

ODA Today

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



QuickBites

ODA Annual Session online registration opens this month

Online registration for the 2012 Ohio Dental Association Annual Session opens in June.

This year's event, held Sept. 13-16 at the Greater Columbus Convention Center in downtown Columbus, Ohio, offers something for the entire dental team.

Registration may also be completed using the form found on **page 18**.

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The June issue of the ODA Today is distributed to all dentists in Ohio.

Enjoy!

Dentists gain knowledge at the 2012 ODA Leadership Institute

Jackie Best
Staff Writer

Ohio State football coach Urban Meyer provided insight into his career and gave attendees tips on how to be a great leader at the Ohio Dental Association's 2012 Leadership Institute.

The ODA Leadership Institute, held May 18 and 19, 2012 at the Hilton hotel at Easton in Columbus, gave dentists the opportunity to expand their skills by hearing speakers, receiving updates from ODA leadership and attending several breakout sessions. More than 200 dentists and dental students attended.

"I thought all the speakers did an excellent job," said Dr. Mark Bronson, ODA President. "I think we had a combination of the political aspect of things that are going on in the state and country, to entertainment with Urban Meyer, to a nice dialogue with the deans of the dental schools. I think we really covered all the bases for what members are looking for."

Meyer was the keynote speaker May 19 and was a big draw for dentists. Meyer spoke about the importance of setting priorities, motivating team members and building character. He said when it comes to motivation, it's important to focus on motivating the majority instead of just the top 10 percent.

Dr. Jack Spratt, ODA Past President and Chairman of the Ohio Dental Association Foundation, said hearing Meyer speak was a highlight of the event for him.

"Urban Meyer talking about how to build a team and how to build character was right on with what Leadership Institute is all about," Dr. Spratt said.

The keynote speaker on May 18 was Ohio Supreme Court Justice Yvette McGee Brown, the first African-American woman to serve as a justice on the Ohio Supreme Court. Brown spoke about the influence dentists can have on their patients and how what they say really can change people's lives. She said her childhood dentist helped to make sure she was staying on a positive path throughout high school so she could reach her dreams.

"I thought Justice Brown was inspirational," said Dr. Tom Paumier, incoming ODA Vice President. "Her story was just fantastic, and demonstrated leadership at its finest."

Dr. Bronson agreed, saying Justice Brown was one of his favorite parts because she spoke about issues that dentists and political leaders both face.

Attendees also had a chance to listen to a legislative update from the ODA government affairs team, Mr. Darryl Dever and Mr. Adam Hewit, ODA lobbyists; Mr. Keith Kerns, ODA director of legal and legislative affairs; Dr. Joseph Crowley, ODPAC Chair; Dr. Burt Job, **See LEADERSHIP, page 5**



Ohio State Head Football Coach Urban Meyer was the keynote speaker at the 2012 ODA Leadership Institute.

ODA Councils, committees working hard for members

ODA Staff

The Ohio Dental Association is made up of a number of councils and committees, each working year round on different issues affecting dentistry.

Below you can find updates on what some of the councils and committees are doing to benefit member dentists across Ohio.

Council on Access to Care and Public Service

The Council on Access to Care and Public Service (CACPS), currently chaired by Dr. Jennifer Kale of the Greater Cleveland Dental Society, manages the ODA's public service and access to care programs. Kale stated that an important part of the council's job is to ensure that these programs provide value to the general public of Ohio and to the dental profession.

In particular, two access to care programs – Give Kids a Smile and Dental OPTIONS – continue to be strong with numbers reflecting nearly 200,000 underserved Ohioans receiving volunteer services.

• Since the first GKAS program in 2003, more than 177,000 Ohio children have received volunteer dental services with

a total volunteer value of over \$9 million. This amount includes \$990,000 provided so far through the 2012 GKAS programs.

• Since Dental OPTIONS began in 1997, over \$16,000,000 in free dental services has been provided to thousands of Ohioans in need, primarily adults.

In addition to helping those less fortunate, GKAS and OPTIONS are strong programs through which dentists can give back in the community. Several hundred dentists volunteer for GKAS each year and nearly 1,000 dentists are in Dental OPTIONS; many participate in both programs.

On the public service side is Smiles for Seniors, an award-winning program developed by the CACPS to educate those who serve the older and semi-dependent adult population. The program demonstrates how others can help older adults maintain a daily oral hygiene regimen, despite physical limitations. Operation TACTIC (Teens Against Chewing Tobacco in the Community) is a program to educate youth and adults about the risks of smokeless tobacco use. In May, TACTIC was again part of Morrow County's annual farm safety day at which all county fifth-graders learn about agricultural or rural

hazards. Teachers attending scored the presentations at 360 out of 375 possible points, with one teacher writing, "this is a message 5th graders need to hear."

Council on Dental Care Programs and Dental Practice

The council continues to promote participation in the award winning Ohio Good DEED (Dedicated to Environmental Excellence in Dentistry) Program. This voluntary, statewide amalgam and other waste disposal program was developed to recognize environmentally friendly efforts of Ohio dentists while also demonstrating to those outside of dentistry the profession's commitment to self-regulation. Over 100 dentists are currently participating in the program.

Council representatives also continue to actively assist component dental societies to minimize the impact of potential regulatory actions on dentists by local wastewater treatment authorities. ODA staff will negotiate with local wastewater treatment authorities on the component's behalf provided this is acceptable to the component and the

See UPDATE, page 6



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President's
Message

Mark Bronson, DDS
ODA President

Since Sept. 16, 2011, when I was installed as President of the Ohio Dental Association, I have traveled and represented organized dentistry in the state of Ohio and truly enjoyed every minute. My visits started exactly where they should have Sept. 19, 2011, at The Ohio State University College of Dentistry with the incoming dental students. These ladies and gentlemen are the future of our profession, and we dentists must support and encourage them to uphold

The importance of the future of dentistry

the principles and ethics of our profession. We must also help them recognize that the profession of dentistry is the only remaining healthcare profession that has a majority of the professionals still in private practice or small groups. This model shines a light for small businesses and the American spirit of self reliance. We need our future providers to develop the skills and expertise to continue this form of practice. The dental care delivery model works because it is based on the team approach with the most extensively trained individual, the dentist, as the leader.

We have agencies and companies attempting to change this model via mid-level, or registered dental providers, regulatory over reach, changes to the business model and payment inadequacies.

I attended the Dental Hygienists'

Association annual meeting on Nov. 4, 2011, and had a fantastic dialogue that led to a follow-up meeting in December. We are partners in oral hygiene issues and will continue to work collaboratively to address issues as a team.

House Bill 190, passed in 2010, allows hygienists to provide hygiene services in designated need areas under a dentist's supervision. This was the right thing to do and a positive step in increasing access to a dental home.

Having personally visited over half of the local dental societies, some at multiple events, I can honestly say our profession is strong and will remain strong. The local leaders are engaged, knowledgeable and a positive part of our profession.

Those non members, for whatever reason – understand we are in a country that over 200 years ago had courageous men and women step up to do what

was necessary for the United States of America to become the great melting pot it is. Some of those people lost everything by doing that.

Organized dentistry will continue to address issues for oral health, but to be the best, we need you. New active members, young active members, and old active members. Yes, our profession does and will need changes in the near future, so be at that table to help address these vital issues, be at the table to help get your issues addressed.

It is an honor and privilege to be your President this year, and I pledge to continue to work for the positive improvements to oral health care in Ohio and our country. Join me in this endeavor, and I thank you for all you have done and will do in the future.

ODA dentists meet with legislators at the Washington Leadership Conference

Jackie Best
Staff Writer

Hundreds of dentists from across the United States descended on Washington, D.C., from May 7 through 9 for the Washington Leadership Conference (WLC) to meet with their legislators, and about 12 Ohio Dental Association member dentists attended.

"This is my favorite meeting of the year," said Dr. Burt Job, 7th district representative to the ADPAC board of directors. "I've been attending the Washington Leadership meeting for a number of years. The positive feedback I get out of this particular meeting is what keeps me involved in dental political action."

