

# ODA Today

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

## QuickBites

### Renew your Ohio Dental Association membership!

ODA membership dues are due Jan. 1, 2020 for the 2020 membership year.

Members can renew online at [www.oda.org/renew](http://www.oda.org/renew), by fax at (614) 486-0381, by mail to Ohio Dental Association, P.O. Box 734508 Chicago, IL 60673-4508 or by phone at (800) 282-1526.

Renew your membership to continue receiving access to all the Ohio Dental Association has to offer. The ODA is here for you - if you have a question, we have an answer!

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## 10 ways the ODA made a difference in 2019

By ODA Staff

**1. Launched a group purchasing organization to help dentists save money.** OhioDDS allows ODA members to join together and leverage purchasing power to receive discounts on supplies, equipment and services.

**2. Created a regulatory compliance guide for ODA members.** "Ohio Dentist Advisor: Your Guide to Regulatory Compliance" includes summaries, checklists and fillable forms to help offices ensure they are compliant with regulations.

**3. Supported legislation that would prohibit insurance companies from setting fees for non-covered services.** Dr. Steve Moore, a past ODA president, and David Owsiany, ODA executive director, testified in favor of Senate Bill 148 and the ODA has been working closely with lawmakers to educate them about this issue.

**4. Endorsed a platform to support in-office membership plans.** The ODASC In-Office Membership Plan, powered by DentalHQ, allows ODA members to offer their uninsured patients the ability to join their membership plan and pay a monthly or yearly fee directly to the dental practice in exchange for services and discounts created by the dentist.

**5. Created an independent means of appeal with a major dental insurance provider.** The ODA and Delta Dental of Michigan, Ohio, and Indiana developed a process to assist ODA members who have disputes with Delta Dental on cases involving medical necessity and quality of care issues.

**6. Filed one of the lowest rate increases with the Ohio Department of Insurance for a health benefits plan.** The ODA Wellness Trust provides affordable health benefits for ODA members and their staffs. In 2019, the ODA Wellness Trust had one of the lowest rate increases filed with the Ohio Department of Insurance, added an Employee + Child



ODA Staff

The Ohio Dental Association is made up of 5,000+ members driving dentistry forward.

## member benefits BUZZ

rate and added two exclusive plan designs.

**7. Provided CE and leadership development training.** The 2019 ODA Annual Session featured more than 70 CE courses, and the ODA Leadership Institute is a free, award-winning leadership development training program for ODA members.

**8. Helped provide access to care to people in need.** More than 38,000 children received dental care or oral health education through Give Kids A Smile in 2019. More than 2,500 dental professionals volunteered to provide over \$1.5 million in donated care.

**9. Joined the Opioid Education Alliance.** The ODA is one of more than 80 Ohio partners committed to spread a message of pre-

vention and education around the dangers of prescription opioid misuse and abuse.

**10. Awarded a record high amount in grants and scholarships.** In 2019, the ODA Foundation awarded \$157,000 in grants to access to care programs and scholarships to dental students, the highest amount awarded in any single year of the Foundation's history.

To learn more about these and other ODA member benefits, visit [www.oda.org](http://www.oda.org).

### Renew your membership to continue receiving these and other benefits

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## 2020 ODA Leadership Institute set for March 27-28

By ODA Staff

The ODA will host its annual Leadership Institute on Friday, March 27, and the morning of Saturday, March 28 at the Hilton Columbus Polaris Hotel. This award-winning leadership development program is open to all ODA member dentists. It is designed to enhance dentists' leadership skills for use in any setting, whether in dental practice, volunteerism, or professional development.

This year's program will kick off with a keynote presentation by leadership consultant Paul Smith, who is the author of the best-selling book "Lead with a Story." Smith spent more than 20 years as an executive with Procter and Gamble after earning a Bachelor's Degree in economics and an MBA from the Wharton School at the Uni-

versity of Pennsylvania. His work has been featured in various publications, including the "Wall Street Journal," "Washington Post," "Forbes" and "Time." He delivers professional workshops and keynote addresses on effective storytelling for leaders. His clients include Hewlett Packard, Google, Ford Motor Company, Bayer Medical, Abbott, Novartis, Progressive Insurance, Kaiser Permanente, and Procter & Gamble.

Following lunch, attendees will be able to participate in a series of breakout sessions, including a small group workshop on story-telling in leadership that will be led by Smith. Other breakout sessions will include an update on legal and regulatory issues for dental offices in Ohio. This breakout session, led by ODA's Director of Dental Services Chris Moore and ODA's Director of Legal

and Legislative Services Eric Richmond will provide ODA member dentists with the latest information on dental-related regulations and strategies to remain compliant and limit liability risk.

Another breakout session will feature a new product showcase where member dentists can get information on various programs and products that are exclusively available to them through their membership in organized dentistry. This session will allow member dentists to learn more about ODA-endorsed programs including the Ohio Discount Dental Supplies program (OhioDDS) which is a newly formed group purchasing organization through which many ODA member dentists are saving thousands of dollars on their

See LEADERSHIP, page 4



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## The Director's Chair

David J. Owsiany, JD  
ODA Executive Director

## The year in review

The recent membership survey demonstrates that the ODA continues to be a successful and effective organization promoting the dental profession and oral health in Ohio. As dentistry continues to evolve, the ODA is addressing the various challenges facing dentistry by rolling out several new initiatives, including ODASC's new group purchasing program (Ohio Discount Dental Supplies), ODASC's in-office membership plan vendor endorsement and ODA's new comprehensive regulatory compliance manual, all of which are designed to provide value to membership in organized dentistry. The ODA's advocacy efforts remain strong and we continue to be a strategically-driven organization allowing the ODA to efficiently and effectively meet our members' expectations.

Below is a review of some of our 2019 activities.

### Membership Survey

In the fall of 2018, the ODA conducted a broad survey of its membership and the results have been compiled and were presented earlier this year to the Leadership Institute and to the ODA's councils and committees for their review, consideration and, where appropriate, action. The extensive survey covers various aspects of the ODA and dentistry in Ohio, including: member priorities and overall satisfaction with the ODA, ODA Annual Session, ODA Leadership Institute, communications with and from ODA staff, ODA products and services, dental practice trends in Ohio, and the value of membership in the ODA.

The results were revealed during the 2019 ODA Leadership Institute. Lobbying on behalf of the dental profession and oral health, providing practice-related information, and monitoring the dental insurance industry continue to be the ODA's highest priorities in the membership's eyes. And the satisfaction rate for these areas

continues to be very high.

- A total of 94% of the respondents are "very satisfied" (58%) or "somewhat satisfied" (36%) with the ODA's efforts in "providing members with information about issues affecting the practice of dentistry."
- A total of 89% of the respondents report being "very satisfied" (57%) or "somewhat satisfied" (32%) with the ODA's efforts related to "lobbying on behalf of the dental profession."
- A total of 73% of the respondents report being "very satisfied" (34%) or "somewhat satisfied" (39%) with the ODA's efforts in "monitoring the dental insurance industry and advocating for dental insurance benefits."

### New Programs

The membership survey also revealed interest in saving money on the purchase of dental supplies, assistance in developing and administering in-office membership plans for patients and assistance in complying with the myriad of laws and regulations that dentists face. Accordingly, the ODA Task Force on Dental Services Organizations and the ODASC Board have worked to develop three new programs that were rolled out this fall, including:

- Group Purchasing Organization – ODASC is rolling out its Ohio Discount Dental Supplies (OhioDDS) program to allow ODA members to join a group purchasing organization in order to secure discounts on dental supplies.
- In-Office Membership Plan Program – ODASC is rolling out its endorsement of DentalHQ to assist member dentists with their in-office membership plans for patients.
- Regulatory Compliance Manual – The ODA has just released its comprehensive regulatory compliance manual, which will give ODA members a useful tool to assist them with all of their regulatory compliance needs.

### Advocacy

Back in 2017, Rep. Theresa Gavarone (R-Bowling Green) and Rep. Anthony DeVitis (R-Green) introduced House Bill 184, which is the ODA's latest access to dental care initiative. This comprehensive legislation was designed to: (1) update Ohio's dental laws to allow for the use of tele-dentistry to extend care into underserved areas of Ohio, (2) double the capacity of the Ohio Dentist Loan Repayment Program, which provides incentives for dentists to practice in designated underserved areas in Ohio, (3) create

primary care dental student scholarships within the Choose Ohio First Scholarship Program providing scholarships for dental students who agree to practice in designated underserved areas upon graduation, (4) enhance the ability of existing dental auxiliaries to provide preventive dental services in schools and other public health settings, and (5) promote licensure portability by having Ohio accept the results of all regional clinical dental licensure exams. House Bill 184 passed the Ohio House of Representatives by a 91-6 vote. The Senate rolled the provisions of House Bill 184 into an unrelated bill, Senate Bill 259 and passed it by a 31-0 vote on Dec. 13, 2018. Then-Gov. John Kasich signed Senate Bill 259 into law on Dec. 19, 2018. The law became effective in March 2019. The Ohio State Dental Board is currently promulgating rules to implement this new law.

