

QUICKBITES

HURRY! DON'T MISS ODA ANNUAL SESSION

Register now for the 2022 ODA Annual Session!

This year's Annual Session is Sept. 15-17 in Columbus and will take place at the NEW Hilton Tower connected to the Greater Columbus Convention Center.

The 2022 ODA Annual Session is full of CE hours for every member of the dental team, vendors in our expansive Exhibit Hall and fun events that you won't want to miss!

Dental staff members register for \$45, and ODA/ADA members register for \$125.

Explore our full schedule of events and register at www.oda.org.

INSIDE

RON OCCHIONERO'S LEGACY (PG 3)

The Director's Chair

EXCELLENCE & 1%; FARTLEK ... AND PIE (PG 3)

President's Message

DOES YOUR PRACTICE HAVE A RECORDS RETENTION POLICY? (PG 4)

Legal & Legislative

AWARDS OF EXCELLENCE (PG 5)

RESPONDING TO OVERPAYMENT RECOVERY REQUESTS (PG 8)

Dental Insurance Corner

RESOLUTIONS TO BE CONSIDERED BY THE 2022 ODA HOUSE OF DELEGATES (PG 11)

OPINION & EDITORIAL (PG 14-15)

JOBS & ADS BOARD (PG 16-17)

CHECK OUT NEW PRODUCTS, ATTEND FUN NEW EVENTS IN THE EXHIBIT HALL AT ODA ANNUAL SESSION

Annual Session, Events & CE

By Jackie Best Crowe
ODA Managing Editor

The 2022 ODA Annual Session is Sept. 15-17 in Columbus at the Greater Columbus Convention Center and the new Hilton Columbus Downtown Tower.

"I enjoy the Exhibit Hall as a great place to discover new products and services to keep my office as up to date as possible," said Dr. Chris Pardee, a general dentist from North Ridgeville.

More than 150 vendors will be on-site at the ODA Annual Session Exhibit Hall for convenient comparison shopping with valuable information from company representatives, social events and daily prizes for the entire dental team.

"In the dental industry there are always new options to assist in advancing your dental practice and making your job easier," said Lisa Darrow, RDH, CDA, BA, specialist for Preventech & PDT. "The ODA Exhibit Hall creates a one-stop shopping experience with the ability to check out all your options in one location. At the exhibits, the experts in their product field are there to answer questions and/or to inform you of 'what's new.' You can spend hours online searching without the opportunity to quickly sample, touch, ask questions and look at dental products."

The Exhibit Hall gives attendees the opportunity to meet in-person with product and service providers that have solutions for your practice and patients' needs.

"The ODA Exhibit Hall is the one place each year that I am able to meet up with



Photo by Marshall Skinner

The ODA Annual Session Exhibit Hall will feature more than 150 vendors, special events every day and over \$4,000 in door prizes.

REGISTER NOW!

Visit www.oda.org

dentists from all over the state," said Mollie Holleran, vice president of Practice Impact. "I can catch up with some of our old clients and am introduced to possible new ones. We meet potential new clients when they see our booth, and the Exhibit Hall also allows former clients to bring their friends

and colleagues over to our booth so they can make an in-person introduction. We gain many of our clients through referrals and this in-person introduction is very valuable to Practice Impact. We sell dental

See ANNUAL SESSION, page 12

ODA HEALTH BENEFITS PLAN OPEN ENROLLMENT IS OCT. 15-NOV. 15

Endorsed Products & Discounts

By ODA Staff

Open enrollment for the ODA's health benefits plan, the ODA Wellness Trust, begins Oct. 15 and lasts through Nov. 15 for Jan. 1, 2023 coverage.

The ODA Wellness Trust is a private, dentist-owned, self-funded health benefits plan, developed by ODA member dentists for ODA member dentists and their staffs to provide high quality health benefits at affordable rates. The plan is available exclusively to ODA members, their families and their staff members.

"As open enrollment for the plan is approaching, now is the time for offices to begin thinking about their health benefits options for 2023," said Dr. Tom Paumier,

chair of the ODA Wellness Trust Board of Trustees. "The ODA Wellness Trust is a unique opportunity for ODA members to band together and receive excellent health benefits at a reasonable cost. Over the years the continuous increase in enrollment demonstrates the appreciation and loyalty ODA members have for a health plan looking out solely for their best interest."

AFFORDABLE COSTS ARE ONE OF OUR TOP PRIORITIES

The ODA Wellness Trust is a not-for-profit health benefit plan created by ODA members for ODA members. By joining together with ODA members throughout Ohio, the ODA Wellness Trust gains collective buying power, which allows dentists and employees access to similar pricing and coverage large employers receive. According to a comparison conducted by L&E Actuaries and Consultants, on average ODA Wellness Trust rates are 15% to 30% lower than similar plans in the marketplace.

Since the ODA Wellness Trust is exclusively for members of the ODA, those participating in the plan are the only claims utilization analyzed to develop rates for the

AT A GLANCE

- The collective buying power of the ODA Wellness Trust allows dentists and employees access to similar pricing and coverage large employers receive.
- Our plan includes nearly every health care provider in Ohio and 99% of the hospitals.
- The ODA Wellness Trust offers deductible options ranging from \$250 to \$6,500.

next year.

The group requirements of the ODA Wellness Trust were designed to be flexible and fit the needs of smaller dental offices. The ODA Wellness Trust is an employer plan, but no employer contribution is required and participation requirements are some of the most accommodating in the market.

Even if an employer chooses not to contribute to their employee's monthly premium, the employer and the employee

See HEALTH, page 6

REGISTER NOW!

WWW.ODA.ORG

E-PRESCRIBING LAW GOES INTO EFFECT SEPT. 23

Regulatory Compliance, Advocacy

A new law mandating e-prescribing will go into effect Sept. 23. The law requires prescriptions for schedule II-controlled substances to be done electronically, however, those prescribers who write 50 or fewer schedule II prescriptions per year are excluded from the requirement. There are also exceptions in situations where it is impossible to write an e-prescription, such as dealing with power outages or internet connection issues.

For those dentists who plan to write 50 or fewer schedule II prescriptions and do not plan to use e-prescribing, it would be prudent to track the prescriptions written in case proof is required that the exception has been met.

The ODA advocated for these exceptions to be included in the law so that dentists who prescribe a small number of schedule II controlled substances will be exempt from the extra costs and administrative burden of e-prescribing. Ohio is one of the few states that have adopted this exception.

For additional information, please contact the ODA legal department at (800) 282-1526.



NUMBERS TO KNOW

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

Ohio Department of Health
(614) 466-3543

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

Ohio 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
(330) 719-1297

Dayton Dental Society
(937) 294-2808

Stark County Dental Society
(330) 305-6637

Toledo Dental Society
(419) 474-8489

DONATE TO THE ODA FOUNDATION TO SEE ODA PRESIDENT GET PIE IN THE FACE

ODA Foundation

ODA President Dr. Thomas Kelly has challenged the ODA membership to raise \$100,000 in donations during his term as president. If the goal is met, Immediate Past President Dr. David Kimberly will pie Kelly in the face at the conclusion of the ODA House of Delegates in September.

All donations to the Foundation's general fund during Kelly's term as president will count toward the Pie the President Challenge. In addition, all donors at the Champion Level (\$85) and above in the Annual Circles of Impact will be entered into a drawing for several chances at 2023 Tripartite Dues.

To make a donation to the ODA Foundation, visit www.oda.org and click on the Get Involved page or mail a donation to the Foundation at 1370 Dublin Rd., Columbus, OH 43215.

KAMDAR RETURNS TO THE OSDB

OSDB

The March issue of the "ODA Today" reported that Ohio State Dental Board (OSDB) Executive Director Harry Kamdar had resigned effective Feb. 25, 2022, to pursue other opportunities.

Recently, the OSDB announced that it has rehired Kamdar as its executive director effective Aug. 1. OSDB President Dr. Kumar Subramanian, an endodontist from Pickerington, said that the board is excited to have Kamdar back, noting that "Harry's skillset has served the board, the public and the dental profession very well for nearly seven years."

Similarly, ODA President Dr. Tom Kelly, a general dentist from Beachwood, said that the ODA is pleased to see Kamdar back at the OSDB because "Director Kamdar has the experience to ensure that the OSDB continues to be run effectively and efficiently."

ATTEND JOB MATCH EVENT AT ODA ANNUAL SESSION

Annual Session, Events & Membership Benefits

This year's ODA Annual Session will feature an event to help member dentists, dental residents and dental students who are looking for a job match up with dentists who are preparing for a practice transition or looking to expand their practice.

MATCH @ ODA Annual Session is a free event hosted by the ODA Subcouncil on New Dentists and will take place from 12-2 p.m. on Friday, Sept. 16.

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

After registering, attendees will be contacted by the ODA to gather more information to enhance and personalize the process.

No outside companies or vendors will be included in this program, and attendees are not required or guaranteed to make a "match" at the event. Register for this free event using code E93. Lunch will be served.

To register for the MATCH event and the ODA Annual Session, visit www.oda.org.

AT A GLANCE: IMPORTANT DATES & EVENTS

Dates & Deadlines

9/5	ODA Closed for Holiday
9/23	E-prescribing law goes into effect
10/15-11/15	ODA Wellness Trust Open Enrollment

Events

9/15-9/17	ODA Annual Session
10/21	Life in the Real World

Meetings

9/1	Annual Session Committee
9/15-9/16	ODA House of Delegates
10/17	Subcouncil on New Dentists

ODA TODAY

Member of the American Association of Dental Editors

Matthew J. Messina, DDS
Executive Editor

Jackie Best Crowe
Managing Editor

Amy Szmania
Advertising Manager

ODA Executive Committee

Thomas Kelly, DDS
President

Lori Fitzgerald, DDS
President-Elect

Manish Chopra, BDS, DMD
Vice President

David Kimberly, DDS, MD
Immediate Past President

Brett Pelok, DDS
Secretary

Kyle Bogan, DDS
Treasurer

Denise Hering, DDS
Speaker of the House

ODA Management Staff

David J. Owsiany, JD
Executive Director

Chris Rotella, MBA
Director of Finance, COO of ODASC

Michelle Blackman
Executive Assistant/Director of Governance and Operations

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

Christopher Moore, MA
Director of Dental Services

Suzanne Brooks
Director of Meetings and Conventions

Karli Hill
Director of Membership and Marketing

Cody Hill
Accounting Manager

Jackie Best Crowe
ODA Today Managing Editor

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



David J. Owsiany, JD
ODA Executive Director

THE DIRECTOR'S CHAIR

RON OCCHIONERO'S LEGACY

In July, I attended Dr. Ron Occhionero's retirement reception at Case Western Reserve University School of Dental Medicine. You can read about that event on page 13. For this column, I want to briefly discuss the amazing legacy Occhionero created during his career.

Many of you know that I served as the ODA's director of legal and legislative services from 1994 to 1999, before coming back to the ODA as executive director in 2002. Occhionero was on the ODA Executive Committee during my first stint with the ODA, including his term as ODA president in 1996, so I got to know him well.

The first part of his legacy is his family. He has been married to his wife, Carol, for more than 63 years, and Ron proudly acknowledges that she is the love of his life and has been a willing partner in all of his endeavors. At his retirement reception he was surrounded by his beautiful family. Ron has four amazingly successful children. One of his sons, Mark, gave remarks at the retirement event and spoke about what a sterling example Ron set for all his family members to follow, especially Ron's children and grandchildren. I was struck that despite all of Ron's professional activities and impressive accomplishments, he still found the time to make his family his priority.

As for Ron's professional legacy, there is not enough space in this column to cover the breadth of Ron's impact, but let me hit the highlights.

Ron hit the ground running with a vision for clinical dental education when he arrived as a faculty member at the CWRU dental school. According

to "The Daily" which is Case Western Reserve University's e-newsletter that is sent to all faculty, staff, and students:

"When Occhionero arrived at CWRU in 1964, he brought with him a vision - and just three years later, he founded the Department of Comprehensive Care. Initially known as the Preceptor Program, the department established a new paradigm in clinical dental education which has persisted in the school for 55 years."

Ron's legacy can also be felt by the whole CWRU community, not just those at the School of Dental Medicine. According to the "The Daily," one of Ron's proudest accomplishments was his work to initiate, develop and implement the dental benefits program for CWRU faculty, students and staff. Launched in 2002, this program has helped thousands of individuals in the CRWU community secure dental care over the last two decades.

