

ODA Today

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

QuickBites

Ohio taking steps to limit opioid prescriptions

Gov. John Kasich recently announced new prescribing rules for opioids. The new rules would limit prescriptions of opioids for acute pain to no more than seven days for adults and five days for minors.

The Pharmacy Board has promulgated rules to limit opiate prescriptions for acute pain.

Other boards, including the Ohio State Dental Board and the State Medical Board of Ohio, will also file rules related to opioid prescribing. The issue as the lawmaking process is carried out over the summer.

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ODA opposes new legislation to create dental therapist; dentists should attend ODA Day at the Statehouse

By ODA Staff

Legislation to create a dental therapist in Ohio has been introduced in the Ohio Senate. The Ohio Dental Association strongly opposes Senate Bill 98, which is sponsored by Sen. Peggy Lehner (R-Kettering) and Sen. Cecil Thomas (D-Cincinnati).

form irreversible surgical procedures puts Ohio

ODA President Dr. Kevin Laing, a general dentist from Van Wert.

would have just three years of training post high school, which is completely inadequate for performing irreversible surgical procedures such as drilling and removing teeth. Adding a dental therapist would create a tiered level of care, where only those who are able to afford it could receive the high quality care of a dentist. We believe that all Ohioans deserve to receive the same level of comprehensive care that a dentist provides, and Ohio dentists have already been making strides to improve access to care to Ohioans in need.

Laing noted that the recently released



ODA Staff

Attendees at the 2016 ODA Day at the Statehouse meet with legislators. This year Statehouse will be April 26 in Columbus.

Ohio 2016 State Health Assessment by the Health Policy Institute shows the percent of Ohio children with unmet dental needs has decreased by 30 percent over the last decade, and the percentage of Ohio adults who have seen a dentist in the previous 12 months is better than the national average. Moreover, Ohio is better than the national average.

have a shortage of dentists in Ohio, said.

provider, we need to focus on overcoming barriers to providing preventative care to patients in need.

ODA Executive Director David Owsiany

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Leadership Institute of the greatest member benefits the ODA offers'

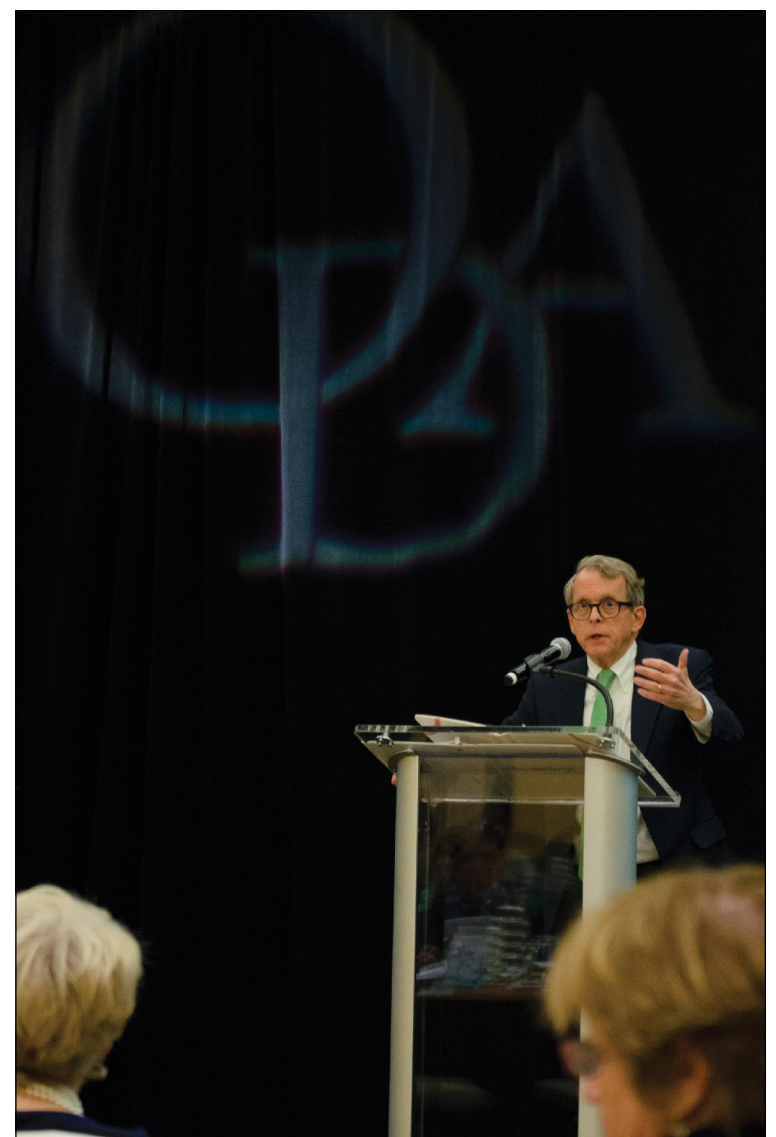
By Jackie Best
Managing Editor

The 2017 ODA Leadership Institute provided attendees an opportunity to build their leadership skills while also receiving updates on issues important to dentistry in Ohio and connecting with colleagues from across the state. More than 200 ODA members attended the event.

"This was the first time I attended the event. The Institute exceeded my expectations. The quality of speakers, content of various presentations, generosity of the sponsor and high-class facilities combined for a very positive experience, Ghering, a general dentist from Cleves. coming to a better understanding of the true role of dentistry. The Institute addressed leadership concepts in relation to national, state and local levels. The concepts in turn relate to our community and individual offices."

One of the focuses of this year heroin addiction crisis in Ohio and how dentists can help address the problem. The event featured a keynote presentation by Ohio Attorney General Mike DeWine who spoke about this issue, as well as a breakout session aimed at helping dentists change their prescribing practices to better serve their patients. The breakout session was led by ODA Secretary Dr. Sharon Parsons, a general dentist from Columbus, who discussed the impact addiction is having on Ohio families; Dr. David Kimberly, an oral surgeon from Akron, who spoke about prescribing practices and pain management options, and ODA Director of Legal and Legislative Services Nathan DeLong, Esq., who spoke about legal and regulatory obligations that dentists must follow when prescribing

See LEADERSHIP, page 12



ODA Staff

Ohio Attorney General Mike DeWine spoke at the 2017 ODA Leadership Institute about the opioid and heroin addiction crisis in Ohio.



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Day at the Statehouse
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President's Message

Kevin M. Laing, DDS
ODA President

True Colors

One of the greatest rewards of the position of the ODA presidency is the opportunity to work and interact with so many different members of the dental community. The Leadership Institute, which just concluded, was a microcosm of that community, and once again I am completely blown away. If you have never attended one of the Institutes, allow me to give you a little insight. About 15 years ago there was an interest to provide ODA members with an ethics forum as a benefit of membership. The American College of Dentists is an organization that exists with a mission to advance excellence, ethics, professionalism, and leadership in dentistry, and they offered to collaborate with the ODA in producing an ethics symposium. In light of the success of that first effort, and the great interest expressed by the attendees in further ODA-produced events that would provide leadership skills, the Leadership Institute was born. A committee for leadership development was established with a strategic goal of providing guidelines and education for members interested in advancing in dental leadership positions, and developing a curriculum that would additionally offer ODA members training to make them better leaders in their practices and communities. There was a hope that we would be able to engage new dentists and be better able to mentor them into leadership positions within organized dentistry, as well as provide all members with a value added benefit of belonging to the ODA.

The program has grown and flourished in the direction that was envisioned; and this year more than 200 members attended with 56 of those attendees being new dentists and students. This alone was very exciting! Several groups held meetings in conjunction with the Leadership Institute, which added to the collection of focused and engaged leaders and future leaders. The Institute was sponsored by Superior Dental Care, a dental benefit company, and their board was well represented at the event. Several of the Superior Board members have held leadership positions at the ODA as officers, council members and committee volunteers.

The ODA Executive Committee was able to meet with the director and a member of the Ohio State Dental Board to discuss issues of common interest.

How valuable it is that we are able to sit together and investigate ways that we can move forward to the betterment of oral health in the state of Ohio. The members of the OSDB and the ODA Executive Committee serve innumerable hours in service to our profession. In addition the Annual Sessions Committee and the ODA Council on Access to Care and Public Service had meetings in conjunction with Leadership Institute. Yet another group of dedicated volunteers that give their time to the ODA.

Early in the morning of St. Patrick Day, the Ad Interim Committee of the ODA House of Delegates met to receive the mid-year reports of the various ODA councils and committees. Ad Interim consists of representatives from all of the ODA districts, and operates with the power of the House between Annual Sessions. Everyone seemed pleased to hear of the tremendous amounts of work being carried on in furtherance of the priorities of the House of Delegates and the success of the ODA. Especially exciting was the success the Council on Membership Services was able to share in their work to retain current members and recruit new members. The Council on Membership Services has approved several grant proposals from component dental societies to hold events that will focus on communicating the value of membership with the goal of garnering new members and increasing the satisfaction of existing members. Another success was the phenomenal increase in the number of new Give Kids A Smile events held during the 2017 kick-off. Discussion was also held at this meeting about the strategic plan of the ODA.

