

# ODA Today

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

## QuickBites

### Save the dates:

2012 Give Kids a Smile Day  
Feb. 3, 2012

The Give Kids a Smile program will kick off Friday, Feb. 3, 2012. Register your events at <http://givekidsasmile.ada.org>. Call Kathy Woodard at 800-282-1526 with any questions.

2012 ODA Day at the Statehouse  
March 14, 2012

Save the date for the 2012 Ohio Dental Association Day at the Statehouse, held Wednesday, March 14, 2012, in Columbus. Meet with legislators one-on-one and advocate for issues that impact dentistry in Ohio. Call Keith Kerns at 800-282-1526 with any questions.

2012 ODA Leadership Institute  
May 18-19, 2012

The 2012 Ohio Dental Association Leadership Institute will be held May 18-19, 2012, at the Hilton Columbus at Easton Town Center. Look for more details to come soon.

## Inside

Looking back, moving forward  
From the Corner Office, page 3

Labor poster requirement could  
impact some dental offices  
Legal Briefs, page 5

ODA addressing ongoing and new  
Ohio Medicaid issues that are  
causing concerns and problems for  
many dentists and their patients  
Dental Insurance Corner, page 8

Opinions and Editorials, page 10 & 11

Classifieds, page 12 & 13

2012 Continuing Education course  
listing, page 3

## Dental volunteers across the state prepare for Give Kids a Smile Day 2012

### ODA Staff

Over 650 Ohio Dental Association members and 1,200 other dental volunteers are expected to provide approximately \$1 million in free dental services to underserved children around Ohio for the tenth annual Give Kids a Smile (GKAS) program, which will kick-off at the Case Western Reserve University School of Dental Medicine in Cleveland, Ohio, on Friday, Feb. 3.

The kickoff event will be held in partnership with the ODA, the Greater Cleveland Dental Society, the Case dental school, and students from two Cleveland elementary schools. Through Give Kids a Smile, dentists and other volunteers help underserved children receive needed dental care for free and raise awareness about the importance of children's dental health and oral hygiene.

On Feb. 3, 350-400 children from Scranton and Michael R. White Elementary Schools in Cleveland will receive comprehensive dental examinations and cleanings, along with fluoride varnish, sealants and/or x-rays as indicated. Children diagnosed in need of additional dental care will be provided information on resources for that care after.

Additionally, the Ronald McDonald Care Mobile, a three-chair mobile dental operator from University Hospital in Cleveland will also be onsite to provide restorative care that morning to an expected 18 children who have been pre-examined and diagnosed in need of care. Ronald McDonald will also be at the event to mingle with children and adults.

Colgate, one of the national GKAS sponsors, is scheduled to bring one of its Bright Smiles Bright Futures mobile dental vans to the Cleveland area that week, where dentist volunteers will provide visual screenings to an estimated 900 children from three

elementary schools for the three days prior to the GKAS event at Case. These screenings will be held at Harvey Rice, Marion C. Seltzer and George Washington Carver Elementary Schools, also in the Cleveland School District.

Kim Wheeler, weekend morning news anchor for WKYC news in Cleveland, will be the guest master of ceremonies for the ODA kick-off program held in the dental clinic lobby at CWRU on Friday Feb. 3.

Speakers include ODA President-elect, Dr. Kim Gardner; director of the Ohio Dept. of Health, Dr. Theodore Wymyslo; Karen Butler, director of public health for the City of Cleveland representing the office of Mayor Frank Jackson; William A. Baeslack III, provost and executive vice president of the Case Western Reserve University and Dr. Jerold Goldberg, dean of the CWRU school of dental medicine. Other dignitaries in attendance will be local members of the Ohio House of Representatives, Nickie Antonio, Barbara Boyd, Bill Patmon and Sandra Williams, along with Ohio Sen. Shirley Smith.



George Trask, D.D.S. and a young child participate in last year's Give Kids a Smile event at the Pro Football Hall of Fame in Cleveland, Ohio on February 4, 2011.

Representatives of Henry Schein, another national GKAS sponsor, which is providing additional financial and product support for the Cleveland event, will be in attendance as well.

Children will be entertained by Ronald McDonald, Slider from the Cleveland Indians and MoonDog from the Cavaliers, along with Dr. Rabbit (a Colgate mascot) and the tooth fairy.

Events are also planned at nearly 100 different sites around Ohio, representing 22 local component dental societies. While many other component societies such as Akron, Corydon Palmer, Lorain, Stark County and Toledo will host large scale events for the day, hundreds more dentists, volunteers and

See GKAS, page 14

## ODA Day at the Statehouse set for Wednesday, March 14

### ODA Staff

Day at the Statehouse, the Ohio Dental Association's most important legislative advocacy event of the year, is set for Wednesday, March 14, at the Renaissance Hotel in downtown Columbus.

The annual event provides ODA member dentists and dental students with the opportunity to speak one-on-one with state legislators and advocate for issues that impact their patients, dental practices and oral health in Ohio.

ODA President Dr. Mark Bronson said that the event is vitally important for the profession of dentistry. "The ODA has experienced unprecedented success in recent years at the statehouse, but that does not mean we can rest," he said. "Educating policymakers on dental issues is something we must do constantly, and is especially important given the amount of turnover in the General Assembly." The 2010 November election brought many changes to Ohio's Statehouse, including 40 new members of the General Assembly.

"Rapid turnover in the legislature makes it critical for the ODA, through its member dentists, to establish relationships with the new members of the legislature," said ODA Executive Director, David J. Owsiany, JD.

"Many of the legislative and regulatory issues we encounter are scientific and technical in nature, so it's important to have dentists ready to help legislators sort through those issues."

On-site Registration for the 2012 Day at the Statehouse will begin at 11 a.m. on March 14, and include a luncheon for attendees beginning at 11:30 a.m.

During the luncheon, the ODA advocacy team will brief attendees on current topics affecting the profession in Ohio and provide tips on how dentists can discuss those issues with legislators. Attendees may also participate in a conference call held prior to Day at the Statehouse which will provide an overview of the issues dentists will be asked to discuss with legislators during the event.

Mid-level providers, including the proposal

being circulated on behalf of the Kellogg Foundation to establish dental health aide therapists (DHATs), will be a topic of discussion along with dental insurance reforms. In addition, attendees will receive a briefing on the Ohio Dental Political Action Committee (ODPAC) and the upcoming election. Following the lunch and briefing, dentists will hold one-on-one meetings with their legislators to discuss dental issues.

Bronson encouraged all ODA members to take part in Day at the Statehouse. "The landscape of health care is rapidly changing and we must remain engaged in the political process to protect the sanctity of the dentist-patient relationship and keep our practices free of unnecessary government interference," he said.

To register for the 2012 ODA Day at the Statehouse, contact Keith Kerns, ODA director of legal and legislative services, at (800) 282-1526 or [keith@oda.org](mailto:keith@oda.org). The event is free for ODA members and dental students.



Ohio Dental Association  
1370 Dublin Road, Columbus, OH 43215-1098  
[www.oda.org](http://www.oda.org)



# Give Kids a Smile

## Feb. 3, 2012

Sign up to volunteer at <http://givekidsasmile.ada.org>





# The Right Fit

**FOR MALPRACTICE INSURANCE COVERAGE**

*Get competitive dental malpractice insurance coverage with protection you can trust from “A” (Excellent) rated\* Professional Solutions Insurance Company.*

To learn more or to find an appointed agent near you, call **1-800-864-8026, ext. 4690.** You may also visit [www.profsolutions.com](http://www.profsolutions.com).



**Professional**  
S O L U T I O N S

**INSURANCE  
COMPANY**

\* Malpractice insurance is underwritten by Professional Solutions Insurance Company, 14001 University Ave., Clive, IA 50325. Professional Solutions Insurance Company is rated “A” (Excellent) by A.M. Best for financial strength and operating performance. A.M. Best ratings range from A++ to S. ©2010 PSIC NFL 9191 OH



## The Director's Chair

David J. Owsiany, JD  
ODA Executive Director

As we start the new year, it is a good time to look back at the ODA's successful 2011 and give a preview of what we can expect in 2012.

### 2011 Review

#### State Budget

The year started with Ohio's new governor John Kasich facing an \$8 billion budget shortfall. The ODA advocacy team met with representatives of the Kasich administration and members of the General Assembly to educate them on the importance and cost-effectiveness of the dental Medicaid program. When the final state budget was enacted in June, the ODA was successful in maintaining all aspects of the dental Medicaid program, including dental coverage for adults.

#### Give Kids a Smile

On Friday, February 4, 2011, the ODA held its annual Give Kids a Smile kick-off event at the pro football Hall of Fame in Canton, Ohio. Dozens of Stark County dentists participated in the program providing screenings and treatment to area children. Local celebrities and media, including ESPN's Todd Blackledge, were on hand to draw attention to the importance of oral health. Dentists throughout the state – at more than 25 different locations – provided more than \$1.1 million in donated dental services to thousands of Ohio children through the Give Kids a Smile program in 2011.

#### Strategic Planning for the Future

On Friday, April 8, and Saturday, April 9, 2011, dental leaders from across the state convened in Columbus to engage in a broad review of the ODA's operations and strategic governance. The group of nearly 50 ODA committee members, local dental society officers and future leaders considered all aspects of the ODA's operations, including communications, advocacy, and member support. This meeting reflected the ODA's continued commitment to find ways to serve its members across the state in the most effective and efficient manner possible.

#### Day at the Statehouse

Through the ODA's membership survey, member dentists regularly report that they place a high value on the ODA's legislative and regulatory advocacy. On Wednesday, April 13, 2011, the ODA held its annual "Day at the Statehouse." More than 120 dentists and dental students had the opportunity to get an update on the latest issues facing the profession in the state's capital and to meet with legislators to educate them on issues important to dentistry. This annual event ensures legislators hear directly from Ohio's dentists on legislative and regulatory issues that impact dentists and dental patients.

#### ADA's Washington Leadership Conference (WLC)

ODA's officers and member dentists who serve as ADA Congressional Action Team Leaders convened in Washington, D.C., on May 9 – 11, 2011, for the Washington Leadership Conference. They met with Ohio's congressional delegation in individual meetings to discuss issues important to dentistry and to advocate on behalf of the dental profession. The ADA's

## Looking back, moving forward

Washington Leadership Conference helps dentists from across the country deliver a consistent message for dentistry. Past WLC advocacy successes have included securing passage of legislation exempting dental offices from the FTC's burdensome 'red flags' regulations and reversing the health care reform law's requirement that all businesses, including dental offices, file tax forms with the IRS for every transaction over \$600.

#### ODA Leadership Institute

On Friday, May 20, and Saturday, May 21, 2011, nearly 200 ODA member dentists attended the ODA's Leadership Institute. Attendees gained valuable insight on practice management from the dental coach, Dr. Ron Arndt, and tips for developing leadership skills from the Disney Institute's Alicia Matheson. Attendees also engaged in interactive sessions on legal and regulatory compliance, electronic marketing of dental practices, and other interesting subjects. Attendees reported that the sessions "recharged their batteries" and gave them useful strategies to improve

both their professional and personal lives.

#### ODA Annual Session

On September 15-18, 2011, about 5,000 attendees experienced the ODA's 145th Annual Session. They were treated to high-quality continuing education courses, an exhibit hall of more than 250 vendors showing the latest in dental technology, supplies, equipment, and other products and services, and many other social and professional events.

#### Dental Schools

On June 5, 2011, then-ODA president Dr. Thomas Matanzo spoke to the graduating class at the Ohio State University College of Dentistry's commencement program. On August 5, 2011, I had the privilege of being the keynote speaker at the Case Western Reserve University School of Dental Medicine's White Coat ceremony for its entering class. On September 19, 2011, ODA's new president Dr. Mark Bronson gave welcoming remarks to the entering class at the OSU College of Dentistry. During the spring and fall of 2011, ODA

staff made several presentations at both Ohio dental schools on various topics, including risk management, dental ethics, the benefits of belonging to organized dentistry, regulatory compliance, and practice management. Through all of these events, the ODA works to build positive relationships with Ohio's dental schools and helps to ensure the next generation of dentists understands the importance of organized dentistry and encourages dental ethics, professional conduct and enhanced practice management.

#### Local Dental Societies

ODA staff and officers visited more than 20 component dental societies during 2011 providing updates on organized dentistry and discussion of issues impacting the dental profession in Ohio.

