

ODA Today

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



QuickBites

Special membership issue

The June issue of the "ODA Today" goes to all licensed dentists in Ohio. Look throughout the issue for information relevant to your practice and quotes from ODA members about why they value their membership.

For more information about the Ohio Dental Association and becoming a member, visit oda.org.

Check out the ODA Annual Session insert

The 2019 ODA Annual Session insert in this issue features information about this year's meeting, which will be Oct. 3-6 in Columbus.

Register now at www.oda.org, and be sure to share the insert with your staff!

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Non-covered services legislation introduced in Ohio

Legislation would prohibit insurance companies from setting fees for services they do not cover

By Jackie Best Crowe
ODA Managing Editor

Legislation that would prohibit dental insurance companies from setting fees for services they do not cover was recently introduced in the Ohio Senate.

Senate Bill 148 was sponsored by Sen. Kirk Schuring (R-Canton) and co-sponsored by Sens. John Eklund (R-Munson Township), Matt Huffman (R-Lima), Lou Terhar (R-Green Township) and Joe Uecker (R-Miami Township).

The Ohio Dental Association supports the effort to stop this unfair practice that unnecessarily interferes with the patient-dentist relationship.

ODA members who attended Day at the Statehouse spoke to their legislators about supporting this issue. The ODA lobbying team has also been educating lawmakers about non-covered services.

"We discussed non-covered services with our legislators during ODA's Day at the Statehouse and they had a lot of questions about how dental insurance works and why insurance companies would have the policies," said ODA President Dr. Michael Halasz. "We were able to answer their questions and once they understand the issues, the legislators seemed very supportive of our position on non-covered services."

Halasz also pointed out that "this insurance company tactic is forcing some dental patients to forgo preferred treatment options. It can also disrupt the continuity of care by forcing patients to see other dentists for certain procedures."



ODA Staff
ODA members and dental students spoke with their legislators about supporting legislation that would prohibit dental insurance companies from setting fees for services they do not cover. This legislation, Senate Bill 148, was recently introduced in the Ohio Senate.

The ODA also supports this legislation because it would help to prevent cost-shifting to uninsured patients. The non-covered services scheme may be advantageous for dental insurers, but over 36 percent of Ohio adults aged 18 to 64 and over 60 percent of elderly Ohioans do not have any type of dental insurance coverage and could end up bearing the brunt of increased costs for dental care.

Legislation is necessary because the vast market power that dental insurers maintain makes any negotiation of provider contracts non-existent. Antitrust restrictions prohibit dentists from banding together to demand fair treatment and resist abusive market

power by insurance companies.

Because the ODA represents nearly 70% of Ohio dentists, the ODA lobbying team is able to speak on behalf of the majority of Ohio dentists when talking to legislators in order to level the playing field with dental insurers and add fairness back into system. The larger the market share of member dentists, the stronger the ODA's voice is at the Statehouse.

Watch future issues of the "ODA Today" for updates on this issue and watch your email inbox as the ODA will reach out to members to contact their legislators as this legislation progresses through the House and Senate.

10 reasons why being a member of the ODA benefits every dentist

By ODA Staff

Being a member of the ODA can help save you money, make your practice life easier and benefit you professionally. Here are 10 reasons why being a member of the ODA is valuable.

1. To join together with other dentists for a strong voice at the Statehouse to protect your patients and your practice.
2. To gain access to information for your practice.
3. For assistance resolving insurance and third-party payer disputes.
4. For access to resources to help make sure your office is in compliance with laws and regulations.
5. For assistance from ODA staff members, who are knowledgeable about issues dental offices face and are available by phone or email to answer questions.
6. For discounts on products and services through the Ohio Dental Association Services Corporation.
7. To attend CE courses at a discount.



One of the most highly valued ODA member benefits is the opportunity to network with dentists from across the state.

By ODA Staff

member benefits
BUZZ

8. For networking opportunities with dentists from across the state.
9. To utilize the Contract Analysis Service be-

fore signing an insurance/third-party payer contract or dental management service organization contract.

10. For resources to help you get involved in your community and improve access to care.

Learn more at www.oda.org, or contact the ODA at 800-282-1526 or dentist@oda.org.



Ohio Dental Association
1370 Dublin Road, Columbus, OH 43215-1098
www.oda.org

2019 ANNUAL SESSION
OCTOBER 3 - 6

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The Director's Chair

David J. Owsiany, JD
ODA Executive Director

Last month, my column discussed the Ohio State Dental Board's recent efforts to reform its rules related to specialty recognition and advertising. This process started more than two years ago and is starting to take its final form. As part of the rule-making process in Ohio, certain rules must be submitted to the Ohio Common Sense Initiative (CSI) for antitrust review.

Below is a description of CSI and its process (taken directly from the CSI website):

In 2015, the United States Supreme Court ruled that the North Carolina State Board of Dental Examiners (NC Board), which was made up primarily of dentists, was subject to federal antitrust law when the NC Board excluded non-dentists from the teeth whitening business. The Court determined that the NC Board was not adequately subject to "active supervision" by the state for its actions which were subject to state or federal antitrust law.

As a result of the Supreme Court decision, the Ohio General Assembly enacted ORC 107.56. This new section of code provides a mechanism through which boards or commissions, or someone affected by an action by a board or commission,

Ohio Common Sense Initiative approves dental specialty rules

may refer to the CSI Office the action that may be subject to state or federal antitrust law. The CSI Office, after review of the matter, will approve or disapprove the action.

In October of 2018, the Ohio State Dental Board (OSDB) filed an antitrust referral analysis form with the CSI. At the time of the filing, the OSDB only recognized as specialists "those dentists who have completed an accredited post-doctoral education program in one of nine areas of dentistry recognized by the American Dental Association (ADA)." Those areas were: orthodontics, oral and maxillofacial surgery, oral and maxillofacial radiology, periodontics, pediatric dentistry, prosthodontics, endodontics, oral pathology and dental public health. (On March 11, 2019, the National Commission on Recognition of Dental Specialties and Certifying Boards recognized dental anesthesiology as the 10th dental specialty.)

The OSDB expressed its intent to "broaden its specialty recognition and advertising rules to include not only dentists who have completed an accredited post-doctoral education program in the nine areas currently recognized by the ADA, but also dentists who have completed an accredited post-doctoral education program in an area of general dentistry not included in the nine specialties recognized by the ADA, as well as dentists who have completed a post-doctoral education or residency program of at least two years in an accredited hospital or dental college."

The OSDB explained that the purpose of its proposed rules was to "continue to protect the public by ensuring that only those dentists who have completed an accredited post-doctoral education program are able to advertise as a specialist." The OSDB pointed out that "the general public typically does not have knowledge or expertise in the level and types of education completed by dental specialists, and the public can be misled by advertising that represents a dentist as a specialist when the dentist does not have sufficient training in the specialty area." The OSDB concluded that "the legislature has entrusted the Board with setting the requirements for recognition as a dental specialist," and "in the Board's expertise, an accredited post-doctoral education ensures a sufficient level of education to consider a dentist a specialist."

As part of its submission to the CSI, the OSDB discussed the results of a survey commissioned by the Ohio Dental Association to gather information related to the public's understanding of dental specialties. The survey results were originally presented to the OSDB by Saperstein Associates survey research firm in May 2018. The OSDB noted in its CSI filing that the survey demonstrated that:

- the majority of respondents think that a dentist who advertises as a specialist had completed an accredited residency program following dental

See **SPECIALTY**, page 14



President's Message

Michael Halasz, DDS
ODA President

Working to achieve our goals

As most of you know, aside from college football "season," summer is my favorite season. Golf, camping, golf, concerts, golf, picnics, golf and golf. Summer arrives in June and June marks the middle of the calendar year. It's hard to believe that my presidency is more than half over. We are constantly working to achieve our goals and work within our strategic plan. Here are some of the things we've accomplished along with some of the things we are still working on.

The year got off to a slow start, which according to our Executive Director David Owsiany, is pretty typical. New officers, council and committee members are figuring out their new roles within the ODA structure. Plus, everyone is gearing up for and trying to get through the holiday season.

In February, we kicked off Give Kids A Smile Day a week late due to a snow storm. The event was held at the Butler Tech Bioscience Center, just north of Cincinnati. Nearly 40 kids were given oral hygiene instruction, prophies, exams, x-rays and fluoride. A few local dignitaries made an appearance as did Mrs. Ohio. This is a very important event that helps with the access to care issue. If you don't or you haven't participated in a Give Kids A Smile event, I encourage you to do so. You can even get CE credit for it.

Also in February, I attended the Chi-

cago Midwinter meeting, along with the ODA Annual Session Committee to scout vendors and lecturers for future ODA Annual Sessions. I have served as a liaison or full-fledged council member on nearly every ODA council. I can honestly say that I have never worked so hard!! 2019 ODA Annual Session Chair Dr. Mark Bronson and his crew kicked my butt!! The amount of work that they do to give you a quality Annual Session truly flies under the radar. Hat-tip to all involved.

The ODA held its annual Leadership Institute in March. This is a fantastic member benefit that is FREE! You have the opportunity for five to six hours of CE on extremely informative topics like vaping, compliance and the national political landscape. One ODA member told me that this was the best Leadership Institute he has attended. Another new dentist told me that it inspired her to get more involved with the ODA. The feedback from the event was extremely positive.

In April, another very important event took place, Day at the Statehouse. Most members rank advocacy as a very high priority for the ODA and this is our flagship advocacy event. We had approximately 125 dentists and dental students come to Columbus to discuss issues with our state legislators. We discussed the DHAT issue, and the non-covered services issue. I, personally, had a lot of meetings this year, as there was a lot of turnover in the state legislature. Everyone I spoke with seems to understand where the ODA stands and why. Overall, I'd say it was a success.

Speaking of advocacy, the Teledentistry bill passed. This is a bill that should help the access to care issue by allowing groups like THE OSU College of Dentistry and perhaps Children's Medical Center view patients in remote areas and allow properly trained auxiliaries to do certain procedures like sealants and apply fluoride varnish. Our lobbying team really had to work hard for this, as it was passed as a last minute amendment to another

health-related bill.

As many of you know, our immediate past president, Dr. Steve Moore, appointed a task force to see if the ODA could provide benefits to our members, similar to those that DSOs provide. I re-appointed the task force and they have been busy. The task force is looking at a group buying plan where ODA members could receive a substantial discount on dental supplies and equipment. They are also looking at endorsing a company that sets up and runs in-office saving plans for your patients. These plans are an alternative to traditional dental insurance and are marketed as such to anyone without dental insurance, or to those that are sick of the limits and hassles of traditional dental insurance. The task force is looking at other things, as well, that the ODA could provide to members that will give you even more value to your membership.

Along with David Owsiany, I have visited several component societies around the state to deliver our "State of the ODA" address. This is something that I really look forward to, as I love meeting with you on your home turf. This gives us a great opportunity to talk face-to-face about any issue. Are we going in the right direction? The wrong direction? What can the ODA do to be more effective at providing you the support you need? We need to know these things, as the ODA is there to support you in any way we can. Take advantage of these updates.

Lastly, we received the results of the 2018 Membership survey. Overall, the ODA received very high marks in nearly every area. (Kudos to the ODA staff!!) In addition, the survey revealed that dentists are busier, and seeing more patients since the last survey which was in 2012. This translates to higher income for most of us. Also of note is the fact that overhead has remained fairly constant, around 60%, dating back to the 1990s.

Until next time, hit 'em long and straight!!

ODA Today

Member of the American Association of Dental Editors

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The Dental Team - Dental Assistants

Over the next two months we will be taking a closer look at each one of the dental team members to understand exactly what the Dental Practice Act allows each of them to do. As all of you know in Ohio we are fortunate to have a strong dental team made up of dentists, dental hygienists, expanded function dental auxiliaries, and dental assistants. Over the past decade we have seen each member of the dental team flourish in their role because of what the Dental Practice Act allows each of them to do. This team

approach to dentistry is vital to ensuring that the best oral health care is provided to the citizens of Ohio. For this month we will be looking into what certified dental assistants and basic qualified personnel can do for the dental team.

The Dental Practice Act is comprised of Ohio Revised Code (O.R.C.) sections and Ohio Administrative Code (O.A.C.) sections. The O.R.C. is law enacted by the Ohio legislature. Sections of the O.R.C. specify that rules should be adopted to further the purpose of the law. This is where the O.A.C. comes in to play. The O.A.C. portion of the Dental Practice Act is written by the Ohio State Dental Board to further the law and clarify any section the O.R.C. requests.

First we will start by looking at the Ohio Revised Code section that authorizes duties that can be performed by dental assistants and basic qualified personnel. O.R.C. 4715.39 outlines the tasks that can be completed by dental assistants and basic qualified personnel. The section also authorizes the state dental board to make rules to define the duties of these dental team members outside of the specific tasks enumerated in the law. The certified dental assistant tasks of coronal polishing

and application of pit and fissure sealants are specifically defined in this section of the O.R.C. This section also defines how a certified assistant can practice without the dentist being physically present.

- 4715.39(B) states that a dental assistant may polish the clinical crowns of the teeth if: (1) The polishing activity is limited to the use of a rubber cap attached to a slow-speed rotary dental hand piece. (2) The polishing is performed only after a dentist has evaluated the patient and any calculus detected on the teeth has been removed by the dentist or dental hygienist. (3) The dentist supervising the assistant may not supervise more than two dental assistants engaged in polishing at any time. (4) The dental assistant is certified by the dental assisting national board or the Ohio commission on dental assistant certification. (5) The dental assistant receives a certificate from the Ohio State Dental Board authorizing the assistant to engage in the polishing activities. The qualifications and educational requirements to receive that certificate are outlined in O.A.C. 4715-11-03.1.

- 4715.39(C) states that a dental assistant may apply pit and fissure sealants if all of the following requirements are

met: (1) A dentist evaluates the patient and designates the teeth and surfaces that will benefit from the sealant. (2) The dental assistant is certified by the dental assisting national board or the Ohio commission on dental assistant certification. (3) The dental assistant has successfully completed a course in the application of sealants that is approved by the board. (4) The supervising dentist has observed the assistant successfully apply at least six sealants. (5) The dentist checks and approves the application of all sealants placed before the patient leaves the office, except in situations where the dental assistant is working without the dentist physically being present.

- 4715.39(D) states a certified dental assistant may provide, for not more than 15 consecutive business days, the following services without the supervising dentist being physically present: (a) recementation of temporary crowns with temporary cement; (b) application of fluoride varnish, disclosing solutions and desensitizing (excluding silver diamine fluoride); (c) caries susceptibility testing; (d) instruction on oral hygiene home care; (e) pit and fissure sealants if the educational and observation requirement in O.A.C. 4715-11-03 have been met.

When looking at O.R.C.4715.39 (D) it is important to understand the requirements for a certified assistant to practice without the supervising dentist being physically present. Those requirements

See ASSISTANT, page 11



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Practices Opportunities

Medina County: Well established general dental practice. Grossing over \$150K a year on only 2 days per week. 100% FFS patient base. No lease – great merger opportunity. Seller wishes to retire.

Clermont County: General dental practice grossing \$525k on 3.5 days a week. Three operatories with plenty of room for expansion. Paperless with digital x-ray and digital PAN. Mix of FFS, PPO and Medicaid

NW Dayton: Practice generates \$330,000 a year in revenue. Over 1300 active patients with an average of 35 new patients monthly. 1,200 sq/ft of space with three operatories and room to expand. Open only 2 days a week. Mix of FFS, PPO and Medicaid.

North Central Ohio Ortho: Started from scratch in 2015 and has been growing each year. Revenue over \$300,000 on 10 days a month. 100% FFS. 4 chairs with room to expand. Digital Pan Ceph.

Cincinnati: General dental practice grossing over \$430K in revenue on 3 days a

week. 2500 active patients with an average of 40 new patients a month. Five nicely equipped operatories. Building also for sale.

Stark County: General dental practice grossing over \$600,000 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.

SE of Toledo: General practice grossing over \$700,000 per year. Free standing building with high visibility on a busy street. Mix of FFS, PPO, Medicaid and Managed Care. Over 3100 active patients with an average of 50 new patients monthly. 3200 square feet with 5 operatories and room to grow. Building also for sale.