Dr. Job said one of his favorite parts of the event is hearing from the pollsters and political pundits. This year, attendees heard from Stu Rothenberg, a polling and elections expert, who gave his opinion on how this fall's election will turn out based on current polling data. He currently feels the race for the White House is a toss up and the Republicans will probably hold onto the House, and have a good chance of gaining a majority in the Senate. He also stressed that these predictions are based on May polling data and a lot can change between now and November.

Dr. Job said that WLC attendees who meet with their legislators are instructed to discuss issues that the ADA lobbyists have been advocating for all year. This gives the local dentists the opportunity

to reinforce current ADA positions and hopefully receive their support.

This year, the three main issues the attendees focused on were legislation that would repeal the excise tax on medical devices, legislation to promote pro bono dental work and the Dental Insurance Fairness Act.

Protect Medical Innovation Act of 2011 and the Medical Device Access and Innovation Protection Act

Attendees asked their legislators to support these bills that would repeal the excise tax on medical devices, which is part of the Patient Protection and Affordable Care Act. This tax is likely to be passed on to providers and consumers through higher prices, and the dental insurance industry estimates it will increase the cost of dental care by \$160 million annually.

Coordination of Pro Bono Medically Recommended Dental Care Act

This legislation would create a grant program to coordinate medically recommended dental care for low income individuals. Volunteer dentists will provide free care to patients with medical conditions including diabetes, cancer, autoimmune disease, kidney disease or those who need heart or joint replacements or transplants.

The coordination of services is expected to reduce the cost to Medicare and Medicaid. Attendees to the WLC sought co-sponsors for this legislation

that would create a grant for \$2 million annually for five years.

Dental Insurance Fairness Act of 2012

Attendees asked their legislators to co-sponsor this bill, which would help consumers receive the full value of their dental coverage. This bill would require all health plans offering dental benefits to provide uniform coordination of benefits. The legislation also would require all health plans offering dental benefits to permit assignment of benefits.

Other issues

Dentists also spoke about the McCarran Ferguson Act, legislation that reduces the rank of chief dental officers in the military and the topic of fluoridation.

The McCarran Ferguson Act exempted health insurance companies from antitrust laws almost 65 years ago. Attendees asked their senators to introduce or support a companion bill to legislation in the House that would restore application of the federal anti-trust laws to the health insurance business.

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The Director's Chair

David J. Owsiany, JD
ODA Executive Director

On Sunday, May 20, 2012, I gave the Case Western Reserve University School of Dental Medicine Commencement Address. It was a humbling experience to address the next generation of dentists on such a special occasion, but one I enjoyed immensely. Below is an abbreviated version of my remarks.

"Dean Goldberg, Faculty, Staff, Distinguished Guests, Friends, Family and most importantly Class of 2012 -

It is my honor to speak at your Commencement Ceremony. I want to extend my congratulations to all of you. Your hard work and dedication have paid off. And now you can look forward to years of paying off your student loans!

But in reality, the tuition you paid for your dental education will prove to be one of the best investments

that you will make in your lifetime.

Your dental education will provide you with many opportunities and wherever you land, your dental education and the skills and knowledge you have gained will go with you.

Ultimately, the opportunities you will be afforded will likely provide you with a comfortable lifestyle. And there is nothing wrong with that. All too often, our modern society seeks to penalize and minimize the importance of success and achievement. There is nothing wrong with pursuing your dream, including a dream to own your own successful private dental practice. In fact, many times, in pursuing our own dreams, we help to advance others' dreams as well.

If your dream is to someday own your own dental practice, you will be contributing to the advancement of your community in many ways. The excellent clinical skills you developed here at the Case Western Reserve University School of Dental Medicine will allow you to provide valuable and high quality dental services to your patients to improve their oral health. Those patients will also put their faith and trust

in you to care for their oral health – holding that trust is truly an awesome responsibility when you think about it.

But in addition to providing for the oral health of your patients, you will also significantly contribute to the economy of your community. For example, the typical dental office in Ohio employs eight to ten people in addition to the owner dentist, including dental hygienists, dental assistants, EFDAs, front office staff and others. In fact, more than 20,000 people work in the dental field in Ohio – and nearly all of them work for a dentist. So as employers, dentists literally help thousands of other individuals secure their own dreams and to provide for their families.

The typical dental office also generates more than \$1 million in economic activity per year – that includes what dentists pay their staff, what they pay for goods and services and the taxes they pay. So, dentists are employers and employees, small business owners and taxpayers, drivers of economic activity and valuable members of the local community. And that should be celebrated.

Some of you will choose to pursue your own private practice, some of you may

choose a large group practice and others may choose to enter the corporate world. Some of you will further your education, perhaps in a residency program, and some may even chose to pursue a career in dental education. Whatever path you choose, your career will be yours to define. Because your dental education provides you with a diverse and useful set of skills and because your standing as a dentist gives you the credibility in the professional world, you will have the opportunity to pursue many different avenues. And where you end up may not be where you intended when you started.

For example, Dean Goldberg graduated from Case Western Reserve University School of Dental Medicine – longer ago than he likes to admit – and he went on to get his training in oral and maxillofacial surgery and then pursued a career in dental education right here at his alma mater. It was perhaps foreseeable that he could one day become dean of the dental school and his impact at the dental school has truly been amazing. But perhaps even more amazing is that he has been asked during his career to serve as Interim Dean of the medical school and Interim Provost and University Senior Vice President, allowing him to have a positive impact beyond just the dental school to the medical school and the university community at large. Not bad for someone who several years ago, was sitting where you are sitting today.

Currently, there are two dentists serving in Congress. Dr. Paul Gosar had a private general dental practice in Arizona for more than 25 years before he was elected to the U.S. House of Representatives in 2010 and Dr. Mike Simpson is serving in his seventh term in the U.S. House after having practiced dentistry in Idaho with his father.

My point in bringing these examples up is that dentists fulfill many important roles and careers in our society, beyond practicing dentistry, including as government officials, corporate CEOs, scientific researchers, inventors, members of the clergy and military leaders. Completing your dental education is just the beginning of a journey that may take you places that you never imagined.

But whatever path you choose, it is important to remember that as a dentist you are a professional, and that status carries certain obligations and responsibilities. You have obligations to your patients, obligations to the public, obligations to your community and obligations to your profession.

As a professional, providing service to the underserved should become a part of who you are. Dentistry has long demonstrated its commitment to being a caring and compassionate profession. In fact, through your dental education here at Case you have already begun that commitment through your work in the Healthy Smiles Sealant Program, and other outreach programs like Family First and Give Kids a Smile. This commitment to providing care to underserved populations serves so many valuable functions. First and foremost, it provides valuable oral health care services to our most vulnerable populations. It also demonstrates the commitment of the dental school and its students and alums and the dental profession to the local community. And maybe, just maybe, you touched the lives of some of those young people you treated by providing a caring touch to kids who may not have role models in dentistry. Maybe your example will lead them to a career in dentistry.

I am reminded of the comments that the director of the Ohio Department of Health,

See OWSIANY, page 6

FRANK R. RECKER, DDS, JD

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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
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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.

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Legal Briefs

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

A recent study from the ADA's Health Policy Resources Center indicates that the rate of solo practitioners is falling. In 2009, 76 percent of dentists were solo practitioners. But in just one year's time the rate had fallen to 69 percent. At the same time, the number of large group dental practices has risen 25 percent.

These results are not entirely surprising. The average dental student's student loan debt exceeds \$177,000 according to the American Dental Education Association, making it difficult for many new dentists to take on the additional debt necessary to begin a solo practice.

Many experienced dentists also find adding an employee or associate an attractive option. Associates can ease workloads or help improve productivity and expand services. Perhaps most important, an associate is a potential buyer for a dentist's biggest professional investment – the practice.

Even though employment arrangements can prove favorable to new dentists and established practitioners, they still can be fraught with potential problems if both parties do not engage in careful planning. Without careful planning, disputes may arise regarding practice philosophies, expectations over production, assignment of patients, control of practice issues and practice buy-in, to name a few.

Parties to a new employment relationship should try to reach a comfort level with one another before executing an agreement. It is important to determine if personalities are compatible. It is also important to discuss the reasons each person is seeking an associate relationship. If the reasons differ drastically, an ensuing employment relationship may fail due to unmet expectations.