Ron is also known as the "Father of EFDAs" in Ohio. He had a vision for a new dental team member who would assist with the placement of restorative materials after the supervising dentist has prepped the tooth. That was a radical concept when Ron first proposed it in Ohio back in 1976-77 but today there are more than 3,000 EFDAs registered with the Ohio State Dental Board, and they work in offices and clinics across the state. Many trained in CWRU's EFDA training program that Ron helped to create more than four decades ago.

During Ron's tenure on the ODA Executive Committee, he pushed to make dental offices more efficient by allowing dentists to utilize their teams to the fullest extent of their training. Today, dentists in Ohio have the flexibility to allow their dental hygienists, under certain circumstances, to see patients when the dentist is not physically present at the office, and certified dental assistants with specific training can polish the crowns of teeth under the dentist's supervision. These and other advancements in utilization of the dental team would not have happened if not for Ron's vision more than 25 years ago.

Also, back in the 1990s, Ohio only accepted the results of the NERB clinical exam for dental licensure, which

See LEGACY, page 6



Thomas Kelly, DDS
ODA President

PRESIDENT'S MESSAGE

EXCELLENCE & 1%; FARTLEK ... AND PIE

Membership Benefits

The opportunities for excellence present themselves to us every day, and creating excellence can be as simple as a 1% change. Having great "systems" in place allow those small 1% changes to make necessary course corrections to any challenges presented as well as compounding growth and excellence for yourself, your family, your practice, our profession and our ODA. Little changes can have a "new normal"

be not one of settling for how things are now, but rather be an improvement from what was and what is.

This year serving on our ODA Executive Committee as president has daily allowed me to appreciate even more the excellence of our ODA for our members and our profession. As an active member for over 30 years I have seen the importance and value of our ODA (and ADA and my local Greater Cleveland Dental Society) to my practice, our profession and for the friendships/mentorships developed. To interact with and witness the actions of our ODA team nearly every day has been humbling and inspiring to see such dedication and excellence in care. In his book "Atomic Habits," New York Times Best Seller author James Clear (who lives in Columbus) writes about the compounding effects of small (1%) consistent changes in habits and when those are positive changes, how great growth and excellence occurs. To have those positive compounding results though requires excellence in systems. Our ODA lives that "excellence in systems" every day, and the key is the excellence in our ODA team and the underlying level of leadership, thought-



SAVE BIG ON DENTAL SUPPLIES THROUGH OHIODDS

Membership Benefits, Endorsed Products & Discounts

ODA members can save up to 30% on supplies and equipment by joining OhioDDS, our free Group Purchasing Organization.

"The ODA's GPO (Group Purchasing Organization) has been an absolute savings on my business' bottom line," said Dr. Brett Pelok, a general dentist in Toledo and an ODA Services Corp. board member. "My practice has saved an average of 32% on supplies and materials, from my previous big name supplier. These savings would pay for my ODA membership 10 times over. Another ODA membership benefit."

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. As a group purchasing organization, OhioDDS leverages the purchasing power of our program participants to offer discounted rates. More than 830 dentists are already saving money through OhioDDS.

"Since our office started using the ODA GPO, we have saved thousands of dollars each year! It is great to finally receive similar discounts on products that only large corporations could get before now," said Dr. Tara Haid, a general dentist in Worthington, and an ODA Services Corp. board member.

ODA members can sign up for OhioDDS at no charge or obligation to order products at www.oda.org.

Once you sign up, you will receive access to our exclusive pricing and discounts. You will be able to order in-person and online based on your



sign up at www.oda.org

office preferences. Our program offers a concierge-style sales team and an easy-to-use online ordering platform.

OUR VENDOR PARTNERS

We partner with three strong vendors to provide OhioDDS participants with savings and discounts.

Midway Dental Supply provides discounts on:

- Dental Products.
- Dental Supplies.
- Equipment.

Kettenbach Manufacturing provides discounts on:

- Impression Materials.
- Restoration Materials.
- Adhesives and Mixing Systems.

Cintas Corporation provides discounts on:

- First Aid and Safety Products.
- Uniform Rentals.
- Facility Services.

FIND OUT HOW MUCH YOU CAN SAVE

We would like to provide you with a no obligation dental supply pricing audit to make sure you are not overpaying for your dental supplies and show you exactly how much you could save. Please submit up to 12 months of your purchase history via email to chriss@oda.org, or via fax to (614) 486-0381.

QUESTIONS? CONTACT US!

If you have questions about the OhioDDS program or would like to get a free pricing audit, please contact Chris Rotella, COO of the ODA Services Corp., at (614) 486-2700 or email chriss@oda.org.

LEARN MORE + SIGN UP

To learn more about OhioDDS and sign up at no charge or obligation to order products, visit www.oda.org.

fulness and brilliant minds. That very culture of excellence is then instilled in those of you who volunteer your time and excellence to serve on councils, committees, task forces or service events. The "systems" of our ODA Mission, Vision and Strategic Plan (see www.oda.org/about/oda-governance-leadership/governance-documents/) guide our association through Program Goals and allow our ODA to "improve oral health and strengthen dentistry in Ohio" every day. The system allows for daily "1%" (often much more than 1%) changes to improve our profession and adjust to changes presented to us. As a practicing dentist going about our days, we rarely see all which happens FOR us by our membership in the ODA, as well as what actions are tirelessly done to prevent what may happen TO us if not for our ODA and the advocacy and attention to detail being done. The "1%" changes to improve our profession, our practices, our association are the work and actions of our councils and committees, with my immense gratitude to those colleagues who volunteer their time and talents to serve. Thank you to our ODA team. Thank you to our colleague volunteers

who are active in leadership roles in the governance of our ODA. Thank you to those mentors who came before us to establish the excellence in systems we have in place. And thank you to those who continue to make that 1% change for the better each day.

Fartlek. I always enjoy reading in our "ODA Today" the editorial "The Explorer" by our Executive Editor Dr. Matt Messina. Insightful, humorous and often educational with new words/phrases shared. So fartlek may have had the editorial team searching to be certain that I had not gone crazy (crazier) and was trying to have an inappropriate word printed. It actually relates to achieving excellence and parallels how my appreciation of how our ODA runs (pun intended). Fartlek is a training method in running. The word "fartlek" is Swedish for "speed play," highlighting the focus on fast and slow bursts of running during a continuous training run without breaks. It is a type of interval training but without breaks ... continuous movement, always going forward, with focused and specific timed bursts of speed.

See PIE, page 11



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

LEGAL & LEGISLATIVE

DOES YOUR PRACTICE HAVE A RECORDS RETENTION POLICY?

Legal Issues

If you have read my columns in the past, you know that a consistent point that I have brought up is that documentation is key in the dental office. If it isn't documented, then in the eyes of most regulatory or legal entities it did not happen. It is great to have all this documentation, but how long should you or do you have to keep it? The purpose of adopting a records retention policy is to establish an official procedure for managing records. A well-crafted records retention policy specifies a detailed method for evaluating the length of time each record (tangible and electronic) is required to be retained and the proper method of destruction. Like any other business, it is critically important for a dental practice to adopt a formal records retention policy. Failure to do so can expose the practice to significant risks and liabilities.

RETENTION PERIOD FOR PATIENT RECORDS

Dental practices are required by law to maintain adequate patient records. Although Ohio doesn't have a specific statute which requires dental records to be retained for any minimum period of time, there are several Ohio and federal statutes which must be considered when determining how long to retain medical records. For example, Ohio Revised Code § 2913.40(D) mandates that a health care provider retain all records dealing with the treatment of a Medicaid patient for a period of at least six years. Provisions of the Health Information Portability and Accountability Act of 1996 ("HIPAA") also require covered entities (most health care providers) to retain the patient's signed HIPAA notice of privacy practices for at least six years. As a condition of participation in the Federal Medicare Program, however, a provider agrees to retain all records dealing with the treatment of a Medicare patient for a period of at least seven years.

In addition to considering the various statutory retention requirements, participating provider agreements generally specify the time following the last patient visit that records must be maintained. Your office's professional liability insurance company will also likely have recommendations about retention. It is important to reach out to your professional liability carrier to get their recommendation on how long to keep patient records. As we all know if there is some question about professional liability your malpractice provider will be intimately involved in defending your practice. Lastly, it is best practice to maintain all medical records for at least a length of time

A well-crafted records retention policy specifies a detailed method for evaluating the length of time each record (tangible and electronic) is required to be retained and the proper method of destruction.

equal to the statute of limitations associated with the treatment which was provided. Pursuant to Ohio Revised Code § 2305.113, an action upon a dental claim must be commenced within one year after the cause of action "accrues." There are limited exceptions to this general one-year statute, however, including a two-year statute of limitations for wrongful death cases and the tolling of the statute until the age of majority for treatment involving a minor child. Moreover, with the exception of minors there is a four-year statute of repose which bans claims of malpractice four years after the proce-

cedure is complete. Therefore, your policy for retaining patient records must be adjusted to fit your practice in light of these considerations.

RETENTION PERIOD FOR BUSINESS RECORDS

As a small business, a dental office also needs to retain other records, including tax and financial records, employment records, and legal documents. You can find a schedule of recommended retention periods for the most commonly retained business records by reading "Dental Record," published by the Council on Dental Practice, Division of Legal Affairs, available online at the American Dental Association website. However, your schedule of retention periods may be different than those recommended in the sample schedule. Therefore, you should consult with your personal advisor, such as accountant, attorney or professional liability insurance company in tailoring your records retention policy to fit the needs of your practice.

PROPER DESTRUCTION

If your office decides to destroy re-

AT A GLANCE

- It is important to check with your malpractice provider to get their recommendation on record retention. If there is an issue they will be the ones that will be representing you.
- Ohio has a four-year statute of repose that allows patients to bring a malpractice claim up to four years after the date of service.
- It is important to have a records retention policy to stay consistent with how records are handled in your office.

ords that have exceeded the proper period of retention, caution must be used in doing so. For example, you have an obligation to protect the patient's privacy and personal health and financial information. Securely destroying inactive patient records generally involves shredding. There are professional services available to do this for you, but you should always

See RECORDS, PAGE 9

We are pleased to announce



Dr. Delaney Clayton
has joined the practice of
Dr. Monica Monfredi
Galloway, Ohio

Advanced Dental Care of Toledo
has acquired the practice of
Dr. Mark Benedict
Toledo, Ohio
(Pictured left.)

Dr. Duane Mathias
has joined the practice of
Dr. Andrew Zucker
Sandusky, Ohio

Practices for Sale

Wayne Co: Grossing \$750K/year. Mostly FFS. 4 ops with 5th plumbed. Real estate available. Highly profitable. Seller retiring.

NW OH Endo: Grossing \$1.6M/year. Thriving practice. Associates in place. Very profitable. RE available. CBCT, PBS endo.

Butler Co: 5 nicely equipped ops. All digital. Collecting \$1M/year. Mostly Medicaid. Very profitable.

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

Toledo: Consistently 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.

Greater Cincinnati Pedo: Revenue over \$300K/year. High cashflow. No Medicaid. Real estate available. Fully digital.

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.

Greater Cleveland: Collecting \$900K/year. 8 ops. Paperless, digital x-ray, digital PAN. FFS/PPO. Lots of space. Busy street.

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

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

Meet us at the ODA Annual Session - Booth 423!

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

Cuyahoga Co: Grossing \$300K. FFS/PPO. 3 ops. Great merger opportunity. Seller owns real estate, would stay for transition.

Looking for a new associateship?

We have opportunities in the following areas:

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

BridgeWay
PRACTICE TRANSITIONS
& ASSOCIATE PLACEMENT

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

MARVIN FISK HUMANITARIAN AWARD: DR. JENNIFER KALE

Awards of Excellence

By Jackie Best Crowe
ODA Managing Editor

Dr. Jennifer Kale is dedicated to providing care and guidance for the underserved community. In recognition of her efforts, she will receive the Ohio Dental Association Marvin Fisk Humanitarian Award on Friday, Sept. 16 at the Callahan Celebration of Excellence, held in conjunction with the 156th ODA Annual Session.