Northeast Cleveland Suburb: Well established general dental practice. Office is digital ready with 4 operatories and room to expand. Generating \$400,000 in revenue. Mix of FFS, PPO and Medicaid. Over 2500 active patients with an average of 40 new patients monthly. Doctor referring most specialty work out.



Farrah Zemke
Transition Consultant



Tiffany Stewart
President



Christina Pollick
Associate Placement

The Value of Membership



“If you asked me is the ODA worth the price of admission, I wouldn’t hesitate to say YES!! The camaraderie that I feel with the other dentists I have met, all striving for the same goal, has created an invaluable community for me. The ODA is dedicated to bringing dentists together to advocate for our livelihood and create a profession that we all believe and stand behind. I have become much more involved in my own local chapter, the Greater Cleveland Dental Society, and have created so many relationships as well as connections that I truly value. By participating in ODA’s Annual Session every year, I feel more confident in where our profession is heading as well as logging those necessary CE credits. As a young dentist, we are the future of our profession, joining the ODA was just the first step I took and the opportunities have been endless.”

Dr. Winnie Wong
General Dentist
Cleveland

ODA researching new benefits to support dental offices, including in-office dental plan and group buying arrangement

By Jackie Best Crowe
ODA Managing Editor

The Ohio Dental Association has been looking into new membership benefits to support dental offices, including a group purchasing arrangement and endorsing an in-office dental plan platform.

These benefits and others are being explored by the ODA's DSO Task Force, which Dr. Steve Moore formed during his presidency at the 2017 ODA House of Delegates. Current ODA President Dr. Michael Halasz reappointed the task force, and over the last two years it has worked to investigate ways that the ODA can provide additional support to dental practices, similar to that of a Dental Service Organization (DSO).

"The DSO Task Force was established to attempt to see where the ODA could help solo and small group practices compete in the same space as corporate or DSO supported practices," said Dr. Tom Paumier, chair of the ODA's DSO Task Force. "Could we 'level the playing field' for individual dentists to gain the same advantages which DSO supported practices had? We have identified numerous support strategies that can help those in solo and small group practice models compete with DSO supported practices."

One of the new benefits the task force has researched is the possibility of endorsing an in-office dental plan or membership program.

An in-office dental plan allows dentists to offer their uninsured patients the ability to join the plan and pay a monthly or yearly fee directly to the dental practice in exchange for services and discounts created by the dentist.

Offering access to an in-office dental membership plan creates a predictable, recurring revenue stream that is an alternative to traditional insurance reimburse-

ment revenue, it helps reduce the cost barrier for uninsured patients and increase case acceptance, and it helps strengthen patient loyalty.

Dentists are able to set up an in-office plan themselves, but offices have reported that maintaining their own plan takes a lot of staff time and money. By utilizing a platform to create, customize and automate a plan, staff members can be less involved in the process because it is turnkey and user friendly, saving the dental office time and money.

While using a platform, the dentist is able to have total control over setting the fees and enrolling patients, but it allows for easier member management and payment options.

The Ohio Dental Association Services Corp. is currently finalizing a contract to

endorse an in-office dental plan platform for member dentists at a discounted price.

The task force is also looking into creating a group purchasing arrangement for ODA members. Research has indicated that ODA members are interested in discounts on products for their office, specifically on consumable supplies. According to the 2018 ODA membership survey, 75% of member dentists are interested in group-buying benefits.

By creating a group purchasing arrangement or "buyers' club," the ODA can band together and leverage purchasing power to enable participants to receive discounts on supplies and equipment.

Additionally, the task force is overseeing the development of a regulatory compliance manual for ODA members. The manual would include informational

pieces, checklists and sample documents for dental offices so they can ensure they are in compliance with state and federal regulations. The manual will feature yearly updates so members can be confident they are continuing to meet regulatory requirements.

"There are numerous other areas where we can support member dentists to help them preserve their chosen practice model," Paumier said. "Stay tuned for the roll out of an ODA 'buyers club,' in-office dental plan endorsement and regulatory compliance manual, and look for additional benefits in the near future. Your membership in organized dentistry gives you access to the best 'DSO' support available to dentists."

Watch future issues of the "ODA Today" for more details on these new benefits.

Have a question? Contact the Ohio Dental Association!

dentist@oda.org | (800) 282-1526 | (614) 486-2700

The Value of Membership



"As an owner of multiple practices, I understand the power of scale. Policymakers won't listen to an individual dentist and I can't protect my partner dentists alone. Since the ODA holds about 70% of Ohio dentists, the combined affect is a strong, unified voice in the state legislature. The advocacy that the ODA provides is essential to protecting and growing our field."

Dr. Mark Alexandrunas
General Dentist
Granville

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ADA files citizen’s petition with FDA against SmileDirectClub, LLC

The American Dental Association recently filed a citizen’s petition with the Food and Drug Administration (FDA) about SmileDirectClub, LLC and its orthodontic plastic bracket device and dental impression material products.

The petition states that “SmileDirectClub, LLC, (SDC) is placing the public at risk by knowingly evading the ‘by prescription only’ restriction that the FDA has placed on plastic teeth aligners and on dental impression material. For all intents and purposes, SDC sells its plastic teeth aligner and dental impression material products to consumers over-the-counter.”

The petition specifically asks the FDA to:

- Move for an injunction against SDC’s further sale and distribution of its misbranded teeth aligner and dental impression material products in interstate commerce;
- Seek a condemnation and seizure order directed to SDC’s misbranded teeth aligner and dental impression material products being distributed and sold in interstate commerce;
- Levy a significant civil penalty against SDC in connection with its misbranded teeth aligner and dental impression material products being distributed and sold in interstate commerce; and,
- Request SDC to voluntarily undertake a Class II recall of its misbranded teeth aligner and dental impression material products being distributed and sold in interstate commerce.

ODA advocacy team works to protect dentistry during budget deliberations

If you are around the Statehouse at all this time of year, most of the conversation will revolve around the budget. The operating budget for the State of Ohio is given to the legislature every two years. The governor gives a proposed operating budget and the legislature goes through multiple months of hearings in order to ensure that the budget is allocated correctly. The budget must pass through both houses of the legislature by the end of June when the governor will sign it into law.

On its face this does not seem like it has much to do with the practice of dentistry. However, House Bill 166 is now approaching 2,000 pages of text and many amendments are added to the operating budget. The legislative team at the ODA meticulously looks over the budget to ensure that no amendment added will affect the practice of dentistry. As of printing we are happy to announce that the budget is free of harmful regulation of the practice of dentistry. Last of all, our legislative team at the ODA will continue to monitor the bill to ensure that if dentistry is brought into the budget, the profession of dentistry will have a voice at the table to protect dental practices and patients.

Purchase ODA Foundation raffle tickets to help fund access to care grants, scholarships

The annual ODA Foundation raffle is one of the primary sources of funding for oral health-related grants and scholarships. Raffle tickets are \$100 each, two for \$175 or six for \$500, and only 700 will be sold.

This year’s raffle prizes are:

- Winner’s choice of a lease on a 2019 Mercedes GLC300 SUV or \$20,000 cash (lease terms established by Crown Mercedes)
- Tripartite membership dues or \$1,500 cash
- Piece of fine jewelry valued at \$1,000 from Laudick’s

The drawing will be held Oct. 5 in the ODA Annual Session Exhibit Hall.

Tickets purchased before Aug. 23 will be entered into an additional Early Bird Drawing for \$500 cash on Aug. 30. Winners need not be present to win.

For more information about the raffle and how to purchase tickets, visit oda.org/community-involvement/oda-foundation/odaf-raffle/.

Download and print employment posters online

ODA members can download and print employment posters from the ODA’s website for free. All employers are required to post numerous employment posters in their offices. To download the posters, visit oda.org/member-resources/employment-posters/. These posters are only available to ODA members.

**Interested in advocating on dentistry's behalf?
Want to make a difference in the practice of dentistry?**

Make an appointment with your local legislator to discuss the issues facing your profession. The ODA department of governmental affairs offers information tips on meeting with legislators.

Contact the ODA at (800) 282-1526 today to help voice dentistry's message at the Statehouse.

ODA Meeting & Event Calendar

Jun.	6-7 Annual Session Committee 17 Subcouncil on New Dentists (call)
Jul.	12 ODASC Board Meeting 13 New Dentist Zoo Day with the ODA 16-17 Council on Dental Care Programs and Dental Practice 26 Finance Committee

Are you receiving all of our updates from the ODA Facebook page?

The Ohio Dental Association Facebook page provides the most up-to-date information about advocacy, regulatory compliance issues, membership benefits, ODA events, deadline reminders and more.

Like us on Facebook!
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Once you’ve liked the ODA Facebook page, you can take a few extra steps to make sure you’re receiving ALL of our updates, which we post several times each week.

On the Facebook app on your phone or tablet:

- Visit our Facebook page at www.facebook.com/ohiodentalassoc
- Like our page if you haven’t already done so
- Tap the three dots next to the “Message” button just below our name
- Tap “Following”
- Choose the option that says “See First” so new ODA updates will be at the top of your newsfeed
- If you would like to get notifications when we post, tap the button next to “Get Notifications”

On a browser on your computer:

- Visit our Facebook page at www.facebook.com/ohiodentalassoc
- Like our page if you haven’t already done so
- Click on the “Following” button just beneath our header photo
- Under “In Your Newsfeed” click “See First” so new ODA updates will be at the top of your newsfeed
- If you would like to get notifications when we post, under “Notifications” click “On (Highlight Posts)”




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Harry M. Miller, M.D.
Diplomate, American Board of Anesthesiology

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ODA keeps dentistry on the forefront of addressing opioid crisis

By ODA Staff

The issue of preventing drug diversion and opiate addiction is important to the dental profession and the Ohio Dental Association. The Ohio Dental Association has been proud to partner with policymakers and other interested parties to address this critical issue over the last several years.

The number of prescription opioids dispensed to Ohioans declined for the sixth consecutive year in 2018, according to a newly released report from the State of Ohio Board of Pharmacy's Ohio Automated Rx Reporting System (OARRS).

ODA President-Elect Dr. Sharon Parsons, a general dentist from Columbus who has traveled across the state educating

dentists about addressing patient pain without prescribing opioids, said that she is "pleased to see that the dental profession's efforts are paying off in terms of fewer opioid prescriptions."

Last year, the ODA House of Delegates passed a policy that supports Continuing Education for dentists in prescribing opioids and other controlled substances.

The Ohio State Dental Board is working on a proposal to require dentists to obtain a minimum of two hours of continuing education pertaining to the prescribing of opioids for acute subacute and chronic pain and other addiction related subjects.

Watch future issues of the "ODA Today" for more details about this proposed new requirement as they become available as well as information about opportunities to

obtain this CE.

The ODA's new policy also supports statutory limits on opioid dosage and duration of no more than seven days for adults and five days for minors for the treatment of acute pain, while also recognizing the need for clinical judgment in pain management and to determine patient care.

The policy also supports dentists registering for and utilizing OARRS, Ohio's prescription monitoring database to promote the appropriate use of controlled substances for legitimate medical purposes and deter the misuse, abuse, and diversion of these substances.

Earlier this year, the ODA became a member of the Ohio Opioid Education Alliance as one of the more than 50 Ohio partners committed to spread a message of prevention and education around the dangers of prescription opioid misuse and abuse.

Additionally, the ODA is leading on this issue by:

- Holding educational seminars across Ohio.
- Featuring articles in ODA publications.
- Distributing more than 5,000 fact sheets to Ohio dentists related to prescription drug abuse.
- Distributing and making resources available on the ODA's website.

For details on opioid prescribing regulations in Ohio and resources for dentists, visit oda.org/member-resources/opioids/.

Visit www.oda.org for current and archived "ODA Today" stories.

The Value of Membership



"The most valuable part of my membership in the ODA has been the opportunity to make a difference in my dental community. I love meeting new dentists and taking part in programming specifically designed to meet their needs. The ODA has also let me meet dentists from all over the state, helping me form new friendships and strengthen professional relationships."

Dr. Natasha Katsman
General Dentist
Cleveland

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MEMBER FDIC LENDER



The mission of the Dental Network Group is to help dental professionals grow their dental careers, practices and personal lives by providing service, education, resources and networking opportunities. All of the group's members have a proven track record in their profession, ensuring excellent service to dental professionals in Central Ohio.

DENTALNETWORKGROUP.COM

Congratulations to our 2019 Award Winners!

These dentists were nominated by others and received their awards at the 4th Annual Dental Network Group Spring Symposium held April 12, 2019 in Columbus, Ohio.

DENTAL NETWORK GROUP BUSINESS AWARD



Dr. Andy Gilbert
GILBERT & GOFF, DDS

Dr. Gilbert runs a practice that is big on hospitality, education, and awareness, striving to create an experience giving special attention to each patient's individual needs. His team embraces its mission to develop lasting and enjoyable relationships with each patient that is built on trust and confidence. In 2016, Dr. Gilbert founded the Capital City Dental Forum Study Club, which was established as a resource to younger dentists to help them develop as better business people and better dental professionals.

Previous Award Winners
2018 Dr. Anthony Silvestro
2017 Dr. Mark Fixari
2016 Dr. Richard DeLano III

DENTAL NETWORK GROUP COMMUNITY OUTREACH AWARD



Dr. Sung Jin Min
OHIO DENTAL CLINIC

Dr. Min works at the Ohio Dental Clinic in Westerville and is the founder of the Asian Pacific Dental Alumni Society which partners with the Asian Pacific Student Dental Association at OSU. He also works with the Find Your Dental Home program, the Asian Festival Dental Screening program and the Smiles for Ohio program. He values reaching out to the underserved population in central Ohio and providing services they need in an effort to give back to Ohio as graduates of the Ohio State University College of Dentistry.

Previous Award Winners
2018 Dr. James Homan
2017 Dr. Kari Cunningham
2016 Dr. Brian Kvitko

DR. JEFFREY M. GIBBS MEMORIAL EXCELLENCE IN DENTISTRY AWARD



Dr. Mark Raisch
ADVANCED DENTAL WELLNESS

Dr. Raisch has a vision for the future of organized dentistry where privately owned dental practices focusing on patient relationships remain the strong model of dentistry. He opens his practice up for other dental students and associates to visit to learn how to set up, build, and manage a dental practice. He has been a visiting faculty member of Spear Education and also leads a Spear Education study club in Central Ohio helping general dentists and specialists expand their clinical knowledge.

Previous Award Winners
2018 Dr. Christina Kulsea
2017 Dr. Jeffrey M. Gibbs
2016 Dr. Beth Clark

We appreciate the support of The Spring Symposium and Annual Awards.

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Bob Brooks' deep understanding of dental practice transitions, industry contacts and desire to improve the quality of service among dental practice brokers to dental practitioners has resulted in the **first ever nationwide dental practice broker credentialing program** through our organization, the International Business Brokers Association. Without Bob's involvement, the current program would not exist. Thanks Bob!



Kylene Golubski
Executive Director, IBBA



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THRIVE through your mid-career

- Find qualified associates
- Buy or sell a practice
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- Begin exit planning
- Value your practice
- Sell your practice



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ODASC supports dental offices by offering discounts on high quality products and services

By ODA Staff

The Ohio Dental Association Services Corporation (ODASC) works on behalf of member dentists to endorse products and services and secure discounts for ODA members. ODASC focuses on the main “pain points” for dental offices and the things that dentists say they need.

“When you’re looking for a product or service for your office, check with ODASC first,” said Dr. Thomas Matanzo, chair of the ODASC Board. “The ODASC Board has done the research and endorses only high quality products saving you time, and we have secured discounts for ODA members to save you money. Many members report that by utilizing ODASC-endorsed products, they are able to save enough money to cover the cost of their membership dues.”

Some of the ODASC-endorsed product discounts include:

- Receive a 5% discount on professional liability insurance.
- Receive a 10% discount on disability income insurance.
- Reach the highest possible discount on Workers’ Compensation.
- Receive a discount on electronic insurance claim management and pay only 25 cents per claim.
- Save \$275 per year on automated patient communications.

Other products endorsed through ODASC include credit card processing, interpretation services, websites, waste disposal services, amalgam separators, disinfectants, a spore check system,



whitening gel and more. Each product has been fully vetted and tested by the ODASC Board.

One of the biggest “pain points” that ODA members report to the ODA is access to a quality health insurance plan with affordable rates. The ODA’s health benefits plan, the ODA Wellness Trust, was created to solve this problem.