#### Advocacy

Throughout the year, the ODA's advocacy team worked with policymakers and elected officials on various dental-related issues, including protecting dentists and dental patients from

See OWSIANY, page 11

## FRANK R. RECKER, DDS, JD

ATTORNEY AT LAW



Frank R. Recker & Associates Co., LPA  
Law & Finance Bldg.  
85 E Gay Street, Suite #910  
Columbus, OH 43215

1850 San Marco Road  
Marco Island, FL 34145

800.224.3529 (p)  
888.469.0151 (f)  
recker@ddslaw.com (e)

Frank R. Recker has practiced general dentistry for 13 years and served as a member of the Ohio State Dental Board before entering the legal profession. Areas of practice include:

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

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

A sampling of various cases can be obtained online. Questions regarding representation can also be addressed to Dr. Recker via e-mail at recker@ddslaw.com.

www.ddslaw.com



## Practice Impact

"Making Practice Transitions Painless"

### Thinking About Retirement?

Appraisals are free when listing your practice with Practice Impact.

- Free Consultation • Free Listing
- 100% Financing Available • Practice Appraisal
- Associate Buy-In • Smooth Practice Transition

1-800-735-5336

Or visit us online at:

www.practiceimpact.com

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



Dr. Ramandeep Kaur Dhaliwal recently purchased the Germantown, Ohio dental practice of Dr. Mark Cross. Congratulations to both doctors!

100% Financing Available Through



Serving Ohio and Pennsylvania

## Online coupons may give rise to fee splitting concerns

**ODA Staff**

Groupon and Living Social, two deal-of-the-day website companies that feature discounted gift certificates, are currently working with dentists across the United States to provide coupons to patients. These “daily deal” coupon sites are becoming increasingly more popular amongst dentists for their ability to bring in new patients and attract attention among existing patients. In fact, in 2010 Groupon reported that 15% of the “daily deals” the company offered were for health care services.

As an example of the process, a daily deal site might post an offer of \$400 worth of teeth whitening services by a dentist for the price of \$200.

If 100 consumers agree to pay \$200 for the coupons, the deal will generate \$20,000 revenue. The dentist pays no fee to publicize the coupon offer, but he or she may split the \$20,000 with the coupon club. The business model favored by most coupon clubs specifies that the club and the dentist divide the revenues on a 50-50 basis. In the example, the club would retain \$10,000 and give \$10,000 to the dentist, who would be obligated to provide \$40,000 in dental services to 100 new patients.

While popular, this arrangement has garnered the attention of some regulators. Both the Oregon Board of Dentistry and the Oregon Board of Chiropractic Examiners recently informed licensees that health care offers on some daily deal sites may violate state regulations on fee-splitting.

Additionally, the American Dental Association (ADA) recently issued a legal memorandum on the use of certain marketing techniques, including daily deal voucher services, to raise awareness about some potential legal pitfalls,

including fee-splitting.

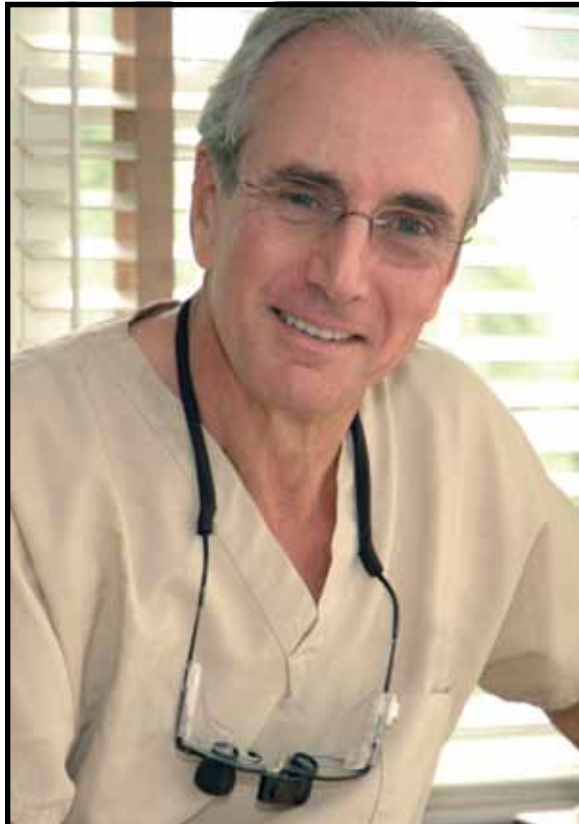
There may be additional concerns for dentists who receive payment from a federal health program such as Medicaid and Medicare. Federal Anti-Kickback statutes prohibit a dentist or other provider from offering or actually paying to entice a person to refer a patient that may be eligible for services under a federal health care program, including Medicare or Medicaid. A daily deal marketing arrangement could trigger kickback concerns if there is a split of revenue between the dentist and the daily deal

marketer for each patient referred.

Additionally, participating providers in insurance plans could also unknowingly agree to give all the insurer’s members the same deal as daily deal participants in accordance with a most favored nation clause contained in the provider agreement. Many provider agreements contain this clause, which requires a health care provider to extend the insurance company the lowest rates the provider offers. If a provider who is bound by a most favored nation clause with an insurer advertises a lower rate

with a daily deal marketer, the provider could be extending the lower rate to the insurer as well.

Dentists are wise to conduct intensive research and consult with their attorney before engaging in new marketing campaigns to ensure compliance with regulations and contracting obligations. For more information visit: [https://www.ada.org/sections/dentalPracticeHub/members/111005\\_referral\\_gift\\_groupon\\_memo.pdf](https://www.ada.org/sections/dentalPracticeHub/members/111005_referral_gift_groupon_memo.pdf)



## You do things right... ...so does Professional Management Associates

- We're trustworthy, effective and results-oriented.
- \$110,000,000 in client transactions managed over 15 years.
- Free comprehensive appraisal with listings.
- Step-by-step management of the transition process. Perfectly.

**For practice transition perfection,  
contact Steve Jordan at  
Professional Management Associates today at:  
1.888.302.3975  
www.PMAgroup.net • ADStransitions.com**

**PMA** PROFESSIONAL MANAGEMENT ASSOCIATES  
PMA GROUP, LLC

Offering Custom Practice Transition Services &  
Dental Practice Management Consultation



**AspenDental**<sup>®</sup>  
practice made *perfect*<sup>SM</sup>

# Practice Made *Perfect*<sup>SM</sup>

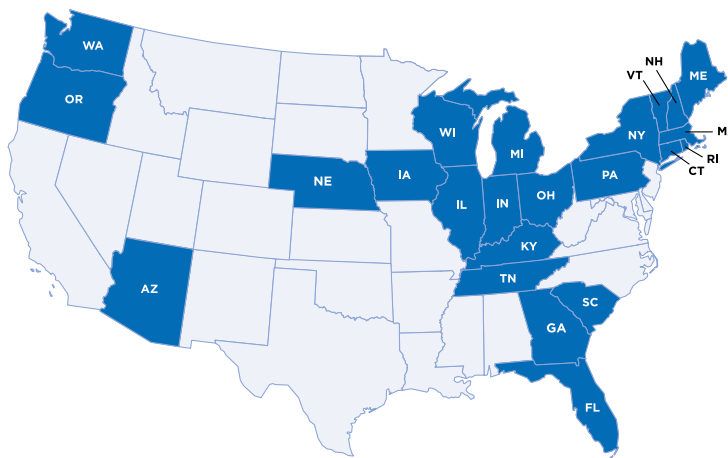


**Tremendous Earning Potential • Defined Career Path to Ownership • Proven Practice Model  
Comprehensive Marketing & Business Support • Ongoing Professional Development**

## Dentist opportunities available nationwide!

At Aspen Dental we recognize that our success is a direct result of empowering and supporting ambitious dental professionals. We provide a professional, fast-paced, entrepreneurial work environment based on a mutual respect that keeps our interests aligned. Together, we build and develop successful, patient focused dental practices.

**Featured opportunities in Ohio:  
Greater Dayton, Zanesville  
and Troy**



We've got the perfect opportunity for you!  
Join Aspen Dental –  
the premier network of  
dental practices.

**866-451-8816**



Connect with us:

**AspenDentalJobs.com/160**

Aspen Dental is an EOE.



## Legal Briefs

Keith Kerns, Esq. ODA Director of Legal & Legislative Services

# Labor poster requirement could impact some dental offices

A new rule issued by the National Labor Relations Board (NLRB) could require many employers, including some dental offices, to begin posting new labor law posters. The posters are designed to inform employees of their rights and the obligations of employers and union officials under the National Labor Relations Act.

The poster requirement was originally scheduled to go into effect last fall but has been delayed on two occasions. Most recently, the NLRB delayed the implementation date to April 30, 2012 at the request of the federal court in Washington DC. The court asked the agency to delay implementation until it can resolve a lawsuit brought by a coalition of employer groups led by the National Federation of Independent Business (NFIB) and the National Association of Manufacturers. The NLRB has set a new implementation date of April 30, 2012.

If implemented, most businesses in the country, including some dental offices, would be required to display the new poster alongside other employment

posters like the minimum wage, equal employment opportunity and OSHA notices.

The poster, which according to the NLRB rule must measure 11 x 17 inches, contains several notices to employees, including the employees' right to: organize a union to negotiate with the employer over wages, hours and other terms; join or assist a union; discuss wages, benefits and other conditions of employment with co-workers; strike and picket; and, collectively bargain.

The poster also notifies employees that it is illegal for an employer to prohibit employees from discussing or soliciting for a union during non-work time or from distributing union literature in non-work areas such as parking lots or break rooms. Additionally, the poster points out that employers may not fire, demote or take any other adverse action against an employee for their support of a union. Finally, the poster warns employers from promising promotions or raises to discourage union support or threatening to close the work place if employees choose union representation.

The poster also details restrictions placed upon unions and their representatives. For instance, the poster outlines that it is illegal for unions to threaten or coerce in order to gain support or to take adverse action against

an employee because they have not joined or do not support the union.

Employees who witness or experience violations by employers or union officials are encouraged to contact the NLRB and file a complaint.

The poster rule was initially filed in September 2011 and immediately caught the attention of business advocates. Several entities filed suit to block implementation of the rule. The NFIB-led lawsuit, which prompted the two implementation delays, charged the NLRB with an overreach of its statutory authority under the National Labor Relations Act. The NFIB estimates that the poster rule would impact up to 6 million private sector businesses across the country. Further, it claims that small businesses could be disproportionately impacted by the rule because most small companies do not have staff members dedicated to regulatory compliance issues.

The rule could impact some dental offices but is unlikely to have widespread impact in the dental industry. The NLRB rule designates which business entities must display the new poster based on gross annual volume standards and employer categories. The gross annual volume standard is based either on the amount of goods sold or services provided by the employer out of state (designated as "outflow") or goods or services purchased by the employer from out of state (designated as "inflow"). The NLRB further describes inflow as including not only those goods or services purchased directly from out of state, but also those goods or services that were purchased from sellers within the state which purchased them from out-of-state

sellers.

Hospitals and health care facilities, including physicians' and dentists' offices must reach \$250,000 annually in outflow or inflow to be subjected to the poster requirement.

The rule does not specify penalties for a failure to display the poster. The NLRB does not perform audits or inspections of workplaces and does not initiate enforcement action on its own. The agency only reacts to complaints initiated by employees, union officials or others. The NLRB lacks the authority to issue fines or penalties for violations and according to its website, expects that employers who fail to post the notice were unaware of the rule and would comply when requested to do so by a NLRB agent.

More information on the NLRB poster rule, including a frequently asked questions section, is available on the NLRB website, <http://www.nlrb.gov>. Dentists are encouraged to work with legal counsel to determine whether or not compliance with the poster rule is necessary under the NLRB inflow and outflow jurisdictional requirements. Additionally, dental offices should contact the ODA or ADA legal departments for updates on litigation over the NLRB rule and any changes in the April 30, 2012 implementation date.

Legal Briefs is intended to offer information and general guidance but should not be construed as legal advice and cannot be substituted for the advice of the dentist's own legal counsel. Dentists should always seek the advice of their own attorneys regarding specific circumstances.

**Interested in advocating on dentistry's behalf?  
Want to make a difference in the practice of dentistry?  
Contact the ODA at (800) 282-1526 today to  
help voice dentistry's message at the Statehouse.**




Exciting opportunities for Dentists in the Dayton, OH area.

Relocation and significant sign-on bonus available to qualified dentists.



Bright Now! Dental's unique dental support organization frees you from administrative headaches, so you can do what you do best: care for patients.