Over the last few years, outside foundations and special interests have pushed the concept of dental therapists in Ohio. The ODA opposes the creation of dental therapists in Ohio because the concept would potentially allow under-trained personnel to perform irreversible surgical dental procedures, divert funds away from other proven approaches such as a fully-funded Medicaid dental program, and create statutory and legal challenges that will delay care to Ohioans. Dental therapy legislation has been introduced at the Ohio Statehouse in each of the last three sessions of the General Assembly but because of the efforts of the ODA advocacy team and its member dentists in educating policymakers on the folly of dental therapy, the legislation has not passed. No legislation on dental therapists has even been introduced in 2019.

On May 13, 2019, Sen. Kirk Schuring (R-Canton) introduced the ODA-backed Senate Bill 148, which would prevent dental insurance companies from setting the prices that dentists charge for non-covered services. Senate Bill 148 is currently pending before the Senate Insurance and Financial Institutions Committee and has had three separate hearings with more action expected in 2020.

The Ohio State Dental Board is reviewing and revising its rules related to specialty recognition and advertising. The ODA commissioned an independent survey of the public to determine current attitudes and understanding of dental specialties in Ohio and the potential for the public to be misled to their detriment

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## President's Message

Sharon Parsons, DDS  
ODA President

## It takes all of us to make a whole

I was all set to write this column. I had been thinking about it and knew what I wanted to say. Then, I attended a seminar/retreat last week. The seminar ended on Friday, it is now Tuesday and I am still thinking about it, so I wanted to share a bit. The title of the seminar was "Living Your Strengths," or something similar. Before arriving, we all took a personality test that measured our strengths. In the usual Sharon fashion, I took it in a hurry, being in the middle of a dozen other things. I didn't even pay attention to the results I

printed out. At the seminar, the test was explained, as well as all of the 40 or so various strengths. We were shown our top five, which they explained will always stay with you, it's what you are born with. I have to admit that I was a little scared by some of mine, but deep down I knew them to be true. As these strengths and their accompanying traits were explained, we were encouraged to own and embrace them, hence living your strengths.

As I listened to all of the speakers (and all were wonderful, by the way) I came to understand the heart of all of this. We are all born with certain attributes that make us valuable in different ways. Some of us have creative minds and develop amazing ideas and programs. Some of us have the gift of always knowing just what to say to make others feel wanted and included. Others are very strategic thinkers and know how to handle finances. We were told that none of us is strong in everything. For those things that are not our strengths, we can outsource to others who do possess those strengths. This is what we do in our practices and in our lives. It also is what we do in organized dentistry. It takes all of us with our varying strengths

to make a whole.

I entered this seminar a little unsure of how I was going to feel about it. After all, I signed up for it to support my friend whose brain child it was. I left the seminar a more enlightened person, feeling a little like I was wrapped in a warm blanket. Now I know some of you are rolling your eyes, thinking "OMG. Parsons was at a commune doing Kumbaya." Not so. However, validation and acceptance can be powerful things. Appreciating each other's differences and realizing our many similarities is what will make us strong as an organization. Who else knows what it is like to spend a day in the mouths of others? I can walk into a room with any of you there and blurt out something technical about my day at the office and you understand! That is huge. This is one of the strengths of the ODA and organized dentistry as a whole. We can be all of this for each other. As this year winds down and another begins, why don't we own our strengths and embrace our differences just a little more? We all want the same things in the end. In the words of Elvis Costello, "What's so funny about peace, love and understanding?"

## ODA Today

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## Legal Briefs

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

## ODA advocacy in 2019

At the end of the year I think it is important to recap what has taken place over the past 12 months and ensure that moving into the new year we are ready to take on our advocacy tasks with a clear plan. The main topics of interest over the past year have been the non-covered services legislation, the rule making process for teledentistry and continuing education, in-office dental plan legislation, education of new legislators on issues in dentistry and ensuring that our advocacy model continues to provide results.

Starting with something that has been discussed in the last few issues of the "ODA Today," we are working hard on Senate Bill 148, our non-covered services legislation. If signed into law this bill would allow dentists to opt out of non-covered service prices set by insurers. Senate Bill 148 has had three hearings in the Senate Insurance and Financial Institutions Committee. Through the sponsor, proponent and opponent testimony the committee was very engaged and asking questions. The ODA advocacy team is currently following up with all members of the committee to see where they stand as we try to get a vote on the bill in committee. This continues to be the ODA's lead legislative item for this general assembly. Continue to follow along with this issue; this will be something that we actively discuss this spring at Day at the Statehouse.

## Dental societies: Apply for a 2020 recruitment grant

The ODA Council on Membership Services is excited to announce that a rolling application cycle is available for the 2020 recruitment grant program.

Applications will be reviewed on a quarterly basis until funds run out to allow dental societies more flexibility to target recruitment efforts in specific market segments as they are identified in membership data throughout the year. The first deadline for receipt of 2020 recruitment grant applications is Dec. 31, 2019. In addition, the 2020 grant program will be a reimbursement program with funds being distributed after completion of the program.

The proposed program must be a recruitment initiative with the goal of obtaining new members, and 25 percent of the total cost of the program must be funded by the component dental society. Events cannot be purely social and must have designated time to present the benefits of membership. A maximum of \$2,000 will be awarded per grant.

Events must be held by Dec. 31, 2020, and societies receiving grants are required to report the results of their efforts to the ODA Council on Membership Services quarterly.

For more information and to apply, visit [oda.org](http://oda.org) and under "Member Resources" click on "Membership Recruitment and Retention."

Since the passage of the teledentistry bill last December, the Ohio State Dental Board has been working on the rules that the statute requires them to develop for teledentistry. The ODA has been at the table throughout the conversations over these rules and we are hopeful that they will be put in place early in 2020. Also, at the Board the ODA has been very involved in the rule for mandatory CE on opioid prescribing. The rule that requires two hours of CE for each of the next two bienniums has been passed and will go into effect January 1, 2020. Even though the rule passed in this biennium (2018-2019) the mandatory CE will not go into effect until the 2020-2021 biennium. Look for new online continuing education that will fulfill this mandatory requirement from the ODA as a member benefit in January.

One of the big victories for dentistry in 2019 was found in the biennial state budget. First, the budget bill was free of any negatives for the dental profession. Where some of our colleagues in other areas of medicine were attacked with scope of practice issues and insurance questions, the dental profession came out of the largest policy bill unchanged and unaffected. The one very big positive that

came out of the budget bill this summer was the legislation regarding in-office dental plans. R.C. 3901.95 states that so long as the direct primary care agreement meets certain requirements, it shall not be considered insurance. This ensures that members who want to have in-office membership plans have a strategy to ensure that they are not running afoul of the department of insurance.

Finally, I would like to quickly discuss the changes in the Statehouse over the last year and how the ODA is keeping members of the legislature informed. In 2020 we enter another election year. As I have discussed with many of you, term limits in Ohio make for new members of the legislature every election cycle. Last year when the 133rd Ohio General Assembly started there were more than 40 members who were new to the House or the Senate. Out of the 132 legislators in Ohio more than 40 had never heard of the issues facing dentistry. Therefore, it was very important to make contact with each of those people to ensure they understood where the ODA stood on issues and what was important to dentistry. One very important issue to discuss was dental therapists. In over 40 meetings with new

legislators we discussed the harm that could come from dental therapist legislation. I am happy to report that so far in the 133rd general assembly there has not been a dental therapy bill introduced. This is something we must continue to educate the legislature on and a discussion that will continue in the future.

For 2020 it is again very important to continue our advocacy efforts on all fronts. The advocacy efforts for the ODA come from a three-prong approach and it is vital that we continue to use all three to improve dentistry in Ohio. Those prongs are grassroots advocacy, a professional lobbying team, and a strong political action committee. For the first prong I encourage all members to make an effort to reach out to their legislators. Legislators respond well to constituents, and they understand you are in their district. An easy way to make that connection is to attend ODA Day at the Statehouse in the spring. Second, the professional lobby team at the ODA will continue to meet with legislators and bring the ODA's message to the Statehouse. Lastly, I encourage all of you to give to the Ohio Dental Political

See **ADVOCACY**, page 11

## What is the goal for your practice?

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# ODA retains 95.03 % of membership; 1 local society retains 100 %

By ODA Staff

The Ohio Dental Association has retained 95.03% of its 2018 membership, which is down slightly from last year. Moreover, 18 of its 25 local component dental societies have retained 95% or more of their 2018 membership. Following is a list of those societies:

- Tuscarawas County Dental Society (100.00%)
- Northeastern Ohio Dental Society (98.81%)
- Northwestern Ohio Dental Society

(98.57%)

- Muskingum Valley Dental Society (97.98%)
- Stark County Dental Society (97.69%)
- Keely Dental Society (97.35%)
- Rehwinkel Dental Society (97.30%)
- Corydon Palmer Dental Society (97.02%)
- Western Ohio Dental Society (96.55%)
- Southern Ohio Dental Society (96.55%)
- Medina County Dental Society (96.51%)

- Akron Dental Society (96.23%)
- Hocking Valley Dental Society (96.00%)
- North Central Ohio Dental Society (95.92%)
- Lorain County Dental Society (95.87%)
- Toledo Dental Society (95.68%)
- Cincinnati Dental Society (95.60%)
- Eastern Ohio Dental Society (95.24%)

In 2009, the ODA's Council on Membership Services (CMS) decided to publish the list of component dental societies reaching or passing the 95% retention

threshold as a way of recognizing the accomplishment and providing an incentive for local societies to make a strong effort to renew their members.

