ADVOCATE. INFORM. SERVE

A PUBLICATION OF THE OHIO DENTAL ASSOCIATION FOCUSING ON DENTISTRY IN OHIO.

June 2021 | Volume 96, Issue 6



#### **QUICKBITES**

#### SPECIAL MEMBERSHIP **ISSUE**

The June issue of the "ODA Today" is sent to all licensed dentists in Ohio. Look throughout the issue for information relevant to your practice and quotes from ODA members about why they value their membership.

For more information about the Ohio Dental Association and becoming a member, visit www.oda.org.

If you would like to join the ODA, visit www.oda.org/joinandrenew.

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### **OHIO DENTISTS BOUNCING BACK FROM COVID-19** PANDEMIC THANKS TO ORGANIZED DENTISTRY

COVID-19, Membership Benefits

#### By ODA Staff

Just over a year after dental offices were able to resume care after shutting down for a month and a half, COVID-19 restrictions in Ohio are being lifted as more people receive vaccines.

Over the last year and a half, dental offices have gone through what was one of the most difficult times as a profession as the pandemic ravaged the world, but organized dentistry has had your back and we've seen dental offices in Ohio rebound to overcome these unforeseen hardships.

On March 18, 2020, the state of Ohio 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.

During this time, we advocated on your behalf 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



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

PPE.

We also continued our advocacy efforts with the state of Ohio, which led to dental offices being able to resume providing care on May 1, 2020. This was sooner than most other states across the country.

By the week of May 4, 2020, 72.8% of dental offices in Ohio reported being open but seeing a lower patient volume than normal or were back to business as usual, compared to only 30.9% of all dental offices in the U.S., according to the ADA Health Policy Institute.

#### AT A GLANCE

- We advocated for dental offices to open as soon as possible.
- We advocated for dental professionals to receive early access to COVID
- We educated patients about why it's important and safe to return to the
- We have provided up-to-date information and resources for our members throughout the pandemic.
- We helped secure reliable sources of

As dental offices were preparing to reopen, we provided two free CE courses available to ODA members with information about infection control, PPE and other resources to help you safely reopen your dental practice. In total these webinars were viewed over 14,000 times.

By the week of May 4, 2020, 72.8% of dental offices in Ohio reported being open but seeing a lower patient volume than normal or were back to business as usual, compared to only 30.9% of all dental offices in the U.S., according to research from the American Dental Association Health Policy Institute.

As dental offices reopened, we faced a shortage of PPE. The ODA worked to obtain PPE at a reasonable price by distributing

See COVID, page 12

#### MORE THAN 2,000 CREDITS REDEEMED THROUGH PPE **PROGRAM**

COVID-19, Membership Benefits

#### By ODA Staff

DentaQuest, LLC made a \$200,000 donation to provide much needed personal protective equipment (PPE) to Ohio dentists during the COVID-19 pandemic. Working with OhioDDS partner Midway Dental Supply, DentaQuest provided Ohio dentists with the opportunity to request a credit of \$100 to order a selection of popular PPE Midway also donated additional funds to provide credits to even more dentists.

Through the program, 2,300 PPE credits were redeemed. This program was available to both members and non-members as a service to all dentists in Ohio.

"The ODA has been a committed ally in helping to protect the life and livelihood of its member dentists as the pandemic has unfolded," said Dr. Laura Martin Miller, a general dentist in Kent. "Our practice was grateful to recently receive the DentaQuest PPE credit for ODA members, through Midway Dental Supply. It has allowed our practice to obtain some free, high quality,

FDA approved PPE and continue to practice safely, benefiting both our patients and our team. We are appreciative of the effort and guidance the ODA has provided, especially this past year and encourage others to take advantage of their member benefits."

The \$100 credit could be used toward PPE including face masks, gowns, antiseptic spray, head coverings and more offered on Midway's PPE website.

"I was happy to get some much needed the ODA," said Dr. Stacy Davis, a general dentist in Waverly, Ohio.

PPE credits were used to purchase the following equipment:

- Head & Face gear (face masks, shields, caps): 7,924 units.
- Body gear (gowns, shoe covers, sanitizers): 3,746 units.
- Tech (Thermometers): 252 units.
- Materials (wraps, equipment covers): 730 units.

"The PPE credits that I received were a great value-add to my ODA membership," said Dr. Britni Skoda, a general dentist in Beachwood. "I am already saving money

on everyday supplies by utilizing the ODA partnership with Midway, so these credits were icing on the cake. Anything helps in this crazy expensive world of dental supplies, and the ODA is great at facilitating these relationships to help member dentists."

The ODA has partnered with Midway since 2019 to provide our members with discounts on dental supplies and equipment through our group purchasing or-PPE free because of my membership with ganization, OhioDDS. Learn more about OhioDDS by visiting www.odasc.com.

> "The ODA has been a committed ally in helping to protect the life and livelihood of its member dentists as the pandemic has unfolded."

-Dr. Laura Martin Miller General dentist in Kent



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**REGISTER SOON** WWW.ODA.ORG

CHECK OUT THE ODA ANNUAL SESSION **INSERT INSIDE THIS ISSUE!** 

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#### MASK, COVID-19 SAFETY **GUIDELINES**

COVID-19, Regulatory Compliance

As more Ohioans become vaccinated, many health orders are being lifted. Dentists should be aware, however, that the guidelines set out by the Ohio State Dental Board regarding care during the COVID-19 pandemic remain in effect at the time of print.

The CDC has also recently posted updated information regarding mask guidance for fully vaccinated people. This guidance states that people should continue to wear a mask in health care settings.

COVID-19 guidance for dental offices:

- Ohio State Dental Board: https://dental.ohio.gov/News/ ohio-state-dental-board-co vid-19-update-dental-officesopening-on-may-1-2020
- American Dental Association: https://www.ada.org/~/media/ CPS/Files/Articles/Toolkits/ CDC\_COVID-19\_PPE\_and\_ Screening\_FAQ.pdf

When utilizing these guidance documents, dentists must use their professional judgment. All are guidance documents intended to assist dentists and employers in working through the issues associated with providing care to their patients in a safe working environment. Each entity may provide slightly differing guidance, and it is up to the dentist to determine how to proceed.

Please watch your email for the most up-to-date information about guidelines and regulations affecting dental offices.

#### **NEW GRADUATES** MAY BE ELIGIBLE FOR MALPRACTICE **INSURANCE AT NO** COST TO THEM

Endorsed Products & Discounts, Membership Benefits

Dentists who are new graduates, former ASDA members and current ODA members may be eligible to have their first year of malpractice insurance coverage prepaid by the ODA.

Through this program, the ODA provides new graduates with their first year of malpractice coverage through MedPro at no cost to them (subject to underwriting guidelines). Members can choose from occurrence or claims-made coverage.

Dentists who are planning to hire a new graduate as an associate can also take advantage of this benefit when providing malpractice insurance for their new employee.

MedPro is the Ohio Dental Association Services Corp.'s endorsed company for professional liability coverage for ODA members.

For more details on this program and to see if you qualify, contact the ODA at (800) 282-1526 or email stacyc@oda.org.

#### **ARE YOU RECEIVING OUR EMAILS?**

If not, make sure your email address is up to date!

Visit www.oda.org

#### CHECK OUT THE NEW LOOK AND FEEL OF THE 'ODA TODAY'

Membership Benefits

By Jackie Best Crowe

**ODA Managing Editor** 

In this issue of the "ODA Today," you may notice a new look and feel, and a few exciting new features.

Last fall, we conducted an "ODA Today" readership survey, which provided great feedback about the "ODA Today" and what our members value most about the publication. We have studied your feedback closely, and have made several changes to the "ODA Today" to improve the publication and make it even more useful for your practice.

Overall, the "ODA Today" received high ratings from members and it is seen as a strong membership benefit that provides valuable information for dental practices in Ohio. We also found that the majority of respondents continue to prefer receiving "ODA Today" content in hard copy print.

We also found that our members are regularly reading the "ODA Today," but many of you are skimming some of the articles.

We have made several changes to the "ODA Today" to help those people who prefer to skim some or all of the publication to find the most important information more quickly.

We've added "At a glance" boxes to some of our most important articles. These boxes will help you to get the most important key takeaways from these articles.

You'll also notice green pullout quotes for some articles throughout the issue. This will also help you take away key points from those articles.

We've also added categories to some of our articles, such as COVID-19, Regulatory Compliance, and Dental Insurance. Members have rated legislative and regulatory issues as our most important topics to cover, so these categories will help you to find the topics that interest you the most.

We've moved our QuickBites to page 2, and added some updated features to our calendar. This page will serve as an area where you can find important information, dates and deadlines quickly.

Another new feature is our standing Member Benefit Buzz on page 3. This feature has been re-formatted into a short article that you'll find each month on page 3, and it will highlight various membership benefits so that you can make sure you're taking advantage of your membership in the ODA.

We hope you like the new look and feel of the "ODA Today" and continue to find it a valuable membership benefit. Let us know what you think by emailing ODA Managing Editor Jackie Best Crowe at jackie@oda.org!

#### 2021 ODA ANNUAL SESSION TO FEATURE IN-PERSON, VIRTUAL COMPONENTS

Annual Session, Events & CE

The Ohio Dental Association 2021 Annual Session will be a hybrid meeting this year with an in-person meeting in Columbus, Ohio from Sept. 30 to Oct. 2, 2021, and a virtual component available from Sept. 30 through Dec. 31, 2021.

Attend in-person AND take advantage of up to 30 hours of virtual CE courses, free with registration!