Chris Robertson - Doctor Recruiter  
Phone: 714.824.5042  
Fax: 714.382.6154  
[chris.robertson@smilebrands.com](mailto:chris.robertson@smilebrands.com)


[www.jobs.smilebrands.com/ohio](http://www.jobs.smilebrands.com/ohio)



**Smile Brands Inc.**  
Bright Now! Dental · Castle Dental · Monarch Dental

**A FULL SERVICE LAW FIRM**



**William P. Prescott, E.M.B.A., J.D.**  
440.695.8067 TEL  
440.695.9098 FAX  
[wprescott@WickensLaw.com](mailto:wprescott@WickensLaw.com) - click Dental Law

**35765 CHESTER ROAD  
AVON, OHIO 44011-1262**

- Agreement Preparation and Review
- Appraisals and Expert Testimony
- Practice Sales and Acquisitions
- Group Practice Representation
- Practice Succession and Entry Planning
- Group and Solo Group Formation
- Entity Selection
- Dispute Resolution
- Business and Tax Planning
- Associate Buy-Ins and Owner Buy-Outs

Practice Transaction Attorney  
Former Dental Equipment and Supply Representative  
Author  
Joining And Leaving The Dental Practice ©  
Now Available at No Charge  
See [www.WickensLaw.com](http://www.WickensLaw.com) - click Dental Law

**Medicaid works to handle issues; payment delays**

The Ohio Department of Job and Family Services experienced an error while processing Medicaid provider payments scheduled for December 8, 2011. Affected providers should have been contacted by an automated telephone call. Payment was expected to be processed Monday, December 12, 2011. If you have any questions, please call the IVR toll-free number at 1-800-686-1516 between 8:00 a.m. and 4:30 p.m. Monday through Friday.

**Important information on accreditation for Medicare-covered advanced diagnostic imaging**

According to Centers for Medicare & Medicaid Services' (CMS) guidelines, providers submitting claims for the technical component of advanced diagnostic imaging services for Medicare beneficiaries must be accredited by Jan. 1, 2012, to be reimbursed for the claim if the service is performed on or after that date.

CMS has approved three national accreditation organizations to provide accreditation services for suppliers of the technical component of advanced diagnostic imaging procedures: The American College of Radiology, The Intersocietal Accreditation Commission and The Joint Commission on the Accreditation of Healthcare Organizations.

On Nov. 17, CMS announced important new information about these accreditation requirements. The notice says that "providers need not submit their ADI data on their 855 enrollment forms or via the PECOS enrollment system. CMS receives that data from the accrediting organizations." PECOS is the Medicare Internet-based Provider, Enrollment, Chain and Ownership System.

The announcement may be of interest to certain oral surgeons or other dental specialists who provide ADI services covered by Medicare, but is unlikely to affect most dentists. The accreditation will apply only to the suppliers of the images themselves and not to the physician's interpretation of the image, the notice says. Accreditation applies only to providers who are paid under the Medicare physician fee schedule.

**Attention:**

Members of the ODA Workers Comp Group Rating Programs may have recently received letters stating that because of a change in ownership within the Frank Gates Service Company that the stability and reliability of their Workers Comp Group Rating plan is somehow endangered. This is not true. Nothing but who owns them is changing. The Frank Gates Services Company will still be the endorsed administrator of the ODA WC Group Rating Plan offering maximum discounts, giving the same service and strong support to our successful program as always.

The letters sent are just a marketing tactic to try to get members to switch groups. The ODA Group remains one of the largest and strongest in the state. If you have questions concerning the change or your group rating discount please call either ODASC at 800-282-1526 or the Frank Gates Services Company directly 800-777-4283

**How to submit a prior authorization for dentures: Medicaid recipients with a "spend down"**

On the month the recipient receives a Medicaid card because they have met their "spend down", schedule an appointment. Immediately, submit a prior authorization (PA) via the MITS Web Portal for the services you are requesting.

When submitting a PA through MITS you must upload an attachment, even if it is just a document that says "attachment." This will allow your PA to be entered into MITS for review. Please comment in the notes section if you are mailing or uploading your documents.

If you are mailing in x-rays, please label the x-rays with the PA number and patient billing number as well as attaching the EDMS cover sheet in case the cover sheet should get separated from the X-rays during mailing. Use the date of the first appointment you have scheduled with the patient as the "request" date for the PA. When a PA is approved it will be valid for the entire month. Regardless of when the PA is approved, the reviewer will go back to the date requested as the approval date.

It has been a long standing practice and policy in the Medicaid program for services that require multiple fittings and special construction, such as dentures, that the first date of service may be used as the date for prior authorization or billing. However the claim should not be submitted for payment until the consumers has received the item or service in full.

**Making changes to a prior authorization that is pending a review**

You can only change information in a PA that is in a "pending review status." To determine if the PA is in pending status, select the specific PA and open it. If there are no external texts from a reviewer you may amend this PA (this means the reviewer has not opened or began working the PA).

If there are comments from a reviewer asking for such things as additional documentation you will not be able to change the PA request. If the reviewer has already opened and sent comments, and you want to make a change to the PA, you will need to cancel the PA and submit a new PA. Be sure to complete the associated PA field with the cancelled PA number.

NOTE: If a PA has been approved and ALL you need is to change the the effective date of the PA you may call the Prior Authorization unit at 614-466-6734. There is no need to request an additional or new PA.

**'Electronic Health Records - A Primer' now posted**

A new resource, Electronic Health Records-A Primer, has been posted in the Dental Practice Hub on ADA.org. The primer's purpose is to familiarize dentists with how the movement to Electronic Health Records (EHR) has been fostered nationally through historic, legislative and regulatory perspectives; to provide information on EHR basics; to present some of the pros and cons for adopting EHRs, including the eligibility requirements to participate in the US Government's incentives available for adopting EHRs; to inform dentists of the ADA's activities related to the development of the EHR; and to provide more sources for information on EHRs.

# Health insurance costs BREAKING THE BANK

**ODASC's Dentist's Choice Health Care Plan**

- Customizable coverage options
- Below-average rates
- Quality health insurance
- Created exclusively for dental practices
- Available for staff AND dentists
- Knowledgeable ODASC staff

ODASC saves you money

**ODASC**  
OHIO DENTAL ASSOCIATION  
SERVICES CORPORATION, INC.  
(800) 282-1526 | www.odasc.com

## ODA Meeting & Event Calendar

### Feb.

- 3 Give Kids a Smile Day
- 10 Annual Session Committee Meeting
- 22 Finance Committee Meeting

### Mar.

- 29 Executive Committee Meeting
- 30 Strategic Planning Committee
- 30 Executive Committee Meeting
- 30 Ad Interim Committee Meeting

## The Hottest Hands-On Topics in Dentistry!

Featuring Dr. Louis Malcmacher

The primary goal of this seminar is to teach dentists hands-on how to easily integrate productive new techniques in exodontia, no preparation porcelain veneers, eliminating black triangles, new resin restorations matrix and filling systems, injection comfort systems, facial esthetics analysis, and more! This course will get you and your team excited about dentistry!

### THE ABSOLUTE BEST VALUE FOR DENTAL HANDS-ON CE!

Increase your efficiency and production immediately with these new and proven concepts!

#### UPCOMING COURSES:

**February 10: New York, NY**

**February 15: Orlando, FL**

**March 2: Los Angeles, CA**

**March 14: Detroit, MI**

**March 28: Columbus, OH**



**Sign up before March 15, 2012 and save \$100 on each registration Call Today!**

**1-800-952-0521 or visit:**

7 HOURS Participation

**www.CommonSenseDentistry.com**

*"This was the best hands-on participation course in my 25 years of dentistry"  
- Dr. Peter Harnois, Chicago, IL*

## ODA seeks nominations for Awards of Excellence

### ODA Staff

Each year, the Ohio Dental Association honors those who have offered distinguished service to dentistry, and members and local dental societies are encouraged to nominate those they know who have made extraordinary efforts to improve their profession and their world.

The ODA Awards of Excellence recognize men and women who give of their time, their talent and often their treasure to improve oral health care by offering treatment, outreach or education.

The most prestigious of these awards is the Distinguished Dentist Award, which has been presented annually since 1967 to a dentist who has demonstrated service, commitment and dedication to the profession throughout his or her career.

Nominees for the award must be ODA members in good standing and should display leadership, dedication, commitment and outstanding contributions at the local, state and national levels.

The Achievement Award, given since 1978, honors those individuals who have made outstanding contributions to the dental profession and to oral health. Nominees are not required to be dentists, but should display a personal and professional commitment to the profession and the public's oral health. These individuals are honored as ambassadors for the profession to the community.

The Marvin Fisk Humanitarian Award honors those who demonstrate dedication to improving oral health care in at-risk communities. They may have served overseas or closer to home, spending time and often their own finances and other personal resources to help improve oral health care and fight illnesses, such as oral cancer.

Since 1991, the N. Wayne Hiatt Rising Star Award has been presented to a dentist in practice 10 years or less who has demonstrated outstanding leadership and commitment to organized dentistry. ODA members who began to practice Jan. 1, 2002, or later are eligible. Honorees have shown outstanding initiative, a strong commitment to volunteerism and promise for continued accomplishment within the profession.

The Access to Dental Care Award is given to a person or entity that positively impacts access to dental care in Ohio by offering free or reduced-fee services to underserved populations.

Nominations for the 2012 Awards of Excellence will be accepted through March 25, 2012. Award entry information and nomination forms are located at <http://www.oda.org>. Information may also be obtained by contacting Michelle Blackman at the ODA at (800) 282-1526 or [michelle@oda.org](mailto:michelle@oda.org).

The 2012 Awards of Excellence recipients will be honored at a special ceremony during the ODA's 145th Annual Session, which runs Sept. 13-16, 2012 in Columbus, Ohio.

## Ohio dentists receive suspicious invoices

Dental offices in Ohio and across the country are reporting the receipt of suspicious faxed invoices directed towards the office manager or "Dental Administrator" seeking payment for "2012-2013 Membership Dues" payable to the "ADA Association" in Brockton, Massachusetts. Please be aware that invoices meeting this description are NOT invoices for ADA/ODA Tripartite Membership Dues.

Official ADA/ODA/Component Dental Society Tripartite Membership dues statements were mailed directly to dental

offices in November from the Ohio Dental Association or local component dental societies and carry the logo of the ADA, ODA and/or your local component dental society.

Dentists who have questions about an invoice purporting to address ADA, ODA or local component dental society dues and are unsure of the validity of the invoice, please contact the ODA membership department at (800) 282-1526 for clarification and verification of your ADA/ODA membership status.

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

## YOU'RE NOT JUST ANOTHER CLIENT... WE'RE NOT JUST ANOTHER BROKER!

RAISING THE LEVEL OF SERVICE • LOWERING THE COST OF BROKERAGE

### BROKERAGE SERVICES INCLUDE

- ◆ Face-To-Face Consultations
- ◆ Low Commissions
- ◆ Written Appraisal of Practice
- ◆ Minimization of Tax Liability
- ◆ Consultation for Patient & Staff Retention
- ◆ Free Draft Legal Documents
- ◆ Buyer Representation Services



NATIONAL PRACTICE TRANSITIONS™  
Expect More From Us.

Jason Gamble • Columbus, OH  
614.648.8118 • 877.291.6806  
[www.nptnetwork.com](http://www.nptnetwork.com)

NPT is pleased to announce we just transitioned the practices of Dr. James Lawrence of Grove City, OH, Dr. Mark Hodson of Centerville, OH and Dr. Michael Cornett of Springboro, OH. Congratulations to these individuals.



Looking for an article from a past issue?

Access articles from current and past issues of ODA Today by visiting <http://www.oda.org>.



## Dental Insurance Corner

## ODA addressing ongoing and new Ohio Medicaid issues that are causing concerns and problems for many dentists and their patients

Christopher A. Moore, MA  
ODA Director of Dental Services

The Ohio Dental Association has received an inordinate number of complaints from dentists across the state over the past several months about numerous issues related to the Ohio Medicaid program. The calls have largely involved the Ohio Department of Job and Family Services' (ODJFS) August 2, 2011 implementation of its new computer system, the Medicaid Information Technology System (MITS). A number of more recent calls however, have also concerned a recent policy change that was announced by one of the seven Medicaid health maintenance organizations (HMOs) doing business in Ohio.

#### Medicaid fee-for-service program issues

The new MITS computer system only impacts the fee-for-service program, which covers roughly one out of four Ohio Medicaid covered individuals. The remaining 75 percent of Ohio's Medicaid population are covered by Medicaid HMOs and are unaffected by MITS.

MITS was implemented to replace the ODJFS' 20-year-old Medicaid Management Information System (MMIS) and thereby allow the state to meet federal guidelines and be HIPAA coding compliant. The new system does not affect or change Medicaid fee-for-service program rules.

Many dentists have encountered problems during MITS' implementation and Ohio Medicaid has indicated that it is working diligently to address those problems. Some known issues involved the new system itself while others have involved user errors on the part of dental offices during the transition from MMIS to MITS.

A number of issues (e.g., spend down eligibility, portal registration, conversion of certain data from MMIS to MITS) have been addressed and/or are being addressed.

ODJFS officials recognize many of the issues that dentists have had to deal with during MITS' initial implementation and have requested that dentists, as well as all other providers, be patient with the department as it continues to implement MITS over the next several months. ODJFS has indicated that the new system was tested extensively before being launched but many issues simply could only be identified once the system was made live.