“Dr. Kale’s dedication to the dental profession and the at-risk patients she serves exemplifies the best of the best,” said Dr. Thomas Kelly, president of the ODA. “Dr. Kale is very active within her community of northeast Ohio and our profession and professional association. She has taken a hands-on approach in every leadership role, and presents an ever-positive and tireless effort to all of the commitments she accepts/is elected to. Dr. Kale is passionate about dental practice and public health issues and their effects on the dental community and is committed to having our profession be the leaders in areas of access to care.”

Kale said she is honored and humbled to receive the award.

“I was fortunate to have known Dr. Fisk through the Greater Cleveland Dental Society,” she said. “His work for the community and those in need was inspiring and admirable. I feel privileged to receive the award named after such a distinguished leader.”

Kale said she decided to become a dentist because it’s a medical field that offers a well-rounded work/life balance.



Dr. Jennifer Kale is the 2022 Ohio Dental Association Marvin Fisk Humanitarian Award winner.

“The combination of science, technical skills, and the artistic aspects won me over,” she said. “My childhood dentists in the 1960’s, Jacqueline Guinn and Giedra Matas, were two of the first women dentists in the Cleveland area. They forged a path for all the women who came after them in the profession.”

Kale earned her DDS degree from the Case Western Reserve University School of Dentistry (now the School of Dental Medicine) in 1989. After 25 years in private practice, Kale had the opportunity to help build a new dental clinic at the Summit County Health Department in Akron. She has served as the Summit County Public Health dental director since 2015.

At the dental clinic, Kale serves a

majority of patients who are on Medicaid and those on a reduced fee sliding scale. Kale chairs the clinic’s Give Kids A Smile events, where they see children from Akron City Schools. The clinic also provides care to many refugees and participates in community health fairs and screenings.

“At this point in my career, working with a majority of Medicaid patients and those on a reduced fee sliding scale, I would have to say my favorite part of being a dentist is seeing the appreciation of the patients for the care we provide,” Kale said. “I believe, unfortunately, that there are misconceptions and stereotypes about patients in the Medicaid community, and that couldn’t be further from the truth. It is very gratifying to be able to relieve their pain and give them newfound confidence. I do a good deal of removable prosthodontics and nothing is more rewarding than a patient who is able to look in a mirror and smile for the first time in a long time. We have a bulletin board in our private office area filled with ‘thank you’ notes from grateful patients. Whenever we’re having a bad day, we look at those and know our work is appreciated.”

In her private practice, Kale served as a Dental OPTIONS provider for 10 years. The program is a joint partnership between the ODA and the Ohio Department of Health that helps eligible, low-income uninsured adults in Ohio obtain access to dental care by linking them with volunteer dentists. Kale currently serves on the OPTIONS Steering Committee.

Kale also has provided dental care through the Dress for Success Program’s initiative Smiles for Success to

help women transition from welfare to work who could not afford dental care.

“I feel it is important to give back to the community because by giving back, we enrich the lives of those we serve and also our own lives at the same time,” Kale said. “Even the little things we do can have a big impact. Providing care to the underserved community helps empower people to take control of their dental, physical, and mental health. I am able to develop relationships and connect with people to help them through their difficult situations. It is gratifying to work at the health department, as we are able to offer extensive resources, above and beyond our dental clinic.”

In addition to her role at the health department, Kale recently began serving as the dental director for the Buckeye Health Plan of Ohio, where she will work to guide the plan in a direction to help their members obtain and keep exceptional oral health.

Kale is chair of the ODA Council on Access to Care, which she has served on for 12 years and chaired twice. She also serves as chair of the ODA Foundation and ODA Medicaid Working Group, and has served as a delegate to the ODA and on several councils and committees. She is a past president of the Greater Cleveland Dental Society and has served on and chaired many councils and committees with the Greater Cleveland Dental Society including the Budget Committee, Membership Committee and the Greater Cleveland Dental Society Service Corporation.

“There are so many reasons I feel

See KALE, page 6



YOU BELIEVE IN PROVIDING SERVICE AND EXPERTISE.

SO DO WE.

Your patients rely on your expertise to evaluate and make recommendations for good oral health. Your local independent insurance agent can do the same for you when it comes to suggesting the right combination of coverage to protect the practice you’ve worked hard to build.



Find an independent agent representing The Cincinnati Insurance Company by visiting cinfn.com or by calling Mike Terrell, 800-769-0548.



Everything Insurance Should Be®

LEGACY, from page 3

severely limited the mobility of recent dental school graduates. Ron's vision was for Ohio and other states to reform licensure laws so that dentists could freely move throughout the country over the course of their careers. Today, Ohio accepts the results of all regional clinical licensure exams, including those that use live patients or manikins. And many other states are now following Ohio's example which has led to more freedom of movement for dentists. This move toward licensure reform and better mobility is at least partly the result of Ron's vision for dentistry and his work within the dental education community and organized dentistry on licensure issues.

Ron has been recognized for his many contributions to dentistry. In

2000, the ODA bestowed upon Ron its Achievement Award, which is annually presented to a dentist or an individual who has made outstanding contributions to the dental profession and to oral health. In 2004, Ron received the ODA's Distinguished Dentist Award (now known as the Joseph P. Crowley Distinguished Dentist Award) which is annually presented to an ODA member who has demonstrated service, commitment and dedication to the profession throughout his/her career.

At Ron's retirement reception, I announced one more career-capping award recognizing Ron's commitment to dentistry and oral health. I was pleased to inform Ron and his family, friends and colleagues that the Callahan Memorial Award Commission unanimously voted to give Ron the 2024 Callahan Memorial Award.

The Callahan Memorial Award Commission was established in 1920 by the ODA to honor the work of John Ross Callahan, one of Ohio's noted dental researchers and a leader in organized dentistry. Since its establishment, the award has continued to grow in prominence in the dental profession by recognizing the true giants in dentistry. Past winners are a literal "who's who" of dentistry and include the likes of Samuel Harris, George Paffenbarger, Wendell Postle, P.I. Branemark, Gordon Christensen and Linda Niessen. Occhionero will receive the award during the 2024 ODA Annual Session. I am so pleased that Ron Occhionero's name will be added to the list of Callahan Memorial Award winners. He richly deserves this recognition for his lifetime of work advancing the dental profession and oral health.

KALE, from page 5

organized dentistry is important. I have been involved since my days as a student," she said. "Many feel the most important aspect of organized dentistry is advocacy, both for our profession and our patients. Every day I value all that organized dentistry has done to advocate for Medicaid and ways to help my patients and my clinic by helping decrease the unmet need for dental care. While organized dentistry helps its members, we also need to give back to our profession by becoming involved. I cherish my time spent with my ODA involvement."

Kale serves on the Oral Health Ohio Board of Directors and she is a member of the International College of Dentists, Pierre Fauchard Academy and the American Association of Women Dentists.

Outside of dentistry, Kale enjoys mountain biking, cooking, decorating and spending time with family. She thanks her husband, Jeff Snell, and son, Logan, for supporting her involvement in organized dentistry.

The Marvin Fisk Humanitarian Award is given to dentists who are working to improve the oral health of people in need, of all ages and from all walks of life. The award winners give of their time and energy overseas or closer to home, spending hours and personal resources to help fight illnesses.

HEALTH, from page 1

can still save money because the ODA Wellness Trust plan can be purchased through a payroll deduction and paid with pre-tax dollars. The employee gets a tax break on the monthly costs of at least 15%, and the employer saves the social security matching tax too.

WE OFFER A WIDE VARIETY OF BENEFIT OPTIONS

The ODA Wellness Trust offers deductible options ranging from \$250 to \$6,500, allowing an option for all different benefit needs. A majority of the ODA Wellness Trust plans are ranked as "gold" level, meaning that more of the cost sharing belongs to the plan than with other lower valued plans, which place more of the cost share on

the member.

WE OFFER A LARGE NETWORK OF DOCTORS AND HOSPITALS

The ODA Wellness Trust has partnered with Medical Mutual of Ohio to access its broad health care provider network. Medical Mutual's SuperMed statewide PPO Network includes nearly every health care provider in Ohio and 99% of the hospitals.

WE PROVIDE BETTER ADMINISTRATIVE SUPPORT

ODA Services Corp. employees are available to answer questions about the ODA Wellness Trust and help dentists decide which plan is right for

their office. They are licensed insurance agents who are salary-based and do not make a commission on sales, so they always have ODA members' best interests at heart. They provide attentive, responsive customer service and are available to assist participants with any questions or office updates. ODA Services Corp. staff will even contact Medical Mutual on participants' behalf when needed.

REQUEST A RISK-FREE QUOTE TODAY

Requesting a quote is easy and risk free. For full details, visit www.odawt.org or call an ODA Wellness Trust representative at (800) 282-1526 or email insurance@oda.org. Open enrollment for the ODA Wellness Trust ends Nov. 15, 2022 for Jan. 1, 2023 coverage.



Like the ODA Facebook page!

facebook.com/ohiodentalassoc

Your practice is one of your most important assets. DO YOU KNOW WHAT IT'S WORTH?

While no one likes to think about it, things do happen and it's always important to be prepared.

Knowing your practice's value can make the difference between selling your practice or having it become unsellable. That is why practice owners should have an up-to-date practice valuation.

Whether you are anticipating selling your practice and planning for retirement, recruiting a new associate who potentially may become a partner, or preparing for the unexpected, there are many reasons to have a current practice valuation.

A **Henry Schein Dental Practice Transitions** valuation considers both tangible and intangible assets of the practice and can provide the many key factors which influence the practice's value.

To get started on your practice valuation or schedule a complimentary consultation, give us a call at **866-335-2947** or scan the QR code.

HENRY SCHEIN®
DENTAL PRACTICE TRANSITIONS

www.henryscheindpt.com
866-335-2947

- PRACTICE SALES
- VALUATIONS
- TRANSITION PLANNING
- ASSOCIATESHIPS



GET MORE

At **Superior Dental Care (SDC)**, we believe our network of participating dentists and specialists deserves more. Unlike other carriers, our fair and competitive fee schedule only applies to covered services until a member has reached their contract maximum. **You collect your full fee for all non-covered services and for covered services after the contract maximum has been met.**

PARTICIPATE IN A DENTAL NETWORK THAT GIVES YOU MORE

Experience faster and easier payments, respect of the dentist–patient relationship, and local service you can depend on.

JOIN SDC TODAY

 SuperiorDental.com/join-sdc

 DentistServices@SuperiorDental.com

 1-800-762-3159



DENTAL INSURANCE CORNER

RESPONDING TO OVERPAYMENT RECOVERY REQUESTS

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

The Ohio Dental Association's Council on Dental Care Programs and Dental Practice has identified insurance company overpayment recovery practices as one of the priority issues in need of a remedy that are adversely affecting Ohio dental practices.

To set the framework for the ODA's overpayment recovery advocacy efforts, the ODA House of Delegates has adopted a formal position that insurance companies and other third-party payers should:

- Be limited to no more than one year to recover overpayments. This should be from the date such overpayment was made.
- Be permitted to recover overpayments only from the entity who received the overpayments, meaning the provider to whom the initial check was sent to, or the patient to whom it was sent.
- Provide information to the affected parties including the provider and the patient explaining the nature of the overpayment, the procedures and codes involved, the dates of the service in consideration and the resultant obligation of the patient to assume the debt incurred as a result of the refund of the overpayment to the third-party payer.

The American Dental Association has also recognized the problem, adopted a formal policy statement

It is important to note that if the dentist fails to make a timely written response to the notice, the third-party payer may act to recover the overpayment, possibly by deducting the amount from other payments it owes the dentist or by pursuing any other remedies available under state law.

to address it and even evaluated the possibility of initiating class action lawsuits on the profession's behalf on different matters including a recoupment case that would challenge the practice of some third-party payers to assert overpayment with regard to one patient and then recoup the alleged overpayment by lowering reimbursements for other patients.

The causes for the initial incorrect payment, or overpayment, vary. Sometimes the initial payment was made to the dentist and other times it went to another dentist in a different practice. Oftentimes the dental office contacted the third-party payer before the initial claim was submitted to verify the patient's eligibility and benefit levels. Sometimes the initial payment was made well over a year before the insurance company contacted the dentist to recover the overpayment.

The most troubling type of situation involves a case where the insurance company pays one dentist an incorrect amount but then seeks to recover this overpayment from a totally different

dentist. While this practice is not fair or just, it is important for dentists to know what the law governing overpayment recovery is so that they can mount an effective response to this type of situation.