Learn more by checking out the ODA Annual Session insert in this issue of the "ODA Today." Full details will be available at www.oda.org in June.

#### AT A GLANCE: **ODA DATES & EVENTS**

#### Dates & Deadlines

ODA Office Closed for Holiday

8/13 Annual Session Early Bird Registration Deadline

#### **Events**

New Dentist Family Zoo Day - Columbus

9/30 -10/2 ODA Annual Session - Columbus

#### Meetings

6/17 Task Force on Auxiliary Utilization and Access to Care

7/9 Subcouncil on Diversity and Inclusion

7/12 Subcouncil on New Dentists

7/21-23 **Executive Committee Retreat** 

7/23 ODA Services Corp. Board

Council on Dental Care Programs and Dental Practice

#### **ODA TODAY**

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**ODA Today Managing Editor** 

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

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David J. Owsiany, JD ODA Executive Director

THE DIRECTOR'S CHAIR

#### BEARD CHOP FOR A CAUSE

ODA Foundation

As many of you may know by now, we did a little fundraiser for the ODA Foundation this spring. When the pandemic hit last year, the ODA staff continued to work, striving to provide member dentists the same level of service and programs that they have come to expect from us. One area that did change, however, was that we were not holding in-person meetings. In fact, while I was regularly on conference calls and participating in Zoom meetings, I was actually seeing very few people in person, so I decided not to trim my beard for a while. And the longer the pandemic restrictions were in place, the longer my beard grew. For me, it became a reminder and a small symbol of the fact that things were not back to normal.

As my beard got really long, it became apparent that no one liked it! My family despised it, and the member dentists and others that I "saw" on Zoom calls, all urged me to chop it off. But I wasn't ready to chop the beard as the COVID restrictions lingered into this spring. Then, the ODA Foundation came up with a challenge in late April. The challenge went like this: If the member dentists of the ODA raised a total of \$10,000 for the ODA Foundation by the close of the ODA's Virtual Leadership Institute on May 21, ODA President Dr. David Kimberly would chop my beard off live on the Zoom webinar and on Facebook for the members to watch.

I was happy to accept the challenge because while I enjoyed growing my beard out, I love the great work of the ODA Foundation even more. The Foundation is the charitable arm of the ODA and has provided more than \$1.5 million in scholarships for worthy Ohio dental students and grants to programs that provide dental care to underserved Ohioans.

The generosity of the ODA member dentists was overwhelming and not





Before.



After

#### We raised just over \$20,000 for the ODA Foundation!

only did we meet the goal of raising \$10,000, we actually doubled it and raised just over \$20,000 for the ODA Foundation. Thanks to all of you who donated!

At the conclusion of the virtual Leadership Institute, Dr. Kimberly did chop off my beard. I was proud to play a small part in this fundraiser and am very appreciative of the generosity of the ODA member dentists. My family is also appreciative that my beard is now neatly groomed.

I am not only pleased that we raised a substantial sum of money, I am hoping the chopping of the beard is also symbolic of the fact that we are getting closer to normalcy as the number of COVID infections continue to shrink, the number of Ohioans getting vaccinated grows and the COVID-related restrictions are slowly lifted. And now that we are on the verge of holding in-person meetings again finally, my facial hair will look respectable!



ODA President Dr. David Kimberly chopped off ODA Executive Director David Owsiany's beard that he had been growing since the beginning of the pandemic as part of a fundraiser for the ODA Foundation.



David Kimberly, DDS, MD ODA President

PRESIDENT'S MESSAGE

#### DENTISTRY'S TOMORROW DEPENDS ON YOU

Membership Benefits

I have a question for those of you who have wisely chosen to read this. What do thousands of dentists and dental professionals in the state of Ohio have in common with 19th century philosopher Arthur Schopenhauer and Joni Mitchell? The answer? They all realize the value of something is most obvious when it is gone, or in dentistry's case, when it is threatened with government mandated closer.

Arthur Schopenhauer is credited with the quote "Only loss teaches us about the value of things." Joni

Mitchell's hit track "Big Yellow Taxi" has a line that states "Don't it always seem to go that you don't know what you've got till it's gone?" As for the nearly 7,000 dental professionals in the state of Ohio, their eagerness to access the Ohio Dental Association's information stream during the state of Ohio's COVID mandated restrictions demonstrated a deep understanding of Schopenhauer and Mitchell's observations. During the months of March and April the ODA had multiple live streaming events explaining the rapidly evolving COVID-19 practice guidelines. The events were accessed in staggering numbers, anywhere from 7,200 to over 14,000 dental professionals requested and logged in to those live steam events. There are only 5,300 members of the ODA. The value of our organization became painfully clear to the other 1,900 plus dental providers in just a few short weeks last spring.

When dentistry is faced with over-whelming obstacles, the ODA is there to speak for our profession. The gravitas of our organization is directly proportional to our membership percentage. Please remember the health and vitality of our profession is a result of engaged, concerned and dedicated ODA volunteer dentists giving their time, talents and treasure for the benefit of everyone. Join us! Dentistry's tomorrow depends on ... YOU!

# MEMBER BENEFIT BUZZ

# OPIOID CE MUST BE COMPLETED BY DEC. 31 FOR LICENSURE RENEWAL; ODA HAS FREE COURSE FOR MEMBERS

Membership Benefits, Opioids, Continuing Education

By ODA Staff

The Ohio State Dental Board is requiring all dentists to complete two hours of continuing education on opioid prescribing and related issues. The rule requires two hours of CE for each of the next two bienniums in order for dentists to renew their license in Ohio. The current biennium ends on Dec. 31, 2021, and dentists must complete this requirement by that time in order to renew their licenses. This requirement applies to all Ohio licensed dentists, whether or not they write prescriptions.

To help ODA members meet this requirement, the Ohio Dental Association has created a free online CE course, "A Dentist's Guide to Recognizing and Understanding Addiction and Engaging in Responsible Prescribing Practices." The two hour course on opioid prescribing and other addiction-related information is available at www.oda.org exclusively to ODA members as a benefit of membership.

The course features Dr. Sharon Parsons, who is a general dentist from Bexley and the 2019-2020 president of the ODA. Parsons has a compelling story of how the opioid crisis and addiction affected her and her family directly.

Dr. David Kimberly, an oral surgeon in private practice in Akron and the 2020-2021 president of the ODA, explains how the addiction crisis has impacted his approach to prescribing pain medication in his practice.

Dr. Kumar Subramanian, an endodontist in Pickerington and a part-time educator at Nationwide Children's Hospital, also speaks in the CE course. He is president of the Ohio State Dental Board (OSDB) and worked closely with the Opioid Committee in drafting prescribing rules for the state of Ohio.

The ODA House of Delegates adopted a policy on opioid prescribing at its 2018 meeting.

The policy supports continuing education for dentists in prescribing opioids and other controlled substances.

The policy also supports statutory limits on opioid dosage and duration of no more than seven days for the treatment of acute pain, while also recognizing the need for clinical judgment in pain management and to determine patient care.

Additionally, the policy supports dentists registering for and utilizing OARRS, Ohio's prescription monitoring database to promote the appropriate use of controlled substances for legitimate medical purposes and deter the misuse, abuse and diversion of these substances.

ODA members can access the free online CE course to fulfill the OSDB's requirement by visiting www.oda.org.

Hygienists are also required to complete two hours of opioid continuing education to renew their licenses. The 2021 ODA Annual Session will offer a course to meet this requirement via its virtual platform. To learn more about this and other courses being offered virtually and in-person at the 2021 ODA Annual Session, visit www.oda.org.

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Eric S. Richmond, Esq. ODA Director of Legal & Legislative Services

**LEGAL & LEGISLATIVE** 

#### TOP 10 LEGAL **ISSUES IN A DENTAL OFFICE** - **PART 1**

Being a member of organized dentistry provides plenty of benefits. Those benefits range from savings on products and services used in dental offices to continuing education opportunities to legislative advocacy. Along with these benefits, your membership also offers you access to necessary information in the dental community. This information covers almost every aspect of the dental practice, from COVID updates and recommendations that we have seen throughout the last year to other legal and regulatory compliance resources.

In the last year, the ODA legal and dental services department has fielded thousands of phone calls with questions from dental offices across the state on a variety of legal and regulatory issues. While a good number of the calls in the last year have been COVID specific, the other questions have common themes. In June, July, August and September this column will address the 10 most common legal questions received from dental offices.

#### 10) ANTITRUST AND **INSURANCE ISSUES**

Third-party payer and insurance issues create a great deal of confusion and frustration for dental practices. Dentists must be cautious when responding to these concerns because serious legal pitfalls exist. Antitrust regulations, which were initially established to break industrial monopolies, also apply to health care providers. These state and federal regulations seek to prevent anti-competitive behavior and the unnecessary restriction of trade.

Penalties for antitrust violations are severe and can include both monetary fines and criminal sentences. Consequently, it is important for dentists to refrain from discussing among themselves or making public statements about fees charged for dental services, whether or not to interact with thirdparty payers or any other topic which may infringe upon competition. It is important to note that dentists who work for the same corporate entity or group practice are able to discuss fee structures and decisions about interacting with third-party payers if the individual dentists' financial interests are merged into the group.

Government regulators closely scrutinize the activities of organized dentistry because members are competitors in the marketplace. Leaders of dental societies must be aware of antitrust regulations and make efforts to prevent any anticompetitive activity by members. In the early 1990s, the ODA House of Delegates adopted Antitrust Compliance Guidelines for use by the association and its members. These guidelines are reviewed each year during committee and council meetings.