One of the most popular features of the ODA Wellness Trust is its large network of providers. The ODA Wellness Trust has contracted with Medical Mutual of Ohio to access its broad health care provider network. Medical Mutual’s SuperMed PPO Network is a statewide network that includes nearly every health care provider in Ohio and 99 percent of the hospitals.

Dentists and their staff members who are looking for individual health insurance in the marketplace may find that the doctors and health care providers they would like to see are not in network for the plans available, and on many of these plans there is no coverage for out of network providers.

The Medical Mutual network for PPO plans like the ODA Wellness Trust is more extensive than their individual plan. Through the ODA Wellness Trust SuperMed PPO, dentists and their employees can access the doctors and hospitals

Looking for a product or service for your office?

Contact us first! We may be able to help.

- (800) 282-1526
- dentist@oda.org
- www.odasc.com

they know and trust.

By joining the ODA Wellness Trust, dentists and their staff members gain access to this wide network of providers. Employer dentists can offer access to this plan without having to pay a penny; the employer is not required to make any contribution to their employees’ costs.

ODASC staff members also help with many of the administrative burdens of offering a health benefits plan. When a dentist or their staff members have a question about their coverage, they are able to call the ODA and speak directly to a person who can help them through every step.

ODASC staff members are not paid on a commission, and they have dentists’ best interests at heart. Call an ODASC representative at (800) 282-1526 for details about the ODA Wellness Trust and other benefits available to members at a discounted rate. Or visit www.odasc.com for details on products and services or www.odawt.org for details on the ODA Wellness Trust.

The Value of Membership

“Practicing dentistry can be a very lonely world. A dentist finds her/himself more than often in situations where help and advice are needed. Being a member of the ODA has given me a support network (dentists and experts) which I can rely on at any given time. Every time I call the ODA offices the staff have been more than happy to go the extra mile to help. Yes, sometimes things do not change as quick as we (dentists) like them to do, however, the mere fact that I have a resource which I can always count on for support has motivated me to get more invested in my ODA membership and organized dentistry.”

Dr. Yasser Armanazi
Pediatric Dentist
Mentor

Find resources for your practice at www.oda.org



Save TIME AND MONEY with ODASC, an ODA member benefit!

ODASC does the research to find the best products available, and offers you discounts on:



Contact ODASC to see how you can **save time and money** by simply being an ODA member!

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MetroHealth Medical Center is a county-owned, nationally-recognized academic medical center and tertiary referral center with 731 licensed beds. MetroHealth is one of the largest, most comprehensive health care providers in Ohio with more than 500 primary care and specialty care physicians and is the Level I Trauma Center for Northeastern Ohio. All active staff physicians in the Department of Surgery hold faculty appointments at Case Western Reserve University School of Medicine. The organization is nationally recognized for its public health, rehabilitation and trauma programs.

The Division of Oral and Maxillofacial Surgery is highly committed to the mission of the organization as a public health institution. Residency training is integrated with Case Western Reserve University of School and Dental Medicine.

Cleveland is a great community. The region has a diverse population, superb schools, tremendous cultural institutions and a very affordable high quality of life.

Commitment to an academic career and the pursuit of excellence in clinical care are expected. Teaching and research opportunities are available and will be encouraged. MetroHealth Medical Center is known for providing outstanding healthcare to a diverse population, supporting a dynamic educational and training environment, and fostering the career development of our faculty members. Candidates must be board eligible or board certified by the American Board of Oral and Maxillofacial Surgery. Salary is commensurate with experience. Full-time position is desired; however, part time would be considered.

Interested candidates should send a letter and curriculum vitae to:
Gregory P. Heintschel, DDS, MBA
Chair, Department of Dental Medicine
Clinical Associate Professor
gheintschel@metrohealth.org

Women and minorities are encouraged to apply. Case Western Reserve University is an Equal Opportunity/Affirmative Action Employer.

Dental Insurance Corner

ODA going to bat for dentists when it comes to dental insurance

By Christopher Moore, MA
ODA Director of Dental Services

Ohio Dental Association membership surveys have consistently reported that ODA members rank the “monitoring of the dental insurance industry and advocating dental insurance benefits” as a high priority objective for the association. The dentists who volunteer their time at the American Dental Association, ODA and local dental societies and the professional staff at each level of the tripartite take the membership’s sentiments seriously and have focused significant resources to advocating on behalf of individual dentists and the profession as a whole on dental insurance matters.

The ODA and ADA have both set up a process to assist individual member dentists when dealing with problem dental insurance issues.

The ODA Dental Insurance Working Group meets on the second Tuesday of every month and determines the ODA’s role in addressing dental insurance related questions, concerns and complaints involving third-party payers that are submitted by ODA member dentists. It is comprised of volunteer general dentists and specialists who also serve on the Council on Dental Care Programs and Dental Practice. Current working group members include: Drs. Jackie Cerar (Mentor), Joe DePalma (Dillonvale), Mary Hanlon (Cincinnati), Purnima Kumar (Columbus),

Manny Chopra (Cincinnati), Greg Michaels (Lancaster), Rick Ragozine (Girard), Jason Stroom (Cleveland) and Dave Vorherr (Cincinnati).

The working group’s efforts over the years have demonstrated the value of membership to the individual dentists who contacted the ODA for assistance while also generating information that the rest of the membership can utilize in their own practices. They also represent cases where the individual dentists were ineffective in addressing their concerns to dental insurance companies and needed the strength of the larger organization to obtain some form of relief for their concerns.

Issues the working group has helped individual members address have ranged from denials or limitations for certain services (such as core buildups, crowns, endodontic therapy, scaling and root planning and radiographs); payment of non-contracting dentists; applications of participating provider agreements; application of least expensive alternative benefit clauses; participating provider listings; focused review, utilization review and other types of audits; overpayment recovery; and CDT dental code usage. Irrespective of the ultimate outcome of the case, the dentist was provided documentation of the ODA’s efforts that they could use to add credibility to their position with their patients.

The ODA has been successful in assisting wide groups of member dentists on larger scale issues too.

The ODA’s advocacy and use of regulatory directives with numerous insurance companies and third party administrators (TPAs) has resulted in dentists having the option of how they wish to receive reimbursement, i.e. via virtual credit cards with much higher than usual transaction fees, electronic funds transfer (EFT) or paper check.

The ODA and Delta Dental of Michigan, Ohio, and Indiana have worked together to publicize a clearer understanding of what dentists need to do in order to be reimbursed for providing a full mouth scaling and root planing service during one appointment. That is, to not have the claim automatically disallowed, the dentist needs to provide supporting documentation that the procedure was done during a single visit because 1) the patient was sedated or 2) medically compromised or 3) the dental office location required the patient to travel some distance to get there or 4) the patient requested the service for their own purposes.

It is also important to realize that Delta Dental expects the dentist to devote an appropriate amount of time to providing the service while also having appropriate documentation on hand to back up

the claim.

This joint effort has resulted in another project that has the potential to be, as far as we know, a first in the nation. The ODA and Delta Dental are working on the idea of having a party independent of Delta Dental to provide a final means of appeal for ODA member dentists who have dental insurance disputes with Delta Dental on cases involving medical necessity and quality of care issues. As it is currently envisioned, an ODA member dentist who has a relevant claim disallowed would first utilize Delta Dental’s internal appeals process. If the dentist is still dissatisfied with the results of the internal appeals then he/she would be able to appeal Delta Dental’s decision to the ODA where a proper mix of appropriately trained general dentists and/or specialists would be appointed by the ODA Council on Dental Care Programs and Dental Practice to review the case and issue a final determination. Once implemented this free of charge program will only be available to ODA member dentists.

See INSURANCE, page 13

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 “ODA Today” and subcategory “Dental Insurance Corner.”



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Contact ODASC to see how you can save time and money by simply being an ODA member!

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OHIO DENTAL ASSOCIATION 153rd ANNUAL SESSION

2019 ODA ANNUAL SESSION CHECKLIST

Step 1: Connect – Register for it!

- Register at www.oda.org/events or call (678) 341-3049
- Save! Register 3 staff members at the same time and register the 4th for FREE
- Mark the dates out on your office calendar: October 3 - 6, 2019

Step 2: Learn – Research it!

- Review this insert, which includes a listing of all courses and events, and share it with your team
- Pick out the courses you would like to attend
- Check out the special events, including The Black Keys concert and The Bash!

Step 3: Excel – Plan it!

- Book your hotel room – the Hilton Columbus Downtown Hotel is the headquarters hotel
- Plan your purchases in the Exhibit Hall with the more than 200 companies participating
- Follow the Ohio Dental Association on Facebook & Twitter #ODAAnnualSession

Register today and plan to join us in Columbus on October 3 – 6, 2019!



CONNECT. LEARN. EXCEL.

EXHIBIT HALL INFORMATION

Hours

Thursday, October 3: 12:00 p.m. to 6:00 p.m.
Friday, October 4: 10:00 a.m. to 6:00 p.m.
Saturday, October 5: 10:00 a.m. to 2:00 p.m.

Expansive Dental Marketplace!

Boasting one of the largest Exhibit Halls in the region, the ODA's 153rd Annual Session is clearly the best choice when shopping for your office. Rated by Annual Session attendees as one of the top reasons they attend the meeting each year, the ODA's Exhibit Hall features convenient comparison shopping with the help of knowledgeable company representatives.

Visit the ODA Membership Booth

Be sure to stop by the ODA Membership Booth while visiting the Exhibit Hall. Take time to relax and regroup with cell phone charging stations and comfortable seating. Information on all ODA programs, products and services are available, including helpful representatives from the ODA's subsidiary, ODASC.

Earn Free CE at the Table Clinics

Friday, October 4, 4:00 p.m. to 6:00 p.m.

Earn up to 2 hours of free CE by attending the Table Clinics presented by member dentists, auxiliary staff, dental students and hygiene students.

Attend Fireside Chats

Fireside Chats are free one-hour CE courses that are designed differently than most lectures and will be held right inside the Exhibit Hall. Featuring both nationally-known and Ohio-based speakers, the Chats are designed to be interactive and encourage open discussion between the speaker and individual audience members. Sign up for the Chats exactly like you would for lectures or workshops; space is limited.

Thursday, October 3, 2019

12:30 p.m. – 1:30 p.m.

Course Code: T20

Dr. Dan Ward

Cosmetic Dentistry

3:30 p.m. – 4:30 p.m.

Course Code: T33

Dr. Steve Towns

Perio Cases – When to Refer

Friday, October 4, 2019

10:30 a.m. – 11:30 a.m.

Course Code: F47

Jason Büyükozer

The Dental Rule – Tips on EPA Compliance

12:30 p.m. – 1:30 p.m.

Course Code: F48

Kristi Simone

Panel on Patient Scheduling & Communication Systems

3:30 p.m. – 4:30 p.m.

Course Code: F61

Dr. Michael Fling

Restorative Possibilities

Saturday, October 4, 2019

10:30 a.m. – 11:30 p.m.

Course Code: S71

Dr. Lee Ann Brady

The Pankey Institute and Your Practice

12:30 p.m. – 1:30 p.m.

Course Code: S72

Dr. Kyle Bogan

Dental Assisting in a Digital World

HOTEL INFORMATION

The Ohio Dental Association has negotiated special rates at designated hotels. Your patronage of these hotels is appreciated.

Use the link provided for the hotel of your choice to secure the ODA Annual Session rate. You must request the Ohio Dental Association (ODA) rate; otherwise you may be charged a higher fee. Depending on the hotel, reservations may be required to be guaranteed by a deposit equal to one night's rate. Attendees reserving a room at one of the block hotels grant the ODA permission to obtain the name holding each reservation and length of stay for the sole purpose of verifying the negotiated room block.

Hilton Columbus Downtown Headquarters Hotel

401 North High Street
Columbus, OH 43215

(855) 380-9591; (614) 384-8600

Single or Double: \$172

Rate Deadline: September 1, 2019

Online Link: <http://bit.ly/ODA19Hilton>

Hampton Inn & Suites 501 North High Street

Columbus, OH 43215

(800) 426-7866; (614) 559-2000

King: \$164;

King Suite: \$184

Rate Deadline: September 11, 2019

Online Link: <http://bit.ly/ODA19Hampton>

The Drury Inn & Suites Columbus Convention Center

8 E. Nationwide Blvd
Columbus, OH 43215

(800) DRURY INN; (614) 221-7008

King/Queen: \$154;

King/Queen Suite: \$184

Rate Deadline: August 30, 2019

Online Link: <http://bit.ly/19ODADrury>

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620 North High Street

Columbus, OH 43215

(855) 811-0075; (614) 227-0100

Classic King: \$299

Rate Deadline: September 4, 2019

Online Link: <http://bit.ly/19ODAJoseph>

CE Courses – Thursday

Find Your CE Track

A broad choice of speakers and topics are offered during the ODA's 153rd Annual Session. To make your selection easier, look for the icons that match the course topic you are interested in.

Prevention:

Courses for hygienists and others interested in educational topics focused on preventative dental health care

Restorative:

Dentists, EFDAs and assistants will find courses on dental materials, techniques and products designed to provide your patients with healthy and beautiful smiles

Workshops:

Hands-on workshops on a variety of topics designed for all members of the dental team

Regulatory Compliance:

From CPR to Infection Control, required courses for any member of the dental team can be found at the ODA Annual Session

Office Excellence:

Practice Management courses, team development and front desk essentials are topics featured under our Office Excellence Track

Fireside Chat Sessions:

These popular, free 1-hour presentations are offered inside the Exhibit Hall and feature interactive discussion with attendees and the speaker

Value CE:

Free and specially priced CE courses; 17 hours of free CE are offered during Annual Session

Key to Fees

M: ODA/ADA Member Dentist

NMD: Non-member Dentist

S/O: Hygienists, Dental Assistants, Office Managers, Front Desk staff & all other registrants.

Complete Information

Course descriptions and a printable registration form can be found online and in the Annual Session program

www.oda.org/events
(800) 282-1526
annualsession@oda.org

Course Code T10

PRACTICAL ORAL SURGERY CONCEPTS AND APPLICATIONS FOR THE GENERAL PRACTITIONER

John L. Alonge, DDS, MS
9:00 a.m. to 5:00 p.m.

CE Hours: 6

OSDB Category: A

Fee: M - \$175; NMD - \$240; S/O - \$135

Support provided by KaVo Kerr

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants

Learning Objectives

- Implement practical surgical approaches and minimally invasive techniques
- Understand modern surgical armamentarium
- Prevent and manage common complications

A workshop accompanies this course; see Course Code F44.

Course Code T11

COMMUNICATION, CODING & COLLECTIONS: THE THREE C'S OF THE PROFITABLE PRACTICE

Laci Phillips
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$90; NMD - \$155; S/O - \$71

Support provided by CareCredit

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk



Learning Objectives

- Learn new communication techniques to ensure more effective insurance cooperation
- Embrace new coding and collections efficiencies
- Discover the difference between a patient-focused office and an insurance driven practice

Course Code T12

THE PANKEY EXPERIENCE: TODAY'S TOP CLINICAL TIPS

Lee Ann Brady, DMD
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

Support Provided by Ivoclar Vivadent

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants

Learning Objectives

- Caries and perio prevention
- Posterior composite efficiency and effectiveness
- Successful bonding & cementation

A workshop accompanies this course; see Course Code T26.

Course Code T13

EFFICIENT MANAGEMENT OF A MEDICAID-BASED PRACTICE

Ohio Department of Medicaid (ODM)
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$0; NMD - \$90; S/O - \$0

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk



Learning Objectives

- Identify common Medicaid program mistakes and solutions
- Identify available resources to help dental offices
- Dispel myths associated with being a Medicaid provider

Course Code T14

THE PANKEY EXPERIENCE: CHANGE YOUR THINKING...CHANGE YOUR HYGIENE APPOINTMENT

Sheri Kay, RDH, BS
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$169; NMD - \$235; S/O - \$150

RECOMMENDED AUDIENCE: Hygienists

Learning Objectives

- Enhance your perio protocols
- Use digital photography to deepen powers of observation
- Enhance listening and delivery skills

Course Code T15

THE PANKEY EXPERIENCE: INTRODUCTION TO MINOR TOOTH MOVEMENT FOR THE COSMETIC DENTIST

Brian Gray, DDS
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants

Learning Objectives

- Understand how minor tooth movement can improve function and esthetics for cosmetic dentistry
- Address midcourse challenges, occlusal adjustment and retention
- Learn about the basics of acceleratory orthodontic movement for general practitioners, including a comparison of different systems and indications for use

Course Code T16

CUTTING EDGE COMPOSITE RESTORATIONS

Scott Coleman, DDS, MAGD
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

Support provided by KaVo Kerr

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants



Learning Objectives

- Understand the current materials and capabilities of composites
- Know what composite materials are available and the limitations of each
- Understand the current generation of bonding agents

A hands-on workshop accompanies this course; see Course Code T25.