The Leadership Institute itself was highlighted by an address by the attorney general of Ohio concerning the opioid addiction crisis in Ohio, and the efforts focused on alleviating this horrific problem. AG Mike DeWine spoke with a level of concern and conviction that attendees were riveted. A series of breakout sessions dealing with regulatory compliance, morning huddles, and opioid prescribing tips were offered by member dentists and ODA staff. Attendees received an awesome amount of information. A keynote on better communication skills closed the day. The next day was filled with updates from our highly skilled ADA leaders: Dr. Joe Crowley, ADA president elect from Cincinnati; Dr. Ron Lemmo, ADA treasurer from Wickliffe; and Dr. Billie Sue Kyger, ADA 7th District trustee from Gallipolis. This triumvirate of knowledge brought us up to date on national issues. Following were updates on ODA activities and Ohio legislative matters. The Institute was closed with an enlightening lesson on embezzlement in the dental office. The program ran over by almost a half hour, but everyone stayed because the topic was fantastic.

A very early morning session of new dentists (especially in light of their enter-

taining bowling outing the night before) gave our future leaders an opportunity to network and discuss special concerns that they have. Concurrently there was a gathering of the component leaders from around the state gathered for a round table conversation of the challenges facing local societies in finding leaders, selecting programming, and logistical planning chores. I believe that everyone present gathered a bit of information that they could take back and run with.

I hope you can get a feel of all of the different participants that were present. We had students who are just entering our profession, there were new dentists eager to participate in leadership, we were graced with a good contingent of our core members that are currently serving as volunteer leaders or wanting to better themselves and show support, and we had senior members that have a passion for dentistry. There were educators present ranging from residents to 54 year veterans of dental education, and all levels in between. There was a good mixture of general dentists and specialty dentists, solo practitioners to corporate practitioners and all size groups in between. Supporting the entire endeavor were the most professional staff members of any dental association I know. The ODA is blessed by the diversity that we engender in all levels of participation.

John Wooden famously said that character is the way you act when you think no one is looking. The character that was demonstrated at Leadership Institute ranged from an earnest desire to participate, a commitment to support each other, a drive to respect each individual, the need to whisper encouragement, and every participant of the Leadership Institute brought their own unique flavor and character to the event; their own color so to speak. These disparate individuals all came together in the spirit of collegiality and community. Every participant was there to support the success of the endeavor. The sense of commitment to excellence was palpable. Cyndi Lauper sang about an individual celebrating his/her true colors (Justin Timberlake sings about it now) with the conclusion that we should be like a rainbow. Katy Perry emboldens us to be like a firework. What I see in the dental community is a coming together of all of the colors into a bright white light of hope. I pray that we always remain unified, complimentary and full of hope!

Remember that we need your presence at the ODA Day At The Statehouse on April 26th to help carry our unified message to the legislature! Register online at oda.org/events

Give Kids A Smile is a year round event. You can still participate! Please touch base with Kristy Kowalski (kristy@oda.org) to report your event.

Dr. Laing may be reached at klaing7240@aol.com.

STATEHOUSE, from page 1

said that Ohio is a radical proposal that would undermine the progress we provide access to care to underserved patients and would be a diversion of resources from programs we know work. We need to focus our efforts and funding on programs that are proven to improve access to care, like the Ohio Dentist Loan Repayment Program, which has incentivized dozens of dentists to provide quality care to underserved patients in professional shortage areas. And we need to better utilize the existing dental team, including dental hygienists and expanded function dental assistants, to the fullest extent of their current training to deliver prevention services.

Dentists who are interested in educating lawmakers on this issue should plan to attend the ODA Day at the Statehouse on April 26 in Columbus.

ODA President Dr. Kevin Laing pointed out that house sends a strong message that dentistry is engaged and concerned about the actions of our elected officials."

In addition to the dental therapist issue, attendees also will be asked to talk to their legislators about Senate Bill 87, which is legislation that would prohibit dental insurance plans from setting the fees for dental services the insurance company does not cover for the enrollee. A third issue attendees will be asked to talk about is a proposal in the 2018-19 state budget to extend the sales tax to and medical procedures. The ODA is op-

posed to applying the state sales tax to any dental procedures.

Day at the Statehouse will include a luncheon for attendees, briefings from the ODA advocacy team on current topics affecting dentistry in Ohio and tips on how dentists can effectively discuss those issues with legislators.

Attendees may also participate in a conference call prior to Day at the Statehouse that will provide an overview of the issues dentists will be asked to discuss with legislators during the event. Before the event, attendees will also receive written materials about the topics that will be discussed.

This year since Columbus Downtown Hotel. Register online at www.oda.org/events. Email liz@oda.org with questions.

ODA Today

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Legal Briefs

Nathan E. DeLong, Esq.
ODA Director of Legal & Legislative Services

The efforts of the Ohio Dental Political Action Committee (ODPAC) have improved the profession and made life better for dentists and their patients. The following is a glimpse at what dentistry in Ohio might resemble had ODPAC not been a consistent advocate for Ohio over the last decade:

State Budget

The adult dental Medicaid program would be nonexistent. The adult dental Medicaid program remains vulnerable to elimination each budget cycle. Member dentists advocacy, along with lobbying by ODPAC and the ODA, is critical in educating policymakers about the importance of the program and the need to continue funding it. Today, due to the advocacy efforts of organized dentistry, Ohio is one of only a few states offering a comprehensive dental Medicaid benefit for adults.

Cosmetic dental services would be taxed by the state. ODPAC and the ODA have defeated multiple proposals to impose a state sales tax on cosmetic health care services, including dental care. If adopted, this tax would increase the cost of dental services and give state tax officials the authority to audit patient medical/dental records for purposes of determining whether a procedure is cosmetic or medically necessary. The ODA continues to oppose expanding the state sales tax to health care services as such a proposal is currently being debated among legislators as they deliberate over the state budget for fiscal years 2018-19.

Dental Auxiliaries

Dental hygienists would be unable to administer local anesthesia and nitrous oxide. ODPAC and the ODA supported legislation that allows dental hygienists to administer local anesthesia and nitrous oxide under the direct supervision of a dentist after completing appropriate training. The change provides dentists added flexibility and an avenue to increase the efficiency of their dental practice.

Dental auxiliaries would be banned from practicing under general supervision. ODPAC and the ODA supported legislation that permits dental hygienists, expanded function dental auxiliaries and certified dental assistants with appropriate training to provide basic preventative dental services without the dentist being physically present in the dental office in certain situations. The change provides dentists added flexibility and an avenue to expand access to basic preventative care.

Undertrained individuals would be permitted to perform irreversible surgical procedures. The Kellogg Foundation, the Universal Health Care Action Network (UHCAN) Ohio and the Dental Hygienists several years now for the authorization of so-called dental therapists in Ohio. This radical proposal would allow a person with only three years of post-high school training to perform a broad range of dental services without a dentist ever being physically present, including diagnosis and treatment planning and irreversible surgical procedures such as the cutting of tooth structure with a high speed drill, extractions and restorations. ODPAC and

What would dentistry look like without ODPAC?

the ODA continue to oppose this proposal because it presents an unnecessary risk to the health of the state able dental patients and is a diversion of scarce resources that are better utilized supporting programs proven to improve access to dental care.

Dental assistant radiographers would be subjected to an FBI background check and initial exam. ODPAC and the ODA changed Ohio law to require radiographers to operate under a certificate rather than a license. This change eliminates the FBI background check, eliminates the necessity of an initial exam and streamlines the radiographer process.

Dental assistant radiographers would be banned from taking X-rays under general supervision. ODPAC and the ODA changed Ohio law to allow dental assistant radiographers to take X-rays without a dentist physically present if certain conditions are met.

Access to dental care

Many at-risk communities would lack

access to dental care and many new dentists would struggle with student loan repayment. ODPAC advocated for the creation of the dentist loan repayment program in 2003. The program, funded by a \$20 surcharge on dentists censing fee, provides as much as \$25,000 annually in loan repayment assistance for new dentists who agree to practice at least 40 hours per week in a designated dental health professional shortage area and treat patients regardless of ability to pay. To date, 25 new graduates have received loan repayment assistance through the program providing dental care to thousands of patients annually in areas of need. Based on the program ODPAC and the ODA are advocating for expanding its capacity in 2017.

Volunteer dentists would not be able to earn continuing education credit through pro bono work. ODPAC and the ODA changed Ohio law to allow dentists to earn continuing education credit through providing volunteer dental services. The change provides dentists added flexibility

in meeting continuing education requirements and expands access to dental care by promoting volunteer service.

