

ODA Today

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



QuickBites

2013 ODA Annual Session registration now available

Registration for Annual Session is now available. For more information, visit www.oda.org/ events and check out the insert on page 11.

This year's event, held Sept. 19-22, 2013, at the Greater Columbus Convention Center in downtown Columbus, offers something for the entire dental team.

See page 11 for the Annual Session insert and page 10 for a spotlight on Annual Session speaker Dr. John Svirsky.

Inside

Now is the time
President's Message, page 2

Who will define dentistry's future?
From the Corner Office, page 3

Top 10 Legal Questions for the Dental Office, Part 2
Legal Briefs, page 5

Do you know what you agreed to? Sometimes not!
Dental Insurance Corner, page 8

Opinions & Editorial, pages 24 & 25

Classifieds, pages 26 & 27

The June issue of the "ODA Today" is distributed to all dentists in Ohio.
Enjoy!

OARRS provides dentists with tool to prevent accidental overdoses from prescription drug misuse

Jackie Best
Managing Editor

Over the past few years, Ohio has taken several steps to combat deaths tied to opioid drug overdoses. One of the tools available to dentists is the Ohio Automated Rx Reporting System (OARRS).

OARRS collects detailed prescription information that law enforcement entities use to monitor the misuse and diversion of controlled substances. Dentists also may access OARRS for free to obtain a history of controlled substances dispensed to their patients.

"I think it's a very nice system to have and use on a voluntary basis. I am happy that they've made this available," said Dr. Thomas Matanzo, a general dentist from Steubenville, Ohio, who has been using OARRS for about three years.

He said it has been most helpful in making sure patients aren't taking any prescriptions that might interact with medications he is prescribing for pain management.

"Sometimes they forget that they've been taking a medication that's similar or has a different name," Matanzo said. "It helps us prevent patients from overdosing, and helps us to keep track of any misuse that could happen."



Photo Illustration

Dentists may access the Ohio Automated Rx Reporting System (OARRS) for free to obtain history on controlled substances dispensed to their patients.

He said he considers running an OARRS report before prescribing narcotics to new patients or patients who he doesn't have a complete medical history from to check for any potential interactions.

"It has been very helpful when new patients present to the office, asking for pain medication and not having any treatment or not wanting any treatment right away because they can't afford it," Matanzo said. "I can check the database and find if they've been to several health care providers asking for pain medication."

Learn More

To learn more about the Ohio Automated Rx Reporting System (OARRS) or to register for an account to access patient prescription history, visit www.ohiopmp.gov.

To access OARRS, dentists must create an account by visiting www.ohiopmp.gov and completing the registration process. After registering, dentists will receive a letter that includes their password, which can be changed after logging in for the first time.

After creating an account, dentists can log in to access prescription drug reports for current patients of record. It is important for dentists to note that running a report for anyone who is not a current patient is considered misuse of the system and is a criminal offense.

OARRS was created by legislation passed by the General Assembly in 2005 and updated by legislation passed in 2011.

The Ohio State Dental Board then established standards for when it may be necessary for a prescriber to access OARRS before issuing a prescription for a controlled substance

See OARRS, page 2

ODA membership provides value to dentists across Ohio

Jackie Best
Managing Editor

The ODA has something valuable to offer every dentist in Ohio – from information to advocacy to products and services to community involvement opportunities. Not only will membership in the ODA enrich your practice, it can also save you money.

Throughout this issue of the "ODA Today," look for input from member dentists about the value of membership. Dentists of all ages, specialties and from across the state receive something valuable from their membership in the ODA.

The ODA has been informing, representing and serving dentists in Ohio since 1866. Continue reading below for information about how the ODA enriches members' lives and saves them money.

The Value of Membership: Advocacy efforts help prevent unnecessary government regulation

ODA members consistently rate advocacy as one of the top member benefits, and the ODA's advocacy team has a strong history of success in protecting dentists from unnecessary government regulations.

The ODA's advocacy team gains strength from the number of dentists who are members in the ODA. Legislators know that more than 7 out of 10 dentists in Ohio are members of the ODA, and that puts weight behind the advocacy team's efforts.

One major issue that the ODA currently is working on is House Bill 159, legislation that was recently introduced to prevent insurance companies from setting fees for services they do not cover. The ODA needs the strength and support of all dentists in Ohio in order to get this legislation passed into law.

The ODA tracks legislation throughout the year, and was able to save dentists an estimated \$2,900 in recent years by helping to stop several initiatives that would have created new fees and taxes for dentists.

For more information on the ODA's advocacy efforts, visit www.oda.org/advocacy.

The Value of Membership: Receiving information about issues affecting dental practices in Ohio

Do you ever wonder if there are any new regulations affecting dentistry? Do you question how Ohio's proposed budget might affect dentists? And what about the Affordable Care

Coming Next Month

- Find out how the **Affordable Care Act** may affect you and your employees' health insurance
- Learn more about **Annual Session** CE opportunities, speakers, events, the exhibit hall and more
- See what outstanding colleagues are doing as the "ODA Today" features articles on the **Awards of Excellence** winners

Act and dentistry? The ODA is your best resource for all of this information.

The "ODA Today," "NewsBytes," the ODA's e-newsletter; and the ODA's website, www.oda.org, provide dentists with information that can't be found anywhere else. From laws and regulations affecting dentistry to practice management resources and insurance information, the ODA's publications make sure dentists have all the information they need to practice successfully.

On top of these publications, ODA staff is also available to answer members' questions. From legal questions to insurance issues to regulatory compliance, the ODA has the answers.

See VALUE, page 6

Become an ODA Member!

For more information about becoming a member of the Ohio Dental Association, visit www.oda.org or call (800) 282-1526.



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



OHIO DENTAL ASSOCIATION
ANNUAL SESSION
SEPTEMBER 19-22, 2013

The Source

See page 11 for the Annual Session insert!

for EDUCATION
for CAMARADERIE
for ENTERTAINMENT
for SUPPLIES
for CONNECTIONS
for FRIENDSHIPS



www.oda.org/events



President's Message

Kim Gardner, DDS
ODA President

Now is the time

This issue of the "ODA Today" is sent to every dentist in Ohio, whether you are a member or not. I could not pass up the opportunity to write a few words about membership in your professional organization and why you are important to us.

The most important thing that was necessary for me to become a member was for someone to invite me. If no one has ever asked you, please let me be the person to invite you to join your professional organization. We have missed you, and we look forward to your participation from now on. Go to www.oda.org and in a few short steps locate the local society either in the county where you practice or the county where you reside (click on "About the ODA" along the top of the site, and then click on "Local Component Societies" along the right side). You may have to do a little work, but I am sure you can find the information you need to make a contact. If you know a professional colleague who is a member, ask them for the information. It is never too late to become part of an organization that exists for your and your patient's best interests. We need you!

Organizations exist for a variety of rea-

sons. Some are philanthropic, some are service oriented, some have a message that needs to be heard, and all benefit from being a voice for their members and those they serve. There are about 7,000 of you in this state who will receive this publication. Nearly 5,400 are already members, and we want it to be 7,000. We have room! Get on board!

The ODA exists to serve the profession and the public. We have a philanthropic arm known as the ODA Foundation. Our members contribute generously to the foundation to enable it to provide scholarships and grants to dental students and programs around the state that need assistance in serving the public. Over \$95,000 was given last year. If you are a philanthropist at heart, we have a spot for you!

If your heart is intent on serving others, and I know it is since you are a dentist, the ODA has many opportunities for you to flourish. We "Give Kids a Smile" every year. Our Alliance (spouses group) goes "on the road" to underserved areas of the state to bring a dental health education message to those who may not have an opportunity to hear one. Over 900 members who are Dental OPTIONS providers serve the working poor through this program, which is partnered with the Ohio Department of Health. Our Smiles for Seniors program helps to educate those in senior facilities about the importance of dental care to a most vulnerable population. If you are motivated to serve others, we have a spot for you! Join us and we will make an even greater impact!

If your motivation lies in keeping your profession free of unnecessary and burdensome regulations and to give you and others the ability to practice dentistry the way you dreamed, the ODA is for you! It

If no one has ever asked you, please let me be the person to invite you to join your professional organization. We have missed you, and we look forward to your participation from now on.

is because we are the voice of the profession in Ohio that our history shows we have fought the good fight on many fronts and have maintained a strong voice with our legislators. Who knows what is best for the dental health of your patients? You do!

What do you do when you "hit a snag" and have a difference of opinion with your patient's insurance company? Throw in the towel? The ODA Council on Dental Care Programs and Dental Practice can serve as a trusted advocate in dealing with insurance issues. You are probably not the only dentist who is having this problem, but you are alone if you are not a member of the ODA. We can help – as long as you join!

An organization is only as strong as its membership – everyone will tell you that. We are strong – we want to be even stronger, and you can help us. Don't use the excuse that no one ever asked you to join – I did at the beginning of this article. The invitation stands. It doesn't matter if you are in private practice, group practice, corporate practice, or on the faculty of a dental school. It doesn't matter where you are ethnically or racially. You fit in here because you are a dentist and that's what is most important! It is worth it! It is even more "worth it" the more you participate! Join us and get involved! I look forward to seeing you in the future!

The Value of Membership



Pictured: Dr. Najia Usman (right) and her husband Dr. Faisal Quereshy.

"The ODA in particular does an excellent job in bringing members of the dental profession together for networking and thus fulfills my need to interact with my professional colleagues.

Through various activities such as the annual Leadership Institute, I have been able to step outside my private practice setting and meet people from all over Ohio and discuss issues that affect us all. From staff issues to wealth management and advocacy down in Columbus, I feel informed and enriched."

Dr. Najia Usman

Endodontist

Visage Surgical Institute
Medina, Ohio

OARRS, from page 1

in schedules 2-5 and all dangerous drugs containing carisoprodol or tramadol.

The OSDB rule says a dentist should consider accessing OARRS before prescribing a patient with controlled substances:

- If a patient is exhibiting signs of drug abuse or diversion.
- When the dentist has a reason to believe the treatment of a patient with controlled substances, carisoprodol or tramadol will continue for 12 weeks or more.
- At least once a year thereafter for patients receiving treatment with controlled substances, carisoprodol or tramadol for 12 weeks or more.

The rule also says a dentist should consider accessing an OARRS report before prescribing or personally furnishing controlled substances when the following examples of drug abuse occur:

- Having a drug screen result that is inconsistent with the treatment plan or refusing to participate in a drug screen.
- Forging or altering a prescription.
- Stealing or borrowing reported drugs.
- Having been arrested, convicted or received diversion, or intervention in lieu of conviction for a drug related offense while under the physician's care.
- Increasing the dosage of reported drugs in amounts that exceed prescribed amount.
- Selling prescription drugs.
- Receiving reported drugs from multiple prescribers, without clinical basis.
- Having a family member, friend, law enforcement officer, or health care professional express concern related to the patient's use of illegal or reported drugs.

Other signs of drug abuse that may warrant consideration of an OARRS patient history report include:

- A known history of chemical abuse or dependency.
- Appearing impaired or overly sedated during an office visit or exam.
- Requesting reported drugs by specific name, street name, color or identifying marks.
- A history of illegal drug use.
- Frequently requesting early refills of reported drugs.
- Frequently losing prescriptions for reported drugs.
- Recurring emergency department visits to obtain reported drugs.
- Sharing reported drugs with another person.

The dental board rule does not apply to hospice patients. An OARRS report should cover at least one year, and can cover up to two years of patient history.

The ODA recommends that dentists document any consideration of these issues, and when accessing the OARRS database, dentists also should document receipt of a report in the patient's record. If an OARRS report is not immediately available before a dentist issues a prescription, the dentist should indicate the reason why the report was not available in the patient's record.

Unintentional drug poisoning became the leading cause of injury death in Ohio in 2007, surpassing motor vehicle crashes for the first time on record, according to the Ohio Department of Health (ODH).

The number of unintentional deaths from opioid drug overdoses continues to increase, but at a slower rate than previous years. In 2011, the most current data available, there was a 13 percent increase in overdoses, according to the Ohio Alcohol and Drug Addiction Services (ODADAS). In 2010, there was a 26 percent increase.

For more information about the OARRS database, visit www.ohiopmp.gov or contact the ODA Department of Government Affairs by calling (800) 282-1526.

"Remake" is a bad word at Johns Dental.

Prosthetics and appliances that fit your model the first time!
Over 53% of our technicians have worked in the dental industry over 20 years.



Our Crown & Bridge and Implant supervisor, Jeff Wilkinson, CDT inspects a restorative case.