Course Code T17

TWENTY-FIRST CENTURY LASER-ASSISTED DENTISTRY

Anthony "Rick" Cardoza, DDS, D-ABFO
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

Support provided by Fotona

RECOMMENDED AUDIENCE: Dentists

Learning Objectives:

- Understand basic laser safety and physics
- Learn clinical applications of dental hard tissue lasers
- Learn clinical applications of dental soft tissue lasers

A workshop accompanies this course; see Course Code T32.

Course Code T18

EVIDENCE-BASED SHADE COMMUNICATION IN RESTORATIVE DENTISTRY

Mark T. Murphy, DDS, FAGD
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$245; NMD - \$310; S/O - \$175

Hands-on Workshop

Limited Attendance

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants



Learning Objectives

- Survey color, color perception and other influencing factors
- Understand an evidence-based approach protocol for taking shade
- Discuss digital and analog methodologies

This workshop is repeated; see Course Code T31.

CE Courses – Thursday

Course Code T19

PREVENTATIVE PRODUCTS ROUNDTABLE LUNCHEON 2019

Various Presenters
12:15 p.m. to 1:45 p.m.

CE Hours: 1.5

OSDB Category: A

Fee: \$65

Limited Attendance

RECOMMENDED AUDIENCE: Hygienists



*Due to limited seating, only dental hygienists may attend this course.

Course Code T20

FIRESIDE CHAT: COSMETIC DENTISTRY

Daniel H. Ward, DDS
12:30 p.m. to 1:30 p.m.

CE Hours: 1

OSDB Category: A

Fee: M - \$0; NMD - \$0; S/O - \$0

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants



Fireside Chats offer informal group discussions on specific topics.

Course Code T21

TAKING THE PERFECT IMAGE: TRICKS IN DIGITAL INTRA-ORAL AND PANORAMIC RADIOGRAPHY

Anita Gohel BDS, PhD, FICD
2:00 p.m. to 4:00 p.m.

CE Hours: 2

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants



Learning Objectives

- Learn effective sensor placement and patient management

- Understand the steps for an optimal panoramic radiograph
- Self-assess radiographic errors and steps to correct them

Note: This course meets the two-hour radiography review required by the OSDB for dental assistant radiographers.

Course Code T22

CBCT IMAGING OF THE AIRWAY

Douglas L. Chenin, DDS
2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

Support provided by KaVo Kerr

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants

Learning Objectives

- Understand the basic terms and concepts of obstructive sleep apnea as a sleep disorder
- Review the associated health complications and comorbidities that are correlated with OSA
- Explore the role of 3D CBCT imaging within dental sleep medicine

Course Code T23

TIPS FOR MANAGING TREATMENT PLANS IN DENTRIX

Dentrix Training Staff
2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$25; NMD - \$25; S/O - \$25

Support provided by Henry Schein Dental

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants, Office Managers, Front Desk



Learning Objectives

- Discover when to update treatment plan fees and how to set fee expiration dates
- Configure email campaigns to remind patients of unscheduled treatment

- Learn how to monitor your case acceptance totals and measure them against your goals

This course is repeated; see Course Code F36.

Course Code T24

THE PANKEY EXPERIENCE: THE HYGIENIST AS A RESTORATIVE PARTNER IN YOUR PRACTICE

Sheri Kay, RDH, BS
2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

Learning Objectives

- Build context for pre-clinical conversation
- Gain verbiage that can support patients choosing a more comprehensive approach to their own oral health
- Use patient photographs to support patient awareness and preliminary treatment choices

Course Code T25

CUTTING EDGE COMPOSITE RESTORATIONS – WORKSHOP

Scott Coleman, DDS, MAGD
2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$245; NMD - \$310; S/O - \$175

Hands-on Workshop

Limited Attendance

Support provided by KaVo Kerr

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants



Learning Objectives

- Experience current materials and capabilities of composites
- Demonstrate available composite materials and the limitations of each
- Experience the current generation of bonding agents

A lecture is a prerequisite for this workshop; see Course T16.

Special Events Thursday



Wine and Dine at Spagio

7:00 p.m. to 10:00 p.m., Thursday, October 3

\$125

Event Code E92

Wine lovers looking to enjoy a unique and lively evening will enjoy dinner at renowned Chef Hubert Seifert's Spagio restaurant's intimate Wine Lounge. Attendees will participate in a wine tasting pairing several wines with exquisite food in the setting of stocked wine cellar. The ticket price is inclusive and includes a five course dinner served with wine pairings and gratuity. The Spagio Wine Lounge is located in downtown Grandview Heights, Ohio – approximately a five-minute ride from the Hilton Downtown Columbus Hotel. Transportation is not provided.

New Dentist Social: Denmark

9:00 p.m. to 11:00 p.m., Thursday, October 3

FREE for dentists in practice 10 years or less

Event Code E93

Sponsored by ODPAC

All dentists in practice 10 years or less are invited to attend the New Dentist Social. Meet up with your classmates and meet new colleagues at this premiere event designed especially for the new practitioner. The event features an open bar and hors' d'oeuvres, perfect for an after-dinner stop. Denmark is a Euro-style Cocktail Bistro located on the 2nd floor of 463 North High Street, right across the street from the main doors of the Columbus Convention Center. Free for new dentists and their spouses, but you must register to attend.

Exhibit Hall

Marketplace Mixer with the Madow Brothers

Thursday, October 3, 4:30 p.m. to 6:00 p.m.

Make plans now to take part in the official celebration of the first day of Annual Session, our Marketplace Mixer on Thursday evening. Be entertained by the Madow Brothers, enjoy free appetizers and visit the more than 200 companies exhibiting this year. Members of ODPAC, with a red, white & blue ribbon, should be sure to stop by the ODA Membership Booth for a free drink.

CE Courses – Thursday

Course Code T26

THE PANKEY EXPERIENCE: POSTERIOR PREPARATION DESIGN

Lee Ann Brady, DMD
2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$245; NMD - \$310; S/O - \$175

Hands-on Workshop

Limited Attendance

Support provided by Ivoclar Vivadent

RECOMMENDED AUDIENCE: Dentists

Learning Objectives

- Posterior partial coverage preparations for all porcelain
- Posterior full coverage preparations
- Preparing teeth for CAD/CAM dentistry

A lecture is a prerequisite for this workshop; see Course T12.

Course Code T27

THE PANKEY EXPERIENCE: ADVANCED MINOR TOOTH MOVEMENT FOR THE COSMETIC-RESTORATIVE DENTIST

Brian Gray, DDS
2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants

Learning Objectives

- Incorporate advanced case planning for comprehensive and multi-specialty treatment in your practice
- Avoid mid-treatment pitfalls and tricks to recover when they occur
- Learn how to make great occlusion an easy part of your treatment, to provide long term stability and success

Course Code T28

GET TO KNOW EAGLESOFT 21

Eaglesoft Training Staff
2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$25; NMD - \$25; S/O - \$25

Support provided by Patterson Dental

RECOMMENDED AUDIENCE: Dentists, Hygienists, Assistants, Office Managers, Front Desk



Learning Objectives

- Complete a review of eServices
- Understand the new features of Eaglesoft V. 21
- Improve usage and understanding of the software

This course is repeated; see Course Code F40.

Course Code T29

ANTIBIOTIC PROPHYLAXIS, APPROPRIATE ANTIBIOTIC USE FOR DENTAL INFECTIONS AND ANTIBIOTIC STEWARDSHIP

Thomas M. Paumier, DDS
2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants



Learning Objectives

- Understand the biology and physiology of prosthetic joint infections and infective endocarditis
- Discover the risks and benefits of antibiotic prophylaxis
- Apply the latest ADA Clinical Practice Guidelines

Course Code T30

YOUR PRACTICE THROUGH THE PATIENTS EYES, IT'S NOT JUST ABOUT DENTISTRY

Laci Phillips
2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$90; NMD - \$155; S/O - \$71

Support provided by CareCredit

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk



Learning Objectives

- Discover your office in a new perspective, both external and internal views
- Learn which reports to run to find out if your target audience is who you thought they would be
- Gain insights from a patient's perspective; what do they see and hear?

Course Code T31

EVIDENCE-BASED SHADE COMMUNICATION IN RESTORATIVE DENTISTRY

Mark T. Murphy, DDS, FAGD
2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$245; NMD - \$310; S/O - \$175

Hands-on Workshop

Limited Attendance

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants



Learning Objectives

- Survey color, color perception and other influencing factors
- Understand an evidence-based approach protocol for taking shade
- Discuss digital and analog methodologies

This workshop is repeated, see Course Code T18.

Course Code T32

TWENTY-FIRST CENTURY LASER-ASSISTED DENTISTRY WORKSHOP

Anthony "Rick" Cardoza, DDS, D-ABFO
2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$245; NMD - \$310; S/O - \$175

Support provided by Fotona

Hands-on Workshop

Limited Attendance

RECOMMENDED AUDIENCE: Dentists



Learning Objectives

- Understand basic laser safety and physics
- Learn clinical applications of dental hard tissue and soft tissue lasers
- Use the laser (hands-on) in a simulated dental hard and soft tissue environment

Course T17 is a prerequisite for this workshop.

Course Code T33

FIRESIDE CHAT: PERIO CASES – WHEN TO REFER?

Stephen B. Towns, DDS
3:30 p.m. to 4:30 p.m.

CE Hours: 1

OSDB Category: A

Fee: M - \$0; NMD - \$0; S/O - \$0

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants

Fireside Chats offer informal group discussions on specific topics.



Thursday Pankey Experience

Featuring a renowned group of Pankey Institute Faculty, offering a unique learning experience close to home.

Course Code T12

THE PANKEY EXPERIENCE: TODAY'S TOP CLINICAL TIPS

Lee Ann Brady, DMD
9:00 a.m. to 12:00 p.m.

Course Code T14

THE PANKEY EXPERIENCE: CHANGE YOUR THINKING . . . CHANGE YOUR HYGIENE APPOINTMENT

Sheri Kay, RDH, BS
9:00 a.m. to 12:00 p.m.

Course Code T15

THE PANKEY EXPERIENCE: INTRODUCTION TO MINOR TOOTH MOVEMENT FOR THE COSMETIC DENTIST

Brian Gray, DDS
9:00 a.m. to 12:00 p.m.

Course Code T24

THE PANKEY EXPERIENCE: THE HYGIENIST AS A RESTORATIVE PARTNER IN YOUR PRACTICE

Sheri Kay, RDH, BS
2:00 p.m. to 5:00 p.m.

Course Code T26

THE PANKEY EXPERIENCE: POSTERIOR PREPARATION DESIGN

Lee Ann Brady, DMD
2:00 p.m. to 5:00 p.m.

Course Code T27

THE PANKEY EXPERIENCE: ADVANCED MINOR TOOTH MOVEMENT FOR THE COSMETIC-RESTORATIVE DENTIST

Brian Gray, DDS
2:00 p.m. to 5:00 p.m.

Check complete course descriptions online at

www.oda.org/events for more information.

FOLLOW US ON



/ohiodentalassoc | #ODAAAnnualSession |

The Ohio Dental Association will be posting live updates leading up to and throughout Annual Session.

CE Courses – Friday

Course Code F34

STANDING UP TO EMERGING DISEASES

Nancy Dewhirst BS, RDH
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

Support provided by KaVo Kerr

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants



Learning Objectives

- Recognize and assess well-known infectious diseases
- Be able to identify and explain current trends in infectious diseases
- Be informed of and prepared for unexpected risks

Course Code F35

DISPELLING THE "CSI EFFECT" MYTH: AN OVERVIEW OF CONTEMPORARY FORENSIC DENTISTRY

Anthony "Rick" Cardoza, DDS, D-ABFO
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants

Learning Objectives

- Learn the varied roles of forensic dentists
- Understand the forensic value of dental records
- Recognize how to cooperate with the legal system

Course Code F36

TIPS FOR MANAGING TREATMENT PLANS IN DENTRIX

Dentrix Training Staff
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$25; NMD - \$25; S/O - \$25

Support provided by Henry Schein Dental

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants, Office Managers, Front Desk



Learning Objectives

- Discover when to update treatment plan fees and how to set fee expiration dates
- Configure email campaigns to remind patients of unscheduled treatment
- Learn how to monitor your case acceptance totals and measure them against your goals

This course is repeated; see Course Code T23.

Course Code F37

THE PANKEY EXPERIENCE: OCCLUSION IN EVERYDAY DENTISTRY

Lee Ann Brady, DMD
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants

Learning Objectives

- Signs of occlusal disease
- Anterior guidance
- Managing occlusion in a restorative practice

Course Code F38

THE INSIDER'S GUIDE TO DENTAL PRACTICE SUCCESS, PART ONE!

Richard Madow, DDS and David Madow, DDS
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$90; NMD - \$155; S/O - \$71

Support provided by Delta Dental Foundation

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

Learning Objectives

- Every dentist and team member will gain the knowledge

to increase productivity while enjoying their profession more than ever before

- Practices will learn how to increase new patient numbers significantly and provide better customer service to their existing patients.
- Dental teams will become educated with better communication skills; more able to function as a true team and love their career.

Another lecture accompanies this course; see Course Code F52.

Course Code F39

THE PANKEY EXPERIENCE: THE 3 KEYS TO CASE ACCEPTANCE: EVERYONE WANTS TO SAY "YES!"

Mark Kleive, DDS
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants, Office Managers, Front Desk Staff

Learning Objectives:

- Discover the steps of building strong patient relationships
- Effectively set the stage for engagement during each and every visit to your practice
- Master the components of the collaborative oral health examination and discovery process

A workshop accompanies this lecture; see Course Code F59

Course Code F40

GET TO KNOW EAGLESOFT 21

Eaglesoft Training Staff
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$25; NMD - \$25; S/O - \$25

Support provided by Patterson Dental

RECOMMENDED AUDIENCE: Dentists, Hygienists, Assistants, Office Managers, Front Desk



Learning Objectives

- Complete a review of eServices
- Understand the new features of Eaglesoft V. 21
- Improve usage and understanding of the software

This course is repeated; see Course Code T28.

Course Code F41

ENSURING SUCCESS IN ANTERIOR AESTHETICS: AVOIDING FAILURE WITH PROPER PLANNING

Fred H. Peck, DDS, FAACD
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

Support provided by Clinician's Choice

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants

Learning Objectives

- Utilize a diagnostic protocol to determine a predictable scheme for a successful aesthetic outcome
- Prevent failures by proper diagnosis of occlusal issues
- Learn techniques to preview treatment and ensure a beautiful smile

A workshop accompanies this lecture; see Course Code F60.

Course Code F42

HOW TO MARKET ON GOOGLE TO GET NEW PATIENTS

Sean White and Kristi Simone
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$25; NMD - \$50; S/O - \$25

Support provided by Whiteboard Marketing

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk



Learning Objectives

- Understand the four opportunities to have your practice appear in a Google search
- Learn why your patient reviews are vital to your Google My Business page and your local search ranking, and identify a sustainable strategy to get more reviews and respond to patients in the right way
- Incorporate pay-per-click advertising, search engine optimization and social media to help Google find your practice when a patient searches for a dentist

Course Code F43

DECISION MAKING IN EVERYDAY PERIODONTICS

Stephen B. Towns, DDS
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

Support provided by the Ohio Academy of Periodontists (OAP)

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants



Learning Objectives

- Understand and master the principals of the comprehensive clinical periodontal examination
- Make an appropriate diagnosis
- Formulate treatment plans that are based on an organized, objective decision-making process

A Workshop accompanies this lecture; see Course Code F56

Course Code F44

MINIMALLY INVASIVE EXODONTIA TECHNIQUES WORKSHOP

John L. Alonge, DDS, MS
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$245; NMD - \$310; S/O - \$175

Hands-on Workshop

Limited Attendance

RECOMMENDED AUDIENCE: Dentists



Learning Objectives

- Utilize specialty anatomic forceps for efficient and atraumatic surgery
- Position instruments, patients and yourself to accomplish proficient routine and surgical dentoalveolar procedures
- Utilize surgical burs, handpieces and elevators for rapid removal of teeth

Course Code T10 is a prerequisite to attend the workshop.