Malpractice Liability

Damages in dental malpractice actions would have no limits. ODPAC and the ODA played a key role in the passage of tort reform legislation that overhauled the state laws. The measure significantly reduced dentists by imposing caps on damages for non-economic loss in dental malpractice claims and establishing a four year statute of repose, which generally bars dental malpractice claims filed more than four years after the date of the delivery of care at issue.

Volunteer dentists would risk law suits when providing free care to the less fortunate. ODPAC and the ODA supported legislation that strengthened the state volunteer immunity laws to allow dentists

See ODPAC, page 10

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Dr. 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.

Ms. Saundra Friel, paralegal, has assisted Dr. Recker in preparing for, and attending, depositions, court appearances and hearings in multiple states.

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Dentists should update their Find-a-Dentist profile

The American Dental Association recently developed an enhanced Find-a-Dentist tool to make it easier for patients to search for dentists. The new tool allows patients to search by geography, dental benefit plans and specialty.

Dentists with completed profiles will have a priority listing in search results, and data shows that profiles with pictures get more clicks.

Dentists can take about five minutes and log in to ada.org/myada to update their member profile. Dentists who complete their Find-a-Dentist profile by May 1 will be entered for a chance to win a Mercedes Benz C class sedan or GLC SUV 12-month lease or \$10,000 cash award. See ADA.org/fadrules for official sweepstakes rules.

The ADA will begin a marketing campaign in May that will encourage people to schedule an appointment with an ADA member dentist. All marketing activities will drive traffic to the Find-a-Dentist tool, so it is essential for members to have a complete profile if they would like to benefit from the campaign. Additionally, the ODA has a separate radio advertising campaign that directs consumers to the ADA a-Dentist search tool.

For more information, visit ADA.org/findadentist.

Save the date for 2017 Table Clinics

The 2017 Table Clinic planning is in the works. A table clinic is the perfect opportunity to share your genius with your colleagues, whether you choose to demonstrate a successful technique, examine a new procedure, or perfect a new method of treatment.

The deadline to submit applications this year is July 19, 2017 so don't

Here are just a few reasons to do a table clinic this year:

credit,

Table clinics will be held Friday, Sept. 15, from 4 p.m. - 6 p.m. in Hall A of the Greater Columbus Convention Center.

Mark your calendars and plan early to participate! To register a table clinic, visit oda.org/news-and-events/annual-session/.

**Please note: There is no guarantee that a prize will be awarded.*

ODA seeking nominations for Awards of Excellence

The Ohio Dental Association is seeking nominations for its 2017 Awards of Excellence program.

The ODA distinguished service to dentistry and improve oral health care by offering treatment, outreach or education.

Members and local dental societies are encouraged to nominate those they know who have made extraordinary efforts to improve the dental profession.

The Awards of Excellence program includes the following five award categories:

to an ODA member who has demonstrated service, commitment and dedication to the profession throughout his/her career. Nominees should display leadership, dedication, commitment and outstanding contributions at the local, state and national levels.

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 as ambassadors for the profession to the community.

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

10 years or less who has demonstrated outstanding leadership and commitment to organized dentistry. ODA members who began to practice Jan. 1, 2007, or later are eligible. Past award honorees have shown outstanding initiative, a strong commitment to volunteerism and promise for continued accomplishment within the profession.

individual) that helps reduce the access to care problem in Ohio by offering free or reduced fee dental care to underserved populations.

Nominations for the 2017 Awards of Excellence are now being accepted. To submit a nomination, please review the entry guidelines and submit all required documentation along with an Awards of Excellence nomination form, which can be found at www.oda.org/about-the-oda/call-for-nominations or you may contact Michelle Blackman at michelle@oda.org or at 800-282-1526.

The deadline to submit nominations for the Awards of Excellence is April 28, 2017.

The ODA will present the awards during the ODA

tember 2017 in Columbus, Ohio.

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ODA Meeting & Event Calendar

Apr.	14	ODA office closed for holiday
	25-26	Council on Dental Care Programs and Dental Practice
	26	ODPAC Board
	26	ODA Day at the Statehouse
	28	Callahan Memorial Award Commission
May	5	ODA Foundation Board
	10	Dental Education and Licensure Committee
	12	Council on Membership Services
	17	ODA Wellness Trust Board
	18-19	Executive Committee
	22	Subcouncil on New Dentists (call)
	29	ODA office closed for holiday

Pennsylvania Dental Society seeking volunteers

The Pennsylvania Dental Society is seeking general dentist, specialist, hygienist, EFDA and assistant volunteers for its Mission of Mercy event on June 16 and 17. Lay volunteers are also needed to assist with the event.

At the event, volunteers are expected to see 2,000 patients in need at the Gannon University Recreation and Wellness Center in Erie, Pennsylvania.

Out of state dentists will need to apply for a volunteer Pennsylvania license. To learn more about the event, to apply for the license and to register to volunteer, visit www.mom-n-pa.com.


CareWorks Comp offering Workers and Safety Seminars

CareWorks Comp will be offering Workers April 25 in Cleveland, May 2 in Columbus and May 3 in Cincinnati.

At the seminars, a group of experts will discuss rates, hearings, claims management, safety, unemployment compensation, absence management and vocational rehabilitation. These seminars and the video/webinar fulfills BWC's two-hour safety training requirement for group and group retrospective employers.

For more information and to register, visit careworkscamp.com/about-careworkscamp/seminars/.

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Dental Insurance Corner

CDA-Delta Dental of California lawsuit impact in Ohio

Christopher Moore, MA
ODA Director of Dental Services

After three and a half years of litigation, the California Dental Association has come to a successful resolution of its legal action against Delta Dental of California.

In early March, the CDA and Delta Dental jointly announced a proposed settlement concerning Delta Dental plans to reduce its Premier dentists reimbursement rates. The settlement is expected to receive a court hearing for final approval in April. The CDA has reported that the settlement calls on Delta Dental to:

of significant Participating Dentist Agreement (PDA) changes to all contracted providers, instead of the 45-day notice currently required by California law.

affected by any attempt to reduce reimbursement fee maximum levels with an individualized analysis of the potential financial impact to his or her practice, based on that dentist prior 12-month submissions to Delta Dental.

of changes to PDAs so that CDA can have time to review the changes before they are implemented and be prepared to respond to member inquiries.

ers who filed annual fee adjustments with Delta Dental that were below the maximum amounts allowed but that were nonetheless reduced by Delta Dental based on its own self-determined

percentage as had fees reduced by the INAP, in which case those individuals will not receive any payment. Those dentists who did have their fees limited by this practice will receive some proportionate retroactive reimbursement.

bursement for a portion of the attorney the case and the cost of implementing the settlement.

The settlement will apply to dentists who had a PDA with Delta Dental of California January 2011 through December 2016. Once approved by the court, a legal notice will be mailed to affected dentists who will then have 45 days to object to and/or opt out of the class action if they wish to do so.

The favorable outcome of the case, however, does not prevent Delta Dental of California from amending the PDA in the future. An inference has been made that California dentists should expect to see that happen sometime after the court gives its approval to the settlement.

The CDA lawsuit stemmed from Delta

2013 decision to reduce reimbursement rates for dentists participating in its Premier plan by 8 to 12 percent. The claimed that Delta Dental amend the PDA to pave the way for this reduction was a breach of its good faith and fair dealing.

maintained that Delta Dental had not fairly and adequately disclosed its plan to reduce reimbursement rates. In the course of the litigation, CDA discovered that Delta Dental had been imposing additional limitations on provider annual fee filings for participation in the Premier network that [CDA] concluded the PDA did not allow.

The CDA was successful in pursuing the legal action on behalf of its member dentists by utilizing a legal doctrine known as

position that the PDAs are individual contracts that would require each dentist to bring his or her claim on an individual basis was ultimately rejected by the court, thereby allowing the CDA to proceed with its case. While participating provider contracts are typically written amendments and fee adjustments and to

limit the rights of individual dentists to challenge those contracts, in this case, CDA saw a unique opportunity to take action and establish that in a proper case a dental association can assert the contract rights of its members and hold a dental benefit plan accountable for actions that appeared to violate California contract law.

The settlement outcome has gained attention in Ohio and across the country.

has won a great victory for California dentists, chairman of Ohio Dental Association Council on Dental Care Programs and Dental Practice.

away from this achievement, it appears on the surface that it will have a limited impact on Ohio

to be some significant factual differences between California law and the actions of Delta Dental of California and anything we

however, to carefully review all of the facts and see what we can take from it for appropriate use in Ohio.