2020 tripartite membership dues statements and an electronic email notice were sent to 2019 members in October. Members can renew online by visiting [www.oda.org/renew](http://www.oda.org/renew). Members wishing to report a change of address, retirement, or submit an inquiry about their membership status should contact the ODA Membership Department at: (800) 282-1526, or via email at: [membership@oda.org](mailto:membership@oda.org).

## LEADERSHIP, from page 1

dental supply purchases. This session will also include information on new programs related to setting up and administering in-office membership plans for patients, regulatory compliance resources, and the latest on the health insurance marketplace for dentists.

Friday's agenda will also feature a presentation by a panel of political consul-

itants who will preview the 2020 federal and state elections. ODA's advocacy team will also discuss what the current political climate means for health care policy and dentistry. ODA Executive Director David Owsiany said "we are excited to have a panel of experts to discuss what looks to be one of the most significant elections in recent years and one that could have significant ramifications for our country, our state and health care policy for many

years."

The Saturday program will kick off with a presentation from Dr. Billie Sure Kyger, who is a general dentist from Gallipolis, Ohio and the current 7th District trustee, representing Ohio and Indiana on the ADA Board of Trustees. Kyger will provide updates on various national issues related to dentistry, including trends related to so-called "Do It Yourself Dentistry" and the ADA's recent lawsuit against Delta

Dental. Following Dr. Kyger's presentation, the ODA Executive Committee will hold a town hall, updating attendees on the state of the ODA and dentistry in Ohio and answering attendee questions.

The 2020 ODA Leadership Institute will conclude on Saturday morning with a keynote address by Dr. Hazel Gasper entitled "From Misery to Mastery – A Big-Picture Approach to Navigating Change in Dentistry." Gasper acknowledges that "change is inevitable" and that "maintaining a growth trajectory can be difficult during times of rapid change." According to Gasper "our attitudes and opinions about change dictate our ability to create and sustain success in a changing economic climate." Gasper will offer breakthrough techniques to help dentists successfully navigate change to make a maximum impact in the health of their patients and their practices.

Gasper received her Bachelor of Science Degree in Biology at Spelman College. She continued her education at Howard University in Washington, D.C., where she received her DDS. Gasper completed her post-graduate residency program at the University of Medicine and Dentistry of New Jersey. On her crusade to change the perception of dentistry, Gasper is frequently featured in the media and has appeared on CNN, Fox News, NBC, PBS, and multiple radio shows.

ODA president Dr. Sharon Parsons recently indicated that she is very excited about the 2020 Leadership Institute, noting that "there is something for everyone at the ODA Leadership Institute." Parsons said that "Dr. Hazel Gasper is a dynamic speaker who is helping dentists thrive in today's ever-changing marketplace, and Paul Smith's leadership tips and techniques will help every dentist to communicate better in any setting."

Attendees will earn up to four hours of free CE.

Immediately following the conclusion of the Leadership Institute, the ODA Subcouncil on New Dentists will host a MATCH event designed to help dentists, dental residents and dental students who are looking for a job to match up with dentists who are preparing for a practice transition or looking to expand their practice. So if you are looking for a new job or are looking to hire or transition, the MATCH event would be an easy way to enhance your search.

Registration for the ODA Leadership Institute will open next month, so keep your eye out for registration information in ODA's various electronic and paper publications, including the January "ODA Today" and on the ODA's website. Registration for the Leadership Institute is free for ODA members and is an exclusive benefit of belonging to organized dentistry. Support for the ODA Leadership Institute is provided by Superior Dental Care.



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## Practice Opportunities

**Dayton Area:** General dental practice with 2 locations in north Dayton. Mix of FFS and PPO with collections over \$750,000. 4 operatories in each location. Paperless and Digital. Using Eaglesoft. Seller is moving out of state.

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

**Cincinnati:** Over \$430K in revenue. 2500 active patients; 40 new patients a month. 5 nicely equipped ops with room to expand. Building also for sale.

**Stark County:** Grossing over \$600K on 3.5 days a week. Mix of FFS and PPO. Digital with 7 operatories and room to expand. 1400 active patients. Located on a busy road.

**Cleveland Suburb Ortho:** Satellite practice collecting \$380k on 2 days a week. Mix of FFS and PPO patients. 5 chairs with plenty of room to expand. Paperless and digital.

**Northeast Cleveland Suburb:** Grossing \$400K. 4 ops. Mix of FFS, PPO and

Medicaid. Over 2500 active patients, average of 40 new patients monthly. Refers most specialty work out.

**SE Ohio Ortho:** Established Ortho practice with 2 locations. 100% FFS with collections over \$830K. Paperless and Digital with Digital Pan Ceph. 9 chairs in one and 5 chairs in the other. Very little competition. Real estate also for sale, but would consider renting.

**Clermont County:** Grossing \$480k. 3 ops with room for expansion. Paperless with digital x-ray and digital PAN. Mix of FFS, PPO and Medicaid patients.

**Butler County:** Primarily FFS with over 1000 active patients. \$185,000 in collections. Digital Pano. Great merger opportunity. Real estate available.

**NW Ohio:** Collecting \$325K per year on 3 days/week. Paperless and digital. Staffed by associate. Refers many procedures out. Very low overhead.

**Miami County:** Collecting \$270K per year on 18 hours a week. Mix of FFS and PPO. Eaglesoft. 4 ops. Digital.

**N. Cincinnati:** Collecting \$577,000.

Primarily FFS with some PPO. 5 ops. Cone Beam and Eaglesoft. Digital.

**SE Ohio:** Mostly FFS. \$188,000 in revenue. 2200 active patients and averaging 20 new patients a month. Located on a busy street.

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Dr. Jason Culley in  
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### Dentists, hygienists must renew license by Dec. 31

Dentists and dental hygienists need to renew their licenses by Dec. 31 using the State of Ohio's eLicense system at [www.elicense.ohio.gov](http://www.elicense.ohio.gov).  
 Previously, Ohio dentists paid a \$20 surcharge on their license fees to support the Ohio Dentist Loan Repayment Program (ODLRP). Last year, because of the tremendous success of the ODLRP in improving access to dental care in underserved areas, the ODA supported increasing the surcharge to \$40, which is now reflected in the 2020 license renewals. This will double the capacity of the ODLRP.  
 The OSDB plans to audit 10% of dental licensees, so dentists should be sure to keep their CE slips for at least four years.  
 If you have questions or concerns about the licensure process, please contact the Ohio State Dental Board by emailing [licensing@den.ohio.gov](mailto:licensing@den.ohio.gov).

### ODA seeks nominations for council positions

The Ohio Dental Association seeks members to fill potential upcoming at-large positions on ODA councils.  
 The ODA is seeking nominations for at-large positions on the association's Council on Dental Care Programs and Dental Practice and the Council on Membership Services. Nominations for these at-large council positions are open to all ODA members. The term of office for at-large council members is two years and the terms for these at-large council positions to be filled will be effective from September 2020 to September 2022.  
 At-large members may be nominated by individual ODA members, component societies, subdistricts or councils (and may include former council members) and will be appointed by the ODA's Ad Interim Committee.

- The at-large council positions include:
- Council on Dental Care Programs and Dental Practice**
    - The Council on Dental Care Programs and Dental Practice assists the membership in addressing issues related to regulatory compliance, dental insurance, managed care, dental practice and risk management.
    - There are two at-large positions available on the Council on Dental Care Programs and Dental Practice in September 2020. The members to fill the at-large positions would have a term of office from September 2020-September 2022.
    - Nominees for the at-large positions on this council should have knowledge of and interest in third-party reimbursement issues, managed care, dental practice, and environmental and dental practice management issues.

- Council on Membership Services**
  - The Council on Membership Services coordinates and implements member recruitment and retention activities for the association.
  - There is one at-large position available on the Council on Membership Services in September 2020, which is designated for a member from a large group practice.
  - The member to fill the at-large position would have a term of office from September 2020-September 2022.