Course Code F45

ENERGIZED ENDODONTICS: STRATEGIES FOR SAFE & SUCCESSFUL TREATMENT

Brett Gilbert, DDS
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

Support Provided by KaVo Kerr

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants

Learning Objectives

- Learn the classifications and processes of diagnosing and treating endodontic cases
- Learn advanced understanding of root canal anatomy and techniques for safe access and canal location
- Understand the current innovations in armamentarium and techniques of root canal treatment with HD video demonstrations through the microscope

A workshop accompanies this course; see Course Code F58.

Course Code F46

THE PANKEY EXPERIENCE: ENHANCED DENTAL ASSISTING

Mark T. Murphy, DDS, FAGD
9:00 a.m. to 12:00 p.m.

CE Courses – Friday

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants

Learning Objectives

- Summarize the non-profit Pankey Institute education
- Help develop strategic plans for the practice
- Demonstrate personal leadership, strong communication and team alignment

Course Code F47

FIRESIDE CHAT: THE DENTAL RULE -- TIPS ON EPA COMPLIANCE

Jason Büyükközer

10:30 a.m. to 11:30 a.m.

CE Hours: 1

OSDB Category: A

Fee: M - \$0; NMD - \$0; S/O - \$0

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk



Fireside Chats offer informal group discussions on specific topics.

Course Code F48

FIRESIDE CHAT: PANEL ON PATIENT SCHEDULING & COMMUNICATION SYSTEMS

Kristi Simone

12:30 p.m. to 1:30 p.m.

CE Hours: 1

OSDB Category: C

Fee: M - \$0; NMD - \$0; S/O - \$0

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk



Fireside Chats offer informal group discussions on specific topics.

Course Code F49

MASTERING COMPOSITE RESTORATIONS

Thomas M. Paumier, DDS

2:00 p.m. to 4:00 p.m.

CE Hours: 2

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants



Learning Objectives

- Understand how to save fractured teeth with composite
- Discover how to solve challenges compounded by limited available finances or an aging population
- Determine how improvements of direct esthetic bonded composite expand treatment options in your practice

Course Code F50

THE PANKEY EXPERIENCE: ANTERIOR COMPOSITE ARTISTRY

Lee Ann Brady, DMD

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists

Learning Objectives

- Understanding composite materials for restorations
- Composite layering
- Anterior matrices

Course Code F51

THE PANKEY EXPERIENCE: ENHANCED DENTAL HYGIENE

Mark T. Murphy, DDS, FAGD

2:00 p.m. to 5:00 p.m.

Special Events Friday



Morning Yoga

7:00 a.m. to 8:00 a.m., Friday, October 4

FREE

Event Code E94

Support Provided by Bend

Gather your team or come solo to a Deep Stretch Vinyasa class designed for all levels of expertise. Modifications will be offered. This class is designed to loosen tight muscles and reduce strain on the back, neck, shoulders and joints. The breath work will also allow you to release stress and tension from the body and get you into your day feeling all-over relaxed, long and lean. Exactly what you need for tackling CE classes and a trek through the Exhibit Hall! Bring a mat if you have one. A very limited number of mats will be available on a first-come, first-served basis.

Callahan Celebration of Excellence Honoring ODA President, Dr. Michael Halasz Featuring the band, Rock This Town

6:30 p.m. to 11:30 p.m., Friday, October 4

\$95 per person

Event Code E96

Support provided by Markey's Rental & Staging

Bring your spouse and staff and join the celebration to honor Dr. Halasz and the 2019 Callahan Memorial Award Recipient, along with your outstanding colleagues at the Callahan Celebration of Excellence. The night starts off with an open bar reception at 6:30 p.m., and the event includes the presentation of the Callahan Memorial Award and the ODA Awards of Excellence. Established in 1920, the Callahan Award is an international honor named for Dr. John Ross Callahan that recognizes outstanding contributions to dentistry. The ODA Awards of Excellence recognize Ohio dentists and others who have made exemplary efforts on behalf of the profession. The awards include the presentation of the ODA's highest honor, the Joseph P. Crowley Distinguished Dentist Award. Black-tie optional, the cost also includes an exceptional dinner and dancing with music provided by Rock This Town, a Brian Setzer Orchestra tribute band.

The BASH! Callahan's

9:00 p.m. to 1:00 a.m., Friday, October 4

FREE with registration fee

Support provided by Zimmerman, Boltz & Company

Good Friends. Convenient Bars. No Cover Charge. That pretty much says it! Don't miss what is destined to be one of the most popular events of Annual Session, at a great location – Callahan's rooftop patio. Your registration badge gets you free entry into the club and entry into the VIP area with a private cash bar. Callahan's is conveniently located within walking distance of the Convention Center at 520 Park Street. Easy. Close. Free.

MATCH @ ODA Annual Session

Interested in selling or buying a dental practice? Looking for an opportunity to become an associate? Do you need to hire an associate? Attend MATCH @ ODA Annual Session on October 4 from 1:00-2:00 p.m.

Register with Event Code E95.

Exhibit Hall

Sip & Shop

Friday, October 4, 4:00 p.m. to 6:00 p.m.

Finish your CE courses and start your evening by touring the Exhibit Hall. Pick up a free glass of wine, beer or soft drink and stroll the aisles to be entered in the outstanding Exhibit Hall Door prize: One attendee will receive a \$2,000 Visa Gift Card; two runner-up prizes of \$500 Visa Gift Cards each will also be awarded. Meet up with your teammates and colleagues and shop for your office before you head out to further celebrations.

CE Courses – Friday

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists

Learning Objectives

- Summarize the non-profit Pankey Institute education
- Help develop strategic plans for the practice
- Demonstrate personal leadership, strong communication and team alignment

Course Code F52

THE INSIDER'S GUIDE TO DENTAL PRACTICE SUCCESS, PART TWO!

Richard Madow, DDS and David Madow, DDS

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$90; NMD - \$155; S/O - \$71

Support provided by Delta Denta Foundation

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

Learning Objectives

- Every dentist and team member will gain the knowledge to increase productivity while enjoying their profession more than ever before
- Attendees will develop specific strategies for preventing and filling cancellations and learn how to keep the schedule full when these events take place
- Treatment plan presentation strategies will be explained in a way to increase the success of every attendee

Another lecture accompanies this course; see Course Code F38.

Course Code F53

CUTTING EDGE DENTAL BILLING

Christine Taxin

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Office Managers, Front Desk



Learning Objectives

- Establish knowledge of dental and wellness benefits
- Become familiar with and learn how to complete the new insurance form
- Learn how to set up risk assessment as a baseline for higher payments

Course Code F54

DENTISTRY'S ROLE IN THE MASS DISASTER SCENARIO/CHILD ABUSE AND INTIMATE PARTNER VIOLENCE RECOGNITION

Anthony "Rick" Cardoza, DDS, D-ABFO

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

Learning Objectives

- Recognize the use of dental records in a mass disaster
- Recognize signs and symptoms of physical abuse
- Understand what your reporting duties are for a physically abused patient

Course Code F55

ORAL PATHOLOGY FOR THE PRACTITIONER – A REFRESHER COURSE

Deepak G. Krishnan, DDS, FACS

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk

Learning Objectives

- Establish a working diagnosis to properly manage common oral pathology
- Recognize common oral and oro-pharyngeal lesions
- Understand the role of HPV and its relevance in oro-pharyngeal lesions

Course Code F56

DECISION MAKING IN EVERYDAY PERIODONTICS: A WORKSHOP

Stephen B. Towns, DDS

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$145; NMD - \$210

Support provided by the Ohio Academy of Periodontists (OAP)

Hands-on Workshop

Limited Attendance

RECOMMENDED AUDIENCE: Dentists



Learning Objectives

- Understand and master the principals of the comprehensive clinical periodontal examination
- Make an appropriate diagnosis
- Formulate treatment plans that are based on an organized objective decision-making process

Course Code F43 is a prerequisite for this workshop.

Course Code F57

THE SECRET LIVES OF BIOFILMS

Nancy Dewhirst BS, RDH

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

Support provided by KaVo Kerr

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants



Learning Objectives

- Understand the microbial and physical nature of biofilms
- Identify known risks and benefits of biofilms in various settings
- Apply strategies to manage dental office reservoirs for biofilms

Course Code F58

ENERGIZED ENDODONTICS WORKSHOP

Brett Gilbert, DDS

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$245; NMD - \$310; S/O - \$175

Support Provided by KaVo Kerr

Hands-on Workshop

Limited Attendance

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants



Learning Objectives

- To understand the current innovations in armamentarium and techniques of root canal treatment with HD video demonstrations through the microscope
- Provide a hands-on learning experience to practice the new techniques and build confidence in the participants' ability to provide endodontic care to their patients.

Course Code F45 is a prerequisite for this workshop.

Course Code F59

THE PANKEY EXPERIENCE: THE FUN WAY TO PROFICIENCY WITH DIGITAL DENTAL PHOTOGRAPHY

Mark Kleive, DDS

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$245; NMD - \$310; S/O - \$175

Hands-on Workshop

Limited Attendance

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants, Office Managers, Front Desk Staff

Learning Objectives:

- Master six essential dental photographic images
- Integrate digital photography easily in your practice
- Utilize digital imaging for patient education and case acceptance

A lecture accompanies this workshop; see Course Code F39.

Course Code F60

FABRICATING AN INVISIBLE CLASS IV INCISAL RESTORATION WITH DIRECT RESIN

Fred H. Peck, DDS, FAACD

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$245; NMD - \$310; S/O - \$175

Hands-on Workshop

Limited Attendance

Friday Pankey Experience

Featuring a renowned group of Pankey Institute Faculty, offering a unique learning experience close to home.

Course Code F37

THE PANKEY EXPERIENCE: OCCLUSION IN EVERYDAY DENTISTRY

Lee Ann Brady, DMD

9:00 a.m. to 12:00 p.m.

Course Code F39

THE PANKEY EXPERIENCE: THE 3 KEYS TO CASE ACCEPTANCE: EVERYONE WANTS TO SAY "YES"!

Mark Kleive, DDS

9:00 a.m. to 12:00 p.m.

Course Code F46

THE PANKEY EXPERIENCE: ENHANCED DENTAL ASSISTING

Mark T. Murphy, DDS, FAGD

9:00 a.m. to 12:00 p.m.

Course Code F50

THE PANKEY EXPERIENCE: ANTERIOR COMPOSITE ARTISTRY

Lee Ann Brady, DMD

2:00 p.m. to 5:00 p.m.

Course Code F51

THE PANKEY EXPERIENCE: ENHANCED DENTAL HYGIENE

Mark T. Murphy, DDS, FAGD

2:00 p.m. to 5:00 p.m.

Course Code F59

THE PANKEY EXPERIENCE: THE FUN WAY TO PROFICIENCY WITH DIGITAL DENTAL PHOTOGRAPHY

Mark Kleive, DDS

2:00 p.m. to 5:00 p.m.

Check complete course descriptions online at www.oda.org/events for more information.



CE Courses – Saturday

Support provided by Clinician's Choice

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants



Learning Objectives

- Learn how to properly color map to blend the correct composite materials to achieve an invisible restoration
- Learn how to build composite coloration into the restoration utilizing different composite shades and opacities to achieve the natural looking results the patient expects
- Learn how to properly finish and polish your restoration for proper function and optimal esthetics

Course Code F41 is a prerequisite to attend the workshop.

Course Code F61

FIRESIDE CHAT: RESTORATIVE POSSIBILITIES

Michael Fling, DDS

3:30 p.m. to 4:30 p.m.

CE Hours: 1

OSDB Category: A

Fee: M - \$0; NMD - \$0; S/O - \$0

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk



Fireside Chats offer informal group discussions on specific topics.

TABLE CLINICS

4:00 p.m. to 6:00 p.m.

CE Hours: up to 2

OSDB Category: G

FREE with registration fee – entry automatically provided with each paid registration

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants, Office Managers, Front Desk



Be sure to make time to visit the Table Clinics, located in the Exhibit Hall.

FOLLOW US ON



VOLUNTEER AT ODA ANNUAL SESSION:

The ODA Annual Session Committee needs your help!

Volunteers are needed to introduce speakers, help out as needed in the courses and complete an evaluation form. You will only be assigned to lectures you register for, and the lecture fee(s) will be waived as a "thank you" for participating. For more information, please email annualsession@oda.org.

Course Code S63

MEDICAL EMERGENCIES IN THE DENTAL OFFICE

Deepak G. Krishnan, DDS, FACS

9:00 a.m. to 1:00 p.m.

CE Hours: 4

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants



Learning Objectives

- Identify common emergencies
- Create an emergency action plan in the office
- Learn to engage in emergency drills in the office

Note: This course meets the Ohio State Dental Board's criteria for dental hygienists, expanded function dental auxiliaries and dental assistants to practice under general supervision.

Course Code S64

BILLING MEDICAL IN YOUR DENTAL PRACTICE

Christine Taxin

9:00 am to 12:00 pm

CE Hours: 3

OSDB Category: C

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Office Managers, Front Desk



Learning Objectives

- Recognize the four categories of billable procedures
- Utilize diagnostic tools, such as I-Cat, saliva tests
- Improve medical history intake and risk assessment form information

Course Code S65

THE PANKEY EXPERIENCE: ENHANCED DENTAL ADMINISTRATOR

Mark T. Murphy, DDS, FAGD

9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Office Managers, Front Desk

Learning Objectives

- Summarize the non-profit Pankey Institute education
- Help develop strategic plans for the practice
- Demonstrate personal leadership, strong communication and team alignment

Course Code S66

THE PANKEY EXPERIENCE: TREATING SEVERE DENTAL WEAR

Michael C. Fling, DDS

9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants

Learning Objectives

- Understand the possible etiologies of severe wear
- Determine which occlusal scheme is best for predictability
- Explore prep design and restorative materials indications for severe wear

Course Code S67

OAP PANEL 2019

Scott Silverstein, DDS, MS;

Roger Hess, DDS, MBA, MPA;

Jason Stoner, DDS, MS;

Byron Wade, DDS

9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$0; NMD - \$90; S/O - \$0

Support provided by the Ohio Academy of Periodontists

(OAP)

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants



Presentations include:

- Dr. Scott Silverstein, Implants, Full Arch Rehabilitation
- Dr. Roger Hess, Treatment of the Diseased Implant
- Dr. Jason Stoner, Contemporary Strategies in the Treatment of Gingival Recession
- Dr. Byron M. Wade, 2018 Classification of Periodontal & Peri-Implant Diseases: What Does It Mean For Your Practice?

Course Code S68

REGULATORY COMPLIANCE AND RISK MANAGEMENT FOR DSO-AFFILIATED DENTISTS

Mark Alexandrunas, DDS and

David J. Owsiany, JD

9:00 a.m. to 11:00 a.m.

CE Hours: 2

OSDB Category: A

Fee: M - \$0; NMD - \$0

Support provided by the ODA Council on Membership Services

RECOMMENDED AUDIENCE: Dentists



Learning Objectives

- Learn how to minimize your exposure to liability and regulatory jeopardy
- Discover the latest updates to Ohio's dental laws and regulations
- Learn about the most common legal pitfalls that affect dental practices and how to avoid them

This course is repeated; see Course Code Y81.

Course Code S69

LESIONS AND LIFESTYLES - ORAL PATHOLOGY REVIEW AND UPDATE FOR DENTAL TEAMS

Nancy Dewhirst BS, RDH

9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants

Learning Objectives

- Review and practice precise descriptive terms and methods of recording clinical lesions
- Identify, evaluate and compare oral soft tissue ulcerations & papillary lesions
- Evaluate and compare oral pathology detection technology, including laboratory tests and light emitting devices

Course Code S70

HEALTH CARE PROVIDER BLS / AHA

Central Ohio CPR

9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$55; NMD - \$135; S/O - \$50

Limited Attendance

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants



Learning Objectives

- Complete requirements to be certified

Note: This course fulfills the Ohio State Dental Board's CPR requirement for hygienists, expanded function dental auxiliaries, and dental assistants. For licensure and/or registration, hygienists and EFDAs must have proof of CPR certification.