ODJFS recommends that dentists who encounter difficulties with MITS first go to the MITS web site to review new information and relevant links to "known issues" and "answer key" documents. If the information on the web site does not lead to a resolution, then the next step is for dentists to contact ODJFS' Provider Call Center at 1-800-686-1516 to address their issues.

Dentists should also be realistic with their expectations of the new system and may find it helpful to be familiar with the resources that ODJFS makes available through its web site and particularly those on its MITS training page (<http://jfs.ohio.gov/mits/MITS%20Provider%20Training.stm>).

MITS does not impact the way dentists submit claims or prior authorization requests to any of the Medicaid HMOs. Although MITS now offers providers the capability to submit

electronic dental claims through the new web portal, providers can continue working with clearinghouses or other billing vendors.

The ODA has most recently become alarmed to find, in addition to the ongoing MITS issues, that dentists who followed ODJFS' web site instructions for completing the 2006 ADA claim form have encountered significant problems in obtaining payment for the services they provided. Numerous dentists have reported that they have not received any payments or responses to claims submitted since August and/or have seen their claims returned to them unpaid months later because their claim forms did not include all of the required information – information that until November 14, 2011 was not required by ODJFS to be submitted. ODJFS has not provided the ODA or the state's dentists with any notice of the claim submission changes. Dentists who checked ODJFS web site on a daily basis would not have been informed of the changes until months too late.

ODA president, Mark E. Bronson, D.D.S., has written ODJFS to protest how dentists have been treated and to request corrective action be taken to address this most recent concern. In relevant part, Bronson wrote "it is not appropriate or fair for dentists who acted in good faith and followed the existing ODJFS instructions to be penalized by having to incur additional time and expense to correct a problem that was not of their creation."

To address the biggest issues that the ODA is hearing about from the state's dentists, Bronson requested ODJFS to:

- Pay the claims of those dentists who properly submitted paper claims prior to November 14, 2011 without requiring them to resubmit their claims.
- Ensure the vendor the department uses to process paper claims properly handles them in a timely manner.
- Inform those dentists who provide services to Medicaid recipients of the changes ODJFS has made or provide the ODA with the necessary information so that the ODA may do it.
- Look into the timeliness of obtaining prior authorizations.
- Inform the ODA of any outstanding MITS (e.g., inappropriate duplicate denials of alveoloplasty or radiograph claims) claims that the department is working on and a time frame for when dentists can expect them to be resolved.
- Inform the ODA of other dental program issues (e.g., common areas where dental offices are making mistakes) so that the ODA may inform its membership of such.

"We fear that the ongoing issues may significantly decrease the profession's faith in MITS and possibly decrease dentists' willingness to treat patients covered by Medicaid," Bronson stated. "The ODA is ready to assist ODJFS in whatever way is appropriate to restore the Ohio Medicaid program to the reliability it had prior to its conversion to MITS."

#### Successful resolution to a Medicaid managed care program issue

The ODA has also taken action to address complaints relative to a Medicaid HMO's announcement that

it will reimburse dentists who provide composite restorations at the fee level of a corresponding amalgam restoration.

The dentists who contacted the ODA were unsure of the scope of the new policy, e.g., would it reduce the reimbursement level of all anterior composites to that of amalgams, and would dentists be able to bill patients for the difference in the composite and amalgam fees. They also expressed a deep concern that the announced fee cuts would dramatically decrease fees that are already exceedingly low.

In a letter to the dental administrator for the HMO, Bronson expressed serious concerns that the new fee policy was unfair and unacceptable. He noted that it did nothing to improve or better manage care and would only reduce expenditures at the actual caregiver's expense.

Bronson requested the HMO and its dental administrator clarify the policy's scope and applicability relative to anterior and posterior composites and, most importantly, to reconsider the policy and rescind the announced fee cuts. If the policy was not rescinded, then Bronson asked the companies to provide an explanation as to how better patient care outcomes would be obtained as a result of it.

Shortly before press time, the ODA was informed by the HMO's dental administrator that the HMO had decided to rescind its composite fee cut decision. A letter is expected to be sent to the affected dentists in the near future to formally announce this decision.

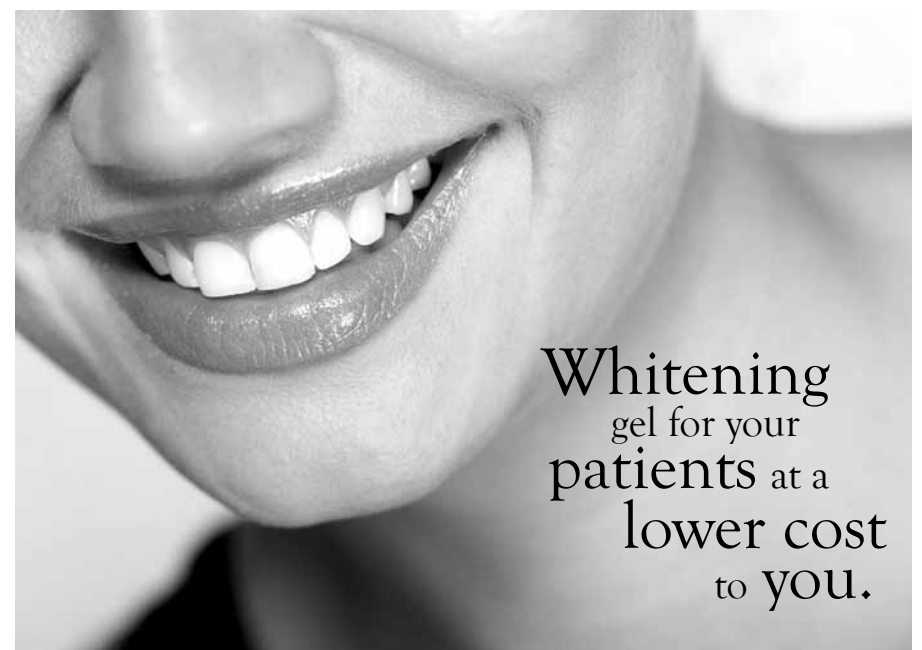
#### New electronic claim submission requirements

ODJFS has indicated that as of January 1, 2013 dentists must submit claims electronically for services provided to Medicaid fee-for-service program recipients. Claims submitted on or after January 1, 2013 will not be processed unless they are submitted electronically. Dentists must also "arrange to receive Medicaid reimbursement from the department by means of electronic funds transfer."

Medicaid HMOs are not mandated to require dentists to submit electronic claims for services provided to Medicaid managed care program recipients.

This statute was adopted as part of the state budget process and it is not related to the federal American Recovery and Reinvestment Act (ARRA) of 2009 which is also commonly referred to as the "stimulus bill." The federal law sought to boost the nation's economy by funding infrastructure projects and other initiatives while also authorizing the federal government to create an incentive program to promote the use of electronic health records. The federal government, through the Center for Medicaid and Medicare Services (CMS), issued its final rule on the incentive program for electronic health record transitions by Medicaid and Medicare providers. Incomplete or misinformation on this rule and the standards surrounding it has caused confusion for many dental offices and has led many offices to incorrectly

See CORNER, page 13



Whitening  
gel for your  
patients at a  
lower cost  
to you.

### ODASC makes it possible.

As an exclusive benefit to Ohio Dental Association members, ODASC offers the opportunity to purchase teeth whitening gel at a discounted rate.

Available in three concentrations – 16, 22 and 35 percent – each 3cc syringe is only \$5\*.

The carbamide peroxide gel is made fresh in the United States under FDA regulations and has a two-year shelf life when stored properly. All gel is formulated with a 100-percent-pure formula, and only kosher USP glycerin and USP-grade carbamide peroxide are used.

Only Becton Dickinson syringes, the global standard for the medical field, are used and are made in the US. All syringes are printed, as per FDA requirements, and do not use adhesive labels that can peel off.

As an added benefit, each 3cc syringe can be imprinted with your name and information.

Call ODASC today to learn more about how you can offer whitening to your patients at a lower cost to you!

\* minimum order of 50

**ODASC**  
OHIO DENTAL ASSOCIATION  
SERVICES CORPORATION, INC.

(800) 282-1526 | [www.odasc.com](http://www.odasc.com)



## Case School of Dental Medicine installs amalgam separators

**Chris Moore**  
**Director of Dental Services**

The Case Western Reserve University School of Dental Medicine has demonstrated its ongoing commitment to environmentally friendly dental practices by installing amalgam separators for the entire dental school and by participating in the Ohio Good DEED (Dedicated to Environmental Excellence in Dentistry) Program.

The dental school has made it a long standing practice to carefully collect and properly dispose of its amalgam waste. Earlier this year, it completed installation of a separator system to service the entire school.

According to Jerold S. Goldberg, DDS, dean of the Case School of Dental Medicine, it was an easy decision to install the amalgam separator system, complicated only by the size of the project. "Once we identified the right vendor, it was just a matter of time to get the system in," he said. "It was important for us to take this environmentally friendly step now, rather than later, even though the amount of amalgam is probably insignificant and is going to dwindle over time."

"While the university's amalgam separator project is an order of magnitude greater than that of the typical dental office, we still utilize the same basic technology," stated Fady F. Faddoul, D.D.S., M.S.D., Advanced Education in General Dentistry program director and

infection control and safety officer at the Case School of Dental Medicine.

Case's amalgam separator system works in conjunction with the school's chair-side traps and central suction to remove amalgam particles from the clinics' wastewater before it enters Cleveland's sewage system. It is based on sedimentation technology that reduces the speed of wastewater flow, allowing amalgam particles to settle out of the wastewater. Other types of amalgam separators utilize filtration, centrifugation, chemical removal by ion exchange or a combination of these technologies.

Like wastewater treatment authorities in Ohio, the dental school views this as a waste disposal issue, not as an issue of restorative choice. Goldberg noted that there is a preponderance of evidence showing amalgam to be a viable restorative material.

Case's amalgam separator system encompasses 206 chairs in four main locations within the dental school and impacts 280-300 dental students, 55-60 graduate and specialty students and 240 full time, part time and volunteer faculty member dentists.

"Once the amalgam separators were installed, it was only logical that we participate in the Good DEED Program," stated Faddoul.

The Ohio Good DEED Program is a voluntary, statewide amalgam and other waste disposal program. It has been



Jerold S. Goldberg, D.D.S., dean of the Case School of Dental Medicine and Fady F. Faddoul, D.D.S., M.S.D, join forces to implement the new installation of amalgam separators at Case Western Reserve University.

developed by the ODA and the Ohio Environmental Protection Agency to recognize Ohio dentists who use simple and innovative solutions to minimize the environmental impact of their practices on Ohio's environment.

The Ohio Good DEED Program is comprised of two participation levels or tiers.

In the Gold Tier, dentists agree to adhere to the American Dental Association's Best Management Practices (BMPs) for Amalgam Waste (which includes use of ISO 11143 compliant amalgam separators) while also abiding by the relevant waste disposal laws that are currently in place.

In the Gold and Green Tier, dentists agree to adhere to everything that is included in the Gold Tier while also incorporating basic recycling practices and implementing at least 10 other pollution prevention practices into their office. Dentists may participate in this tier at any time after they have completed the Gold Tier. Verification of those who participate in the Gold and Green Tier is based on a combination of honor and random audit system. Five percent of participants are randomly requested to provide the ODA with additional information to document their adherence to the program.

Participants receive certificates from the ODA designating the tier for which they qualify.

Additionally, participants are recognized on the ODA Web site, and Gold and Green dentists may also be spotlighted on the OEPA's Web site.

The OEPA's role in the program is one of support and technical assistance. The OEPA operates and maintains the Ohio Good DEED Program Web site. All applications are submitted to the ODA, and any requests for additional information are made by and then reviewed by the

ODA. These roles help encourage dentists to participate in the program without fear of government interference in their offices.

"Fortunately, the average dentist does not have to worry about the logistics the dental school had to contend with when installing an amalgam separator. I strongly encourage all Ohio dentists who have not already done so to both incorporate the ADA BMPs into their practices and to participate in the Ohio Good DEED Program," said Dr. Sharon Parsons, chair of the ODA Council on Dental Care Programs and Dental Practice and Good DEED Program participant. "Just as the Case School of Dental Medicine has shown, it is the environmentally responsible thing to do and reaffirms the profession's demonstrated ability to regulate itself without the need for unnecessary government mandates."

The Ohio Good DEED Program was awarded the American Dental Association's 2010 Golden Apple Award for Excellence in Environmentally Sustainable Programs and Education.

To learn more about the Ohio Good DEED program and how to participate, visit either the OEPA Web site ([http://www.epa.ohio.gov/ocapp/mercury\\_reduction\\_dental.aspx](http://www.epa.ohio.gov/ocapp/mercury_reduction_dental.aspx)) or the ODA Web site (<http://www.oda.org>), or contact the ODA Department of Dental Services at [dentist@oda.org](mailto:dentist@oda.org) or (800) 282-1526.



One of five Solmetex amalgam separators at CWRU which enables the school to qualify for the Ohio Good DEED Program.