The most important step that can be taken to avoid future problems is to negotiate an appropriate employment agreement. Associate contracts or independent contractor agreements can and should address a variety of issues that may be the source of future tension between an employee and employer.

For instance, dental employment contracts can address issues related to salary and compensation of the associate, insurance requirements, work hours, production expectations, auxiliary staff assignment and benefits such as vacation and sick time.

Employment contracts also can include provisions to address office policies, the nature of work that the associate will perform and potential ownership opportunities.

Addressing all of these issues and others in writing will ensure that all parties know exactly what to expect from the employment arrangement and in turn, what is expected of them. Settling these issues before employment actually begins will save the parties a great deal of frustration and make for a more successful relationship.

Unfortunately, many times the arrangement does not continue long term. Accordingly, it is important that any employment agreement contain provisions for dissolution and termination of the employment relationship. These provisions can be the most contentious in an employment contract, which makes it critical for employers and employees alike to pay close attention to these sections of

Use caution when entering into a new employment relationship

the contract.

One such provision is a restrictive covenant, or covenant-not-to-compete. This is a contractual provision which limits the employee from engaging in similar work in a certain geographic location for a specified period after employment has ceased.

Generally, to be enforceable, a restrictive covenant must be reasonable in both length and scope. There is no exact definition of what constitutes a reasonable restraint on location or length. That determination will be made by a court after considering several factual issues which may include:

- Length of time the associate was employed with the practice
- Number of dental practices in the area
- Hardship the restriction would place on the associate
- Extent of the associate's access to confidential information and patient lists
- Skill and expertise of the employee

After reviewing these and other factual issues, the court will weigh the business interest the practice is attempting to protect against the economic and professional hardship the restrictions

would place on the associate.

A related concern involves the control of patient records and providing notice to patients following the termination of the employment relationship. There

is no universally accepted standard to address these issues, but they should be accounted for as part of the employment contract. When negotiating these issues,

See KERNs, page 6

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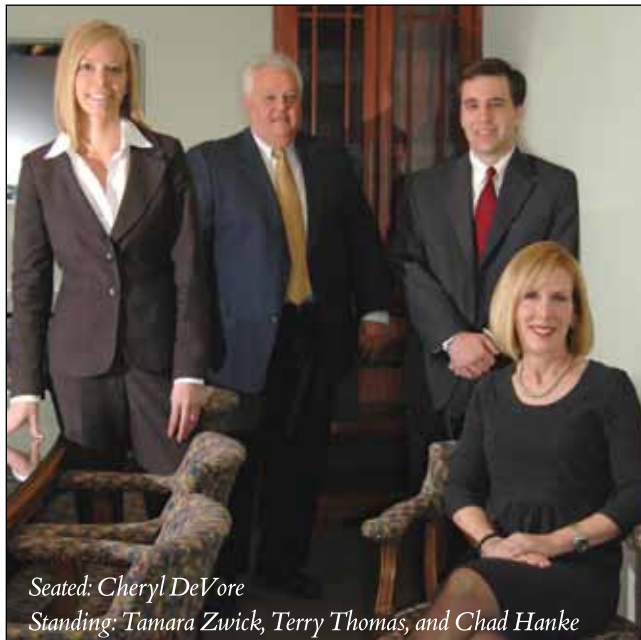
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LEADERSHIP, from page 1



ODA president Mark Bronson, D.D.S. greets Justice Yvette McGee Brown as she arrives to speak at the 2012 Leadership Institute.

ADPAC Board member; and Dr. Henry Fields, ADA Council on Government Affairs Vice Chair.

"I think it was interesting and informative to know how current events will impact dentistry, as well as getting a perspective on the national elections," said Dr. Michael Masonbrink, a dentist from Canton.

Later that afternoon was a Deans' Roundtable, where three dental school deans discussed issues facing dentistry and dental schools. Dr. Jerold Goldberg from Case Western Reserve University School of Dental Medicine, Dr. Patrick Lloyd from The Ohio State University College of Dentistry, and Dr. Marsha Pyle from the University of Missouri-Kansas City School of Dentistry all participated in the forum led by Dr. Fields.

"I enjoyed that because it gave me a sense of what dental schools are looking at, the problems they have, how they hope to resolve them, and I can reflect back on my own education and see some of the same problems and how it was handled back when I graduated," Dr. Masonbrink said. "Times have changed, budgets are tougher, costs have risen and there is less money."

Dentists also had the option to attend two out of three breakout sessions offered that afternoon. The sessions included a presentation on third-party payer issues presented by Mr. Chris

WASHINGTON, from page 2

Attendees also shared their opposition to a proposal that would reduce the rank of Chief Dental Officers of the United States Army Dental Corps and the United States Air Force Dental Corps from the current statutory grade of Major General to the grade of Brigadier General.

Another topic of discussion among attendees and their legislators was fluoridation. Attendees aimed to clear up misconceptions and educate them on the benefits of fluoridation.

"Each year we go to Washington, D.C., and discuss issues related to oral health from the public's and the profession's viewpoint," said Dr. Henry Fields, a past president of the Ohio Dental Association, current chairman of the ODA's Task Force on Auxiliary Utilization and Access to Care and current vice chairman of the ADA's Council on Governmental Affairs. "The issues each year vary in importance, but the critical thing is we continue to make the point with our elected officials that we are the knowledge and voice of oral health and want to work with them to advance everyone's lot. Due to pre-election politics, activity in Congress is a bit slow, but that is a good time to reinforce our relationships at other than times of desperate need."

ODA members met with Sens. Sherrod Brown and Rob Portman and Reps. Jim Jordan, Steve Chabot, Jean Schmidt, Steve Stivers, Bob Gibbs, Bill Johnson, Marcia Fudge, Betty Sutton, Pat Tiberi, Steven LaTourette, Jim Renacci and Bob Latta.

Dr. Job said attending the WLC is a great experience and will give local

Moore, ODA director of dental services; a presentation on communicating with patients and the public presented by Angela Krile of Krile Communications and Dr. Matthew Messina, ODA Today Executive Editor; and a presentation on the ODA Services Corp. from Peg Cissell, ODA Director of Finance and COO of ODASC.

"I thought the breakout sessions I attended were extremely informative and very useful to help my practice," Dr. Paumier said. "I attended Chris Moore's on insurance and Peg Cissell's on ODASC, so both were things that I could take back to my practice and use immediately."

The program also featured a presentation about the health care reform law and the U.S. Supreme Court by Owsiany.

Dr. Bronson said the update on health care reform was one of his favorite parts because Owsiany was able to explain the situation in a way that would make sense to dentists.

"It gave us the nuts and bolts of what's happening," he said.

The day also included a Seventh District Trustee Update from Dr. Charles Steffel, ADA Seventh District trustee, and an Executive Committee Town Hall Meeting.

Dr. Spratt said he has attended most of the Leadership Institutes, and each year it has gotten better and better. He said events like the Leadership Institute that allow dentists to get involved are what make the ODA so strong.

"To sum it up, if you want to be a part of the solution, you've got to get involved," he said, adding that if dentists allow someone else to come up with the solutions for them, they might not like those solutions.

dentists a different perspective on the democratic process.

"Any member can attend the annual Washington Leadership Conference and join their local grassroots dentists up to Capitol Hill," he said. "I am sure they will find their time and money to be well spent."

Dr. Paumier said it's also beneficial to get to interact with dentists from across Ohio.

"The fellowship with other leaders across the state and finding out what's going on in their communities is as beneficial as the formal topics that are covered," Dr. Paumier said. "That's the intangible that you don't read in the brochure, but that ability to have fellowship with others is as beneficial as anything."