OHIO'S OVERPAYMENT RECOVERY LAW

Ohio is one of 20 states that have some form of an overpayment recovery law. The Ohio overpayment recovery statute (ORC 3901.388) actually falls within what is commonly known as the state's prompt pay law (ORC 3901.38). It specifies that claim payments are considered final two years after the original payment is made. After two years have passed,

AT A GLANCE

- 🦷 Knowledge of Ohio's overpayment recovery law can help dentists more effectively respond to overpayment recovery situations.
- 🦷 It is important to respond in writing to overpayment requests in a timely manner.
- 🦷 The ODA and/or Ohio Department of Insurance may be able to assist dentists with certain overpayment recovery situations.

the payment amount is not subject to adjustment, except in cases of fraud by the provider.

A third-party payer may seek to recover any part of a payment if it initiates the recovery process within two years of making the payment to the dentist.

Once a third-party payer determines an overpayment has been made, it must send the dentist a written notice. The notice must include: the full name of the beneficiary who received

See OVERPAYMENT, 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/.



Visit us at the
ODA Annual
Session!
Booth #339

Are you ready for a better health benefits plan?

Consider the ODA Wellness Trust.

Join other Ohio dentists in receiving affordable, high-quality health benefits.



Better Plans

No employer contribution is required
Competitive pricing
Tax savings



Better Network

New plan options
Access to a large network of providers



Better Service

Receive ODA Services Corp. staff support every step of the way
We are your first contact for questions and assistance

Learn more! 2022 open enrollment starts in October.

Please contact us if you have started a new practice or have a group renewal that is off-calendar year to discuss special enrollment qualifications.



614-486-2700



www.odawt.org



insurance@oda.org

OVERPAYMENT, from page 8

the health care services for which overpayment was made; date(s) the services were provided; overpayment amount; claim number or other pertinent numbers; detailed explanation of the basis for the third-party payer's determination of overpayment; method in which payment was made, including, for tracking purposes, the date of payment and, if applicable, the check number; notification that the dentist may appeal the third-party payer's overpayment determination if the dentist responds to the notice within 30 days; and method by which recovery of the overpayment would be made if recovery proceeds.

It is important to note that if the dentist fails to make a timely written response to the notice, the third-party payer may act to recover the overpayment, possibly by deducting the amount from other payments it owes the dentist or by pursuing any other remedies available under state law.

"Ohio law sets out a clear protocol that insurance companies must follow before they can simply start withholding payments from dentists and other health care practitioners. Knowing this protocol can be helpful to dentists who find themselves in overpayment recovery situations," said Dr. Manny Chopra, chairman of Ohio Dental Association Council on Dental Care Programs and Dental Practice. "One important safeguard that every dental practice should put in place is to carefully review insurance company generated correspondence, notices and EOBs for overpayment recovery language so that the dentist may act on it in a timely manner in order to preserve their rights under the law."

ADDRESSING OVERPAYMENT RECOVERY SITUATIONS

Dentists who encounter overpayment recovery situations may want to consider the following as a course of possible action:

- Determine if the claim(s) in question is for a patient who is covered by a plan that the dentist contracts with. If it is, then review the applicable language in the dentist's participating provider contract to ascertain the dentist's and

third-party payer's rights and obligations under the contract while remembering that contractual provisions that conflict with Ohio's overpayment recovery statute are unenforceable.

- Appeal the third-party payer's determination in writing if in doubt about its accuracy of the overpayment recovery request or if more time is needed to adequately respond to it. Failing to make an appeal in a timely manner could allow the third-party payer to easily withhold the amount in question from a payment that is made for services provided to another patient, especially if the practice has numerous patients covered by that payer.
- Determine the number of patients within the practice who have dental benefits through the third-party payer that is making the overpayment recovery request. If the practice has many patients covered by the particular third-party payer then the payer may find it easier to withhold the amount in question from a payment that is made for services provided to another patient.
- Contact the third-party payer, typically via a phone call, and request its assistance in addressing the matter with the patient for whom the overpayment was initially made. Reasons dentists give to third-party payers may include facts such as:
 - The dental office did everything correctly, perhaps even verified patient eligibility and benefits and/or obtained a pre-treatment estimate, and proceeded in good faith to provide the treatment and accepted the insurance company's payment. Now, through no fault of the dental office, the dentist has been put in the position of having to collect from a patient who believes they have a \$0 balance. Perhaps the patient is no longer even connected to the dental practice. What can the third-party payer do to help the dentist address this situation with the patient?
 - There may be tax ramifications involved. What can the

third-party payer do to help address them?

- There may not be a contract between the dentist and the third-party payer. Isn't it more appropriate to pursue the overpayment from the patient who the payer is contracted?

Anecdotal reports suggest most carriers will do something to assist dentists in addressing these types of situations. While most still want the dentist to return the overpayment, many will write or call the patient to inform them of the situation. Others will have their staff available to verify the facts of the situation to the patient. Some carriers, when asked, will decide to leave the dentist out of the mix and seek to recover the overpayment from the patient. It seems a relatively very small number of payers will insist that the dentist return the overpayment while offering to do absolutely nothing to assist the dentist with the patient.

When the dentist elects not to appeal an overpayment determination or appeals the determination but the appeal is not upheld, the third-party payer must permit the dentist to repay the amount by making one or more direct payments to the third-party payer or by having the amount deducted from other payments the third-party payer owes the dentist.

A dentist proactively informing a third-party payer of an overpayment does not relieve the payer of its obligations to provide the dentist with the required notice or negate any of its other obligations under the law.

As a side point, it should be noted in cases where the insurance company identifies the overpayment and requests that the dentist send back the overpayment (i.e., the overpayment amount is considered to be the insurance company's money) that if the third-party payer fails to cash the dentist's overpayment check then the dentist must follow the same unclaimed funds protocol that he/she does for any other unclaimed fund situation. In situations where the dental office identifies the overpayment and proactively returns the overpayment amount to the third-party payer which in turn fails to cash the dentist's overpayment check then the dentist would not have to follow any unclaimed fund protocol since the overpayment at that point would be considered the

dentist's money and not the insurance company's.

LIMITATIONS OF THE LAW

The law, however, does have its limitations. Per other statutes that supersede it, Ohio's overpayment recovery law does not currently apply to claims submitted to Medicaid, Medicare or self-funded or self-insured plans that are governed by the federal ERISA (Employee Retirement Income Security Act) statutes.

DEALING WITH UNRESPONSIVE THIRD-PARTY PAYERS

If the overpayment involves a payer the dentist is contracting with, like a preferred provider organization (PPO), then the dentist should follow all contract grievance and appeal procedures before filing a complaint with the Ohio Department of Insurance (ODI) or the U.S. Department of Labor.

Dentists who believe a third-party payer is violating Ohio's overpayment recovery law may submit a complaint to ODI. Information on filing a complaint with the ODI may be accessed online at <https://insurance.ohio.gov/about-us/complaint-center/provider-complaint-options>.

ODI will then forward the dentist's complaint to the third-party payer for a response. The payer will be directed to resolve the complaint directly with the dentist and to notify the department of the resolution of the complaint. The department reviews complaint activity and collects and analyzes other data so that it can monitor all third-party payers' claim-handling practices.

The ODA has filed complaints with the Ohio Department of Insurance relative to the overpayment recovery actions of some insurance companies in the past. Based on ODI's responses to those complaints, it was clear that the department wanted adversely affected dentists to file complaints directly with ODI and that the complaint should, if appropriate, focus on the insurance company's failure to provide the dentist with the required notice of overpayment before actually withholding funds from a reimbursement check.

Chopra also asked that ODA members forward a copy of their ODI complaint, with all patient identifiers redacted, to the ODA's Dental Insurance Working Group so that the ODA is in a better position to monitor and act on these types of matters.

RECORDS, from page 4

insist on a certificate of destruction and, for entities covered under HIPAA, a Business Associate Agreement. Furthermore, make sure that there are no sub-contractor companies involved which do not also agree in writing to adhere to the privacy policies of the practice.

CONCLUSION

Because there are numerous legal considerations which must be taken into account when determining how and when to destroy records, it is highly recommended that a formal records retention policy be adopted before doing so. Once adopted, the policy should be reviewed on an annual basis to ensure its continued compliance with all pertinent laws and ethical considerations. For additional information on this topic, please contact the ODA legal department at (800) 282-1526.

- Inexpensive
- Disposable
- Non-Toxic
- 100 Tips/Pk

Maximum Suction
Minimum Tissue Plugging

The Original E-VAC Tip
Fits Standard Evacuator Tubes

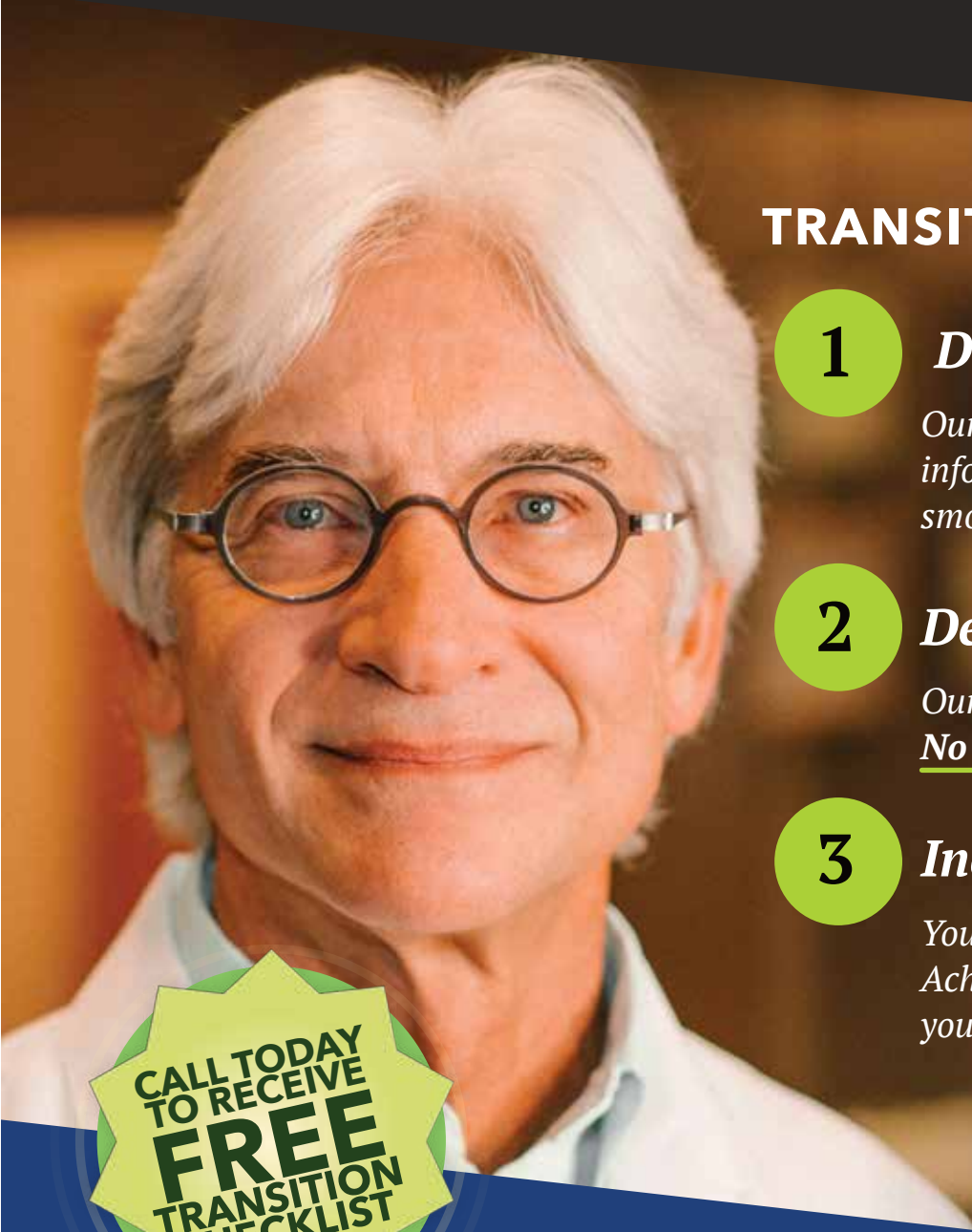
PROTECT YOUR PATIENT FROM PAINFUL TISSUE PLUGS
PROTECT YOUR EQUIPMENT FROM COSTLY REPAIRS

CONTACT YOUR LOCAL DENTAL SUPPLY FOR THE E-VAC TIP

E-VAC INC.®
Made in USA

Phone: (509) 448-2602 • EMAIL: kenevac@hotmail.com
FDA Registered

SELL YOUR PRACTICE WITH LESS STRESS & MORE PROFIT



TRANSITIONS MADE SIMPLE

1

Decrease Stress

Our convenient checklist will help you stay informed and button up your practice for a smooth transition.