ODA members who would like to submit a dental insurance related question, problem or concern may do so by sending the appropriate information to the ODA Dental Insurance Working Group, 1370 Dublin Road, Columbus, OH 43215, or 614-486-0381 FAX, or chrism@oda.org. To see past issues of the Dental Insurance Corner, visit www.oda.org/news and choose the category



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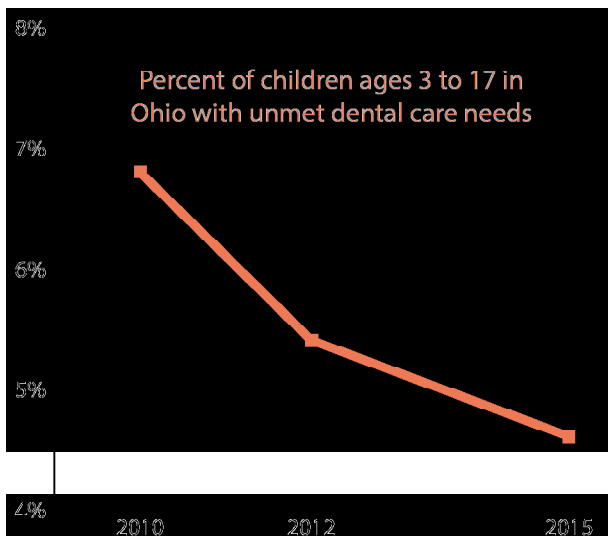
State Health Assessment shows progress on oral health in Ohio

The Health Policy Institute of Ohio recently released the "Ohio." The report shows significant progress is being made in the area of oral health but that more needs to be done to address oral health disparities by race and geography.

The Ohio Department of Health contracted with the Health Policy Institute of Ohio to perform the assessment, which was conducted from March to July 2016. The State Health Assessment is a comprehensive picture of overall health and wellbeing in Ohio. Oral health was only a small part of the State Health Assessment, but the final report provides some valuable information on the progress that is being made.

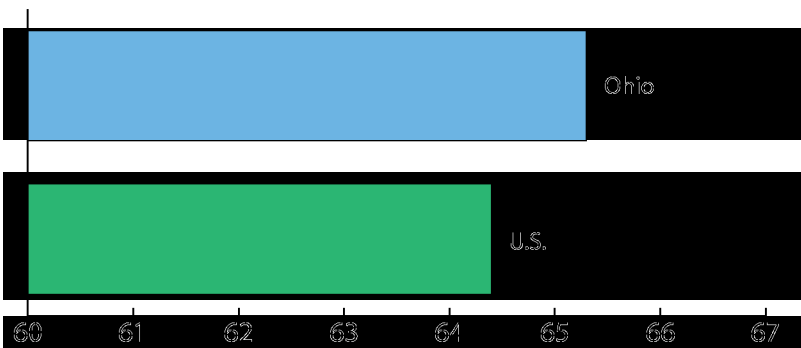
Children with Unmet Dental Needs

According to the State Health Assessment report, "unmet dental-care needs decreased," continuing a trend that began in 2012. Specifically, the State Health Assessment found that the percent of children ages 3 to 17 with unmet dental care needs decreased from 6.8 percent in 2010 to 5.4 percent in 2012 and 4.6 percent in 2015, a more than 30 percent decline over the five year period.



Adult Dental Visits

Ohio also fares well on adult oral health. For example, according to the State Health Assessment report, 65.3 percent of adults visited a dentist or dental clinic within the previous 12 months, which was above the national average of 64.4 percent.

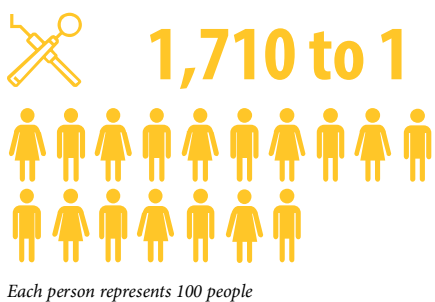


Population to Dentist Ratio

The State Health Assessment also demonstrates that Ohio larger than the typical state and is growing even when adjusted for population growth. For example, in 2012, the population to dentist ratio in Ohio was 1,789 to one. In 2013, it was 1,746 to one and in 2015 (the most recent year measured) the population to dentist ratio was down to 1,710 to one. Ohio fares much better than the national average in population to dentist ratio, which is 2,590 to one.

Ohio

In 2014, the population to dentist ratio was:



The United States

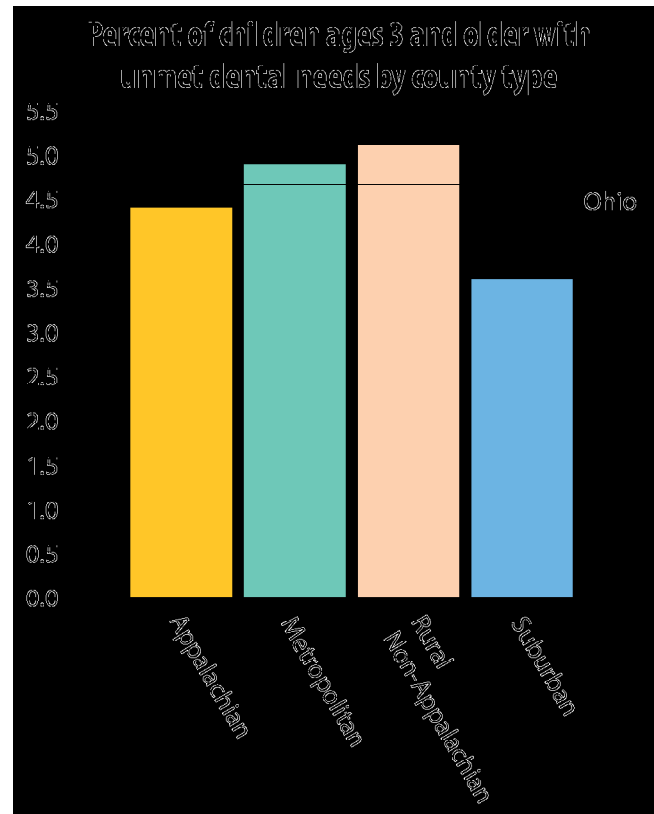
In 2014, the population to dentist ratio was:



Disparities in Oral Health

While the State Health Assessment revealed much good news about oral health demonstrating that Ohio is making progress and is doing better than many other states in important oral health indices, the report also revealed that there are disparities in oral health by race and geography. For example, while statewide workforce ratios show that Ohio performs better than the U.S. average, there are certain areas of the state where unmet dental needs persist. The report notes that Ohio had a slightly higher percentage of its population living in an area underserved for dental care than the national average. Children living in suburban areas were least likely to experience unmet dental care needs, while children living in rural and metropolitan areas were

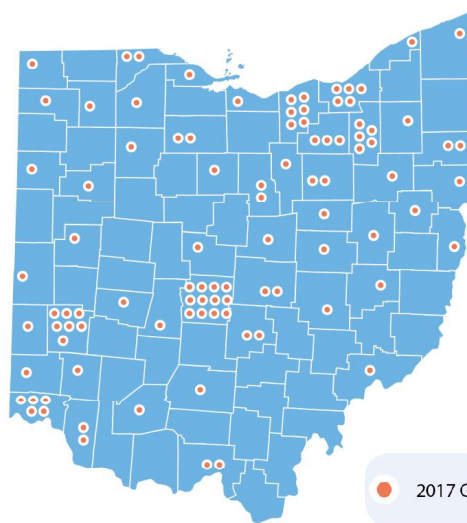
more likely to experience unmet dental care needs. Hispanic and African-American children were more likely to experience unmet dental care needs when compared to Ohioans who identified as white or other.



Reasons for Progress

There are many reasons for Ohio positive environment for improving access to dental care. Ohio dentists is having a positive impact. The ODA 15th anniversary. In 2017, nearly 2,000 dentists and other volunteers are participating in events at 96 different sites across Ohio seeing nearly 18,000 Ohio kids and providing more than \$800,000 in free care. Since the GKAS program ago, ODA member dentists have provided care to more than 236,000 Ohio children donating services worth more than \$12.6 million.