#### 9) ANIMALS IN THE OFFICE

Over the past few years it has become more common to see an animal in a dental office or in public places. In that time I have been asked questions about the rights of animal owners to have their companion in the office. This trend has increased to include phone calls from dental offices asking if they are allowed to have an office animal. The answers to all of these questions depend on the liability an office is willing to take on and the type of animal in the office. From office dogs, to emotional support animals, to service animals, every situation presents different challenges to a dental office.

The answers to these questions depend mostly on the office's willingness to take on liability. The one scenario with clear rules that an office must follow is in the case of service animals and their rights under the Americans with Disabilities Act (ADA). A service animal is a dog or miniature horse that is individually trained to perform basic tasks for people with disabilities. A service animal is to be treated as an extension of the patient and is allowed to be in all areas that the patient can go. When

a person with a service animal enters the office you may ask the patient two questions. Those questions are 1. Is this a service animal? 2. What is the animal trained to do? Asking these questions can help the office understand what the dog or miniature horse will be doing for the patient and clarify that they are actually a service animal. You may not ask the patient the following questions: What disability is the animal helping you with? Do you have medical documentation for the animal? Can the animal demonstrate what it is trained to do? Only in situations where the animal cannot be controlled by their handler (posing a threat to the health and safety of others) or if the animal is not housebroken can it be removed from the office.

Aside from service animals that are covered under the ADA, any other animal that could present in the office is not covered by any law and the questions regarding whether they should be there or not depend on office policies. It is important for each office to make their own policy regarding animals in the office. This policy should include what to do with emotional support animals (ESAs). To write the policy it is

#### AT A GLANCE

- Dentists must refrain from discussing among themselves or making public statements about fees charged for dental services, whether or not to interact with third-party payers or any other topic which may infringe upon competition.
- Service animals must be treated as an extension of the patient and are allowed to be in all areas that the patient can go.
- Other animals are not covered by any law and the questions regarding whether they should be there or not depend on office policies.

important to take into consideration all factors. You must not only consider the positive impact that an ESA could have on a patient's treatment but the side effects of that ESA being in the office. The flip side of that is the other patients

See LEGAL, page 5



#### **Practices for Sale**

Hamilton Co: Grossing \$650K/year. 4 ops. 3,000 sq/ft. Digital PAN, digital x-ray, Cerec. RE availble. Great visibility.

Toledo: Consitantly collects \$800K/year. 25 new pts per month. 4 ops with room to expand. Seller will stay for transition.

NE Cleveland Suburb: Collecting \$380K/year. Mix of FFS/PPO patients. Low overhead. 3 ops. Eaglesoft. Seller retiring. Columbus: 100% FFS practice. Operating part-time, collecting \$180K per year. Desirable location on west side. 6 ops.

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

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

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

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.

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. West Cleveland: Grossing \$750K per year.

FFS/PPO. Paperless. 7 ops, room to

expand. Real estate for sale.

East Cleveland Suburb: 100% FFS, revenue \$1.7M, paperless with CBCT. 5 ops with room to expand.

Lake County: Grossing \$400K on only 18 clinical hours a week. 3 ops with one more plumbed. FFS/PPO. Merger opportunity.

Tuscarawas Co: 100% FFS practice with 6 ops. Digital x-ray, digital PAN. Real estate available. Collecting \$450K per year.

Springfield: Shell practice with historic revenue of \$500K. 3 fully equipped ops, 2 more plumbed. Digital x-ray & PAN.

East Akron Suburb: 3 ops, room to expand. Grossing \$250K per year. PPO/FFS. Real estate available.

Dayton: Grossing \$500K on 3 days/week. Mix of FFS & PPO. 1700 active patients. Digital x-ray, digital PAN, and Cerec.

SW Ohio: Holistic practice in desirable city. Collecting over \$950K per year. Digital x-ray, digital PAN, Cerec. 5 ops with room.

East Cleveland Suburb: Grossing \$1.1M. All FFS. 6 ops. Digital x-ray and CBCT. Paperless. 30 new patients per month.

#### Looking for a new associateship?

We have opportunities in the following

- Ashland
- Columbus
- Cleveland Suburb • E of Columbus
- N Canton Pedo
- SE of Cleveland
- Canton
- Cincinnati
- E. Cincinnati
- Lima
- Mid-Ohio Valley • N. Akron Suburbs
- NW Ohio
- Sandusky
- SE Ohio • Toledo
- W of Cleveland Youngstown

Dr. Karishma Patel has joined the practice of **Dr. Phil Chahine** Columbus, Ohio

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## Don't be Jealous. Be Aggressive.

2020 was a brutal year for many businesses. But these challenges have created an equal number of Opportunities:

Unparalleled real estate openings • Backlogs of desperate patients

A chance to forever position your practice as the single best source in your community

This can be **your** time. Your time to **update**, to **expand**, to **GROW**.

Make 2021 the year you find YOUR "FANTASTIC".

#### START YOUR **NEW PRACTICE** JOURNEY TODAY

Call 800.275.2547 to schedule a FREE CONSULTATION with the Industry Leader in High-Performance Dental Office Design.

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Designing exclusively for the Dental Industry for over 25 years.

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# VALUE OF MEMBERSHIP



"My most valuable part of the ODA membership includes connecting with like-minded dentists and learning about their journeys. Additionally, I really enjoy reading the 'ODA Today' which provides updates on wide-ranging topics from insurance to editorial columns."

#### Nisha Maheshwari

Case Western Reserve University Class of 2022

LEGAL, from page 4

in the office that may be afraid of animals or allergic to the animals. Along with your other patients it is important to take into account your staff and their interaction with the patient and if they have any concerns with having ESAs in the office. Once you address these questions, you can write a policy to define how they will be handled.

Lastly, I have seen some offices that have an office animal, usually a dog that helps welcome patients to the office and help with any anxiety the patient may feel. I have been asked the "legality" of having a dog in the office for emotional support. This question poses the same questions as the policy for ESAs in the dental office. The same allergy concerns, fear of animals and possibly sanitary standards come to mind. However, there are increased concerns with the practice being the one who brings the animal into the office. When the practice is solely responsible for the animal, the liability concern also creeps in from what harm the dog could do. What if the patients of the practice are not notified that a dog is going to be in the waiting room for patients and a patient suffers a severe allergic reaction because of the dog being present? Or what if the dog bites one of the patients? These situations increase the liability for the practice because they own the dog.

Please join us next month in this four-part series where we will tackle issues such as sales and use tax, Terminal Distributor of Dangerous Drugs licensure and terminating the dentist-patient relationship. If you have questions about this article or general legal or regulatory compliance questions, please contact the ODA legal department at 614-486-2700.



Follow the ODA on Twitter!

@OhioDentalAssoc

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#### SUBCOUNCIL ON DIVERSITY AND INCLUSION: 'STRONGER TOGETHER: EMBRACING OUR DIFFERENCES AND CHANGING THE WORLD'

Councils, Committees & Boards

By Dr. Canise Bean Chair of the ODA Subcouncil on Diversity and Inclusion

**ODA Immediate Past President** Dr. Sharon Parsons established the ODA's Task Force on Diversity and Inclusion in 2019 and requested that it determine how the ODA may better attract and retain members from various demographic backgrounds. One year in the midst of the COVID-19 pandemic did not realistically allow the taskforce to develop and initiate significant progress toward its charge, and thus Resolution 08-20 was passed at the 2020 ODA House of Delegates recommending the creation of a Subcouncil on Diversity and Inclusion, as a subcouncil to the ODA's Council on Membership Services. Upon direction and support of Dr. Eric Gallatin, chair, and members of the Council on Membership Services, the subcouncil was launched and is off and running. I had the pleasure of serving as chair of the taskforce and currently chair of the subcouncil.

Research has determined that strong organizations are comprised of members from various backgrounds and have common goals but reflect different experiences, perspectives and expertise.

Broader diversity is now reflected in our beloved dental profession, including women and ethnically diverse dentists. This has been confirmed through the ADA 2020 year-end report. The Subcouncil has reviewed the findings related to membership and the ODA market share for all minority dentists is 55.7% - the greatest we have seen in looking back four years - and the market share for women dentists is 65.4% (which has seen less than a

of the ODA Subcouncil

on Diversity and Inclu-

full percentage point increase) but again - the greatest we have seen in that same time frame.

These growing market segments represent the demographics where ODA market share tends to lag.

Given the changing demographics of the profession and ODA's commitment to diversity and inclusion through its 2019-2020 Strategic Plan, it's more critical than ever that the ODA evolve on its diversity and inclusion journey. To make progress, we must embrace strategies to advance inclusion, while growing membership diversity. For it is fine to increase our membership with dentists who are diverse, but the real and sustaining element of membership

The real and sustaining element of membership is to work together effectively and assure all voices are heard and respected; diverse viewpoints, perspectives and approaches are valued; and everyone is encouraged to make unique and meaningful contribution.

is to work together effectively and assure all voices are heard and respected; diverse viewpoints, perspectives and approaches are valued; and everyone is encouraged to make unique and meaningful contribution.

In tandem with increasing diversity within our ranks, it is paramount that we cultivate a pool of emerging leaders within the organization to again gain diverse perspectives, and capitalize on opportunities to shape the industry and demonstrate the relevance of dentists of diverse backgrounds.

The subcouncil is committed to

understand the composition of our membership and build upon it. We will target communications and events that align with respective groups' needs, interests and concerns.

Look to hear more about the subcouncil and its initiatives and activities. We have pledged to be a visible embodiment of living, doing and advancing the profession and organized dentistry by embracing our differences and changing the world, which we are confident will support our trajectory as leaders and become one of the ODA's signature hallmarks.



