

ODA Today

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

QuickBites

Renew your Ohio Dental Association membership!

ODA membership dues were due Jan. 1 for the 2020 membership year. If you have not already paid your dues, you are considered past due.

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

Renew your membership to continue receiving access to all the Ohio Dental Association has to offer.

If you are a retired life member or have already paid your dues, thank you! You do not need to take any action.

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ODA creates free online course to meet new opioid CE requirement

By ODA Staff

The Ohio State Dental Board is now requiring all dentists to complete two hours of continuing education on opioid prescribing and related issues. The rule requires two hours of CE for each of the next two bienniums in order for dentists to renew their license in Ohio and went into effect Jan. 1. This requirement applies to all Ohio licensed dentists, whether or not they write prescriptions.

To help ODA members meet this requirement, the Ohio Dental Association has created a free online CE course, "A Dentist's Guide to Recognizing and Understanding Addiction and Engaging in Responsible Prescribing Practices." The two hour course on opioid prescribing and other addiction-related information is available at www.oda.org exclusively to ODA members as a benefit of membership.

"This course not only fulfills the mandated CE but helps dentists understand addiction in order to better help our patients," said ODA President Dr. Sharon Parsons.

The course features Parsons, who is a general dentist from Bexley and the 2019-2020 president of the ODA. Parsons has a compelling story of how the opioid crisis and addiction affected her and her family directly.

Dr. David Kimberly, an oral surgeon in private practice in Akron and the 2019-2020 president-elect of the ODA, explains how the addiction crisis has impacted his approach to prescribing pain medication in his practice.

Dr. Kumar Subramanian, an endodontist in Pickerington and a part-time educator at Nationwide Children's Hospital, also speaks in the CE course. He has served as the president of the Ohio State Dental Board (OSDB) and worked closely with the Opioid



ODA Staff
The Ohio Dental Association recently created a free online opioid CE course to help dentists meet a new dental board requirement. The course features ODA President Dr. Sharon Parsons, who has a compelling story of how the opioid crisis and addiction has affected her and her family.

Committee in drafting prescribing rules for the state of Ohio.

The ODA House of Delegates adopted a policy on opioid prescribing at its 2018 meeting.

The policy supports continuing education for dentists in prescribing opioids and other controlled substances.

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

Additionally, the policy 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.

"The issue of preventing drug diversion and opiate addiction is important to the dental profession and the Ohio Dental Association," Parsons said. "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."

ODA members can access the free online CE course to fulfill the OSDB's requirement at www.oda.org.

The ODA has a lot in store for members in 2020

By ODA Staff

The ODA is offering a free online course to meet new opioid CE requirement. The ODA has created a free online CE course exclusively available to ODA members to help them meet a new requirement from the Ohio State Dental Board. The rule requires two hours of opioid CE for each of the next two bienniums in order for dentists to renew their license in Ohio. Access the course at www.oda.org.

The ODA advocacy team will support non-covered services legislation. Senate Bill 148, which would prohibit insurance companies from setting fees for services they do not cover, is expected to be the ODA's top legislative priority. The ODA advocacy team will be following up with legislators to encourage a vote on this legislation.

ODASC is offering discounted pricing on amalgam separators to help dentists meet

member benefits BUZZ

mandate. The U.S. Environmental Protection Agency released a rule that requires most dental offices to install amalgam separators by July 14, 2020. ODASC endorses and offers discounts on several amalgam separators. To learn more, visit www.odasc.com.

The ODA will provide updates to its regulatory compliance guide. The ODA's regulatory compliance guide helps ODA members ensure they are in compliance with Ohio regulations. The ODA expects to release an update to the guide later this year, which will include new rules from the OSDB on teledentistry, as well as information on how to comply with certain tax laws. To download the guide, visit www.oda.org.

The ODA Dental Insurance Working

Group will serve as an independent means of appeal with a major dental insurance provider. The ODA and Delta Dental of Michigan, Ohio, and Indiana developed a process to assist ODA members who have disputes with Delta Dental on cases involving medical necessity and quality of care issues. ODA members who are not satisfied with the outcome of the appeals process with Delta Dental will be able to submit the claim to the ODA's DIWG to determine if Delta Dental properly followed its own process.

The ODA Annual Session will feature a keynote speaker. 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. ODA Annual Session will be Sept. 24-27, 2020 in Columbus. Learn more at www.oda.org/events.



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ODA Leadership Institute

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March 27-28, 2020
Hilton Columbus Polaris





The Director's Chair

David J. Owsiany, JD
ODA Executive Director

One of the benefits of being an ODA member is that you can call the ODA staff and get answers to regulatory compliance questions. The ODA staff is experienced in assisting dentists in remaining compliant with Ohio's laws and regulations and in limiting exposure to liability. We regularly get calls from dentists with dental practice-related questions, such as the following:

- What duties can I delegate to my dental assistant or dental hygienist?
- What requirements do I have to satisfy in order to have my dental hygienist see patients when I'm not physically in the office?
- What environmental regulations do I have to follow in my office?
- What do I need to include in my OSHA hazard communication plan?
- When am I required to file a report with the Ohio State Dental Board for an adverse occurrence with a patient?
- What employment posters am I required to post in my office?
- Do I have to allow service animals in my office?
- What needs to be in my written X-ray Quality Assurance Program required by the Ohio Department of Health?

Now, the answers to these questions and many more can be found from one

New regulatory compliance manual has the answers

source – the ODA's brand new "Ohio Dentist Advisor: Your Guide to Regulatory Compliance." This online resource includes information about nearly every regulatory issue dentists confront. There are sections on delegable duties and supervision, dental license and continuing education requirements, employment regulations, patient record and privacy requirements, environmental and infection control regulations, prescribing laws, X-ray rules, and much more.

Developed by ODA staff members who have a total of more than four decades of dealing with such issues, this resource includes several user-friendly tools to ensure every dental office can remain in compliance with Ohio's laws and regulations, including the following:

- A compliance checklist for environmental regulations that dental offices must follow.
- Links to all of the employment posters that are required to be posted in a dental office, which may be downloaded.
- Checklists for what you need to do in order to allow your dental hygienist, EFDA or CDA to provide services to patients when you are not physically present in the office.
- Checklists for what you need to do in order to allow your CDA to place sealants or to get a coronal polishing certificate.
- A summary of the Ohio State Dental Board's continuing education requirements for dentists.
- Checklists for what is required in

Download
"Ohio Dentist Advisor:
Your Guide to Regulatory
Compliance"
at www.oda.org

order to secure a sedation permit.

- A sample OSHA hazard communication plan in a writable PDF format so that it can be customized for your practice.

- A sample Ohio Department of Health X-ray Quality Assurance Program in a writable PDF format so that it can be customized for your practice.
- Dozens of other summaries and tips for complying with applicable dental laws and regulations.

There is no other regulatory compliance resource for Ohio dentists that is this comprehensive and user-friendly. The "Ohio Dentist Advisor: Your Guide to Regulatory Compliance" is posted on the ODA's website and is easy to download. And because it is in digital format, every time Ohio's dental laws and regulations change, we will automatically update the manual. So all you have to do is check back occasionally and download a new version when the laws and regulations change in order to remain compliant.

And best of all this useful resource is available exclusively to ODA members for free. Be sure to check out "Ohio Dentist Advisor: Your Guide to Regulatory Compliance" on www.oda.org; I guarantee you will find it useful for your office.