Dr. Bronson said it's important for dentists to attend the Leadership Institute to stay informed about issues that could

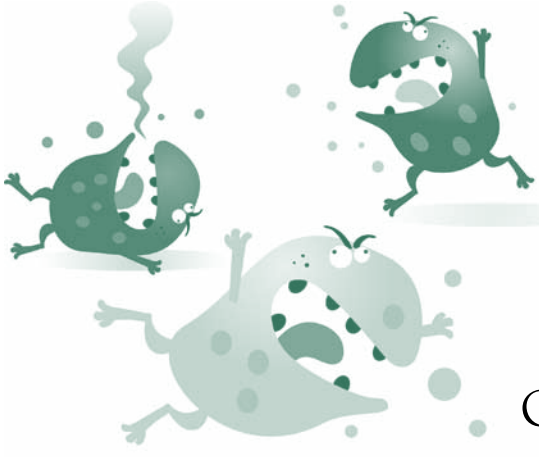
impact their businesses and to get a broader perspective than they might receive at local constituent society meetings.


"I would encourage every ODA member to attend at least one Leadership Institute in their professional career, as well as at least one Annual Session," Dr. Masonbrink said, adding that once dentists have attended, they will realize how beneficial these events are to their careers. "After you've attended one, you're more inclined to go to the second one. You just have to experience that. It's a must do in your dental career."

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NEWER SIGNALIZED PLAZA

UPDATE, from page 1

component provides clear direction as to what it would like. Of particular note, the ODA is working with the Akron Dental Society on the City of Akron's possible development of new dental specific amalgam waste disposal regulations.

The council's Dental Insurance Working Group continues to meet on a monthly basis to address dental insurance/third party payer issues, questions, complaints, etc. that are submitted to the ODA. The working group recently successfully addressed third party payers' use of controversial credit card payment methodology.

The council has continued to promote the ODA's new Direct Reimbursement brand, Carnation Dental, to Ohio employers as an alternative form of dental benefits. Carnation Dental is based on freedom of choice, and is a fee-for-service dental plan that provides benefits based on the dollars spent on dental care, not type of service provided. The council has developed a user friendly Carnation Dental website and provides free-of-charge promotional flyers to dentists who

wish to provide them to dental benefits decision makers.

Statewide Subcouncil on Peer Review

The subcouncil has continued to fine tune the ODA's Peer Review Policies and Procedure manual while also providing case by case assistance and training to local dental societies that request it concerning the peer review process.

Dental Education and Licensure Committee

The committee is continuing to monitor the possible development of a national dental licensure exam and other states acceptance of PGY-1 and California's new licensure by portfolio model.

The committee is also working to develop an ODA policy statement relative to CPR for submission to the 2012 ODA House of Delegates.

The committee has submitted the ODA's Continuing Education Recognition Program (CERP) sponsorship application to the American Dental Association and also extended CERP approval status to

the Akron, Cincinnati, Columbus, Corydon Palmer, Dayton, Greater Cleveland, Stark County and Toledo Dental Societies.

Ohio Dental Political Action Committee (ODPAC) Board of Directors

The ODPAC Board of Directors has been working to raise funds to elect pro-dentistry candidates for office and thereby fights against unnecessary government regulation and to protect the sanctity of the dentist-patient relationship.

In order to improve fundraising efforts, the ODPAC Board is creating new ODPAC membership levels, the Emeritus Level and the Emeritus Elite Level. These levels will be for retired and retired life ODA members and will allow for a one-time contribution of \$1,000 or \$5,000 to become a member of ODPAC for life.

These membership levels will allow retired dentists to be recognized for their contributions to dental advocacy and leave a lasting legacy that will help protect the practice of dentistry into the future.

Check back in the *ODA Today* for information about these new membership

levels in the future.

Annual Session Committee

The ODA Annual Session Committee has been working hard to ensure the ODA 2012 Annual Session has the best speakers, continuing education and vendors.

The scout team attended conferences and events across the United States listening to speakers, participating in courses and viewing exhibit halls to find the best of the best. The team attended the Chicago Midwinter Meeting in February and the Thomas P. Hinman Dental Meeting in Atlanta, in March.

At these meetings, the scout team discovered nationally known speakers that will present the most up-to-date information; continuing education workshops that will teach the latest techniques; and vendors of the newest technologies, products and services to be shown at the Exhibit Hall.

Special events for this year's Annual Session, include the Callahan Celebration of Excellence and a tour of the Anthony Thomas Chocolate Factory.

OWSIANY, from page 3

Dr. Ted Wymyslo, made at the dental school this past February as we celebrated the statewide kick off of Give Kids a Smile.

He said: 'When I was four years old, my first experience with health care was with dental health care. We would go to the health department to the dentist there and that dentist was the most caring, compassionate person that I remember in my whole life. I remember having those early impressions of what it meant to be a health care deliverer - someone involved in helping others.'

Dr. Wymyslo went on to become a family practice physician and today - as director of the Ohio Department of Health - he works with Ohio's 125 local health departments and public and private health partners across the state to improve the health and wellness of Ohio's 11.5 million residents. And he was inspired to pursue his commitment to public health by the local dentist he saw when he was a young boy.

You never know how your actions and the example you set may inspire others.

There are all kinds of examples of how dentists give back. And many of those examples are right here in the Case Western Reserve University dental community. Dentists give back by caring for the underserved in foreign countries

where dental care is nearly non-existent. For example, Case's pediatric dental residents regularly go on medical mission trips to Honduras to provide dental care to thousands of children who live in unbelievable poverty and would otherwise have no dental care at all.

Dentists also give back by taking care of the underserved right here in our own community. I mentioned earlier the Give Kids a Smile program. Every year, dentists host Give Kids a Smile events across the country providing care to more than 400,000 children. The annual Give Kids a Smile event at Case is one of the nation's most successful programs, serving more than 500 children annually. Such a successful program depends on the commitment of dozens of volunteers and the willingness of Dean Goldberg to open the school's dental clinics for these children to be seen.

For the last 10 years, Case dental school alumus, Dr. Tom Kelly, has led the effort coordinating the Give Kids a Smile Day at Case. He coordinates with the dental school, he organizes all of the volunteers, and he works with the local elementary and middle schools to ensure the children actually get to the dental school. He literally has put in hundreds of volunteer hours to make sure these kids

have access to care and, for many, this is their first experience with dental care and Dr. Kelly ensures it is a positive one.

Dentists also give back by leading their professional associations to ensure that dentistry continues to be a respected and valued profession. For example, another Case Western Reserve Dental School alum, Dr. Ron Lemmo, has worked at every level to advance his beloved profession. Dr. Lemmo has served as president of the Greater Cleveland Dental Society and president of the Ohio Dental Association. For the past few years, at the national level, he has served as the chair of the American Dental Association's Special Committee on Finance, and this fall he will run to serve as Treasurer of the ADA. He has spent thousands of volunteer hours working to protect and preserve dentistry to ensure you all have a well-positioned and valued profession.

I could go on and on about how dentists give back in so many different ways. It is not just that dentists provide care to the underserved in developing countries and here at home, or that they volunteer to nurture their profession for future generations. You will find dentists as leaders in nearly every community, heading up charitable efforts and civic organizations. They chair their local blood

drives and food banks. Dentists serve as presidents of their local chambers of commerce and rotary clubs. This is the type of commitment that professionals must engage in to ensure that our civil society continues to thrive. It has been our obligation as professionals and it will be your obligation as well.

So today, I congratulate you as you commence your journey into your new profession.

When considering a similar journey, Winston Churchill once said:

'Every day you may make progress. Every step may be fruitful. Yet there will stretch out before you an ever-lengthening, ever-ascending, ever-improving path. You know you will never get to the end of the journey. But this, so far from discouraging, only adds to the joy and glory of the climb.'

Class of 2012 - as you continue on this journey to becoming excellent dentists and well-rounded professionals, you will undoubtedly experience that joy and glory. Best of luck in all of your future endeavors."

KERNS, from page 4

dentists should remember two important provisions of the ADA Principles of Ethics and Code of Professional Conduct:

- patient autonomy - a dentist has a duty to respect the patient's rights to self determination and confidentiality, and
- patient abandonment - a dentist should not discontinue treatment without adequate notice and the opportunity to obtain the services of another dentist.

Interestingly, in the medical community, the issue of providing patients notice of the termination of a physician's employment has become such a controversial issue that the Ohio General Assembly is on the verge of adopting legislation to create a standardized process. House Bill 417 would require employers of physicians to give patients notice of the physician's departure and provide patients with the physician's contact information.