423 S. 13th St.
Terre Haute, IN 47807
800/457-0504
www.johnsdental.com

Over 100 prosthetics and appliances now shown on our website

PARAGON

DENTAL PRACTICE TRANSITIONS

Austin A. Hoffner, D.D.S.
& **Billy J. Anderson, Jr., D.D.S.**
have entered into a
co-ownership arrangement
Findlay, Ohio

Paragon is proud to have represented both parties in this Ohio transaction.

Sign up for our free newsletter at paragon.us.com.

Your local PARAGON practice transition consultant is Jennifer Bruner. Contact her at 866.898.1867 or info@paragon.us.com.



The Director's Chair

David J. Owsiany, JD
ODA Executive Director

Who will define dentistry's future?

Recent studies show membership in professional associations across the country is less than it was in the past. The national trends in professional association membership have been in a downward direction for several years.

Additionally, we have all witnessed certain professions, including many in health care, lose control of how their profession is practiced. We have seen politicians, regulators, insurance companies and other outside special interests dictating how certain independent professionals operate and practice, effectively altering those professions forever.

These two trends are not unrelated. I think the downward trend in profes-

sional association membership is closely related to certain professionals losing control of their professions. When the outsiders came to take those professions over or alter how they practice or manage themselves, their professional associations had lost so much membership market share, they no longer had the resources or credibility to resist the outside intrusion.

Fortunately, organized dentistry continues to have a strong membership with better membership market share numbers than the associations representing many other health care professionals, including physicians, optometrists, pharmacists and many others. Many of these other professions have had difficulty in resisting outside special interests' attempts to impact those professions, often in a negative manner.

Because of organized dentistry's strong membership, we have largely been able to resist outside intruders who oftentimes see the potential to make money by dictating how dentists practice, including

efforts from outside non-dental groups promoting changes that could negatively impact dentists, their patients and the provision of quality oral health care.

While our membership numbers are still strong, in the last few years, even organized dentistry has experienced a small dip in membership. With many outside entities, including Wall Street financiers, agenda-driven foundations, and other well-funded special interests seeking to alter dentistry in ways that may not be in the best interests of dentists and their patients, having a strong professional association for dentists is more important now than ever.

This June issue of the "ODA Today" is provided to every dentist in Ohio – both ODA members and non-members. To the members of organized dentistry, I want to personally thank you for supporting your professional association. Your commitment to organized dentistry is appreciated and helps us protect dentists and their patients and the public's oral health. Of course, your membership also gives you

access to other valuable products and services, including high-quality, affordable continuing education, group-rated health insurance, expert guidance on regulatory compliance and third-party payer issues, beneficial public service programs, and many other membership benefits.

To the non-members, I urge you to join. In addition to enjoying all of the products and services organized dentistry provides on a daily basis, you will be helping protect the future of your great profession. If you don't, there will be plenty of outsiders that will seek to change your profession, most probably in a manner you won't like.

Become a Member of the ODA!

For more information about becoming a member of the Ohio Dental Association, visit www.oda.org or call (800) 282-1526.

Dentists wise to have patient record retention policy

David Owsiany Executive Director

In light of the recent Ohio Supreme Court case upholding the four-year statute of repose for dental malpractice claims, the Ohio Dental Association has received several telephone calls from member dentists inquiring what this decision means for patient record retention. Every dental office should have a patient record retention policy, and that policy should be developed in consultation with legal counsel and the dentist's malpractice insurer.

There are many considerations when developing a patient record retention policy. One of them is that patient records are often the best defense in a potential malpractice lawsuit. For many years, Ohio did not have an effective time limitation on the commencement of malpractice lawsuits because courts ruled that the one-year statute of limitations was tolled until the date the plaintiff "discovered" his or her injury. In theory, patients could file lawsuits at any time against their dentists related to dental work that had been done many years earlier. Because there was no time limit on the commencement of such lawsuits, many dentists retained their records indefinitely to ensure they could defend against any malpractice action, even one filed by a former patient that the dentist hadn't treated in many years.

Several years ago, in response to the concern that there was no effective time limit on a dentist's potential liability, the ODA successfully advocated for the Ohio General Assembly to pass legislation creating a time limit on the commencement of dental malpractice claims. There are many good reasons for such a law. It is unfair for professionals to have liability hanging over their heads forever. And without any time limit on liability, the record-keeping burden potentially extends indefinitely since patient records are critical to an effective defense. Additionally, after a certain amount of time, witnesses' memories fade or they move away or die off, which makes defending against such claims nearly impossible. Moreover, often times, juries judge defendants based on the jurors' experiences with current technology – even though that technology may not have been available at the time the services being sued upon were provided.

In 2002, at the urging of the ODA's advocacy team, the Ohio General Assembly enacted a four-year "statute of repose," which is a law that generally prohibits

negligence malpractice lawsuits against dentists based on dental work that is four years old or older regardless of whether the patient has "discovered" the alleged injury or not. Opponents of the law filed a lawsuit seeking to invalidate the statute of repose as unconstitutional. That case made it all the way to the Ohio Supreme Court, which recently upheld the four-year statute of repose concluding that it was entirely consistent with the Ohio Constitution and enacted pursuant to the General Assembly's lawmaking authority under the Ohio Constitution.

While the four-year statute of repose is a very positive development and helps to address one of the main considerations related to patient record retention, developing a record-retention policy includes other considerations as well. While there is no Ohio law that mandates a specific patient record retention policy, dentists may have assumed some obligations related to record retention contractually. Third-party payer contracts may specify how long a dentist should keep a patient's record following the patient's last visit. Dentists who provide care to Medicaid patients are required to retain those

patient records for at least six years. If applicable, HIPAA regulations may also impact a dentist's record-keeping since HIPAA privacy regulations give patients the right to receive a written account-

ing of all disclosures of protected health information for the six years prior to the request for such information.

See RECORDS, page 4

Dental Practice for Sale: Sylvania, OH

Brand new renovations and equipment, all Midmark, Digital sensors and pan, fully networked for paperless office. Fully remodeled office space in a busy professional area. Small amount of patients and goodwill from retired dentist. Perfect for satellite or entrepreneurial dentist with associates or a partner. Real estate, equipment, patient charts all for sale.



The best of both worlds

You became a dentist to care for patients, it's what you do best.

Our comprehensive support team gives you the time to focus on your patients, your skills, and lead your team.

Talk with our doctors about their experiences with Midwest Dental and you'll see how well we can fit together.

Contact us at 715-926-5050 or development@midwest-dental.com



The Value of Membership



“The ODA is valuable to me because as an individual my voice is powerful, but as a collective of dentists the ODA allows our power to be carried throughout the state.”

Dr. Ben Lamielle
General Dentist
Hilliard Modern Dental
Hilliard, Ohio

Numbers to know

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

Dental OPTIONS
(888) 765-6789

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

Medicaid
Dentists who need to enroll as a Medicaid Provider should contact the HMOs directly. For problems with Medicaid, contact the ODA at (800) 282-1526.



ODA Staff

At the Street of Dreams event on May 10, 12 dental students from The Ohio State University had the opportunity to tour three Columbus area dental offices. Dr. Brian Fangman (far left) was one of the dentists who opened his office for a tour.

OSU students tour practices during Street of Dreams event

Jackie Best
Managing Editor

On May 10, the Ohio Dental Association, Columbus Dental Society and The Ohio State University College of Dentistry hosted a Street of Dreams for 12 OSU dental students.

The Street of Dreams program gives students the opportunity to tour several dental offices in the Columbus area to learn about their options post-graduation. Dr. Beth Loew took the students, who were all in their third year of dental school, on tours of three different practices in the Columbus area.

“We had a wonderful turnout for the Street of Dreams on May 10,” Loew said. “The students were very inquisitive and really appreciated all the information the dentists offered. It was a very successful event, and I look forward to seeing even more students next year.”

The ODA members who opened up their offices for the students to tour during the Street of Dreams event were Drs. Carol Kelley, Brian Fangman and Wei Tatakis.

Participating students were Leonard Brown, William Burnard, Lo-Shen Chen, Omar Figueroa-Valle, Cong Nguyen, Kelly O’Brien, Derrick Peck, Zachary Phillips, Zeeshan Samdani, Stacey Stevens, Mitchell Vanhooose and Tyler Wenger.

Following the tour, students and dentists met at the ODA office for an informal reception where they had the opportunity to network. Several dentists from the Columbus Dental Society attended and gave short presentations and then students were able to ask questions.

The Case Western Reserve University College of Dental Medicine participated in a Street of Dreams event with the ODA and the Greater Cleveland Dental Society on March 13.

For information about how to get involved with the Street of Dreams program, please contact Karli Hill, ODA director of membership and marketing, at Karli@oda.org.



ODA Staff

Dr. Beth Loew (in red) served as the tour guide for the Street of Dreams event, where OSU students visited three Columbus area dental offices.

RECORDS, from page 3

And special rules may apply to minors and patients with certain disabilities. For example, Ohio’s four-year statute of repose does not apply to “persons within the age of minority” or of “unsound mind.”

A risk management expert for a large malpractice insurer recently said that as a “rule of thumb” he recommends that Ohio dentists retain patient records for 10 years since the last time the dentist saw the patient for care. For minor patients, he recommends the records be retained until the patient reaches age 21 or for 10 years, whichever is longer.

According to claims data, 99 percent of the malpractice cases are filed within the first seven years, and the statute of repose may reduce that even further.

The handling of patient records involves many different considerations, including contractual obligations, legal risk management and regulatory compliance. Accordingly, dentists should consult their own attorneys and malpractice insurance carriers to ensure the record retention policies adopted fit their specific circumstances.

**WE’RE
DRIVEN
BY ONE
SIMPLE
GOAL!**



**TO BE BETTER THAN
ANYONE ELSE.**

For management of portfolios of \$250,000 or more

MDH Investment Management, Inc.
1216 Forsyth Place
East Liverpool, Ohio 43920
(330) 386-4452



MDH Investment Management, Inc.

An independent subsidiary of Tri-State 1st Banc, Inc.
mdhinv.com



Legal Briefs

Keith Kerns, Esq. ODA Director of Legal & Legislative Services

Top 10 Legal Questions for the Dental Office, Part 2

Membership in organized dentistry provides numerous benefits, from savings on products and services used in dental offices to CE offerings and networking opportunities. However, your membership also offers you access to valuable information on a variety of issues, including legal and regulatory compliance.

Each day the Ohio Dental Association legal department fields questions from dental offices across the state on a variety of legal issues. Many times these questions have common themes. In May, June and July this column will address the 10 most common legal questions received from dental offices. Last month, the column addressed the issues of: 10) Antitrust and Insurance Issues, 9) Interpreters for Hearing Impaired Patients and 8) Interacting with Government Regulators.

7) Use Tax

A use tax is a tax on the storage, lease, rental or purchase of tangible personal property for which no sales tax has been paid. The use tax has been in effect in Ohio for several decades. The purpose of the use tax is to protect Ohio vendors from unfair competition from out-of-state sellers. In-state merchants are required to collect sales tax when selling to an Ohio resident or business. Without the imposition of a use tax, the incentive would be

for Ohioans to always look out of state for office purchases.

The use tax is most common with purchases made from an out-of-state vendor who does not charge sales tax; however, the use tax also applies to purchases within Ohio when not enough sales tax was charged. The use tax rate is equal to the sales tax rate in the county where the purchaser uses the property.

Service providers such as medical and dental offices are not exempt from the use tax. In fact, Ohio law specifically mentions dentists as falling within the definition of a consumer for purposes of the sales and use tax. The law outlines that those purchases made by dentists, physicians and other health care providers in connection with the practice of medicine and dentistry are taxable.

The department specifically identifies the purchases of medical equipment, gloves, masks, scrubs and other supplies as being subject to the use tax in its informational publication on service providers and the use tax. The purchase of office equipment such as computers, printers, desks, chairs and lamps, and the purchase of cleaning supplies, lawn care services and janitorial services are also subject to taxation. Finally, the department also considers the purchases of dental prosthetics, either with or without a prescription, from dental laboratories to be taxable.

In most instances, a sales tax is paid by the dentist at the time of purchase of these products. However, if no sales tax is paid, the purchase is subject to the state use tax. It is important for dentists to work with a tax professional to determine if use tax may be due and to begin the process

to file payments.

6) Patient Records

Ohio law defines a medical record as "data in any form that pertains to a patient's medical history, diagnosis, prognosis or medical condition and that is generated and maintained by a health care provider in the process of the patient's health care treatment."

Although the dentist owns treatment records, a patient maintains an absolute right to access those records. This means that a patient has a right to view or obtain a copy of their records regardless of whether they have an existing balance. State law requires health practitioners to make a patient's records available in a reasonable time upon receiving a request from a patient.

Dental offices may choose to charge patients and others for copies of records. However, a patient's failure to pay for the copies is not an excuse to withhold the records. State law sets the maximum fees that health care providers may charge for the duplication of patient records. For a current listing of the maximum allowable charges under state law, contact the ODA at (800) 282-1526.