**"Remake" is a bad word at Johns Dental.**

With over 70 years in the dental business, we pride ourselves in getting your case right the first time.

**JOHNS DENTAL LABORATORIES**  
 Terre Haute, IN  
 800/457-0504  
[www.johnsdental.com](http://www.johnsdental.com)

Bill Hale, our Implant supervisor, uses over 30 years of experience when he inspects a case.

TIMU SPLINT • SLEEP APNEA • CEPH TRACING • ORTHO • CROWN & BRIDGE • DENTURE & PARTIAL DENTURE

**AFTCO**  
**TRANSITION CONSULTANTS**

Call 1-800-232-3826 for a free practice appraisal, a \$2,500 value!

AFTCO is the oldest and largest dental practice transition consulting firm in the United States. AFTCO assists dentists with associateships, purchasing and selling of practices, and retirement plans. We are there to serve you through all stages of your career.

**Mit R. Brahmhatt, D.D.S.**  
 has acquired the practice of  
**Jerome N. Golub, D.D.S.**  
 Cleveland, Ohio

AFTCO is pleased to have represented both parties in this transaction.

*Helping dentists buy & sell practices for over 40 years.* >> [WWW.AFTCO.NET](http://WWW.AFTCO.NET)

To learn more about the Good DEED program contact the ODA Department of Dental Services at (800) 282-1526.



## The Explorer

Matthew J. Messina, DDS  
Executive Editor

## Make me smile

I just spent a fantastic evening at a concert with the band Chicago. Formed in 1967, four of the eight founding band members still represent the core of the group today. Though Robert Lamm, Walt Parazaider, Lee Laughnane and Jimmy Pankow are now in their mid sixties, they still can play and put on a fantastic show. Anyone who has played in a high school band since 1970 has fond memories of playing "Saturday in the Park," "Colour My World," "Does Anyone Really Know What Time It Is," and "Feelin' Stronger Every Day."

As a trumpet player, Lee Laughnane was the height of cool, and I had the usual dreams of making it big as a musician. Though I was quite good and played all through college, I eventually grew up and decided to make music a hobby and find another way to make a living. The concert reminded me of the joy of performing. With 33 albums of material from which to choose, Chicago played for nearly two hours to just under 3000 people. The audience was into the performance from the outset, and the band members fed off the energy of the crowd. They were having more fun than the audience, and I think would have played longer if the stage crew hadn't turned up the lights.

They say, "if you do what you love, you'll never work a day in your life." I know from

experience that the joy of performance masks the hours of hard work and practice to get there. It is all worth it in the end, and you need to savor the joy of a masterful show. I found a number of lessons for my work in the concert.

First, no matter how long I have been practicing, it requires constant effort to maintain the level of mastery needed to perform at the highest level. I can't rest on my laurels. It is important to keep moving forward and innovating if I want to stay on top. As much as people want to hear the old stuff, you can only sell CDs if you have new material. If I want to keep growing, it is important to be on the cutting edge.

Second, you don't have to be the best to be a success. I think that Lee Laughnane would be the first to admit that there are better trumpet players than he is. Classical performers sit in orchestras around the world. There are jazz masters with amazing talent. But for singing and playing trumpet in a rock band, Lee is fantastic. You just have to be the best at what you do.

Third, times change and so do people. Chicago has added four new members over the years. In listening to them perform material from the beginning to their most recent CD release (O Christmas Three, Nov 2011) it was obvious that they had taken great care to see that the new guys on keyboards, vocals and guitar could duplicate the sound of the original members. However, new material showcased the talents of the new members as well. The basic sound of the group has not changed over the years, yet subtle nuances exist in the newest songs. Evolution, not revolution.

In my office, I will need to transition to new people, even adding another dentist. As the founding member of my practice, it is up to me to see that the basic culture of the practice remains, while allowing a new person in the room to grow and

flourish, adding his/her own sound to the performance.

The final lesson was illustrated clearly on the Internet just this past week. A blogger (Redhead Diaries) posted "10 Reasons I Hate the Dentist," which led a dentist (blogging as Lolabees) to post "10 Reasons Your Dentist Probably Hates You Too." Given the response to her blog post, it seems that she was willing to say things a number of dentists were feeling. Lolabees had recently decided to give up the practice of dentistry, and confided to her online audience that she never really liked dentistry anyway.

I wish her well in her next career, but I'm not sad to see her leave the profession. No job is all rainbows and sunshine, as I often remind my children. If everything about your job were perfect, they wouldn't have to pay you to come to work. I enjoy what I do, and wouldn't do anything else. That being said, I don't go into the office on Sunday for fun.

I'm glad that Lolabees is seeking a new career. Life is too short to do something you hate, and the lack of joy in your profession will be reflected in your work, no matter how hard you try to hide it. It's important to care about all our patients: some just make themselves tougher to love than others. That's the challenge in this job. Teeth are pretty easy. It is the people they are connected to that make it fun.

When I look at my career, as well as the music of Chicago, the keys to a long, successful career are to find joy in what you do and to work hard to be the best that you can be. Then, as the 1970 song says, "tell me you will stay ... Make Me Smile," because I'm still "feelin' stronger every day!" Thanks for the memories, guys. It's been a great ride.

*Dr. Messina may be reached at docmessina@cox.net.*



## It's Your Choice

Robert Buchholz, DDS  
Guest Columnist

## Rest in peace

Martha J. Buchholz 1921-1970  
Robert C. Buchholz 1921-1980

"Sorry to bother both of you about some current societal issues...not that you're even aware of my thoughts. All I know is, it makes me feel better...to share."  
"So, here we go!"

"Remember that time, for no particular reason I stuck that marble up my right nostril and it got stuck? After an hour I (we) got it out and I promised never again to stick anything anywhere else in any of my body's orifices. Or when I discovered the paperback version of 'Lady Chatterly's Lover' was the same thickness as 'The Boy Scout Manual', and I did a cover switch? It wasn't but a few days later, after school, I found The 'Lady Chatterly's - Boy Scout' version side by side in my desk drawer with a genuine 'Boy Scout Manual'. Both of you didn't say a word. You didn't have to. I was caught and you knew, I was in full blown puberty."

"Well...I've never understood why it took so long for either of you to have a discussion with me about all of the consequences of teenage sexual relations, when at age 12, I came home from my first boy-girl party and announced, "My lips don't show it but I sure had a good time!"

"Dad, the bogeymen you finally laid on me at age 15 were, Syphilis, Gonorrhea

and marriage, if I got a girl pregnant. Well, during the past four years the rate of Syphilis infections has increased 36%, and 135% in the black population. 'The Clap' has evolved into 'Super' Gonorrhea, as a new strain of the antibiotic resistant germ has appeared in Japan. You never told me about 'genital warts' and you both died before a new infectious sexually transmitted disease, HIV, was thrust on mankind. HIV is a virus just as Polio was when you were growing up, except for one important difference. The HIV virus doesn't survive in the mouth."

"Have both of you figured out where I'm going with this?"

"Today's hormonally super charged youngsters aren't playing with marbles anymore. They now have sexual relations orally and they believe these activities don't constitute sexual intercourse. So savvy they are, but they forget that syphilis, gonorrhea and genital warts, a.k.a. the HPV (human papilloma virus) virus can infect the oral cavity's tissues."

"Now, stay with me. Being a math teacher mom, you know how much I hated word problems!" There are 100 or more viral forms of HPV. Of those 100, 30 of them are the genital variety. And of that 30, scientists have identified two with the potential to cause grave disease. Their scientific names are 16 and 18. (100-30=70 garden variety warts.)

(Viruses) Sixteen and Eighteen cause 70% of the cervical cancers and since oral tissue is no different than female or male genital tissue, they also generate cancers in the mouth and throat. These are real dangers that your great grandchildren face today. Oh please, don't give me that abstinence thing, I just told you they believe they are abstaining, and are still virgins. Thankfully, scientists have developed a vaccine that deals with four of the thirty genital viral strains, with

Sixteen and Eighteen being among the four." (100-70=30 genital strains)

"The vaccine is named 'Gardasil' and it was developed in 2006."

"It is administered by shot, over time, in a series of three doses. The key to immunization is delivering it around age eleven and prior to any sexual activity. If a youngster already has HPV (a genital strain of viral infection) the vaccine 'WILL NOT WORK'."

"I know, just like the polio immunization or even a flu shot, there can be adverse reactions. You see, times have changed mom and dad. We now have Hollywood actors and actresses who think they're physicians and scare people daily about the supposed terrible side effects of any vaccines. I'm not making light of negative outcomes but I knew you did the best for me when I was young and that's all I could ever ask. It's called trust!"

"The bottom line is, I've let my parents of pre-teen patients as well as the youngsters themselves down. I was trained, no, it was ingrained in dental school, not to talk about sex, politics or religious issues! Last year a patient sat in my hygienist's room and talked about another family's son, a teenager who had oral cancer. She related, "the boy never smoked or drank, so how did he get cancer?" And, I sat there with my thumb up my anatomy. The oral cancer rate has more than doubled in non smoking or drinking young people and the only thing I've done to communicate to patients about Gardasil vaccination has been an overly technical article in a patient newsletter. I should have been 'On Point' but wasn't."

"So here we are, this is my chance, since I no longer have to worry about the parents of my patients, teenage patients, grandparents, Chamber of

See BUCHHOLZ, page 11

## ODA Today

Member of the American Association of Dental Editors

Matthew J. Messina, DDS  
Executive Editor

Stephanie Pilgrim  
Managing Editor

Amy Szmania  
Advertising Manager

ODA Executive Committee:  
Mark Bronson, DDS  
President

Kim Gardner, DDS  
President-Elect

Paul Casamassimo, DDS, MS  
Vice President

Thomas Matanzo, DDS  
Immediate Past President

David Waldman, DDS  
Secretary

Roger Hess, DDS  
Treasurer

Michael Halasz, DDS  
Speaker of the House

ODA Management Staff:  
David J. Owsiany, JD  
Executive Director

Peg Cissell, CPA  
Director of Finance, COO of ODASC

Michelle Blackman  
Assistant to Executive Director

Keith Kerns, Esq.  
Director of Legal & Legislative Services

Christopher Moore, MA  
Director of Dental Services

Suzanne Payne  
Director of Meetings and Conventions

Joe Potestivo  
Membership Services and Database Manager

Stephanie Pilgrim  
Marketing and Communications Manager

Kathy L. Woodard  
Director of Public Service and ODA Foundation

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.



## Between the Lines

Ken Jones, DDS, JD  
Guest Columnist

### Ego, ethics and economy

"When did the 3 C's of Comfort, Caring, and Compassion give way to the 3 E's of Economics, Ego, and Ethical-indifference?" Ken Jones (1944 and still here.)

I don't think I was all that obvious. I didn't say, "Why didn't you do as I recommended?" I didn't say, "If you'd have asked me, I would've told you." I didn't say, "You Idiots!" OK, maybe I came close, but, really, I didn't say it out loud.

It was supposed to be just a short trip to my nearby Kroger Store to pick up a couple of things for dinner. Instead, it

turned into a forty-five minute expedition as several former patients stopped me everywhere from produce to dairy to the parking lot.

They were among the few that didn't accept my advice to continue on with the young man I had trusted to take over my patient load. All of them had succumbed to the assurance of dental nirvana touted by internet and phonebook ads from offices throughout north-central Ohio. All of them were embarrassed when they told me, and all of them (to put it mildly) were disappointed.

A couple of sisters were unhappy with me. Their new dentist told them that if they each didn't have several crowns done, they'd be in dentures before long. Seeing that I had offered them the same crowns almost twenty-five years before, and seeing that their ages were now 87 and 85, that their oral hygiene was superb, and that neither had broken a restoration or had new decay for the last two decades, I told them gently that perhaps things might have gone a bit downhill recently, but that, maybe, they might want to get a second opinion.

A thirty year old mother of four asked

me if now she really had to "have these sideways impacted wisdom teeth cut out." They hadn't bothered her, and I had told her last year that they probably would be OK for at least the rest of her life. However, if they don't last, I told her that any GP who attempts that surgical case is just plain nuts!

Another young man wanted to know my opinion of root canals for anterior teeth, as opposed to extraction and implants. He had learned about root canals from me, when we repaired some football trauma to those same teeth in his early teens. He hadn't had a problem since then, but his new dentist says he doesn't believe in endo since it probably "won't last very long," but he does do, and I quote, "the best implants in Ohio." (OK, for that one I wasn't real subtle. I think I mentioned the words "economic slowdown" as well as "egomania.")

Then there was the woman who visited the store-front dental clinic that extracted a \$2,000 deposit for a couple of composites and finally needed a call (and a visit) from her friendly attorney to refund the balance. That was the same place that left treatment planning and

treatment coercion up to the non-dentist office manager. His primary qualification was the amount of dentistry he could sell, needed or not. I just let her vent a bit.