When negotiating an employment contract, parties should always involve their legal counsel to ensure that the agreement is fair, incorporates all necessary issues and complies with all applicable laws. The American Dental Association has developed a detailed guide on associate agreements that includes a sample contract. The guide may be obtained by contacting the ADA salable material section at (800) 947-4746. For additional information on these issues, please contact the ODA legal department at (800) 282-1526.

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Dental Insurance Corner

Dental Insurance Corner: Carnation Dental and the dentist's role in promoting Direct Reimbursement

Christopher A. Moore, MA
ODA Director of Dental Services

Dental insurance and other forms of third party payment are both a boon and a bane for most dentists.

On the good side, dental insurance provides a powerful incentive for individuals to obtain dental care. People (and their children) who have dental benefits visit the dentist more frequently than those who do not. They are similarly more likely to have a regular dentist, receive restorative dental procedures and get treatment for periodontal disease than those who do not. Lack of insurance is also cited as the most common reason for not visiting a dentist among those without dental benefits. Nearly three out of four people without dental insurance only go to the dentist when they are in pain or believe they have a problem.

On the bad side, just ask any dentist, office manager or billing person what they think about dental insurance. The administrative issues can be burdensome.

The dental profession has developed an alternative form of dental benefits, Direct Reimbursement (DR), to address both the good and bad qualities that many dentists associate with other forms of third party payment.

The DR concept has been around since the 1970s. It has proven itself to be a viable dental benefit that can provide an employer with a better bang for the buck than other dental benefit offerings. Funds allocated for dental care go toward just that. The American Dental Association estimates 88 to 92 percent of the employer's DR dollar actually goes toward purchasing dental care. Whereas reports from the National Association of Dental Plans have indicated that 68 percent of the dental HMO benefit dollar, 80 percent of the indemnity dollar and 81 percent of the dental PPO dollar purchase actual dental care.

The ADA strongly supports DR and its emphasis on freedom-of-choice, fee-for-service dentistry as the dental profession's preferred method of financing dental treatment.

The Ohio Dental Association has taken an additional measure to promote DR by developing a new brand name, Carnation Dental, through which to present the DR concept to Ohio employers.

Carnation Dental is DR. It is a consumer-directed, dollar-based, self-funded dental benefit that allows patients the freedom to seek care from any licensed dentist. Patient reimbursement is based on the actual dollars spent on dentistry, and not the type of dental procedure received.

Carnation Dental is not a managed care plan and it does not require the dentist to enter into a contract in order to access patients who have Carnation Dental as their dental benefit.

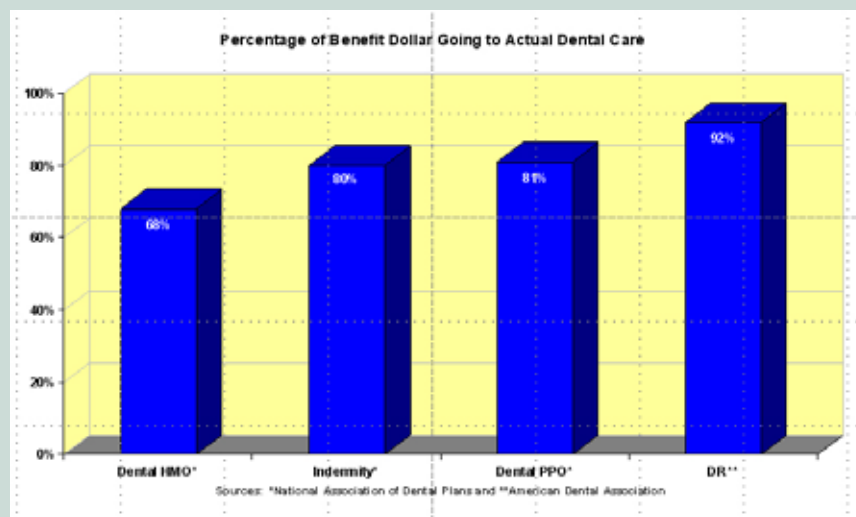
"Carnation Dental is simply the name that has been selected to promote DR in Ohio," stated Sharon K. Parsons, D.D.S., chair, Council on Dental Care Programs and Dental Practice. "It represents what we believe is a simple-to-understand, fee-for-service dental benefit that best preserves the patient-dentist relationship. We would like to get Carnation Dental flyers into the hands of as many interested dentists as possible over the summer months so that they can provide them to local decision makers in time for when dental

benefits decisions are made for the coming year."

The idea to develop the Carnation Dental brand originated from the insurance brokers and benefits consultants the ODA uses to promote DR to Ohio employers. They believe a branded name will make DR more competitive in the Ohio dental benefits marketplace.

"The Carnation Dental brand helps turn the concept of DR into a tangible product that we can market to Ohio employers," said William Shimp, CLU, a partner at Gardiner Allen DeRoberts Insurance and one of the ODA's DR benefits consultants. "It is a clean, nice-looking brand that will resonate with human resource departments in our target market. I look forward to following up on the leads that this program and ODA members generate."

Carnation Dental and DR also benefit Ohio dentists by:



The graph above, demonstrating the percentage of the dental benefit dollar going to actual dental care, shows that DR provides employers with more value for their money.

- Reducing paperwork and red tape in the office
- Allowing dentists to determine treatment with their patients without interference from a third-party payer
- Typically covering all dental services, with the exception of cosmetic

See CARNATION DENTAL, 19

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Can your office benefit from a portable electronic device policy?

Kathleen M. Roman, MS

Have Americans become addicted to instant connectivity?

No matter where we are, it seems that someone is either sending or receiving messages through a variety of portable electronic devices. Let's consider the risk management implications of this "age of instant access" for the dental practice.

The case for use of portable electronic devices

Mary G. is a single mom raising two school-age kids. In order to make sure they've gotten home safely from school, she wants her children to call her cell phone at 3:30 every day. The phone call typically takes less than two minutes and follows a fairly consistent pattern: "Hello. You're both home? Soccer practice tonight. Do your homework now. Put the casserole in the oven at 350°. I love you. Goodbye."

This type of call was typical in many working environments long before phones became portable. The employee wasn't taking advantage of the employer; rather, she was attempting to avoid workplace distraction by ensuring that things were going well at home. Few employers object to this type of communication — whether on a work phone or a personal cell phone.

Compare and contrast the issue

The same dentist who employs Mary G. now hires another employee, Lysa J. Lysa is in her mid-20s, single, and lives with her physically disabled mother. Just as Mary calls her kids every afternoon, Lysa also calls her mother. But these phone calls are rarely brief. Typically, Lysa multitasks while talking with her mother. She wanders around the office speaking into her phone's headset. At the same time, she completes various clerical tasks, and sometimes even interacts with patients. She may schedule appointments or collect payments, all while detailing her daily activities, including interactions with patients and other employees over the phone. Sometimes these conversations with her mother include personal information, e.g., arguments with a boyfriend or prescription refills for her mother. She is often texting friends, posting messages to her online social media page, etc.

Inconsistency

Without a policy about personal calls at work, the dentist may find it difficult to ask Lysa to alter her phone habits. After all, Lysa continues to work while she's on the phone. Mary doesn't. Therefore, isn't Lysa actually the more dedicated employee? If Mary has always been allowed to make personal phone calls to her children, then isn't Lysa being discriminated against if she is forbidden to call her poor, disabled mother?

The accommodation of allowing employees such as Mary to make a reasonable number of personal phone calls during work hours shouldn't be misinterpreted if another employee puts a different spin on the matter.

Additional risks

Research warns that multitasking can increase the risk of error. In any healthcare environment, error may pose harm to patients. Errors may range from noting a patient's appointment for the wrong day or time (an inconvenience) to misfiling a biopsy report (a potentially significant injury). Distraction caused by multitasking can also antagonize patients who, although unharmed, may perceive these interruptions as disrespectful or dangerous.

Expanding on the issue of security, violations of personal privacy can have a ripple effect when inappropriate conversations are overheard — not just by individuals in the office but by people who

may be on the other end of a telephone conversation. When the telephone conversation can occur anywhere within the office, inadvertent eavesdropping may increase. Whereas staffers are more likely to mute a desk-based phone unit, the likelihood of conversations being muted decreases with the use of smart phones and other small telephonic devices.