Prospective associates and employees are wise to consider the issue of patient records prior to beginning any new employment situation. Similarly, dentists contemplating the sale of a practice should also take into account the possibility of needing access to records in the future in the event of a malpractice action, insurance inquiry or regulatory board investigation.

Maintenance, storage and availability of patient records are all issues that should be discussed and resolved, in writing, prior to entering into any employment situation or sale. Dentists should work with an attorney to negotiate and craft an agreement on patient records that addresses the interests of both parties.

5) Terminating a Dentist Patient Relationship

When terminating a patient relationship, the dentist must avoid "abandoning" the patient. A dentist may be held liable for "abandonment," when he or she does not give adequate notice of the termination to the patient and that refusal to provide treatment proximately causes injury. By following a few simple guidelines, a dentist can reduce his or her exposure for liability.

If possible, dentists should avoid terminating their relationship with a patient during the patient's course of treatment. However, if this is not possible the dentist should discuss the issue with the patient, offer to assist the patient in obtaining a new dentist to complete the treatment plan, and obtain the patient's consent. It is important to document all of these efforts in writing and maintain them as part of the patient record.

Terminating the patient relationship should always be done in writing and sent via certified mail. Additionally, adequate notice needs to be given to the patient so that they have time to secure a new dentist. A dentist should not, for example, send a letter of termination when the patient is scheduled for a visit the following week. Preferable timing for termination is when the patient's dental health requires only routine preventive care, giving the

patient several months to set up an appointment with a new dentist.

In the termination letter it is helpful to recommend that the patient visit the ADA's website, www.mouthhealthy.org, for a referral to a new dentist and to offer to provide emergency care for a reasonable period after notice of termination. Finally, the letter should inform the patient of his or her right to view or obtain a copy of their dental records and offer to forward them to a new dentist with the patient's written request and authorization.

4) Treatment of Minors with Separated, Unmarried or Divorced Parents

Under Ohio law, courts may designate parents into two categories: resident parents and non-resident parents. Different responsibilities and requirements may be assigned to these categories of parents by a court, but from a health care provider's standpoint, both parents should be treated identically barring intervening circumstances. The law dictates that dentists, physicians, hospitals and other persons providing medical or surgical care for the child must allow both parents equal access to their child's records.

Moreover, Ohio law considers a record to be any "document, file or other material that contains information directly related to a child," including those records maintained by a treating dentist. This is more broad than Ohio's legal definition of a medical record mentioned previously. This subtle distinction in definitions could place an obligation on dentists and other providers to release not only treatment records, but billing and other records upon the request of a parent.

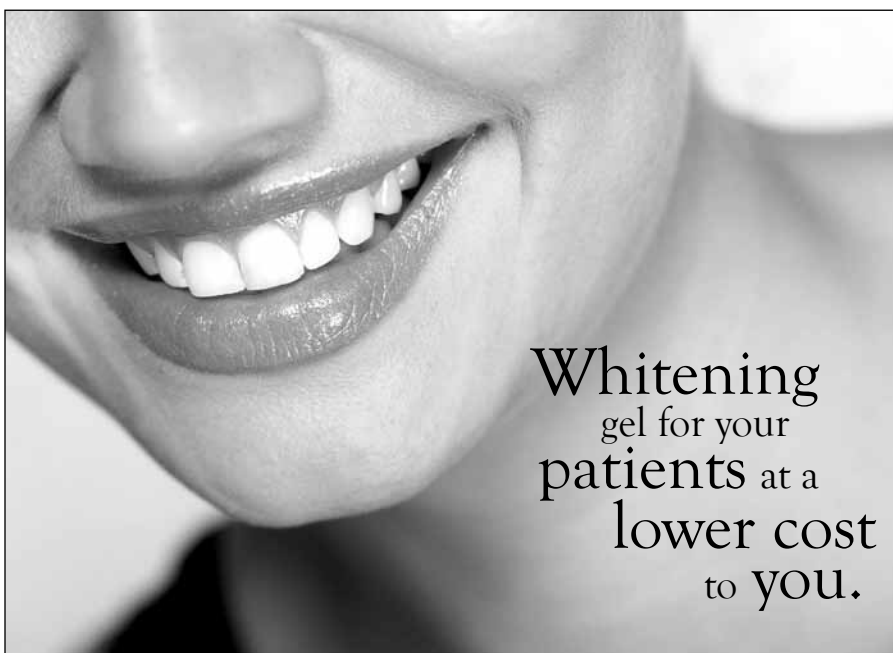
While dentists are generally required to release the record upon request, there is an important exception to this requirement that dentists should note. A court could determine that allowing a non-residential parent access to those records is not in the best interests of the child and ban that parent from access from all or a portion of the record.

However, it is not the dentist's responsibility to determine whether a court has issued such a restriction or ban. It is the responsibility of the residential parent to present the dentist with the court order that limits the non-residential parent's ability to access the child's records. Consequently, the dentist does not need to serve as the arbiter in a dispute between the parents.

Once such an order has been shown to the office, the dentist is required to abide by the terms of that court order. Failure to comply could place the dentist in contempt of court. The office should retain a copy of this order for their records.

To avoid problems, dentists should consider speaking with both parents prior to the commencement of treatment, especially if there is a custody issue. The consultation with the parents should clarify which parent would be bringing the child in for treatment, determine who may authorize treatment and who is responsible for payment, and disclose whether there are any applicable court orders or divorce decrees that impact the release of records or responsibility for payment.

Coming next month, the top 3 in the countdown of the top 10 legal questions for the dental office.



Whitening gel for your patients at a lower cost to you.

ODASC makes it possible.

As an exclusive benefit to Ohio Dental Association members, ODASC offers the opportunity to purchase teeth whitening gel at a discounted rate.

Available in three concentrations - 16, 22 and 35 percent - each 3cc syringe is only \$5*.

The carbamide peroxide gel is made fresh in the United States under FDA regulations and has a two-year shelf life when stored properly. All gel is formulated with a 100-percent-pure formula, and only kosher USP glycerin and USP-grade carbamide peroxide are used.

Only Becton Dickinson syringes, the global standard for the medical field, are used and are made in the US. All syringes are printed, as per FDA requirements, and do not use adhesive labels that can peel off.

As an added benefit, each 3cc syringe can be imprinted with your name and information.

Call ODASC today to learn more about how you can offer whitening to your patients at a lower cost to you!

* minimum order of 50



(800) 282-1526 | www.odasc.com

Legal Briefs is intended to offer information and general guidance but should not be construed as legal advice and cannot be substituted for the advice of the dentist's own legal counsel. Dentists should always seek the advice of their own attorneys regarding specific circumstances.

Ohio Dental Association website receives national recognition at conference

ODA Staff

The Ohio Dental Association's website, www.oda.org, recently received national recognition.

A keynote speaker at the American Dental Association Conference on Membership Recruitment and Retention, Sarah Sladek, author of the book "The End of Membership as We Know It," featured the ODA's website in her speech as an example of a good way a website can attract members.

"Once again I am proud to report that the ODA continues to be recognized by the ADA for their outstanding leadership and expertise at 'doing it right,'" said Dr. Tom Kelly, the Seventh District Representative to the ADA's Council on Membership Services. "The ODA's website was the only one she complimented as being a positive, well done website from an association 'that really gets it.'"

The ODA's new website was launched in January 2012. On the website, dentists can find information about news, events, products, services and more.

All articles from the "ODA Today" are posted online and are available to member dentists. Dentists can find articles based on a keyword search or a category search on the news page. For example, dentists looking for all insurance articles that have been published in the "ODA Today" can visit www.oda.org/news and choose "ODA Today" as the category and Dental Insurance Corner as the subcategory. Other subcategories include ODASC, Legal Briefs, The Director's Chair and Opinion & Editorial.

Dentists can also find many resources in the ODA's Resource Library at oda.org/resource-library/. Here, users can search

by keyword or choose a category. Categories include Practice Resources, ODASC Products and Community Involvement.

Members can also search through the online classifieds, learn about Ohio Dental Association Services Corp. (ODASC) endorsed products and services, find out how they can become involved in their community and see what advocacy efforts are taking place at the ODA.

Dentists also have the ability to renew their membership or join the ODA through the website, plus members can make a contribution to the Ohio Dental Political Action Committee (ODPAC) or make a donation to the Ohio Dental Association Foundation (ODAF).

ODA member dentists and American Student Dental Association members must create a user account to access certain portions of the website. To do this, visit www.oda.org and click on the link that says "Activate Your Web Account," located in the red box toward the right. Dentists will need their ADA number and dental students will need their ASDA number, with no dashes included, and must enter an email address and password in order to create an account. It is a simple process that takes only a couple of minutes.

Dentists who created an account prior to January 2012 on the ODA's old website will need to create a new account on the ODA's current website. Dentists who aren't sure if they've created an account on the current site should follow the steps above to create a new account, and if an account has already been created for that ADA/ASDA number the website will provide a link to reset the password.

For questions about the website, please call the ODA at 800-282-1526.

ODA Meeting & Event Calendar

Jun.

5 Dental Education & Licensure Committee
6-7 Annual Session Committee
28 Finance Committee

Jul.

4 ODA office closed for holiday
16-17 Council on Dental Care Programs & Dental Practice
17-19 Executive Committee
26 Council on Access to Care and Public Service

OEPA accepting nominations for E3 recognition

The Ohio Environmental Protection Agency has created a new program to recognize organizations that reduce waste, improve efficiency and continually work to improve their environmental impact.

The program is called Encouraging Environmental Excellence (E3) and has three levels – gold, silver and bronze – for recognizing businesses and organizations.

The Ohio EPA is currently accepting nominations for the E3 silver level, which recognizes businesses with a good environmental compliance record that have completed environmental stewardship activities. Dentists who participate in the Ohio Good DEED program at the Gold and Green level are encouraged to apply. Nominations are due by June 28.

More information and an application can be found at <http://epa.ohio.gov/ocapp/ohioe3.aspx>.

U.S. surgeon general endorses fluoridation

U.S. Surgeon General Dr. Regina Benjamin endorsed community water fluoridation in April.

Benjamin made her official endorsement in a letter sent to the Oral Health Conference in Huntsville, Ala.

All U.S. surgeon generals for the past 50 years have endorsed community water fluoridation as a safe, effective way to fight tooth decay.

The American Dental Association has supported fluoridation since 1950.

VALUE, from page 1

The Value of Membership: Products and services save dentists money

The Ohio Dental Association Services Corp. (ODASC) saves ODA members money through discounted products and services. For many dentists, the savings earned more than covers the cost of dues. ODASC-endorsed products have also been researched to ensure they are the best available. For information about these savings, see the article "ODA members can save by purchasing ODASC-endorsed products" on page 23.

The ODA also offers a contract analysis service through the American Dental Association. This free service could cost up to \$500 if provided by a personal attorney. For more information on this service, see the Dental Insurance Corner on page 8.

The Value of Membership: Improving access to care through community involvement

The ODA has several ways for members to get involved in their communities, including:

- Give Kids A Smile, where dentists provide free care to children in need.
- Dental OPTIONS, where dentists provide care to low-income, uninsured individuals.
- ODA Foundation, where donations go toward providing scholarships to dental students and grants to programs throughout Ohio.
- Smiles for Seniors, a program that promotes oral health care of older adults through education.
- Operation TACTIC, an educational program to prevent the use of tobacco.

The Value of Membership: Continuing Education at a reasonable price

Members receive a \$275 discount on registration for the ODA Annual Session. After registering, dentists and their staff

members have a variety of CE opportunities to choose from. Nationally known speakers will teach on various topics to help improve practices and fulfill the CE requirement for dental licensure renewal. For more information on Annual Session, see the insert beginning on page 11.

The Value of Membership: Peer review offers an alternative dispute resolution process

Peer review offers a non-threatening opportunity for dentists and patients to resolve disputes when they cannot do so on their own, and it is a productive alternative to the court system or any other process.

When cases are submitted to the local dental society for peer review, volunteer dentists make a decision in the mediation and clinical exam. Peer review is not a disciplinary body and does not have the authority or inclination to issue fines, take action against a dentist's license or make public its findings. The only thing peer review can do is to find that a refund is in order or that any balance that is still outstanding be waived.

Peer review only handles complaints involving work that is less than one year old and that involves quality of care or appropriateness of dental treatment.

For more information on peer review, call the ODA at (800) 282-1526.

The Value of Membership: You!

Every ODA member adds value to the ODA and strengthens the organization. Membership allows you to drive, shape and influence the profession of dentistry and invest in your own future.