CE Courses – Saturday

Special Events – Saturday

Morning Yoga

7:00 a.m. to 8:00 a.m., Saturday, October 5

FREE

Event Code E97

Support Provided by Bend

Having a strong core is important for all other functions of the body, especially posture! This Slow Burn + Strong Core class will hold poses a bit longer building muscle plus toning, and giving you that slow burn while incorporating bits of core work throughout. Designed for all levels of expertise and modifications will be offered. We'll also have a nice blend of shoulder openers and stretching, and end with 5 minutes of relaxed meditation. Bring a mat if you have one. A very limited number of mats will be available on a first-come, first-served basis.

Exhibit Hall

Grab a Bite, Grab a Deal!

Saturday, October 5, 10:00 a.m. to 2:00 p.m.

Take advantage of the great deals and free food, as we say goodbye to the 153rd ODA Exhibition Hall.

To make the day even better, we'll provide a \$10 food voucher to use inside the Exhibit Hall. The first 250 Annual Session registrants* to stop by the registration desk on Saturday can pick up a \$10 concession coupon.

*Attendees registered in the ES categories are not eligible for the vouchers or Saturday Fireside Chats



Saturday Pankey Experience

Featuring a renowned group of Pankey Institute Faculty, offering a unique learning experience close to home.

Course Code S65

THE PANKEY EXPERIENCE: ENHANCED DENTAL ADMINISTRATOR

Mark T. Murphy, DDS, FAGD

9:00 a.m. to 12:00 p.m.

Course Code S66

THE PANKEY EXPERIENCE: TREATING SEVERE DENTAL WEAR

Michael C. Fling, DDS

9:00 a.m. to 12:00 p.m.

Course Code S77

THE PANKEY EXPERIENCE: METHODS, MATERIALS AND MADNESS

Michael C. Fling, DDS

2:00 p.m. to 5:00 p.m.

Check complete course descriptions online at www.oda.org/events for more information.

Course Code S71

FIRESIDE CHAT: THE PANKEY INSTITUTE AND YOUR PRACTICE

Lee Ann Brady, DMD

10:30 a.m. to 11:30 a.m.

CE Hours: 1

OSDB Category: A

Fee: M - \$0; NMD - \$0; S/O - \$0

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants



Fireside Chats offer informal group discussions on specific topics.

Course Code S72

FIRESIDE CHAT: DENTAL ASSISTING IN A DIGITAL WORLD

Kyle Bogan, DDS

12:30 p.m. to 1:30 p.m.

CE Hours: 1

OSDB Category: A

Fee: M - \$0; NMD - \$0; S/O - \$0

RECOMMENDED AUDIENCE: Dentists, EFDAs, Assistants



Fireside Chats offer informal group discussions on specific topics.

Course Code S73

THE OPIOID EPIDEMIC: OHIO'S RESPONSE

Kumar Subramanian, DDS, MSD

2:00 p.m. to 4:00 p.m.

CE Hours: 2

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs, Assistants

Learning Objectives

- Understand the etiology of addiction disorders

- Understand the current regulations on narcotic prescriptions
- Understand an evidence-based approach to pain management

Course Code S74

INCREASE PROFITABILITY AND PRODUCTIVITY IN TODAY'S DENTAL ENVIRONMENT: A COURSE DESIGNED FOR THE NEW DENTIST

Laura Jamison

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: C

Fee: M - \$0; NMD - \$0

Support Provided by Henry Schein, Inc.

RECOMMENDED AUDIENCE: Dentists, Dental Students



Learning Objectives

- Implement productive team meetings
- Evaluate a practice's numbers and the impact of PPO's
- Implement correct coding procedures

Course Code S75

WHAT IS YOUR COMPLIANCE RISK?

Christine Taxin

2:00 pm to 5:00 pm

CE Hours: 3

OSDB Category: C

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Office Managers, Front Desk



Learning Objections

- Improve inconsistent documentation skills
- Ensure documentation matches your diagnostic tools
- Match payments from insurance company by line item

Course Code S76

INSTRUMENT SHARPENING, NEVER A DULL MOMENT

Nancy Dewhirst BS, RDH

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$245; NMD - \$310; S/O - \$175

Support Provided by Nordent, Q-Optics, HuFriedy

Hands-on Workshop

Limited Attendance

RECOMMENDED AUDIENCE: Hygienists



Learning Objectives

- Learn optimal periodontal instrument designs
- Understand how to preserve optimal instrument design while sharpening
- Practice with and compare various mechanical sharpening technology and techniques

Course Code S77

THE PANKEY EXPERIENCE: METHODS, MATERIALS AND MADNESS

Michael C. Fling, DDS

2:00 p.m. to 5:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

RECOMMENDED AUDIENCE: Dentists, Hygienists

Learning Objectives

- Understand the literature regarding popular materials for veneers and full coverage crowns
- Discover which generation of bonding materials is best
- Understand digital impressions and milled models vs. in-office milled restorations

CE Courses – Sunday

Course Code Y78

DESIGNED FOR ACCOMPLISHMENT, ENGINEERED FOR SUCCESS: HOW WHAT WE DO, USE, AND THINK ABOUT, AFFECT OUR DAILY PRACTICE

Timothy Bizga, DDS
9:00 a.m. to 4:00 p.m.

CE Hours: 6

OSDB Category: A

***Fee: M - \$190; NMD - \$255; S/O - \$150**

Support provided by Prexion, GC America, Bisco

*RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs,
Assistants*



Learning Objectives

- Talk common sense, "real-world" approach to treatment planning
- Understand patient psychology and the WHY of patient decision making
- Discuss the latest materials, tips and tricks for clinical success

*Fee includes a box lunch for each attendee.

Course Code Y79

REGULATORY COMPLIANCE BEST PRACTICES

Christopher A. Moore, MA
9:00 a.m. to 12:00 p.m.

CE Hours: 3

OSDB Category: A

Fee: M - \$90; NMD - \$155; S/O - \$71

*RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs,
Assistants, Office Managers, Front Desk*



Learning Objectives

- Meet OSHA's annual exposure control training requirement
- Understand current regulatory issues impacting Ohio dental practices
- Prepare for an inspection or audit by a government entity or regulator

Note: This program fulfills the annual exposure control training requirement mandated by the OSHA Bloodborne Pathogens Standard.

Course Code Y80

PREDICTABLE CASE ACCEPTANCE FOR COMPREHENSIVE CARE

Bradley Purcell, DDS
10:00 a.m. to 12:00 p.m.

CE Hours: 2

OSDB Category: A

Fee: M - \$0; NMD - \$90; S/O - \$0

*RECOMMENDED AUDIENCE: Dentists, Hygienists, EFDAs,
Assistants, Office
Managers, Front Desk*



Learning Objectives

- Implement systems to improving case acceptance
- Utilize scripts to improve consistent patient communication
- Understand how to run a successful consult

Course Code Y81

REGULATORY COMPLIANCE AND RISK MANAGEMENT FOR DSO- AFFILIATED DENTISTS

Mark Alexandrunas, DDS and
David J. Owsiany, JD

10:00 a.m. to 12:00 p.m.

CE Hours: 2

OSDB Category: A

Fee: M - \$0; NMD - \$0

Support provided by the ODA Council on Membership Services

RECOMMENDED AUDIENCE: Dentists



Learning Objectives

- Learn how to minimize your exposure to liability and regulatory jeopardy
- Discover the latest updates to Ohio's dental laws and regulations
- Learn about the most common legal pitfalls that affect dental practices and how to avoid them

This course is repeated; see Course Code S68.

FOLLOW US ON



REGISTER ONLINE AT
ODA.ORG/EVENTS

REGISTER 3 STAFF,
GET 1 FREE!

Continuing Education

Annual Session is an official activity of the Ohio Dental Association. Speaker selection is based on expertise and presentation quality. Speaker participation at Annual Session neither implies nor reflects ODA endorsement. All seminars are offered as information only and not as financial, accounting, legal or other professional advice. Persons attending seminars or reviewing handout materials need to consult their own professional advisors for advice. The views and opinions expressed by speakers do not necessarily reflect the policies or positions of the Ohio Dental Association. The ODA reserves the right to cancel, reschedule or substitute presentations as deemed appropriate.

ADA CER.P® | Continuing Education Recognition Program

The Ohio Dental Association is an American Dental Association (ADA) Continuing Education Recognized Provider (CERP). ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. As a national continuing education accreditation system, CERP recognized providers are approved providers of dental continuing education, and are recognized as approved CE providers by the dental licensing boards of most states, the licensing agencies of most health-related fields, and certification requirements of most health-related fields. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/cerp.

Dental Students and Residents

Attend for free

Dental residents who are ADA members and dental students pay no registration fee and may attend any CE lecture course at no cost, space permitting. Posted fees for hands-on courses apply.

Dental student luncheon

Join the ODA Subcouncil on New Dentists for a luncheon featuring an interactive panel discussion on Friday, October 4 from 12:00 p.m. to 1:00 p.m.

MATCH @ ODA Annual Session

Interested in selling or buying a dental practice? Looking for an opportunity to become an associate? Do you need to hire an associate? Attend MATCH @ ODA Annual Session on October 4 from 1:00-2:00 p.m. Register with Event Code E95.

Full details

Visit oda.org/events for full details, including recommended courses, transportation information, special events and more!

Download your course handouts online!

Course handout materials will be available to course registrants online only.

Visit oda.org after September 9
to download or print any available handouts.

Connect. Learn. Excel.

THE BLACK KEYS



PHOTO BY: Alysse Gafkjen

The Black Keys: Let's Rock Tour
Wednesday, October 2, 2019, 7:30 pm
Nationwide Arena,
200 West Nationwide Blvd

\$155 each; Club Level, Section 3

Limited Availability – limit 4 tickets per registration

Special Guests: Modest Mouse, *repeat repeat

Akron, Ohio's own, The Black Keys, are introducing their first new music since 2014 during their visit to the Nationwide Arena during the ODA's Annual Session on October 2. The Grammy-winning duo is made up of childhood friends Dan Auerbach and Patrick Carney who formed the band in 2001. The band's raw blues rock sound draws heavily from Auerbach's blues influences, including Junior Kimbrough, Howlin' Wolf, and Robert Johnson.

Nationwide Arena is within easy walking distance of the Greater Columbus Convention Center and the Hilton Downtown Columbus Hotel. Concert tickets are non-refundable.

Not available on the Registration Form; to order, call the ODA (800) 282-1526 or (614) 486-2700 and ask for ext. 333. Must be registered for Annual Session to order tickets – limit 4 tickets per ODA registration. Tickets are limited.

MATCH @ ODA Annual Session

Friday, October 4,
1:00 p.m. to 2:00 p.m.

Interested in selling or
buying a dental practice?

Looking for an opportunity
to become an associate?

Do you need to hire an associate?

Join the ODA Subcouncil on New Dentists for a unique event designed to help dentists, dental residents and dental students who are looking for a job match up with dentists who are preparing for a practice transition or looking to expand their practice.

This is a free event for members only, but registration is required. [Register with Event Code E95](#). No outside companies, vendors or office staff will be included in this program, and attendees are not required or guaranteed to make a "match" at the event.

Visit oda.org/events for full details.



The Pankey Experience

Featuring a
renowned group of
Pankey Institute Faculty,
offering a unique
learning experience
close to home.



Marketplace Mixer with the Madow Brothers

Thursday, October 3,
4:30 p.m. to 6:00 p.m.

Don't miss your chance to meet Drs. Richard and David Madow in the Exhibit Hall on Thursday, October 3 from 4:30-6:00 p.m. Make plans now to take part in the official celebration of the first day of Annual Session, our Marketplace Mixer on Thursday evening. Be entertained by the Madow Brothers, enjoy free appetizers and visit the more than 200 companies exhibiting this year.

Sip & Shop

Friday, October 4
4:00 p.m. to 6:00 p.m.

Finish your CE courses and start your evening by touring the Exhibit Hall. Pick up a free glass of wine, beer or soft drink and stroll the aisles to be entered in the outstanding Exhibit Hall Door prize: One attendee will receive a \$2,000 Visa Gift Card; two runner-up prizes of \$500 Visa Gift Cards each will also be awarded. Meet up with your teammates and colleagues and shop for your office before you head out to further celebrations.

PRE-REGISTRATION DEADLINE IS AUGUST 16, 2019

REGISTER NOW!

ONLINE

At www.oda.org/events.

PAPER

Download at oda.org/events, or call (800) 282-1526 or email annualsession@oda.org for a registration form.

ON-SITE

On-site at Annual Session – but be aware that the on-site registration fee is higher.

Registration Hours

Thursday, October 3	7:30 a.m. to 7:00 p.m.
Friday, October 4	7:30 a.m. to 6:00 p.m.
Saturday, October 5	7:30 a.m. to 5:00 p.m.
Sunday, October 6	7:30 a.m. to 4:00 p.m.

REGISTRATION FEES

ODA/ADA Member

By 8/16/19: \$50; As of 8/17/19: \$75; On-site: \$90

Non-member

By 8/16/19: \$425; As of 8/17/19: \$450; On-site: \$465

ODA Retired Life

By 8/16/19: \$0; As of 8/17/19: \$35; On-site: \$45

Dental Team Members

By 8/16/19: \$20; As of 8/17/19: \$30; On-site: \$40

Spouse/child

Free

Dental & Hygiene Students & Residents

Free

Other Students

By 8/16/19: \$5; As of 8/17/19: \$15; On-site: \$15

Saturday Exhibits Only

Free (Cannot register for CE courses or other benefits)

STAFF REGISTRATION:

Register Three, Get One Free

Offices registering three staff members on one registration form will get the fourth staff member registration for free. The discount will be automatically calculated. For more details, visit oda.org/events or view the Annual Session program.

NEW DENTIST DISCOUNT: \$50 OFF CE

ODA Members who have been out of dental school 10 years or less will receive a one-time \$50 discount on any paid CE course added to their registration. The discount is applied to only one course and information provided by each attendee is matched with ODA membership records to validate the discount.

REGISTRATION QUESTIONS?

Call (678) 341-3049

ASSISTANT, from page 3

are as follows from 4715.39(D) (2) (a-g); (1) that the dental assistant has at least one year and a minimum of 1,500 hours of experience as a dental assistant; (2) the dental assistant has successfully completed a course approved by the dental board in identification and prevention of potential medical emergencies; (3) the supervising dentist has evaluated the dental assistant's skills; (4) the supervising dentist has established written protocols and standing orders for the dental assistant to follow during and in the absence of an emergency; (5) the supervising dentist completed and evaluated a medical and dental history of the patient not more than one year prior to the date of services provided by the dental assistant; (6) the patient is notified in advance of the appointment that the supervising dentist will not be present and the dental assistant can't diagnose the patient's dental health care status; (7) the dental assistant is employed by, or under contract with, the supervising dentist, a dentist licensed under O.R.C. 4715 who meets a one of the requirements of 4715.22 (C)(10)(b), or a government entity that provides services in a public school or another program in connection with that government entity. The educational requirements are further defined in O.A.C. 4715-11-03.2.

Another area where a certified assistant can provide great value is in taking radiographs. For a certified assistant to be able to take radiographs, he or she must apply to the state dental board on a form the board shall prescribe and pay a \$32 fee. The board will then grant licenses to applicants who hold a license, certificate, permit, registration or other credential issued by another state that the board determines uses standards for dental x-ray machine operators that are

at least equal to those established under this chapter. Or applicants who have successfully completed an educational program consisting of at least seven hours of instruction in dental x-ray machine operation that meets either of the following requirements: (a) Has been approved by the board in accordance with section 4715.57 of the Revised Code; (b) Is conducted by an institution accredited by the American Dental Association Commission on Dental Accreditation.