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#### **VALUE OF MEMBERSHIP**

"Working with the ODA, independent practitioners like me are able to quickly learn about trends in dentistry that affect my decisions when working with patients, insurers, and government. It is so efficient to be able to pick up the phone and consult with knowledgeable ODA staff, allowing me to focus on delivering quality care for my patients. Thank you ODA."

Dr Flizabeth Plas **General Dentist** 



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# DENTAL INSURANCE CORNER

#### ODA VOLUNTEER DENTISTS HELPING MEMBERS WITH DENTAL INSURANCE

Dental Insurance, Membership Benefits

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

Every month, a dedicated group of Ohio Dental Association member dentists volunteer their time to serve during conference call meetings of the ODA Dental Insurance Working Group (DIWG). They address the wide variety of dental insurance related questions, concerns and complaints that are submitted by ODA member dentists seeking help on matters they are unable to resolve on their own.

The working group's past actions on behalf of individual member dentists and the profession as a whole have resulted in a wide range of outcomes, ranging from persuading insurance companies to reverse their adverse claim determinations to clarifying their decisions and/or claims payment policies to addressing more companywide practices to addressing procedure code revisions to educating practitioners on more appropriate claim submission practices to developing recommendations for future ODA legislative initiatives.

ODA staff can be reached by phone at 800-282-1526, by fax at 614-486-0381 or email at dentist@oda.org to answer questions, provide direction, resources and assistance. With over 75 years of combined experience, the ODA staff have the dental insurance expertise, institutional knowledge, legal expertise and oftentimes personal

contacts to assist members and/or their offices to successfully address confounding dental insurance problems, issues and questions.

If an issue is beyond the ODA staff's ability to address or requires a more formal response, then member dentists can utilize the services of the DIWG. The DIWG meets the second Tuesday of each month.

ODA members who would like to utilize the working group's services should submit their question, concern or request for assistance along with supporting documentation that does not include patient identifiers (e.g., a description of the situation along with all of the information the dental office submitted to or received from the insurance company including claims, photographs, radiographs, charting, appeal, explanation of benefits, etc.) to the ODA Dental Insurance Working Group online at www.oda.org, by mail to 1370 Dublin Road, Columbus. Ohio 43215, by fax to 614-486-0381 or by email to dentist@oda.org. All patient identifiers must be redacted from the information that is submitted to the ODA.

"The working group has assisted many dentists over the years to address problems they were unable to resolve on their own," said Dr. Manny Chopra, chairman of Ohio Dental Association Council on Dental Care Programs and Dental Practice. "It has also worked to facilitate the two-way flow of communication between the dental profession and Ohio-based

dental insurance companies. While some insurance companies are noteworthy in their refusal to work with us in a meaningful way, many are very responsive in addressing issues of concern ranging from clarifying their decisions to revising their practices. I encourage ODA members to take advantage of this service when they have dental insurance questions or are unable to resolve matters on their own with a particular carrier."

Current DIWG members include: Dr. Manny Chopra (Cincinnati), Dr. Joe De-Palma (Dillonvale), Dr. Hal Jeter (South Point), Dr. Sally Lauterjung (Medina) and Dr. Steve Smith (Canton).

## CONTRACT ANALYSIS SERVICE

"ODA members are strongly encouraged, in fact, urged, to utilize the Contract Analysis Service before they sign into any participating provider agreements," Chopra said. "Obtaining an objective analysis is an integral part of a dentist's decision making process before he or she signs on the bottom line."

The Contract Analysis Service is a no-cost service that assists member

#### **AT A GLANCE**

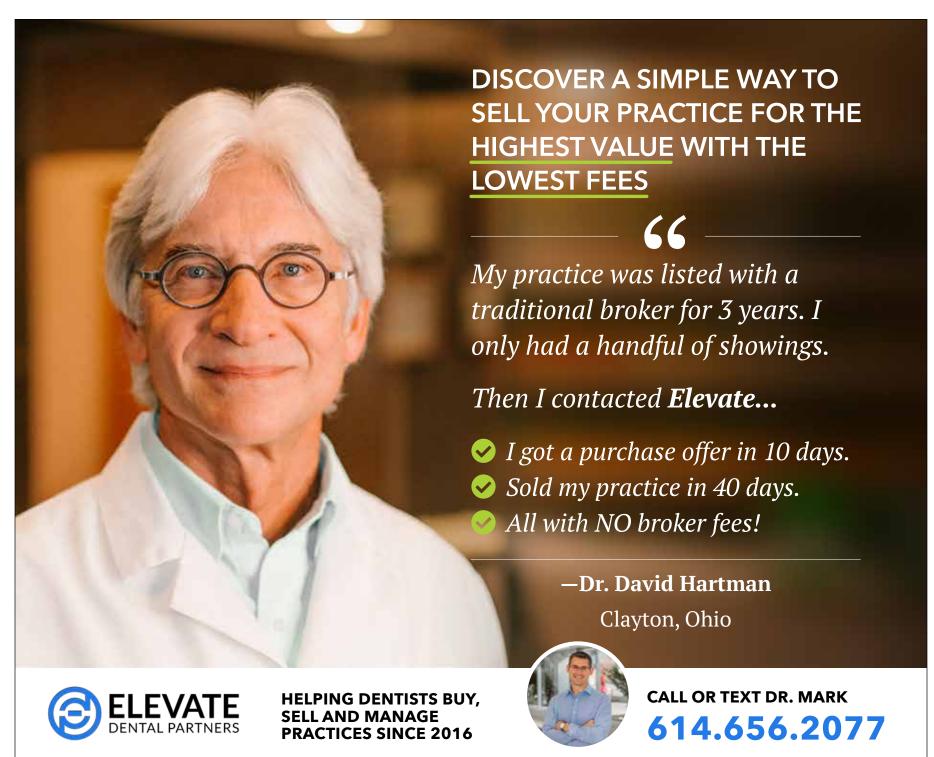
- Members can submit insurance issues to the ODA's Dental Insurance Working Group, which will then work to help resolve the issues.
- The ADA's Contract Analysis

  Service provides a clear, concise
  explanation of the terms of a provider contract, free to members.
- The ODA is advocating for dental insurance policies in the best interest of dentists and patients.
- In-office membership plans provide an alternative to dental insurance for patients.
- Access members-only resources at www.oda.org.

dentists in understanding terms and obligations of contractual agreements with dental insurers. It takes contract legalese and translates it into easy-tounderstand language and also identi-

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 online at www.oda.org, by mail to 1370 Dublin Road, Columbus, OH 43215, by fax to 614-486-0381 or by email to dentist@oda.org. To see past issues of the Dental Insurance Corner, visit oda.org/member-center/resources/dental-insurance-assistance/.



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INSURANCE, from page 8

fies potentially problematic contract provisions and their possible impact on the dental practice. This information can help the dentist either negotiate more favorable contract terms or at least have a fuller understanding of what to expect as a result of entering into the agreement.

To utilize the Contract Analysis Service, ODA members simply need to contact the ODA Department of Dental Services at 800-282-1526 or email dentist@oda.org and request an analysis of the contract they are considering. If the contract has already been analyzed, then its analysis will be sent to the member at no charge. If the contract has not been previously submitted to the ODA for review, then the dentist will be asked to send the ODA an unsigned copy of the contract and any accompanying documents. The ODA will then forward it to the American Dental Association where the ADA's attorneys will analyze it. The ADA will return the completed analysis to the ODA, which will then provide it to the member dentist, again at no charge.

## DENTAL INSURANCE LEGISLATIVE ADVOCACY

The ODA lobbying team is continuing its efforts to gain legislative relief for dentists when it comes to the issue of non-covered services. Non-covered services involve arrangements whereby the insurance company contractually dictates the fee a dentist may charge for dental services that are not even covered by the carrier. This fundamentally unfair practice unnecessarily interferes with the patient-dentist relationship. It has been, and continues to be, a priority legislative issue for the ODA and has been a focus of the advocacy efforts of the volunteer dentists who participate in the ODA Day at the Statehouse, including during this year's ODA Virtual Day at the Statehouse.

In addition to the non-covered

services bill, the ODA has continued to advocate directly to Ohio-based dental insurers and Ohio Medicaid about the increased cost of care that dentists have been incurring as a result of the COVID-19 pandemic while the ADA has been addressing it at the national level. The message has been reimbursement levels need to reflect the higher costs of PPE.

"The ODA believes 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 been affected by the pandemic, and we are willing to work with them to develop equitable ways to address this issue."

PPE charges have also gotten the attention of Ohio lawmakers. Last year, legislation that the ODA supported was introduced into the Ohio House of Representatives that would have required dental insurers, including Medicaid, to reimburse dentists for PPE on a per-patient-per-visit basis.

## IN-OFFICE DENTAL PLANS OR MEMBERSHIP PLANS

In-office dental plans or membership plans work off the principle that for a fee, a patient gets a membership in a plan that affords him or her access to various free and/or discounted dental services in the dental practice that is selling the plan.

The ODA Services Corp. endorses DentalHQ, a platform to help dentists create, customize and automate their in-office membership plans.

In-office membership plans provide alternatives to traditional dental insurance and third-party discount plans. They allow dentists to offer their uninsured patients the ability to join the plan and pay a monthly or yearly fee directly to the dental practice in exchange for services and discounts created by the dentist.

With the ODA Services Corp.endorsed in-office membership plan, powered by DentalHQ, the dentist is able to have total control over setting the fees and enrolling patients, and allows for easier member management and payment options.