One of the best ways to learn more about organized dentistry and get involved is to attend a local meeting. Dr. Kim Gardner, president of the ODA, would like to personally invite you to become a member. For more information, see page 2.

For information on the ODA or to become a member, visit www.oda.org or call (800) 282-1526.



A FULL SERVICE LAW FIRM



William P. Prescott, E.M.B.A., J.D.

440.695.8067 TEL
440.695.9098 FAX

WPrescott@WickensLaw.com

35765 CHESTER ROAD
AVON, OHIO 44011-1262

- Agreement Preparation and Review
- Appraisals and Expert Testimony
- Practice Sales and Acquisitions
- Group Practice Representation
- Practice Succession and Entry Planning
- Group and Solo Group Formation
- Entity Selection
- Dispute Resolution
- Business and Tax Planning
- Associate Buy-Ins and Owner Buy-Outs

Practice Transaction Attorney
Former Dental Equipment and Supply Representative
Author

Joining And Leaving The Dental Practice ©
Available at No Charge
See www.PrescottDentalLaw.com

Organized dentistry helps bring family answers

Jackie Best
Managing Editor

The Cincinnati Dental Society and two Ohio Dental Association member dentists recently worked together to identify the body of a missing person and bring peace to her family.

"When her father found out he was devastated, but you could also see relief in his face," said Vicki Nixon, executive director of the Cincinnati Dental Society.

The woman had been missing for about a year and a half, and in April a body was found that detectives thought was the missing person, however, they could not confirm it because the body was decomposed.

The detectives contacted Dr. Frank Wright, an emeritus member of the ODA Forensic Dental and Emergency Response Team. The detectives said they had recovered skeletal remains and thought they knew who it was, but they hadn't been able to locate dental records for that person, Wright said.

Wright has worked on identifications in the Hamilton County area since the 1980s, so the detectives contacted him to see if he had any ideas about how to locate the dental records of the missing woman.

At that time Wright contacted Nixon to see if she could spread the word to area dentists to find out if any of them had the missing person as a patient.

Nixon sent out an email to Cincinnati Dental Society members and also the members of surrounding component societies.

One dentist who received the email

was Dr. Michael Schaeffer, a general dentist in Cincinnati. He quickly punched the name into his computer system and found a match. He verified that the missing person was his patient based on her birthday.

Schaeffer said he hadn't seen the missing person in a number of years and she was a child when he last saw her, but he still had her records on file.

Her records included a note that she had a large diastema, which could have only been fixed with moderate to major braces and perio surgery, Schaeffer said. His assistants were able to find a more recent photo of the missing person online, and saw that she had not had the gap corrected.

"The key was that our hygienist had documented something that was significant for dentistry and something they could use as an identifying feature," Schaeffer said.

Schaeffer contacted Nixon to let her know they had found a match, and law enforcement agents came to his office to make copies of all her records.

Wright also received records from a dentist who had seen the victim as an emergency patient and had done a root canal and crown. That dentist had one periapical dental X-ray of the final root canal filling. The victim's family also provided photos of the victim's unusual anterior dentition. After receiving the records, Wright and the detectives met at the coroner's office and were able to identify the victim.

"It was great to be a part of helping that family find closure," Nixon said. "It was

very sad to see the father on TV, but the family was also glad to learn she was no longer suffering."

Nixon added this is a way organized dentistry was able to work together to help a family find closure.

Schaeffer recommended that all dentists keep their patient records and that they write down as many details about the patient as they can see. He added that it was fortunate he checks his email on a regular basis.

Detectives are still trying to determine what might have happened to the woman and have identified a possible murder suspect in the case.

The ODA Forensic Dental and Emergency Response Team has seven core members. To become a member, dentists must take a one-week Armed Forces Institute of Pathology course, said Dr. Greg McDonald, chair of the ODA Forensic Dental and Emergency Response Team. With their specialized certification, many forensic dentists work with their county coroner's office and volunteer their forensic expertise as needed. Additionally, the ODA core team members provide workshops and education.

In addition to helping identify bodies, the team is trained to respond in many other areas when their expertise is needed, Wright said. A few of the situations the team can help with are bite mark identification in crimes such as partner violence or child and elder abuse; they can help determine a person's age; and they can assist with dental legal issues such as standard of care and personal injury cases.

The Value of Membership

"To me, one of the most valuable aspects of my membership in the ODA has been the ability to become involved in the organization. I currently serve on the Council on Access to Care and Public Service and have been in the House of Delegates for almost 20 years. This allows me to be involved on various levels and have a voice within the organization. The more involved a member becomes, the more he or she begins to understand just how much the ODA does to support the practice of dentistry."

Dr. Jennifer Kale

General Dentist

Jennifer A. Kale, DDS, Inc.

Twinsburg, Ohio

Become a Member!

For more information about becoming a member of the Ohio Dental Association, visit www.oda.org or call (800) 282-1526.

Graduating dental students sign up for organized dentistry at events

Jackie Best
Managing Editor

This spring, organized dentistry in Ohio is working to support the American Dental Association's National Signing Day program at The Ohio State University and Case Western Reserve University.

The ADA's National Signing Day program aims to increase visibility and awareness of membership in organized dentistry and to encourage new dentists to sign up for membership in the ADA, Ohio Dental Association and their local component societies.

"It is great to have organized dentistry hold these events for the graduating students," said Karli Hill, ODA director of membership and marketing. "The graduating students have so much to do leading up to graduation that a lot of times they don't realize they have to apply to activate their tripartite membership, and in most cases their first year of membership is free! It is an opportunity the graduating students definitely should take advantage of and offers them a chance to get involved with organized dentistry early on in their careers."

The ODA and the Columbus Dental Society supported the 2013 National Signing Day at the OSU College of Dentistry on March 1 in conjunction with Senior Portrait Day.

The ODA provided students with information about endorsed products, upcoming events and other benefits of becoming a member of organized dentistry.

Students who submitted an application were entered into a drawing for a \$100 VISA gift card provided by the ODA's Subcouncil on New Dentists.

Out of 108 members of the Class of

2013, 80 students attended the event. Of those students who attended, 70, or 88 percent, submitted a membership application during National Signing Day.

"The OSU Signing Day allows them the platform to easily apply during an already scheduled student event such as Senior Portrait Day, and the OSU ASDA (American Student Dental Association) chapter was instrumental in the success of the event," Hill said.

At the CWRU School of Dental Medicine, the Greater Cleveland Dental Society (GCDS) supported a National Signing Day on April 26.

GCDS hosted a breakfast and had several prizes that were donated, including teeth whitening kits, composite instruments and an implant patient education model.

Several ODA member dentists spoke to the students about the tangible and intangible benefits of joining the American Dental Association and their state and local component societies after graduation, no matter where they move throughout the country. The students also had a chance to ask questions.

"We really tried to connect with the students in a close arrangement, plus offered prizes and tried to get them excited about organized dentistry," said Dr. Jason Stroom, a GCDS member who was in charge of organizing the event.

In the Class of 2013, 60 out of 67 students, or 89.6 percent, submitted a membership application during the event.

Once these students receive their licenses, they will be transitioned into active membership.

These new members will be part of the Reduced Dues Program, which reduces membership fees by 100 percent during their first year after dental school, 75 percent during their second year, 50 percent during their third year and 25 percent during their fourth year.

AFTCO
TRANSITION CONSULTANTS

Call 1-800-232-3826 for a
FREE PRACTICE APPRAISAL,
a \$2,500 value!

Contact the only company
that has sold dental practices
with a cumulative value of over

\$1,500,000,000

When success matters...

It's time to call AFTCO!

Helping dentists buy & sell practices for over 40 years.

» WWW.AFTCO.NET

Dental Insurance Corner

Do you know what you agreed to? Sometimes not!

Christopher A. Moore, MA
ODA Director of Dental Services

The Ohio Dental Association has received a number of calls over the past year from ODA member dentists with questions concerning participating provider contracts they have entered into. The questions typically involve whether the contracting insurance company is allowed to administer the dental benefit plan in a way the dentist does not like.

The answer has oftentimes been yes they can, if the dentist has already signed a contract containing language that allows the payer to do so. Most of the time the dentist had no idea he/she had agreed to these types of contractual provisions.

This can be very understandable given the actual contract language may seem rather innocuous at the time the dentist initially signs the contract even though the impact of these types of contractual provisions can be very real on a dental practice.

For example, contract language such as "dentist agrees to abide by all of XYZ PPO's policies and procedures" or "dentist promises to comply with all administrative rules and procedures developed by XYZ PPO" can obligate the dentist to abide by documents outside of the contract that he or she may not have seen.

Contract language such as: "XYZ PPO may, at any time, assign this agreement or any of its rights, or delegates any of its duties or obligations

Would you like to utilize the Contract Analysis Service?

ODA members simply need to contact the ODA Department of Dental Services at (800) 282-1526 and request an analysis for whichever contract they are considering.

in whole or part set forth herein, to any of its affiliated companies or any other corporate entity" or "this agreement may be assigned only by XYZ PPO" or "dentist agrees that his/her contractual rights and responsibilities may not be assigned or delegated by dentist without prior written consent of XYZ PPO (but there is no similar restriction on XYZ PPO to transfer the agreement)" can obligate the dentist to extend the discounted fees to groups other than the one the dentist initially contracted with.

The dental association has a service that assists dentists in understanding these and many other types of contractual obligations before the dentist finds himself/herself legally bound by them.

The Contract Analysis Service takes contract legalese and translates it into easy-to-understand language that enables dentists to make informed contracting decisions.

It identifies potentially problematic contract provisions and their possible impact on the dental practice. This information can help the dentist have a fuller understanding of what to expect as a result of

entering into the agreement.

To utilize the Contract Analysis Service, ODA members simply need to contact the ODA Department of Dental Services at (800) 282-1526 and request an analysis for whichever contract they are considering. If the contract has already been analyzed, then its analysis will be sent to the member at no charge. If the contract has not been previously submitted to the ODA for review, then the dentist will be asked to send the ODA an unsigned copy of the contract. The ODA will then forward it to the American Dental Association where the ADA's attorneys will analyze it. The ADA will return the completed analysis to the ODA, which will then provide it to the member dentist, again at no charge.

Member dentists who submit analysis requests directly to the ADA are charged a \$50 fee per contract analyzed.

"I strongly encourage any ODA member who is considering joining into a contract with a PPO, IPA, DHMO, etc. to first obtain an analysis through the Contract Analysis Service," said Dr. Sharon K. Parsons, chair of the ODA Council on Dental Care Programs and Dental Practice. "A dentist could easily pay his or her attorney \$300

to \$500 for this type of legal analysis, but by being an ODA member, a dentist can access it at no charge."

Dentists are also advised that it is a good idea to review the contract and its analysis with their professional liability carrier and, if necessary, legal counsel.

The Contract Analysis Service also analyzes dental management service organization (DMSO) contracts and contracts that offer dental school students scholarships or loans in exchange for a commitment for future employment.

Other free resources that are available to ADA members include: "What Every Dentist Should Know Before Signing a Dental Provider Contract," "What Every Dentist Should Know Before Affiliating With a DMSO: A Legal Perspective," and "What Every Dental Student Should Know Before Signing an Agreement Offering a Scholarship or Loan in Exchange for a Work Commitment." These documents may be obtained at no charge by visiting ADA.org at www.ada.org/members/law/issues_business.asp or calling the ADA at (800) 621-8099.

Editor's note: Dental Insurance Corner is intended to offer information and general guidance but should not be construed as legal advice and cannot be substituted for the advice of the dentist's own legal counsel. Dentists should always seek the advice of their own attorneys regarding specific circumstances. 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.