2

Decrease Expenses

*Our Model allows for No Broker Fee, No Commission or No Seller Fees!**

3

Increase Sale Potential

You are in control of sale price & legacy! Achieve your highest sale value to the buyer of your choice in as little as 30 days.



OUR 3 STEP PROCESS IS EASY TO FOLLOW FOR THE SELLER, BUYER, COUNSEL, AND BANK.

LEARN HOW YOU CAN GET **3X MORE** THAN A TRADITIONAL BROKERAGE SALE!



HELPING DENTISTS BUY, SELL AND MANAGE PRACTICES SINCE 2011

CALL OR TEXT DR. MARK TO FIND OUT YOUR PRACTICE POTENTIAL

614.656.2077



SCAN TO TEXT DR. MARK



Elevate is a full service dental management company that represents the individual dentist with customized associateships, buying and selling plans, management services, and entrepreneurship opportunities.

*Practices listed for sale with Elevate Dental Partners

PIE, from page 3


The benefits include being great for beginning runners with shorter initial commitments showing rewards and building to longer runs, greater speed and improved focus. It is our ODA. Continuous movement, always going forward for our members, with bursts of speed throughout the year ... and repeat. Those “bursts of speed” include activities like Give Kids A Smile, Leadership Institute, Day at the Statehouse and the upcoming Annual Session* and House of Delegates. The “continuous movement” aspect includes the regular council, committee and task force/working group meetings, responding to member needs and questions, advocating for our profession and the patients we care for through legislation with ODPAC, ODA Foundation grants, and providing member benefits such as health benefits and group purchasing through the ODA Services Corp., ODA Wellness Trust and the OhioDDS GPO. And our ODA and your local dental societies are organized to allow members to succeed as “new runners” in volunteering with shorter initial commitments to see the great benefits of being involved and build towards greater involvement and reward.

*The ODA Annual Session, September 15-17, is a great opportunity to have three days of that “1%” improvement towards greater excellence. Register today to be part of a GREAT meeting in Columbus which can compound growth in knowledge, productivity and friendships and fellowship with colleagues.

And finally, pie. The ODA Foundation is an outstanding example of excellence in our ODA. With the mission of Advancing Oral Health in Ohio, the ODAF provides grants and scholarships every year to benefit students in the dental profession as well as organizations that make big impacts for access to care for those Ohioans in need. The Foundation has donated over \$1.5 million for this mission and the awards continue to improve our profession and those we serve. Important grant and scholarship requests continue to increase and your donations allow our ODA Foundation board to fulfill its important and ongoing mission. As a fundraiser this year, apparently there is a desire to smash a pie in my face at the conclusion of my presidency at the House of Delegates on September



If ODA members are able to raise \$100,000 in donations for the ODA Foundation, ODA Past President Dr. David Kimberly will pie ODA President Dr. Tom Kelly at the conclusion of the ODA House of Delegates.



Challenge: Raise \$100,000 in donations for the ODA Foundation during ODA President Dr. Tom Kelly’s term.


Reward: Watch Dr. Kelly get pied in the face at the conclusion of the 2022 ODA House of Delegates.

Donate by visiting the Get Involved page of www.oda.org

17. Your donation TODAY, please, will not only allow us to reach our goal of at least \$100,000 and have me get my “just dessert” (IN MY FACE!), but you will also have a chance to win full payment of your 2023 tripartite membership dues (or \$1,000 cash). See page 2 for information about how to donate. For me to get pied, donations need to be made by September 16. (I prefer coconut cream as I think it will hurt less than my favorite, pecan). Thank you for your donation today.

It is my humble honor to serve our profession. I am eternally grateful to

my beautiful wife, Dr. Renee Commarato, and two wonderful daughters, Taylor and Paige, for their love, support, inspiration and understanding of the time shared with our professional association. I am thankful for the mentors and leaders before me, beside me and following me for your guidance, knowledge, friendships and care for our profession. And I am sincerely thankful for our partners in leadership on the teams at our ODA, ADA and our local dental societies (GCDS for me) for their excellence, brilliance, care and dedication. Blessed.



HAVE A QUESTION?

Contact the ODA first!

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

RESOLUTIONS TO BE CONSIDERED BY THE 2022 ODA HOUSE OF DELEGATES

■ Governance

The ODA’s House of Delegates, which is the supreme authoritative body of the association, will be meeting on Sept. 15 and 16. Nearly 140 delegates from across the state representing all 24 component dental societies, including two student delegates representing the Case Western Reserve University School of Dental Medicine and The Ohio State University College of Dentistry, will gather at the 2022 House of Delegates meeting to deliberate resolutions proposing policies and/or operations of the association. The 2022 House of Delegates will consider the following resolutions at its meeting:

- Resolution 01-22 proposes to update the association’s policy, “Statement on Preventive Coverage in Dental Plans,” to include language that addresses limitations on the number of covered exams.
- Resolution 02-22 proposes an Ohio Dental Association policy on “Bundling and Downcoding” to prevent insurance claims payment abuse.
- Resolution 03-22 proposes an Ohio Dental Association policy on “Assignment of Benefits” related to a patient’s dental benefit plan and payments to dentists.
- Resolution 04-22 proposes an Ohio Dental Association policy relative to insurance credentialing and payments to yet-to-be-credentialed dentists.
- Resolution 05-22 proposes to amend the Ohio Dental Association’s Bylaws to align with the ADA by eliminating the 25% waiver of dues and 75% waiver of dues.
- Resolution 06-22 proposes to provide the ODA officers with an allocation for their 2022-2023 service.
- Resolution 07-22 proposes that the Ohio Dental Association support a requirement that a subscriber’s dental benefit plan information is provided to the dentist.
- Resolution 08-22 proposes to update the Ohio Dental Association’s policy on “Legislation Concerning Children with Dental Birth Defects” to update the association’s entity overseeing the implementation of the policy.
- Resolution 09-22 proposes that the Ohio Dental Association develop and implement a dental staff recruitment campaign.



CHANGE OF ADDRESS?

Contact the ODA Membership Department!

Online: www.oda.org
 Email: membership@oda.org
 Phone: (800) 282-1526



THOMAS LAW GROUP

Experience. Dedication. Results.

Thomas Law Group has proudly provided legal representation to clients throughout Ohio over the last 30 years.



Our attorneys provide legal services and business advice for dental and medical professionals in areas including:

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

614-761-7701
www.thomaslawgroup.com

5148 Blazer Parkway
Suite A
Dublin, OH 43017

Pictured (L-R): Dean Kadri, Chad Hanke, Cheryl DeVore, Mackenzie Ferguson & Terry Thomas

ANNUAL SESSION, from page 1

practices and when you hire a broker, it's important to really speak with the person you are entrusting the sale of your practice. Being able to meet in person right away definitely gives doctors a feeling as to who will be a good fit for their practice sale."

Products and services are available to help your practice grow, bring efficiency and provide your patients with top-of-line service.

"Dentists and dental staff are typically super busy at the office, so they do not have the time to discuss product options when the dental manufacturer stops in," Darrow said. "The Exhibit Hall offers un-interrupted time to shop. And ask questions. Besides, you have a variety of manufacturers at the Exhibit Hall allowing the dental member options to investigate all the products in that category."

Making a plan before visiting the Exhibit Hall can help you and your team to make the most of your time.

"Make a list of all the products you and your dental team are interested in or looking for improvements or new options," Darrow said. "Look at the list of dental manufactures that will be exhibiting at the ODA Annual Session and 'map out' or break down the list and delegate it to dental team members to investigate. Later the dental team can then share what they learned and found. When one checks out all their options, they are well informed and can make a good decision. We all would like to work smarter not harder."

Holleran suggested blocking off time for multiple trips to the Exhibit Hall.

"It's not possible to see everyone in one visit," she said. "Check the list of vendors beforehand so that you know which booths you want to visit and also make sure you take time to wander the hall and visit booths of companies that you did not know about or consider visiting beforehand. You never know who or what products you are going to discover."

Pardee said he typically picks a topic for the year that he wants to focus on, and this helps direct what CE he chooses and helps shape his Exhibit Hall experience.

"Throughout each year I pick one topic to focus on being more knowledgeable and competent," he said. "Whether it is a new skill or updating an old one I bring this knowledge into my practice. There is a great variety of courses as well as vendors in the Exhibit Hall that is a tremendous help in achieving this goal. This makes networking within our profession easier and then throughout the year, I have more resources for information readily available."

In addition to comparison shopping, expert reps and deals, this year's Exhibit Hall will feature several new special events.

"ODA has impressive events to attract attendees to visit the Exhibit Hall," Darrow said. "Excellent CE opportunities by attending the Table Clinics or the ODATalks that are held in the Exhibit Hall. Great food and drinks in the hall with the Hops & Shops, Cuisine from around the World, and Dark Roast and Donuts. There are door prizes for attendees that visit the Exhibit Hall to enter and win."

This year's Exhibit Hall events include:

- Cuisine + Colleagues From Around The World - Experience food and beverages from different regions around the world throughout the Exhibit Hall, hosted by the ODA Subcouncil on Diversity and Inclu-



Photo by Ellen Dallager
The ODA Annual Session Exhibit Hall will feature more than 150 vendors, special events every day and over \$4,000 in door prizes.

sion. Thursday, Sept. 15 from 4:30 to 6 p.m.

- Hops & Shops - Partake in free central Ohio craft beers and snacks hosted by participating exhibitors. Friday, Sept. 16 from 4:30 to 6 p.m.
- Dark Roast & Donuts - Enjoy coffee and donuts on us while you finish shopping in the Exhibit Hall. Saturday, Sept. 17 starting at 9 a.m.

This year the Exhibit Hall will feature a new opportunity for attendees: ODATalks, which are free one-hour presentations that are designed differently than most lectures. Featuring a wide range of CE courses, demonstrations, and topical discussions, the Talks are designed to be interactive and encourage open discussion between the speaker and individual audience members. ODATalks are offered on a first-come, first-served basis and some will offer CE credit. Seating is limited. Visit www.oda.org to see the full schedule.

The Exhibit Hall will also feature Table Clinics from 4-6 p.m. on Friday, Sept. 16. Table Clinics are presented by member dentists, auxiliary staff, dental students and hygiene students, and attendees can earn up to 2 hours of free CE by attending.

"Table Clinics are a great and quick way to learn about recent research done on dental topics," said Dr. Mehrdad Safavian, an Annual Session com-

mittee member and general dentist in Columbus.

The Exhibit Hall will also feature daily prize drawings for dentists, hygienists and dental staff, valued at over \$4,000 total. See a list of prizes at www.oda.org.

Exhibit Hall Hours:

- Thursday, Sept. 15 from 12 to 6 p.m.
- Friday, Sept. 16 from 10 a.m. to 6 p.m.
- Saturday, Sept. 17 from 9 a.m. to 1 p.m.

ODA Annual Session provides a great value, close to home. Dental staff members register for \$45, and ODA/ADA members register for \$125.

The ODA will offer an Exhibits Only Pass and any dentist or staff member can register for free. The Exhibits Only pass is good for one day only and does not include any advantage of other registration categories. Registrants in this category may not register for any CE courses - free or paid, live or online - cannot attend the Table Clinics or ODATalks, or receive any other benefit included with other Annual Session registration categories and fees. Exhibits Only passes will not be mailed and should be picked up at the onsite registration desk on the specific day of the pass.

Visit www.oda.org to register and for full details about the Exhibit Hall and ODA Annual Session.

EXHIBIT HALL

- 150+ vendors
- Over \$4,000 in door prizes
- Free CE opportunities
- Special events with free food + drinks

HOURS

- **Thursday**, Sept. 15 from 12 to 6 p.m.
- **Friday**, Sept. 16 from 10 a.m. to 6 p.m.
- **Saturday**, Sept. 17 from 9 a.m. to 1 p.m.