President's Message

Sharon Parsons, DDS
ODA President

Step back and take stock

For me, January is a time to step back, take stock and attempt to improve. I tend to be more successful at this in areas of office and home as opposed to losing weight and getting in shape. However, I intend to give it my best shot. This made me think about dentistry as a whole. Are we stepping back and taking stock? Are we giving it our best? Something that has been in the back of my mind bothering me is a conversation I had with a young dentist about two years ago. She had graduated about 18 months prior to this and had been working in an office but was looking to make a change. She said that she was beginning to feel uncomfortable about some of the things that she was asked to do and felt that some of her talents were going to waste. When I asked her to explain, she said that she was nervous about doing crown preps and was afraid that she had lost some of her skills. She went on to say that at her current office, when prepping a crown, she had been directed to roughly prep the tooth. Then the EFDA would come in and refine the prep, take the impression and make the temporary. They had explained to her that "This is how it's done in the real

world." WHOA!! Those of you who know me, know that I do not have a very good "poker face." When I got myself under control, I (probably NOT very calmly) informed her that she had been instructed to break the law. She understandably was extremely upset and scared. She gave notice that she was leaving the following Monday.

In stepping back and taking stock of this situation, the more seasoned practitioner had obviously taken advantage of a new and naïve graduate in order to ramp up production. In my mind, those of us who are seasoned practitioners have an obligation to help guide and mold the next generation to be the best dentists they can be for their patients, themselves and for the profession. I have been very fortunate in my career to have had won-

derful mentors and role models that have helped shape the way I practice. In turn, I have mentored several young dentists over the years. It not only helps them but makes me feel good about the future of the profession I love so much. I realize that everyone is very pressed for time these days, but if each of us would take just a little bit of time out of our schedules to mentor a young dentist it could be a win-win situation for both of you. We seasoned dentists have a lot of knowledge to share, but I have found that almost every young person I have worked with has taught me something in return. None of us knows everything.

I hope that this year is a fulfilling one for all of you. Maybe I will even follow through with my intentions and be thinner and in better shape!

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 and tips on meeting with legislators.

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

ODA Today

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Legal Briefs

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

Interpreters for hearing impaired patients

The Americans with Disabilities Act (ADA) classifies dental offices as places of public accommodation. Accordingly, offices must make “reasonable modifications” to their practices, policies and procedures in order to accommodate disabled patients. This act covers all types of disabilities, but in this article I want to discuss one of the most common patients that will enter a dental office that are covered by the act.

The most common situation encountered by dental offices occurs with hearing, vision or speech impaired patients. The ADA requires dental offices to supply “appropriate auxiliary aids and services where necessary to ensure effective communication” with disabled patients.

“Effective communication” methods are not described in the ADA, and depending on the circumstances surrounding each individual patient, effective communication could range from the use of written materials, audio/visual aids and/or the exchange of notes to the use of qualified interpreters. There are factors dentists should consider when determining which methods are best applied in a specific situation. It is also important to understand that if the patient makes a change in the way that he or she is able to receive the effective communication, the dental office will need to accept that change. Past practice of communication between the patient and the dental office is informative of what may work for the patient. However, if the patient decides that the form of communication is no longer working, the office will need to find a solution to make a reasonable accommodation.

The nature of the communication that will take place should be at the forefront of any determination on auxiliary aids. Lengthy conversations that deal with complex issues, such as a discussion of symptoms and the presentation of a diagnosis and treatment plan, may point toward the use of an interpreter. On the other hand, written materials or the exchange of notes may suffice when interacting with patients during routine hygiene visits or when dealing with billing and insurance issues.

Dentists should also consider patients’ communication skills and knowledge when making a determination on auxiliary aids. For instance, a patient who is able to read lips may not require the same types of aids as others. Patients’ specific requests for interpreters and the availability of qualified interpreters are other factors that should be considered. If a patient is specifically requesting an interpreter, that request should be seen as a reasonable accommodation. However, if the patient is specifying the specific interpreter or specific interpreting firm, the dental office is not bound to any specific interpreter. The reasonable accommodation in this case is not the specific interpreter the patient is asking for, instead it is an interpreter who has the qualifications and can do the job.

Involving the patient in the decision on auxiliary aids is critical. Ultimately, dental offices want to establish a method of

Download the ODA’s regulatory compliance guide

The Ohio Dental Association’s new regulatory compliance guide, “The Ohio Dentist Advisor: Your Guide to Regulatory Compliance,” provides information on the Americans with Disabilities Act along with other laws and regulations to ensure your office is able to meet regulatory compliance requirements. Download the guide at www.oda.org. This guide is free for ODA members.

communication that allows the dentist and patient to effectively exchange information about the patient’s oral health status and treatment plan. Patients must be able to ask questions to the dentist and understand instructions provided by the dentist. Once again it is important to continue the communication with the patient and make any necessary changes based upon the understanding of the patient.

In many cases, effective communication may only be accomplished through the use of an interpreter. In these instances, the dental office will be required to obtain and pay for the interpreter’s services. The cost of providing the interpreter service cannot be passed along to the patient or payer as a surcharge.

The important thing to remember when dealing with a patient that is covered by

the ADA is that the law is put in place to ensure that people with disabilities are treated on the same level as their peers who do not have a disability. Therefore, each dental office should do what they can to ensure that the patient with a disability is treated equally. As stated many times in this article, making a reasonable accommodation for a disabled patient is the correct thing to do in a treatment setting. By making that accommodation the dental office is abiding by the ADA and ensuring that the dentist is providing oral health care at the highest ethical standard.

If you have any questions on treating patients with disabilities or what a reasonable accommodation is you can reach out to the legal division at the ODA at 614-486-2700. Also there are many resources online at oda.org.

Download the 2020 ODA member logo!

Showcase your membership in the Ohio Dental Association by downloading the 2020 ODA member logo for use on your website or electronic communications. For more information and to download the logo, visit oda.org/account/logo.




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Practice Opportunities

SW Toledo: Long established general dental practice for sale. Four treatment rooms with digital x-ray. Consistently grossing \$300K per year. Mainly PPO with some FFS patients. No Medicaid or managed care. Tenured staff. Great merger opportunity as lease is month to month. Seller is retiring.

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

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

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

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

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

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

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

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

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

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

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

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

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- CE / MENTORSHIP**
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- BENEFITS**
 - Simple IRA & personal accounting services
 - Medical, dental, vision, life insurance and Med Mal

BUY



Dr. Lauren Fields
2010 Graduate

The Benefits of Buying

- THE RIGHT PRACTICE**
 - Assisting dentists in acquisitions and goals for maximum growth potential
- NO LOAN NEEDED**
 - By using options such as sweat equity and in-house financing
- MORE PERSONAL INCOME**
 - Buy a much larger practice with decreased personal risk
- OWN MULTIPLE PRACTICES**
 - Be part of the change in dentistry by owning or investing in multiple practices

MANAGEMENT



Dr. Rob Gardner
20+ Year Dentist

The Benefits of Management

- OPERATIONAL SUPPORT**
 - Business and clinical management systems for maximum growth
- ADMINISTRATIVE SUPPORT**
 - Build the culture and efficiencies to reduce the typical challenges of practice ownership
- PERSONALIZED MARKETING**
 - Customized marketing designed to drive more new patients to your practice
- GENERAL ADVISORY & VALUATIONS**
 - Define your short and long term goals, ensure the highest income and practice value potential

SELL



Dr. Lytha Miller
30+ Year Dentist

The Benefits of Selling

- NO BROKER FEES & 0% COMMISSION**
 - We are not a traditional broker
 - We are value added advisors
- 100% VALUE SALE**
 - Practices can sell up to 100% of their collections or more
- NO SELLER FEES & ZERO TAX SALE**
 - Our unique model allows advantages with all taxes, closing costs and accounting fees!
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ODA seeking nominations for Awards of Excellence

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

The ODA's Awards of Excellence program recognizes those who offer distinguished service to dentistry and improve oral health care by offering treatment, outreach or education.