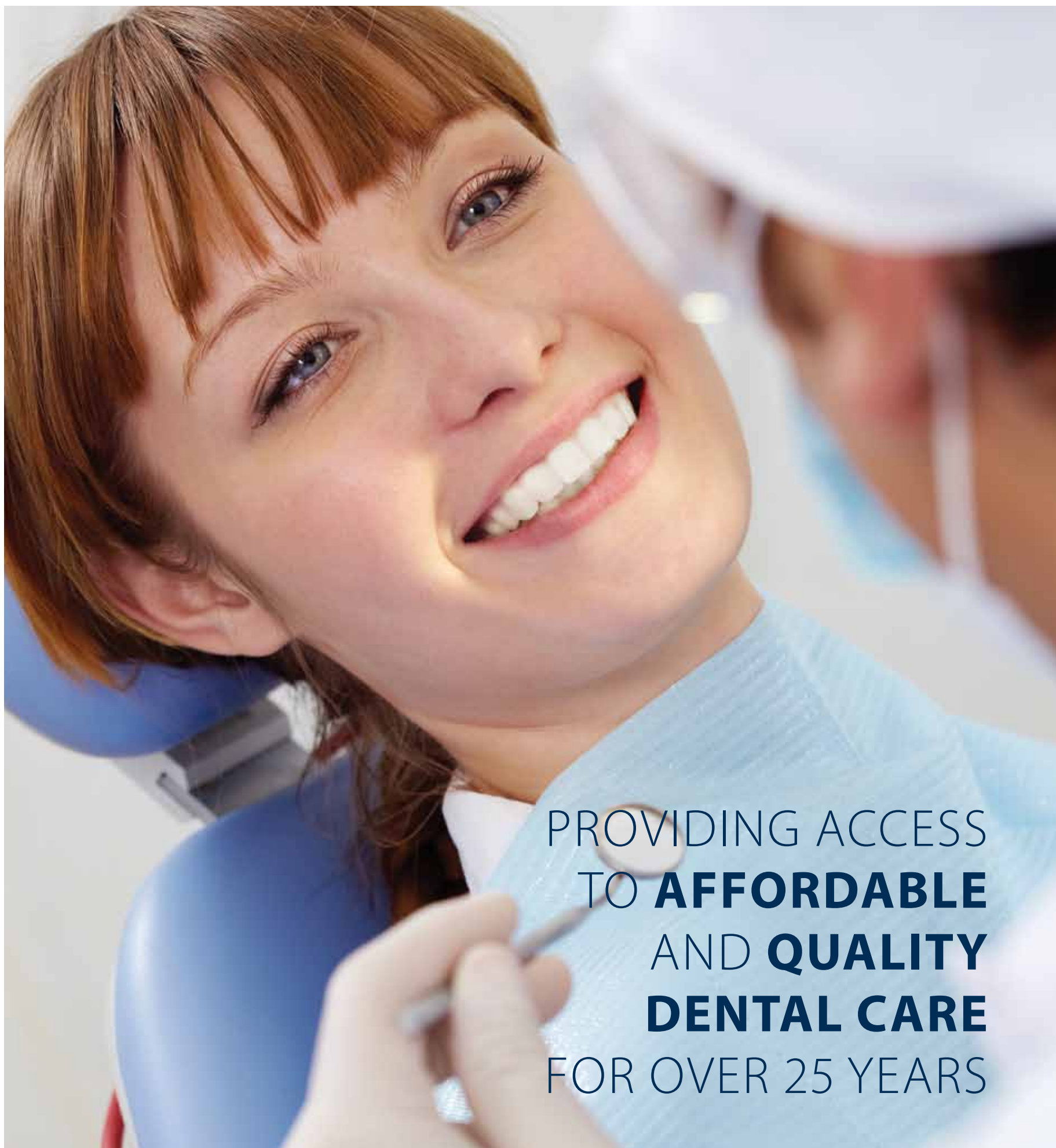
Health insurance costs BREAKING? THE BANK

ODASC's Dentist's Choice Health Care Plan

- Customizable coverage options
- Below-average rates
- Quality health insurance
- Created exclusively for dental practices
- Available for staff AND dentists
- Knowledgeable ODASC staff

ODASC saves you money

ODASC
OHIO DENTAL ASSOCIATION
SERVICES CORPORATION, INC.
(800) 282-1526 | www.odasc.com



PROVIDING ACCESS
TO **AFFORDABLE**
AND **QUALITY**
DENTAL CARE
FOR OVER 25 YEARS

THE SUPERIOR DIFFERENCE

Superior Dental Care (SDC) is proud to support the ADA, ODA, and each local dental society in the work they do to protect and support the profession of dentistry. Since 1986, SDC has been providing access to affordable and quality dental care throughout Ohio, Kentucky and Indiana. Join our participating dentists and enjoy convenient features like online access to our system through Superior Direct Connect, electronic claim filing, weekly claim payments deposited electronically, free advertising, and more!



6683 Centerville Business Parkway, Centerville, Ohio 45459
Toll-Free: (800) 762-3159 | Local: (937) 438-0283 | Fax: (937) 438-0288
www.superiordental.com | Facebook | LinkedIn | Twitter | Pinterest

2013 ODA Annual Session Speaker Spotlight: Dr. John Svirsky

Pathology Puzzler

By Dr. John Svirsky

A 25-year-old white male dental student presented to my office with the following history. His children had a low fever a week prior with mild symptoms lasting a few days. A week after his children's fever ended he developed a higher fever and was much sicker than either of his children. He developed the fever after a heavy workout in the gym (I am not sure if this plays any role but he wanted all to know he goes to the gym) and the fever worsened, peaked at 100.5° F and lasted 48 hours. A sore throat accompanied the fever and on the second day worsened and progressed. Lesions of the oropharynx and tonsillar area were the first to appear (Figure 1). The oral findings continued for another two days and the student was miserable but not enough to stay home and keep his classmates and the school from being exposed!

Which of the following should be included in your differential diagnosis?

1. Aphthous stomatitis
2. Cytomegalovirus
3. Hand-foot-and-mouth disease
4. Herpangina
5. Infectious mononucleosis
6. Mumps
7. Primary herpetic gingivostomatitis
8. Rubeola (measles)

See **PATHOLOGY**, page 21

Editor's note: This column is the third in a three part series. Would you like to see more articles like this? If so, please let us know by emailing jackie@oda.org.



Figure 1



Dr. John Svirsky is a professor of oral pathology at Virginia Commonwealth University School of Dentistry and a diplomate of the American Board of Oral and Maxillofacial Pathology. He will be presenting three CE courses at the 2013 ODA Annual Session.

John Svirsky, DDS, MEd

Come In and Catch It: The Review That Sticks

- When: Friday, Sept. 20 from 9 a.m. to noon.

- Course Code: F44

- This is the perfect review course that covers the recognition, diagnosis, and treatment of the 30 soft tissue lesions that every dentist and hygienist should know and treat appropriately. A number of the entities only require recognition. The classic lesions that have been forgotten since school will be brought back to life, and your diagnostic confidence will be reenergized.

Bugs That Will Eat You

- When: Friday, Sept. 20 from 2 to 5 p.m.

- Course Code: F63

- This course delves into unusual systemic diseases with oral manifestations. Areas covered will include sexually transmitted diseases, AIDS, tuberculosis, and a potpourri of bacterial, viral, and mycotic infections. Surprises will appear. Get ready for a memorable oral pathology experience.

Lumps, Bumps and Lesions For All Seasons

- When: Saturday, Sept. 21 from 9 a.m. to noon.

- Course Code: S77

- Dr. Svirsky will discuss unusual cases, diagnostic challenges, the oral health effects of tobacco products and alcohol, premalignant and malignant lesions, and new diagnostic techniques. Tobacco advertising will be exposed and the link between human papilloma virus (HPV) and oral cancer will be discussed.

For more information about the courses that Svirsky will be presenting and to register, plus a full schedule of Annual Session events, visit www.oda.org/events and see page 11 for the Annual Session insert. Support for Svirsky's courses is provided by P&G.

IS YOUR PRACTICE PAPERLESS?

Up to \$60,000 in Grant/Incentive Funding to go paperless if your practice accepts: Medicaid - Buckeye - Molina - Caresoure

No out-of-pocket cost - This is not a loan

(866)203-3260

www.EHRFUNDING.com

FRANK R. RECKER, DDS, JD

ATTORNEY AT LAW



Frank R. Recker & Associates Co., LPA
Law & Finance Bldg.
85 E Gay Street, Suite #910
Columbus, OH 43215

291 S. Collier Boulevard, #105
Marco Island, FL 34145

800.224.3529 (p)
888.469.0151 (f)
recker@ddslaw.com (e)

Frank R. Recker has practiced general dentistry for 13 years and served as a member of the Ohio State Dental Board before entering the legal profession. Areas of practice include:

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

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

A sampling of various cases can be obtained online. Questions regarding representation can also be addressed to Dr. Recker via e-mail at recker@ddslaw.com.

www.ddslaw.com

The 2013 ODA Annual Session is Sept. 19-22 in Columbus. Registration and more information, including a full listing of speakers and events, can be found at www.oda.org/events.

The Value of Membership



“Organized dentistry has been an incredible asset since graduating from dental school. Not only has the practice start-up and management material helped to get me on my feet, the safety and compliance information has helped to ensure that I am and remain compliant with the changing requirements in Ohio.”

Dr. Crystal G. Schneider
General Dentist
Crystal Schneider, DMD
Mentor, Ohio



“I am constantly amazed by the efforts of the ODA and the other components of the tripartite system. I am not sure who else would look after our interests as practicing dentists and dental specialists. Their vigilance and expertise ensures that we can continue to advocate oral health and prevention of disease.”

Dr. Keith M. Schneider
Oral and Maxillofacial Surgeon
Schneider Oral and Maxillofacial Surgery
Mentor, Ohio

PATHOLOGY, from page 10

From the history a number of acute viral conditions could be considered, which include hand-foot-and-mouth disease, herpangina and primary herpetic gingivostomatitis. All of these diseases start out with the patient feeling sick with a low-grade fever and developing painful oral lesions within two days. The location of the lesions predominately on the oropharynx and tonsils suggest herpangina. The lack of gingival lesions and the age of the patient make a primary herpetic gingivostomatitis less likely. Hand-foot-and-mouth disease usually has oral lesions that precede the skin lesions.

Aphthous stomatitis can be excluded since fever and feeling sick are not related to this condition. Also there should be a recurrent nature to aphthous lesions.

Cytomegalovirus (Herpes type 5) is usually asymptomatic (90 percent) and can be found at any age. The 10 percent that are symptomatic have flu-like symptoms and also organ involvement. This disease is usually found in immunocompromised individuals and not easily transmitted to healthy individuals. It is found in AIDS patients at a much higher rate than the general population.

Infectious mononucleosis (Herpes type 4) is a symptomatic disease related to Epstein-Barr virus (herpes type 4 virus). The symptoms of mononucleosis are more prolonged with head and neck lymphadenopathy. Oral lesions are not a component of this disease, although some patients get oral petechiae.

Mumps usually present with flu-like symptoms and salivary gland swelling, most often the parotid, that typically peaks in two to three days. Intraoral findings include swelling and redness of Wharton's and Stensen's duct openings. Sublingual swelling is also reported. Oral lesions, other than the glandular involvement mentioned, are not typically found in mumps.

Measles also presents with flu-like symptoms and the oral lesions that are small, non-painful, blue-white macules of the labial and buccal mucosa (Koplik's spots). As the oral lesions fade, the fever continues and an erythematous maculopapular rash develops. Measles can be serious in immunocompromised patients.

I withheld the information that would have made this an easy diagnosis. According to the patient, four days after the onset of fever and the oral lesions, small,



Figure 2



Figure 3



Figure 4



Figure 5



Figure 6



Figure 7

red, flat lesions appeared on the palms (first skin involvement) (figure 2) and moved up the arms (Figure 3). The palm lesions (figure 4; day 4) and oral lesions continued to worsen in severity, size and number over the next 24 hours and lesions started to develop on the feet (figure 5; day 3). After four days post onset of fever the lesions continued to increase in number and intensified on the feet (figure 6) and showed up on the legs (figure 7), lower arms, nose (figure 8), vermillion border, and genitals. Some of the lesion blistered and erupted and others began to harden without eruption blistering. All the lesions were painful to pressure and a few caused pruritis. New lesions stopped forming eight or nine days after the onset of fever. All the lesions began the healing process and the areas of the hands and feet desquamated. When areas of the hands and feet desquamated, new and tender skin was formed underneath and was extremely painful. The “peeling” lasted three weeks and the patient had two finger nails and one toe nail fall off two weeks after the virus. He also has scarring on the medial surface of his foot.

In most cases the disease is not nearly as severe as it was in this case. His children were barely affected at all.

HFMD is a common disease classified as a coxsackievirus, usually A16 in the enterovirus family. Infants and young children are the most commonly infected and the disease is contagious with a three to seven day incubation period. It occurs

in epidemics and as would be expected in day care centers, nursery schools and early school years.

The presenting symptoms as in this case are flu-like symptoms and sore throat with difficulty in swallowing. Oral lesions typically precede the skin lesions, which usually occur first in the hands. The name of the disease, as it implies, usually affects the hands and feet following the fever. As in this case, other areas of the body can be affected. The lesions are painful and treated symptomatically. The disease usually runs a course of one week, and since it is viral antibiotics are unnecessary. The disease is typically mild in older children and adults (not in this case). Most adults get the disease from their infected children and severe complications are unusual.

This case was submitted by and on Daniel Tiesworth (a second-year dental student).

This article was reprinted with permission from the Virginia Dental Association.



Figure 8



Practice Impact

“Making Practice Transitions Painless”

Thinking About Retirement?

Appraisals are free when listing your practice with Practice Impact.

