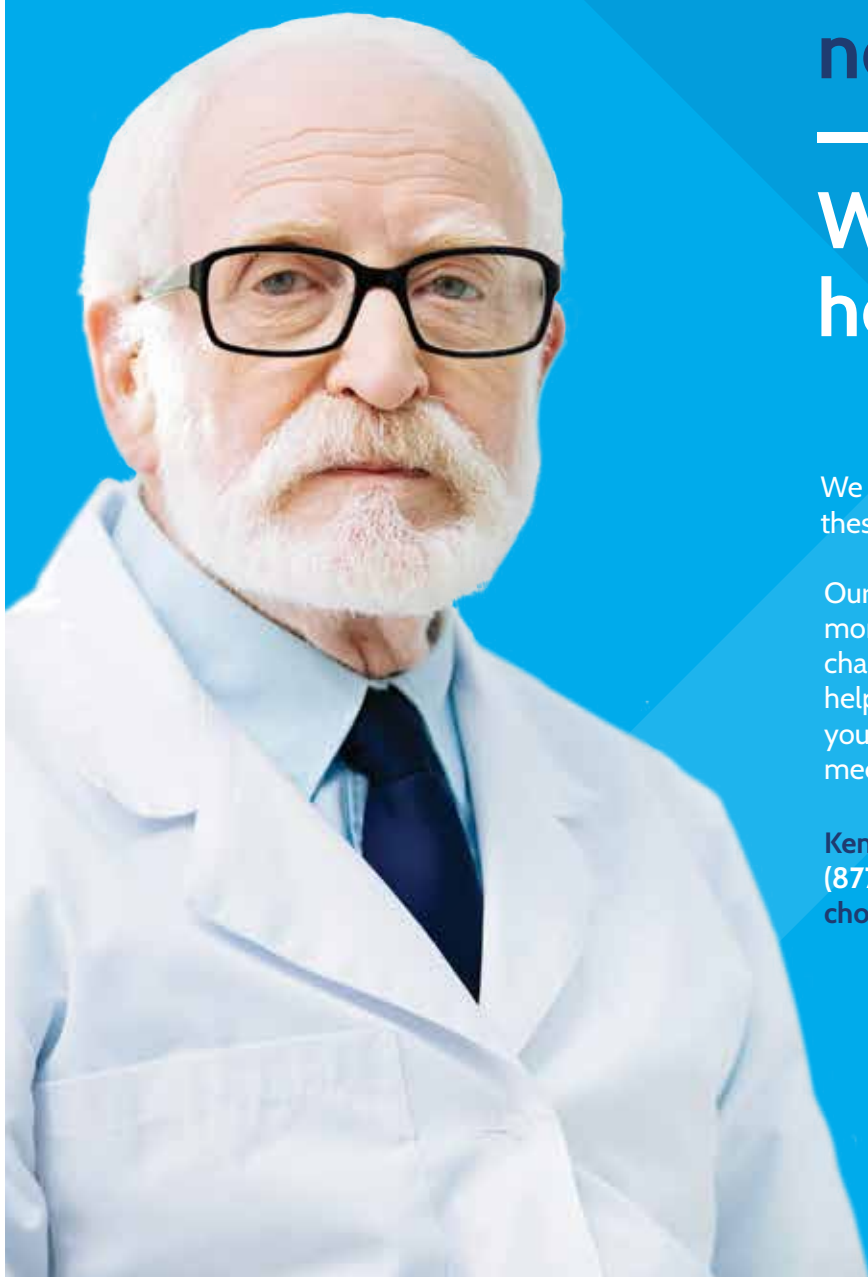
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CLEMENS, from page 12

Clemens has received many awards for his achievements, including the Distinguished Service Award from Lima Technological College, International College of Dentist’s Golden Pen Award, The OSU College of Dentistry Distinguished Alumnus Award, the ODA Achievement Award, ADA Presidential Citation, Pierre Fauchard Academy Service Award, Ohio State University Alumni Association Leadership Award, the James A Rhodes State College Honorary Associate in Applied Science Degree, the Maureen C. Grady Award for Special Achievement given by the Association of Community Colleges and the Ralph Davenport Mershon Alumni Award from The Ohio State University Alumni Association.

Outside of dentistry, Clemens enjoys golfing and fishing. He and his wife, Jean, have two children, Ray and Jill.

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

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