

ODA Today

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

QuickBites

Enroll in the ODA health benefits plan

Open enrollment for the ODA's health benefits plan, the ODA Wellness Trust, is available from Oct. 15 through Nov. 15. The ODA Wellness Trust is available exclusively to ODA members and their staff.

The ODA Wellness Trust features a more extensive provider network than most individual health insurance plans and includes almost all of the hospitals in the state. It also has a wide range of deductible options to fit many different needs. Plus, most offices are able to save money on health benefit costs by joining the plan.

To learn more about the ODA Wellness Trust and to request a quote, visit www.odawt.org or call (800) 282-1526 or email insurance@oda.org. See page 14 for more details.

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ODA Annual Session provides 'great education'

By Jackie Best Crowe
ODA Managing Editor

The 2019 ODA Annual Session – Connect, Learn, Excel – featured more than 70 CE courses, 200+ vendors and thousands of dental professionals, all in one convenient location.

More than 4,000 dental professionals attended the 2019 ODA Annual Session, including 1,123 dentists and 145 dental students.

ODA Annual Session featured many hands-on workshops, team building courses, front office courses and more.

"This was my first year attending ODA and I learned so much and can't wait for ODA 2020," wrote an attendee in the Annual Session survey. "Thanks for the great education!!"

One of the highlights of this year's Annual Session was the Pankey Experience, where Pankey Institute faculty came to Columbus and presented 18 lectures and workshops.

"All Pankey presenters were very good. That was a good focus for this meeting," wrote an attendee in the Annual Session survey.

ODA Annual Session also featured the Madow Brothers, who are known for their entertaining, spontaneous style and content-packed programs. They presented two courses and did a live podcast recording in



ODA Staff

The 2019 ODA Annual Session featured more than 70 CE courses for the entire dental team.

the Exhibit Hall.

This year's most popular courses included:

- "The Insider's Guide to Dental Practice Success, Part One!" presented by Drs. Richard and David Madow.
- "The Pankey Experience: Occlusion in Everyday Dentistry" presented by Dr. Lee Ann Brady.
- "Oral Pathology for the Practitioner - A Refresher Course" presented by Dr. Deepak G. Krishnan.

- "Decision Making in Everyday Periodontics" presented by Dr. Stephen B. Towns.
- "The Pankey Experience: Change Your Thinking . . . Change Your Hygiene Appointment" presented by Sheri Kay.
- "The Insider's Guide to Dental Practice Success, Part Two!" presented by Drs. Richard and David Madow.
- "Your Practice through the Patients

See ANNUAL SESSION, page 4

ODA Services Corp. launches group purchasing organization to help save dentists money

By ODA Staff

The Ohio Dental Association Services Corporation (ODASC) is proud to announce the creation of the Ohio Discount Dental Supplies (Ohio DDS) group purchasing organization or "buying group."

OhioDDS allows ODA members to join together and leverage purchasing power to receive discounts on supplies, equipment and services. It is a FREE program available exclusively to 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.

OhioDDS works on behalf of ODA members to negotiate discounts. Plus, as membership in the program grows, OhioDDS gains even more leverage to negotiate even bigger discounts.

In addition to savings, OhioDDS offers a concierge style sales team and online ordering platform that is cutting edge. OhioDDS is committed to serving every member of the ODA with the highest level of customer service and making the transition to supply

OhioDDS
Discount Dental Supplies

AN ODA MEMBER BENEFIT

Sign up at www.oda.org

savings seamless.

OhioDDS has partnered with Midway Dental Supply Company, one of the fastest growing full service dental supply companies in the United States. With the transition from mom-and-pop to a renowned dental company came the chance for Midway to transition an age-old industry into a technologically driven, progressive arm of the marketplace. In the pursuit of this goal, Midway found itself pitted against multibillion-dollar dental legacies who challenge their commitment to change, and that challenge was accepted. Midway has access to over 65,000 inventoried supplies.

"I have been very happy and pleased with this wonderful service the ODA and Midway Dental Supply has provided me by forming the OhioDDS program," said Dr. Will Leffler,

a general dentist in Gahanna and OhioDDS pilot program participant. "By being able to order from a large supplier with the service, super competitive pricing, and the convenience of a rep to help, it's a win-win for everyone. I look forward to taking advantage of Midway's other services beyond just dental supplies. Thank you ODA and Midway Dental Supply for helping me keep costs down in my dental practice!"

Sign up to save money

Signing up to participate in OhioDDS is easy and risk-free. Visit www.oda.org and complete the OhioDDS agreement. Once you've completed the agreement, you will have the opportunity to submit your purchase history to receive a thorough comparison of how much you can save through OhioDDS.

We'll also set you up with an online account so you can browse products and we'll introduce you to your sales rep. By signing up for OhioDDS, no purchase is necessary, but it will allow you to have access to browse products and discounted pricing.

If you have any questions about OhioDDS, please contact our new COO of ODASC, Chris Rotella, by emailing chrisr@oda.org or calling (800) 282-1526.



Ohio Dental Association
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ADA American Dental Association®

ODA President Dr. Sharon Parsons looks ahead at her 2019-20 term

Dr. Sharon Parsons began her term as Ohio Dental Association president at the ODA House of Delegates in October. In this Q&A with "ODA Today," Parsons looks forward to her term.

What are some of the issues you expect the Ohio Dental Association to face during your presidency? How do you think the ODA should address these issues?

I expect some of the usual problems, such as mid-level providers, third-party payers, etc. I also see problems with those entities that seek to practice dentistry without actually ever seeing the patient. I think that the ODA has a proven track record of attacking these problems head-on, many times before they become problems that are known to the public or even most dentists. We have been so proactive in the past that we have saved the average dentist thousands of dollars and hours of time and protected patients, although most don't realize it.

If you could state one message to new ODA members, what would it be?

The message I want to give new ODA members is that we are the group that will be here throughout your career. We are here to help you get your career off the ground and we will be here every day, every step of the way until you retire. We are becoming more diverse, just as dentistry is. We strive to keep you on track with our new regulatory compliance manual, as well as provide great CE. Maybe more than anything, there is no substitute for the camaraderie. It is always nice to compare notes with your peers



ODA Staff

ODA President Dr. Sharon Parsons delivers her president-elect's address to the ODA House of Delegates on Oct. 3.

and also maybe ask a more experienced practitioner advice.

What, or who, helped you make the decision to pursue dentistry as a profession?

I would love to tell you that I was inspired by other women to pursue dentistry. The truth is, I had never heard of a female dentist when I was growing up. My orthodontist, Dr. James Hull, talked me into looking at dentistry as a profession. My father made me go to the library when I was in high school. He told me that they had books there that listed professions and what the requirements were to enter that profession, as well as what to expect afterwards. He had a list of maybe six different things that I had to record for 10 different professions. He dropped me off and said that he would be back to get me in a couple of hours. As he started to pull away, after I had headed into the library, he stopped and called me back. He said "Oh, and by the way, I want you to keep

this in mind as you fill in this chart. Do you want to be dependent upon a man to live?" Well, that hit me like a ton of bricks. No offense to teaching, but it suddenly didn't look so great.

Any closing remarks?