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

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

- Joseph P. Crowley Distinguished Dentist Award – the most prestigious of the ODA's awards, is presented to an ODA member who has demonstrated service, commitment and dedication to the profession throughout his/her career. Nominees should display leadership, dedication, commitment and outstanding contributions at the local, state and national levels.
- Achievement Award – is presented to a dentist or an individual who has made outstanding contributions to the dental profession and to oral health. Nominees are not required to be dentists, but should display a personal and professional commitment to the profession and the public's oral health. These individuals are honored as ambassadors for the profession to the community.
- Marvin Fisk Humanitarian Award – honors ODA members who offer dedication to improving oral health care in at-risk communities. Nominees may have served overseas or closer to home, spending time and often their own finances and other personal resources to help improve oral health care and fight illnesses.
- N. Wayne Hiatt Rising Star Award – is presented to an ODA member in practice 10 years or less who has demonstrated outstanding leadership and commitment to organized dentistry. ODA members who began to practice Jan. 1, 2010, or later are eligible. Past award honorees have shown outstanding initiative, a strong commitment to volunteerism and promise for continued accomplishment within the profession.
- Access to Dental Care Program Award – honors an outstanding program (not an individual) that helps reduce the access to care problem in Ohio by offering free or reduced fee dental care to underserved populations.

Nominations for the 2020 Awards of Excellence are now being accepted. To submit a nomination, please review the entry guidelines and submit all required documentation along with an Awards of Excellence nomination form, which can be found at www.oda.org/about-the-oda/call-for-nominations or you may contact Michelle Blackman at michelle@oda.org or at 800-282-1526.

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

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

Save the date for the 2020 ODA Annual Session

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
- Dr. Uche Odiatu

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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ODA Meeting & Event Calendar

Jan.

- 1 ODA office closed for holiday
- 7 Subcouncil on New Dentists (call)
- 13 Council on Access to Care and Public Service
- 16-17 Annual Session Committee
- 21-22 Council on Dental Care Programs and Dental Practice
- 30-31 Executive Committee
- 31 Leadership Development Committee

Feb.

- 7 Council on Membership Services
- 7 Give Kids A Smile Day
- 8 Give Kids A Smile Ohio kickoff at OSU
- 10 ODA Foundation Board (call)
- 12 Dental Education and Licensure Committee (call)
- 28 Finance Committee

Don't forget to renew tripartite membership

Ohio Dental Association membership dues must be paid by April 30 for the 2020 membership year in order to continue receiving exclusive member benefits.

Any member who did not pay their dues by Jan. 1, 2020, is considered past due. Dentists who have not already renewed their membership should do so as soon as possible so that membership benefits, including receiving the "ODA Today," do not lapse at the end of April.

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

The ODA is offering an installment payment program, where dentists can pay their 2020 membership dues over the course of several months. Payments will be divided into monthly installments concluding in April 2020. To utilize this payment option, dentists need to complete an in-year dues installment payment program form, which is included with dues statement mailings.


Dentists can also pay their dues using Reward Program Payment with Benco Dental. 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. In order to use this payment option when paying dues, dentists will need to contact Benco Dental by logging onto mybencorewards.com or calling (800) GO-BENCO ext. 2005 and request that their BluChips be redeemed for membership dues.

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What's your story? ODA Leadership Institute to focus on storytelling

By ODA Staff

The 2020 ODA Leadership Institute – What's your story? – will highlight the power of storytelling. The event will take place March 27-28 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.

Leadership Institute will kick off with a keynote presentation by Paul Smith called "Lead with a Story." This how-to lecture will demonstrate how powerful stories can help define culture and values, engender creativity and innovation, foster collaboration, build relationships, provide coaching and feedback, and lead change. Smith is the author of the best-selling book "Lead with a Story" and spent more than 20 years as an executive with Proctor and Gamble after earning a Bachelor's Degree in economics and an MBA from the Wharton School at the University of Pennsylvania. His work has been featured in various publications, including the "Wall Street Journal," "Washington Post," "Forbes," and "Time." He delivers professional workshops and keynote addresses on effective storytelling for leaders.

Attendees will then have an opportunity to attend two breakout sessions. This year's breakout sessions include:

- "How to Tell Your Story" presented by Smith. In this workshop, attendees will learn the tips and tricks to deliver a powerful and effective story each and every time to become a more effective leader. Whether in a speech or a memo, communicated to one person or a thousand, storytelling is an essential skill for today's leaders.
- "An Update on Dental Laws and Regulations in Ohio" presented by ODA Director of Dental Services Chris Moore and ODA Director of Legal and Legislative Services Eric Richmond. This practical session will address the latest updates to Ohio statutes and regulations as they relate to prescribing, dental continuing education and dental practice issues. The presenters will address common statutory and regulatory misconceptions while highlighting ODA resources that will keep attendees informed and in compliance.

- "Discover Resources Designed to Make Your Practice More Efficient and Attractive for Patients" presented by ODASC COO Chris Rotella and Past-ADA President Dr. Joseph Crowley. Membership in organized dentistry offers you a variety of benefits to make you and your practice more efficient and attractive for patients and your staff. This unique session will feature a round table discussion with experts from the industry on products, services and resources available to you simply by being an ODA member.

Friday's agenda will also feature a presentation by a panel of political consultants who will preview the 2020 federal and state elections. ODA's advocacy team will then discuss what the current political climate means for health care policy and dentistry.

The day will conclude with a free reception hosted by Superior Dental Care.

Following the conclusion of Friday's events, the ODA Subcouncil on New Dentists invites new dentists who are

in practice 10 years or less to a special social event. New dentists should watch their inbox for more details.

Saturday will start with a presentation on "Telling Your Story Through Social Media" by Whiteboard Marketing.

Attendees will then hear an American Dental Association update from ADA 7th District Trustee Dr. Billie Sue Kyger. She will provide updates on various national issues related to dentistry, including trends related to so-called "Do It Yourself Dentistry" and the ADA's recent lawsuit against Delta Dental. Following Kyger's presentation, the ODA Executive Committee will hold a town hall, updating attendees on the state of the ODA and dentistry in Ohio and answering attendee questions.

Leadership Institute will conclude with a keynote presentation from Dr. Hazel Gasper called "From Misery to Mastery: A Big-Picture Approach to Navigating Change in Dentistry." In the presentation, Gasper will offer breakthrough techniques to help dentists successfully navigate change to make a maximum impact in the health of their patients and in the health of their practice. Gasper received her Bachelor of Science Degree in Biology at Spelman College. She continued her education at Howard University in Washington, D.C., where she received her DDS. Gasper completed her post-graduate residency program at the University of Medicine and Dentistry of New Jersey. Gasper has appeared on CNN, Fox News, NBC, PBS, and multiple radio shows.