Next we will look at basic qualified personnel (BQP) and their role in the dental office. A BQP must be trained in-office by the employer/dentist or via a planned sequence of instruction in an educational institution. A BQP may do basic remedial intra-oral and extra-oral tasks and/or procedures. Under O.A.C. 4715-11-02 those basic tasks are: (1) Aspiration and retraction. (2) Intra-oral instrument transfer. (3) Preliminary charting of missing and filled teeth. (4) Elastomeric impressions for diagnostic models and models to be used for opposing models in the construction of appliances and restorations. (5) Taking impressions for the construction of custom athletic mouth protectors/mouthguards, and trays for application of medicaments. (6) Application of disclosing solutions. (7) Caries susceptibility and detection. (8) Periodontal susceptibility and detection (excluding procedures that enter the gingival sulcus: e.g. periodontal probing paper points). (9) Demonstration of oral hygiene procedures, including, but not limited to, use of toothbrushes and dental floss. (10) Shade selection for fabrication of appliances or restorations. (11) Application of topical anesthetics. (12) Pulp testing. (13) Fluoride application. (14) Topical applications of desensitizing agents to teeth. (15) Application and removal of periodontal dressings. (16) Suture removal. (17) Placement of rubber

dam over preplaced clamp, and removal of clamp and rubber dam. (18) Application of cavity varnish. (19) Impression, fabrication, cementation and removal of provisional restorations, not to include palliative or sedative restorations. (20) Retraction of the gingival tissue prior to the final impression which is performed by the licensed, supervising dentist. (21) Preliminary selection and sizing of stainless steel crowns. (22) Preliminary selection and sizing of orthodontic bands and arch wires. (23) Checking for and removal of loose orthodontic bands and loose brackets. (24) Intra-oral bite registrations for diagnostic model articulation, restorations, and appliances. (25) Irrigation and drying of canals during endodontic procedures. (26) Placement of medication in the pulp chamber(s) of teeth with non-vital pulp or instrumented root canals. (27) Placement and removal of surgical dressings. (28) Placement and removal of orthodontic arch wires, auxiliary arch wires, and ligation of same to orthodontic bands and/or brackets. (29) Placement and removal of orthodontic separators and ties. (30) Polymerization of light-activated restorative or bonding materials. (31) All supportive services necessary to the maintenance of a hygienic practice environment, including, but not limited to, all sterilizing procedures. (32) All supportive services and procedures necessary to protect the physical well-being of the patient during routine procedures or periods of emergency. (33) All non-invasive supportive services and procedures necessary to the gathering and maintaining of accurate and complete medical and dental history of the patient. (34) Extra-oral supportive laboratory procedures. (35) The preparation of materials, drugs and medications for use in dental procedures. (36) All patient education services. (37) All non-invasive supportive services normally utilized in

conjunction with the treatment by the dentist of fascia pain or TMJ syndrome. (38) Preparing the teeth for restorations or for the bonding of orthodontic brackets by treating the supragingival coronal surfaces of the teeth to be bonded with a conditioning or etching agent and by the placement of a bonding agent adhesive. (39) Impressions for removable or fixed orthodontic appliances.

Lastly, I want to touch on monitoring nitrous oxide. The dental assistant is able to monitor nitrous oxide minimal sedation as defined in rule 4715-3-01 of the Administrative Code if all of the following requirements are met: (a) The dental assistant must be at least 18 years of age. (b) The dental assistant has at least two years and 3,000 hours of experience in the practice of dental assisting. (c) The dental assistant has completed a basic life-support training course certified by the American Heart Association, the American Red Cross, or the American Safety and Health Institute, and remains current at all times when monitoring N2O-O2 minimal sedation. (d) The dental assistant has successfully completed a six-hour course in N2O-O2 minimal sedation monitoring as defined in rule 4715-11-02.1 of the Administrative Code.

I realize there is a lot of statute and rule in this article, but I hope that you are able to see the many things that our dental assistants can do. This article is not a comprehensive look at the Dental Practice Act and does not substitute any advice or guidance given by a dentist's own legal counsel. Another helpful resource in this area is the consolidated auxiliary matrix which is produced by the Ohio State Dental Board. You can find the matrix on the board website. If you have questions about this article or would like more information please give the ODA Legal Department a call at (614) 486-2700.

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Dentists Concerned for Dentists helps those with alcohol, substance abuse problems

By Dr. Mark Wenzel
Chair of the ODA Subcouncil on Dentists Concerned for Dentists

Throughout our lives, many of us try to give a helping hand to someone in need. It is with this kind of thinking that the Subcouncil on Dentists Concerned for Dentists (DCD) was formed to help Ohio dentists with alcohol or substance abuse problems.

I have spoken with many dentists who were unaware of DCD or were unfamiliar with its function. As a subcouncil of the Council of Membership, DCD is charged with acting as the facilitator for a dentist with a drug or alcohol problem. Dentists Concerned for Dentists will help an impaired dentist get into a state board approved treatment facility.

So what happens when a dentist colleague of ours becomes impaired from alcohol or substance abuse before the Ohio State Dental Board becomes involved?

Typically a concerned party, be it an office manager, colleague or spouse, makes a phone call to the ODA office in Columbus. Many times these callers are directed to me. I listen and try to make an initial assessment. There are times I will contact a colleague at the Ohio Physicians Health Program (OPHP) for some advice. After gathering as much information as possible, I or another member of DCD will try to make contact with the dentist and express the concerns that were shared with us. If it is determined that an intervention is in order, we will make contact with professionals with those special skills to conduct an intervention.

The desired outcome of a contact or intervention is to convince the impaired dentist to be evaluated at an Ohio State Dental Board approved treatment facility.


If the dentist is assessed an alcoholic or chemically dependent, treatment for this medical condition (disease) is commenced at this treatment center. After an appropriate length of treatment, a minimum of 30 days inpatient, the dentist will be released from inpatient treatment and encouraged to enter into a follow up monitoring agreement with an appropriate monitoring service such as OPHP.

Part of the monitoring agreement will include an aftercare program, regular attendance to Alcoholics Anonymous (AA) or Narcotics Anonymous (NA) meetings, weekly Caduceus meetings (AA/NA for health care providers), working with a sponsor, and random weekly urine alcohol/drug screens for five years. After a few years the urine screens are usually reduced to bi-weekly. Statistics from the American Society of Addiction Medicine (ASAM) show that a person who is monitored in such a manner for five years has a relapse rate of less than 10%.

If you carefully read the questions on your dental license renewal application, you will see something that I think is quite remarkable. If a dentist has completed treatment at an Ohio State Dental Board approved treatment facility, he or she may answer NO to the question concerning alcoholism or chemical dependency.

This is sometimes referred to as the "first bite" rule. Essentially what the Ohio State Dental Board is saying is that if an Ohio dentist is successfully receiving treatment for his or her disease at an approved treatment center, they need not self-report. A list of board-approved

See **CONCERNED**, page 13



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INSURANCE, from page 10

Another larger scale project that will benefit thousands of Ohio dentists involves legislative advocacy efforts to enact non-covered services legislation. Senate Bill 148, introduced by State Sen. Kirk Schuring and co-sponsored by State Sens. John Eklund, Matt Huffman, Lou Terhar and Joe Uecker, would prohibit insurance companies from dictating the fees that contracting dentists may charge for services that are not covered by the patient's dental benefits plan.

It seeks to undo unfair contract provisions that can unnecessarily interfere with a patient's relationship with their dentist. In some cases, the imposed reimbursement level is too low to meet the dentist's actual costs of providing care, leaving the practitioner unable to perform the procedure. Even if the patient wishes to remain with the practice and offers to pay the dentist's usual and reasonable fee, accepting that offer could put the dentist in breach of their participating provider agreement. This forces the patient to either seek treatment from another dentist who is not under contract or forgo the procedure altogether.

Passage of this initiative has been and continues to be a legislative priority for the ODA's legislative advocacy team and the grassroots member dentists who are working to enact it in the face of powerful opposition that includes major insurance companies, labor unions and business organizations.

"The ODA has been and will continue to be an active advocate for ODA member dentists when it comes to dental insurance issues," said Dr. Manny Chopra, chairman of the ODA Council on Dental Care Programs and Dental Practice. "I encourage all members to take a role in advocating for the profession with such issues as enacting non-covered services legislation while also utilizing the assistance that the ODA and the American Dental Association can and do provide to individual members who encounter difficulties with dental insurers."

The Value of Membership



"The most valuable benefit of membership to the ODA has been the access to information and legislative advocacy. The ODA has helped me navigate the business side of dentistry with its guidance on Department of Health Radiology inspections, OSHA updates and seminars on employment practices. The Leadership Institute speakers have been inspiring and we get the best national speakers at the ODA Annual Session. By taking part as a volunteer in organized dentistry, I have a better understanding of insurance regulations and I feel that my Day at the Statehouse visits have a lasting impact. The opportunity to network with colleagues from different parts of Ohio has been irreplaceable."

Dr. Manny Chopra
*Prosthodontist
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CONCERNED, from page 11

treatment facilities and aftercare programs can be found on the Ohio State Dental Board's website at www.dental.ohio.gov/treatment.pdf and www.dental.ohio.gov/aftercare.pdf.

The Subcouncil on Dentists Concerned for Dentists is here to help Ohio dentists grappling with chemical dependency and alcoholism addictions.

Anyone who would like to utilize the services of Dentists Concerned for Dentists or who has questions or concerns may call the ODA at (614) 486-2700 or Dr. Mark Wenzel (937) 609-8025 (cell). All information will be held in strict confidence.

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SPECIALTY, from page 2

school,

- the majority of respondents believe that a dentist who advertised as a specialist was more qualified than a general dentist in their specialty field, and
- the majority of respondents were less likely to choose a dentist who advertised as a specialist but did not complete an accredited residency program.

The OSDB concluded that “because of evidence that most consumers believe that a dental specialist has completed an accredited training program after dental school, it would be misleading for a dentist to advertise as a specialist without completing an accredited training program.”

During the public comment period earlier this year, the ODA filed comments in support of the OSDB’s proposed specialty rules with the CSI. We argued that the Ohio Dental Practice Act clearly gives

the OSDB authority to regulate in the area of specialty recognition and advertising in order to ensure that the public is not misled. We reiterated the findings of the independent survey conducted by Saperstein Associates described above.

We noted that the OSDB’s approach “is narrowly tailored to protect the public as it recognizes a universally accepted level of training for specialty (completion of an accredited post-graduate/residency program) while still allowing dentists to otherwise advertise their various levels of training or education beyond dental school as long as they avoid claiming to be specialists, which the Ohio survey revealed carries special weight and expectations with the public.” We argued that the OSDB’s proposed rules would protect all dentists – both specialists and general dentists – to be able to truthfully advertise their credentials.

On April 25, 2019, CSI concluded that the OSDB’s action on dental specialties “is consistent with a clearly articulated state policy” and not merely a pretext for anti-competitive conduct that could be subject to state or federal antitrust law. The CSI pointed out that the “Ohio General As-

sembly’s stated purpose for the Dental Board as it relates to dentists is twofold: to regulate the practice of dentistry and to ensure that the practice of dentistry is safe.” The CSI went on to state “building on that foundation of ensuring and promoting the safe practice of dentistry by qualified practitioners, the legislature gives the Dental Board clear and specific authority to designate dental specialties and to prevent false and misleading advertising.”

The CSI also pointed out that “the proposed rules limit official specialty recognition to dentists who have completed post-doctoral education or hospital residency.” The CSI noted that “a licensed general dentist who does not meet the requirements for official specialty designation is not prohibited from advertising specialty services as long as the advertisement includes a disclaimer statement, clarifying that the licensee’s advertised specialty does not meet the specialty recognition requirements of the Ohio State Dental Board.” The CSI concluded that “both the educational requirements and the required advertising disclaimer guarantee the safe and qualified practice of dentistry

by ensuring that dentists holding themselves out as specialists have appropriate and sufficient training and that dental service advertisements are not false and misleading.”

So what does CSI’s ruling mean? The Ohio State Dental Board’s new specialty recognition and advertising rules cleared a major hurdle by getting approved by CSI because the CSI approval confirms what is clearly the case: that the OSDB’s proposed specialty rules are consistent with state policy and are geared toward protecting dental patients and the public. They are clearly not a pretext for anticompetitive conduct.

The specialty rules will now go back to the OSDB for a public hearing and then will eventually be filed with the Ohio General Assembly’s Joint Committee on Agency Rule Review, which will review the rules to make sure they do not exceed the OSDB’s rulemaking authority.

The bottom line is that the OSDB’s long process to reform Ohio’s dental specialty rules is finally headed down the home stretch. Barring any surprises, the new rules should go into effect sometime later this year.

The Value of Membership



“My involvement with the ODA began in dental school when I received their support with the Foundation Scholarship. I’ve wanted to stay involved as now I can help future generations of our profession. I’ve found immense value in the tripartite membership, from connecting with member dentists who have become great mentors, to a large network of specialists that have helped with interdisciplinary cases. I’ve benefited from products from ODASC, such as health insurance provided through the ODA Wellness Trust. ODA membership has given me the ability to keep in touch with classmates and form new relationships, especially through fun new dentist events in which I’ve found support of colleagues that are often facing the same challenges. The ODA has also provided me value through the Annual Session with continuing education and ability to explore new products, volunteer opportunities such as Give Kids A Smile Day, the annual Leadership Conference and the Find-A-Dentist campaign. Possibly the greatest reason we all need to participate in organized dentistry is the lobbying efforts they provide to ensure autonomy of our profession, which ultimately allows us to continue providing the best care for our patients in Ohio.”

Dr. Laura C. Martin Miller
General Dentist
Kent

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



Dr. Perrino has been a practicing dentist for over 30 years. He is actively involved in organized dentistry, having served on numerous committees and councils at the local, state, and national level. Dr. Perrino was admitted to the Ohio Bar in 2014 and will be assisting in the representation and defense of dentists in all practice related matters.

Susan Cronan, Paralegal, joined the firm eager to demonstrate her organizational and paralegal skills. She also takes pride in getting to know our clients on an individual basis.

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Dentists use ODA as a resource for building, growing their practices

By Jackie Best Crowe
Managing Editor

The Ohio Dental Association offers many resources for dentists who are in a practice transition, including for those dentists who are opening a new practice or expanding their practice.

Dr. Kari Cunningham, a pediatric dentist, recently opened a new practice in Euclid. Her commercial real estate agent found office space in a well-known medical plaza, and Cunningham then began assembling her “dream team” that included a contractor, architect, attorney, accountant, financial advisor, business banker, insurance broker and dental supply salesman.

“Having our state dental association readily available to educate and guide me is reassuring in this process,” Cunningham said. “They are interested in seeing member dentists succeed and aim to arm you with plenty of information to allow you to make an informed decision that best suits your practice needs. I am forever grateful that my membership and involvement in organized dentistry has helped make my dreams of practice ownership come true.”

Dr. Kyle Bogan, a general dentist, recently moved his practice to a new location in Delaware. He said moving to a new location was an amplified version of when



Dr. Kari Cunningham

he first opened his practice. Opening his new location has had a lot of moving parts, from design to picking equipment to making sure the office is in compliance with regulations.

“Organized dentistry has played a huge role,” he said. “The ODA staff is a huge resource, if I had questions I would just call and get the answer.”

Cunningham agreed. “The Ohio Dental



Dr. Kyle Bogan

Association staff has been helpful to me regarding the many questions I have on compliance for the office. From hiring staff, to delegable tasks, and having dental students shadow me in my practice, ODA staff has guided me to make decisions that protect my practice and patients while allowing aspiring dentists to get the most out of their shadowing experience.”

Cunningham and Bogan also found the

Exhibit Hall at ODA Annual Session to be a great resource for buying products and services. Bogan said as he was deciding on new equipment, the Exhibit Hall was a great place to try new things and see products because so many different companies were in one place at one time.

“To be able to go to the ODA Annual Session and do more than just ‘window shop’ in the Exhibit Hall was a big step for me,” Cunningham said. “Armed with my business credit card, I went to the Exhibit Hall with a mission to equip my office with instruments and materials. The vendors were extremely helpful in helping me meet my objectives and congratulated me on practice ownership.”

ODASC-endorsed products are another resource that Bogan said has helped him in his new practice. His associates have malpractice insurance through ODASC-endorsed MedPro, his office purchases whitening gel through ODASC and he has also purchased supplies through ODASC-endorsed companies.

Regulatory compliance documents and resources were another benefit Cunningham took advantage of, including OSHA, infection control, and HIPAA manuals and a template for the Notice of Privacy Practices. And Bogan downloaded employment posters for free from the ODA website.