As I approach this year, I am both excited and a little nervous. I want to do the job to the best of my ability and represent all of you. I want to be tough in order to represent us and defend us from all of the outside entities that seek to have some form of control over us. At the same time I want to be approachable enough so that any of you can contact me about concerns you may have. Even better, I would like to hear your ideas. As I said at the start of this, we are a diverse group. We may come from different places and practice in different settings. However, at the end of the day we are all dentists. We are, as they say in the ADA, the Tooth Party. We need to stick together for the benefit of us all and our patients.



The Director's Chair

David J. Owsiany, JD
ODA Executive Director

The ODA is rolling out some exciting new programs this fall – all of which are designed to provide ODA members with significant benefits for their practices.

Ohio Discount Dental Supplies (OhioDDS)

The Ohio Dental Association Services Corporation (ODASC) is working with Midway Dental Supply to secure the best possible prices on dental supplies for ODA members. For years, large dental supply companies have given big discounts on dental supplies to large group practices. These discounts were rarely offered to solo or small group practices. In fact, recent comparisons show that some independent dentists are paying 30% more for certain supplies than their colleagues in large group practices. The Ohio Discount Dental Supply (OhioDDS) program is changing that by giving independent and small practices the ability to join a group purchasing alliance to gain access to the same discounts that big corporate practices are getting. Check out www.odasc.com for more information and to sign up today. See "ODA Services Corp. launches group purchasing organization to help save dentists money" on page 1.

Ohio comprehensive regulatory compliance manual

The ODA has put together the most

New member benefits just for you

comprehensive regulatory compliance manual for Ohio dentists. This electronic manual is one-stop shopping for all of your regulatory compliance needs. There are sections on dental license and CE requirements, employment laws, environmental and infection control regulations, prescribing rules, and much more. This user-friendly guide includes forms to assist member dentists to establish their X-ray Quality Assurance Plan, OSHA Exposure Control Plan and OSHA Hazard Communication Plan. The manual also includes various checklists to make regulatory compliance and documentation easier than ever. Check www.oda.org to gain access to this innovative member benefit.

In-office membership plans

We have heard from many member dentists asking about options for patients who do not have dental insurance or are looking for alternatives to their existing plans. Many have asked about in-office membership plans. These membership plans allow dentists to customize their program and control their costs. For example, in an in-office plan, the patient may pay a regular monthly (or annual) fee to the dental practice and in return get a free cleaning and exam every six months and discounts for other services as defined by the plan the dentist designs for his or her patients. These plans have become very popular with patients and dentists. Later this fall, ODASC will announce a partnership with an in-office membership plan administrator that will provide special pricing for ODA members to assist them in designing, implementing and maintaining in-office membership plans for patients.

member benefits BUZZ

Serving our members

Last year's ODA member survey revealed that ODA members are very satisfied with ODA's existing programs and benefits. Member dentists appreciate the ODA's advocacy efforts protecting dentists and their patients from unnecessary interference by government and other third parties. Dentists give the ODA high marks for providing member dentists with valuable information related to dental insurance and legal, legislative and regulatory issues. Members also appreciate the opportunity to get CE from us, especially during the ODA Annual Session and Leadership Institute, and secure group-rated health insurance and workers' compensation coverage. We continue to provide these and other benefits to ensure we are meeting our members' needs and expectations.

We also learned from the survey that our members are interested in saving money on their dental supplies and getting assistance with regulatory compliance issues and in setting up and administering in-office membership plans for patients. Accordingly, we are rolling out these new programs to meet our members' emerging needs in these areas.

Make sure you keep an eye out in the next several weeks for additional information about these exciting new programs that are only available to you because you are a member of organized dentistry!

ODA Today

Member of the American Association of Dental Editors

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Legal Briefs

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

Office manual will help avoid employment pitfalls

A well-defined office manual can be of great benefit to a dental practice. Employment issues are some of the most difficult matters to confront as a small-business owner. Oftentimes, the best way for employer dentists to avoid the common problems that arise with employees is to establish an office employee manual.

Establishing an employee manual provides the practice owner with the opportunity to clearly communicate the duties and expectations of all employees and establish how an employee will be compensated, evaluated and disciplined if the need arises.

Office manuals can cover a variety of topics but should primarily be devoted to outlining the expectations for employees and the benefits those employees are eligible to receive for complying with those expectations. Clearly addressing these issues in a manual helps prevent future disagreements, misunderstandings and challenges on a variety of issues. An artfully drafted manual can also serve as a basis to terminate a problem worker.

Benefits, such as vacation leave, continuing education leave and reimbursement, life insurance, medical coverage, sick days and medical and maternity leave can all be included in the manual. As a general rule, these policies are left to the discretion of the employer.

Many dentists believe that the Family and Medical Leave Act (FMLA) dictates their business' leave policy. However, the FMLA only applies to those businesses with 50 or more employees. Ohio law does require all businesses to offer a sufficient amount of maternity leave but does not define what amount of time is necessary to meet this standard. Dentists are advised to consult with an attorney or human resource professional when establishing leave policies. Additionally, it is important that once established all benefits policies are applied evenly across employment categories (i.e. full-time/part-time and exempt/non-exempt).

In addition to outlining benefits, office manuals are also effective mediums to utilize when establishing job descriptions and work hours for each employee, including employee dentists, hygienists, EFDAs, assistants, office managers and receptionists. For jobs requiring a credential, such as a license or certification, those credentials should also be included in the job description. Finally, employers may want to consider including the phrase, "and other duties as assigned by the owner dentist" in each job description to address any changes in responsibilities that may evolve over time.

The manual can also be used to address general workplace standards. Dental offices may consider adopting policies on such issues as employee conduct and personal appearance, smoking, patient confidentiality, financial practices, accep-

tance of gifts, office security, telephone and electronic communication policy.

Dental offices should consider implementing a policy on substance abuse as part of the manual. This policy is important for several reasons; most important being to maintain a sober and attentive staff that works with the public.

Maintaining such a policy also provides an added benefit for employers should they find themselves defending a workers' compensation claim. Under Ohio law, a worker that is injured on the job while under the influence has the burden of proving that their impairment did not cause their injury if the employer simply has a substance abuse policy in place. Similarly, maintaining a written policy which prohibits office place harassment can serve as an affirmative defense to a law suit based on harassment.

Every office manual should include a statement that the office is an equal opportunity employer and an employment-at-will statement. Ohio is an employment-at-will state, which means that an employer can hire or fire someone for any reason or no reason as long as they are not doing so in a discriminatory manner. Employees should be made aware

of this fact.

Once established, office manuals should be distributed to all current employees and then each new employee that enters the practice so expectations and policies are communicated at the outset of employment. Each employee should acknowledge receipt of the office manual in writing and the employer dentist should maintain that written documentation as part of the employee's record. Additionally, dentists should periodically review the manual to ensure it meets the practice's needs and incorporates all current office policies.

The American Dental Association offers "The ADA Practical Guide to Creating and Updating an Employee Policy Manual" to help dental practices develop an up-to-date office policy manual. The ADA's publication includes sample policies, forms, and worksheets to help craft the perfect policy for nearly every situation, as well as information on staff training, employee motivation and appreciation, and patient management. To order the ADA's Employee Policy Manual, visit www.ada.org. It is also important to always consult with private legal counsel before implementing or altering an employee manual.

BREAKING NEWS: Non-covered services legislation has 2 hearings

Dental insurance plans are now dictating fees for dental services that the insurance company does not even cover for enrollees. This practice is fundamentally unfair and unnecessarily interferes with the patient-dentist relationship.