Nominations for the council at-large positions are due by Dec. 31, 2019 and should include a letter of nomination and the nominee's curriculum vitae. Please submit nominations to: Ohio Dental Association, Attention: David Owsiany, Executive Director, 1370 Dublin Road, Columbus, OH 43215, or to [david@oda.org](mailto:david@oda.org).

## ODA Meeting & Event Calendar

<b>Dec.</b>	24-25	ODA office closed for holiday
	31	ODA office closed for holiday
<b>Jan.</b>	1	ODA office closed for holiday
	7	Subcouncil on New Dentists (call)
	13	Council on Access to Care and Public Service
	16-17	Annual Session Committee
	21	Council on Membership Services (call)
	21-22	Council on Dental Care Programs and Dental Practice
	30-31	Executive Committee
	31	Leadership Development Committee

### Nominations sought for Ohio State Dental Board positions

A call for nominations is now extended for dentist board member positions on the Ohio State Dental Board.  
 The Ohio Dental Association has the opportunity to recommend nominees to the governor of Ohio for possible dentist board member openings on the Ohio State Dental Board (OSDB), which may be vacant in April 2020. The board member positions are for general dentists.  
 The ODA Executive Committee is seeking potential candidates who are interested in serving on the Ohio State Dental Board. The term of office for Ohio State Dental Board members is four years and the board meets on average eight to nine times per year.  
 Criteria that the ODA Executive Committee is seeking in candidates to the Ohio State Dental Board includes:

- Being in practice at least five years.
- Being familiar with Ohio's Dental Practice Act.
- Having knowledge about regulatory issues related to dentistry.
- Having a history of support/involvement with ODA governmental affairs and activities such as ODPAC membership, grassroots efforts, etc.

Nominations for the Ohio State Dental Board member positions are due by Dec. 31, 2019 and should include a letter of nomination and the nominee's curriculum vitae. Please submit nominations to: Ohio Dental Association, Attention: David Owsiany, Executive Director, 1370 Dublin Road, Columbus, OH 43215, or to [david@oda.org](mailto:david@oda.org).

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Dr. Frank R. Recker practiced general dentistry for 13 years and served as a member of the Ohio state dental Board before entering the legal profession, where he has been serving dentists exclusively for over 25 years.

Dr. Thomas J. Perrino has been a practicing dentist for over 30 years and was admitted to the Ohio Bar in 2014. Actively involved in organized dentistry, Dr. Perrino assists in the representation and defense of dentists in all practice related matters.

Areas of practice include:

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

Individual dentists and dental organizations are also represented 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 DSOs.

FRANK R. RECKER & ASSOCIATES, CO., LPA

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 1375 E. 9th St.      One W. 4th street, Suite 2606  
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# NEW ASPECTS OF DENTISTRY

by Gordon J. Christensen, DDS, MSD, PhD

Sponsored by: **BencoDental** & **Lorain County Dental Society**

**MARCH 18, 2020**

Lorain County Community College Spitzer Conference Center  
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Gordon J. Christensen is Founder and CEO of **Practical Clinical Courses (PCC)** and Co-Founder and CEO for Clinicians Report Foundation (CR) and a practicing prosthodontist in Provo, Utah. Dr. Christensen has presented over 45,000 hours of continuing education throughout the world and has published many articles and books. Gordon's degrees include: DDS, University of Southern California; MSD, University of Washington; PhD, University of Denver; an Honorary Doctor of Science from Utah State University, and an honorary Doctor of Dental Education and Research from Utah Valley University.



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## 2019, from page 2

by false claims of specialty. The results of the survey were presented to the OSDB for its consideration in drafting the new specialty advertising rules.

### Access to Care and Public Service Programs

The Council on Access to Care and Public Service continues to work to address access to dental care issues across the state in numerous ways. ODA member dentists continue to demonstrate their generosity and compassion by providing care to underserved Ohioans.

More than 150 GKAS events were held in Ohio in 2019, with more than 38,000 Ohio children receiving screenings, treatment and/or oral health education. Ohio dentists provided more than \$1.5 million in free dental services to Ohio children through GKAS events over the last year.

Seven dentists are currently practicing in underserved areas taking advantage of the Ohio Dentist Loan Repayment Program and up to six more dentists will likely participate in the ODLRP in 2020. The ODLRP was created when the Ohio General Assembly passed the ODA-backed Dental Care Improvement Act in 2003. The program provides loan repayment assistance for dentists who agree to locate in designated dentist shortage areas and treat Medicaid and other low-income Ohioans. Since the program's inception in 2005, a total of 31 dentists have participated in the program and they have collectively provided more than 203,000 patient visits for underserved Ohioans. In 2019, the ODLRP portion of the fees dentists pay for their licenses will increase to double the capacity of the ODLRP program.

The ODA Foundation awarded \$157,000 in grants and scholarships in 2019. The Foundation provided a total of \$93,500 in grants to 20 non-profit organizations and educational institutions, including several safety net clinics, for programs providing access to dental care for the underserved. Additionally, the ODA Foundation provided a total of \$63,500 in scholarships to worthy dental students to assist with their educational expenses as they pursue their dreams to join the dental profession. The Foundation is only able to make these grants and scholarships because of the generous support of ODA

## American Dental Association Files Suit Against Delta Dental

By The American Dental Association

The American Dental Association (ADA) has filed a class action lawsuit against Delta Dental Plans and the Delta Dental Plan Association.

The complaint alleges that Delta has engaged in anticompetitive conduct and violated federal antitrust laws by allocating territories of operation and dividing the national market in order to restrict competition and reduce reimbursement rates to dentists. The complaint goes on to allege that Delta's anticompetitive acts hurt both dentists and their patients by limiting the choices of dental care available to patients and making it more difficult for dentists to deliver the care that patients need and want.

In addition to the ADA's complaint, individual dentists have filed several class action complaints against Delta, also alleging antitrust violations. In these complaints, the ADA and the individual dentists are requesting that the court certify the proceedings as a class action. The court will rule on that request in the coming months.

member dentists. Thank you!!

### Events – Annual Session and Leadership Institute

The October 3-6, 2019 ODA Annual Session offered high quality continuing education opportunities, an impressive Exhibit Hall with nearly 240 booths, and other valuable opportunities for professional growth and fellowship. This year's highlights included high quality speakers from the Pankey Institute and the Madow Brothers. More than 4,000 attended the 2019 ODA Annual Session, including nearly 1,200 dentists and hundreds of dental hygienists, dental assistants, front desk staff, and office managers. Attendee surveys indicate all aspects of the meeting received high marks, including CE courses, the Exhibit Hall and other events.

On March 15-16, 2019, the ODA hosted a successful Leadership Institute in Columbus, which was attended by more than 250 member dentists. The goal of the event is to provide valuable information and skills that can assist member dentists in their personal lives and dental offices, and with their community involvement. This year's session – "Aim High, Soar High" – featured a keynote presentation by ADA Vice President for Government and Public Affairs Mike Graham who discussed the current political climate in Washington, D.C. Leadership Expert Robert Stevenson gave a keynote presentation on "The Leadership Formula." Dr. Purnima Kumar, who teaches in the Periodontology Department at The Ohio State University College of Dentistry, updated the attendees on research related to the oral health implications of e-cigarettes. Past ADA President Dr. Joe Crowley and current ADA Seventh District Trustee Dr. Billie Sue Kyger gave an update on the ADA and national trends in dentistry. Breakout Sessions covered the power of advocacy and an update of dental insurance issues in Ohio. According to participant surveys, which were overwhelmingly glowing, the Leadership Institute continues to meet its goal of providing dentists with valuable information for use in a variety of settings.

### Conclusion

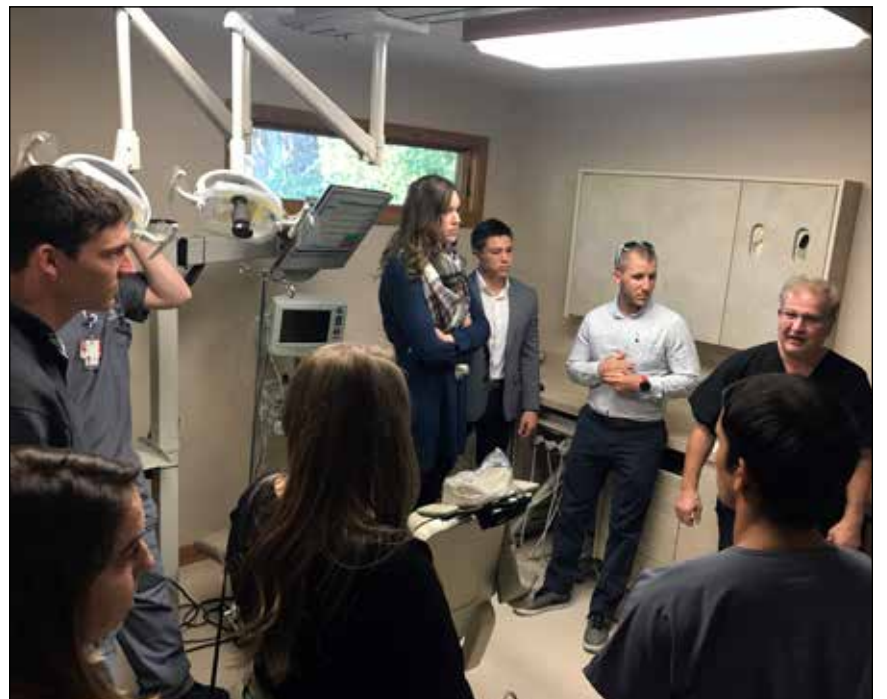
2019 was another successful year for the ODA. In fact, the most recent membership survey revealed that 93% of ODA members say that the ODA is "on the right track." We will work to make 2020 even better.