To learn more, sign up for a free web demo, and enroll in the ODA Services Corp. in-office membership plan powered by DentalHQ, visit https://www.dentalhq.com/ohio. ODA members receive nearly 20% off the management fee of DentalHQ.

## MEMBER'S ONLY RESOURCES

"Too often member dentists don't realize the resources that are available through the dental association to assist them in addressing dental insurance issues," Chopra said. "There are many ways organized dentistry can help members ranging from advocacy to providing general dental insurance information and education to individualized attention, and they're all just a website search, phone call or email away."

Resources available to member dentists though the ODA include the "ODA Today's" monthly column addressing dental insurance issues and the dental insurance section of the ODA website, phone and/or email support via the ODA staff by calling 800-282-1526, Contract Analysis Service and the Dental Insurance Working Group by contacting the ODA.

ODA dental insurance resources, including past issues of the ODA Today's monthly column on dental insurance, the Dental Insurance Corner, may be accessed at any time via the ODA website (https://www.oda.org/member-center/resources/dental-insurance-assistance/)

Resources from the American Dental Association (such as assistance with credentialing and insurance coding, dental insurance issue question and answers, contracting, training webinars and guidance) may be accessed by going to the ADA website (https://www.ada.org/en/member-center/member-benefits/practice-resources/dental-insurance).

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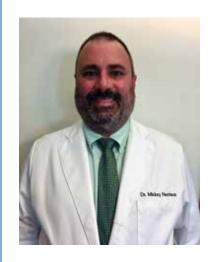
#### **HAVE A QUESTION?**

Contact the ODA first!

Online: Email: Phone: www.oda.org dentist@oda.org (800) 282-1526 (614) 486-2700



# VALUE OF MEMBERSHIP



"I find membership in the ODA to be essential to support dentistry as a profession. I have been a tripartite member since graduating from The Ohio State University College of Dentistry in 2000. The legislative advocacy and ongoing opportunities for continuing education are very important. This past year with the onset of the Coronavirus-2019 pandemic, being part of the ODA was more important than ever. In an unprecedented situation that put strain on dental professionals across the state (and country), communication from the ODA was able to keep me abreast of pertinent information about the virus and its impact on dental practices. Webinars and updated practice recommendations assisted dentists with being able to safely get back to the office and provide for our community members, and I was able to take advantage of many free hours of virtual CE during the two month stay-at-home order. Opportunities for acquisition of free personal protective equipment (PPE) were appreciated as well. The ODA has also taken a vital role in the opioid addiction crisis, providing guidance and continuing education on the responsibility of dental offices to manage their patients' various painful conditions effectively and carefully.

The ODA Annual Session is a great way to connect with colleagues and vendors and attend current course offerings. There are myriad volunteer opportunities for dentists to give back to their communities as well, above and beyond daily practice. I have found the staff at the ODA home office to be friendly, responsive and efficient whenever I have had a question or concern. Our profession will continue to thrive with strength in numbers, and the ODA is a primary vehicle for the betterment of dental practices and their patients in Ohio."

**Dr. Mickey C. Harrison**General Dentist
Columbus and Cardington

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September 30 - October 2, 2021
GREATER COLUMBUS CONVENTION CENTER
COLUMBUS, OH



# #ODAAnnualSession

REGISTER BY AUGUST 13, 2021 TO RECEIVE A DISCOUNT

# OHIO DENTAL ASSOCIATION 155<sup>th</sup> ANNUAL SESSION

The Ohio Dental Association 2021 Annual Session will be a hybrid meeting this year with an in-person meeting in Columbus, Ohio from September 30 to October 2, 2021, and a virtual component available from September 30 through December 31, 2021. As a registrant, you have the ability to attend in-person AND take advantage of up to 30 hours of virtual CE courses, free with registration.

### Registration is open now on www.oda.org

and features complete information on CE courses and events along with speaker information.



#### REGISTRATION

#### The registration fee for the 2021 ODA Annual Session includes:

- Attendance at the in-person Annual Session in Columbus and the ability to register for in-person CE courses.
- Access to up to 30 hours of free CE available online through December 31.
- Access to our in-person and virtual Exhibit Halls.

#### Register by August 13 to receive an early bird discount:

- Dental staff: \$75
- ADA/ODA members: \$125
- Non-members: \$500
- Exhibit Hall only pass: Anyone wishing to only attend the live Exhibit Hall on September 30, October 1 or October 2, can register for free!

#### VIRTUAL ANNUAL SESSION

Registering for Annual Session gives you the option to attend in-person and have access to up to 30 hours of free CE online, or just take advantage of the Virtual meeting.

- The Virtual meeting will include up to 30 hours of CE available online, free with registration, from September 30 through December 31, 2021.
- Online CE opportunities include the 2-hour opioid required course for dental hygienists, and the Oral Health Access Supervision Program (OHASP) course.
- Livestream of in-person sessions: Comedian Greg Hahn and Motivational Speaker Bertice Berry, PhD
- Virtual Exhibit Hall available September 30 through December 31, 2021



## **LIVE** – Annual Session

Held at the Greater Columbus Convention Center (GCCC) and the Hyatt Regency Columbus Downtown Hotel in Columbus, Ohio

#### **In-person Exhibit Hall Hours:**

- Thursday, Sept. 30, 12:00 to 6:30 p.m.
- Friday, October 1, 10:00 a.m. to 6:30 p.m.
- Saturday, October 2, 9:00 a.m. to 1:00 p.m.

Excellent CE opportunities for all members of the dental team will be offered in person and online. Scheduled inperson speakers include:

#### • Thursday, September 30

Dr. Uche Odiatu, Nutrition

Judy Bendit, RDH, Dental Hygiene

Judy Kay Mausoff, Customer Service

Tabitha Magnuszewski, RDH, Digital Dentistry

Dr. William C. Scarfe, Radiology

Dr. Jamison Spencer, Sleep Apnea

Shannon Nanne, RDH, Vaping

Whiteboard Marketing, Social Media

#### • Friday, October 1

Dr. Stanley Malamed, Medical Emergencies

Dr. Jamison Spencer, TMJ

Shannon Nanne, RDH, Dental Hygiene

Tija Hunter, CDA, Dental Assisting

Judy Bendit, RDH, Silver Diamine Fluoride (SDF) Workshop

Christine Taxin, Front Desk, Billing

Chris Moore, MA, Infection Control

#### • Saturday, October 2

Dr. Stanley Malamed, Pain Management

Dr. Robert Johnson, Forensics

Julie Loeffler, Self Defense for Women

Judy Bendit, RDH, Silver Diamine Fluoride (SDF) Workshop

Christine Taxin, Front Desk, Billing

Mike Zaller, Health Care Real Estate

Dr. Ashleigh Briody, Oral Pathology

Dr. Kyle Bogan, Team Building

Dr. Josh Austin, Dental Materials

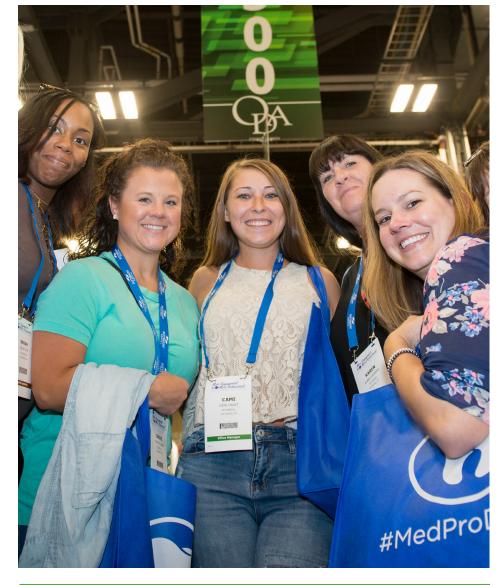
Central Ohio CPR, BLS for Healthcare Providers, Cert. and Re-Cert.

#### **Featured In-Person Events:**

- Comedian Greg Hahn performing free on Thursday, September 30 at 5:15 p.m.
- Bertice Berry, PhD, presenting, "Navigating Life in a New World of Normals", free on Friday, October 1 at 1:00 p.m.
- Celebrating Women in Dentistry: Honoring 2020 ODA President, Dr. Sharon Parsons and Other Female Dental Leaders will be held on Friday, October 1, at 2:30 p.m., and is scheduled to feature Bertice Berry, PhD, ADA Executive Director Dr. Kathleen T. O'Loughlin, ODA Immediate-Past President Dr. Sharon Parsons, and ADA Immediate-Past 7th District Trustee Dr. Billie Sue Kyger. The Symposium is presented in partnership with the ODA Subcouncil on Diversity and Inclusion.
- Participation workshops will be a highlight of this year's Annual Session with hands-on opportunities being offered by many of the featured lecturers including hard-to-find workshops directed specifically to hygienists and dental assistants.
- The ODA's governing body, the House of Delegates, will once again be meeting during Annual Session on Thursday, September 30 and Friday, October 1, at the Hyatt Regency Columbus Hotel. All ODA members are welcome to observe the delegate sessions.
- The New Dentist Social on September 30.
- New This Year: A Speakers' Dinner, featuring four nationally-known speakers, held at Jeff Ruby's Steakhouse on September 30.
- The Callahan Celebration of Excellence on October 1.
- The Bash! Celebrating 2021 ODA President Dr. David Kimberly on
- Free CE at Table Clinics on October 1 from 4 6 p.m.







# **Important Updates**

All in-person events will follow all city, county, state and federal COVID-19 protocols and CDC guidelines. All in-person attendees must abide by the ODA's COVID-19 policy, available at www.oda.org. Due to COVID-19 restrictions, all in-person courses and events will be ticketed, even free events. Simply register for each course and event you plan to attend.