Senate Bill 148, which would prohibit dental insurance companies from forcing dentists to accept the dental insurer's dictated fees for services they do not cover, had its first hearing on Sept. 25. Senate Bill 148 was sponsored by Sen. Kirk Schuring (R-Canton). Schuring gave sponsor testimony in the Senate Insurance and Financial Institution Committee.

SB 148 had a second hearing in front of the committee on Oct. 8 where Dr. Steve Moore, a past ODA president, and David Owsiany, ODA executive director, testified in favor of the bill.

Watch the November "ODA Today" for more details on this legislation.

What is the goal for your practice?

- Practice sales and acquisitions
- Exit strategy consulting
- Appraisals and analysis
- Practice protection plan
- DSO transitions
- Associate placement

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ANNUAL SESSION, from page 1

Eyes, It's Not Just About Dentistry" presented by Laci Phillips.

- "The Pankey Experience: Today's Top Clinical Tips" presented by Dr. Lee Ann Brady.
- "Antibiotic Prophylaxis, Appropriate Antibiotic Use for Dental Infections and Antibiotic Stewardship" presented by Dr. Thomas M. Paumier.

The 2019 ODA Annual Session also featured an expansive Exhibit Hall with more than 230 booths, and attendees had the opportunity to test different products, ask questions and comparison shop.

"There is a wonderful selection of high quality courses, the Exhibit Hall is great, the location is great! I love to attend every year! The ODA is just the best, it is so valuable and the staff has been so good to me," wrote an attendee in the Annual Session survey.

Callahan Celebration of Excellence

In conjunction with the ODA Annual Session, the Callahan Celebration of Excellence honoring outgoing ODA President Dr. Michael Halasz took place on Oct. 4. The celebration also recognized the 2019 Awards of Excellence winners.

The 2019 Awards of Excellence winners include:

- Callahan Memorial Award – The Late Ken Austin
- Joseph P. Crowley Distinguished Dentist Award – Dr. Walter Buchsieb
- Achievement Award – Peg Cissell
- Access to Dental Care Program Award – Medworks Inc.
- Marvin Fisk Humanitarian Award – Dr. Stephen Fabry
- N. Wayne Hiatt Rising Star Award – Dr. Alex Mellion

For more information about the award



ODA Staff
The 2019 ODA Annual Session featured an expansive Exhibit Hall with more than 200 vendors.

winners, visit www.oda.org or check the July, August and September issues of the "ODA Today."

The ODA Leadership pin was awarded to Dr. Hal Jeter, a general dentist in South Point. Jeter has been active on councils and committees at all levels of the tripartite for many years. At the ODA, he has served as a member of the Subcouncil on New Dentists, Council on Dental Care Programs and Dental Practice, Ad Interim Committee, ADA Leadership Nomination Committee and Strategic Planning Committee. He has also served as chair of the Council on Access to Care and Public Service and Subcommittee on Judicial Affairs and as a member of the ODA House of Delegates. He has also served as a member of the ADA House of Delegates.

The ODA Leadership Pin recognizes members who demonstrate leadership in service to the ODA and their peers, a high level of volunteerism within the profession, and a commitment to organized dentistry. The ODA Executive Committee

selects a recipient who is a positive influence in growth and development of the ODA – and who is a true role model for future leaders in organized dentistry.

Ohio Dental Political Action Committee (ODPAC) awards were also presented at the celebration, honoring the Medina County Dental Society for the highest percentage of membership for a small society, the Akron Dental Society for the highest percentage of membership for a large society and the Eastern Ohio Dental Society for "Deepest Pockets for Dentistry" (highest average contribution).

Table Clinics

On Oct. 4, ODA Annual Session attendees had the opportunity to earn up to two hours of free CE by attending Table Clinics. The presentations covered a wide variety of topics, and a panel of judges rated each of them.

This year's winners are:

- Best of show – Dr. Alexandra Fili
- Auxiliary – Luke Burroughs and Barbara Kunselman

- First Place Dental Resident – Drs. Morgan Palya and Lo-Shen Chen
- Second Place Dental Resident – Dr. Alexis Herring
- Dental Pre-Doctoral – Lindsey Jones

Save the date!

The 154th ODA Annual Session will be Sept. 24-27, 2020, at the Greater Columbus Convention Center. Visit oda.org/events for more information and to register.

Download your CE slips and course handouts

Obtain CE credit verification and download handouts for courses attended at the 2019 ODA Annual Session by visiting <https://www.prereg.net/2019/oda/>.

- To access CE certificates, click the "proceed to CE dashboard" button shown at the top of the screen.
- To access course handouts, links are posted on the account summary page, which is the first page shown after you log in.



ODA Staff
Attendees had the opportunity to earn up to two hours of free CE by attending Table Clinics at the ODA Annual Session.

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SIMPLE & EASY

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Better Plans

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OHIO DENTAL ASSOCIATION SERVICES CORPORATION, INC.
An Ohio Dental Association Member Benefit

Save the date for ODA Leadership Institute: March 27-28, 2020

The 2020 ODA Leadership Institute will be held March 27 and 28, 2020 at the Hilton Columbus Polaris Hotel.

Leadership Institute is the ODA's award-winning program developed to help all ODA members become more successful and effective leaders. Attendees consistently rank the event as one of the top leadership development workshops. This event is FREE for ODA members, dental students and dental residents.

Save the date, and watch future issues of the "ODA Today" for more details on the 2020 Leadership Institute.

ODA seeks nominations for council positions

The Ohio Dental Association seeks members to fill potential upcoming at-large positions on ODA councils.

The ODA is seeking nominations for at-large positions on the association's Council on Dental Care Programs and Dental Practice and the Council on Membership Services. Nominations for these at-large council positions are open to all ODA members. The term of office for at-large council members is two years and the terms for these at-large council positions to be filled will be effective from September 2020 to September 2022.

At-large members may be nominated by individual ODA members, component societies, subdistricts or councils (and may include former council members) and will be appointed by the ODA's Ad Interim Committee.

The at-large council positions include:

Council on Dental Care Programs and Dental Practice

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

Council on Membership Services

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

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


Dentists, hygienists must renew license by Dec. 31

Dentists and dental hygienists need to renew their licenses by Dec. 31 using the State of Ohio's eLicense system at www.elicense.ohio.gov.


If you have questions or concerns about the licensure process, please contact the Ohio State Dental Board by emailing licensing@den.ohio.gov.

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.



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How will you transition into retirement?

PARAGON invites you to attend our next seminar.



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November 1, 2019

Hilton Garden Inn 4900 Emerald Court SW Cleveland, Ohio 44135 Registration: 9:00 Seminar 9:30 - 12:30 Breakfast Served	ODA Members: Free Non-members: \$125 <i>Spouses/Guests welcome at no charge!</i> 3 CE Credits	RSVP by October 25th email: jbruner@paragon.us.com phone: 601.898.1867
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ODA Meeting & Event Calendar

Oct.

3-6 ODA Annual Session

3-4 ODA House of Delegates

15 OSU Street of Dreams

23 CWRU Street of Dreams

29-30 Council on Dental Care Programs and Dental Practice

Nov.