Bogan said another helpful benefit he utilized was the Contract Analysis Service because he was considering signing up with a new insurance provider. This free service analyzes contracts with insurance companies/third-party payers, contracts with dental management service organizations and contracts that offer dental school students scholarships or loans in exchange for a commitment for future employment. It provides member dentists with information concerning a proposed contract so they can better understand and analyze its terms.

Additionally, Cunningham and Bogan both found their local dental societies to be a great resource for networking and meeting local dentists. Bogan said the Columbus Dental Society has been a great resource to have the ability to bounce ideas off of people and find out what has worked for other dentists.

“Our Greater Cleveland Dental Society has served as a tremendous support system for me,” Cunningham said. “Fellow leaders and member dentists have encouraged me to become a practice owner. My involvement in new dentist study clubs, dental student mentoring programs, and a host of committees has placed me alongside wonderful clinicians, many of whom are excited to refer their pediatric patients to a specialist they know and trust. I was excited to see our member dentists on the websites of vendors giving their testimonials about the superb services they received. It helped reaffirm that I was making the right decision when selecting members of my dream team.”

Bogan also utilized Reward Program Payment with Benco Dental to help offset the cost of membership dues for his associates. The Reward Program Payment allows dentists to redeem their Benco Dental BluChips® for a dues credit toward their ADA, ODA and local dental society dues.

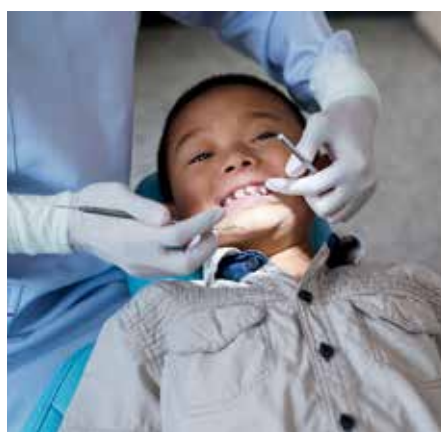
Cunningham encourages others who are exploring practice ownership to take that next step toward their goal.

“This has been the most rewarding and challenging experience in my career thus far, but absolutely worth it,” she said.

Before opening her practice, she spent the first six years after her residency working in corporate settings and com-

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The Explorer

Matthew J. Messina, DDS
Executive Editor

The king is dead

From the dawn of time, life has always been changing. There is a constant succession of power, sometimes orderly, often chaotic and destructive. One of the emotional moments found in so many old movies is when the battered, blood-stained knights stand anxiously around the castle yard, filled with dread, waiting for news. The elderly advisor to the noble king steps slowly into the assembled group and ominously announces "the king is dead." There is an audible gasp and then the knights turn, kneel and face the young heir to the throne. Lifting their swords, they speak in unison: "long live the king!"

Recently, I've seen a number of people pronouncing that "private practice is dead!" As the assembled members of the profession, before we turn to find the heir to the throne of dental practice, there are some things we need to consider.

As Mark Twain famously said, "the reports of my death are greatly exaggerated." Let me begin by stating my assessment that private practice is not dead. However, private practice is indeed different than it has been.

Dentistry has always been an attractive profession for entrepreneurs. People went into dentistry because they could control their own destiny. "I can run my own practice my way and I determine my future." Solo private practice has long been the choice of the overwhelming majority of dentists. Spending as much time as I do with dental students now, I can say with authority that the entrepreneurial spirit is definitely not dead! However, the view is

changing into "we can control our future by managing our practice, or practices." One of the reasons for this change is that the new generation of dentists is very comfortable working in teams. They embrace collaborative practice and want to have other people with whom to consult and share experiences. That's actually a really smart response to one of the historical problems of small business: the sense of isolation that is often the case in solo practice. Also, broadening the ownership and staffing of dental practices is a prudent response to the increasing cost of overhead and the investment required for advanced technology. We can expand the hours that the practice is open and productive, which makes tremendous sense.

Like so many times in the old movies as well, those who pronounce that "the king is dead" often have a great deal to gain from that change of power. They claim that the way we knew is now gone and that the future rests with a dental practice system having more mass appeal. I will agree that there are more patients now who view dentistry as a commodity. They need a tooth fixed or their teeth cleaned and are not seeking a relationship or any form of ongoing care. For them, a system that provides dentists to be there when they need them and accomplishes a specific task is the perfect fit. But a system that provides only interchangeable parts misses out on the remaining majority of people seeking dental care. The current private practice system can still meet the needs of both groups with ease.

So private practice is not dead. But change (like winter) is indeed coming. In that light, I can support the statement that solo private practice is dying. We sense that what we know is in transition and troubled times are in the future.

The move to more collaborative practice does not have to be traumatic. We have been led to believe that so many things in life are based on binary decisions. We have to choose this or that. I propose that the future is more of a case of finding ways to have this AND that. Private practice will continue to ex-

ist. The most common form will morph into a group practice, often with several general dentists and supporting specialists, in larger buildings sharing staff and resources. That means the administrative responsibilities are greater and more support is needed for business success. That's a natural outgrowth of insightful thinking and assessment of risks and opportunities.

There will also be more corporate practices that capitalize on the economies of scale of multiple office locations and simplification of systems by regulating them. I actually believe that we are nearing the saturation of the corporate entities. The rapid growth of this segment of the practice market has a natural limit in the number of patients who seek the regulated, commodity based dental experience. As long as private practice exists to provide an alternative option, most patients will elect to have their care in a more relational environment.

Given that nearly 50% of all people don't see the dentist on a regular basis, there is plenty of room for everyone to grow. If different practice options meet the needs of different patient groups, everyone has the space to succeed. It doesn't have to be a case of how do we slice the pie in the new world. We have the chance to seize opportunities and bake more pie.

There are those who also say that we don't need organized dentistry, as corporate entities are providing the services directly to their employee dentists. I argue that we need the ADA, ODA and local dental societies now more than ever. In times of turbulence and uncertainty, we desire things that give us comfort and security. The benefits of membership in the dental profession are available to everyone. The rewards of association membership are not just tangible insurance policies and journal subscriptions. The number one value listed by members is in advocacy. The ADA/ODA provide a voice for all dentists, and the team needs as many members as possible. The dentists of the future are more interested in information and advocacy than ever before.

The Value of Membership



"It gives me a common bond with over 5,000 dentists in Ohio as together we continually grow to become better providers and advocates for the oral health of our communities."

Dr. Hal Jeter
General Dentist
South Point

Organized dentistry provides an outlet for people to control their future by advocating for themselves and the profession. In times of uncertainty, we seek to feel that we are making a difference. That's the role of organized dentistry. Together, we can do things that matter for us all.

"The king is dead," they cried. But no, they discovered, the king still breathes and leads ... and there is work for all of the knights to do. There is a bright future ahead for those with the entrepreneurial spirit and the willingness to take on the challenges. There is room for everyone under the big tent of the profession of dentistry. So embrace each other and our differences, and let the feast begin!

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



The Happy Dentist

Najia Usman, DDS
Guest Columnist

Full Circle

As I am coming to the end of my two years on the Ohio Dental Association Executive Board, I can't help but reflect on how much growth I have experienced, not only professionally but personally. Indeed, it is truly a surreal thing. Let me take you back about 12 years. I was that dentist, overwhelmed with the "work-life balance" who would reluctantly accompany my husband while he was serving on our component society board. I would come to support him, half listening to a political presentation given by some folks who came from Columbus with power points of charts: upward trends ... downwards trends ... things that were supposed to incite some concern. Come on!! ... this was a date night for me ... I had left my four kids at home and I was there for the great Italian food and the occasional opportunity to have casual conversations about staff and patient shenanigans with some of my fellow Medina "dentites." I could hear over my whispers, words like "mid-level provider" or "invasive insur-

ance practices" and "over-regulation," but I was just starting my new endodontic practice and this stuff was so off-the-radar for me. As the adage goes: ignorance was bliss. This is the advantage of youth and inexperience.

Fast forward 12 years and I cannot believe the opportunities I have been given to truly have a grasp, first at a state level and now at a national level, of so many issues. All are so critical to preserving the sanctity of oral health which affect the professional and the patient. My vernacular has expanded with terms like "PAC," "DMO" and "access to care," "specialty recognition," "license portability" and "non-covered services" to name but a few. I have understood what it means to have the ear of a political figure whether they are in your chair or at a community fundraiser in the hopes of reminding them how we as dentists are health-care heroes. I have learned from people across the state and encouraged amazing fellow dentists into positions where they can also experience the exhilaration of meaningful contribution.

So here I was about three weeks back and as the spouse of a Case Western University School of Dental Medicine faculty member, I was invited to the

ribbon cutting ceremony for the new dental clinic at the new Cleveland Clinic Health Education Campus. As I sat in the second row flanked by VIP donors and department chairs I looked on as Barbara Schneider, Tomislav Mihaljevic and Ken Chance beamed with pride about a vision of student professional collaboration against a backdrop of a state-of-the-art facility. After the ceremony, we noshed on macarons and gourmet salads, cocktails in hand waiting for our tours. For me in particular I was dazzled with the place where my husband would teach his residents and my daughter would be seeing her first set of patients. It reminded me of how I felt when I opened the doors of my own practice. I felt both the pride and responsibility to fulfill the expectation of being as excellent as my new office promised I would be. I know it will be the same way for our new colleagues to be. In my opinion this investment in dental education around the country is setting an expectation for our new professionals. It is showing them that what they do is meaningful in the health care sector and their autonomy and integrity is worth protecting. In that moment, I realized how fortunate I had been in the past two years to be able to sit at the

same table listening and exchanging with opinion leaders like David Owsiany, Ron Lemmo, Tom Paumier and Billie Sue Kyger. This beautiful building signified an optimism for a profession that has been wonderful for all of us. It has brought us the love and gratefulness in the form of our patients. It has brought us respect in our communities. It has given us the opportunity to mentor staff and hopefully uplift other households.

But here we are in our profession at the crossroads of comfort and change. As "efficiency in health care" models buzz around us, WE should be deciding how to create that model. My daughter like every dental student deserves to have all of those aforementioned benefits of dentistry and even more. We all need to have a hand in protecting our autonomy and our patients. We can only do this by being informed. So please come for the pizza but stay for the conversation.

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



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Stronger Together – Organized Dentistry

By Dr. Sharon Parsons
ODA President-elect

Planned, but Unplanned

I would like to say that I am one of those women who has always had her life planned to the last detail and has done everything for the right reasons, but that just isn't so. What I DID plan was to become a dentist, and what a wonderful plan that was! Back in the 1970's there weren't many women dentists. In fact, I had never seen one in my small town.

My mother had the foresight to choose my orthodontist in a much larger city: Columbus, Ohio. Dr. Hull, my orthodontist, took an interest in me and became my mentor. He gave me insightful advice and helped pave the way for my career. One bit of advice he gave me was to be sure to get involved in Organized Dentistry because that is what shapes our collective profession. I really never forgot that, but it was in the back of my mind, and not at the forefront. Life gets in the way! Most of us women know that all too well—the



Dr. Sharon Parsons

struggle for that little bit of time not taken up by your office or your family.

Joining Organized Dentistry and the ADA

At the beginning of my career, I got involved in Organized Dentistry at the

local level with my component dental society. I was on various councils and attending general membership meetings. But after I had children, it became more difficult, as my husband traveled for his job and I was essentially a single parent through the week. But even though my involvement dropped off, I always kept my membership.

Unplanned Election to the Ohio Dental Association

After what seemed like only a couple of years, my children were almost ready to leave home. Perusing the mail at the office one day, I opened the ballot that the Columbus Dental Society sent out. As I carefully went through the names, deciding who I would vote for, I went into shock. There, under the category of candidates for Delegate to the Ohio Dental Association, was the name Sharon Parsons. I never put my name in! Well, I thought, I'm safe. No one knows me, and besides, I never supplied any information for my bio. As it turns out, my friend and

co-worker Linda, who was President of the Columbus Dental Society at the time, volunteered me. She thought that I would be a good addition and that I would do the right thing. To my surprise, I was voted in and that was the start of my Organized Dentistry journey. No planning at all on my part.

As fate would have it, I enjoyed being involved in the Ohio Dental Association House of Delegates but did not totally understand all the inner workings yet. At our caucus meeting, they were nominating and electing people for positions on councils and committees inside the Ohio Dental Association. They described each committee/council and what it does. After the description of a particular council, it was mentioned that this is a really important council. A dentist was nominated for the position, and I froze. I knew this person and did not feel that he was a good fit.

Before I realized what I was doing, my hand was in the air and I had nominated myself! What did I know about any of this? Then to my dismay, I had to explain to everyone why I would be the better choice. I think I mumbled something about it being time for me to give back. I really don't remember, it happened so quickly. Once again, totally not planned and for all the wrong reasons. However, I was voted in.

Big Impact of Organized Dentistry

I was so apprehensive about being on this council. All of my self-doubt started bubbling up. What did I know to qualify me for this and would I make a fool of myself? It certainly does not always work like this, especially for women, but my experience was wonderful. I started off observing and getting the lay of the land. Slowly, I engaged more and found that I was passionate about this! We were discussing all aspects of dental practice and making recommendations to the Dental Board.

We were engaging with third-party payers (insurance companies) and advocating for dentists with the insurance companies. I had no idea that Organized Dentistry did so much, and this was just one council! After a few years of participation, I was voted chair of the council and found that I could be in a leadership position and not choke! Again, not planned but very appreciated.

Today I am President-Elect of the Ohio Dental Association and will become President in October of this year. Only the third woman to fill this position in over 150 years. As luck, or fate, would have it, the other two women are friends of mine. One practiced with me and the other was my "Little Sister" in dental school. Both have been nothing short of amazing in their support of me. I am very humbled.


Stronger Together

I am especially humbled by the inordinate amount of work that our Tripartite (National, State, and Local associations) does for our profession. It is no accident that dentistry has not gone the way of medicine. The American Dental Association has one of the most powerful lobbies in Washington and has championed legislation that has helped both our profession and our patients. Non-members tell me that this will happen whether or not they join, so they may as well save their money. But here's the rub. We (the ADA) only have this power if we represent over 50% of the dentists in the country. No one listens if we represent the minority, and our voice is diminished.

We, as entrepreneurs, have benefitted in ways too numerous to mention. Many entities hope to control our profession, and by default, our livelihood. I absolutely

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We are looking for a part-time (and possibly transitioning into a full-time) Ohio-licensed dentist. A pediatric dentist with credentials from a pedo program

will be given due consideration, although we are also open to hiring a licensed GP, who would like to get some experience treating children and young adults in our practice. Days and hours are negotiable, and salary would be commensurate with duties assigned. Our office is a 30-plus year pediatric dental practice in Chillicothe. We utilize digital imaging, nitrous oxide, and perform OR/sedation dentistry. The office strives to provide excellent patient care in a comfortable environment. We are approximately 50% Medicaid currently, but are moving to stabilize (and/or reduce) that percentage. Owner is open to to buy-in or buy-out arrangements. For information, send a brief introductory e-mail to Dr. Ron Griffin, at doctorg@chillikids.com.

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PRACTICE, from page 15

munity health centers. She said that "everything has its purpose and season" and that her past experiences helped prepare her to be a practice owner.

Bogan said that any member dentist who is looking to start a practice should call the ODA first.

"More than likely if they don't have a resource, they know someone who can help," he said. "It's a one-stop shop."

To learn more about these and other resources, visit www.oda.org or contact the ODA at (800) 282-1526 or dentist@oda.org.

Moving? New phone number? New email address?

Let the ODA know!

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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STRONGER, from page 17

love being a dentist. I love my work and my patients. I firmly believe that I know better what treatment benefits my patients the most, not a third party. If we lose our voice, we lose that sacred dentist-patient decision-making process. The cost of dues is recouped many times over by all of the benefits provided, not to mention our collective voice.

It's true that this is but one aspect of being a dentist. However, I firmly believe that without it, our profession, as we know it, will forever be changed by others. My involvement may have been by chance, but what a lovely, fortunate chance that was!

This article first appeared on Dew. life on 4/25/19 at <https://www.dew.life/2019/04/25/stronger-together-organized-dentistry/>.

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"It's hard to choose just one benefit that is most valuable to me as an ODA member; I have gone to the Annual Session almost every year for 26 years, I use the health insurance through the ODA Wellness Trust, and I value the support/advocacy at the state level."

Dr. John Harmeyer
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