- Free Consultation • Free Listing
- 100% Financing Available • Practice Appraisal
- Confidential • Smooth Practice Transition

1-800-735-5336

Or visit us online at:

www.practiceimpact.com

5071 Forest Drive, Suite A, New Albany, Ohio 43054



We Have Immediate Buyers in all Areas of Ohio for your Practice!

100% Financing Available Through



Serving Ohio and Pennsylvania

Access articles from current and past issues of “ODA Today” by visiting www.oda.org.



Q & A at ODA:
"Everything you wanted to ask about associatships but didn't know who to ask!"

Friday, September 20
4:00-6:00 FREE
See you at booth #530

www.HenschenConsulting.com

Annual Session Hotel accommodations

Be sure to book your hotel before rooms begin to fill up for Annual Session, which will be Sept. 19-22 in Columbus. The Ohio Dental Association has negotiated special rates at designated hotels. Your patronage of these hotels is appreciated.

Hilton Columbus Downtown

Co-Headquarters Hotel
 401 North High Street
 Columbus, OH 43215
 (800) 445-8667; (614) 384-8600
 Single or Double: \$159
www.hilton.com

Hyatt Regency Columbus

Co-Headquarters Hotel
 350 North High Street
 Columbus, OH 43215
 (800) 233-1234; (614) 463-1234
 Single: \$158; Double: \$168
www.hyatt.com

Hampton Inn & Suites

501 North High Street
 Columbus, OH 43215
 (800) 426-7866; (614) 559-2000
 King: \$132; King Suite: \$162

The Drury Inn & Suites Columbus Convention Center

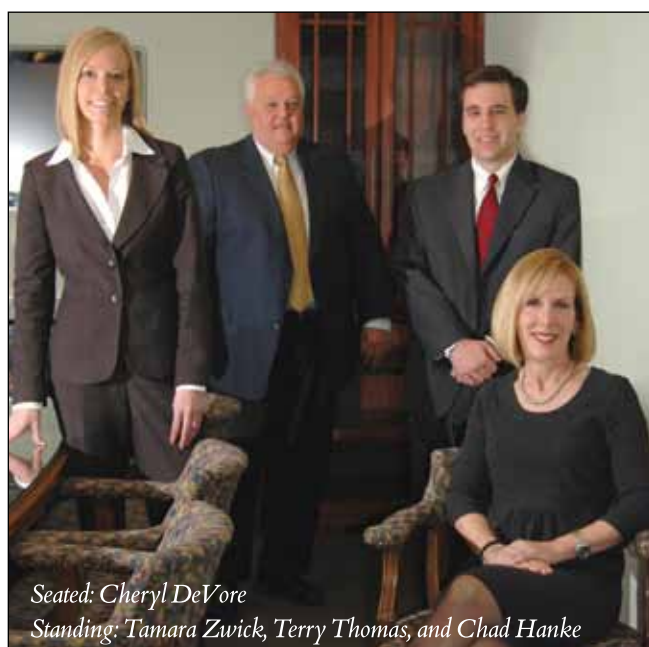
88 E. Nationwide Blvd.
 Columbus, OH 43215
 (800) DRURY INN; (614) 221-7008
 Single or Double: \$127; Single or Double Suite: \$157

Renaissance Columbus Downtown Hotel

50 North Third Street
 Columbus, OH 43215
 (800) 468-3571; (614) 228-5050
 Single or Double: \$130

The official hotels of the 147th Annual Session are taking reservations now. Attendees can call or link to their hotel choice directly to make reservations.

Visit www.oda.org/events to find everything you need to know about the ODA Annual Session and to register.



Seated: Cheryl DeVore
 Standing: Tamara Zwick, Terry Thomas, and Chad Hanke

Our Health Care attorneys have provided legal representation to more than 400 dental professionals.

Thomas Law Group has over 50 years combined experience providing legal services and business advice for dental and medical professionals.

- Practice sale and purchase agreements
- Associate and employment agreements
- Dental board disciplinary action defense
- Malpractice defense
- Corporation and limited liability company formation and management
- General business matters
- Employer/employee contracts and related matters
- Lease/real estate contracts and related matters



THOMAS LAW
 GROUP

Experience. Dedication. Results.

614-761-7701
www.thomaslawgroup.com

5148 Blazer Parkway
 Suite A
 Dublin, OH 43017



This unbelievable work of art for only

Our price brings you in – our quality keeps you coming back!



\$99

Believe it!

We are in partnership with **Dentsply** to provide the highest quality crowns at the lowest possible cost. Using only FDA and ADA approved **Dentsply** materials, you know nothing is being sacrificed for the price. We are so confident you will love these crowns, we are extending our guarantee: if you don't like it, it's on us. Unbelievable? No, believe it.

Central Ohio **Dental Lab**
 in partnership with: **DENTSPLY**

614 443-9153 1252 South High St
 Columbus, OH 43206

Send us a case today to personally experience our quality. **614 443-9153**. Prepare to be impressed.

Moving? New phone number? New email address?

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

Via email: membership@oda.org

By mail: Ohio Dental Association
 1370 Dublin Road
 Columbus, OH 43215-1098



ODA members can save money by purchasing ODASC endorsed products

Jackie Best
Managing Editor

From insurance coverage to whitening gel to credit card processing systems and more, the Ohio Dental Association Services Corp. (ODASC) has researched and endorsed products and companies to help dentists save time and money.

"I use several of the ODASC endorsed products, and the savings more than cover the cost of my dues," said Dr. Thomas Matanzo, chair of ODASC.

ODASC helps dentists save money by securing discounts on products and services available exclusively for ODA members and by finding products and services that provide the best value for the price.

ODASC is overseen by a board of directors including ODA member dentists. Before endorsing a product or service, the board researches and tests it to make sure it is the best available and will fit Ohio dentists' needs.

"When researching and endorsing products, ODASC has the best interest of dentists in mind," Matanzo said. "We want to make sure we are providing ODA members with the best products available and at a good value. This way, ODA members know they are getting a great product, but don't have to spend as much time doing all the research."

A team of ODASC staff members is also

An Example of ODASC Product Savings		
Product	Savings	Details
Health Insurance	\$300	There is no monthly billing fee so an office can save \$25 a month without even accounting for individual plan savings
Professional Liability Insurance	\$75	5 percent annual discount. Average annual premium \$1,500
Disability Insurance.....	\$400	10 percent annual discount. Average annual premium \$4,000
Credit Card Processing.....	\$1,200	Average office savings of 23 percent annually
Electronic Claims Processing	\$600	Based on an average of 200 claims per month X .25 per claim savings
Automated Patient Communication System ...	\$360	\$30 per month discount on Lighthouse 360 monthly fee
Website	\$465	ProSites offers members a 25 percent discount on website building; savings based on basic website priced at \$1860
Workers' Comp Group Rating.....	\$495	Based on maximum discount for an average office of six staff
Personalized Whitening Gel Syringes.....	\$200	Compared to similar products (46 kits annually)
SUV Disinfectant.....	\$50	Free shipping and spray bottles
Sterilizing Test Stripes.....	\$85	Compared to the cost of similar services
Total: \$4,230		

These products are an example based on a typical office. Depending on the size of your office and other circumstances, savings may vary by practice. Visit www.oda.org for more information on all ODASC products.

available to help ODA member dentists purchase products and decide which will be a good fit for their practices. ODASC representatives are experienced and are not paid through commissions, so their only interests are making sure dentists' needs are met.

ODASC representatives can also serve as liaisons between ODA members and endorsed companies because they have spent years building relationships at each company. If an ODA member should ever have a question or need to contact a company with a problem, ODASC representatives can step in and get a quick response.

Some of ODASC's most popular endorsed products include:

- The Best Card credit card processing system. Dental practices save an average of 23 percent when they switch to

"I use several of the ODASC endorsed products, and the savings more than cover the cost of my dues."

– Dr. Thomas Matanzo
ODASC Chair

Best Card, and as an introductory offer, Best Card will take \$100 off dentist's third month's processing fees. Many dentists report that Best Card provides great customer service and is easy to use.

- Whitening gel, which costs \$5 per syringe when at least 50 are purchased. The gel is a Carbamide Peroxide 3 cc syringe and is available in 16 percent, 22 percent and 35 percent strengths.
- ClaimX, an electronic insurance claim management and processor. Dentists have given ClaimX high marks for support, ease of use, integration with current practice management system, a noticeable reduction in claim

processing times and a significant reduction in costs. ClaimX sends dental insurance claims electronically for 25 cents each, compared to the 45-55 cents other processors charge.

- Lighthouse 360, an automated patient communication system. Dentists have found that Lighthouse 360 increases office efficiency, decreases missed appointments and improves production. ODA members can save \$30 per month when signing up with their membership number.

In addition to the products listed above, ODASC also has endorsed Mercer Advisors, a wealth management firm; ProSites, a website development company; and The ODA BankAmericard Cash Rewards Visa Signature credit card, among others.

ODASC also offers group-rated health insurance and a Bureau of Workers' Compensation group rating program.

For more information about ODASC and a complete list of and detailed information about all endorsed products and services, visit www.oda.org/membership/ODASC or call (800) 282-1526.

Learn More

For more information about ODASC and a complete list of and detailed information about all endorsed products and services, visit www.oda.org/membership/ODASC or call (800) 282-1526.

Don't let your autoclaves "bug" you . . .

Sterilize with confidence



ODASC
OHIO DENTAL ASSOCIATION
SERVICES CORPORATION, INC.

Weekly Spore testing is mandatory
**ODASC's choice is OSHA Review's
Spore Check System**

Convenience | Affordability | Assurance



Mention this ad
and receive
Free Shipping
with your
Spore Check Order

SPORE CHECK SYSTEM GOES ONLINE – my.oshareview.com

**OSHA
REVIEW**
CORPORATION

800-555-6248 | PO Box 254805, Sacramento, CA 95865 | www.oshareview.com

The Value of Membership

"There are so many member benefits offered by the ODA to make the lives of dentists easier. Continued membership in organized dentistry is important for everyone as it is the best way to keep up to date with all the issues impacting the profession."

Dr. Homa Amini
Pediatric Dentist

Nationwide Children's Hospital
Columbus, Ohio

**Now is the time to equip that old or empty operatory
for about half the usual cost.**



ProFormer - Rear Delivery Series I

A complete treatment center with full
doctor and assistant instrumentation

\$5,995



Also available:
Mobile carts,
\$540 and up

Modular Design Inc.
Cleveland, OH

Phone: (216) 252-9820
Fax: (440) 734-0386

Factory direct to you -- no middleman



The Explorer

Matthew J. Messina, DDS
Executive Editor

Staying Connected

So, why have a dental association anyway? I can get all the continuing education that I need online. I can get my insurance online too. From that gecko, or the duck, or even that girl Flo. All the news I need comes from my computer. I just need to go to work and take care of patients. Who needs to talk to other dentists? I can post my questions on a blog and get lots of advice on how to practice. I'll watch a YouTube video if I need to figure out how to do a procedure. It's all right there at my fingertips. I don't even need to leave my desk! What a great life. ... But why do I feel so scared?

In this era of Facebook, Twitter and social media, we get the impression that society is more connected than ever. The reality is that we are really more alone. In fact, loneliness has reached epidemic proportions. All the social media presence does is amplify one of the oldest human emotions, the fear of missing out.

Since we were young, we have been concerned that someone else was having more fun than we were. Doing something special. Getting better grades. Out at a

party ... with more important friends. We're missing out!

Once we get into practice, the business gains its own component of fear. Things are good, but somewhere, something in the universe isn't right. Something is looming on the horizon that will affect us, annoy us, threaten us. There's a crisis out there, but we just don't know it yet.

The Internet amplifies the fear. We can see and hear what everyone else is doing ... where they're going. In stories and pictures with smiling faces and tropical sands. We have to measure ourselves against what we see and hear. Joy is hard to find and we have to make it ourselves.

No one needs to tell us, but the practice of dentistry is exhausting. One of the factors that makes it that way is the isolation of private practice. We toil each day in the confines of our offices. It falls on us to provide the energy level necessary to carry patients through the day. For the most part, people don't really want to see us. The drag of pulling them through an appointment is much like trying to play table tennis by yourself. You've got ping, but they're not willing to pong. It's tough to keep our energy up when the patient is not engaged in his own care. We can't carry all the weight.

So how do we confront the loneliness epidemic? One thing to remember the next time you feel lonely, disconnected, or unappreciated is that this problem is universal. Everyone feels this way at some time or another. Some people are just more adept at hiding it.

This problem, however, is best treated by admitting it and realizing that you can cure it by connecting and interacting with others. If we do that, we cure not only our

own loneliness, but make a difference in the lives of others. We can extinguish their aloneness as well as ours.