Attendees can earn up to five hours of free CE at Leadership Institute.

Immediately following the conclusion of the Leadership Institute, the ODA Subcouncil on New Dentists will host a MATCH event designed to help dentists, dental residents and dental students who are looking for a job to match up with dentists who are preparing for a practice transition or looking to expand their practice.

Register now for the ODA Leadership Institute at www.oda.org/events. Registration for the Leadership Institute is free for ODA members and is an exclusive benefit of belonging to organized dentistry. Support for the ODA Leadership Institute is provided by Superior Dental Care.



AGENDA

Friday, March 27, 2020

10:00 a.m. - 11:00 a.m.	Registration
11:00 a.m.	Welcome , Dr. Sharon Parsons, ODA President
11:05 a.m. - 12:00 p.m.	Lead with a Story , Paul Smith
12:00 p.m. - 1:00 p.m.	Lunch
1:00 p.m. - 2:00 p.m.	Breakout Session Round 1
2:15 p.m. - 3:15 p.m.	Breakout Session Round 2
3:30 p.m. - 4:30 p.m.	2020 Election Preview
4:30 p.m. - 5:00 p.m.	Legislative Panel
5:00 p.m. - 6:00 p.m.	Reception Hosted by Superior Dental

New Dentist Social Event: The ODA Subcouncil on New Dentists invites new dentists who are in practice 10 years or less to a special social event on Friday evening after the Leadership Institute reception.

Saturday, March 28, 2020

8:00 a.m. - 9:00 a.m.	Registration and Breakfast Buffet
9:00 a.m.	Welcome , Dr. Sharon Parsons, ODA President
9:05 a.m. - 9:55 a.m.	Telling Your Story Through Social Media , Whiteboard Marketing
9:55 a.m. - 10:10 a.m.	ADA Update , Dr. Billie Sue Kyger, ADA 7th District Trustee
10:15 a.m. - 11:00 a.m.	ODA Town Hall , ODA Executive Committee
11:00 a.m. - 12:00 p.m.	From Misery to Mastery: A Big-Picture Approach to Navigating Change in Dentistry , Dr. Hazel Gasper
12:00 p.m.	Closing Remarks and Adjournment

12:00 p.m. - 2:00 p.m. MATCH Event: The ODA Subcouncil on New Dentists is hosting a unique event immediately following the conclusion of the Leadership Institute 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.



ACCOMMODATIONS

The ODA has secured a block of rooms at the **Hilton Columbus Polaris Hotel**. To reserve a room, call (614) 885-1600 and reference the group code ODA. Rooms must be booked by March 5.



CONTINUING EDUCATION

Attendees can earn up to 5 CE credits. Complete CE information can be found at oda.org/events.

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Dental Insurance Corner

Dental Care Plus and ODA discuss crown criteria revisions

By Christopher Moore, MA
ODA Director of Dental Services

Representatives of the Ohio Dental Association and the Dental Care Plus Group (DCPG) met in mid-December to discuss recent changes that DCPG had made to its crown and core buildup claim review criteria. The changes, which went into effect on Oct. 1, 2019, caused much concern and controversy among many dentists in the Cincinnati area.

DCPG is a dental and vision plan administrator in southwestern Ohio that was created as a dentist-owned insurance company in 1986 and became a wholly owned subsidiary of DentaQuest earlier this year. DentaQuest manages dental and vision benefits for 27 plus million subscribers in numerous states while also providing direct patient care through 85 oral health centers in five states. In Ohio it is primarily known for being the dental benefit administrator for some of the state's Medicaid HMOs.

Meeting participants representing DCPG included Robert Hodgkins, Jr., president, chief executive officer and chief financial officer, and Ed Baga, director of provider recruiting and contracting, and ODA representatives included Dental Insurance Working Group and Council on Dental Care Programs and Dental Practice members Drs. Manny Chopra and David Vorherr and Chris Moore, director of dental services.

The meeting was very professional and productive and resulted in positive news for Ohio dentists and their patients.

Hodgkins reported that through claims review and data analysis, DCPG had identified claims for crowns and core buildups to be procedures associated with a heightened level of problems. This finding is consistent with reports the ODA DIWG has received from other insurance companies.

DCPG then took steps to address these problems by revising the criteria it utilized to review claims for these services in early October. Many dentists appear to have found out about the criteria change only after seeing their pre-determination requests or claims denied.

While DCPG contracting and non-contracting dentists were still able to bill the patient for the fees associated with the denied claim, many dentists expressed concerns that the denial could damage their relationships with affected patients.

After the revised criteria for reviewing crowns had been in effect six weeks, DCPG realized that the crown review criteria were too stringent. Once the scope and impact of the changes were identified, DCPG re-evaluated the Oct. 1 claims review criteria for crowns and core buildups and adjusted the criteria to "better align with this geographic region and competitive landscape." DCPG also took steps to "re-review any crown and/or buildup claims and pre-treatment estimates that were denied between 10/1/2019 and

12/4/2019 using the criteria that were in place prior to the 10/1/2019 implementation" and notify affected dental offices "of any adjustments based on this re-evaluation via voucher as the adjustments are processed."

"Mr. Hodgkins and his team at Dental Care Plus should be favorably recognized for identifying the problems caused by DCPG's October changes and then swiftly acting to reverse their course of action and taking steps to mitigate the unintended problems that were caused by those changes," said Chopra, who serves as the chairman of the ODA CDCPDP.

DCPG's new crown and core buildup criteria, which went into effect on Jan. 1, 2020, still utilizes medical necessity and/or clinical appropriateness as factors in its claims and pre-treatment estimate process. The tooth's prognosis and breakdown are key factors in evaluating claims, and DCPG is looking for the dentist to provide "documented evidence that an indirect restoration is necessary because of decay and/or injury that cannot be restored with a direct restoration (amalgam/resin-based composite)." Specific criteria that must be met includes: "1)

Teeth with 50% or more tooth structure decayed completely fractured (missing), previously restored and/or a cusp(s) or incisal edge is decayed or completely fractured (missing), and/or previously restored, 2) endodontically treated posterior teeth (with acceptable obturation), and/or 3) teeth with a clinical diagnosis of Cracked Tooth Syndrome – a diagnosis of CTS requires appropriate clinical testing and results."

Chopra noted that many insurance companies require documentation of results and appropriate clinical documentation to support claims involving Cracked Tooth Syndrome, e.g., the dentist's clinical notes need to state Cracked Tooth Syndrome and/or the patient needs to have multiple office visits to reflect a possible cracked tooth.

DCPG also: 1) encourages dentists to submit photos if they are available to support the medical necessity and/or clinical appropriateness for providing the crown or core buildup and 2) strongly recommends obtaining a pre-treatment estimate "for any non-

See CROWN, page 9

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

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Volunteers to provide comprehensive dental care at GKAS Ohio kickoff event

By ODA Staff

The 2020 Give Kids A Smile Ohio kickoff event will take place at The Ohio State University College of Dentistry on Feb. 8.

“Serving as the launch site for the statewide Give Kids A Smile event demonstrates our College of Dentistry’s commitment to supporting this special initiative, as well as our strong partnership with organized dentistry – the Ohio Dental Association,” said The Ohio State University College of Dentistry Dean Patrick Lloyd.