Similarly, ODA member dentists have provided on average more than \$1 million annually in dental services in recent years through the Dental OPTIONS program, which

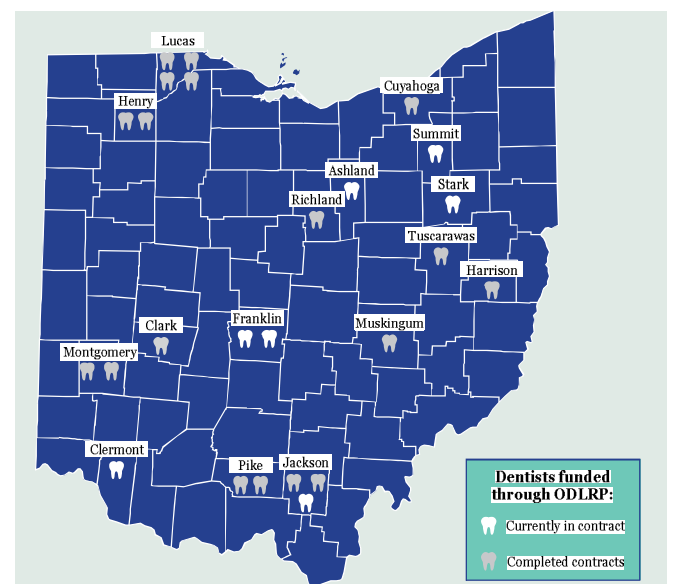


1,934 dentists and volunteers plan to:

- hold **96** events
- donate **\$800,000** in dental care
- to **17,882** children

matches low income Ohioans with dentists who provide free or reduced fee dental care. Give Kids a Smile and the Dental OPTIONS program are just two examples of the many ways Ohio dentists provide free care to Ohioans. In fact, a recent independent survey of ODA members conducted by Saperstein Associates demonstrates that Ohio dentists donate a total of more than \$40 million in dental care annually.

The ODA has been proactive in creating a positive environment for improving access to dental care through its advocacy. In the last decade, the ODA led to the creation of the Ohio Dentist Loan Repayment Program, which is entirely funded by a surcharge on dentists fees. This program



has created incentives resulting in dozens of dentists relocating to designated dental professional shortage areas and providing care to the underserved.

In 2010, the ODA worked to pass legislation reestablishing the school-based fluoride rinse program, providing much needed prevention to underserved school children, and created the oral health access supervision program, allowing dentists to authorize their dental hygienists to provide prevention services to underserved patients in public health settings.

In 2014, the ODA worked to pass legislation to make dental education eligible for Choose Ohio First scholarships and to further enhance the ability of dental team members – including dental hygienists, expanded function dental assistants, and certified dental assistants – to deliver prevention services, including dental sealants, fluoride varnish, and oral health education, in many community settings, including schools and nursing homes. In 2015, the ODA also worked with the General Assembly and Kasich administration to increase funding for the dental Medicaid program.

The expansion of the dental safety net has also contributed to the positive momentum in improving access to dental care. In recent years, dozens of new dental clinics have been established, including federally qualified health centers and new dental residency programs, which have become important parts of the dental safety net in many Ohio communities.

Ohio students are involved in providing care to underserved patients and in the process enhancing the students university College of Dentistry Project, fourth-year dental students spend 50 days providing care in community clinics throughout Ohio under the supervision of associated faculty and alumni.

related to oral health disparities. We know that there are still pockets of Ohioans who would benefit from expansion of our current efforts to provide high quality dental care. As we have consistently done throughout our 150 year history, the ODA will continue to find innovative solutions to ensure all Ohioans have access to the full range of oral health services that only a dentist is trained to provide.

The ODA is working with the General Assembly to pass legislation effectively doubling the capacity of the Ohio Dentist Loan Repayment Program, which creates incentives for dentists to provide care to underserved populations in designated dental professional shortage areas in urban and rural communities. Again, this program and its expansion are entirely funded by Ohio laws to permit dentists to utilize tele-dentistry to extend the reach of the dental team into underserved communities to provide valuable prevention and other oral health services and to expand the ability of existing dental team members to provide care to the fullest extent of their training. The bill will also target specific scholarships in the Choose Ohio First Program for dental students who agree to practice in designated underserved areas in Ohio upon graduation.

As part of its major new building renovation, the Ohio State University College of Dentistry is in the process of expanding its class size by nearly 10 percent, which will mean that 40 more dental students will be getting trained at OSU when the expansion is fully implemented. These new seats reserved specifically for Ohioans from designated dental professional shortage areas.

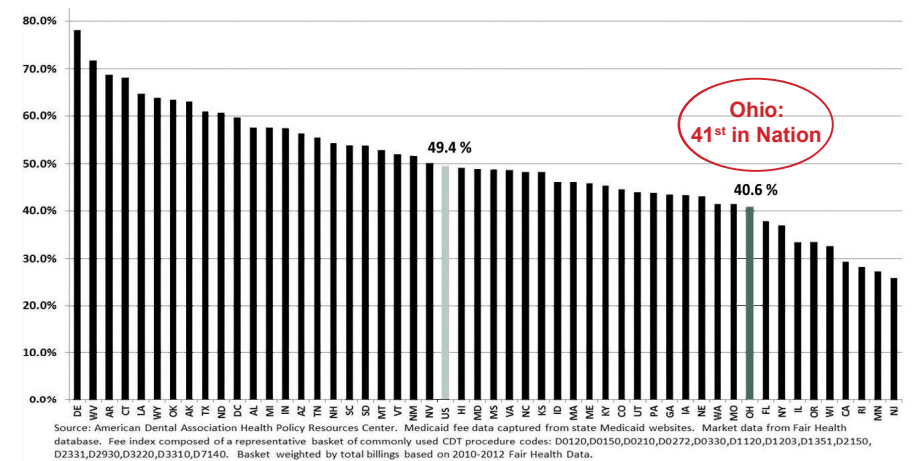
Moving forward, many of these solutions arships, expansion of the dental school class at the Ohio State University College of Dentistry, better use of tele-dentistry – will specifically help address those disparities in oral health care identified in the State Health Assessment.

There is one more solution that is absolutely critical for addressing access to dental care in Ohio: Medicaid reform. According to research from the American Dental Association

reimbursement for dental services. On average, Medicaid reimburses at about 40 percent of a dentists



Medicaid to Market Dental Fee Index Ratio in 2012 (Ohio vs. Other States and U.S.)



Over the last 17 years, Ohio 2016, to increase reimbursements for extractions and denture repairs statewide and a 5 percent fee increase for all dental procedures in 52 rural counties. While this adjustment was welcome, the reality is that Medicaid dental reimbursements have fallen to levels that make it extremely difficult for dentists to participate as providers in the Medicaid program.

This situation cannot continue if the dental Medicaid program in Ohio is going to remain viable. A recent ADA report found that only about a third of Ohio participate in the Medicaid program. In states that have increased dental Medicaid reimbursements closer to market levels, more dentists treat Medicaid patients and Medicaid patients have demonstrably better access to care. For example, a recent study analyzing Medicaid utilization following reimbursement rate increases in Connecticut, Maryland and Texas concluded that to private insurance fee levels has a significant impact on dental care utilization and unmet dental need among Medicaid-eligible children.

resolve access to dental care issues by following the lead of those states that have fixed their dental Medicaid programs, including by raising fees closer to market rates.

Through the Case Western Reserve School of Dental Medicine Sealant Program, dental students provide exams and sealants to students in all of the elementary schools in the Cleveland Metropolitan School District. The Case dental sealant program is an important adjunct to the Ohio Department of Health based Sealant Programs, which provide prevention services to thousands of high-risk Ohio school children.

The ODA also partners with interested parties, including the Ohio Association of Community Health Centers, Nationwide Children Ohio, American Academy of Pediatrics, Ohio Association of School Nurses, and others, as part of the Children oral health awareness, and interdisciplinary cooperation around oral health issues.

The Future

While the State Health Assessment provides validation that Ohio is making progress in improving access to dental care, it also identifies areas for improvement, especially

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ODAF grant recipient expanding services for pediatric dental care

By Jackie Best
Managing Editor

The Good Neighbor House Dental Clinic in Dayton is one of five recipients of the ODA Foundation to Care grants. The \$3,000 grant is being used to expand the clinic dental services.

The clinic opened about 20 years ago, and over the last several years has seen an expansion in the number of days it is open and the services provided. And in 2016 the clinic began accepting Medicaid patients, and at that time found a high need for pediatric dental services.

children, assistant at the clinic. children who need to have work done but they don't of them are immigrants. Normally when we see them they have a lot that needs to be done.

She added that many of the patients who come in need extensive dental work, often including scaling and root planning, and many of them come in with a calculus bridge.

Dr. Gregory Notestine, volunteer dental director at the clinic, said that some of the patients they see do not even own a tooth brush because they have never learned the importance of preventive care. He said one of his favorite parts about volunteering at the clinic is being able to educate people about how to care for their oral health.

if you spend these five minutes a day, you don't them come back and realize they don't



Submitted photo
Dr. Christopher Coleman, a volunteer with the Good Neighbor House, performs a tongue tie release procedure on a newborn at the clinic. The clinic received a grant from the ODA Foundation to expand its pediatric dental services.

have to end up with dentures is the most rewarding thing we do,

The clinic has seen a large increase in pediatric patients over the last year. Between September 2015 and February 2016, the clinic saw 54 pediatric patients. Between September 2016 and February 2017, that number increased to 252. The clinic is also being presented with more children who need sedation.

The clinic has used the ODA Foundation grant funds to purchase dental equipment to help grow its pediatric dental services, focusing on those pieces of equipment needed for the most common procedures.