The use of personal phones in the workplace has also increased the temptation of employees to engage in inappropriate activities. Reports of cyber security breaches proliferate on a nearly daily basis. Hospitals and other healthcare organizations have reported significant security breaches by: a) employees who use their cell phones to take pictures of patients' social security numbers and credit cards; b) illegal transmission of electronic patient files via smart phones; c) setup of bogus checking and financial accounts for the purpose of defrauding the employer, and d) numerous other types of criminal activity.

Policy planning

At its core, every practice needs a policy based on its commitment to provide safe, courteous and efficient patient care. To the extent possible, personal phone calls should be taken care of during breaks or lunchtime. The policy should be broad in order to cover a variety of situations and to keep it as fair as possible. In Lysa's case, there is no reason why she can't call her mother on her own time, and Mary should schedule her afternoon break for 3:30.

On those occasions when an employee is forced to make or receive personal calls outside of personal time (the school calls to report that one of the children has a fever or the disabled mother has forgotten the proper dosage for her new medication), then these infrequent calls can be promptly managed, or, if they are not emergencies, can be deferred until a more appropriate time, e.g., "I need to be with a patient right now; let me call you back in two minutes."

In addition, the presumption that friends or family can chitchat with an employee at work should be addressed, courteously but firmly.

Also, employees should not be allowed to carry personal portable devices with them throughout the office. Rather, these should be turned off during business hours, and kept in employees' purses or in their desks. They can check and respond to personal calls during their off time.

Finally, photographic use of phones should be forbidden as part of written policy and abuse of this policy may be a cause for immediate termination of

employment. In a recent Indiana case, a nursing aid was fired because she used her telephone to take a picture of a patient who was in her care. She thought it was amusing that the disabled man had soiled himself and so she took a picture of his embarrassment even though a colleague had warned her not to do so. The aide was charged with voyeurism, a Class D felony.

Conclusion

Every technological advance entails potential new opportunities, e.g., expanded services and enhanced income. At the same time, new technologies may pose challenges that won't be identified unless risk assessment is part of the ongoing function of the dental practice. As part of their ongoing commitment to patient privacy and security, most dental

practices already have in place policies and procedures that address security of computers, use of passwords, message encryption, and a position on viewing patient information. The next step in security is making sure that employees understand the role — and necessary limitations — associated with the use of portable electronic equipment in the scope of dental practice. For further information about cyber security, dentists and practice administrators are urged to contact the risk management staff of their professional liability carriers or their personal attorneys.

Kathleen M. Roman is a Risk Management Education Leader for The Medical Protective Company, founded in 1899. She can be reached at kathleen.roman@medpro.com.



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ODA partners with Ohio News Network to launch radio advertising campaign

ODA Staff

The Ohio Dental Association has partnered with the Ohio Society Association of Executives (OSAE) and the Ohio News Network (ONN) radio division on a 2012 public awareness campaign. The campaign will provide an opportunity for the ODA to join together with other Ohio associations within OSAE to promote ODA membership as well as support member dentists and dental practices through a public education campaign with messages targeted to consumers around the state.

ONN is a provider of news, weather, and sports programming for 80 radio affiliates across the state of Ohio. Owned and operated by The Dispatch Broadcast Group, the largest news and information organization in Ohio, ONN has a strong reputation for success.

The 2012 ODA campaign in conjunction with a variety of OSAE member associations is slated to run for 10 months from May 2012 through February 2013. ODA messages began airing the week of May 21st. The ODA will release 60 second on-air messages promoting dentistry in the community including individual sponsorships.

"The public will start hearing the message of the rigorous education necessary to be a dentist, as well as the requirement and quality of continuing education needed to be a dentist," said Dr. Mark Bronson, ODA president. "The trust the public puts into our profession and the responsibility we have being a dentist is also an important message. And last but not least, the commercials

will address how the public should ask if their dentist is an ODA member dentist."

ODA radio spots are expected to increase awareness of the importance of seeing ODA member dentists as well as tackle dental health issues ever present in the community.

"The ODA Executive Committee always takes seriously our charge to access member benefits that will enhance your practice," said Dr. Bronson. "With all the increased regulatory aggressiveness, we found it prudent and productive when presented this concept of improved media exposure for only ODA members."

By joining forces within the OSAE campaign, the ODA will be able to take advantage of the combined campaign effort by tying into an OSAE/ONN landing page/microsite created specifically for this program. All of the on-air commercials will direct listeners to go to this website to access the OSAE "choose a professional" page for more information. The "choose a professional" feature will direct potential patients to the ADA Find a Dentist search function. The ODA will also receive a banner advertisement housed on the landing page that subsequently links back to the ODA website.

"Our goal is to educate the public on all aspects of what it takes to provide the services we give," Dr. Bronson said. "ONN affiliate stations are in all the major markets and some smaller markets as well. Through this campaign we can continue our commitment to access to care and public education."

In addition to the on-air and web based

promotions, ONN has also produced a profile-raising video on behalf of the ODA. The video can be accessed at www.alwaysgowithapro.com or via the ODA public resources page at <http://oda.org/about-the-oda/public-resources/>.

The ODA website will offer full support of the advertising campaign by housing all active radio advertisements in audio format available to all members for download.

The primary objective of the ODA radio advertising campaign is to educate the general public on how dentists contribute to a family's healthy life and to encourage patients to ask their dentists if they belong to the ODA.

A complete list of all 82 ONN radio affiliates can be found below.

CARNATION DENTAL, from page 7

services, which are typically not covered by any form of dental plan.

Carnation Dental offers a simple method for employers to provide quality dental benefits to their employees. The employer simply selects a benefit formula and when an employee seeks dental treatment, he or she visits the dentist of his or her choice. The employee then provides the employer proof of treatment for reimbursement.

The employer or their third-party administrator (TPA) reimburses the patient for all or part of the expense, according to the plan design.

Employers can design the plan structure that best works for their company. For example, some employers offer DR plans that do not require the patient to pay the dentist's entire fee at the time of service and instead allow the dental office to submit a claim to the employer, or the employer's TPA, for the

services provided. The patient is then billed for any outstanding balance.

For more information on Carnation Dental or to request promotional materials to give to patients or local decision makers, call the ODA at (800) 282-1526, ext. 16, or visit www.carnationdental.com.

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.

ONN Affiliates (by City) 82 Stations

Archbold/Toledo	WMTR-FM	Galion	WFXN-FM	Portsmouth	WZZZ-FM
Ashland	WNCO-AM	Greenville	WTGR-FM	Sandusky	WLEC-AM
Athens	WATH-AM	Hamilton/Cincinnati	WMOH-AM	Sidney	WMVR-FM
Bellefontaine	WBLL-AM	Hillsboro	WSRW-FM	Steubenville	WCDK-FM
Bellevue	WOHF-FM	Huntington, WV	WVHU-AM	Tiffin	WTTF-FM
Belpre/Parkersburg	WHNK-AM	Ironton	WIRO-AM	Toledo	WLQR-AM
Bryan	WBNO-FM	Jackson	WYRO-FM	Toledo	WLQR-FM
Bryan	WQCT-FM	Kenova, WV	WTCR-AM	Uhrichsville	WBTC-AM
Bucyrus	WBCO-AM	Lancaster	WLOH-AM	Van Wert	WERT-AM
Bucyrus	WQEL-FM	Lima/Delphos	WDOH-FM	Waverly	WXIZ-FM
Cambridge	WILE-AM	Lima	WIMA-AM	Waverly	WXIC-AM
Cambridge	WILE-FM	Lima	WCIT-AM	Washington C.H.	WCHO-FM
Canton	WCER-AM	Logan	WLGN-AM	Wheeling, WV	WVLY-AM
Canton/Akron/	WNPQ-FM	Logan	WLGN-FM	Wilmington	WFKI-AM
Celina	WCSM-AM	Mansfield	WMAN-AM	Xenia	WBZI-AM
Celina	WCSM-FM	Marietta	WMOA-AM	Youngstown	WBBW-AM
Chillicothe	WCHI-AM	Marion	WMRN-AM	Zanesville	WHIZ-AM
Chillicothe	WBEX-AM	Massillon/Canton	WTIG-AM		
Cincinnati	WAOL-FM	McConnelsville	WJAW-FM		
Cleveland	WKNR-AM	Millersport	WYVK-FM		
Columbus	WBNS-AM	Millersburg	WKLM-FM		
Columbus	WBNS-FM	Milton, WV	WZZW-AM		
Coshocton	WTNS-FM	Mount Vernon	WMVO-AM		
Dayton	WING-AM	Mount Vernon	WQIO-FM		
Defiance	WONW-AM	Newark	WCLT-AM		
Dover	WJER-AM	Newark	WCLT-FM		
Eaton	WEDI-AM	Painesville	WBKC-AM		
Findlay	WFIN-AM	Piqua	WPTW-AM		
Fremont	WFRO-FM	Portsmouth	WNXT-AM		
Fostoria	WFOB-AM	Portsmouth	WNXT-FM		

To listen to the ODA's Radio advertisements please visit www.oda.org.