At the event, volunteer dentists, faculty/residents, dental students and hygiene students will volunteer to provide comprehensive care to children in need. More than 100 children are expected to receive oral health care at the event.

“This Give Kids A Smile kickoff, held at the OSU College of Dentistry, is a perfect way to help provide needed care to a multitude of central Ohio children,” said ODA President Dr. Sharon Parsons. “I can think of no better start to an amazing program of giving.”

Through the Give Kids A Smile program,



By ODA Staff

The 2020 Give Kids A Smile kickoff will take place at The Ohio State University College of Dentistry on Feb. 8.

created by the American Dental Association, dentists and dental professionals across the state and nation volunteer their time throughout the year to provide screenings, treatments and oral health

education to children.

In 2020, nearly 2,500 volunteers plan to donate more than \$1.5 million in oral health care and education to more than 38,000 children in Ohio.



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Since GKAS began 17 years ago, more than \$16 million in donated care and education has been provided to more than 310,000 children in Ohio.

GKAS Day is Friday, Feb. 7, but dental offices can plan GKAS events for any time throughout the year.

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.

To register an event, go to <https://gkas.ada.org/sign-up>.

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

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— Robert J Prijatelj, DDS

“Great event. Any dentist over 50 years old should attend.”
— Greg Lis, DDS

“Thank you so much for the excellent seminar. The number one lesson for me was that I’m closer than I thought to retirement. I walked away thinking, ‘Hey, I can do this!’” — John W. Larson, DMD

Share your Give Kids A Smile photos with the ODA!

The Ohio Dental Association would like dentists to submit photos of their Give Kids A Smile programs from across the state. Whether events are held on Feb. 7 for Give Kids A Smile Day or later in the year, the ODA would like photos from all types of events.

Pictures of GKAS program participants, including candid pictures, pictures of children, dentists and team members interacting, clinical photos and more are all welcome. Please note that if dentists and dental team members are providing care to patients, they should be wearing gloves, masks, protective eyewear and gowns in photos. Please also be sure to have consent from all people pictured in the photo. If you are using a smartphone to take photos, please check your settings to ensure the photos are high resolution.

The ODA will consider these photos for use on Facebook, Twitter, in the “ODA Today” and in other promotional and informational materials. Please email photos to jackie@oda.org.

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Pictured (L-R): Dean Kadri, Chad Hanke, Cheryl DeVore, Mackenzie Ferguson & Terry Thomas

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CROWN, from page 8

preventive service and/or when dental services are estimated to exceed \$400 to ensure” the dentist and patient “have a shared understanding of what services are covered and who is responsible for what costs.” The ODA DIWG also agrees with and encourages dentist to utilize these recommendations.

“Mr. Hodgkins expressed to us Dental Care Plus’s commitment to continuing to provide direct, high touch and excellent customer service to Ohio dentists, dental practices and patients,” Chopra said. “We respect that and offered our continued assistance to facilitate and improve the dental benefit experiences for all involved.”

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Thank you to the 2019 ODA Foundation Circle of Impact donors

By ODA Staff

In 2018, the ODA Foundation created the Annual Circles of Impact to recognize generous donors who joined with the Foundation to make an even greater impact on oral health in Ohio.

The ODA Foundation Circles of Impact recognizes donors at the Champion (\$85-\$169), Humanitarian (\$170-\$499), Philanthropist (\$500-\$999) and Altruist (\$1,000+) levels. Because of generous donations in 2019, the Foundation was able to award a record high amount in grants and scholarships: \$157,000.

"Many thanks to our wonderful supporters over the years that have generously supplied the dollars necessary to grow our Foundation into a recognized leader in offering grants and scholarships," said Dr.



Kevin Laing, 2019 chair of the ODA Foundation Board. "And kudos to those forward thinking leaders that were instrumental in starting and maintaining the Foundation."

The Foundation awards grants to access to dental care programs in Ohio and scholarships to Ohio dental students.

The ODA Foundation is supported by the donations of ODA members. To help ensure that the Foundation can award even more grants and scholarships in 2020, consider supporting the Foundation in one of the following ways:

- Mail a donation to the Foundation at 1370 Dublin Rd., Columbus, OH 43215
- Make a secure online donation to the Foundation at <https://oda.org/donate/foundation/step1/>.
- Give to the Foundation when renewing ODA membership for 2020
- Give a donation in honor or memory of a friend or loved one
- List the ODA Foundation in estate plans and for memorial contributions, when the time comes

2019 Annual Circles of Impact levels are comprised of gifts between Nov. 1, 2018 to Oct. 31, 2019 to the ODAF general and endowment funds.

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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.

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CWRU School of Dental Medicine opens new clinic as part of Health Education Campus

By Jackie Best Crowe
ODA Managing Editor

The Case Western Reserve University School of Dental Medicine recently opened its new dental clinic and Health Education Campus.

The new \$67 million dental clinic is a three-story, 132,000 square foot facility that has been updated with the latest technology.

"We are thrilled that this new space will allow us to reach even more patients across our community," said dental school Dean Kenneth Chance.

The clinic is set up to function similar to a private practice to help prepare students for a smooth transition into practice after graduation, Chance said.

"At the new clinic, which looks as a private practice, students will learn how to become a dentist as well as run a practice," he said. "They will have the technology that allows them to be competitive in the field and to be prepared to walk into a private practice office with confidence."

Dr. Ali Syed, the dental school's admitting clinic director and an assistant professor, said the best benefit of the new clinic is that they're able to see more patients.

"There is more exposure to the dental school so students can get more experience and be much more confident when they get out of dental school," Syed said. "And a lot of technology has been added."

Updated technology at the new clinic includes state-of-the-art sterilization and disinfection system, milling machines, 3-D printing technology, improved cone beam computed tomography, scanners, sensors, portable radiographic equipment and an upgraded electronic health record system.

About 19,000 people visit the Case Western Reserve University dental clinic each year. The new clinic provides better visibility and easy parking and drop-off for patients. The clinic also has a larger capacity to treat patients than the previous clinic as well as two oral and maxillofacial ambulatory surgical centers to treat patients using general anesthesia.

"With our facility's location, right here on Chester Avenue, we're hoping to increase foot traffic around the dental school and increase the number of visitors," Syed said.

Syed said that so far, patient intake has gone up by 250% at the new clinic.

"It's location, location, location," he said. "The new location has brought out exposure. We also have 120 parking spaces for the patients, and that's a big thing."

The clinic is part of the new Health Education Campus – a joint \$515 million project between the university and Cleveland Clinic.

As part of the campus, the Sheila and Eric Samson Pavilion houses the dental school along with CWRU's nursing and medical schools, including those from Cleveland Clinic Lerner College of Medicine.

The four-story, 477,000-square-foot building is located across the street from the dental clinic and encourages interaction.

"It is founded by all four schools working together through an interprofessional curriculum that allows students to learn from one another and understand and respect the various professions, all to work together for optimum care for patients," Chance said. "Each school teaches its own content as a school for accreditation purposes, but we have a unique curriculum that's being developed that will provide competencies for all of the students



ODA Staff

The Case Western Reserve University School of Dental Medicine recently held a Give Kids A Smile event in its new dental clinic.



ODA Staff

Inside the Sheila and Eric Samson Pavilion at CWRU.