EVENTS + CE

- **ODATalks** - free one-hour interactive presentations held inside the Exhibit Hall on Thursday, Friday, and Saturday.
- **Cuisine + Colleagues From Around The World** - Experience food and beverages from different regions around the world throughout the Exhibit Hall, hosted by the ODA Subcouncil on Diversity and Inclusion. Thursday, Sept. 15 from 4:30 to 6 p.m.
- **Table Clinics** - Earn up to 2 hours of free CE by attending the Table Clinics presented by member dentists, auxiliary staff, dental students and hygiene students. Friday, Sept. 16 from 4-6 p.m.
- **Hops & Shops** - Partake in free central Ohio craft beers and snacks hosted by participating exhibitors. Friday, Sept. 16 from 4:30 to 6 p.m.
- **Dark Roast & Donuts** - Enjoy coffee and donuts on us while you finish shopping in the Exhibit Hall. Saturday, Sept. 17 starting at 9 a.m.

REGISTER NOW AT WWW.ODA.ORG





One dedicated relationship manager.

Flexible financing options.

Customized depository solutions.

oldfortbank.com/dental

Member FDIC

Dental Banking is our specialty.

Attending the ODA Annual Session, Sept. 15-17? Visit us at Booth 501!



Ryan Bales
rbales@oldfortbank.com
937.367.4693



Tyler Webb
twebb@oldfortbank.com
419.934.1826



Rich Demko
rdemko@oldfortbank.com
937.510.5384

DR. RONALD OCCHIONERO RETIRES FROM CWRU SCHOOL OF DENTAL MEDICINE

By ODA Staff

After 58 years of service, Dr. Ronald Occhionero recently retired from the faculty of Case Western Reserve University School of Dental Medicine. Over the years, Occhionero had served in several prominent positions, including chair of general dentistry and associate dean of administration.

Occhionero has also been a leader in organized dentistry, including having served as president of the ODA and the Greater Cleveland Dental Society and on numerous councils and committees at every level.

His visionary leadership has led the way in dental education, developing new models for the instruction of clinical general dentistry. In 1967, Occhionero developed what became the Department of Comprehensive Care, which simulates providing care in the private practice setting. While Occhionero's vision for this so-called "preceptorship" program was innovative back then, establishing a new paradigm for dental education, it is now the standard for teaching clinical dentistry.

Occhionero is perhaps best known as the "Father of EFDAs" in Ohio. Back in 1976, the concept of an expanded function dental auxiliary (EFDA) was controversial. The idea of allowing someone other than a dentist to place restorative material – even under the supervision of a dentist and after the dentist had prepped the tooth – had its detractors. Occhionero worked tirelessly with policymakers, legislators and representatives from the Ohio State Dental Board and the ODA to make his vision for EFDAs in Ohio come to fruition.

Because of his hard work and dedication, in 1977, Ohio became one of the first states to authorize EFDAs in private dental practices working under the supervision of a dentist. Shortly thereafter, Occhionero worked to help establish the first EFDA training program in Ohio at the CWRU dental school. Not only was Occhionero committed to the training of EFDAs, he also educated dentists across the state on how to incorporate them into dental practices. Today, more than 3,000 EFDAs are registered with the OSDB, working as part of the dental team in dental offices and clinics all across Ohio.

Occhionero was also instrumental in the initiation, development and implementation of the dental benefits program for CWRU faculty, students and staff across the campus.

Dr. Kenneth Chance, dean of the CWRU School of Dental Medicine, said "we are extremely proud of the significant contributions made by Dr. Occhionero to our dental school, the university and the profession of dentistry." Chance concluded by noting that Occhionero is a "truly iconic" figure.

ODA Executive Director David Owsiany was invited to speak at a retirement reception honoring Occhionero. Owsiany noted that Occhionero's legacy touches a tremendous number of people, including all of those he served with at CWRU and within organized dentistry, the many EFDA and dental students he taught, the dozens of dentists he mentored and the millions of patients who received care from dental professionals who were educated through programs that were impacted by Occhionero's vision. Owsiany closed

his remarks by noting that the Callahan Memorial Award Commission recently took note of his many accomplishments by unanimously voting to give Occhionero the 2024 Callahan Memorial Award, which is a prestigious international award recognizing outstanding contributions to dentistry.

ODA President Dr. Thomas Kelly was also invited to give remarks at Occhionero's retirement reception. Kelly lauded Occhionero for his mentorship of many dentists, including himself. Kelly first met Occhionero when he was a dental student at Case but the mentorship continued throughout his career as Kelly volunteered in various capacities at CWRU dental school including overseeing the school's Give Kids A Smile efforts and then later as Kelly worked his way up to being president of the Greater Cleveland Dental Society and now the ODA. Kelly said Occhionero blazed a path of passion and commitment to the dental profession that he and others continue to follow to this day.



Photo by ODA Staff

Six ODA current and past presidents attended the retirement reception for Dr. Ronald Occhionero. They are from left to right with the year of their presidency indicated in parentheses: Dr. Tom Paumier (2015), Dr. Joe Mellion (2005), Dr. Ron Occhionero (1996), Dr. Ron Lemmo (2004), Dr. John Gerstenmaier (1995) and Dr. Tom Kelly (2022).

Put the pliers down, let the pros do their job.

Some brokers just send you the candidate and leave all the heavy work to you -
Would your patient pull their own teeth?

Trust your practice sale to an **experienced full service broker** who has had hundreds of practice sales.

(877) 365-6786 • choicetransitions.com



Kenneth J. Polke, DDS x229

Considering selling to a DSO? Don't, until you read this.

“

Choice walked me through the process, presented the best offers, and made the experience much less stressful by handling all the negotiations. In the end, I received more for my practice than I ever expected. The best part is that Choice provided all the consultation and services to me without charging any fees!
If you are considering selling to a DSO, I highly recommend you contact Choice instead of directly contacting the DSOs.

”

Commission free. DSO Choice.

Call 774-DSO-INFO • choicetransitions.com





Andrew W. Zucker,
BChE, DDS
Guest Columnist

GUEST COLUMNIST

ARE YOU READY?

Opinion & Editorial

“That’ll never happen to me!” How many of us have said this countless times throughout our careers? Aspirated instruments, paresthesia, natural disasters, cardiac emergencies, the list goes on. It’s easy to get into the daily routine of dental practice and forget that adverse events can, and do, happen. As the years wear on, it becomes much more difficult to maintain constant vigilance and readiness for when those events do happen. I learned this firsthand in July, when an otherwise healthy patient coded in my office during a routine prophylaxis on a Monday morning.

If you’re anything like me, then you love practicing dentistry. The best part of my day is when I’m sitting in my operator chair, instruments in hand, providing care to the patients that I’ve developed relationships with. At the same time, I’m less enthralled with the other aspects of dentistry that take me away from my patients. Our office’s bi-annual BLS certification was always at the top of this list. We don’t use sedation, we don’t do complex surgical procedures, heck, we don’t even use nitrous in our office! “This doesn’t apply to us,” I’d say to myself. My team treated it with a seriousness level somewhere between Dwight Shrute and Jim Halpert.

If not for those bi-annual BLS training sessions and regular staff reviews of emergency protocols, I’m quite confident that my team wouldn’t have been able to identify the emergency and react to it as efficiently and effectively as they did. And without an easily accessible AED in our office, I’m positive the outcome would have been much different.

When my longest tenured hygienist ran up to me, I could tell by the look in her eye that this was serious. So I ran to her operatory to find her otherwise healthy 79 year old patient completely unresponsive. I called his name. Shook him. Nothing. His eyes were glazed, gurgling in his throat, he was turning purple. No pulse. No breathing. “Get

the AED and call 911.” By the grace of God, the patient in the operatory next door was an ICU nurse at our local hospital and a friend of mine. He heard the urgency in my voice and, in the blink of an eye, he was on the other side of the patient checking vitals. In the time it took me to turn and grab the AED, he had the patient’s shirt off and was starting compressions.

“This isn’t happening right now,” I thought. “Yes it is. Okay. We’re actually doing this. Focus.” I opened the AED and applied the pads with shaking hands. The AED loudly reported that it was analyzing the patient. Time stood still. It seemed like hours went by. “Shock advised. No one touch the patient.” “No way. This cannot be happening.” I locked eyes with my friend, he raised his hands in the air and nodded towards the AED. “Oh my. We’re really doing this.” It seemingly took me a lifetime to reach out and press that flashing orange button. “Here goes!” The AED delivered a shock and the patient’s body reacted exactly as it does in a movie. The nurse instantly continued compressions. I grabbed a mask out of our emergency kit and delivered two breaths. “Come on, how

Never in my wildest dreams did I think I would defibrillate a patient in the middle of a routine prophylaxis on a Monday morning.

far away is the EMS?” We continued two-person CPR and, within seconds, the patient started breathing on his own. “No way! It actually worked!” We offered supportive care while his color came back, his pulse strengthened and he eventually came around. By the time EMS arrived in the operatory, the patient was lucid enough to introduce himself and answer their questions. He has since undergone quadruple bypass surgery and has a new heart valve, but is otherwise alive and well!

Why am I sharing this story? Because I’ve become a vocal advocate of AEDs in dental offices. According to the American Heart Association, survival rates after cardiac arrest decrease approximately 7% to 10% with every

minute that defibrillation is delayed. My local EMS took 6 minutes to arrive on scene. I estimate that we shocked the patient less than two minutes from the onset of arrest. Mathematically, we gave him a 40% greater chance of survival by not only having an AED on-site, but having systems in place that allowed us to deploy it rapidly and efficiently. The survival rates for CPR alone without an AED are below 30%!

If you still don’t have an AED in your office, get one! If you do have one, check the batteries. Check the pads. Run it through a diagnostic cycle. Make sure that you and your staff are up to date on your emergency training. Get BLS certified alongside your staff members. Find out what your local EMS response time is. I used to go through these things half-jokingly. And, quite frankly, I always kept our AED in tip-top shape because I assumed it would have to be used on either myself or my father someday.

Never in my wildest dreams did I think I would defibrillate a patient in the middle of a routine prophylaxis on a Monday morning. But it did happen to me, and it can happen to you, too. Are you ready?



The Employee Retention Credit

is a business stimulus created by the federal government for practices like yours.

The Employee Retention Credit is:

- Part of the CARES Act in response to the COVID-19 pandemic.
- For businesses partially or fully shut-down during 2020-21.
- A stimulus check for up to \$26,000 per employee, even if you received PPP loans.

Let the ERC Specialists help you determine if you qualify. Come see us at booth 522 at the Ohio Dental Annual Session or use the contact information below.

www.claimercrc.com or Bill Walder (904) 532-2377



NEED ASSISTANCE WITH CONTRACT ANALYSIS?

Contact the ODA for help you can trust!

The ODA can analyze dental provider contracts with PPOs, insurance companies, or other third-party payers.

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



Practice Impact

“Making Practice Transitions Painless”

Thinking About Retirement?



Dr. Gregory Diederich sold his Sheffield Village, Ohio dental practice to Dr. Marvin Chan. Practice Impact would like to congratulate both doctors on a successful transition!

Appraisals are free when listing your practice with Practice Impact.

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

1-800-735-5336

Or visit us online at:

www.practiceimpact.com



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

Serving Ohio and Pennsylvania



Matthew J. Messina, DDS
Executive Editor

THE EXPLORER

LESSONS FROM A WEEKEND GETAWAY

Opinion & Editorial

I just got back from a weekend getaway to western Pennsylvania. As tough as it is for a lifelong Cleveland Browns fan to suggest a trip into the heart of Steelers' country, I can't recommend it highly enough. I had always heard about the resort at Nemaocolin but we had never made the trip. I'm sad that it took 60 years!

Three and a half hours drive east of Columbus are the Laurel Highlands, known for whitewater rafting adventures in Ohio's Allegheny mountains. We started our weekend with a tour of Fallingwater, a house designed by the architect Frank Lloyd Wright in 1935. The Kaufmann family (of Kaufmann's

department stores) commissioned the building of this "cabin" and lived there from its completion in 1938 until they donated it to the Western Pennsylvania Conservancy in 1964, so that it could be maintained for public view and enjoyment.

Fallingwater was built extending out over a waterfall on Bear Run. The structure is one of the most famous 20th century buildings, gracing the cover of TIME magazine in 1938. Fallingwater was a masterpiece of Wright's theories on organic architecture, which worked to integrate humans, architecture and nature together, so each would be improved by the other. Fallingwater grows out of the surrounding rock and its terraces float over the river and the falls. These cantilever patio levels are counterbalanced by the stone fireplace in the center of the home and are permitted by reinforced concrete slabs.