7-8 Executive Committee

8 ODPAC Board

8 ODA Foundation Board

8 ODASC Board

15 Council on Membership Services

22 Subcouncil on New Dentists

28-29 ODA closed for holiday

Nominations sought for Ohio State Dental Board positions

A call for nominations is now extended for dentist board member positions on the Ohio State Dental Board.


The Ohio Dental Association has the opportunity to recommend nominees to the governor of Ohio for possible dentist board member openings on the Ohio State Dental Board (OSDB), which may be vacant in April 2020. The board member positions are for general dentists.

The ODA Executive Committee is seeking potential candidates who are interested in serving on the Ohio State Dental Board. The term of office for Ohio State Dental Board members is four years and the board meets on average eight to nine times per year.

Criteria that the ODA Executive Committee is seeking in candidates to the Ohio State Dental Board includes:

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

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




Increase revenue.

Reduce costs.

Add new patients.

We make it simple.

Our **practice success specialists** are dedicated to helping independent dentists achieve their unique business goals - from reducing overhead costs and streamlining operations to expanding practices and increasing revenue. Let our experts save you time and money, and make running your practice just a little bit easier.



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Register your Give Kids A Smile events by Nov. 13 to receive free products

Give Kids A Smile registration is now available on the ADA Foundation website. Events registered by Nov. 13 will qualify for free products to give to kids at events and dental supplies to provide screenings, cleanings, fluoride varnish and sealants.

GKAS activities include free dental care and/or free oral health education for children. Many dental offices hold qualifying events already and should register these activities as GKAS to receive product support, volunteer CE for dentists and hygienists providing free dental care and promotional materials. Oral health education activities in schools and other community settings also qualify for GKAS, including events that do not involve a dentist.

In 2019, Ohio had the highest number of GKAS events registered in the U.S. Plan a GKAS event in 2020 to help Ohio stay No. 1!

To register an event, go to <https://gkas.ada.org/sign-up> or contact Carley Circosta, ODA manager of public service and the ODA Foundation at carley@oda.org or 614-486-2700.

Events registered by Nov. 13 will also be entered for a chance to win coffee for their office! Winner's choice of a Keurig kit (Keurig, k-cups and holder) or \$100 gift card.

GKAS events can be educational, screening, preventative or restorative!



ADA American Dental Association®

REGISTER BY NOV. 13 FOR A CHANCE TO WIN COFFEE FOR YOUR OFFICE!

Oral health education presentations



In 2019, Dr. Richard Fogel presented oral health information to second-graders at four local schools in Elyria.

"Initially, the GKAS was a dental society project. I used the toothbrushes purchased by our local society. Later I purchased toothbrushes on my own until Colgate stepped in. The Dudley coloring books are from the ADA. I purchased other coloring books on my own.

As this has always been a dental society project, I have never put my name on any handouts. My funniest story was when I switched from 35mm slides to PowerPoint. At my first presentation with PowerPoint a blue screen came up and said 'You are about to perform an illegal operation. Would you like to proceed? Answer Yes or No.' I was not familiar with PowerPoint as I delegated the task to my youngest assistant. I asked 33 second-graders what to do. Their response was 'Say Yes Dr. Fogel.' I pushed 'Yes' and fortunately the presentation appeared. I was never so happy to see Dudley the Dinosaur on the screen." - Dr. Richard Fogel

Screening day



In 2019, Dr. Wayne Wauligman provided dental screenings to 77 children at a local health fair in Addyston.

"Saturday, June 8 the Village of Addyston held its annual 'We Thrive' health event. In my tent I, completed 77 oral exams. My hygienist Diane Gerard and I instructed in oral hygiene, referred appropriately, and handed out kits of floss, a toothbrush, toothpaste and a mouth mirror. Children who wanted to win a bicycle had to visit various health care booths and have their tickets stamped and turned in to be drawn. The fair lasted 11 a.m. to 3 p.m. Diane and I went on stage during the children's games, and we spoke on oral hygiene. The overall oral health conditions of the children were poor. A few were in great oral health. Some have had extensive work. And it is evident much more work needs to be done." - Dr. Wayne Wauligman

Free dental day



In 2019, Defiance Dental Group provided more than \$9,000 worth of dental care to 31 children. Three dentists, five hygienists and four assistants volunteered their time to provide prophylaxis, fluoride, x-rays and fillings through Give Kids A Smile.

"Our efforts for Give Kids a Smile are entirely directed by our staff. Over 90% of our team members volunteer their time to serve our community on that day. We were really unaware of what opportunities existed regarding GKAS until several years ago when one of our hygienists, Amber Dumire, took the initiative to get us involved. From there, it's grown to the point where we were able to give away \$9,850 in dental services for 2019. It's a very rewarding experience, and you get a sense that people in your community really appreciate what you've done. We try to communicate to local schools what we plan to do on Give Kids A Smile Day and whom we are trying to help, which are those kids who may be uninsured, but particularly those who have not otherwise had the opportunity to visit a dental office. At the end of the day we all go out and celebrate as a team." - Dr. Kirk McKibben

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

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

Areas of practice include:

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

Individual dentists and dental organizations are also represented in various matters including First Amendment litigation (i.e. advertising), judicial appeals of state board proceedings, civil rights actions against state agencies, and disputes with PPOs and DSOs.

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2019-20 Executive Committee installed

By ODA Staff

The ODA installed new Executive Committee officers for the 2019-20 term on Oct. 4 during the House of Delegates meeting.

The Executive Committee is the managing body of the ODA. The committee administers the policies established by the ODA House of Delegates and the Ad Interim Committee.

The 2019-20 ODA Executive Committee officers are:

- President: Dr. Sharon Parsons, Columbus
- President-elect: Dr. David Kimberly, Akron
- Vice president: Dr. Thomas Kelly, Cleveland
- Immediate past president: Dr. Michael Halasz, Kettering
- Secretary: Dr. Brett Pelok, Toledo
- Treasurer: Dr. Manish Chopra, Cincinnati
- Speaker of the House of Delegates: Dr. Denise Hering, Reynoldsburg

Watch for full details on the proceedings of the House of Delegates in the November "ODA Today"



Ellen Dallager

Dr. Steve Moore, past president of the ODA, installs the 2019-20 Ohio Dental Association Executive Committee. From left: Dr. Denise Hering, speaker of the House of Delegates; Dr. Sharon Parsons, president; Dr. David Kimberly, president-elect; Dr. Michael Halasz, immediate past president; Dr. Thomas Kelly, vice president; Dr. Brett Pelok, secretary; and Dr. Manish Chopra, treasurer.

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Dental Insurance Corner

Even if they believe you, they still may want to see proof

By Christopher A. Moore, MA
ODA Director of Dental Services

The Ohio Dental Association's Dental Insurance Working Group and ODA member dentists throughout the state have identified an apparent trend when it comes to dentists' interactions with dental insurance companies and third-party payers. Many payers don't seem willing to simply take the dentist's word on some dental insurance claims that certain dental procedures were actually provided.

This assessment is based on two apparent factors: 1) numerous insurance companies have reported to the ODA that they have identified heightened levels of problems associated with the submission of certain dental procedure codes and 2) insurers' reported concerns that they themselves may be audited or scrutinized in some way by some plan sponsors that utilize their services relative to how their dental benefit plan is being administered.