ODA Staff

CWRU recently opened a new Health Education Campus.

in working together, communicating with patients and other health professionals, learning how to respect other health professionals, conflict resolutions, health systems, and other types of skills that students will need in order to become a team and work together for the health of the patient. It starts in the first year of our students and will extend into the practice of all of our students in federally qualified health centers, hospitals and community facilities."

Syed said there is currently a collaboration between oral medicine and physician assistants where the physician assistants rotate through the dental clinic.

The Samson Pavilion also provides cutting-edge technology, including Eped clinical training units, which will give students the opportunity to hone their clinical skills. This augmented 3-D guided training modality from South Korea is the first of its kind in the United States.

"Students can go into the pre-clinical simulation facilities 24/7 to learn and master their clinical technique skills at their own pace and then be able to apply their skills on a patient across the street," Chance said.

The Samson Pavilion also includes space for health education outreach activities and a conference center for interprofessional lessons, featured speakers

See CWRU, page 15

Apply now for the Ohio Dentist Loan Repayment Program

The Ohio Dentist Loan Repayment Program provides loan repayment for dentists who practice in designated shortage areas, treat Medicaid patients and provide care to patients regardless of their ability to pay.

The 2020 application period for the ODLRP is now open and the deadline to apply is Feb. 15.

The goal of the ODLRP is to attract dentists to areas with a low volume of providers while at the same time assisting dental school graduates in paying off their student loan debt.

Eligible candidates include:

- Dental students enrolled in the final year of dental school.
- Dental residents in the final year of pediatric or general practice residency or in advanced education in general dentistry programs.
- General and pediatric dentists.

Selected applicants can earn up to \$25,000 in tax-exempt ODLRP funds per year during the initial two year commitment, and \$35,000 per year for optional third and fourth years. Part-time participants can receive up to half of that amount.

The program is administered by the Ohio Dept. of Health. For more information and to apply for the program, visit https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/primary-care-office/Ohio-Dentist-Dental-Hygienist_LRP/. The deadline to apply is Feb. 15.

The ODLRP is fully funded by Ohio dentists, who pay a \$40 surcharge that goes directly toward the ODLRP when they renew their licenses every two years.

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2020 Continuing Education course listing

The following is a list of continuing education (CE) courses, as provided by Ohio component dental societies. For a more comprehensive roster of available CE opportunities, including ongoing opportunities, visit www.oda.org. To sign up for any of the CE classes listed below, use the contact information included with each course listing.

The information contained below was provided by outside third parties. The ODA is not responsible for the accuracy of the information, and individuals are encouraged to contact CE providers directly in order to verify information regarding these CE courses, including qualification for Ohio State Dental Board credit. A CE program or provider's inclusion in this list does not constitute an endorsement by the ODA.

The Ohio State Dental Board requires 40 hours of CE every biennium in order to renew a current dental license, including at least two hours in opioid prescribing.

Member education opportunities are available to help dentists discover new products, new delivery systems, and how to keep up with new rules and trends. There are many ways dentists, and in some cases, auxiliary staff, can earn CE credits.

For more information on free and discounted CE courses offered for dentists and staff members through the ODA, opportunities to earn CE online at a special member price, special video taped courses offered to members at discounted rates and member discounted CE courses during ODA Annual Session please visit www.oda.org.

2020 Continuing Education Courses

January

- 8 **"Bad To the Bone: Dental Oncology for the Dental Team"**; Speaker: Dr. Matt Messina; CE: 3; Location: Fremont; Contact: North Central Ohio Dental Society - Dr. Lata Stefano @ (419) 626-2205
- 14 **"Regulatory compliance update for OSHA, state, and other laws"**; Speaker: Mr. Chris Moore, MA; CE: 3; Location: Ontario; Contact: Central Ohio Dental Society – Dr. Mike Leech @ (419) 756-1110
- 15 **"Come In And Catch It" and "It's More Than Physical"**; Speaker: Dr. John Svirsky; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society email: director@corydonpalmer.org
- 16 **"Anterior Composite Tricks"**; Speaker: Dr. Weinstein or Phillips Representative; CE: 1; Location: Hamilton; Contact: Keely Dental Society - Dr. Rick Johnson's office and ask for Denise - 513-829-8822
- 17 **"Seeing in the Mouth with Super Powered Eyes"**; Speaker: Dr. Susan Maples; CE: 6; Location: Dayton; Contact: Dayton Dental Society @ (937) 294-2808
- 17 **"Winning the Insurance Game"** (morning); Speaker: Leslie Icenogle; CE: 3.5; **"Bridging the Implant Gap"** (afternoon); Speaker: Dona Schula; CE: 3.5; Location: Elyria; Contact: Lorain County Dental Society - Melanie Satterfield email: Oberlinfamilyden@aol.com
- 17 **Topics: Infection Control, OSHA, Regulatory & Medical Marijuana Control Program Overview and OARRS**; Speaker: Mr. Chris Moore, MA & Jenni Wai, director of Ohio Board of Pharmacy; CE: 2 each; Location: Bluffton; Contact: Northwestern Ohio Dental Society – Dr. Angie Bateson @ (419) 957-6807

February

- 7 **"Delivering the W.O.W. Service" and "Communication Solutions"**; Speaker: Judy Kay Mausolf; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443
- 19 **"Botox and Dental Fillers"**; Speaker: Dr. Mike Golson; CE: 7; Location: Elyria; Contact: Lorain County Dental Society - Melanie Satterfield email: Oberlinfamilyden@aol.com
- 20 **"Airway and Restorative Dentistry"**; Speaker: Dr. Nelson Diers; CE: 1; Location: Hamilton; Contact: Keely Dental Society - Dr. Rick Johnson's office and ask for Denise - 513-829-8822
- 27 **New Dentist Study Club**; Speaker: Dr. Daniel Schwartz - Oral and Maxillofacial Surgeon; CE: 2; Location: Cleveland; Contact: Greater Cleveland Dental Society @ (440) 717-1891 or www.gcds.org

March

- 6 **"Uppers are from Mars, Lower are from Venus: Overdenture Solutions" and "Restorative Controversies"**; Speaker: M. Nader Sharifi, DDS, MS; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443
- 11 **"Current Trends in Restorative Dentistry and Materials"**; Speaker: Dr. Peter Yaman; CE: 2; Location: Sandusky; Contact: North Central Ohio Dental Society - Dr. Lata Stefano @ (419) 626-2205
- 18 **Annual Clinic Meeting – "Why are Women So Strange and Men So Weird" and "Are We Having Fun Yet?"**; Speaker: Dr. Bruce Christopher; CE: 5.5; Location: Dayton; Contact: Dayton Dental Society @ (937) 294-2808
- 18 **"New Aspects of Dentistry"**; Speaker: Dr. Gordon Christensen; CE: 7; Location: Elyria; Contact: Lorain County Dental Society - Melanie Satterfield email: Oberlinfamilyden@aol.com
- 19 **Topic: Oral Pathology**; Speaker: Dr. Deepak Krishnan; CE: 1; Location: Mason; Contact: Keely Dental Society - Dr. Rick Johnson office ask for Denise - 513-829-8822
- 27-28 **Leadership Institute**; Speakers: Various; CE: Various; Location: Columbus; Contact: Ohio Dental Association email: dentist@oda.org

April

- 2 **"Offensive Dentistry"**; Speaker: Dr. Brian Novy; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society email: director@corydonpalmer.org