One aspect of pediatric dental care that

the clinic has been performing is pediatric tongue tie release procedures. The clinic sees about 10 patients per month for this procedure.

getting babies breast feeding where they couldn't one of the dentists that performs this procedure at the clinic. He said performing the procedure on infants helps families save money on formula, allows children to have proper facial and jaw development, and helps avoid orthodontic, breathing, swallowing and speech problems for them in the future.

Many of the tongue tied babies come from the WIC community, and Notestine

said that they are often referred to the clinic by lactation consultants who find the tongue tie. The clinic also brings in a lactation consultant on the days when they are treating tongue ties.

The clinic sees patients who are uninsured, underinsured or on Medicaid. They offer a sliding fee scale for low income patients without insurance, and they also try to keep their costs as low as possible so dental care is affordable for those patients who do not qualify for the sliding fee scale, Viney said.

The clinic performs exams and needed restorative care such as fillings, extractions, dentures, partials, bridges and crowns. A small staff performs many of the procedures, including, two dentists, dental assistants, an EFDA and a hygienist for preventive care days. Additionally, the clinic works with volunteer dentists, including Notestine.

Notestine said volunteering is rewarding, especially the patient education which has a lasting impact on a patient health. He also said there is a big need for additional volunteers at the clinic.

come in a few hours a week, a few hours a month, or a few hours a year,

phone calls for care, for every medical call they get about 20 dental calls.

In addition to the dental clinic, the Good Neighbor House also provides several other services to the community. The Good Neighbor House has medical and vision clinics, as well as a food pantry. Viney said often someone will come in for one service and find that the Good Neighbor House can also help them access additional services they need.

ODPAC, from page 3

who provide free care in their offices and other settings to be eligible for qualified immunity from malpractice claims when treating certain low-income patients. The change promotes volunteer service by reducing dentists liability when providing charitable care.

Licensure

Dentists would be limited in their ability to practice in other jurisdictions. ODPAC and the ODA continue to promote free-

dom of movement within Ohio licensure system by requiring the dental board to accept the results of all regional clinical exams for licensure and provide reciprocity for dentists engaged in the reputable practice of dentistry for five years. ODPAC also supported legislation that created a temporary license for out-of-state volunteer dentists and dental hygienists in promoting freedom of movement and volunteer service.

Dentists would have less flexibility in meeting continuing education requirements. ODPAC and the ODA continue

to work to preserve dentists' flexibility in meeting continuing education requirements. The ODA has a longstanding policy against specific continuing education mandates as dentists should be able to determine their initial and continuing education needs based upon their individual areas of expertise, practice type or specialty and the clinical needs of their patient population.

Fortunately, ODA members can rest assured that organized dentistry and ODPAC will continue working to protect dental practices from unnecessary gov-

ernment intervention and proactively work to improve dental practices with common sense reforms. However, the success of our advocacy efforts depends on the engagement of member dentists, so we encourage you to get involved as membership in ODPAC and participation in grassroots activities such as ODA Day at the Statehouse play a significant role in influencing policy decisions. To register for Day at the Statehouse, visit oda.org/events, and to learn more about becoming a member of ODPAC visit oda.org/advocacy/political-action-committee/.

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Contact the Ohio Dental Association Membership Department if you are planning to move your home or practice or if you have changed your phone number, changed your name or changed your email address.

Via email: membership@oda.org

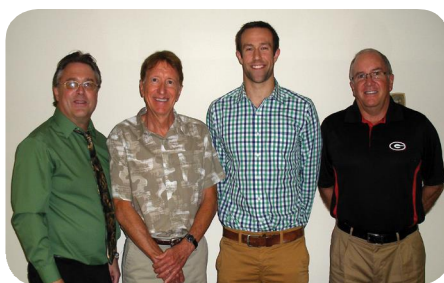
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'We didn't quite know what to expect with our first Give Kids A Smile event'

By Dr. Libby Buckley
General Dentist from Berea

This was my first year participating in the Give Kids a Smile (GKAS) program since graduating from dental school. I remember always being an active participant while in school at Ohio State, placing sealants and performing exams. However, as most of us do when we get out of school, we tend to get caught up trying to find jobs and learning how to practice dentistry in the real world and we lose sight of the importance of giving back to the community. I spent the last nine years bouncing around different offices trying to piece together a full-time job, moving to a different city and finally landing at the practice I currently own four years ago. My first order of business when I took over ownership of the practice in 2015 was to get more involved in the community. I sponsored softball teams, 5K races, Night at the Races events, county fairs and local festivals. The one thing I had wanted to do was hold my own event, and Give Kids A Smile seemed like the perfect opportunity for me to do so.

I honestly didn't know how to get started, so I contacted Kristy Kowalski, public service and ODA Foundation manager. She sent me everything I ever wanted to know about hosting my own GKAS event; how to make it a public event held at the office or a private event held at a school, a checklist of materials needed for each event, and even how to advertise your event with sample press releases and social media posts. All of these resources were extremely helpful for a beginner like myself. I decided to start off small and host my event at a school, where the kids were readily available and eager to



Submitted Photo
Dental team members Doris Maynard and Marlene Zaboura along with Dr. Libby Buckley and her daughter Avery at their Give Kids A Smile event. Buckley held her first Give Kids A Smile event this year, where she and her team saw 25 students at a local school.

learn about oral health. I contacted the school health manager in Berea, where I practice, to help me search for a school with children who lacked the resources and access to good dental care. She not only found the perfect elementary school, but she was instrumental in helping me plan the entire event.

We broke the event into two separate

visits. The first was strictly educational. Two of my hygienists went out at the beginning of February and spoke with the entire second-grade class, about 120 students in total. They educated the kids on good oral health habits, the correct way to brush and floss, and what types of food can cause cavities. We provided each child with a goody bag filled with a

toothbrush, floss, and toothpaste as well as fun dental games and even a tooth necklace to store their lost baby teeth. Each child also went home with a consent form to receive fluoride treatment and a dental exam that we would be doing a few weeks later at the second visit. The same two hygienists, my husband Tim and I returned to the school and placed fluoride on the 25 students who returned their consent forms. I must admit, I was a little disappointed in the turnout, but it gives us room to grow next year and hopefully open the event up to other grades.

We didn't know how to get started with our first Give Kids A Smile event. The help we received from the ODA and Big Creek Elementary in Berea as well as donations we got from the ADA made planning this event easier than I had anticipated. While we didn't have a lot of kids for our second visit, we were able to educate the entire second-grade class, which is a good first step to good oral health. My staff and I are already looking at how we can improve and grow the event for next year. I encourage every dental office to have some sort of involvement with Give Kids A Smile, whether it's by hosting their own event or just volunteering at someone else's. It's important for dental professionals to be able to give back to our community, and there are many ways to do so that are more deserving than the children.

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ODA Foundation Chair Dr. E. Karl Schneider passes away

Dr. Edward Karl Schneider, age 72, passed away Wednesday, March 29, 2017.

Karl was born on July 17, 1944 in Canton. He was the son of the late Margaret and Edward K. Schneider.

He earned his Bachelor of Science Degree in Chemistry from Mount Union College in 1966, and his Doctor of Dental Surgery Degree from Case Western Reserve University in 1971. Additionally, he completed his general practice residency at Saint Luke

1972. Dr. Schneider pursued oral and maxillofacial surgery residency at The Ohio State University College of Dentistry which he completed in 1975. Dr. Schneider practiced oral surgery for more than 40 years and opened his practice in 1996, Dr. E. Karl Schneider Oral and Maxillofacial Surgery in Mentor. He was currently a Diplomat of the American Board of Oral and Maxillofacial Surgeons. Karl was a true serviceman to his local and professional communities. Dr. Schneider dedicated himself to us all. His services include: past president and treasurer of the Ohio Dental Association and served on the Committee for Professional Conduct with The American Association of Oral and Maxillofacial Surgeons, service as Chairman of the Dental Staff with the Lake Health Medical System, volunteering for over 40 years to train residents with the Metro Health Medical Center, 11 years as the Ohio Section Chair for the Pierre Fauchard Academy, and since 2009 he has served as Trustee of the Ohio Dental Association Foundation.

Dr. Schneider has been a practicing Oral and Maxillofacial surgeon for over 40 years and lectured annually at Lakeland Community College to the dental hygiene students. He contributed to his community further serving on the Board of Mount Union College, on the By Law Committee for University of Mount Union, Executive Board for Lake County Free Medical Clinic, Board of Trustees for The Phillip-Osborne School, Development Committee for the Andrews School, Honorary Chair for Ohio Small Business Advisory Council, National Republican Congressional Committee. Dr. Schneider served in the United States Naval Reserve as a second-Lieutenant. He has resided in Mentor since 1975 and was a season ticket holder to the Cleveland Orchestra. Dr. Schneider enjoyed the beaches of Lake Erie with his wife Lisa at the Mentor Harbor Yachting Club. He was the proud father of five children.