Finally, there was the mom whose adult son suddenly didn't need seven just-diagnosed crowns when his dentist found out he was on Medicaid due to a developmental disability. The dentist did say he would take the Medicaid payment, but required the patient to pay the whole bill in advance because it was "worth it to have him (and only him) make over those ugly teeth." And then, suddenly, all he needed was a couple of restorations replaced. The young man and his mom are now happy with a new, more ethical dentist. And, happily, they wouldn't tell me who the first guy was.

Clearly, there are still a lot of what-the-patient-needs-versus-what-the-dentist-needs issues out there. Some of them are financial conflicts, some are megalomaniac ego issues, and some are just rotten ethics.

Hard to tell the difference, huh?

Dr. Jones may be reached at [jonesddsjd@aol.com](mailto:jonesddsjd@aol.com).

### OWSIANY, from page 3

unnecessary government and third-party interference.

### Communications, Products and Services

Throughout the year, ODA member dentists received regular updates on issues important to dentistry through publications like the *ODA Today* and Newsbytes (ODA's electronic newsletter) and the members' only section of [www.oda.org](http://www.oda.org). Member dentists also utilized valuable services and products offered through the Ohio Dental Association Services Corporation, including health insurance, group-discounted workers' compensation coverage, and dental malpractice insurance.

### 2012 Preview

While 2011 was a great success, 2012 will present additional opportunities and challenges. The Kellogg Foundation has pledged to spend millions of dollars in Ohio to promote the concept of mid-level dental providers, effectively undermining the current dental delivery system, diverting resources away from proven access to dental care programs, and potentially diminishing the quality of dental care Ohioans receive. The ODA will continue to advocate for dental

patients and the dental profession and will continue to educate policymakers on issues related to oral health. We will host the ODA Day at the Statehouse on Wednesday, March 14, 2012, where ODA member dentists will have the opportunity to interact directly with legislators to discuss mid-level dental providers and other issues important to dentistry. Please join us in Columbus by calling 800-282-1526 to register for the 2012 ODA Day at the Statehouse.

On Friday, May 18, and Saturday, May 19, 2012, the ODA will host its annual Leadership Institute at the Hilton Hotel at Easton Town Center in Columbus. Ohio Supreme Court Justice Yvette McGee Brown will be a keynote speaker discussing her distinguished career in public service. The Leadership Institute will also feature a "Deans' Roundtable" discussion by Dr. Jerry Goldberg, dean of the Case Western Reserve University School of Dental Medicine, Dr. Patrick Lloyd, dean of the Ohio State University College of Dentistry, and Ohio-native Dr. Marsha Pyle, dean of the University of Missouri-Kansas City School of Dentistry. They will discuss the challenges and latest developments related to dental education. The Leadership Institute will

also include an update on the latest regulatory issues impacting the dental profession and breakout sessions on public speaking as well as trends in the dental benefits marketplace. The goal of the Leadership Institute is to provide education in various topics to enhance attendees' professional and personal lives. Please mark your calendar for May 18-19, 2012, and plan to attend the ODA's Leadership Institute. Registration materials will be sent out soon.

The ODA's Annual Session will be held at the Greater Columbus Convention Center on September 13-16, 2012, and will again feature the opportunity for member dentists to attend several hours of high quality continuing education courses, experience one of the largest exhibit halls in the midwest, and attend dozens of other exciting events. We will provide more information on the ODA's Annual Session in the coming months.

Of course, throughout the year, the ODA will continue to provide valuable information to member dentists through the *ODA Today*, NewsBytes, our twitter feed and [www.oda.org](http://www.oda.org) and we will continue to offer products and services to improve the professional experience of our member dentists.

Opinions and views expressed in the editorial – including letters to the editor – and guest columnist areas of *ODA Today* are solely those of the author and not necessarily the view of the Ohio Dental Association. They should not be construed as legal advice, substituted for the advice of a dentist's own legal council or perceived as an endorsement or statement of fact by any leadership, staff or members of the Ohio Dental Association. Dentists should always seek the advice of their own attorneys regarding specific circumstances.

### BUCHHOLZ, from page 10

Commerce members, pastors, or anyone else who believes they control the moral high ground, being teed off at me or bad mouthing me for my beliefs, thus destroying my reputation and potentially my practice. I'm finally free to expound on what I believe is a crucial issue that needs to be discussed openly, without recrimination or consequences. Hopefully, hundreds of dentists, auxiliaries, throughout Ohio and I pray, all across this country will cut this op-Ed out...reprint it...and give it to all the appropriate patients. Any BLAME can be placed on me. Those that wish to, can fault me for writing, 'GET VACCINATED FOR HPV.'

"Thanks for listening to me mom and dad. I miss and love both of you."

Dr. Buchholz may be reached at [rbuchh@windstream.net](mailto:rbuchh@windstream.net).

## REVERSE AUCTION DENTAL PRACTICE SALE



**Downtown Storefront Location!**  
**FIRELANDS AREA**  
**North Central Ohio**

**\$247,000 Annual Pre-Tax Profit**  
**3 Ops / 5-Year-Old Equipment**  
**1,000+ Square Foot Office Building**

**Easy Schedule!**  
**Family Practice!**  
**Great Patients!**

**HURRY! Auction Starts at \$265,000 on November 15, 2011!**

(cash at closing only)

**PRICE REDUCED \$5,000 EVERY TWO WEEKS BUT DON'T WAIT! CALL 888.543.5299 NOW!**

For more information, please call STEVE at 888.543.5299  
ADS Professional Management Group, LLC • Wadsworth, Ohio

For details and pictures of this practice or others,  
please visit [www.pmagroup.net](http://www.pmagroup.net)

### Want updates on the latest dental news in Ohio?

NewsBytes, the ODA email newsletter, is sent to members regularly to help keep them up to date on the latest news affecting their patients and their practices.

To register for this informative e-newsletter, or to update your email address, send an email to [dentist@oda.org](mailto:dentist@oda.org).

Sign up for  
**NewsBytes!**

## Associate Wanted

An advanced private dental practice on the east side of Cleveland is looking for an associate dentist to join our highly motivated and energetic team. A few years of experience are preferred. Please inquire by email to dentalhelp@gmail.com.

A small private office with large group benefits. We have thirteen fee for service practices. Emphasis on complete treatment. In-house ortho, surgery, endo, implants. Our doctors range in ages from 26 to 72. Full and part time positions are available in Columbus and NE Ohio. Call me for more information. Dr. Sam Jaffe (888) 764-5320 or sam@americandentalcenters.com.

An associate dentist needed for an exceptional opportunity who is quality-oriented and personable for a newly expanded office. Immediate opening in our well-established, busy and growing family practice. Dependable staff. Excellent salary, incentives and benefits. Please call (216) 661-2422 or fax (216) 661-2837.

An excellent opportunity, Cincinnati. We are currently seeking general dentists, periodontists, oral surgeons and pediatric dentists to become an integral part of our growing group practice. Income typically consists of a salary with bonuses based upon net production plus benefits including major medical and malpractice. This is not an independent contractor arrangement. No Saturdays or Sundays. Your quality of care and attention to patient satisfaction will determine your ultimate compensation. We are a group of highly spirited individuals with a sense of humor. I look forward to meeting you. Dr. Michael Fuchs (513) 697-2653; cell (513) 505-9987.

Associate opportunities in Northwest Ohio. Excellent opportunities for general dentists with an expanding multi-location dental practice. Competitive compensation package including the following benefits: 401(K) + company match; paid lab fees; paid malpractice insurance; paid license renewals, membership dues and continuing education; health insurance; disability, life, vision and dependent care account. We invest in state of the art clinical and information technology. New graduates and experienced dentists welcome! Please call Pam Byrne at (419) 376-8338 or email at pam.byrne@cornerdental.com.

Associate opportunity, Cincinnati, Columbus & Dayton. One to four days per week available. Contact Thomas Niederhelman, (614) 235-3411 or (740) 404-5677; e-mail Nieder1@sprynet.com.

Associate/partnership or office sharing available East side of Cleveland. Excellent opportunity for a dentist who is relocating, downsizing, semi-retiring, or in need of a

satellite office. Interested parties call Dr. Nancy Arndt, (440) 449-0069.

Associate position available in Kettering, Ohio 2 days per week. Opportunity to increase to 3-4 days per week in October, 2011. Please call Mr. Sullivan @ (937) 430-4317.

Associate wanted. Full time position in the Cincinnati/Clifton area. Quality oriented, expanding practice, no Medicaid. Currently open three days a week, looking to expand to four days a week. Pay based on production, we pay lab bills. Partnership potential in the future. Contact Marc Lewis at (614) 581-7260 or email at Niederhelman@gmail.com.

Cincinnati. Expanding, innovative group seeks outstanding general dentist. Compensation includes base salary, share of production and comprehensive benefits including paid time off, health insurance, CE, 401k and more. Contact Fred White: (513) 721-3333.

Dental Dreams desires motivated, quality oriented associate dentists for its offices in Illinois (Chicago & suburbs), Louisiana, Michigan, Maryland, Massachusetts, New Mexico, Pennsylvania, South Carolina, Texas and Virginia. We provide quality general FAMILY dentistry in a technologically advanced setting. Our valued dentists earn on average \$230,000/yr plus benefits. New graduates encouraged! Call (312) 274-4524 or email dtharp@kosservices.com.

DentalCare Partners is an established practice management development company operating in nine states (Illinois, Indiana, Michigan, Ohio, Pennsylvania, Wisconsin, Kentucky, Tennessee and North Carolina). We are currently seeking highly motivated general dentists as well as specialty dentists and orthodontists for full and part-time positions. The ideal candidate must be concerned with quality patient care, a team player and a strong desire to learn, grow personally and professionally. Benefits will include a guaranteed salary with attractive earning potential, partnership opportunity, 401(k), health insurance, term life and vision insurance, short and long-term disability, malpractice insurance, paid vacations and continuing education. Interested candidates please contact Deborah Hammert at (800) 487-4867, ext. 2047, e-mail her at dhammert@dcpartners.com or fax resume to (440) 684-6942.

DENTIST: Associate with multiple days and hours to produce and be paid top dollar. Minimum \$150,000 per year. Benefits included based upon earnings. Sky is the limit here with multiple new patients available and a fantastic support staff. Greater Aurora area. Private practice, not a chain. Call (216) 870-1657 for a confidential interview. This is a wonderful opportunity for a dentist who really wants to have a long term career with high income.

Dentist associate opportunity, full or part time. Generous compensation for the right candidate. Future partnership/ownership possible. Residential suite adjacent to office is available. Practice located east of Cincinnati. Call Mr. Sullivan at (937) 430-4317.

Dentist, Bay Village, OH. Dental associate opportunity, part time. Great position for a dentist interested in working in a well-managed environment. If you like to do endo, extractions, and implants, we have a terrific opportunity for you. Please fax resume to 216-393-0100 or email Joyce at imagrammy04@yahoo.com.

Dentist, Cincinnati, OH. Incredible opportunity available in one of the best practices in the area. Cerec, Lasers, Intraoral cameras, etc. Implant and endodontics experience required. Please contact Brian at (513) 325-4009.

Dentist, Columbus, OH. We have a remarkable opportunity for the right person! Fixari Family Dental continues to grow, and we are searching for candidates for our state-of-the-art facility. We pride ourselves on providing an exceptional patient experience, and would enjoy the opportunity to consider you for our team. Email or call: Deb@FixariDental.com, (614) 866-7445.

Dentist jobs: Aspen Dental offers tremendous earning potential and a practice support model that empowers dentists. We eliminate obstacles for dentists to own their own practice. Call (866) 451-8816. www.aspendentaljobs.com. EOE

Dr. D. Todd Russell seeking associate in well-established, state-of-the-art private practice for part-time associate with potential for full-time partnership. Candidate must have completed at least one year GPR, have excellent interpersonal, diagnostic, and technical skills, preferably experience with endodontic, oral surgery, and some orthodontic treatment. We offer excellent, outstanding staff and have excellent new patient flow. Please email resume to: MacedoniaDentalHealthGroup@gmail.com and visit our website at: www.DrToddRussell.com.

Experienced dentist needed for associate position in Western Cleveland suburb, 3 days per week. Progressive, friendly, modern family practice with great team and up-to-date facility. Guaranteed minimum pay, benefits including 401k. Potential to increase hours if desired. Please email resume to: AssociatePos@aol.com.

Geriatric dentistry. Full-time/part-time general dentists needed for nursing home and homebound patients, throughout the state of Ohio. All transportation, equipment, supplies, auxiliary and administrative staff provided. Daily minimum rate \$500+production+benefits. Join our team providing care for over 20 years.

Please fax resume to (440) 888-8763.