- 3 **"ENDO FOR GPs: Better, Faster, & Safer Root Canals" and "ENDO FOR GPs: Treating Pediatric and Geriatric Patients"**; Speaker: Manor Haas, DDS; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443
- 23 **New Dentist Study Club**; Speaker: Mr. Mike Terrell – Cincinnati Insurance Risk; CE: 2; Location: Cleveland; Contact: Greater Cleveland Dental Society @ (440) 717-1891 or www.gcds.org
- 24 **"How to get insurance companies to reimburse for treatment"** (morning); Speaker: Jeff Johnston DMD; **Schein Technology Event with speakers and hands on use of scanners, lasers, and other new technology** (afternoon); CE: 3 each; Location: Mason; Contact: Keely Dental Society - Dr. Rick Johnson's office and ask for Denise - 513-829-8822

May

- 6 **North Coast Spring Meeting**; Speaker: Drs. James Metz, Sharon Parsons, Sonya Hasan, and Mr. Tom Limoli; CE: 7; Location: Cleveland; Contact: Greater Cleveland Dental Society @ (440) 717-1891 or www.gcds.org

September

- 10 **New Dentist Study Club**; Speaker: Drs. Daniel Gindi - Pediatric Dentistry & Manish Valiathan – Orthodontics; CE: 2; Location: Cleveland; Contact: Greater Cleveland Dental Society @ (440) 717-1891 or www.gcds.org
- 10 **"The Aesthetics of Occlusion: Back To The Future!"**; Speaker: Dr. Robert Lowe; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society email: director@corydonpalmer.org
- 24-27 **ODA Annual Session**; Speakers: Various; CE: Various; Location: Columbus; Contact: Ohio Dental Association email: dentist@oda.org

October

- 8 **"Improving Patient Experience with new products"**; GlaxcoSmithKline; CE: 1; Location: Hamilton; Contact: Keely Dental Society - Dr. Rick Johnson's office and ask for Denise - 513-829-8822
- 15-18 **ADA Annual Session**; Speakers: Various; CE: Various; Location: Orlando, FL; Contact: ADA (800) 621-8099 or ada.org
- 23 **"Digital Dynamite Turns Orthodontics Right Side Up"**; Speaker: Daniel German, DDS; CE: 6; Location: Dayton; Contact: Dayton Dental Society @ (937) 294-2808
- 23 **Topic: OSHA**; Speaker: Mr. Chris Moore, MA; CE: 3; Location: Elyria; Contact: Lorain County Dental Society - Melanie Satterfield email: Oberlinfamilyden@aol.com
- 29 **"Achieving Financial Independence"**; Speaker: John McGill; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443

November

- 5 **"Millennial Dentistry: Elevating Your Restorative Game"**; Speaker: Dr. Chad Duplantis; CE: 6; Location: Youngstown; Contact: Corydon Palmer Dental Society email: director@corydonpalmer.org
- 19 **Title TBD**; Speaker: ScrogginsGreer Accounting Firm; CE: 1; Location: Mason; Contact: Keely Dental Society - Dr. Rick Johnson's office and ask for Denise - 513-829-8822
- 20 **"Creating the Ultimate Doctor-Patient Hygiene Exam" and "Exposed & Vulnerable: Managing Dentin & Root Exposures"**; Speaker: Karen Davis, RDH, BSDH; CE: 6.5; Location: Cincinnati; Contact: Cincinnati Dental Society @ (513) 984-3443

December

- 11 **"Combining Esthetics and Function for Longevity"**; Speaker: Jimmy Eubank, DDS; CE: 6; Location: Dayton; Contact: Dayton Dental Society @ (937) 294-2808



The Explorer

Matthew J. Messina, DDS
Executive Editor

The Mandalorian Dentist

For those of you not passionate about “Star Wars,” this month’s title won’t make any sense. For the initiated, you are no doubt envisioning a dentist wearing a helmet and visor rather than mask and loupes. And wondering what I could possibly be talking about!

I find it fun to study the corporate moves that other businesses make and evaluate these decisions from the perspective of the owner of a small business. I have repeatedly made the case that the practice of dentistry is no different. We are in the service business. Our product is a professional service, but the same rules apply in the corporate world. There are certainly easy parallels to be drawn between a dental office and a restaurant, for example. This month, I want to examine the actions of the mega-corporation The Walt Disney Company. There’s much to learn here on the topic of managing expectations from customers. To make my point, a bit of background is needed to get everyone up to the same starting point.

On May 25, 1977, the first “Star Wars” movie burst onto the scene. It was unexpected and caught the attention of moviegoers worldwide. The story is really an old one – young, brash farm boy saves the galaxy from the evil Empire with the help of a plucky princess, a rogue with a heart of gold, a sage mentor, and a collection of loveable robots and a Wookie. Strip away the light sabers and Death Star, and “Star Wars - A New Hope” was a B-western set in space. However, it was such a unique presentation that it captured the imagination of a generation and still resonates today. Even if you never saw the movie, you’re familiar with many characters and have heard lines quoted. The iconic movie created such an event in pop culture that there is a time before “Star Wars,” and everything after that is affected by the impact of that story and its characters into the collective consciousness.

On Oct. 30, 2012, Disney acquired the rights to “Star Wars” from Lucasfilm for \$4.05 billion. By most accounts, they overpaid George Lucas, the creator of “Star Wars,” for his intellectual property. Disney was still pleased with their investment, as they now owned the rights to what is arguably the most influential set of characters in history. It did, however, put pressure on the company to continue to have success through protecting the brand.

The first new “Star Wars” movie produced and released under the Disney banner was “The Force Awakens” in

December 2015. It was a commercial success, if not a critical one. The collected assessment of the movie is that it was “safe,” breaking little new ground. It introduced a few new characters and brought back enough people from the original series to satisfy fans. While the new characters were underdeveloped as people, the writers inserted enough of the old friends from the 1970s that the movie felt comfortable.

A new director (Rian Johnson) was hired to direct the next movie in the Disney “Star Wars” trilogy. “The Last Jedi” was released in December 2017. It broke from previous tradition and altered the landscape of the “Star Wars” universe. It generally angered the most committed fans, as it changed the behavior of characters from the original movies and violated some of the “rules” of the “Star Wars” universe. Without going into deep detail, Rian Johnson and Disney leadership had tried to attract a new group of fans by telling a different type of story. In the end, they drove away many of their most passionate supporters without increasing their viewership. The move made money, but drastically endangered the brand by offending fans.

This set up a high stakes event with the release of the last movie of the “Star Wars” saga in December 2019. “The Rise of Skywalker” needed to make peace with the fanbase while appropriately completing the story arc for the characters of the recent trilogy of “Star Wars.” That’s a tall order! Disney knew that they could not afford any more damage to the brand, so they brought back director J.J. Abrams (“The Force Awakens”) to helm the final movie. “The Rise of Skywalker” will make sufficient money at the box office. Fans and casual moviegoers alike will want to see the movie for themselves. The risk for Disney is in the ability to move forward. The new characters of the current trilogy, Rey, Finn, Poe, and Kylo Ren, will never be as beloved as the original Luke, Leia, Han and Chewie. But will the fans accept the new characters and continue to embrace the “Star Wars” universe? Only time will tell.