All of this translates to more third-party payer scrutiny of dentists' insurance claims on both an individual and collective basis. It also means many carriers expect the dentist to provide some proof that he/she actually provided the service reported on the claim form beyond simply listing the CDT code for the service.

The way many insurance companies handle claims for core buildups (D2950) is illustrative of this trend and

provides a good example of the issues dentists need to be mindful of when reporting dental insurance claims.

ODA and American Dental Association representatives have heard from dental insurance companies that while they are aware of dentists' concerns regarding the carriers' core buildup policies, they believe their policies are necessary because they contend the core buildup is one of, if not the most, misreported, misused or abused codes in dentistry. They believe their actions are necessary to address these concerns and comply with state and/or federal fraud, waste and abuse statutes and regulations as well as contractual obligations between the carrier and their employer clients.

As a bottom line matter, insurers believe their processes are working and have no intention of changing them.

With this in mind, dentists should follow the "Golden Rule of Procedure Coding" to "always code for what you did and not just what you think you will get paid on" when generating, documenting and reporting the appropriate information to insurance companies. Doing so will help reduce the chances of running into core buildup claim problems.

The D2950 (core buildup, including any pins when required) code is defined by the ADA's "CDT 2019: Dental Procedure Codes" (CDT) as the "building up of coronal structure when there is insufficient retention for a separate extracoronary restorative procedure. A core buildup is not a filler to eliminate any undercut,

box form, or concave irregularity in a preparation."

To legitimately use the D2950 code, the tooth must be rebuilt beyond the point of simply providing a filler, improving its form or eliminating concave irregularities or undercuts. According to the ADA's "CDT 2019 Companion: Help Guide for the Dental Team," it would not be appropriate to use the D2950 code "if the material is used only to eliminate undercuts or to yield a more ideal form for a subsequent indirect restoration. In this situation the procedure would be documented as 'D2949 restorative foundation for an indirect restoration.'" It should be noted that the D2949 code, however, is oftentimes not covered by many dental benefit plans.

In "Coding with Confidence: The 'Go To' Dental Coding Guide: (2017 CDT Edition)," Dr. Charles Blair notes that it is "misleading to report a core buildup (D2950) when the affected tooth after preparation would be retentive enough to support a crown without the core buildup. Core buildups to improve 'box form,' eliminate 'concave irregularity' or 'undercuts' and 'fillers' should not be submitted for reimbursement. A core buildup must be necessary for crown retention to be considered a

core buildup. The core buildup should rebuild the internal anatomy of the tooth structure as prepared for a crown."

Blair also points out "it is misleading to report a one-piece Cerec or E4D fabricated crown, as a crown (D2740) and a separate core buildup. A core buildup is a separate component apart and separate from the CAD/CAM crown. Cerec 3D or E4D users may report unspecified restorative procedure, by report (D2999) for a one-piece 'endo-crown,'" and should not expect an alternative benefit for both a core buildup and crown, but rather only an alternative benefit of a crown.

Blair goes on to caution that it is "misleading to report a core buildup as a direct amalgam/composite restoration" or with an inlay or onlay. "A restoration is built to occlusion, with normal anatomy, proximal contacts, and is in full function. A filling restores the tooth to full form and function. Amalgams and composites reported shortly before the crown preparation may be deducted from the subsequent crown reimbursement amount." Relative to inlays and onlays, a

See INSURANCE, page 12

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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ODA launches regulatory compliance guide for member dentists

By ODA Staff

The Ohio Dental Association has recently created a new regulatory compliance guide to help ODA members ensure they are in compliance with Ohio regulations.

"Dentists are confronted with a myriad of local, state and federal regulations," said Dr. Tom Paumier, chair of the ODA's DSO Task Force which has overseen the creation of the regulatory compliance guide. "Knowledge of and compliance with these burdensome rules is a challenge for most solo and small group, and even larger corporate practices. The ODA has compiled a comprehensive regulatory guidelines manual to assist all members in understanding and complying with these requirements. It is another amazing benefit of membership in the ODA. Look for the online guidelines manual which can be customized for your office and ensure your compliance with the many regulatory bodies."

The guide – "Ohio Dentist Advisor: Your Guide to Regulatory Compliance" – was created by the Ohio Dental Association as a benefit to ODA members. The Ohio State Dental Board, Ohio Department of Health, DEA, Ohio Board of Pharmacy, Ohio Attorney General's office, Ohio Environmental Protection Agency and other government entities all have some level of regulatory authority over a dental office and can impact an office's ability to operate.

The guide includes summaries, checklists and fillable forms to help offices ensure they are compliant with regulations. The guide can be downloaded in its entirety, or browsed by individual document.

The guide includes information on:

- Delegable duties and supervision
- Dental license requirements and CE
- Employment posters
- Environmental regulations/EPA
- Infection control and hazard communication
- Mandatory reporting
- Opioids, controlled substances and prescribing
- Patient accommodations
- Patient privacy and record protocols
- Volunteer immunity
- X-ray rules

It also includes fillable forms to help offices create an X-Ray Quality Assurance Program, an OSHA Exposure Control plan and an OSHA Hazard Communication Plan, among other forms.

The guide will feature regular updates so members can be confident they are continuing to meet regulatory requirements.

This guide was created under the direction of the ODA's DSO Task Force, which Dr. Steve Moore formed during his presidency at the 2017 ODA House of Delegates. 2018-19 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).

ODA members can download "Ohio Dentist Advisor: Your Guide to Regulatory Compliance" for free at www.oda.org.

Download the regulatory compliance guide at oda.org

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2019 ODA ANNUAL SESSION



Save the date for the 2020 ODA Annual Session

By ODA Staff

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

2020 featured speakers include:

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

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

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

Registration is now available for the 2020 ODA Annual Session at oda.org/events.



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Dr. Bernard S. Snyder, ODA past president, passes away

Dr. Bernard Snyder, age 92, passed away Monday, September 16, 2019. He was born on September 8, 1927 in Noble County, Ohio to the late Marsh and Elizabeth (Shaw) Snyder.

Bernard was a graduate of The Ohio State University College of Dentistry and received a Master of Science in Oral Surgery in 1951. Bernard enjoyed athletics and played on many local championship basketball teams, was 4th in the Big 10 in his weight class on the 1945 OSU wrestling team, and was the 2nd baseman for the Buckeyes on their 1947 baseball team. His true love was golf at Scioto Country Club and he had 4 holes in one.

Bernie was a Senior partner in his Oral Surgery practice of Snyder, Evans, and Anderson, Inc. and was an Associate Professor of Oral and Maxillofacial Surgery and Anesthesiology at Ohio State. Among numerous other dental associations, he was President of the Ohio Dental Association, and from 1976-1982 served as the Speaker of the House of Delegates of the American Dental Association.

Having served in the Army and later as a Lieutenant Commander in the Navy, he was also a member of the Naval Reserves, serving as a Commanding Officer of the Navy Dental School Program at OSU for 10 years.

He will be greatly missed by his loving companion Janet Wilson, daughter Pamela Snyder Taylor (David), grandchildren Austin Taylor, Whitney Taylor (Val Henderson), Sarah Snyder, and Neale Snyder, special friends Warren, Elizabeth,



Dr. Bernard Snyder served as the American Dental Association speaker of the House of Delegates from 1976-1982.

and AJ Hawkins, John and Melanie Kalles, and Patrick, Connor, and Seamus Self, who affectionately knew him as "Grandpa Bernie". He was preceded in death by his wife Barbara, and his son, Douglas Snyder.