For complete information on our CE Courses, Speakers and events, go to www.oda.org.

## **Hotel Information**

The Hyatt Regency Columbus is the Headquarters Hotel for the ODA Annual Session.

For booking information at the Hyatt and other properties that are offering special pricing to Annual Session attendees, go to www.oda.org.

# **Re-Connect!**

# Plan now to attend these great LIVE events, at the ODA Annual Session! Watch in-person or virtually!



# Comedian Greg Hahn Live at the ODA Annual Session!

Thursday, September 30 5:15 p.m. to 6:00 p.m.

FREE with registration

Greg Hahn has parlayed his absurdly energetic, all out style of physical humor, one liners and crowd work into a performance of immediate pandemonium and continuous laughs. His unique stylings have led to numerous television, corporate and theater appearances throughout the US and Canada.

A favorite on the nationally syndicated Bob and Tom Radio Show, Greg has also appeared on Late Night with Conan O'Brien, Comedy Central, CBS, ABC, FOX, MTV and CMT. Bring your team to see Greg live at the ODA. Tickets are free!

# **Keynote:** Bertice Berry, Ph.D.

Friday, October 1 1:00 p.m. to 2:00 p.m.

FREE with registration

No one defies stereotypes, generalizations or clichés more than Dr. Bertice Berry. Growing up poor in Wilmington, Delaware, the sixth of seven children, Bertice was told by a high school teacher that she was "not college material." Bertice not only graduated magna cum laude from Jacksonville University where she was awarded the President's Cup for leadership, she subsequently earned a Ph.D. in Sociology from Kent State University at the age of 26. Berry was the host and co-executive producer of her own nationally syndicated talk show, "The Bertice Berry Show," and hosted "USA Live," a four-hour live interview and entertainment show on the USA Cable Network. She's been featured on numerous other television programs, including appearances on "The Oprah Winfrey Show," "The Tonight Show with Jay Leno," ABC's "20/20" and NPR's "Tell Me More" with Michel Martin. Bring your team to Dr. Berry's Keynote Session, *Navigating Life in a World of New Normals*. Tickets are free, but registration is required.







# REGISTER BY AUGUST 13, 2021 TO RECEIVE A DISCOUNT

#### **REGISTER NOW!**

#### ONLINE

At www.oda.org

#### **PAPER**

Download at oda.org, or call (800) 282-1526 or email annualsession@oda.org for a registration form.

#### ON-SITE

On-site at Annual Session – but be aware that Exhibit Hall only categories are not available on-site.

Registration Hours

 Thursday, September 30
 7:30 a.m. to 6:00 p.m.

 Friday, October 1
 7:30 a.m. to 6:00 p.m.

 Saturday, October 2
 7:30 a.m. to 5:00 p.m.

#### **NEW DENTIST DISCOUNT: \$50 OFF CE**

ODA Members who have been out of dental school 10 years or less will receive a one-time \$50 discount on any paid CE course added to their registration. The discount is applied to only one course and information provided by each attendee is matched with ODA membership records to validate the discount.

#### **REGISTRATION QUESTIONS?**

Call (678) 341-3049



Registration is open now on www.oda.org

# MATCH @ ODA Annual Session

Friday, October 1 12:00 p.m. to 1:00 p.m.

FREE with registration
Presented by the ODA Subcouncil on New Dentists

Interested in selling or buying a dental practice? Looking for an opportunity to become an associate or do you need to hire an associate? Join us for a unique event organized by the ODA Subcouncil on New Dentists and designed to help member dentists, dental residents and dental students who are looking for a job match up with member dentists who are preparing for a practice transition or looking to expand their practice. Once you register you will be contacted by the ODA prior to the event to provide additional information that will enhance your participation in the matching. No outside companies, vendors or office staff members are permitted to participate and attendees are not required or guaranteed to make a "match" at the event. MATCH @ODA Annual Session is free, but registration is required. Lunch will be served.

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## PAY FOR YOUR DUES BY UTILIZING ENDORSED PRODUCTS, SERVICES, DISCOUNTS -



Endorsed Products & Discounts

#### By ODA Staff

The ODA provides members with exclusive access to a variety of products and services through the ODA Services Corp. As an additional benefit, many of our endorsed products entitle ODA members to premium discounts.

"When you're looking for a product or service for your office, check with the ODA Services Corp. first," said Dr. Thomas Matanzo, chair of the ODASC Board. "The ODA Services Corp. Board has done the research and endorses only high quality products saving you time, and we have secured discounts for ODA members to save you money. Many members report that by utilizing ODA Services Corp.-endorsed products, they are able to save enough money to cover the cost of their membership dues."

A few examples of how you can save

money through ODA Services Corp. endorsed products and discounts include:

- Patient communication system through Lighthouse: ODA members save \$25 per month, or \$300 per year.
- Credit card processing through Best Card: The average dental practice is saving \$3,734 per year with Best Card, a 24% savings.
- In-office membership plan through DentalHQ: On average, ODA members save \$480 per
- Website design through ProSites: ODA members receive a 25% discount.
- Electronic insurance claim management through ClaimX: Pay \$0.25 per claim, which results in \$600 in savings per year based on 200 claims per month. ODA members receive free software, install and Support, plus \$46 off

- 8 Button System.
- Disability Insurance through Principal: ODA members receive a 10% discount.

Other products endorsed through the ODA Services Corp. include amalgam separators, disinfectant cleaner, spore check, interpretation services, whitening gel, health benefits, professional liability insurance, workers' compensation and our group purchasing organization.

One of our most popular products is the ODA Wellness Trust, which provides health benefits to ODA members, their families and their staffs. Currently, the ODA Wellness Trust provides health benefits to over 3,400 enrollees.

The ODA Wellness Trust works to keep rates as low as possible while providing the type of high quality, broadbased coverage subscribers deserve. According to a comparison conducted

a 16 button System or \$100 of an by L&E Actuaries and Consultants, on average ODA Wellness Trust rates are 15% to 30% lower than similar plans in the marketplace.

> We offer a wide variety of benefit options, a large network of doctors and hospitals, and hands-on administrative

> Another popular opportunity is our group purchasing organization, OhioDDS. Created and operated by the ODA Services Corp., this free member-only program allows ODA dentists exclusive access to discounted pricing on dental supplies, equipment and services.

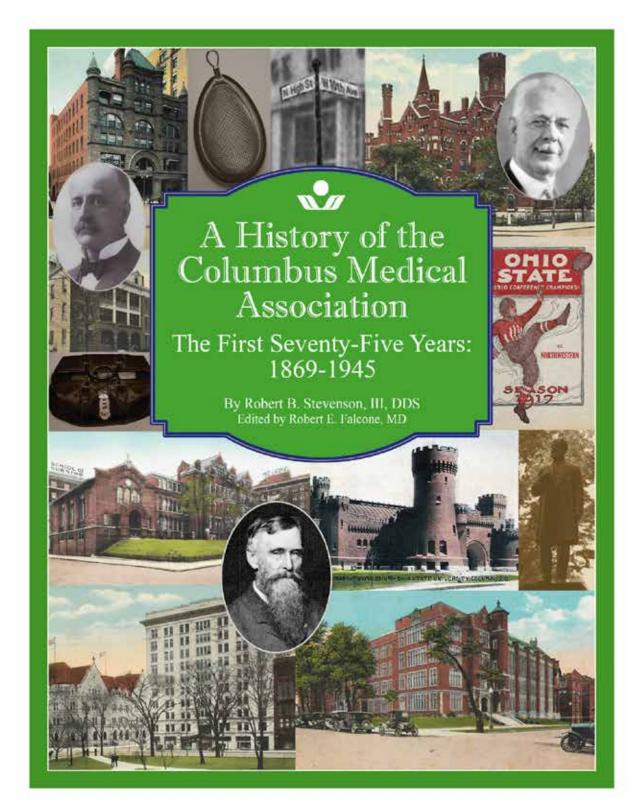
> ODA members can sign up for OhioDDS for free as a benefit of membership, and there is no obligation to make a purchase. Benefits include:

- Practices participating in OhioDDS have saved an average of 15-16% or \$5,000.
- Our negotiated pricing results in lower prices on dental supplies and products.
- Order in-person and online based on your office preferences. Our program offers a concierge-style sales team and an easy-to-use online ordering platform.

Each product and service that is endorsed by the ODA Services Corp. has been fully vetted by our board of directors to ensure that it is a high quality product that will meet the needs of dental offices.

ODA Services Corp. staff members are not paid on a commission, and they have dentists' best interests at heart. Call an ODA Services Corp. representative at (800) 282-1526 for details about the ODA Wellness Trust, OhioDDS and other benefits available to members at a discounted rate. Or visit www.odasc.com for details on products and services or www.odawt. org for details on the ODA Wellness Trust.

#### DISCOVER THE CMA'S FASCINATING HISTORY



With 189 illustrations (76 color) and 281 pages, download the e-book today!

#### Available at amazon.com or columbusmedicalassociation.org/history

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#### **VALUE OF MEMBERSHIP**



"There are many challenges dentists face in the real world, the ODA has been extremely helpful in providing information and resources to help me understand and find solutions for these issues. Through continued advocacy, the ODA works to protect dentists and patients."

Dr. Amar Vagadia **General Dentist** 

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COVID, from page 1

nearly 20,000 free face shields to Ohio dentists, securing a donation from DentaQuest, LLC and Midway Dental Supply to provide \$100 credits to Ohio dentists to use for purchasing PPE, and working with suppliers through our group purchasing organization, OhioDDS.