The original cost of the home was \$155,000, an astounding sum for its depression era time, when an average three-bedroom home in neighboring Pittsburgh could be purchased for \$5,000. Fallingwater was acclaimed as an architectural marvel and launched the mid-century modern style that is so popular even today. Frank Lloyd Wright had created a masterpiece of design and function, but he was well aware of the effects that time and the elements would have on the home. Looking back on his career, he said, "weather is omnipresent and buildings must be left out in the rain."

Like Frank Lloyd Wright, we build our dental practices as a masterpiece of dental technology and efficiency for the delivery of cutting-edge care.

Fallingwater welcomes over 150,000 visitors each year. The concrete terraces sag and steel window frames corrode. In the next two years alone, the Western Pennsylvania Conservancy will spend over \$3 million to keep Fallingwater standing. They plan to work at night, so that no one will notice the construction being done.

We left the awe-inspiring architecture of Fallingwater and drove the short distance to the resort complex at Nemaocolin. Three hotels and a collection of more rustic cabins sit on 2,200 acres of masterfully manicured property, containing a championship golf course and golf academy, wilderness adventure programs, pools, restaurants and even a private airstrip. As amazing as the property is, containing stunning architecture and gorgeous landscaping, the striking thing to me was the people. I have never been surrounded by staff more committed to complete customer service. Their

attention to the smallest detail was astounding and the attitude of delight for guests was a pleasure to experience. They also were so happy to be working there and were so proud of their property and its history.

Staff members made a point to let us know that they had never closed during the pandemic and maintained the high level of service throughout. They reviewed all their procedures and found ways to deliver the same exceptional service while meeting the requirements necessitated for the safety of their guests. If Nemaocolin sounds familiar, it may be because the entire resort served as the "Covid-bubble" for the filming of a season of the ABC-TV show "The Bachelor" in fall 2020. Many of the staff drive nearly an hour to come to work and often had to pass three Covid tests just to come onto the property and reach their assigned stations for each shift. Hearing their collective sense of pride in their work made me smile.

I was smiling inwardly as well, because I hear the same degree of pride from dentists and their team members about their response to the pandemic in their offices. As a profession, we rose above the crisis and delivered exceptional levels of health care in challenging environments. We persevered when scientific data was scarce, evolving and then conflicting. We make people safe and comfortable, while ed-

See LESSONS, page 17



Najia Usman, DDS
Guest Columnist

THE HAPPY DENTIST

THE INFLUENCER

Opinion & Editorial

I write this column today in the parlor of the St. Regis Hotel in Rome. As Covid protocols have lifted, wanderlust is pervasive and we decided to celebrate our Latin loving, social justice high school graduate with a trip abroad of his choosing. My brother, a periodontist from Canada, accompanied us also with his new graduate, my niece, in his first trip abroad since COVID changed all of our worlds personally and professionally. Depleted after an exhausting day of being awestricken with what we had only seen in textbooks: the Sistine Chapel, the Colosseum and my personal favorite Basilica, we wearily sat down for refreshments in our opulent hotel lounge. Ravenous with hunger, my niece perked up as a cute pixie like Italian youth effervesced in our periphery.

"Auntie, I know that girl, she has 10 million followers on Instagram. She is an influencer!" Naturally I was curious as I compared this young teenager to the videos my niece expertly pulled up on her phone. "Influencer" I repeated over and over in my head.

These days I think a lot about how

the world has changed. Certainly visiting a place like Rome which was a hub of civilization made me think about history and how the rate of change is now logarithmic, with rapid changes in short periods of time affecting economics and social behaviors. I decided to go to Google University and do a search about the different periods of time in history. Just a brief lesson review here yielded the following results under the search "periods of history." If we consider the Renaissance and Middle Ages to be part of the header ancient history, modern history started with the industrial age. Historians describe that we have been living in the information age since 1970 with the internet arguably this age's most transformative element. Within the information age terms like multimedia age (1987) social age (1996) and big data age (2001) have been studied. Maia Annunziato wrote two years ago that technology has now saturated, meaning that there are not any new technologies that help us with sharing information so "cue the Experience Age."

The Experience Age is one where people want to experience the story instead of being just a bystander. Instead of acting as mere consumers of information, we want to interact in tactile and sociable ways. Real time sharing by real individuals that can be accessed has led us to the concept of "the influencer." Wielding their power through social media, they are able to direct behavior because they create original and engaging content and interact with their followers.

Now these days in every dental circle I sit, I can't escape this concept. At ADA CDEL meeting in Chicago in June, we heard of new initiatives to put content

in the hands of our younger members quickly. My daughter shares anesthesiology posts ranging from operating room shenanigans to travel hacks using syringes to store shampoos and skincare creams. In April I spoke at the MDA Annual Session on the same ticket as headlining endodontist "her_holiness_the_pulp." Dr. Stephanie Tran is a New York City endodontist age 32 who has 25K followers and has amassed 350 posts of small videos and pictures showing cases, clinical pearls with the occasional lifestyle posts about mom, shopping and travel. Believe it or not, our new colleagues are consuming this content ravenously because these quick digestible bites can be done at a "red-light" traffic stop, while their patients are getting numb and FOR FREE.

In every corner of the ODA we are trying to avail this new age of experience and understanding its role in uniting the dental profession and making us capable, evolving professionals while cultivating our lifestyles. The Leadership Institute was lauded for bringing Dental Nachos Dr. Paul Good-


man last March and Annual Session like other meetings is understanding the draw of such speakers who complement the traditional expert opinion leaders with the influencer's "celebrity" and "charisma." Even though on some level influencers may be compensated for their opinions, somehow their commentary appears sincere. After all, the fall or "canceling" of an influencer can even be faster than their rise, so authenticity and integrity is everything.

On this trajectory of the experience age, I don't know if we are evolving into a complete virtual world of learning. I think it will be important to connect with our patients, students and audiences more authentically. I do think that people will want to interact with you professionally and personally based on your social image. While I'm not suggesting a choreographed TikTok to demonstrate your clinical expertise, I do think the importance of this type of content sharing cannot be overvalued. PS: you can follow me on Instagram: najiaquereshey.

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

The views expressed in the monthly columns of the "ODA Today" are solely those of the author(s) and do not necessarily represent the view of the Ohio Dental Association (ODA). The columns are intended to offer opinions, information and general guidance and should not be construed as legal advice or as an endorsement by the ODA. Dentists should always seek the advice of their own legal counsel regarding specific circumstances.

Thomas J. Perrino, D.D.S., Esq.
ODA member for more than 35 years.



- Practice Sale and Purchase Agreements
- Associate and Employment Agreements
- Dental Board Disciplinary Action Defense
- Complaint Resolution
- Employer/Employee Contracts
- Leases
- Insurance Audit Defense

Representing both Sellers and Buyers.
Email:perrinolaw@gmail.com • Phone:(513)226-3393

JOBS & ADS BOARD

Want to list an ad? Visit:
www.oda.org/jobs-ads

FIND A DENTIST POSITION

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

At Smile Brands, we are looking for a high caliber full time Dentist who is dedicated to serving patients and providing quality dental care. If you are seeking clinical autonomy with the backing of a full support team and the latest technology, we have the ideal opportunity for you in our newly renovated Toledo, Ohio practice. At Smile Brands we believe culture matters. We believe that happier teams lead to happier patients, and we've got the happiest team in the dental industry. As an integral part of a hardworking dental team, we encourage you to give guidance and direction to your dental assistants, hygienists, and other support personnel. And while you'll have the support of the entire office, you'll have full autonomy over your patients, a steady stream of patients to keep you busy and exposure to all types of procedures. We also offer top-of-the-line technology and safety equipment to help you give high quality, compassionate care. Continuing education, wide range of benefits, 401K, malpractice insurance and Lead Dentist incentive plans are part of the competitive compensation package. Please contact Ashton Heeter at Aheeter@midwest-dental.com.

Busy solo practice in West Chester, OH specializing in Integrative Biological and Holistic dentistry. Need that one compassionate dentist that wants to help their patients get healthy. FT willing to train. Incredible opportunity, busy insurance free practice over 50 new patients monthly. Send resume/CV to mindy@smilesOhio.com.

Discover the benefits at Dental Associates. Compensation is strong and the leadership is local. We've been serving Wisconsin for over 45 years and have a robust patient base that continues to grow. Collaboration and mentorship set us apart, with access to our exclusive in-house network of doctors, specialists, support staff, and leadership to push your practice to the next level. If you are a general dentist or a specialist and are ready for an exciting, stable career with a growing company then we're your choice. Contact Katie Herman at kherman@dentalassociates.com or visit <https://www.dentalassociates.com/careers> to learn more.

Full-time Dentist needed for our group practice in Stark County due to upcoming retirement. Large patient pool, expanding practice with two locations. Great looking offices with up-to-date equipment and stable staff. Possible partnership opportunity. Contact Dr. Ben Utterback at drben@utterbackdental.com or (330) 936-9039.

Full Time or Part Time dentist needed (with option to buy out) in BUSY/GROWING dental office. Great Staff, Patients, Technology and Benefits!

Mentorship available. Contact pfsmolar@gmail.com for more info.

Looking for a PT/FT associate dentist with the possibility for buy-in. Office has digital radiographs, panorex, intra oral scanner, and paperless charting. Busy practice with average of 25 new patients per month. Contact Sarah L. Willmann DDS at (419) 586-4738 or frontdeskcelina@willmandental.net.

Looking for Dentist in general office who can work 3 or 4 days a week. Benefits and hourly wage and can do multiple procedures and loves their profession! Contact Dr. Niki Cochran at nikicdds@gmail.com or (440) 476-6030.

Merit Dental is looking for a full time experienced General Dentist who is ready to grow professionally in one of our Cleveland area practices: Lorain, Macedonia, Strongsville, and Brunswick. We can offer you a steady flow of patients, complete clinical autonomy, and a fully trained dental staff. We offer paid malpractice, medical benefits, 401k plan, annual CE reimbursement, and a sign on bonus! If you're interested in one of these locations, please contact Ashton Heeter at aheeter@midwest-dental.com.

Our dental practice, the Dental Loft, in Beavercreek, Ohio is expanding and offering an exciting employment opportunity! We're seeking an Associate Endodontist to support our mission to provide excellent dental care to the community. The Dental Loft is a thriving private practice with a team of longtime associates and staff working closely together supporting each other. Our continuously growing patient base, thanks to amazing feedback from our patients (over 300 Five Star reviews) and generous referring offices, supports the need for an Endodontist to join our team at the Dental Loft! This position offers: highly competent, motivated and well-trained staff; brand new and state of the art microscopes and equipment; modern and spacious dental office; schedule flexibility part time or full time; supportive marketing team; great earning potential based on growing referral base; caring, upbeat environment and team. If you have any interest in this amazing career opportunity at all, please check us out! Read our reviews and visit our website. We'd love to chat with you and tell you more about our practice and this amazing opportunity! Call Shari at (937) 572-1566 for more details. Send resume to shari@daytoncomp.org.

Our general dental practice, located southwest of Akron, Ohio, is seeking a motivated full-time associate who is ready to learn new skills, expand your capabilities and explore new ways of thinking about your profession and your future. Develop within the practice, be

mentored and grown as a leader from the moment you are hired and experience what being encouraged and cheered on by your teammates feels like. We are dedicated to providing a practice where employees feel a sense of belonging and are valued for their contributions. We create value for our patients by nurturing relationships with them and helping them heal and grow. You will be busy from the beginning and have a chance to make a significant impact on the health of the community. You will have current technology (Primescan, iTero, CBCT) available to you, but your most important learning opportunity will be in human connection. Compensation will be based on a percentage of collections. We are FFS only. 401K and malpractice coverage available. No weekends. Visit our website at raymondndentalgroup.com. Please send a resume and cover letter to Dr. Kate Raymond via kirbydds@aol.com.

Our North Central Ohio pediatric dental practice is seeking a part-time/full-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 her young family due to COVID-related childcare issues. Compensation package includes a daily rate with production-based bonus. Please contact our office manager via email at Traci@pedotoothdr.com or call Traci at (419) 522-5437.