## 2019 Street of Dreams



ODA Staff

On Oct. 23, the Ohio Dental Association, the Case Western Reserve School of Dental Medicine and Greater Cleveland Dental Society hosted a Street of Dreams event for third- and fourth-year dental students at Case Western Reserve University. 11 students attended the event, where they toured several dental offices. Dr. Stuart Katz served as tour guide, and the students toured the offices of Dr. Jed Koops, Dr. Steven Katz and Dr. Stuart Katz.



ODA Staff

On Oct. 15, the Ohio Dental Association along with the Columbus Dental Society hosted a Street of Dreams event for third- and fourth-year dental students at The Ohio State University. 10 students attended the event, where they toured several dental offices. Dr. Mehrdad Safavian served as tour guide, and the students toured the offices of Dr. James Ellis, Dr. William Leffler and Dr. Fred Alger.

wishing you a **MERRY**  
**Christmas**

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## Dental Insurance Corner

# Medicare opt out notice sent to many Ohio dentists

By Christopher Moore, MA  
ODA Director of Dental Services

The Ohio Dental Association has recently been contacted by a number of ODA members who have received a notice from an insurance company that they contract with concerning their participation/non-participation in Medicare. The notice has led many dentists to draw incorrect conclusions regarding both its intent and their options to respond to it.

At issue are the federal rules governing the Medicare program that prohibit Medicare (the federal government) and Medicare Advantage Plans (privately administered insurance companies) from providing reimbursement for services provided by any practitioner who has formally opted out of Medicare, i.e., the practitioner sent CGS (the private company that administers the Medicare program for Ohio and Kentucky) an affidavit indicating their desire to opt out as a provider from the Medicare program. This prohibition bars payment to either the patient or the practitioner.

Several years ago many dentists opted out of Medicare following the Centers for Medicare and Medicaid Services' (CMS) announcement that in order for prescriptions they wrote for their Medicare covered patients to be covered by Medicare the dentist would have to either enroll as a Medicare provider or register as an ordering/referring Medicare provider or formally opt

out as a Medicare provider. After initially announcing the proposed rule and then delaying it multiple times, CMS eventually rescinded the rule's most problematic elements altogether. The rescission meant that dentists could take any of the above noted steps or even effectively take no action whatsoever and their prescriptions would still be covered.

The rescission, however, had no impact on CMS' other rules that bar Medicare and Medicare Advantage Plans from providing reimbursement for services provided by any practitioner who has formally opted out of Medicare. To compound matters, the rules mandate that after opting out, the practitioner may not change his/her opt out status for a period of two years. Additionally, if the dentist does not notify CGS of his/her intention to change his/her opt out status prior to his/her two year opt out anniversary date, then the dentist's opt out status will be automatically renewed for another two years.

Knowing this caused at least one insurer to notify those dentists it contracts with and who are currently opted out of Medicare and have an impending two year anniversary date of what could happen if the dentist continues to be opted out of Medicare following their two year anniversary. Specifically, if the dentist does not change their opt out status to something else, then the insurer will continue to be prohibited from reimbursing for services the dentist provides and the insurer will terminate the dentist's contract with any other private preferred

provider organization (PPO) or other type of contract that the company has with the dentist. The insurance company had effectively "carried" opted out contracted dentists in its network because it recognized that many dentists opted out based on the circumstances that existed at the time and since they could not change their opt out action for two years it did not believe it appropriate to terminate their contracts without first giving the dentist the opportunity to change their opt out status when they have an opportunity to do so, i.e., before their opt out status is renewed for another two year period of time.

The carrier's notice does not require the dentist to enroll in Medicare. It only provides a heads up that the dentist would not be able to remain in the plan's network if he/she remains opted out of Medicare. The insurance company is perfectly fine with the dentist who changes his/her status from being opted out to anything else, including changing their status to "nothing or none of the above."

As long as a dentist is opted out of Medicare then he/she may not accept reimbursement for providing services covered by Medicare or Medicare Ad-

vantage Plans. Similarly, Medicare and Medicare Advantage Plans are prohibited from reimbursing for any dental services the dentist provides to their Medicare covered patients.

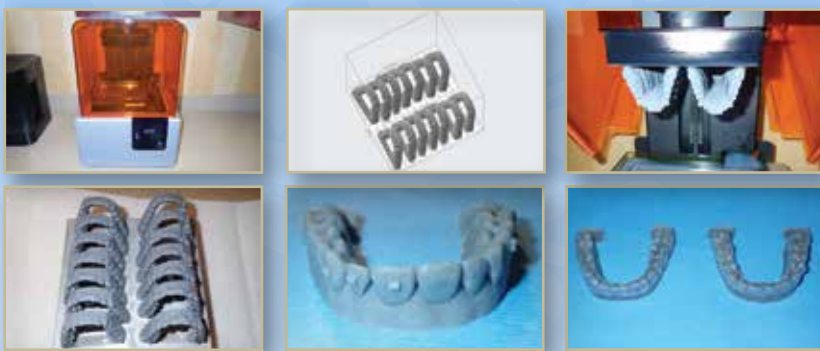
Traditional Medicare neither covers nor pays for most routine dental services such as fillings, cleanings, radiographs and dentures, even if they are provided in a hospital. Payment for these and any other non-covered dental service is the patient's responsibility.

It does cover a very narrow and limited set of dental services – those necessary to provide certain Medicare covered medical services, e.g., extracting a tooth as part of treating a fractured jaw, maxillofacial surgery for pathological or traumatic medical conditions, prosthetic rehabilitation to replace or treat certain oral and/or facial structures related to covered medical and surgical interventions such as cancer surgery, extracting teeth prior to jaw radiation treatment, oral examination prior to kidney transplantation and certain medical procedures that dentists are licensed to perform such

See MEDICARE, page 9

ODA members who would like to submit a dental insurance related question, problem or concern may do so by sending the appropriate information to the ODA Dental Insurance Working Group, 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](http://www.oda.org/news) and choose the category "ODA Today" and subcategory "Dental Insurance Corner."

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# Delta Dental Foundation invests \$2 million in Ohio State College of Dentistry Ambulatory Surgery Center

Submitted by OSU College of Dentistry

The Delta Dental Foundation recently announced a \$2 million commitment to fund The Ohio State University College of Dentistry Ambulatory Surgery Center, a one-of-a-kind, state-of-the-art facility, to serve and meet the needs of residents throughout the state of Ohio.

"As Ohio's only state-supported dental school, our college is committed to extending care to all four corners of the state," said Patrick Lloyd, DDS, MS, Dean of the Ohio State College of Dentistry. "We are extremely grateful for Delta Dental's partnership to make this project a reality, so we can continue to expand the important work our faculty and student practitioners do for the people of Ohio."

Part of a \$95M construction project that will add 130,000 square feet of new clinic and teaching space to the college, the ambulatory surgery center will include four ambulatory surgery units and will provide an enhanced level of care for patients with significant and complex health care needs. The College of Dentistry will be the first dental college in the country to have a center of its kind. Construction of the expanded college is scheduled to conclude in 2020.

"The Delta Dental Foundation is proud to invest in the new Delta Dental Ambulatory Surgery Center to help build healthy, smart and vibrant communities," said Holli Seabury, Ed.D, executive director of the Delta Dental Foundation. "We are confi-



Submitted by OSU College of Dentistry  
 From left: Ted Backus, senior director of Development & Alumni Affairs, The Ohio State University College of Dentistry Advancement; Kelly Scheiderer, RHIA, MHA, Delta Dental Foundation Board of Trustees; Jason Nickoloff, account executive, Delta Dental of Ohio; Holli Seabury, PhD, executive director, Delta Dental Foundation; Patrick Lloyd, DDS, MS, dean and professor, The Ohio State University College of Dentistry; Bruce McPheron, PhD, executive vice president and provost, The Ohio State University; Harold Paz, MD, executive vice president and chancellor for Health Affairs at The Ohio State University and chief executive officer of the Wexner Medical Center; Jake Falter (student), president, Dentistry Student Government Association.

dent that this investment will go a long way toward improving the oral and overall health of residents in Ohio, and we look forward to watching students succeed and the program grow."