That's where the dental association comes in. The only other people who understand what I do every day are dentists themselves. If I want to interact with my peers, the best way to find them is at my local dental society meeting or at the ODA Annual Session. Continuing education is available online, but there is a value to learning together with others. The synergy of discussing a problem with my colleagues is a benefit of attending a meeting. I learn more when I get out of my office and work with friends.

Dental school may not have been fun, but the relationships we formed with our classmates last for a lifetime. They last because they were forged in the stress of shared pressure and hard work. A profession requires difficult training. We all laugh about the tough professors when we get together, but that shared experience made us better and who we are today.

Deep down, we crave that camaraderie. We need the connections that only come from meeting with people face to face, or at least on the phone. All the digital media allows us to communicate more quickly, but we lose the emotional impact and connection. It turns out that we really do need each other.

The profession may seem to be changing, but the more things change, the more the core values stay the same. It used to be that I joined the dental association out of loyalty to the profession. Loyalty remains an important reason for membership, but it is not the only factor. I belong

See CONNECTED, page 25



Between the Lines

Ken Jones, DDS, JD
Guest Columnist

2min/2xday

Does It Matter?

This month, I'm probably going to take a lot of grief from some segments of our profession. That's why I get paid the big bucks – to ask the tough questions and to make my faithful readers first think, and then tell me what you thought. Excuse me while I rant.

We know there are increasing numbers of kids out there who really need some good dental care. We know that, not only because we've helped those kids in our offices, but also because a bunch of you spend your professional lives telling us about it after you do your surveys, just looking, as you spend your grant money. It would be interesting to know just why those families are in such lousy dental shape.

It would be interesting to have someone who has, not only actual credentials in the psychology of kids (and even more importantly, the psychology of the parents who neglect and ignore those kids' needs), but who also has actual, long term, hands-on, patient treatment experience, address the issue of what it takes to actually get these kids we are all so concerned about into a dental chair for some type of treatment.

Perhaps with that knowledge, questions that then generate more questions could be answered – at least until the next study that shows something entirely different, and someone else then chooses which is right based pretty much on their own viewpoint, which then reduces the whole

group of studies to one big, unscientific, opinion piece.

Questions like these:

Does it matter if there is actual scientific evidence that seeing a dentist twice a year is good or not if you can't get parents to bring these kids in even once a year (or two years)?

How about if you teach them to brush for two minutes, twice a day? (2min/2xday) Does it actually, perhaps, get them to brush once a day – every other day – or once a week – for a minute or two or even an impaired half-minute – or at least make a parent aware that they should be seeing to their kids' health needs, since the school programs and welfare programs obviously aren't working any better than anything else?

Why doesn't a parent who has no job, who can get free care that is available at multiple offices right on the bus line (free bus pass for most of the indigent) that comes directly from their neighborhoods and is on the way to the governmental medical offices where they probably don't bring their kids either, do the right thing by their multi-generational, governmentally-assisted, family units.

Why don't you try teaching responsibility to those parents instead of just pandering to their neglect? For example: Teach them to use the fluoridated water supply available to them instead of wasting their money on bottled water? How about using healthy foods instead of sugar-laden cereals? Or maybe buying fluoridated toothpaste instead of beer and cigarettes? The attitude I see is one that says, "Oh you poor dear, since you don't use all the free things available to you that others pay for, we'll come out and spoon feed you and make you even more dependent than you already are."

Which is worse, a small amount of fluorosis (which I almost never saw in practice from actually using fluoridated water) or having multiple carious lesions and infectious abscesses from using non-

fluoridated water, not brushing (with or without fluoridated toothpaste), and not learning or practicing any oral hygiene at all?

How many of the dental public health professionals and their families use the treatment they recommend so highly for the Medicaid population on themselves and their families when caries rears its ugly fangs? Or do you just have actual practicing dentists restore it? And restore it? And restore it? (Or maybe we could just restore it and then they could actually learn to take care of it?)

Ahhh. You mean your kids didn't have caries? You mean they got optimal amounts of fluoride and you taught them good oral hygiene instead of sealing that nasty decay in under stainless steel crowns with whatever stuff you think will make it all better? If your kids get sick, do you treat the sickness and try to make sure they don't get sick again? Might that work for dentistry? And maybe, more importantly, might it work for those needy kids whose families can't afford to pay, but do get their treatment paid for by the rest of us?

Why do you blame ALL of the problems of access on those who practice dental patient care? Don't dentists learn their basic attitudes in dental school? From the faculty (who don't see those kids in their offices or faculty clinics either?) No, you say? A number of educators quietly admit that those attitudes are formed a long time before their dental education starts. Well, then maybe we need a better selection process before they start that education, because real life sometimes seems to reflect poorly on both their inbred nature and their scholastic nurture.

OK, I guess I've offended as many folks as I can this month. The first and final question to all of you still is, "Does it matter?"

I hope so.

Dr. Jones may be reached at jonesddsjd@aol.com.

ODA Today

Member of the American Association of Dental Editors

Matthew J. Messina, DDS
Executive Editor

Jackie Best
Managing Editor

Amy Szmania
Advertising Manager

ODA Executive Committee:
Kim Gardner, DDS
President

Paul Casamassimo, DDS, MS
President-Elect

Thomas Paumier, DDS
Vice President

Mark Bronson, DDS
Immediate Past President

David Waldman, DDS
Secretary

Roger Hess, DDS
Treasurer

Michael Halasz, DDS
Speaker of the House

ODA Management Staff:
David J. Owsiany, JD
Executive Director

Peg Cissell, CPA
Director of Finance, COO of ODASC

Michelle Blackman
Executive Assistant/Director of Governance and Operations

Keith Kerns, Esq.
Director of Legal & Legislative Services

Christopher Moore, MA
Director of Dental Services

Suzanne Brooks
Director of Meetings and Conventions

Karli Hill
Director of Membership and Marketing

Kathy L. Woodard
Director of Public Service and ODA Foundation

Jackie Best
ODA Today Managing Editor

The Ohio Dental Association, although formally accepting and publishing the reports of committees and the essays read before it, holds itself wholly free from responsibility for the opinions, theories or criticisms therein expressed, except as otherwise declared by formal resolution adopted by the association. ODA TODAY (USPS# 0009-846) is published monthly for \$15 per year by the Ohio Dental Association, 1370 Dublin Road, Columbus, OH 43215-1098. Periodicals postage paid at Columbus, OH. POSTMASTER: Send address changes to Ohio Dental Association, 1370 Dublin Road, Columbus, OH 43215-1098. Inquiries regarding advertising should be directed to the advertising manager, at (614) 486-2700 or (800) 282-1526.



Taking the Next Step

Ryan Walton, DDS
Guest Columnist

Competition

I have a very good friend who happens to be a dentist also. Sound familiar? We met the first week of dental school. Our wives are friends. We ski together and play a lot of golf together. He shares their family cottage with us, and I share our favorite new wines with them. Our offices are about 2 miles apart.

A few months ago, we had a mutual friend ask us what it is like having offices so close to one another, and what it is like being competitors. I think it struck us both as strange to think of each other as competitors. After all, we get together about once a month to share difficult cases, discuss leading a team and talk about new products and technology. I hardly think of us as competitors ... in fact, I think of us as more of an extended partnership than anything else.

But this question got me thinking about what my competition really is, and I recommend you do the same. Some dentists consider their competition to be the nearest dentist down the street. Others see competitors as the dental office with the two-page Yellow Pages ad or the practices that rank above them on Google. Others are concerned about the practice with the brand-new building and the latest technology. I have given this much thought, and I have concluded that none of those really matter. None of those are really truly my (or your) competition. In fact, I have come to realize that the biggest competition my team faces every day is US. Our competition is our ability to clearly communicate to our patients the importance of attaining and maintaining

CONNECTED, from page 24

because I need to belong. We are strong because we are together, to lobby and support each other and our patients. That's what it means to be a profession. That's how we stay connected. We need each other now more than ever!

C.S. Lewis said that "Friendship is born at that moment when one person says to another: 'What! You too? I thought I was the only one.'" It's time for us to lower the draw-bridge of the castle and get out of our fiefdom, leave the office, and band together. After all, that's what friends are for.

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

Opinions and views expressed in the editorial – including letters to the editor – and guest columnist areas of *ODA Today* are solely those of the author and not necessarily the view of the Ohio Dental Association. They should not be construed as legal advice, substituted for the advice of a dentist's own legal council or perceived as an endorsement or statement of fact by any leadership, staff or members of the Ohio Dental Association. Dentists should always seek the advice of their own attorneys regarding specific circumstances.

their dental health, and showing them the reason to invest in their health.

Patients make buying decisions in our office every day. I'm not talking about the patients who are struggling to meet their most basic needs like putting food on the table and paying the mortgage. I'm talking about the majority of our patients who have some disposable income and are prioritizing their spending. We compete with things like summer vacations and a new boat. Patients choose back-to-school clothes or the newest video games for their teenagers. They prioritize dinner at an elegant restaurant. These are the people who make a decision each and every time they enter our offices, and that decision is based on one question: Do I see value in the treatment they are recommending?

So I ask you: Do you answer this question for your patients on a consistent basis?

I believe that if our patients understood what we knew about their dental health, they would schedule all the treatment we recommended. But they don't. That's why I have challenged my team to get three basic points across to patients: 1. the severity of their dental health problems, 2.

the value of acting to correct the problem now, and 3. the potential consequences of inaction.

Take an old, leaking amalgam for example. Sound familiar again? It's a tooth that does not hurt, but radiographic and clinical examination (and experience) tell you this tooth has recurrent decay and is a ticking time bomb. This is a problem. The value of acting now is that we can control the progression of this disease process (yes, it is a disease). Inaction can lead to cuspal fatigue and fracture, resulting in the need for a crown, root canal therapy, or worse – an unrestorable tooth that requires extraction.

Empower your staff to have these discussions with patients. Every team member should be on the same page so your patients get a consistent message – the correct message, based on science and experience. Take pictures. Patients not only think they are cool, but they are often far more critical of what they see than we are. Until recently, I never knew a stained central pit could cause such concern. Intraoral photos are extremely valuable in educating patients about their dental concerns.

Last of all, be honest. You may think you

are doing your patients a service by patching and repairing MODBL amalgams. In reality, if you treated them like family, you would strengthen and solidify that tooth so it was serviceable for years to come. It may be a shock to them at first, but they will thank you in the long run.

I think once we stop telling patients what they need and start talking to them about what is best for their health, patients will no longer leave the office with those lingering questions. Will you get through to everyone? No way. But we have to start somewhere. Start with a consistent approach to high quality dentistry, and make sure it is a consistent message throughout your entire office.

Stop thinking about competition in its expected form. Remember, it's not the office down the street. Instead, start thinking about how you can motivate your team to be educators and show your patients the value of great dentistry. Then, deliver on your promises. Make this second nature, and you'll never have to worry about the guy down the street again ... unless he's a buddy and you need someone to round out your weekend foursome.

Dr. Walton may be reached at drwalton@akronsmile.com.



SUV DISINFECTANT & CLEANER

3-in-1 Product

- SURFACE DISINFECTANT
- ULTRASONIC SOLUTION
- VACUUM LINE CLEANER

- Spray bottles are provided FREE with your order.
- 1 bottle of SUV's concentrated formula makes 16 gallons of ready-to-use disinfectant.
- Meets Ohio State Dental Board, OSHA, and EPA requirements and CDC recommendations for surface disinfection.

ALSO AVAILABLE IN READY-TO-USE WIPES



Endorsed by:



BUY DIRECT & SAVE – www.oshareview.com – 800-555-6248

Associate Wanted

A small private office with large group benefits. We have fourteen fee for service practices. Emphasis on complete treatment. In-house ortho, surgery, endo, implants. Our doctors range in ages from 26 to 72. Full and part time positions are available in Columbus, Mansfield and NE Ohio. Call me for more information. Dr. Sam Jaffe (888) 764-5320 or sam@americandentalcenters.com.

Currently seeking an amazing dentist to join our family. We are offering an associate opportunity in our well established, fee for service dental practice. We provide quality comprehensive dental services that include endodontics, implant placement and restoration, limited orthodontics, periodontal surgeries, fixed and removable prosthodontics, extractions including 3rd molars, and occlusal therapies. We boast a beautiful nine operatory facility with a pleasant and experienced staff. We are located in Maumee, Ohio which is a suburb of Toledo, Ohio. Qualifications would include a year of experience, or a GPR/AEGD residency. Please call if you are interested at (419) 350-8182, and ask for Kris.

An advanced private dental practice on the east side of Cleveland is looking for an associate dentist to join our highly motivated and energetic team. A few years of experience are preferred. Please inquire by email to dentalhelp@gmail.com.