ImmediaDent is seeking team-oriented individuals dedicated to delivering the highest level of patient care. We offer a flexible schedule with 3 day work weeks, great benefits, and competitive compensation. Opportunities throughout Ohio! If interested, please e-mail your resume to hr@immediadent.com.

Looking for hard working, enthusiastic dentist to be part of our dental team. Part time opportunity which may lead to full time employment. Call (937) 432-6677 or fax (937) 432-9199.

Well established growing practice seeking exceptional dentist to join our team. This is the opportunity you have been looking for! We are one of the top offices in Cincinnati. Our facility is fully digital, state of the art, and our staff is top notch. We enjoy getting to know our patients. Education and patient care is the focus of our staff. Don't miss this opportunity to be a part of something exciting and rewarding. We thrive to give our patients the best dental treatment and care they deserve. The success of our team has led to exceptional growth in our practice and we are excited about the opportunity to bring on another dentist to join our team. Call today to schedule an appointment to visit our office. Please contact us at (513) 753-0044 email at eastgatedental@gmail.com. Also, feel free to check out our website at Eastgatedentalexcellence.com.

Looking for an associate dentist in the Akron area. Modern office and a great staff make this a great place to work! Please email resume to doylestowndentalassociates@gmail.com. You may also call (440) 668-7668 for more details

## Equipment for Sale

1-Cascade 3181 & Adec 4631 Duo Delivery System with nitrous, MXR-1 Flushmount Flowmeter, Porter \$4,000 1-Biotec dental unit, new 12-6-07 \$12,000 1-LFT 11 single track mtd light, Pelton \$1,500 1-Adec 511 chair, grenadine, new 11-27-09 \$6,500 2-Adec chairs, vintage & diplomat blue, new 10-4-07 each \$6,000 1-Ortholix 8500 Direct Digital Pan \$17,000 3-Preva Progeny Dental x-ray units, new 12-07 each \$2,200 1-Kavo Quattrocare \$1,500 1-Statim, Model 5000 \$2,000. Other equipment & supplies, call (513) 734-7107 or (513) 476-7242.

Our office purchased new intraoral wall (\$1500), mobile (\$1500) x-rays, handheld x-ray (\$3695), chairs and units packages (\$3695), implant motors (\$1995) and more. Need to downsize. Everything brand new, still in box w/warranty. (561) 703-1961. NYCFREED@aol.com.

SciCan HYDRIM L 110w Large inst. washer. 1 year old, great working condition. 3 cycle washing (9-35 minutes), fully functional, includes multiple racks. Dimensions (w x h x d) 23.75"x33.5"x23.75". Weight 176 lbs. Priced to sell quickly. Call Westerville Endodontics, (614) 882-8000.

## Practice for Sale

Dental office & practice for sale. Fantastically profitable small town practice. Fee for service only. \$400K+ /yr working 3 1/2 days/week. Very low overhead. Work less, keep more! Great potential. Contact dr.dan3@roadrunner.com.

## Advertisers Index

AFTCO	9	Paragon	13
American Academy of Facial Esthetics	7	Practice Impact	3
Aspen Dental	4	Professional Solutions Insurance	2
Frank Recker DDS, JD	3	Smile Brands Inc.	5
Johns Dental Lab	9	Superior Dental Care	14
National Practice Transition Network	7	Thomas Law Group	13
ODASC	6, 8	US Navy	14
PMA Group LLC	4, 11	Wickens, Herzer, Panza, Cook & Batista	5
PNC Bank	16		

Interested in advertising? ODA Today reaches 5,600 dentists and their staff each month. Contact Amy Szmania at (800) 282-1526 or amy@oda.org for more information.

Dental office, practice, and building for sale. Dentist retiring after 35 years. In county seat 35 miles north of Columbus. Large potential for growth. Located on town square. Has large waiting room, 2-3 operatories, lab, x-ray room. Respond to: [retiringdds@hotmail.com](mailto:retiringdds@hotmail.com).

Dublin, Ohio. Rare purchase opportunity in Central Ohio's most desirable community. State of the art, digital, paperless, absolutely gorgeous office. Practice focused on wellness and comprehensive care for adult patients. Visit [www.optimumoralth.com](http://www.optimumoralth.com) or e-mail [tomsdoc@mindspring.com](mailto:tomsdoc@mindspring.com). Financially qualified inquiries only.

NPTN. Practices currently for sale in Columbus, Cincinnati, West Union, Piqua, and Willoughby Hills. Low commissions to sellers - no fees to buyers. Free appraisal/legal drafts with practice listing. Buyer representation available. Call Jason Gamble (614) 648-8118 or visit [www.nptnetwork.com](http://www.nptnetwork.com).

State of the art, beautiful and fully equipped dental office in North Columbus. Great visibility and access. Option to

purchase the newly installed, high quality dental equipment. Perfect for specialist or general practitioner. Turn key opportunity. Please e-mail at: [yourpractice@hotmail.com](mailto:yourpractice@hotmail.com).

Practices for Sale – Ohio. Please call Steve Jordan, (888) 302-3975 or visit [pmagroup.net](http://pmagroup.net).

Medina, Ohio dental office for sale. \$1.5mil gross, 9 ops, 3 hyg. Excellent opportunity. Call Dr. Don Moorhead/Henry Schein Practice Transitions for info, (330) 659-9739 or CP (440) 823-8037.

## Space Available

Space available immediately in modern orthodontic office, rapidly growing Mason Ohio area. Open bay treatment area with 5 chairs, private consultation room with exam chair, and a private exam room for services including digital x-ray/Nomad. EagleSoft Dental System, computers, electric HS and other amenities. Ideal for pedo, endo or perio satellite. Send inquiries to [cedar5236@gmail.com](mailto:cedar5236@gmail.com)

## Miscellaneous

Temporary Coverage. Professional temporary coverage during vacation, maternity, and personal leaves keeps

your production 'open wide'. Short-notice OK. No obligation quotes. Absolute confidentiality. Trusted integrity, since 1996. To receive coverage, (800) 600-0963. Register as a provider at [www.doctorsperdiem.com](http://www.doctorsperdiem.com). Email: [docs@doctorsperdiem.com](mailto:docs@doctorsperdiem.com).

# PARAGON

## DENTAL PRACTICE TRANSITIONS



Paragon's  
**Dual Representation**  
Prevents  
Dual Confrontation!

*Don't Let Your Practice Equity Become a Casualty.*



Sign up for our free newsletter at [paragon.us.com](http://paragon.us.com)

Your local PARAGON consultant is Jennifer Bruner. Contact her at 866.898.1867 or [info@paragon.us.com](mailto:info@paragon.us.com)



Standing: Cheryl DeVore, Chad Hanke, Terry Thomas  
Seated: Nicholas Vesha and Tamara Zwick

**614-761-7701**  
[www.thomaslawgroup.com](http://www.thomaslawgroup.com)

5148 Blazer Parkway  
Suite A  
Dublin, OH 43017



## Our Health Care attorneys have provided legal representation to more than 400 dental professionals.

Thomas Law Group has over 50 years combined experience providing legal services and business advice for dental and medical professionals.

- Practice sale and purchase agreements
- Associate and employment agreements
- Dental board disciplinary action defense
- Malpractice defense
- Corporation and limited liability company formation and management
- General business matters
- Employer/employee contracts and related matters
- Lease/real estate contracts and related matters



**THOMAS LAW**  
GROUP

Experience. Dedication. Results.

## CORNER, from page 8

believe that they must implement electronic records by 2014. Nothing in the ARRA, CMS incentive program or any other section of the law requires dental offices to implement electronic health records in the office by 2014 or any other date.

Editor's note: Dental Insurance Corner is intended to offer information and general guidance but should not be construed as legal advice and cannot be substituted for the advice of the dentist's own legal counsel. Dentists should always seek the advice of their own attorneys regarding specific circumstances. ODA members who would like to submit a dental insurance related question, problem or concern may do so by sending the appropriate information to the ODA Dental Insurance Working Group, 1370 Dublin Road, Columbus, OH 43215, or 614-486-0381 FAX, or [chrism@oda.org](mailto:chrism@oda.org).

## Numbers to know

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

**Dental OPTIONS**  
(888) 765-6789

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

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

**Ohio Department of Health**  
(614) 466-3543

**Ohio State Dental Board**  
(614) 466-2580

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

This unbelievable work of art for only

Our price brings you in – our quality keeps you coming back!



# \$99

Believe it!

We are in partnership with **Dentsply** to provide the highest quality crowns at the lowest possible cost. Using only FDA and ADA approved **Dentsply** materials, you know nothing is being sacrificed for the price. We are so confident you will love these crowns, we are extending our guarantee: if you don't like it, it's on us. Unbelievable? No, believe it.

Central Ohio **Dental Lab**  
in partnership with: **DENTSPLY**

**614 443-9153** 1252 South High St  
Columbus, OH 43206

Send us a case today to personally experience our quality. **614 443-9153**. Prepare to be impressed.

**GKAS, from page 1**

dental students throughout Ohio will travel to schools to provide dental education and screenings and/or open their own office doors to children in need on Friday, Feb. 10 and throughout the year.

Here is a look at what some ODA members are doing in their communities for the event.

**Give Kids a Smile History in Ohio**

In 2003, the first year of Give Kids a Smile, several hundred Ohio dentists and other dental professionals provided over \$200,000 in free dental services to 3,000 Ohio children through the Ohio Dental Association's Give Kids a Smile program. In 2011, an estimated 13,000 disadvantaged Ohio children received over \$1.1 M in free dental services from over 2,400 dental volunteers.

In the first nine years of this children's dental care program, Ohio dentists and other volunteers gave more than \$8,224,000 in free dental services to over 168,000 children in need throughout the state of Ohio!

**Submit your GKAS event photos and information to be featured in *ODA Today***

Coverage of Give Kids a Smile day events will run in the February and March issues of *ODA Today*. The coverage will include stories, photos and general event information. A list of Give Kids a Smile day dentist volunteers will also be included. If you would like to submit photos or information about your event, contact *ODA Today* Managing Editor Stephanie Pilgrim at [stephanie@oda.org](mailto:stephanie@oda.org) by Feb. 11.

**Dental board elects officers for 2012, advances CE rule changes**

The Ohio State Dental Board recently elected new officers for 2012. The board held an election during its December 7, 2011 meeting and elected Dr. Larry Kaye, a periodontist from Akron, was elected board President for 2012. Dr. Kaye also served as president during 2011. Dr. Doug Wallace, an oral surgeon from West Chester, was elected vice-president, a position he also held during 2011.

Dr. Mary Ellen Wynn, a general dentist from Cincinnati, was elected secretary of the board for the new year. The board secretary oversees the board's enforcement activities. The secretary also serves as a member of the board's supervisory investigative panel. The supervisory investigative panel was created by legislation passed during 2010. House Bill 215 created the panel in order to have two dentists members of the board review all enforcement matters and make recommendations to the board on disciplinary matters. The second member of the supervisory investigative panel is the vice secretary. Dr. Marybeth Shaffer, a general dentist from Leetonia, was elected to serve as the vice secretary. Dr. Greg McDonald, a general dentist from Springboro, was elected as an alternate secretary and will serve in place of one of the members of the supervisory investigative panel in the event that a conflict prevents the secretary of vice secretary from completing their duties on a particular issue.

Dr. Jacinto Beard, a general dentist from Columbus, was elected by the board to serve as the coordinator for the Quality Intervention Program (QUIP). The QUIP is intended to be utilized in situations where there is a reasonable belief that a clinical standard of care violation of the dental practice act has occurred but the problem could be resolved through additional education and assessment, instead of formal license discipline. House Bill 215 directed that the coordinator of QUIP be a dentist who is a member of the board. Mr. Clifford Jones, a dental hygienist from Cincinnati, was elected to supervise those QUIP issues involving dental hygienists. Separately, the board advanced several rule changes during the meeting. Chief amongst the changes is a rule to formalize the new board policy on practice management continuing education. Last year, the board adopted a policy to allow up to 6 hour per biennium to be earned in practice management focused courses beginning in January 2012. The new rule mirrors the policy and allows credit for

courses in "non-clinical dental practice related continuing education" courses would include those courses which aid in the management of a dental practice or clinic. The management of third-party payer issues, billing practices, recall and scheduling systems, production flow, communications systems, office design, ergonomics, office operations, leadership and team development and human resource management as courses which would count for credit under the new standard.

Additionally, the rule change specifically identifies that courses in dental ethics, regulatory compliance, risk management and nutrition are considered clinical in nature and count towards biennial license renewal requirements. There is no limitation in the number of hours which may be obtained in clinical courses. The board is scheduled to hold a public hearing on the rule changes in conjunction with its next meeting.