To view his full obituary, visit <https://www.schoedinger.com/obituaries/Bernard-Snyder-5/#!/Obituary>.

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

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INSURANCE, from page 8

core buildup is “only justified when placed in a tooth to allow for the retention of the extracoronary restorative procedure.”

“Proper documentation is key to obtaining initial reimbursement for the core buildup code and then effectively responding to any subsequent insurance company audit questions,” said Dr. Manny Chopra, chairman of Ohio Dental Association Council on Dental Care Programs and Dental Practice. “Unfortunately the anecdotal reports we receive from insurance companies indicate that the recordkeeping of many dentists they review is not good and oftentimes quite poor. Inadequate documentation represents a preventable problem that dentists can correct.”

It is advisable for dentists to include a narrative with every core buildup claim. Doing so enables the dentist to inform the third-party payer to the necessity of, and justification for, providing the service. In addition to providing the appropriate radiograph, information to detail the necessity of the core buildup in the narrative as suggested by Blair may include: a listing of any missing cusps; estimated percentage of healthy tooth structure left after fracture, caries and/or any previous restoration is removed; documentation of “any existing circumferential caries at gingival margin and extensive caries detectable by explorer under existing crown;” statement if the “tooth has existing or planned root canal therapy;” the tooth’s endodontic and periodontal prognosis; and, if applicable, a statement that the tooth has less than 2mm of remaining vertical height “the number of degrees of circumference of the tooth where this exists, e.g., ‘only 1mm of vertical tooth height remains around 270 degrees of tooth circumference.’”

All of this information should also be documented in the patient’s chart. Diagnoses, codes and progress notes should be clear and easy to understand.

Some carriers have even gone to requesting dentists provide them with a post-operative core buildup x-ray or photograph. In the eyes of the ODA Dental Insurance Working Group, there is no diagnostic or treatment reason to justify this request and it appears these carriers are unwilling to accept the dentist’s word that a core buildup was actually provided. Chopra noted the ODA has and will continue to express its concerns to carriers whose actions or policies appear to step over the line of appropriate activity.

Dentists should be mindful of this insurance company mindset. If the dentist believes a post-op x-ray to be inappropriate for oral health purposes then he/she should consider taking an intraoral photo, if necessary using their smart phone. If a photo cannot be taken, then the dentist should provide a comprehensive narrative with details regarding the necessity of the core buildup.

After the dentist has properly coded the claim, it is also important to remember that no matter what he/she does, the patient’s benefit plan may not cover certain dental procedures or may cover them in a way that is not intuitive from any oral health care perspective.

The existence of a CDT code does not necessarily mean that the procedure is covered or reimbursed by a dental benefits plan. This can sometimes be the case for the D2950 core buildup code.

Numerous dentists have reported to both the ODA and ADA that they have seen insurance companies bundle the core buildup with the crown procedure because the patient’s dental benefits plan considered the core buildup part of the crown preparation and therefore did not

provide any reimbursement for it. While bundling of separate procedures to limit a benefit is contrary to the ADA policy recommendations, plan sponsors and insurance companies are typically not legally prohibited from having this type of provision in the benefit plans.

There is no uniformity between dental benefit plans when it comes to core buildup coverage. This is especially important when communicating with patients relative to services their insurance will/will not cover and/or the level at which the services will be covered.

Many dental benefit plans exclude core buildups from coverage unless endodontic treatment has been previously performed. Some, however, do cover them in addition to the crown, generally at a frequency of once per tooth every five years. Many carriers also categorize buildup claims as being subject to dental consultant review and typically expect the dentist to have radiographs as documentation of the procedure’s necessity.

If a core buildup has been done on a tooth that subsequently needs a post and core (D2952 or D2954) within a 60-month time frame, then some carriers will allow the post and core claim with a deduction for the fee previously paid for the D2950 core buildup.

Carriers may waive the 60-month limi-

tation if a tooth that has had a buildup is subsequently treated with endodontic therapy and then requires another core buildup. A core buildup done by the same dentist within 12 months of a four or more surface restoration will often be disallowed if root canal therapy is not performed in the intervening time. Some payers allow buildups on endodontically treated posterior teeth with multiple surface restorations.

Third-party payers may also deny buildup claims that are performed in conjunction with inlays.

Many carriers consider a core buildup inclusive of the post and core services (D2952, D2953, D2954, D2957) and will not reimburse the separate charges if the services are provided on the same date of service. Crowns and core buildups that are submitted with the same date of service may also be denied unless there is documentation to show the crown was actually seated at a later date. Some payers may also deny buildup claims that are performed on the same date of service as a crown (which is also seated on the same date) unless the crown is created by a Cerec machine.

Some payers do not provide core buildup benefits on a vital tooth because their position is the core buildup is a part of the crown preparation.

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Six reasons to request a quote from ODA health benefits plan

By ODA Staff

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2020 ODA Wellness Trust plan updates

For the upcoming 2020 plan year, the ODA Wellness Trust Board of Trustees has made several changes to help participants save money:

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- Derek Van Dyke, DMD

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Gehan Jallaq, D.D.S. has acquired the Whitehall practice of Tom Niederhelman, D.D.S. in Columbus, Ohio

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

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

Cleveland Suburb Ortho: Satellite practice collecting \$380k on 2 days a week. Mix of FFS and PPO patients. 5

chairs with plenty of room to expand. Paperless and digital.

Northeast Cleveland Suburb: Grossing \$400K. 4 ops. Mix of FFS, PPO and Medicaid. Over 2500 active patients, average of 40 new patients monthly. Refers most specialty work out.

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

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

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

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

N. Cincinnati: Collecting \$577,000. Primarily FFS with some PPO. 5 ops. Cone Beam and Eaglesoft. Digital.

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Callahan Memorial Award: Ken Austin

By Jackie Best Crowe
ODA Managing Editor

The late Ken Austin, co-founder and owner of A-dec, designed innovative tools and equipment for dentists throughout his career and has made a lasting impact on the profession. In recognition of his efforts, he received the Callahan Memorial Award from the Ohio Dental Association on Friday, Oct. 4, at the Callahan Celebration of Excellence, held in conjunction with the 153rd ODA Annual Session.

"Ken Austin's contributions to the profession of dentistry through the equipment he invented are remarkable," said Dr. Joseph Mellion, chairman of the Callahan Commission. "Throughout his career his inventions and creativity have positively affected the way dentistry is performed today. He not only made the practice of dentistry easier and more efficient for practicing dentists, but he also made dental treatment easier on our patients."

Austin and his wife, Joan, founded A-dec in 1964, when Austin was building an



The late Ken Austin, co-founder and owner of A-dec, received the 2019 Callahan Memorial Award.

air-operated oral evacuator. He improved upon the design and created the A.V.S. – the air vacuum system.

Austin spent many hours listening to dentists and working to make their lives easier by designing new and better tools.

He also led a partnership between A-dec and Rotary Clubs to create equipment that would make dental work easier in third-world countries. Through this partnership, he created the Rota-Dent portable control unit and TotaChair portable



Dr. Joseph Mellion, chairman of the Callahan Commission, presents the Callahan Memorial Award to Scott Parrish, president and general manager of A-dec, on behalf of the late Ken Austin.

dental chair.