Since March of 2020, we've asked Ohio based dental insurers and Ohio Medicaid to increase reimbursement levels to reflect the higher costs of PPE. A few dental insurers acted but not all

We also 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 signed into law.

Our advocacy efforts also worked

to provide financial relief for dental offices, including grants and loans for small businesses and additional funding for unemployment benefits.

Another major role the ODA has played during the pandemic is providing regular updates to ODA members via email, social media and our website with timely information related to the pandemic, and ODA staff have personally responded to thousands of phone calls, texts and emails from members with specific questions related to COVID-19 and provided personalized answers and resources. Topics have ranged from assisting dentists who are working through unemployment compensation issues, SBA loans, dental insurance reimbursement and credentialing, HIPAA compliance, PPE guidelines, infection control, how to handle a COVID-positive case in your office and everything in between.

As some patients were hesitant to go to the dentist during the pandemic, we worked to educate patients and get them back to the dentist. We launched a radio, social media and digital advertising campaign about the importance of seeing a dentist in our

72.9% of Ohio dentists report that patient volume is now 86% or more of what was typical before the COVID-19 pandemic, according to data from the ADA Health Policy Institute.

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 safety measures that are in place at dental offices in Ohio. We have updated this campaign throughout the year, and a similar message continues to run on ONN stations across Ohio and on Facebook.

We also advocated for dental professionals to receive priority access to COVID-19 vaccines to ensure all Ohioans would have access to a healthy dental care delivery workforce so they can maintain strong oral health and overall health. As a result, dental professionals were added to the first round of eligible vaccine recipients.

The Ohio Dental Association also recently released a new COVID-19 online CE course for members. The course, "COVID-19 Update: From Vaccines to Aerosols," is presented by Dr. Tom Paumier, an ODA past president, and provides timely COVID updates from a clinical perspective.

Thanks to these efforts, we've seen dental offices return to thriving despite the hardships the COVID-19 pandemic brought.

According to data from the ADA Health Policy Institute, 55.8% of dentists in Ohio report being back to business as usual the week of April 12 (the most recent data available), and 72.9% of Ohio dentists also report that patient volume was 86% or more of what was typical before the COVID-19 pandemic.

For more details on the COVID-19 pandemic and how it's affecting dental offices in Ohio, visit www.oda.org.

# VALUE OF MEMBERSHIP



"Being a member of an association as a professional brings you a sense of belonging. Being a solo practitioner can be very lonely and having a group of peers to lean on has given me a sense of peace of mind in my career. It started off as a way to make friends and foster relationships with mentors but then it developed into seeing the bigger picture of the association having a way to advocate for my career through legislation."

**Dr. Ruchika Khetarpal** General Dentist Cincinnati



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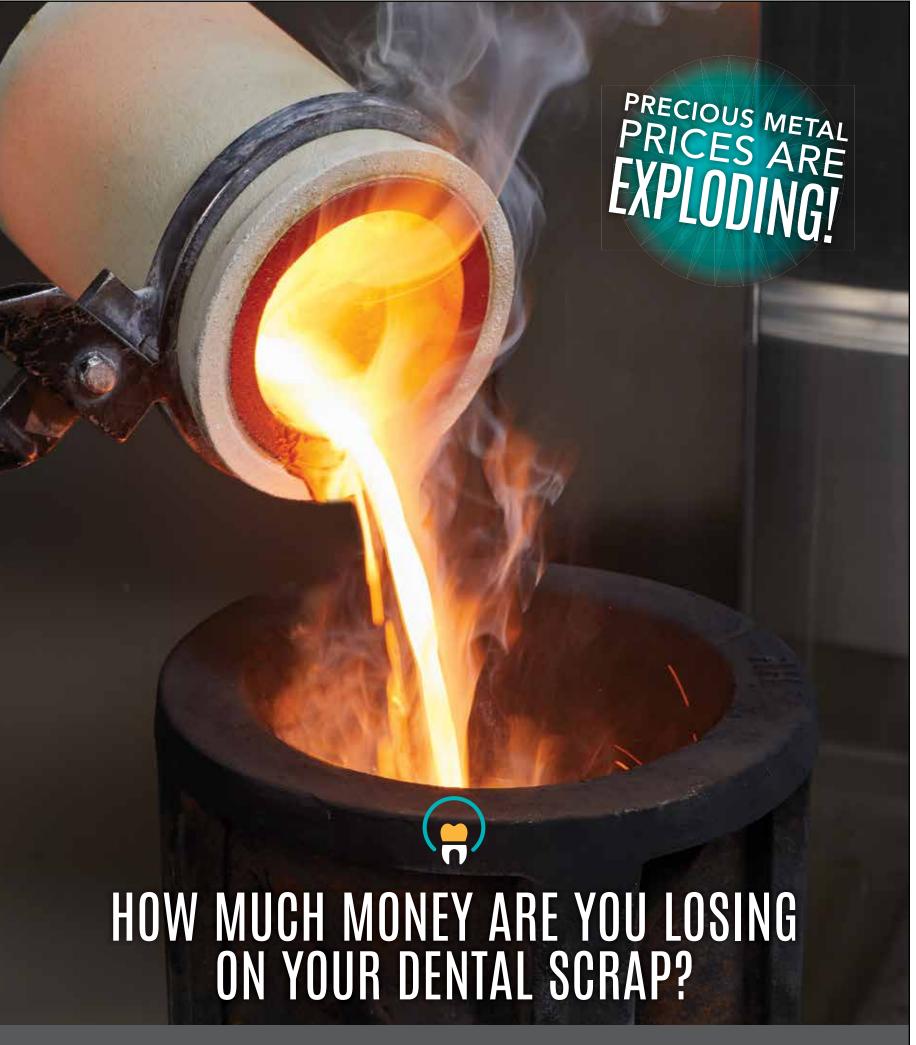
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# 2021 ODA VIRTUAL LEADERSHIP INSTITUTE HELPS ATTENDEES BECOME MORE EFFECTIVE LEADERS

Events & CE, Membership Benefits

By Jackie Best Crowe ODA Managing Editor

The 2021 ODA Virtual Leadership Institute - Leading Change - took place May 21 with more than 200 attendees.

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.

"The 2021 Leadership Institute was so much fun! We were able to share what we see on the horizon for dentistry after COVID through our virtual platform," said ODA President Dr. David Kimberly. "Where else can you listen directly to the OSDB president speak about regulatory compliance, find out about legislative updates directly from the ODA's head lobbyist, and learn about the practice of dentistry in the post-pandemic era all while sipping coffee at home or in your office? All this and so much more. Not to mention Dave Owsiany getting his beard trimmed live during the event. Disgusting! And remember, only ODA members had access to these updates all in one place."

The ODA Virtual Leadership Institute kicked off with an "Update on Regulatory Compliance in Ohio," presented by Dr. Kumar Subramanian, Ohio State Dental Board president, and Christopher Moore, ODA director of dental services. This course provided attendees with practical information and guidance to help them meet their regulatory obligations involving the latest state and federal regulations affecting the practice of dentistry and common areas of non-compliance. COVID-19 guidelines were discussed

# VALUE OF MEMBERSHIP



"My ODA membership is important to me because it provides us dental health care providers with a strong lobbying group to protect our profession from constantly changing legislation, a platform to communicate with insurance companies and as an added bonus, it provides us with competitive materials pricing."

**Dr. Michael Herman** General Dentist Bexley



in detail.

Next, Kimberly and ODA Immediate-Past President Dr. Sharon Parsons provided an update on the state of dentistry in Ohio, where they spoke about how the COVID pandemic has affected organized dentistry over the last year and a half. They were followed by a panel featuring the ODA legislative team discussing that status of dental related legislation in Ohio, including non-covered services legislation.

Dr. Thomas Paumier then presented "What's Next? Practicing Dentistry in the Post-Pandemic Era," where he discussed the latest research related to the impact of the COVID-19 pandemic on dental practices including busyness issues, patterns of dental disease and workforce changes. He also discussed the latest government and professional recommendations related to practicing dentistry in the current environment.

The day concluded with a course by Dr. Hazel Glasper, "From Misery to Mastery: A Big-Picture Approach to Navigating Change in Dentistry." In this course, Glasper offered techniques to help dentists successfully navigate change to make a maximum impact in the health of their patients and in the health of their practice.

At the conclusion of the event, Kimberly chopped off ODA Executive Director David Owsiany's beard as part of a fundraiser for the ODA Foundation. Owsiany had been growing his beard since the beginning of the pandemic, and the ODA Foundation challenged him that if ODA members were able to raise \$10,000 by the close of Leadership Institute, Kimberly would chop his beard. Through the fundraiser, the ODA Foundation raised over \$20,000.

Attendees were able earn up to 3 CE credits by attending the ODA Virtual Leadership Institute, provided free as an exclusive benefit of membership in the ODA.

The 2021 ODA Virtual Leadership Institute was sponsored by DentalHQ.

https://www.oda.org/member-center/resourcelibrary/regulatory-compliance-guide/

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Dr. Kumar Subramanian, Ohio State Dental Board president, presented "Update on Regulatory Compliance in Ohio," during the ODA Virtual Leadership Institute.



Dr. Hazel Glasper presented "From Misery to Mastery: A Big-Picture Approach to Navigating Change in Dentistry" at the ODA Virtual Leadership Institute.



Dr. I nomas Paumier presented "What's Next? Practicing Dentistry in the Post-Pandemi Era" during the ODA Virtual Leadership Institute.