Change of address?

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

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Annual Session: Chairman's Choice

Dr. Nanette C. Tertel

Dr. Nan Tertel, a general dentist in Toledo, is the ODA Annual Session 2012 General Chairman. Throughout the summer she will be sharing details on some of her favorite CE programs being offered during the ODA's 146th Annual Session, September 13 - 16, 2012 in Columbus. Here is her second installment.

Columbus.... Continuing Education.... Nationally-known Speakers? Yes! Great names in CE will be coming to Columbus this fall for the ODA Annual Session. I've always liked going to continuing education courses when the Annual Session team can bring back a nugget of information that we can incorporate in our office on Monday. And having that opportunity to travel to Columbus and take a quick CE course has always been appreciated. But it is also time to try something else.

This year, we - the Annual Session Committee - have worked very diligently to bring you the highest quality of programming in two innovative tracks. If you feel that a three hour course is a small taste of a subject you are interested in, consider registering for an entire three days of courses. Two separate tracks of courses will be offered to attendees. These courses can be taken individually or in sequence if you desire an entire package of information to increase your knowledge and skill.

Dr. Gary DeWood and Dr. Lee Ann Brady will be traveling to Columbus from Arizona to present three days of patient-oriented diagnosis and restoration, including hands-on courses to refine chairside technique. Thursday courses will include a course for dentists and staff on the *Observational-Technical-Behavioral-Financial Riddles of Dental Practice* in the morning, and a course on *Bite Splints and*

Occlusal Therapy in Restorative Practices in the afternoon. Dr. DeWood will teach attendees how to make a differential diagnosis of a patient presenting with pain, identify when occlusion will affect the patient's signs and symptoms - and when it will not, assess occlusal risk and test solutions to determine the appropriate treatment, apply bite splint therapy based on a diagnosis and protocol based on time and outcome expectations, and create a stable, organized occlusion on natural teeth.

On Friday, the track will continue with both Dr. DeWood and Dr. Brady in *Evaluating and Designing Occlusion*. This course will offer ideas to treat the occlusion, to work with the occlusion, and to create an occlusion when it's necessary to change everything. The afternoon will continue with both speakers presenting *Exquisite Esthetics*. This session will present a systematic approach for esthetic treatment planning and case presentation. Drawing on fundamental concepts of setting a denture esthetically and incorporating our current understanding of tooth proportion, gingival contour, color and arrangement you will learn a step by step approach that will simplify any case.

The track completes on Saturday with Dr. Brady discussing and evaluating *Esthetic Failures*. More and more of everyday dentistry is driven by esthetic outcomes. Even our routine procedures are expected to deliver esthetic results, with restorations disappearing against the landscape of the natural tooth. This program will address treatment planning, restorative techniques and laboratory communication as potential causes of case failure. Refine your skills in a hands-on course in the afternoon with Dr. Brady on *Anterior Esthetic*



Pictured is the 2012 ODA Annual Session Committee: Front row, L to R: Drs. Berta Howard, DaleAnne Featheringham, Tara Haid, Nanette Tertel, Betsy Mueller. Back row, L to R: Drs. Steve Parker (ADA Council on Annual Sessions Liaison), Neil Sundheimer, Bruce Grbach, Dan Ward, Jay Resnick (Council on Dental Education Liaison)

Techniques & Materials. Accomplishing exquisite anterior restorative results is a combination of preparation technique and materials selections. This program will present an approach to plan margin placement and tooth reduction to accomplish the proposed tooth position, contour and color of the new restoration as well as assuring functional success. The workshop also includes discussion on the esthetic and functional parameters of each material to facilitate appropriate material selection. An efficient and effective process for streamlining tooth preparation will be presented.

The Plaque Attack Track is a three day selection of courses designed for the entire dental team. Strong, science-based courses that provide you with information that will directly impact your patient care are included in this track moderated by Dr. John Mayo. He will begin the courses with a presentation on understanding relevant human viruses and the pathogenesis of viral infections. A course on diabetes and its impact on the health of your patient will follow with Dr. Jack Gobetti. Friday morning will reconvene with an interactive presentation by Dr. Sharon

Brooks on digital radiography techniques and differences. Dr. Mayo will share the scientific basis of current topics in dentistry, including systemic interactions with dentistry. Interesting courses on Saturday deal with current oral cancer facts in the United States presented with Dr. Jed Jacobson, and pediatric concerns in dentistry including the first birthday-first dental exam technique presented by Dr. Paul Casamassimo. A great feature of this track is that the classes will be held in the same room all three days, and each of these great speakers will come to the classroom so you, or your staff, won't have to worry about switching rooms.

Enjoy your weekend in Columbus with a complete package of courses that will improve you and your staff's direct patient care or choose a great selection of pre-packaged courses for substance and convenience. So if you're looking for something different, take a track!

The 146th ODA Annual Session will be held at the Greater Columbus Convention Center, downtown Columbus, Ohio from Thursday, September 13 through Sunday, September 16. Registration opens this month online at www.oda.org.




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The Explorer

Matthew J. Messina, DDS
Executive Editor

Affirmations

I've just returned from chaperoning another eighth-grade trip to Washington, D.C. Brian, my youngest, is now completing grade school and will be starting high school. This is my third and last excursion as a lead chaperone. We spent three days with 53 14-year-olds and 19 parents touring the nation's capital by bus.

I've been to Washington more than 20 times, but I love going with the eighth-graders. I enjoy seeing the city through their eyes. It's as if I were experiencing it for the first time. This trip served as an affirmation for me. There is much that I know, but I always see something in Washington that I have never seen before.

I affirmed that seven hours on a bus is a very long time. As it has always been, kids will still sing and be silly. And it will be a tough time getting them to sleep at night.

Washington, D.C., is a beautiful city and every American should spend at least a weekend there. Regardless of your political views or feelings about the government, there is a power and history there that should be experienced first-hand. The durability of our country is affirmed in the feeling of permanence found in marble, granite, sandstone and fountains of rushing water.

There is also profound sadness for me in the increased security evident around the city. Our lives have changed since

I first went to Washington. It is much harder to move around, and entering many buildings requires clearing metal detectors, even to enter a federal building to eat lunch in the food court. While many of the guards remain the disinterested, bored folks simply collecting a paycheck, keeping kids from climbing on the fountains, at least one in three of the guards is highly alert and armed with an assault rifle. The level of security affirmed that the world is a different place, and far more dangerous, than the one I remember as a child.

Though many say that each new generation is somehow less than the one before, I affirmed that children today really aren't so different. They can still be impressed with the majesty of the monuments, standing in awe before Lincoln and Jefferson. They can still be moved and touched by history, feeling the chilling touch of man's inhumanity in the Holocaust Museum. They still laugh at the street performers and make wishes, throwing coins into fountains.

There are places that are hallowed ground. Kids show reverence as they descend the pathway along the black granite wall of names that is the Vietnam Veterans Memorial. A natural hush falls upon the group as they survey the vast rows of white headstones on the green hills of Arlington National Cemetery. We all affirmed the price of freedom. Standing in the morning sun, as members of their class lay a wreath at the Tomb of the Unknown Soldier, the haunting notes of taps drifted over the fields. There was not a dry eye to be found as we all affirmed the meaning of sacrifice.