Throughout his career, A-dec continued to grow, and today, A-dec is one of the largest independent dental equipment manufacturers in the world with a 50-acre campus populated by more than 1,000 employees producing equipment that fills

dental offices in more than 100 countries. Austin enjoyed building and fixing things from a young age. At age 6, his father helped him to melt Mason jar lids to cast an anchor for a toy wooden boat. By the time he was a junior in high school, he had built a shop where he did custom auto work.

In 1954, Austin graduated from Oregon State College (now Oregon State University) with a bachelor's in industrial administration. He then entered the Air Force, where he learned to fly jets and maintain aircraft. He left the Air Force in 1957 and had six jobs before founding A-dec in 1964.

Under the Austins' leadership, the company has garnered nearly every prestigious award in its industry, including the Medallion for Entrepreneurship in 1997 from the business fraternity Beta Gamma Sigma and the 1996 National Entrepreneur of the Year for Industrial/Commercial Manufacturing award from Ernst & Young, NASDAQ and USA Today. Ken was honored by the ADA and the American Dental Trade Alliance with each organization's Distinguished Service award and by Rotary International with the Service Above Self award for ongoing philanthropy and commitment to the Rota-Dent program.

Austin and his wife also had a strong focus on philanthropy throughout their lives. They created the Hazelden Betty Ford Foundation treatment center and the Austin Family Foundation, among other philanthropic endeavors.

In 1999, Austin was elected to the National Academy of Engineering. In 2000, Oregon State honored him with its E.B. Lemon Distinguished Alumni Award. He served as a trustee at George Fox University, was a former president of the Oregon 4-H Club, and a past chair of the American Dental Trade Association. Austin was named on 40 U.S. patents and another 33 internationally.

Austin passed away on May 1, 2019 at the age of 87.

"Ken Austin is one of the most influential figures to impact the dental industry," said Scott Parrish, president and general manager of A-dec. "He believed in the importance of striving for better quality dental care each day, and dreamed of a brighter future for everyone. His legacy of innovation and philanthropy will be felt for generations to come."

The Callahan Memorial Award recipient receives a \$5,000 gift to be donated to a charity of their choice. Before he passed away, Austin asked that the \$5,000 gift be donated to the Dental Trade Alliance Foundation Dental Student Scholarship Program.

The Callahan Memorial Award Commission was established in 1920 by the ODA to honor the work of John Ross Callahan, one of Ohio's noted dental researchers and a leader in organized dentistry. Since its establishment, the award has continued to grow in prominence in the dental profession.

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The Explorer

Matthew J. Messina, DDS
Executive Editor

8 to 5

The eight-hour work day is ingrained in the American psyche. We get out of bed. Rush to the office by 8 in the morning. Squeeze in a quick bite of lunch in the middle. Stay until 5. Five days a week. Collapse for two days, then get back at it again. Every week. Over and over. Ugh!

Everyone complains about it. Loudly! We have sayings that revolve around it. Everybody hates Mondays! Wednesday-Hump Day! TGIF!! How did something so universally hated get started in the first place? Glad you asked!

The 40 hour work week of five, eight hour days began in the early 19th century. During the industrial revolution, working conditions were horrible. The average workday was 10-16 hours. Six days a week! And children often began working at the age of 10 years old.

By 1817, reformer Robert Owen was campaigning with the slogan: "Eight hours labour. Eight hours recreation. Eight hours rest." In 1826, Henry Ford instituted the eight hour work day. Twelve years later, Congress ratified the Fair Labor Standards Act in 1938, which banned the hiring of children under 16, fixed the workweek at 44 hours and mandated the minimum wage at \$0.25/hour. Bowing to mathematical pressure, Congress amended

the law in 1940 to reduce the workweek to 40 hours (since 44 doesn't divide easily by five).

Eighty years later, the 40 hour workweek endures. But why do we put up with it? The short answer is that we're used to it. It has issues and in today's world of cloud computing, teleconferencing, and two working parents, it doesn't function as well as it used to. But, it's not all bad. It provides consistency and order to life. Changing from 8 to 5 requires a shift in thinking, much more than just changing work location and applying technology.

The original 8 to 5 was the product of the industrial economy. The worker is a cog in the wheel. Go to work. Do your part. Watch the clock. Listen for the whistle to end the shift. In some ways, do as little as you can get away with, because the boss will always want more from you. The only way to more productivity (and more money) is to work longer hours. This is working because you have to.

Let's consider another way. Steve Jobs of Apple said, "The only way to do great work is to love what you do." The paradigm shift to the new, information age economy is to come to work as a contributor. To bring so much passion and energy to the task that you leave nothing in reserve. This person couldn't possibly work for eight hours, because they would be completely exhausted. We are more productive because we went all-in rather than for more time. We focus and bring everything we have to bear to a problem for an intense, short time and we quit when we are done. Meetings aren't for an hour. They are until the task is accomplished or we are mentally exhausted. We go as hard as we can for as long as we can, and then step back to catch our breath.

Dentistry is ideally suited for this new economy. We have always been part of

the relationship economy. What we have to share with our patients is our energy, our knowledge, our caring, our skill. We work as hard as we need to and then go home, tired but proud of what we accomplished. Total hours aren't as important as the patients seen and the quality of work done.


That's the mindset of the entrepreneur, not the hourly worker. When we buy into the hourly mindset and trudge through the day, we give away the benefit of leading our teams and patients. We have the opportunity to challenge patients to go with us toward a healthier future. We can achieve our dreams, for the most part, on our terms. That's the joy of the practice of dentistry.

At our core, we are passionate about what we do. That's how we began our

professional careers and we can rediscover that at any point when we become lost. We need to continue to challenge ourselves with professional growth to remain energized. American entrepreneur and motivational speaker Farrah Gray sounded a cautionary note when he warned, "Build your dreams or someone else will hire you to build theirs!"

Eight to 5 may still be the norm, but we don't have to play along. Modern work is about managing energy, not time. As a profession, we continue to be strategically positioned to make the most of the relationship economy. We are lucky enough to have the choice. It's vital for us to seize the opportunity to make the choice and be true to our dreams.

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



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Just Think About It

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

The CDHC provides oil and glue to our system – you should know who they are

No, not a “compact disc, high capacity!” but an essentially missing link in the dental care system. CDHC stands for community dental health coordinator and these are people who work in various capacities in the dental care system, linking patients with care at the practice level and in the greater community. At the ADA’s recent CAAP Council meeting this summer, we heard from several of

them who each had unique but what I considered pivotal roles in getting care to people and shepherding patients through the process. Several programs around the country offer training – and at a very reasonable cost and online for learners who have other jobs.

While we labor through the presidential debates and rhetoric on health care, it is nice to know that there is some thoughtful innovation going on in our field. The final resting place of the CDHC remains to be seen, but having worked in oral health across the strata of society, I can enumerate for you the cheese holes, pitfalls, hurdles and broken links that prevent care from happening. Some of you reading this practice in small towns and know your patients outside of the office as neighbors, fellow small business people, and the moms and dads of your kids’ friends. The CDHC concept is already in your office in spirit with your staff and yourself because you know your patients. But, move to the big city with both physical and personal distances far greater between people and add the transiency that marks our economic and social system and you have other patients – and probably many others who shy away from care for

many reasons – missing the boat. Drop in a CDHC and it is easier to understand the potential benefit of the magnetism between care source and care need that the CDHCs offer.