Dr. Schneider is survived by his loving wife Lisa Faye (Aponte) whom he married on July 16, 1993; children Kurt W. (Lori) Schneider, Keith M. (Crystal) Schneider, Amy M. (James) Luxbacher, Brittany A. Mendez, Korey Schneider; grandchildren, Abigail, Anna, Sarah, Calista, Keith Jr., Audrey, Alden, Giovanni. His son Keith, an oral surgeon in Mentor, is the president of the Northeastern Ohio Dental Society.

ODA Executive Director David Owsiany said Dr. Schneider was a strong advocate for oral surgery and dentistry. He served in many capacities with the ODA and will be greatly missed. He did everything with passion and good humor.

Contributions may be made to The

See SCHNEIDER, page 17

Dr. E. Karl Schneider was chair of the ODA Foundation at the time of his death. The Foundation will continue advancing oral health in Ohio in honor of his efforts to bring the Foundation to new heights.

LEADERSHIP, from page 1

opioids in Ohio.

ference was responsibility, George R. Williams, a general dentist from Canton.

DeWine and Dr. Parson's comments regarding the opioid crisis really opened up my eyes to take responsibility as a dental professional in my community. This doesn't tell me how and when I write prescriptions, but to offer my expertise and time to our local organizations combating an epidemic that has no boundaries.

Dr. Larry Schmakel, a general dentist from Toledo, agreed that hearing about the opioid crisis in Ohio was very important.

DeWine and our current opioid addiction problems in Ohio are incredibly important topics,

U.S. should have an event in their communities to let everyone know what dentistry is doing to reduce the levels of opioid addiction/death/crime/etc. through public and professional education, responsible prescribing practices and proper programs in place. These programs must include both medical and legal representatives to help these addicts survive and thrive.

Leadership Institute also featured a keynote presentation by Dr. Paul Homoly, a speaker, consultant and author on dental practice management topics.

Leading ... Doesn't look like it's low and entertaining,

comes to leading others. Dr. Homoly's communication practices have already helped in speaking with staff members and patients!

The final keynote presentation was given by Dr. Don Lewis, an oral surgeon from Cleveland who has earned the designation of Certified Fraud Examiner (CFE) from the Board of Regents of the Association of Certified Fraud Examiners. He spoke about preventing fraud and embezzlement in the dental office.

interesting and has a direct effect on our dental practices/businesses, Schmakel said.



ODA Staff

Drs. Andrea Company, Billie Sue Kyger and Nan Tertel talk during the 2017 ODA Leadership Institute. Leadership Institute provides an opportunity for camaraderie with dentists across the state.

Leadership Institute also featured an American Dental Association update, an ODA update and a legislative update on issues going on in Ohio.

the importance of communicating these items to our fellow Toledo Dental Society members was my favorite,

member dentist know what can affect our profession. Whether we are corporate, employees/associates or practice owners, it is critical knowledge to have. I believe it

member of the ADA, ODA and TDS/our local dental society.

Breakout sessions at the Leadership Institute gave attendees an opportunity to dive deeper into subjects of interest. In addition to the opioid breakout session, Leadership Institute featured breakout sessions related to holding effective morning team huddles and regulatory compliance.

"I definitely learned strategies for embracing the role of leader in my practice, Ghering said.

of communication skills, effective office team meeting protocols and issues related to substance abuse in our communities.

In addition to these educational speakers, the Leadership Institute provided attendees with many opportunities for camaraderie.

ODA Leadership Institute,

mates or colleagues from around the state and seeing what and personal lives. The New Dentist

Happy Hour was the perfect opportunity to see some old friends and meet some new ones too. Bowling was a blast and a great way to celebrate St. Patrick

Leadership Institute is the ODA's winning program developed to help all ODA members become more successful and effective leaders. Attendees consistently rank the event as one of the top leadership development workshops.

benefits the ODA offers, an incredible two-day program filled with informative CE, networking, hospitality, volunteer and practice opportunities and camaraderie, Williams said.

Ghering says he regrets not attending Leadership Institute sooner so that he could better understand his role as a leader earlier in his career.

ship Institute out of a misunderstanding of the all-encompassing nature of the role of

attendees from previous years, I learned the value of the Institute and decided to attend. I was not disappointed.

The ODA Leadership Institute was sponsored by Superior Dental Care.

Like the ODA Annual Session Facebook page!



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Registration for Annual Session courses opens next month

By ODA Staff

Registration for 2017 ODA Annual Session courses will be available beginning May 1. Registration for Annual Session has been available at oda.org/events since last year

tration will be open next month.

This year
gether Towards Tomorrow
14-17 in Columbus. Annual Session will feature nationally known speakers, the largest Exhibit Hall in the region, fun social events and more!

One highlight of Annual Session is the broad range of courses available to attendees. Ranging from hands-on to motivational, the courses provide something for general dentists, specialists and all dental team members.

Featured speakers at the 2017 ODA Annual Session include:



By ODA Staff

The 2017 ODA Annual Session will feature CE opportunities for the entire dental team.

Annual Session also will feature CPR for Healthcare Professionals; Infection Control & Regulatory Compliance; Emergency Medicine for the Dental Practice; and Radiography Update for the Dental Assistant.

In addition to nationally known speakers, attendees have an opportunity to shop in the Exhibit Hall, where they can try out new products, speak directly to company representatives and compare products.

Annual Session is also a great time to catch up with colleagues from across the state and meet other dental professionals from Ohio. The ODA has several special events planned where dental professionals can relax and have fun after a day of CE and shopping the Exhibit Hall.

Attendees also can find ideas to make their stay in Columbus more enjoyable at experiencecolumbus.com.

Register now for the 2017 ODA Annual Session at www.oda.org/events. Be sure to like the ODA Annual Session Facebook page for the latest information, and watch future issues of the dates about the event.

ODA members can help promote ODA Foundation scholarship, grant opportunities

By ODA Staff

Besides donating to fund the activities of the ODA Foundation, ODA members can get involved with the ODA arm in another way

about funding opportunities in their local communities. The ODA Foundation offers scholarship opportunities to dental, EFDA and Community Dental Health Coordinator students and access to care grant opportunities for Ohio nonprofits.

Dentists may know dental students from their communities or through job shadowing experiences. Letting dental students know about the opportunities to reduce their student debt through the ODA Foundation scholarships will give them another positive encounter with organized dentistry.

A dental assistant or hygienist in the office or community may be looking to pursue an EFDA or Community Dental Health Coordinator (CDHC) certification. The ODA Foundation scholarships for these auxiliaries can help offset some of the cost of their programs.

Dentists who work for or volunteer with a nonprofit organization with oral health-related programs that reach out to the underserved to increase access to needed dental care might suggest the organizations consider applying for the Access to Dental Care Grant.

All scholarship and grant applications also ask for letters of recommendation, and some require that those recommendations come from ODA member dentists. The Foundation Committee, which reviews all applications, appreciates the honest input of ODA members who recommend individuals for scholarships and organizations for grants and takes these letters into account for funding decisions.

Applications for 2017 are now open and can be downloaded at <http://oda.org/community-involvement/oda-foundation/odaf-grants-and-scholarships/>.

See ODAF, page 17

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The Explorer

Matthew J. Messina, DDS
Executive Editor

Three Steps

I just completed one of my favorite events of the year. The ODA Leadership Institute convened again in Columbus for another weekend of conversation and continuing education. It is truly one of the best values of membership in the Ohio Dental Association.

Each year dentists, from all over the state, gather to learn and laugh. I love it, for the best and brightest of our profession are there. This year more than 200 motivated winners attended. It is an energetic meeting, since our future was well represented, with more than 55 dental students and new dentists in attendance.

They were there because they care about the profession.

As I returned to the office, my computer held the Monday morning blog post from Seth Godin. His challenge was "Simple and Difficult Steps."

Get smarter. Hurry!

Learn something new, and difficult, and valuable. Learn it today and continue learning it tomorrow.

Solve interesting problems.

Those that present themselves to us. Those that we must seek and find.

Care. More!

This takes guts because it means you have to do something. Commit your assets. Leverage your influence. Display your values.

This struck me as the central point of the Leadership Institute. As individuals, and as a profession, we must continue to get smarter. There is so much more to know now and the explosion of information will make the future so much more difficult to develop mastery. We can't possibly learn it all. So we must choose to be smarter. Learning what is important. Valuable to us.

It seems that problems find us. They

are easy to see. They walk into the office. They are on the evening news. They challenge us to find novel solutions. They challenge us to work together to combat issues too large to tackle alone.

We are called to care. For our patients. For the public. For each other. And we are really good at it. That drawn into this profession. It appeals to our nature.

So, how do we change and make a difference in the world? Start at the beginning.