The Ohio State College of Dentistry is the sixth largest public dental school in the nation. The college provides care to more than 450 patients each day in its

on-campus dental clinics. More than 60% of Ohio's dentists are educated at Ohio State, which offers degrees in dental hygiene and doctor of dental surgery (DDS) as well as advanced clinical education in eight American Dental Association-recognized specialties, including oral and maxillofacial surgery and dental anesthesiology.

## MEDICARE, from page 8

as a biopsy for oral cancer.

While traditional Medicare may not cover dental benefits, some Medicare Advantage Plans do. Some of these plans' benefits are very limited while others are more comprehensive in nature. None of these benefits will be reimbursed, however, if care is provided by a dentist who is opted out of Medicare at the time the service is rendered.

"It is important for dentists who have previously opted out of Medicare but now do not want to remain opted out to take action to ensure their opt out status does not remain in effect following their current two year opt out period," said Dr. Manny Chopra, chairman of the Ohio Dental Association Council on Dental Care Programs and Dental Practice. "Dentists should inform CGS of their intention to not remain opted out 30-60 days prior to the two year anniversary of being opted out of Medicare."

CGS is the company that administers Medicare in Ohio. Dentists should direct their correspondence to the company at: CGS Administrators, LLC, Provider Enrollment Department, P.O. Box 20017, Nashville, TN 37202-0013 or faxed to 615-664-5925.

Additional information about enrolling as a Medicare provider, registering as an ordering/referring Medicare provider or checking to see if a dentist is currently opted out of Medicare can be found at <https://oda.org/faq/> and then clicking on "Am I required to enroll in or opt out of Medicare."

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## ODA seeking nominations for Awards of Excellence

By ODA Staff

The Ohio Dental Association is seeking nominations for its 2020 Awards of Excellence program.

The ODA's Awards of Excellence program recognizes those who offer 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:

- Joseph P. Crowley Distinguished Dentist Award – the most prestigious of the ODA's awards, is presented 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.
- Achievement Award – is presented to a dentist or an individual who has made outstanding contributions to the dental profession and to oral health. Nominees are not required to be dentists, but should display a personal and professional commitment to the profession and the public's oral health. These individuals are honored as ambassadors for the profession to the community.
- Marvin Fisk Humanitarian Award – honors ODA members who offer dedication 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.
- N. Wayne Hiatt Rising Star Award – is presented to an ODA member in practice 10 years or less who has demonstrated outstanding leadership and commitment to organized dentistry. ODA members who began to practice January 1, 2010, or later are eligible. Past award honorees have shown outstanding initiative, a strong commitment to volunteerism and promise for continued accomplishment within the profession.
- Access to Dental Care Program Award – honors an outstanding program (not an 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 2020 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](http://www.oda.org/about-the-oda/call-for-nominations) or you may contact Michelle Blackman at [michelle@oda.org](mailto:michelle@oda.org) or at 800-282-1526.

The deadline to submit nominations for the Awards of Excellence is April 20, 2020.

The ODA will present the awards during the 2020 ODA Annual Session in September 2020 in Columbus.

## 5 mind-blowing stats why dentists need to be marketing on Facebook

Submitted by ProSites

What do 1.59 BILLION people do every day? Use Facebook!

There's no doubt about it, when it comes to social media, Facebook is the platform of choice. Wouldn't it make sense to capitalize on the company's unprecedented access to potential new patients with Facebook marketing?

Since the social media giant provides free access to users, Facebook relies heavily on advertising for the bulk of its revenues. For that reason, the company cleverly tracks user patterns, interests and demographics to entice advertisers. That means you can precisely target prospective patients with Facebook Ads.

Need a bit more convincing? Check out these 5 compelling reasons why dental practices should use Facebook to rapidly boost their new patient numbers.



1. 79% of online adults use Facebook (AdEspresso). Why this matters: Once the province of college students and teens, Facebook has matured along with its audience. Chances are, your potential patients are on Facebook right now, some looking for a new dentist. Reaching them with an engaging business page and highly targeted ads can be done both rapidly and within your budget – delivering a fast return on your marketing investment.
2. 72% of online users who make over \$75,000 per year are on Facebook (OmniCore Agency). Why this matters: If you seek patients who value quality dentistry—and are willing to pay for it—Facebook's users are likely

candidates. Of all the social media platforms, this audience is the most affluent. With income of more than \$75,000 per year, you can tap into the ideal patient demographics for your practice.

3. Americans spend 58 minutes per day on Facebook (HootSuite). Why this matters: Your current and potential patients are constantly bombarded with noise—from junk emails to group texts to online video ads which play automatically, like it or not. How can you capture their attention? With 58 dedicated minutes a day, Facebook marketing allows you to engage users when they are in a more relaxed, receptive frame of mind. Here you can grab their undivided attention.

4. 50 million businesses have Facebook pages (HootSuite). Why this matters: The social media experience—particularly for Facebook users—is all

See FACEBOOK, page 13

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## ADVOCACY, from page 3

Action Committee (ODPAC). Contributions allow the committee to support candidates that support our ideas. The past year the ODPAC contributions were down a little and I hope they will rebound in the next year with the election. In an election year every contribution is vital and will be put to good use to support strong candidates. You can contribute to ODPAC on your dues statement, or visit [www.oda.org](http://www.oda.org) to make a contribution.

Please take the time to look through the list below of dental leaders who believe in the Ohio Dental Political Action Committee and donated at the Capital Club level or higher in 2019. It is contributions like these that ensure the strength of the dental profession in Ohio.

### 2019 ODPAC contributors \$250 and up (Nov. 1, 2018 – Oct. 31, 2019)

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Dr. James A. DeVengencie  
Dr. Bruce D. Grbach  
Dr. Daniel P. Heffernan  
Dr. Thomas S. Kelly  
Dr. Ken T. Kmieck  
Dr. John N. Kramer  
Dr. Lesia J. Langston-McKenna  
Dr. David W. Schlosser  
Dr. Samuel E. Smiley  
Dr. Michael L. Thomas, Sr.  
Dr. Reid M. Wenger  
Dr. Andrew W. Zucker

#### Founders Club (\$500-\$999)

Dr. Fred A. Alger  
Dr. Brittany B. Anderson  
Dr. David Ash  
Dr. Christopher A. Balsly  
Dr. Michael A. Blum  
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### The Explorer

Matthew J. Messina, DDS  
Executive Editor

## A New Groove

Our oldest son, Mike, is a first-year emergency medicine resident at USC/LA county hospital in Los Angeles. It's tough having him 3,000 miles and three time zones away, but we try to stay in touch as best we can, given the grueling schedule of an EM intern. The other day, he called while driving home from work and told us that he had purchased a Disney+ subscription. I was surprised, but figured it was for the Star Wars or Marvel movies. As it turns out, I was completely off. Mike is renting a house with three other first-year EM residents, so it is exceedingly rare that all four guys are home at the same time. Last weekend, all four were at home one night, so they watched a movie together. I wonder what turned out to be the first thing they saw?

Their choice? The animated Disney movie "The Emperor's New Groove." According to Mike, it was a fantastic evening of relaxing with a simple, comfortable movie ... just laughing with friends and letting all the stress and responsibility of life wash away for a few hours.

"The Emperor's New Groove" was released in 2000. Starring the voice talents of top Hollywood actors, David Spade is the spoiled Emperor Kuzco and John Goodman is the kindly peasant Pacha. Villains Ertha Kitt, as the emperor's scheming advisor Yzma, and Patrick Warburton as her bumbling henchman Kronk, provide more comic relief than real menace or danger. It's a story as old as time. Kuzco is self-centered and entitled, ruling his mock-Incan empire with disdain for the little people. In an effort to kill him off to allow her to be the new emperor, Yzma and Kronk accidentally use the wrong poison and turn Kuzco into a llama. Pacha befriends the talking llama and helps to return him to human form and put him back in his rightful place as emperor.

Along the way, Kuzco learns humility and gratefulness, becoming the benevolent emperor that his people need. This story line has been seen in everything from Mark Twain's "The Prince and the Pauper" to another Disney classic, "The

Lion King." Watching an initially selfish and vain young emperor, who is consumed by his own plans and desires, be turned by a jealous rival into a llama allows the audience to experience his transformation. During the journey, Pacha shows Kuzco the value of relationships and teaches him that generosity and caring for others has the greatest rewards.

I watched the movie again during Thanksgiving week. It brought a smile to my face for the simple joy that an old animated movie can bring. In the comfort and warmth of a fond memory, it brought me back to a time when my kids were young and life was simpler. It also helped me to renew my plan for the end of the year, and I challenge you to do the same.