Our practice in Cleveland, OH is seeking an Associate Dentist to join our team. This established practice is fully staffed with a steady flow of new and existing patients. We will provide you complete clinical autonomy and can offer paid malpractice, medical benefits, 401k plan and annual CE reimbursement. If you are seeking a practice where you can grow your skills and provide exceptional dental care, apply today! Contact Kelsey Wiginton at (949) 525-6478 or kelsey.wiginton@smilebrands.com.

Outstanding opportunity for Dentist FT or PT in a very busy office with 40+ new pts/mos. Generous compensation for the right candidate. Personalized benefits pkg w growth & mentoring opportunities. New graduate applications welcome. Contact Rose-Anne Fournier / MP at (330) 495-7738 or rafh.rrrholdingsllc@gmail.com.

Seeking full time General Dentist, who takes pride in providing high level patient care, for an established, still growing practice. Expect autonomy to treatment plan and care, with full support from team members. CBCT scan on premises, dental implant equipment, Wave One endo system. For the right candidate, a buy-in and/or future purchase opportunity could make this a permanent dental home.

An easy commute mid-way between Cleveland and Akron, this is a PPO and private pay office. Contact Laurie Kimbal at laurie@hinckleyprecisiondental.com.

Two associates needed. Non-corporate position, incredible opportunity. We are concerned with high-quality dentistry done in a low-pressure environment. One owner practice, brand new 6000 sq ft facility, small town rural community. Patient care is our goal, not numbers. Experience preferred, absolutely not necessary. Implant placement experience preferred, not necessary. Contact Lori at (740) 477-2220 or office@circlevillesmiles.com.

We are looking for a caring, driven and confident general dentist to join our Lorain practice full time. The practice has a long track record of success as a private practice and a loyal patient base of over 2200 active patients in place. Fully digital charting and x-ray system, family-oriented community close to Cleveland. Enjoy the benefits of a strong operational team to help support the practice while you focus on the clinical care with complete autonomy. With a passionate, experienced staff in place, lead by an exceptional Office Manager, this is truly a plug and play situation with 2 FT Hyg supporting the practice as well. Full time Monday-Thursday schedule, 38 hours per week. In addition to a strong compensation and benefits package, this position also includes paid for CE, professional dues, Malpractice and a sign on bonus. Contact Colleen Bixler at (717) 847-9069 or cbixler@midwest-dental.com.

We are Great Lakes Dental in beautiful Mentor, Ohio. We are a private group practice dedicated to wonderful dental care and a great patient experience. Come work with a staff of highly trained and motivated hygiene and EFDA support teams that create the perfect environment to succeed in. A beautiful paperless digital environment with cone beam CT, lasers, Cerec same day crown fabrication, 3D printers, oral cams and more create a fun environment to work in. Join us and be mentored in Cosmetic Dentistry, Orthodontics and Implantology. Excellent compensation and benefit package including health insurance, 401K, paid CE and a guarantee for the right candidate. Ron Beech DDS, Rwb2020@me.com, (440) 479-2586.

We are seeking a general dentist for our Perrysburg office. We can offer competitive pay, benefits, and the opportunity to control the daily schedule. Contact Brittany Elder at (304) 839-3867 or tdbrittany@gmail.com.

We are seeking an out-going, gentle, detail-oriented, experienced Dentist to join our growing team. This is a part-time

ADVERTISERS INDEX

4	Bridgeway Practice Transitions	12	Old Fort Banking Company
13	Choice Transitions	14	Practice Impact
9	E-VAC	17	Precision Dental Group
10	Elevate Dental Partners	7	Superior Dental Care
14	ERC Specialists	5	The Cincinnati Insurance Company
6	Henry Schein Dental Practice Transitions	11	Thomas Law Group
18	ODA Annual Session	15	Thomas Perrino DDS
8, 17	ODA Services Corp.		

INTERESTED IN ADVERTISING? ODA TODAY REACHES 5,000 DENTISTS AND THEIR STAFF EACH MONTH. CONTACT AMY SZMANIA AT (800) 282-1526 OR AMY@ODA.ORG FOR MORE INFORMATION.

to full-time position. No weekends! Patient hours range from 9-6 with the last patient scheduled at 5pm, barring an emergency. We strive to provide excellent patient care. We do occasionally accommodate late appointments for patients that do not have any other option. This is a rare occurrence. Aside from performing general dental procedures, we are looking for an individual that is comfortable with most aspects of oral surgery and endodontics. Dental implants is preferred but not mandatory. Compensation is negotiable. Contact Tiffany at (330) 224-9528.

Well established private practice in Dayton is growing and seeking a part time associate dentist. We are centrally located near downtown Dayton with a state-of-the-art facility, including CBCT, digital x-rays and crown mill. Path to full time associateship and ownership

considered. Please email resume/CV to david@drsato.com.

PURCHASE EQUIPMENT

Intraoral X-Ray Sensor Repair/Sales. We repair broken sensors. Save thousands in replacement costs. Specializing in Kodak/Carestream, and major brands. We also buy/sell sensors. American SensorTech, (919) 229-0483. www.repairsensor.com.

PURCHASE A PRACTICE

Available for sale is a well-established, two-location orthodontic practice located in one of the fastest growing suburbs of the Cincinnati metro area. The previous twelve months of collections exceeded \$1.4mm with the doctor (solo practitioner) seeing patients 3.5 days per week. There are 7 ops at the main location and 5 at the secondary office. The main office is situated in a busy area with excellent signage and street visibility. Contact McGill & Hill Group for more information, (704) 424-5626 or matt.kosciewicz@mcgillhillgroup.com.

Choice Transitions currently has several practices for sale. From smaller/starter practices ideal for more recent grads all the way to large, multi-doctor practices! Our inventory is constantly changing as practices sell and new practices are listed. To investigate these opportunities please visit and register for FREE on our website at www.choicetransitions.com or Contact Ken Polke 877-365-6786, x229.

Dental practice in Kent is available for immediate move in, full dental lab available. Priced to sell! Contact Ernest Mastroianni at (330) 673-7155 or eamdds@sbcglobal.net.

New to the market is a well-established

oral surgery practice in the capital city of Columbus, OH. Currently equipped with five operatories, the space can be reconfigured for additional ops. The current doctor has practiced in the community for decades and is interested in exploring options that lead to retirement. In network with most PPOs, the practice has limited marketing efforts. Which makes its current average of 85-90 new patients each month even more impressive. Collections of \$1.904 million & SDE of \$660,000. To learn more and review the prospectus please contact Professional Transition Strategies. Email Bailey Jones: bailey@professionaltransition.com or call (719) 694-8320. Ref #OH70522. We look forward to speaking with you!

We have practices available throughout the state of Ohio. If you're looking for a practice in Ohio, go to www.omni-pg.com to view our listings and get more details.

FIND AVAILABLE SPACE

For lease, approx. 2500 sq. ft. orthodontic/dental office; Mentor, Ohio. Great location - 22,975 cars daily, near Meijer, Chipotle, Applebee's, Staples, and PetSmart. Features 6 ops, lab, private dr. office, customer and employee bath. Call TR Hach (owner/agent) for details. (440) 479-1607.

Premier 3000 square ft space in medical campus in Mentor, Ohio for dental practice. Previous dental practice relocated. Cabinetry, plumbing, electrical included. Incentives available. Please contact build@graperandwarmington.com or call Mike Warmington, (440) 354-6509.


LESSONS, from page 14

ucating them on the value of good oral health and the responsibility to have their dental needs met. In many ways, the pandemic was our finest hour!

Like Frank Lloyd Wright, we build our dental practices as a masterpiece of dental technology and efficiency for the delivery of cutting-edge care. Dentists and their team members shine in providing exceptional care and building relationships that last with patients. But the practice wears over time with the elements and outside pressures. We must make the necessary repairs to keep going. We must always invest in keeping our practice strong; structurally and inter-personally. We invest in our buildings and, especially, in our teams. Often, we do it at night or on the weekends. We know that patients expect the best but don't need or want to see the hard work that makes that possible. We still follow the adage of "never let them see you sweat!" Fallingwater has lasted for over 70 years due to careful design and a high level of attention to its maintenance. The dental profession is committed to the same goals in practice longevity and a passion for excellence.

If you want to take a weekend getaway to relax and recharge, I highly recommend a visit to Nemaacolin. It's a fantastic opportunity to enjoy superior customer service in the hospitality industry. I learned by experiencing their commitment to creating joy in their guests. I'm happy to say that if you want to experience superior customer service in the health care industry, all you have to do is visit your local friendly dentist! We delight in our patients' smiles every day as well!

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



**ODA TODAY
JOBS & ADS
BOARD**

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

ODA Today Jobs & Ads Board can also be found online at www.oda.org



Precision Dental Group

★ ★ ★ ★ ★

Join the Team!

We're growing and ready to add a full time General Dentist to our established, 5-Star Google-rated practice.







If you take pride in providing high level patient care, in a friendly, pleasing work environment offering **autonomy, opportunity, and team support**, you could be a good fit for Precision Dental Group.

We have CBCT scan on premises, dental implant equipment, Wave One endo system.

For the right candidate, a buy-in and/or future purchase opportunity could make this a permanent dental home.

An easy commute mid-way between Cleveland and Akron, ours is a PPO and private pay office.

Laurie@HinckleyPrecisionDental.com



ODASC ODA MEMBER BENEFIT

Payment Processing Made Easy




ODA Endorsed Credit Card Processing Service

ODA members have access to credit card processing services that save you money and helps you get paid faster.

- Online and recurring payment options
- Next-day funding
- No long-term contracts or hidden fees
- Auto-post payments to dental software
- \$0 or low set-up fees for terminals and online systems
- Dedicated, personal merchant support

Practices save an average of **\$4,221 (28%) annually** on processing fees.

Contact us today to learn more.

 614-486-2700
 www.oda.org
 odasc@oda.org

EXCLUSIVE ODA MEMBER BENEFIT



FOLLOW US ON



CONNECT. LEARN. EXCEL.

HURRY! DON'T MISS THE 2022 ODA ANNUAL SESSION!

September 15 -17, 2022

Greater Columbus Convention Center and the new Hilton Columbus Downtown tower

If you have already registered, check out more details below

The ODA Annual Session offers many opportunities for attendees to connect, learn and excel, including CE courses, new technology, exhibitor networking and special events. We are planning an Annual Session that is safe, fun, engaging and educational, and we hope to see you there!

REGISTER NOW!

Online at oda.org
Onsite at Annual Session

ONSITE REGISTRATION HOURS

Thursday, September 15	7:30 a.m. to 6:00 p.m.
Friday, September 16	7:30 a.m. to 6:00 p.m.
Saturday, September 17	7:30 a.m. to 5:00 p.m.

If you decide to register onsite, plan to be at the ODA registration desk no less than one hour before your first CE course begins, in order to appropriately process your information.

ATTEND ODATalks!



ODATalks are free, interactive one-hour presentations that are designed differently than most lectures and will be held right inside the Exhibit Hall. ODATalks are offered on a first-come, first-served basis and some will offer CE credit. Pre-registration is not available for the ODATalks. *Seating is limited.*

SCHEDULE:

Thursday

- Dr. Tom Paumier
- Advantage Technologies
- Whiteboard Marketing

Friday

- Patterson Dental
- Dr. Gina Dorfman
- Mizrachi Dental Lab
- David Owsiany JD
- Midway Dental

Saturday

- Dr. Larry Rossoff
- Bank of America



VISIT THE EXHIBIT HALL!

Shopping for all your practice needs has never been easier! Browse all the latest products and technology, and enter to win great prizes each day.

EXHIBIT HALL HOURS

Thursday, September 15	12:00 p.m. to 6:00 p.m.
Friday, September 16	10:00 a.m. to 6:00 p.m.
Saturday, September 17	9:00 a.m. to 1:00 p.m.

DOWNLOAD THE APP!

The ODA Annual Session has an app! Finding your way around the ODA Annual Session has never been easier! The following is available via your mobile device when you download the app via Google Play or the Apple App Store.



- Your personal convention itinerary
- General information such as registration and Exhibit Hall hours
- Parking information, maps and directions
- Directory of exhibiting companies and booth numbers
- Applicable course handouts
- CE Course Locations

- CE course credit verification
- Enter into daily raffle drawings for prizes!

Visit www.oda.org for full details on all the offerings at the **2022 ODA Annual Session.**

Questions? Contact us at (614) 486-2700 or annualsession@oda.org