On the return trip from Washington, we stopped for three hours at the Gettysburg National Military Park. History makes so much more sense when you can visit the site. On the battlefield, there is more clarity about what happened, but it still

is history. It is a battle that happened between the black and white people who look at us in pictures on the pages of the textbook. It was an enjoyable tour. These are interesting stories, but the students remain detached. They understand the events, but it happened such a long time ago.

After Gettysburg, we traveled to the 9-11 Memorial in Shanksville, Pa. For the parents, 9-11 is a day where time stopped. We remember exactly where we were that morning as we watched our world change. The eight-graders were 3 years old that day. They have no real memories of the events, but they do remember the emotion. Fear, anger, uncertainty, and a desire to be together with family. These feelings they remember from their parents. The memorial is a lonely place in the middle of nowhere. A chill wind had come up and it was raining lightly as we walked around the memorial. The classmates felt small and huddled together in hushed groups. The victims could have been their parents. The world changed that day, and we were all made vulnerable. But that is what the terrorists want, and we affirmed not to let that happen. They left the 9-11 Memorial with the positive message from the passengers of that flight; that you need to take control of your destiny and not let fear control your future.

We returned, tired but excited. They were reunited with their parents and proceeded to tell all of the stories, memories spilling out in a flood. They were great kids and it was a wonderful experience for me. No matter how times change, I affirmed that things would be fine. This generation isn't that different after all. They are young Americans with a bright future, just like it has always been.

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



Learning to Fly

Ben Lamielle, DDS
Guest Columnist

Step up to the challenge

but uphold my principles above all else. Occasionally I will delegate potentially challenging issues to my staff, but I do so knowing they are trained and adept to meet these challenges. If they ever fall short of my expectations I don't blame them for this. I blame myself. If they did not achieve the desired result, then it is my fault for not using better judgment or handling the matter personally.

Yet too often I see others who have the opportunity and ability to step up to a problem but instead pass it off to others and then criticize when things don't go the way they want. The basketball player who passes on the open, game winning shot and criticizes the teammate he passed the ball to who takes the shot but misses. The armchair politicians who gripe about the discord in our political system yet don't even vote, let alone consider serving in public office. The parent who blames the teacher for their child's academic struggles but who is too busy to spend a single minute helping their child with homework. There are too many people in this country who have the opportunity and ability to tackle challenges but would rather defer to someone else and then complain about the results.

Right now dentistry in the state of Ohio is faced with many challenges. It could be the continued debate regarding mid-level providers, the effort to prevent insurance companies from capping non-covered services, or some other issue lurking below the surface. The easy thing to do is to sit back and allow the ODA to do all the heavy lifting. However, each and every single one of us has the opportunity and ability to do more, to help meet these challenges with compassionate strength. Donate to ODPAC and support the ODA. Attend Day at the Statehouse or contact your local representative to voice your feelings about the issues surrounding our profession. Learn the root cause of the problems that face dentistry and our patients and try to address those causes. Volunteer your time, your effort, and your God given talent as a dentist to help those in need. We all have the power to make a difference, and I encourage each and every single one of you to appreciate and use that power. But if you choose to sit idly by and allow others to fight for you, please keep your opinions to yourself if the ball doesn't bounce your way.

Dr. Lamielle may be reached at drlamielle@hilliardmodernadental.com.

Recently at my office we had an incident occur that required me to do some extra coaching of my staff. We had a problematic patient call the office, and the staff member who took his call was not comfortable dealing with the situation. She proceeded to pass the call off to my office manager who handled the situation accordingly. The ultimate result of the situation is that the problematic patient is no longer a problem because he is no longer a patient at our office. The staff member who initially took the call became upset with the fact that we lost this patient and voiced criticism of my office manager's handling of the situation. When I became aware of this I promptly pulled the staff together so we could determine how to better handle a similar situation in the future. While I am never happy to lose a patient, I was even less happy when I found out that a valued staff member passed on the chance to solve a problem and then was critical of the person who did step up and face the problem.

Very few people enjoy confrontation, but unless you live in a bubble it's something you're probably faced with on a daily basis. In my book, when you are faced with confrontation that you have the power to resolve, there is only one way to proceed, and that's by facing it head on with compassion but firmness. I try to be empathetic toward the feelings of others

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Between the Lines

Ken Jones, DDS, JD
Guest Columnist

Mary Jane

"The truth is, marijuana probably isn't going to make you kill people. Most likely isn't going to fund terrorists, but pot makes you feel fine with being bored, and it's when you're bored that you should be learning a new skill or some new science or being creative. If you smoke pot you may grow up to find out that you're not good at anything." Trey Parker and Matt Stone, *South Park, My Future Self n' Me, 2002*.

I was born about three years too soon to be classified as a flower child. In the early '60s to the late-mid-'70s, shortly after the beginning of my college days, the hippie movement took over the youth culture of the U.S. as it spread throughout the world. Marijuana was the drug of choice, coupled with forays into the world of mind-altering psychedelics like LSD.

As I made my way through dental school, I dealt with campus riots and with patients who didn't show up because of them. The smell of marijuana mingled with the smell of tear gas from the nearby oval on the OSU campus. The Army didn't send me to Viet Nam after graduation, but I saw plenty of war-torn junkies at the dental clinic at Ft. Eustis, Virginia, as they returned stateside. A few of those junkies were dentists. Addictive drugs were an easy score on the streets of Saigon and

in the bunkers of war, as well as on the streets of Norfolk.

As the years went on I saw my share of patients with drug problems, most of them in their teens and early 20s. Recently, however, I found a study in *The Annals of Epidemiology* that confirmed a rather disturbing trend that I had suspected for a decade or more. Abuse of mind-altering prescription drugs by Americans 50 and older is on the rise!

More than that, though, I've also seen an increase in the use of illegal drugs – marijuana, heroin, bath salts and more – in that same group of our population who are now in their 50s and 60s. They're the ones that were teens and young adults during those hippie years four and five decades ago. My feeling is that, while most of them didn't get caught, many of them never quit.

It doesn't take much research to find a bounty of 50-plus-year-olds who are suddenly being busted for growing marijuana or selling coke or heroin. It seems like there's a newspaper report at least weekly. Occasionally, it seems to be the family business – grandma, grandpa, mom, dad and the kids. Certainly they all aren't nauseated from chemotherapy. There's money as well as mellowness in moving those dried leaves and white powders.

And these aging ex-hippies are your patients. Many of you feed those addictions, too. It's unfortunate that our medical and our dental practitioners sometimes forget that pain is the fifth vital sign. Sometimes even conservative pain control can cause trouble, but the lavish use of post-discharge narcotics may cause new addictions or bring back long suppressed ones. And this group's self-medication will complicate your treatment plans as much as their health problems and their legitimate prescriptions do.

How many of you know the smell of marijuana when your patients reek of it? How many of you realize the consequences of being habitually stoned? How many of you ask about self-medication, both legal and illegal, on your medical histories? How many tell your patients that your treatment can kill them if they lie to you?

How many of you are concerned with the cost to society of marijuana-induced apathy? How many of you talk with the kids in your practice about the cost to their future? How many of you talk with

their parents about having to support those kids' habits for decades?

How many of you care enough to get help for patients that you suspect of abusing meds? How many of you talk with and get help for your own children and for your own parents?

How many of you need help yourselves? <http://www.annalsofepidemiology.org/article/S1047-2797%2805%2900312-1/abstract>

Dr Jones may be reached at jonesddsjd@aol.com

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ODA Meeting & Event Calendar

June

- 6 Dental Education & Licensure Committee
- 8 ODA Foundation Board
- 13 OPTIONS Steering Committee
- 29 Council on Access to Care & Public Service

July

- 4 ODA office closed
- 10 Council on Dental Care Programs & Dental Practice
- 11 Council on Dental Care Programs & Dental Practice
- 20 Finance Committee
- 25 ODASC Board
- 25-27 Executive Committee (meeting & retreat)

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