The old maxim says, "Gratitude is riches and complaint is poverty." I love Thanksgiving, as it is a day set aside for gratitude. Taking time to be grateful is one of the best things you can do for yourself, and one of the easiest (and fastest) ways to improve your life. Gratitude, you see, is essential to living a full and happy life.

Singer Willie Nelson said, "when I started counting my blessings, my whole life turned around." Watching a Disney movie allows me to return to the state of mind of a young child, for whom every experience is new and exciting. If we allow ourselves to be honestly open, as we

were when we were young, we can see that every day is truly once in a lifetime.

One of my favorite songs is starting to play in stores and on the radio now. I'll leave you with a few lyrics from Louis Armstrong's "What a Wonderful World"

The colors of the rainbow  
So pretty in the sky  
Are also on the faces  
Of people going by  
I see friends shaking hands  
Saying, "How do you do?"  
They're really saying  
"I love you"  
I hear babies cry  
I watch them grow  
They'll learn much more  
Than I'll never know  
And I think to myself  
What a wonderful world!

I'm glad that I don't have to be turned into a llama to get the point of humility, generosity and caring. Practicing dentistry offers me the opportunity to see that at work every day. As we come to the end of another year, please join me in gratitude for the wonderful world in which we live and work! Let's reflect on the good and ensure that we're in the right groove for the future.

Happy New Year!

Dr. Messina may be reached at [docmessina87@gmail.com](mailto:docmessina87@gmail.com).



### The Happy Dentist

Najia Usman, DDS  
Guest Columnist

## 'This one is for my sistas'

Five years ago when I volunteered to do this periodic column, it was thought that a female's op-ed would be appreciated. During this time I have chosen to talk about all types of issues such as running an all-female business, estate planning and philanthropy. Encouraged by the positive feedback in emails, text messages and shout-outs at meetings, I have always tried to write openly and honestly about something that was inspired by the moment. Naturally my perspective is from all my vantages: dentist, female, mother.

One month ago, I had the proud moment on the dias seeing my good friend and colleague Dr. Sharon Parsons inaugurated as the next ODA president. She would be the third female ODA president in history. In that moment I looked to my left and realized I was participating in a historical moment for the ODA. There were four of us up there: Denise Hering as the speaker of the house, Billie Sue Kyger as our Seventh District trustee, Sharon Parsons as our new ODA president and me as the outgoing secretary.

So why do I even mention this? During the two years on the Executive Committee, I have not only gained a vast knowl-

edge and tremendous leadership experience, but I have also formed such close relationships with some great females across four dental generations. When I first started my journey in leadership, I was advised to not make everything about being female. I wasn't there to fight a female agenda, but to represent Ohio dentists. I thought that was great advice and truly even though I am a proud wife, mother and girl's girl, I really have found that I could just be myself and represent my perspective and it would be met with encouragement and great thoughtful debate.

Was it always like this? Sadly, no it has not been. Perhaps some of the things I am going to share are going to make some identify and others feel uncomfortable. It's not meant to be. Truly we have made great progress, but this is MY experience. I was one of 28 female dental students that started in 1991 at SUNY Buffalo. I was excited and the faculty was peppered with a few female faculty and several female clinical preceptors and grad students. The two female faculty that made a strong impact on me were Dr. Ming Shi Levine, the chairman of the Endodontics Department, and Dr. Jane Brewer, who was full-time professor head of Fixed Prosthodontics. I didn't know anything different so I never questioned it, but women who purported to have these positions made sacrifices. Both were unmarried at the time and absolutely postured as being as "un-female" as possible. What I mean by that is that there was an unspoken rule that if you wanted to be taken seriously you could not present any vulnerabilities that were classically female. I am glad I had role models in front of me at the time. Though they never verbalized it, I inferred that if I wanted to participate fully in this largely male dominated field, I would need to check my sensitivity at the door and not even bristle when inability could be related to being female.

In my earlier years, I would hear comments, sometimes even from same age colleagues: "They want to fill the quota with females" or "if you aren't going to work full-time, you shouldn't take a spot from a man who has to support his family." I smiled to myself as these comments fueled a desire to be better. I could be pregnant and nursing and still see the most patients compared to my residency cohorts. I could attend my residency

raising my two small children alone in Oregon and be one of the first three board certified female endodontist in Ohio (when you are few, you remember). Every "you can't do that" made me want to do JUST THAT.

When I ran into Clara Spatafore, AAE president 2010, at an airport once, she related traveling to Medina for her kids travel sports or having a great conversation with ADA President Carol Summer-

hays (2015) about work life balance, I was humbly aware that the fortune of my sisters and me rests on the shoulders of women like this. They envisioned a world where they could finally be unapologetically female now with all the monikers: professional, mother, wife, leader, professor, entrepreneur all at the same time.

There has been an onslaught of fe-

See SISTAS, page 13

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## ODA past president Dr. Jack W. Gottschalk passes away

Jack W. Gottschalk, age 90, passed away peacefully on November 19, 2019. Born in Cincinnati on December 10, 1928 to the late Walter and Georgia Drake Gottschalk. Beloved husband of Nancy Roudebush Rixey Gottschalk. Loving father of Lynn Gottschalk and Mark (Tammy) Gottschalk, stepfather of Eppa (Buffie) Rixey and the late James T. Rixey, stepfather-in-law of Brenda Rixey. Grandfather of Carol Rixey Sullivan, Sarah Rixey (J.P.) Pharr, Eppa (Maggie) Rixey V, Alex (Ivy) Rixey, Hanna Gottschalk, Leigh Rixey, Taylor Gottschalk, and Jon Gottschalk. Great-grandfather of Ellie and Jack Sullivan, Caroline Pharr, and James Rixey. Dear twin brother of Joyce (Frederick) Gottschalk Koehler and the late Ruth Miller Hunting.

Dr. Gottschalk was a proud graduate of Walnut Hills High School and completed his undergraduate and graduate degrees at The Ohio State University, earning his D.D.S. in 1955. He was a member of Beta Theta Pi and Phi Omega. Upon graduation, he served two years as a dental



Dr. Jack W. Gottschalk

surgeon with the 82nd Airborne, retiring from the Army as a Captain. He then returned to Cincinnati where he opened a dental practice.

His commitment, knowledge and loyalty to both patients and the profession

was unwavering. He was selected by The Ohio State College of Dentistry to receive the Distinguished Dental Alumni Award in recognition and appreciation for his outstanding dedication to the oral health of the public and profession of dentistry. In 1999, he received the American Dental Association Presidential Citation. The following year, he received the Colgate Palmolive American Dental Association Award for Outstanding Service for his tireless efforts to raise funds for the Samuel D. Harris National Museum of Dentistry at The University of Maryland in Baltimore. The Museum, which he was instrumental in founding, opened in 1996 and is of historic significance as it is the location of the first accredited dental school in the United States.

Dr. Gottschalk also served as President of both the Cincinnati Dental Society and the Ohio Dental Association. He was also a delegate to the American Dental Association. Upon his retirement from the profession, Dr. Gottschalk was awarded the prestigious Callahan Memorial Award,

the highest honor bestowed by the Ohio Dental Association.

Locally, he served for many years on the Board of the Hearing, Speech and Deaf Center of Greater Cincinnati. Jack loved being a dentist and caring for his patients.

He was devoted to his family and loved spending time with family and friends at their cottage in Michigan. He was a sweet, kind, gentle man.

The family would like to thank Hospice of Cincinnati and the staff at the Deupree Cottages for their devotion and loving care.

In lieu of flowers, memorials may be directed to the Cincinnati Dental Society Oral Health Foundation, 9200 Montgomery Road, Suite 21A, Cincinnati, OH 45242, Hospice of Cincinnati, P.O. Box 633597, Cincinnati, OH 45263-3597 or a charity of your choice.

To view the full obituary, visit <https://www.legacy.com/obituaries/cincinnati/obituary.aspx?n=jack-gottschalk&pid=194519883&fhid=27731>.

### FACEBOOK, from page 10

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### SISTAS, from page 12

male graduates buying and starting their practices all over the state. For my daughter Alyzah Quereshey, Case Western SOM '21, (a class that is more than 50% female), she can't even relate to "female" even being "a thing." Thankfully she and her generation now have the time to blaze different, more important trails.

Dr. Usman may be reached at [usman@zoominternet.net](mailto:usman@zoominternet.net).



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Position available for either a Full or Part-time dentist in North east Ohio with at least 2 years' experience preferred in a large group practice, and leading to possible partnership. Please email a resume to David W. Schlosser DDS MAGD at [dschlosser@neo.rr.com](mailto:dschlosser@neo.rr.com) or call (330) 688-6456.

Privately owned, growing family dental practice looking for an associate 3 to 4 days/week. We are seeking a long-term, energetic, career-minded dentist that is able to perform molar endodontics, implants, extractions, restorative dentistry, & feel comfortable working w/children. If interested, e-mail: [info@fullenkampffamilydentistry.com](mailto:info@fullenkampffamilydentistry.com).