A dozen years ago, I had the opportunity to visit Cuba and see their medical and dental systems (and a whole lot of old cars restored with Bondo). They had created a tiered health care system so that complaints and needs could be triaged and the more serious ones moved up the care chain while the minor ones were managed sensibly and at low cost locally. It was a good system considering the poverty, and one that succeeded because of the societal structure that provided no alternative and a people who had grown tolerant after a half century of limitations. But, the key was the small-size and intimacy of knowledge by health workers about the people living in the micro-health environment. Here in the U.S., we are all “special” and mobile and it is unlikely that such a system would work as seamlessly as in Cuba, but that is part of the beauty of the CDHC concept. As we grow and depersonalize as a country (people who push new health care models tend to forget we are the world’s third

largest country by population and Ohio isn’t much smaller than Sweden), we need some oil and glue in the oral health care system and that is the CDHC.

The concept is evolving, but CDHCs act in many ways – as care coordinators linking people with care, facilitating the journey through obstacles to care like finances, travel, awareness and other social determinants of health. Some are employed by practices, some by social service agencies and government clinics. I can’t do justice to the opportunities out there in creative health care – that I will leave to the ADA’s Dr. Jane Grover who is the driver of this concept for dentistry.

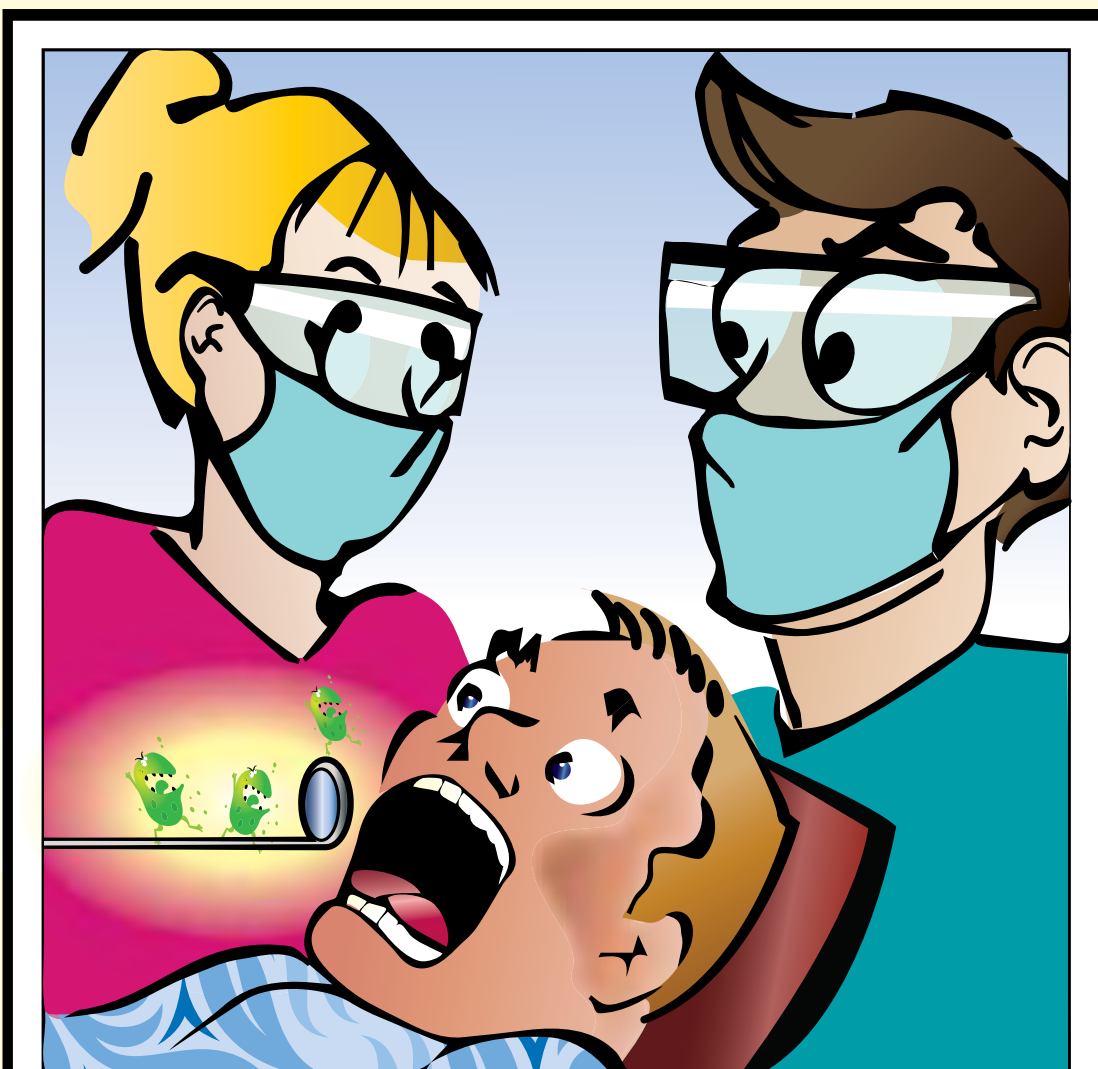
One of my pediatric dental colleagues and fishing buddies, Dr. Ed Rick, who practices in rural Illinois, lamented recently that if he could change just one thing in his practice it would be to fix the gap that dentistry endures compared to medicine in acceptance of the need for supportive services to get folks to care. As a pediatric dentist, he is an island of Medicaid care and the dental home for a wide swath of children and adults with disabilities, and like those of us in pediatric dentistry, experiences the problems associated with getting these groups into dental care and maintaining oral health. The CDHC offers to capture solutions for dentistry that already are an integral part of medical care for groups who have difficulty accessing care. How the CDHC fits into a geographic area, a large practice or clinic, or a social service agency remains to be fully defined, but it doesn’t take much to see the potential benefit rather than just more dentists or alternative providers who add to care sources that can’t connect to patients!

Encouraging the incorporation of CDHCs and recognition of the need for care coordination is the adoption of case management codes to our system. Hopefully, they will be followed soon with reimbursement for practices that choose to use those kinds of services to support case management and get more people into care. Those types of adjunctive services are the “procedures” of the CDHC and thankfully, we (the entire system) are recognizing that not every patient or family can drive up to the office in their shiny SUV, with a premium insurance card in hand, just waiting to go home and incorporate our preventive and life-style advice for a future of oral health!

If you have seen a CDHC at work, you know their potential. In our practice lifetimes, we are likely to see these professionals linking us with a growing number of aging patients, working in programs like OPTIONS, acting as the go between for insurers and dentists, marketing our practices, and working to make value-based care work as it is slowly dosed into the dental care system. If government’s involvement grows as some might suggest, the CDHC may be your go-to person (and save your sanity in the process)! If you work hard to get and keep patients, then you know that it is often “glue” or “oil” to establish a doctor-patient relationship and facilitate the issues outside the mouth. Enter the CDHC!

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

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ODA Staff

ODA President Dr. Sharon Parsons drew the winning tickets for the ODA Foundation raffle on Oct. 5 during Annual Session.

Congratulations to the ODA Foundation raffle winners!

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