Follow the ODA on Twitter!  
@OhioDentalAssoc

Be a Part of the renowned global network of Navy Health Care  
FOR GENEROUS COMPENSATION AND RETIREMENT TO A POTENTIAL SIGN-ON BONUS  
You could soon find yourself delivering dental care to service members and their families  
Serve full-time or part-time in General Dentistry or any 13 specialty areas

800-282-1288  
[jobs\\_ohio@navy.mil](mailto:jobs_ohio@navy.mil)

AMERICA'S NAVY  
A GLOBAL FORCE FOR GOOD™



**INNOVATING DENTAL BENEFITS FOR 25 YEARS**

Since 1986, Superior Dental Care (SDC) has been providing access to affordable and quality dental care throughout Ohio and Kentucky. Join our participating dentists and enjoy convenient features like online access to our system through Superior Direct Connect, electronic claim filing, weekly claim payments deposited electronically, free advertising, and more.

6683 Centerville Business Parkway, Centerville, Ohio 45459  
Toll-Free: (800) 762-3159 | Local: (937) 438-0283 | Fax: (937) 438-0288  
[www.superiordental.com](http://www.superiordental.com) | Find us on LinkedIn, Facebook, and Twitter!

Participate in the largest network in the region as we continue to innovate dental benefits for another 25 years!



## 2012 Continuing Education course listing

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

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

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

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

For more information on free and discounted CE courses offered for you and your staff through the ODA, opportunities to earn CE online at a special member price, special video taped courses offered to members at discounted rates and 20+ member discounted CE courses during ODA Annual session please visit the ODA at [www.oda.org](http://www.oda.org).

## 2012 Continuing Education Courses

### January

- 12 **Clinical Anatomy of the Head and Anatomy of Local Anesthesia**; Speaker: Dr. Patricia Blanton; CE: 6; Location: Youngstown; Contact: The Corydon Palmer Dental Society, (330) 759-5085
- 13 **"Bruxism: Revisiting an Old Problem with New Questions and Unique Solutions"**; Speaker: Dr. Jeffrey Rouse; CE: 7; Location: Dayton; Contact: Dayton Dental Society, (937) 294-2808
- 20 **OSHA**; Speaker: Mr. Chris Moore; CE: 2; Location: Bluffton; Contact: Dr. Anthony Nigro of the Northwestern Ohio Dental Society, (419) 538-7400
- 25 **Annual Tax and Financial Planning Update**; Speaker: Brian Hufford, CPA, CFP; CE: 6; Contact: Cincinnati Dental Society, (513) 984-3443

### February

- 15 **"Maximizing your Long Term Restorative Success"**; Speaker: Dr. Lou Graham; CE: 8; Location: Elyria; Contact: Dr. Laura Pall of the Lorain County Dental Society, (216) 554-1573
- 15 **Dentistry Isn't Easy...Learn Secrets For Success in Conventional/Digital Technology And Perfecting Lab Communications**; Speaker: Robert P. Marbach; CE: 7; Location: Chillicothe; Contact: Rehwinkel Dental Society, Dr. Dave Smith (740) 446-3191
- 15 **Excellence in Everyday Esthetics! Techno-Clinical Perspectives**; Speaker: Dr. Damon Adams; CE: 6; Location: The Pinnacle, Maumee, Ohio; Contact: The Toledo Dental Society, (419) 474-8611
- 16 **Dental Radiology Training**; Speaker: Dr. Edwin Parks; CE: 2; Location: Lima; Contact: Dr. Anthony Nigro, (419) 538-7400
- 17 **University Series 1 - "Restoring Implants"**; Speakers: Straumann/Dr. Dean Morton; CE: 7; Contact: Stark Co. Dental Society, (330) 305-6637 or the Akron Dental Society, (330) 376-3551
- 18 **US I - Hands-on half-day - "Restoring Implants"**; CE: 2; Location: Dental Ceramics Lab in Richfield; Contact: Stark Co. Dental Society, (330) 305-6637 or the Akron Dental Society, (330) 376-3551
- 29 **OSHA/Radiology Review**; CE: 7; Location: TBA; Contact: Stark Co. Dental Society, (330) 305-6637

### March

- 14 **Toledo's Spring Clinic - Assessment and Treatment Protocols for the Medically Complex Dental Patient, What Does Biofilm Have to do with Chronic Disease, Persistent Wounds, and Recurrent Infections, and Soft Drink Junkies-Teeth, Bones and Body Fat**; Speakers: Dr. Michael Glick and Anne N. Guignon, RDH, MPH; CE's: 6, 3 and 3; Location: Owens Community College, Toledo campus; Contact: The Toledo Dental Society, (419) 474-8611
- 16 **"Posterior Direct and Indirect Adhesive Restorations"**; Speaker: Stephen D. Poss, D.D.S.; CE: 7; Contact: Cincinnati Dental Society, (513) 984-3443
- 21 **"The Amazing World of Oral Pathology (or Don't Expect the Family Physician to Bail You Out When You Encounter an Oral Lesion)"**; Speaker: Dr. Carl Allen; CE: 7; Location: Dayton; Contact: Dayton Dental Society, (937) 294-2808
- 21 **"Nitrous Oxide and Oral Sedation in the Dental Practice"**; Speaker: Dr. Larry Sangrik; CE: 8; Location: Elyria; Contact: Dr. Laura Pall of the Lorain County Dental Society, (216) 554-1573
- 23 **"Marriage of Occlusion and Esthetics" and "Nitrous Oxide and Oral Sedation"**; Speaker: Dr. Paul Epstein and Dr. Larry Sangrik; CE: 7 (Epstein) 8 (Sangrik); Location: Independence; Contact: The Greater Cleveland Dental Society, (440) 717-1891
- 30 **University Series II Dentsply 360**; Speakers: Dr. Alan Atlas, Ms. Shirley Branam, Ms. Theresa Groody, and Ms. Amy Kirsch; CE: 7; Location: TBA; Contact: Stark Co. Dental Society, (330) 305-6637 or the Akron Dental Society, (330) 376-3551

### April

- 18 **"Practice Transition for the Buyer, Seller and Mergers"**; Speaker: Dr. James Wilke from Paragon; CE: 6; Location: Elyria; Contact: Dr. Laura Pall of the Lorain County Dental Society, (216) 554-1573
- 19 **"The Modern Restorative Practice"**; Speaker: Michael C. DiTolla, D.D.S.; CE: 7; Contact: Cincinnati Dental Society, (513) 984-3443
- 20 **"Planning to Preparation to Placement...Perfecting the Art of Cosmetic Porcelain"**; Speaker: Dr. Jack D. Griffin, Jr.; CE: 6; Location: Newark; Contact: W.D. Miller Dental Society, (740) 344-1810
- 20 **Top 50 Most Prescribed Drugs (morning) & Antibiotics/Analgesics (afternoon)**; Speaker: Harold Crossley, D.D.S., PHD; CE: 6 (3 each); Location: Lima; Contact: Dr. Anthony Nigro, (419) 538-7400
- 25 **"The Prevention, Recognition and Treatment of Medical Emergencies that Commonly Occur in the Dental Office"**; Speaker: Dr. Kenneth Reed; CE: 6; Location: Youngstown; Contact: The Corydon Palmer Dental Society, (330) 759-5085
- 27 **University Series III - "Untangling the Confusion of Today's Restorative Materials"**; Speaker: Dr. Edward Swift; CE: 7; Location: TBA; Contact: Stark Co. Dental Society, (330) 305-6637 or the Akron Dental Society, (330) 376-3551

### May

- 4 **North Coast Spring Meeting**; Location: Independence; Contact: The Greater Cleveland Dental Society, (440) 717-1891
- 16 **TBD**; Speaker: TBD; CE: 1; Location: TBD; Contact: Rehwinkel Dental Society, Dr. Dave Smith, (740) 446-3191
- 16 **"Street Drugs Exposed - What Your Patients and Your Kids ARE NOT Telling You!"**; Speaker: Harold Crossley, D.D.S.; CE: 7; Contact: Cincinnati Dental Society, (513) 984-3443
- 18 **University Series - Bonus Facial Cosmetic Surgery**; Speaker: Dr. Joe Niamtu; CE: 4; Location: TBA; Contact: Stark Co. Dental Society, (330) 305-6637 or the Akron Dental Society, (330) 376-3551

### June (no listings)

### July (no listings)

### August (no listings)

### September

- 12 **OSHA / Radiology Updates**; Speaker: TBD; CE: 2 each; Location: Akron; Contact: The Akron Dental Society, (330) 376-3551
- 13-16 **Ohio Dental Association Annual Session**; Location: Columbus; Contact: ODA, (800) 282-1526
- 19 **TBD**; Speaker: TBD; CE: 1; Location: TBD; Contact: Rehwinkel Dental Society, Dr. Dave Smith, (740) 446-3191
- 28 **"Pharmacotherapeutics in Dental Practice, It's More than Pev v's and APAP/HC's"**; Speaker: Dr. Daniel Becker; CE: 7; Location: Dayton; Contact: Dayton Dental Society, (937) 294-2808

### October

- 3 **"Predictable Complete Dentures and Implant Over-Dentures"**; Speaker: Joseph Massad, D.D.S.; CE: 7; Contact: Cincinnati Dental Society, (513) 984-3443
- 3 **New and Expanding Horizons in Esthetic Dentistry**; Speaker: Dr. Richard D. Trushkowsky; CE: 6; Location: Youngstown; Contact: The Corydon Palmer Dental Society, (330) 759-5085
- 3 **OSHA**; Speaker: Mr. Chris Moore; Location: Elyria; Contact: Dr. Erin Astley of the Lorain County Dental Society, (440) 967-4782
- 26 **"The Art of Endodontics"**; Speaker: Dr. L. Stephen Buchanan; CE: 7; Location: Dayton; Contact: Dayton Dental Society, (937) 294-2808

### November

- 8 **Evidence-Based Dentistry in Context**; Speaker: Dr. Richard Niederman; CE: 6; Location: Youngstown; Contact: The Corydon Palmer Dental Society, (330) 759-5085
- 9 **The Ultimate Perio Course: Maximizing Your Patient Outcomes and Practice Incomes**; Speaker: Dr. Timothy Donley; CE: 7; Contact: The Toledo Dental Society, (419) 474-8611
- 9 **University Series IV - "Dental Technology"**; Speaker: Dr. Paul Feuerstein; CE: 7; Location: TBA; Contact: Stark Co. Dental Society, (330) 305-6637
- 16 **"An Update on the Clinical Management of Temporomandibular Disorders"**; Speaker: Dr. Jeffrey P. Okeson, D.M.D.; CE: 7; Contact: Cincinnati Dental Society, (513) 984-3443

### December

- 9 **7-hour Radiology**; CE: 7; Location: Columbus; Contact: Columbus Dental Society, (614) 895-2371

For a more comprehensive roster of available CE opportunities, visit <http://www.oda.org/membersonly/ce.cfm>

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

**SHAWN L. MOORE, DMD / OWNER**  
MOORE SMILES  
FAMILY & COSMETIC DENTISTRY  
LOUISVILLE, KY  
SINCE 1999 10 EMPLOYEES

## NO SMALL ACHIEVEMENT: DREAMING BIGGER

**CHALLENGE:** Dr. Moore always dreamed of having a cutting-edge dental practice. And with a growing patient list, he was eager to expand. But his cash flow challenges were limiting his growth potential.

**SOLUTION:** Dr. Moore had the Cash Flow Conversation with his PNC Healthcare Business Banker, who used his detailed knowledge of the industry to help Dr. Moore tackle key business issues. They consolidated his equipment leases into one monthly payment, which lowered expenses and freed up working capital — and tailored a real estate loan that helped open the door to bigger opportunities.

**ACHIEVEMENT:** Moore Smiles Family & Cosmetic Dentistry now has a beautiful, modern space to call home. And Dr. Moore has turned his dream into a reality.

**WATCH DR. MOORE'S FULL STORY** at [pnc.com/cfo](http://pnc.com/cfo) and see how *The PNC Advantage for Healthcare Professionals* can help solve your practice's challenges, too. Or call one of these PNC Healthcare Business Bankers to start your own Cash Flow Conversation today:

**RUSTY BENFIELD** 614-889-3888  
**JULIE FAIRBANKS** 513-612-6796  
**MIKE MANTOR** 614-759-2604


**PNC | CFO**  
Cash Flow Options

ACCELERATE RECEIVABLES  
IMPROVE PAYMENT PRACTICES  
INVEST EXCESS CASH  
LEVERAGE ONLINE TECHNOLOGY  
ENSURE ACCESS TO CREDIT



 **PNC BANK**

for the **ACHIEVER** in us all™

 The person pictured is an actual PNC customer, who agreed to participate in this advertisement. Moore Smiles Family & Cosmetic Dentistry's success was due to a number of factors, and PNC is proud of its role in helping the company achieve its goals. All loans are subject to credit approval and may require automatic payment deduction from a PNC Bank Business Checking account. Origination and/or other fees may apply. PNC is a registered mark of The PNC Financial Services Group, Inc. ("PNC"). BBK-5286 ©2011 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association. Member FDIC