Seeking a passionate, caring and skilled General Dentist for a private family practice. Immediate position, Licensed Dentist, Full time or Part time available. Great atmosphere, well established practice with a great supportive staff. Two locations in the west suburbs of Cleveland

Contact information: [koussadentalgroup@gmail.com](mailto:koussadentalgroup@gmail.com).

Seeking a motivated a part time associate dentist for a private established modern 9 chair office in Dayton, Ohio. Just outside of downtown, we offer all phases of dental care utilizing cad cam and cone beam technology. Compensation is on a percentage basis with health care insurance premium paid. Please send resume and CV to [richard@richardbohme.com](mailto:richard@richardbohme.com).

We are looking for a fun, hardworking, energetic, compassionate dentist to give us a hand! This is a busy, small town dental office located 30 miles south of Columbus. Great people, great opportunity! We have a dentist retiring and we need help ASAP! Please call us (740)477-2220 or email us [office@tpdentistry.com](mailto:office@tpdentistry.com).

We're overwhelmed! Our five location multi-specialty group practice has grown to the point that we simply have too many patients. Our full time General Dentists are currently seeing 80+ new patients per month with an average annual income ranging from \$150,000 initially to \$300,000 for the more seasoned doctor. Our doctors providing specialty care are receiving significantly greater levels of compensation. Doctors receive an initial salary, incentives and a full benefit package while enjoying the freedom that our experienced management team provides. Enthusiastic, quality oriented professionals seeking independence, growth and financial stability may contact Dr. Michael Fuchs at (513) 505-9987, (513) 697-2640 or [fdca1.jmf@gmail.com](mailto:fdca1.jmf@gmail.com). Full or part time positions are available. No evenings after 7pm and no weekends. We very much look forward to speaking with you.

Seeking a full time and or part-time General Dentist at our well established practice in Oberlin. We are looking for someone that will work with the attentions of ownership in the near future. New Grads are welcome to apply. Any questions please contact the office at (440) 775-4483. Email address: [dalepetrill@yahoo.com](mailto:dalepetrill@yahoo.com).

## Equipment for Sale

Dentist retiring; equipment for sale. Two Pelton Crane overhead lights, two patient chairs, two doctor mobile carts, cast grinder, compressor, evacuation system, 2 curing lights, Bobcat scaler, Prestige sterilizer. Send inquiries to 5211 Mahoning Ave, Suite 120; Youngstown, Ohio 44515.

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Fire Sale. Dr's failing health opens an opportunity for purchase of 40 year inner city practice, 4K sq ft. Stand alone w/5 ops, lab. With a lovely green space. Inquiries to [LHBRONKO@Yahoo.com](mailto:LHBRONKO@Yahoo.com) or [LBronkods@Toast.net](mailto:LBronkods@Toast.net) or (517) 652-4281.

Periodontal Practice. Private practice in NE Ohio. Beautiful facility. 4 chairs. I-Cat Scanner. Selling for 729k. Call J. Blair Associates (440) 478-0835.

Practice for sale, Washington C.H. 1000 square foot Dental Building with off street parking. Three equipped operatories, lab, and business office and private office. Includes all equipment, supplies, and patient records. For more information call (740) 335-3861.

Practice for sale by owner. 20 minutes north of Dayton. Four operatories, Dentrix, Dexis, digital office. \$750-800k collections per year. Great staff, 4 days per week. High cash flow. Appraised at \$550,000. Highly motivated to sell, make offer. For info: [jphinman@yahoo.com](mailto:jphinman@yahoo.com) or (937) 271-9951.

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## 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.

Via email: [membership@oda.org](mailto:membership@oda.org)  
By phone: (800) 282-1526

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# Ohio Opioid Education Alliance advertising campaign is making an impact

By ODA Staff

The Ohio Opioid Education Alliance recently announced survey results that demonstrate its Denial, OH advertising campaign is making a significant impact.

The Denial, OH advertising campaign launched in 2018 with a goal to prevent prescription opioid abuse among the next generation.

According to the survey, the Denial, OH advertisements are successfully reaching parents and caregivers. The new research shows that a majority of those who have seen the ads are answering the calls to action by talking to their kids about opioids as a result, as well as properly disposing of their leftover pills.

Many Ohio caregivers, however, are still in denial when it comes to prescription opioid abuse. The new study shows that many parents continue to underestimate the threat of opioids to their own families and communities, but attitudes and mindsets are changing.

According to the survey results:

- After seeing the Denial, OH ads, 57% of parents and caregivers report discussing the danger of opioids and prescription painkillers with their children.
- 53% of parents and caregivers who have seen the ads say they are more cautious about how they dispose of unused opioids and prescription painkillers.

- There is widespread agreement that opioid abuse is a problem, but only 8.4% of parents or caregivers surveyed said they were very concerned their children might abuse unused opioids and prescription painkillers in the household.

- Fewer than 50% of parents surveyed placed enough gravity on the situation to characterize it as a "very big" problem, suggesting only a modest degree of concern.

- Despite agreement about the prevalence of the problem, more than 66% of parents and caregivers don't believe opioids are a very big problem within their local communities, which may result in complacency.

- Nearly 50% of those in central Ohio recalled Denial, OH advertising, and approximately 25% of parents in other parts of the state recalled the advertising campaign.

The survey was completed by independent research firm Fallon Research & Communications Inc. through a series of 1,000 telephone interviews of Ohio residents with at least one child residing in the home. Half of the interviewees resided in central Ohio and the second half in other parts of the state.

The Ohio Dental Association is a committed partner to the Ohio Opioid Education Alliance and its cause to prevent prescription opioid misuse and abuse. For more info, visit [DontLiveinDenial.org](http://DontLiveinDenial.org).

## Support the ODA Foundation when renewing your 2020 tripartite membership dues

The ODA Foundation is supported by the donations of ODA members. The Foundation awards grants to access to dental care programs in Ohio and scholarships to dental students. To help ensure that the Foundation can award even more grants and scholarships in 2020, consider supporting the Foundation by donating to the Foundation when renewing your 2020 membership. Donations are tax deductible. Renew your membership online at [www.oda.org/renew](http://www.oda.org/renew).

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## Save the date for the 2020 ODA Annual Session

By ODA Staff

Save the date for the 2020 ODA Annual Session, which will be Sept. 24-27, 2020 in Columbus.

2020 featured speakers include:

- Dr. Joshua Austin
- Kurt Behrendt
- Dr. Jyme Charette
- Dr. Dan Coleman
- Dr. Gary DeWood
- Dr. Nate Farley
- Tijan Hunter
- Dr. Paul Levi
- Dr. William C. Scarfe
- Dr. John Svirsky

New in 2020, the ODA Annual Session will feature a keynote session presented by Bertice Berry, PhD, a best-selling author, talk show host and speaker who has presented to thousands of corporations, health care organizations, colleges and associations.

Join us in Columbus to experience the best nationally known speakers, CE for the entire dental team and specialists, the largest Exhibit Hall in the region, networking events, entertainment, and more!

Registration is now available for the 2020 ODA Annual Session at [oda.org/events](http://oda.org/events).



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### ODA Today Classified Advertising

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


ODA Classifieds can also be found online at <http://www.oda.org>.

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**Dr. Lauren Fields**  
2010 Graduate

### The Benefits of Buying

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Assisting dentists in acquisitions and matching seller, care philosophy & personal goals for maximum growth potential.

**NO LOAN NEEDED**  
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With our partnership and support you can buy a much larger practice with decreased personal risk.

**OWN MULTIPLE PRACTICES**  
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**Dr. Rob Gardner**  
20+ Year Dentist

### The Benefits of Management

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Proven business and clinical management systems can streamline your practice and fast track the growth you want.

**ADMINISTRATIVE SUPPORT**  
Our highly trained regional managers will work with you and your office staff to build the culture and efficiencies to reduce the typical challenges of practice ownership.

**PERSONALIZED MARKETING**  
Customized marketing designed to showcase both the personality and clinical philosophies of your practice. Digital, print, TV and social media campaigns designed to drive more new patients to your practice.

**GENERAL ADVISORY & VALUATIONS**  
We work closely with our dentists to better define their short and long term goals, tailoring our processes to ensure the highest income and practice value potential.

## SELL



**Dr. Lytha Miller**  
30+ Year Dentist

### The Benefits of Selling

**NO BROKER FEES & 0% COMMISSION**  
We are not a traditional broker. We are value added advisors and negotiate on your behalf.

**100% VALUE SALE**  
In Ohio, the typical single doctor practice sells for between 62% and 78% of collections, but within our small group model, practices can be worth up to 100% of their collections.

**NO SELLER FEES**  
When you partner with us, we cover all closing costs, legal, accounting and real estate fees.

**TRANSITIONAL SALE**  
**Sell a portion of your practice now, and divest additional equity at the pace that makes you comfortable.**  
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**Mark Alexandrunas, D.M.D.**  
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