Make positive friends. Seek out other like-minded people and spend time with them. The profession of dentistry is full of BMW

them and spend time with them. At study clubs and dental meetings. Get out of the office and cultivate positive friends. Avoid negative or pessimistic people. Negativity is contagious. Don

Challenge your thoughts. Find reasons to be optimistic. Rather than get down about how things are, look for ways to change them. Then make it happen, one small step at a time.

Tell the truth. Especially to yourself. Nothing will improve unless we are hon-

est about how things are and then seek to make it better. Demand the truth from others. No one expects honesty in a poker game, or in negotiating the price of a new car, or even in the speech of a political candidate. In the scientific community, though, we signed up for intellectual clarity. The system depends on everyone holding up their part of the bargain. As a profession, we are respected as honest and caring. We need to continue that. It what keeps the whole thing in balance.

Volunteer. Find something about which you are passionate and get involved. There is enough time, since we will make time for what we value. You will be amazed at the difference it makes in your life. It doesn't

related or not. Your passion will ignite the world and we will all be better for it. As we all try to cultivate a positive mindset, it will change our lives. I ended the Leadership Institute with that challenge in mind. Buddha said:

we are born again. What we do today is what matters most. three steps.

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



Just Think About It

Paul S. Casamassimo, DDS, MS,
FAAPD, FRCSEd, Guest Columnist

Cortisol or Adrenalin

Too Much Cortisol or Adrenaline? Relax and have a cola-flavored carbonated beverage!

Cortisol = worry and anxiety

Adrenalin = fight (or flight)

Did you think the argumentative dinner table talk was over on Nov. 9? Guess again!

The latest controversy, albeit much less weighty, is the movement to tax soda (AKA pop in our part of the country). In both small and large municipalities across the nation, debate on the merits or downsides of a tax on carbonated drinks is on the rise. The Nov. 27, 2016 New York Times reported the success of some communities in enacting a tax burden on those who choose to drink carbonated beverages, and also on the strong consideration being given by others to follow suit. As we in the fly-over states would guess, these have taken root in California, but amazingly, also in places like Chicago and Philadelphia, similar laws have been enacted.

By all rights, we dentists ought to be cheering this movement as a way to decrease dental caries in children and adolescents, but that is not always the case. If you are in the you worry that today it tomorrow it or some other perceived dietary villain. If you are in the heartily agree that this may be too little, too late and the plagues of obesity and dental caries are well ahead of our ability to manage them, but still support a tax on carbonated beverages as a solution.

And this is where the factionalizing of sides, even within themselves, approaches true insanity. If you are a liberal-minded person, you cheer the soda tax and what the windfall of money will do to ameliorate health ills caused by this by the corn sweetener - farm industrial complex- government subsidy cabal! But

wait! A true liberal is also concerned that the group hurt most by such restrictive taxes is the poor who depend on low-cost, high energy food sources to feed children and families. A case of generic sugar-sweetened pop goes for less than a gallon of milk and lasts far longer. Tantalize the controversy with factory-added vitamins in each sugar-sweetened sports beverage can or bottle and the seeming burden on the poor increases, if they cannot afford them!

Wait again! Won

consumption free the highways and byways of Ohio of empty cans and bottles that disfigure our state? Probably not. The real growth in personal-sized drinks is in bottled water and these containers have the ability of making their way into the same ditches and gutters as an aluminum can and now have formed islands in the oceans miles across. The only of a soda tax is in the dollars generated!

But wait again! Won

ceipts go to fund programs to reduce consumption and turn those hooked on sugar-sweetened beverages toward the shrine of good nutrition, fiber and low carbohydrate consumption? Not if the Ohio Supreme Court tobacco money stands, which says that our elected officials are not bound by agreements siloing money for special causes. The justices say our lawmakers are entrusted with using any revenue for the public welfare whether that is an obesity program in Toledo or a new bridge across the Ohio River. There is no guarantee this soda pop revenue will ever see its reflection in a water bottle!

And let

tion of decision-makers is solely for the best interests of the public they serve. Sure, the long-visioned legislators will see both the immediate and long-term health benefits of reduced beverage consumption, reduced obesity and caries, and deleterious effects across the lifespan.

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

But the pot of money made available by a soda tax is what legislators dream about! Across the nation, sources of revenue are declining as has middle class employment. As tax relief to businesses increases to keep them in communities and as the social and infrastructural needs of communities grow, soda tax revenues look good. This is easy money and apparently a lot of it!

The cortisol-spillers on the other hand see a slippery slope here. As mentioned above, is the next step after sugared drinks, the fat content of foods, the sugar content of baked goods, or the caffeine levels of more adult beverages? They imagine a 1984ish day when the family having a six-course meal at a five-star restaurant looks through the window and sees their counterpart at a fast food chain across the street with a happy meal and burgers and fries that with the sin tax costs about the same! Those already on adrenaline don't

ating of energy drinks, down Perrier or pomegranate juice, and so they see the tax as something that won't

It may also have less to do with nutrition than with the fear of the growth of the nanny state into areas that some see as personal business. The recent presidential election should have told us that many have had enough of top-down thinking that ignores the real needs of people. A soda tax hits close to home for many. It isn't

repair. It isn't

pretty much everyone views as still their money, just gaining interest until they retire. Many have trouble seeing the benefit to consumption taxes, particularly if they are healthy and especially if the tax also hits non-sugared drinks.

So, we all may have the opportunity to make a decision on the soda tax in the future. Here in Ohio, the concept has not been successful for a number of reasons ranging from a general dislike of consumption taxes to a strong beverage industry lobby. You may have seen recent commercials aired during NFL games this season where a compassionate voice tells us that the beverage industry is reducing container size, offering more diet choices, and creating more non-carbonated choices for us to reduce the sugar we consume in their drinks. The narration is accompanied by uniformed delivery persons from competing beverage manufacturers marching shoulder-to-shoulder to suggest that the commitment to reduce sugared pop is an industry-shared value.

I hope that this has made you an educated voter should you have to make a choice on the soda tax! Whether you fear the slippery slope or seek soda-based social justice, the issue is complicated. We have cortisolers and adrenalists on both sides! My advice is should a vote loom in Ohio and cons over an adult beverage before making a decision!

Dr. Casamassimo may be reached at casamassimo.1@osu.edu.

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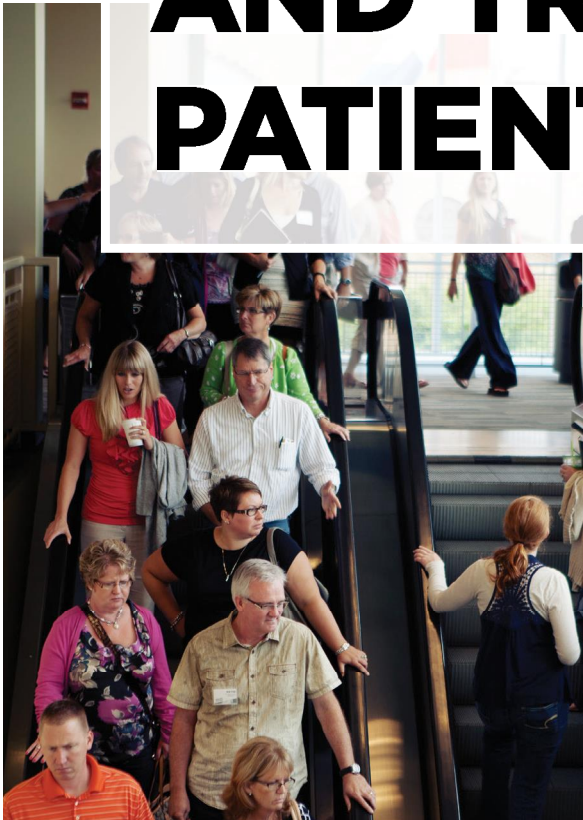
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ODAF, FROM PAGE 13

The deadline to apply for all scholarships is June 28. The grant application is a two-step process with the letter of inquiry due by May 24 and the grant proposal due by June 14. In 2016, the Foundation awarded scholarships to 21 dental students, two EFDAs, and one CDHC and grants to five access to care organizations. With the help of ODA members promoting the scholarship opportunities, the ODA Foundation hopes to have the highest caliber grant and scholarship recipients in 2017.

SCHNEIDER, from page 12

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Dental Economics Columnist
Joshua Austin, DDS FAGD FACD
San Antonio, TX

Dental Network Group
Spring Symposium

Friday April 21st // 8:30AM-1PM

Philip Heit Center // New Albany, OH

**Deadline to register is fast approaching.
Register for FREE today.**

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FEATURING:

20 PARADE OF
17 PRACTICES

Parade of Practices bus tour
featuring top performing
general dentistry practices

TOPICS COVERED:

- » How to find practices to buy
- » Should you consider a new start-up
- » Finding the right associateship
- » 3 hours CE