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#### **ODA'S REGULATORY COMPLIANCE GUIDE A 'LIFELINE' FOR DENTISTS** IN OHIO

Regulatory Compliance, Membership Benefits

By Jackie Best Crowe **ODA Managing Editor** 

The Ohio Dental Association's regulatory compliance guide continues to be a top rated member benefit. The regulatory compliance guide helps ODA members ensure they are in compliance with Ohio regulations.

"The guide has been extremely helpful to our practice, not only keeping our policies more organized, but also giving us the peace of mind that we are prepared legally for any regulatory situation that may arise," said Dr. Jimmy Zimmerman, III, a general dentist in Toledo.

The guide - "Ohio Dentist Advisor: Your Guide to Regulatory Compliance" - was created by the Ohio Dental Association as a free benefit to ODA members. The Ohio State Dental Board, Ohio Department of Health, DEA, Ohio Board of Pharmacy, Ohio Attorney General's office, Ohio Environmental Protection Agency and other government entities all have some level of regulatory authority over a dental office and can impact an office's ability

"This guide is a very underrated member benefit, because it is a huge money-, time-, and headache-saver! For one person to access, locate and compile all of this information would take countless hours and/or legal or consulting fees," Zimmerman said. "This guide is the ultimate lifeline for administrating your own business from a regulations standpoint!"

The guide includes summaries, checklists and fillable forms to help offices ensure they are compliant with regulations. The guide can be downloaded in its entirety, or browsed by individual document.

The guide includes information on:

- Delegable duties and supervision.
- Dental license requirements and CE.
- Employment posters.
- Environmental regulations/EPA.
- Infection control and hazard communication.

"This guide is a very underrated member benefit, because it is a huge money-, time-, and headache-saver! For one person to access, locate, and compile all of this information would take countless hours and/or legal or consulting fees."

-Dr. Jimmy Zimmerman, III General dentist in Toledo

- Mandatory reporting.
- Opioids, controlled substances and prescribing.
- Patient accommodations.
- Patient privacy and record pro-
- Volunteer immunity.
- X-ray rules.

It also includes fillable forms to help offices create an X-Ray Quality Assurance Program, an OSHA Exposure Control plan and an OSHA Hazard Communication Plan, among other

"Several of the sections were extremely helpful, namely the delegable duties section and the OSHA section with blank forms to keep at the office," Zimmerman said. "It is great having all of the information in one spot so we don't have to spend time looking up every answer. The forms are great for keeping track of sterilization and cleaning duties, without having to pay in time or money to get the forms. Additionally, the free employment posters are a convenient money saver, and are updated regularly so we don't have to wonder if we are keeping up with new regulations!"

During the pandemic, the ODA updated the guide to include a Respiratory Protection Program. Many dentists began using respirators such as N-95 masks in their practices, so the new section assisted these member dentists in complying with OSHA's Respiratory Protection Standard.

"It was very helpful this last year to quickly and easily implement written policies for N-95 masks and have access to new FMLA employee posters," Zimmerman said.

The guide is regularly updated so members can be confident they are continuing to meet regulatory require-

ODA members can download "Ohio Dentist Advisor: Your Guide to Regulatory Compliance" for free at www.

> Download the **ODA** regulatory compliance guide free as a benefit of your membership at www.oda.org.



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**OPINION & EDITORIAL** ODA TODAY | JUNE 2021 | 17



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

THE EXPLORER

#### **PUZZLES AND PARADIGMS**

Opinion & Editorial

Working on jigsaw puzzles can teach us so many things! I know that figuring out which piece fits against the contours of another piece brings back so many fond memories of the DAT exam before applying to dental school. Who didn't love that game of mental Tetris fitting the 3D patterns

together? Well, OK, no one really loves that ...

Think about when you are nearing the end of the jigsaw puzzle and you realize that the piece you need to complete it is missing. You look everywhere. On the floor, in the box, anywhere you can think of. How do you feel? Frustration ... the sense of loss ... of wasted time. Or do you embrace the beauty of the picture, even with its flaws? Like life, working on a puzzle with friends or family is about the journey, not the destination. Was the challenge in the effort? Is the fun in the experience? We seldom leave the puzzle out when we finish. We don't frame them and keep them on the wall. Generally, we break them down and put them back in the box. How many puzzles ever get finished at all? If that's how we approach jigsaw puzzles, then the experience is what matters, not the endpoint.

Often, when you're doing a jigsaw puzzle there's a piece you put in place where you thought it fit. But it really doesn't fit there. How do you approach that discovery? How long do you hold on to the belief that you have it in the right place, in spite of the mounting evidence that your first decision was wrong ... or at least not as right as you thought it was. How hard is it to admit a mistake? Isn't it interesting to see how tough it is to change, even something so simple as taking out a puzzle piece that doesn't fit? A paradigm is sticky that way.

Taking out that stubborn piece that's in the wrong place requires admitting to ourselves that we can make mistakes. We have to give ourselves permission to change. To admit that we aren't perfect. That's really tough sometimes. It challenges our sense of self. I'm the puzzle solver. I put things in the right place because I have vision and can see the big picture. I can't be wrong. So we stare at the piece in the wrong place for far longer than we should. We know it doesn't belong there, but we are reluctant to take it out. Change is hard!

Which is why we should do more puzzles ... so we can learn to change in the little things, which gives us experience in changing bigger beliefs! Paradigm shift is scary. Let's do it more often so we get more practice!

We need to become comfortable in approaching the unknown. You can be confident, not because you know everything ... not because you have done it all before ... but because you believe in yourself and your training. We get by because we are people just trying to figure it out.

We fall in love with ideas and they become part of our identity. We need to embrace the fact that an idea is just a stepping-stone in the journey to a solution. It's a way-point that we pause upon, and then leap forward boldly to a better idea. Instead of becoming locked in our paradigms, being afraid to admit the need to change, we should embrace what we have learned from puzzles, and free ourselves to change. The journey is much more important than the end result. Let's embrace the experience and have fun!

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



Najia Usman, DDS **Guest Columnist** 

THE HAPPY DENTIST

#### **PRESENTING** THE CLASS OF 2021

Opinion & Editorial

This spring, we awakened to great weather, blossoming of flowers and the wonderful news that the mask mandate would soon be lifted for vaccinated individuals. To add to this optimism and the spirit of moving forward we have two children in our household that are graduating from medical and dental school. Four years ago, I envisioned a huge graduation party, with a DJ blaring music, endless bouquets of balloons and family from Canada ushering this momentous occasion. It became very clear to me about 12 months ago that I would need to adjust.

As a humanity I am certain we all felt disappointed and grounded. Travel plans were curtailed, celebrations thwarted and the vernacular of "COVID wedding" or "COVID birthday" seemed to permeate our social media. One occasion my husband looks forward to every year is the graduation for his oral maxillofacial surgery residents. It is usually a beautiful affair held at a stylish Cleveland venue. Residents, their spouses and families are lauded by their co-residents, faculty, deans and chairmen of affiliated departments. There are tears of joy, gurgling new babies, toasts and roasts as we postulate dreams for the future built on almost 15 years of education after high school. Canceled two years in a row, we have adjusted.

I was asked a few months ago as a

Cleveland Clinic alumni to be the graduation keynote speaker, and I thought I would take this moment in this column to speak to a "COVID graduation." I was given a carte blanche to speak about being a female dentist, organized dentistry or a dental topic of interest. I have chosen to speak and hopefully guide with some wisdom. This is a letter for the new graduates, which include my beloved children Humzah and Alyzah Quereshv.

"I have often said that I do not remember when I stopped taking exams and my children started preparing for their own college boards. Having children in our 20s certainly had its advantages, but the insecurity of not having grandparents close by was somehow balanced by the over-confidence and arrogance of that age. I would read some but mainly I enjoyed lectures and TED talks. I attended a lecture given by a child psychologist that spoke of the most important qualities to inculcate in children for success. The two qualities were adjustability and resilience. Throughout my parenting experience, I thought how important those traits were as life skills and how I needed model those traits myself before I could ever expect my children to have them.

I remember along the way, I received a valuable piece of advice from a senior mentor and colleague who told me to represent dentistry, not necessarily a female dentist or someone of color or a different religion or culture. I think these days we are so tied to labels and demanding respect that sometimes we fight fights before the gauntlets are even thrown. I have noticed that the newer generation knows so much but are also primed and sensitive to issues of the day. Sometimes that can translate to having a chip on your shoulder or being defensive. Sadly that attitude can marginalize our elders who can be valuable mentors.

When I started my residency I understood that I would have to defend my degree every day that I would practice learning from everyone in my path: preceptors, patients, assistants and even administrative staff. I had to learn how to adjust and let things roll off my shoulders when I was criticized. Being a young, married dentist with children meant I had to be ready to yield to child maladies and not being able to take my children to daycare for the next few days.

Being nimble and resilient absolutely was not only necessary for being a dentist, these life skills allowed all of us to manage when the pandemic hit. So to the class of 2021, I hold out my arms and welcome you to the profession. In my 25 years of practice I have seen such advances both in technology and ideology which has been built on the

shoulders of so many thought leaders. I know you have strong beliefs and you feel empowered to express your opinions. But I want you to take your confidence and strength and temper it with respect for all your elders. I also want you to give of yourself without expectation because in that comes the real growth in and out of the operatory. Lastly I want you to understand that not everything is how we plan it and how we choose to react will determine our ultimate path. All the best with love and respect!"

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

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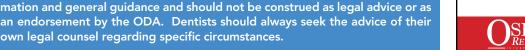
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