In the midst of all the “Star Wars” drama, the Walt Disney Company launched the streaming service Disney+ on Nov. 12, 2019. Competing with Netflix, Amazon Prime video, and appleTV, Disney+ offered access to all of the Disney movie vault (old animated classics and more re-

cent live-action movies) as well as Disney channel TV shows and all of the Marvel movies. Disney+ also includes everything “Star Wars,” both old and new. The “win” for Disney+ was “The Mandalorian.”

A surprise hit, “The Mandalorian” is an online-only show with episodes that release weekly. The only way to see it is with a Disney+ subscription. Set in the “Star Wars” universe, but not involving any of the original or current characters, was made by writers and directors who love “Star Wars” and have been given the time and liberty to create something of which they are proud. Supporters of both the old and new “Star Wars” have flocked to the show and it has added new people to the fanbase. People are talking about the episodes, even when they come into the office and see me!

So what can we learn from this saga? The original “Star Wars” was a success because it gave people something they didn’t expect. They were delighted and told their friends. People flocked to the movie and the business flourished. Once a company has success, the natural course of things is to try to protect that

See MANDALORIAN, page 15

What is the goal for your practice?

- Practice sales and acquisitions
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Just Think About It

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

Vote along occlusal lines!

Have we had enough politics yet? It's barely 2020 and we've had at least six months of political rhetoric and there's a whole lot more to come before November 2020! If you're like me, you're already turned off and want less to do with media and politics than our fellow Ohioans want a root canal from one of us! If you've had enough of debates, impeachment, candidates dropping in and dropping out, and innumerable talking heads, then I have some help to offer.

Malcolm Gladwell, in his recent book, "Talking to Strangers: What We Should Know About the People We Don't Know," presents a strong case that even with strong information available to us, we really can't predict the behaviors of people we don't know. I wholeheartedly agree and this is why we need to go with our strength – our experience with, and training in, the mouths of people! Forget about party affiliations, ignore what candidates say about jobs, universal health care, climate change, and focus on what really matters and what we really know – their mouths!

I did an exhaustive study of candidates' oral cavities and those of prominent public figures, using media and the Internet, and much to my surprise, I found that we dentists can tell a lot about politicians and public figures from their mugs. When former Surgeon General C. Everett Koop said a couple of decades ago that you can't have health without oral health, my research confirms he meant emotional, intellectual, and moral as well as physical health!

So, what do politicians' mouths tell us? The impeachment hearings illustrate my point with politicians on both sides of the aisle embroiled in a bitter fight that has all of them stone-faced, jut-jawed and baring those lower incisors like bulldogs with a steely resolve reminiscent of Winston Churchill's demeanor during the worst of World War II's Battle of Britain! Representatives Schiff, Nunez, Jordan – all of the rest of them at the hearings – bare their worn, stained and somewhat crooked lower incisors with a long-lost evolutionary instinctive demonstration of "fight-not-flight." (And while I have your attention, if Jim Jordan's dentist is reading this, can you get him in for some new pearly whites so he can, in good conscience, go head to head with Joe Biden at some time in the future? Thanks.)



Speaking of the Bidens – does any dentist really believe that Hunter made millions from shady Ukrainian energy board membership, as the Republicans claim? Certainly, if that were the case, his daddy, Joe, would have steered him into esthetic dentistry to unify those "50 shades of gray" maxillary incisors! Papa Joe's "high beam" private-dentist porcelains also bode well for no serious consideration of Medicare-for-All and inclusion of dentistry in that concept should he be elected!



On the Republican side, we have to have noticed that in media photos and caricatures, that our POTUS' orbicularis oris is always pursed and puckered! Is that symbolic of his stress and the status of sphincters all along the alimentary canal, what with the impeachment, China, North Korea, and stressed relationships with allied leaders? In the rare instance that President Trump's teeth are visible, we can't help but notice how clean they seem to be! Bleaching, good oral hygiene, reflection off his brightly colored coif – whatever the reason – he has my vote for a clean smile, but not necessarily re-election!



The most captivating of politician mugs in the news has to be that of Rudy Giuliani! Am I the only one to notice that he has an upside down smile? It's rare that we see his teeth, but when we do, his two-toned dentition – pearly white maxillary incisors and dark stained lower incisors – may be symbolic of a Jekyll and Hyde personality! Then there's the outside chance that both he and Hunter Biden used their pseudo-socialism health care smiles to fit in with the Ukrainians, but I'll leave that to the

hackers!



Pete Buttigieg's prominent maxillary incisors may add to his youthful appeal, but prominent maxillary incisors didn't help Kirsten or Beto, so the message to Pete may be not to rest on his undertreated occlusion and develop a strong platform if he wants to be a serious candidate! Kamala's roundhouse smile couldn't keep her campaign alive and that may bode ill for Elizabeth too, although she has that POTUS pucker!



So, you see my point! Go with your gut, well, at least the front end of it, when considering who'll get your vote in 2020! I'll leave you with one more thought. By the time this edition of "ODA Today" reaches you, impeachment may be just a bad memory, but I have to ask ... do Mike Pence's prominent maxillary canines worry anyone else besides me?



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

MANDALORIAN, from page 14

success. It is easier to be safe rather than innovate. The existing customers are comfortable and continue to stay with the business, which is a valuable thing. However, there is little new growth in the business.

Taking risks that potentially alienate existing customers in the search for new customers is fraught with danger. If a business does not capture new customers and loses their existing happy customers, that is the prescription for an economic disaster. As Disney is discovering now with the release of "The Rise of Skywalker," regaining angry customers may be actually harder than creating new ones. However, it is still possible and well worth the effort to recover.

Disney+ gave people everything they wanted, in the nostalgia of the past and comfort of familiar movies and TV shows. It would have been a success if they had done nothing but that. However, the massive success of "The Mandalorian" shows that if you give people everything they wanted and then add the unexpected, which is well done with passion and love, people will be willing to pay more and flock to the business. That's true right here in the dental office, as well as in a galaxy far far away!

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

CWRU, from page 12

and demonstrations.

ODA Executive Director David Owsiany, who attended the grand opening of Case's new dental clinic, noted that both Case and The Ohio State University College of Dentistry are building new state-of-the-art facilities that will serve dental education, the dental profession and the citizenry of Ohio very well both now and into the future.

Case Western Reserve and Cleveland Clinic have equally shared fundraising throughout the project, and supporters have responded with exceptional generosity.

"We really have been fortunate in really partnering with some great corporations and our philanthropy has been very strong," Chance said.

The Ohio Dental Association donated \$30,000 toward the construction as part of its continued support for the CWRU School of Dental Medicine, which in 2019 also included \$14,000 from the ODA Foundation toward dental student scholarships and grants.

Numbers to know

American Dental Association
(800) 621-8099 or (312) 440-2500

Ohio Department of Health
(614) 466-3543

Ohio Dental Association
(800) 282-1526 or (614) 486-2700
Fax: (614) 486-0381
E-mail: dentist@oda.org

Ohio Dental Association Services Corp. Inc. (ODASC)
(800) 282-1526 or (614) 486-2700

Ohio State Dental Board
(614) 466-2580

Staffed Dental Societies:

Akron Dental Society
(330) 376-3551

Cincinnati Dental Society
(513) 984-3443

Cleveland Dental Society
(440) 717-1891

Columbus Dental Society
(614) 895-2371

Corydon Palmer Dental Society
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Space Available

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

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