An associate dentist needed for 2 days / week in our busy general practice located in Westlake, Ohio. Looking for genuine, customer service-oriented practitioner. Great facility complimented by an amazing staff. Plenty of new patients. Contact Loni, (440) 871-8588 or email lasalviadds@aol.com All inquiries will be held confidential.

An associate dentist needed for an exceptional opportunity who is quality-oriented and personable for a newly expanded office. Immediate opening in our well-established, busy and growing family practice. Dependable staff. Excellent salary, incentives and benefits. Please call (216) 661-2422 or fax (216) 661-2837.

An endodontist wanted, PT/FT position, Gahanna office. Specialist needed to provide complete endodontic care for established GP office. Immediate opening. Positive financial patient flow with a win-win situation. Call Dr. Theis for appointment. (614) 975-7827.

An excellent opportunity, Cincinnati. We are currently seeking general dentists, periodontists, oral surgeons and pediatric dentists to become an integral part of our growing group practice. Income typically consists of a salary with bonuses based upon net production plus benefits

including major medical and malpractice. This is not an independent contractor arrangement. No Saturdays or Sundays. Your quality of care and attention to patient satisfaction will determine your ultimate compensation. We are a group of highly spirited individuals with a sense of humor. I look forward to meeting you. Dr. Michael Fuchs (513) 697-2653; cell (513) 505-9987.

Associate Dentist: full time or part time. Mentor, Ohio. Plenty of patients. State of the art equipment. Great pay. Outstanding support staff that will help you produce! Future buy in/buy out opportunity. Call (216) 870-1657.

Associate dentist opportunity available in well-established, high-tech Dayton/Kettering practice. A few years of experience preferred. Please inquire by email to shari@dayton-dentistry.com.

Associate opportunities in Northwest Ohio. Excellent opportunities for general dentists with an expanding multi-location dental practice. Competitive compensation package including the following benefits: 401(K) + company match; paid lab fees; paid malpractice insurance; paid license renewals, membership dues and continuing education; health insurance; disability, life, vision and dependent care account. We invest in state of the art clinical and information technology. New graduates and experienced dentists welcome! Please call Ryan McAlees at (419) 724-1654 or email at ryan.mcalees@cornerdental.com.

Associate opportunity, Cincinnati, Columbus & Dayton. One to four days per week available. Contact Thomas Niederhelman, (614) 235-3411 or (740) 404-5677; e-mail niederhelman@gmail.com.

Associate position available in Kettering, Ohio 2 days per week. Opportunity to increase to 3-4 days per week. Please call Mr. Sullivan @ (937) 430-4317.

Associate position with potential buy-out opportunity of growing practice in Northwest Ohio. If you have a passion for providing comprehensive dentistry with a professional well-trained team, this opportunity maybe for you. Young graduates, or graduates of a GPR will be considered. Contact egentlecaringd@hotmail.com with resume.

Associate wanted. Full time position in the Cincinnati/Clifton area. Quality oriented, expanding practice, no Medicaid. Currently open three days a week, looking to expand to four days a week. Pay based on production, we pay lab bills. Partnership potential in the future. Contact Marc Lewis at (614) 581-7260 or email at Niederhelman@gmail.com.

Associate wanted, Parma Hts Ohio, full

time. Established 36-year-old private practice. Exceptional opportunity for a highly motivated individual to join our recently renovated, all digital, 6-chair, growing family private practice. Employment leading to full partnership. For interview, call (440) 884-5450.

Busy fee-for-service general dentistry practice is seeking a motivated, highly-skilled doctor. Guaranteed salary of 140k-190k plus bonuses depending upon experience. 4 day work week, and flexibility to do comprehensive dentistry on patients of all ages. For consideration, please send resume with cover letter to jonellvoskuhl@yahoo.com.

Cincinnati Dental Services, a multi-disciplinary group practice in the greater Cincinnati, OH area, is looking for General Dentists to join our team. Our doctors enjoy a professional practice experience and comprehensive compensation and benefit package that includes medical, malpractice, disability and life insurances, flexible spending account, and a 401K program with employer matching contribution. Cincinnati Dental Services offers a complete range of routine, cosmetic and specialized dental health services including preventative care, whitening, crowns, dental implants, oral surgery, endodontics, pediatric dentistry and Invisalign. Please contact Dr. Steven Jones at (513) 721-2444 ext.115, or email at stjones@amdpi.com.

Currently seeking an amazing dentist to join our family. We are offering an associate opportunity in our well established, fee for service dental practice. We provide quality comprehensive dental services that include endodontics, implant placement and restoration, limited orthodontics, periodontal surgeries, fixed and removable prosthodontics, extractions including 3rd molars, and occlusal therapies. We boast a beautiful nine operatory facility with a pleasant and experienced staff. We are located in Maumee, Ohio which is a suburb of Toledo, Ohio. Qualifications would include a year of experience, or a GPR/AEGD residency. Please call if you are interested at (419) 350-8182, and ask for Kris.

Dental Dreams desires motivated, quality oriented associate dentists for its offices in Illinois (Chicago & suburbs), Louisiana, Michigan, Maryland, Massachusetts, New Mexico, Pennsylvania, South Carolina, Texas and Virginia. We provide quality general FAMILY dentistry in a technologically advanced setting. Our valued dentists earn on average \$230,000/yr plus benefits. New graduates encouraged! Call (312) 274-4524 or email dtharp@kosservices.com.

DentalCare Partners is an established practice management development company operating in nine states (Illinois,

Indiana, Michigan, Ohio, Pennsylvania, Wisconsin, Kentucky, Tennessee and North Carolina). We are currently seeking highly motivated general dentists as well as specialty dentists and orthodontists for full and part-time positions. The ideal candidate must be concerned with quality patient care, a team player and a strong desire to learn, grow personally and professionally. Benefits will include a guaranteed salary with attractive earning potential, partnership opportunity, 401(k), health insurance, term life and vision insurance, short and long-term disability, malpractice insurance, paid vacations and continuing education. Interested candidates please contact Deborah Hammett at (800) 487-4867, ext. 2047, e-mail her at dhammett@dcpartners.com or fax resume to (440) 684-6942.

Dentist Associate, General Practice, Xenia. P/T with opportunity for full time and eventual practice purchase. Established, low stress practice. Salary based on production. Contact: northxen@gmail.com.

Dentist associate opportunity, full or part time. Generous compensation for the right candidate. Future partnership/ownership possible. Residential suite adjacent to office is available. Practice located east of Cincinnati. Call Mr. Sullivan at (937) 430-4317.

Dublin/ Plain City office looking for dentist with min 2yrs experience who is very personable and friendly. We are looking for someone to fill minimum of 3 days that has potential for more as we grow. We are a very friendly, well-established mostly fee for service general dentist office with all computerized equipment including lasers. Please submit resumes only by email to haiddental@gmail.com.

Full time associate for a high-tech/high productive office in northwest Columbus. Need to start immediately. Contact dds-columbusohio@gmail.com.

Highly successful, established private practice with outstanding team in place, located in eastern suburb of Cleveland. Looking for part time/full time associate with option to buy in. Highly compensated, bonus, incentives. Benefits includes profit sharing. Serious inquiries only. Call Highland Dental Professionals at (440) 646-1330. Fax resume to (440) 646-1354.

Geriatric dentistry. Full-time/part-time general dentists needed for nursing home and homebound patients, throughout the state of Ohio. All transportation, equipment, supplies, auxiliary and administrative staff provided. Daily minimum rate \$500+production+benefits. Join our team providing care for over 20 years. Please fax resume to (440) 888-8763.

Growing practice in Westlake, Ohio

Advertisers Index

AFTCO	7	ODASC	5, 8
Dental Management Specialists	3	Ohio Dental Hygienists Association	27
Frank Recker DDS, JD	10	OSHA Review Inc.	23, 25
Henschen Consulting	22	Paragon Practice Transitions	2
Johns Dental Lab	2	PNC	30
MDH Investment Management	4	Practice Impact	21
MED IT Inc.	10	Prosites	28
Midwest Dental	3	Superior Dental Care	9
Modular Design	23	Thomas Law Group	22
National Practice Transitions Network	29	Wickens, Herzer, Panza, Cook & Batista	6

Interested in advertising? ODA Today reaches 5,600 dentists and their staff each month. Contact Amy Szmania at (800) 282-1526 or amy@oda.org for more information.

(western suburb of Cleveland) seeks associate with serious interest in partnership opportunity. Prominent practice with 25 year history. Eight operator office in free standing building. Modern equipment, dedicated, long term staff. Defined track to ownership. Send CV to MHM17672@aol.com.

Local dentist opportunities with income potential of \$200K+. ImmediaDent's practices are open 7 days/week, 9am to 9pm. We are seeking dentists with a passion to provide comprehensive dental care. Dentists enjoy a 3 or 4 day work week and competitive benefits. Enjoy dentistry without the stress of practice management. Build and maintain a recurring patient base, allowing for long term success. Be rewarded with unique in the industry Long Term Investment Plan. Participate in a great benefits package including medical, paid time off & 401(k) Call today! Terry Lynn Herr at (716) 901-5972 or email your CV to terrylynnherr@immediadent.com.

Midwest Dental is seeking a full time dentist to join a long standing, fee for service practice. We offer the opportunity to lead your own clinical team while shedding the administrative and financial burdens. Our philosophy of preserving and supporting the traditional private practice setting provides a great work-life balance, excellent compensation and benefits, and unlimited opportunity for professional growth. If you possess a passion for providing quality care and are looking for a rewarding practice opportunity in Lorain, please contact Andrew Lockie at (715) 579-4076 or email alockie@midwest-dental.com. Visit us online at www.midwest-dental.com.

Orthodontist needed one or two days a week in Columbus and Cleveland. Generous base pay plus bonus. All fee for service offering Invisalign, white braces, etc. Modern offices and experienced traveling staff. Call (440) 446-1555 or email Dr. Sam Jaffe at sam@american-dentalcenters.com.

Partners wanted. We are a group practice where each doctor owns an equal share of the partnership. We practice on our own patients setting individual treatment plans. Retail locations give great visibility and we have availability six days per week. We are looking for motivated doctors who want to own their practice while practicing in a relaxed manner as part of the team. Practices are managed by the partners keeping overheads well below average. Please call Dr Morrison (614) 404-8565 or email emorrison@comfortdental.biz.

Seeking pediatric dentist for a part-time associate position in a thriving solo pe-

diatric dental practice - Cincinnati area. Position available 1-2 days per week with potential growth into full-time and eventual partnership (sooner rather than later). Established, responsible staff and practice management systems. Looking for a caring, patient-oriented individual who can help us expand our services and keep up with demand. Mail resume/CV to: Pedro, PO Box 484, Mason, OH 45040.

Seeking the right associate to buy into a thriving rural practice featuring a very solid, loyal patient base that has consistently grown. New building, well trained staff, very progressive practice. Opportunity to learn; IV sedation, perio and oral surgery, implants, ortho, and comprehensive rehab. dentistry. Great opportunity for a professional looking for a great place to raise a family with potential of a large salary and satisfying career. Contact Melissa Welsh at (330) 231-4104 or mwelsh0626@gmail.com.

Unique 2-3 dentist legacy practice in Northwest Ohio seeking an associate to take over or transition senior partner's practice. Very profitable. Loyal staff. County has lowest unemployment in the state. Excellent school system. General practice residency, outstanding new graduate, or experience preferred. Send resume with references to P.O. Box 650, Celina, OH 45822 or email to schleucher.4@osu.edu.

We need your help in changing lives, one smile at time. Michigan Community Dental Clinics, Inc. is seeking dentists to join our elite group of 60 quality oriented dental practitioners. We have experienced exponential growth throughout Michigan over a five year period. Our growth continues, and we have several more offices opening in the coming years. We welcome talking to dentists and dental specialists who have a mindset of continuous quality improvement. Our culture is one which places "patients first". Due to recently increased capacity, we have outstanding full and part-time opportunities. Our facilities fully utilize an electronic patient record, state-of-the-art equipment and the finest sundries available in dentistry. Our facilities are operated utilizing a private-practice model with policies and procedures that encourages efficiency, productivity, improving quality, and cost control. We operate Monday through Friday with no evening or weekend hours. Our full-time positions offer very competitive remuneration and a comprehensive benefits package that includes paid holidays, medical, dental, vision, retirement, disability, paid continuing education, professional liability insurance, and a wellness program. For more information on specific clinic openings contact jobs@midental.org.

org, call 231-547-7638, or visit our web site at www.midental.org to learn more.

Equipment for Sale

2 - Pelton Crane track lights, \$425 each. Alabama cart, \$250. Adec Microcard, \$250. 2 - DocPort DV LED Intraoral cameras with 4 docking stations, \$500. Orascoptic Zeon Fiber Optic Illuminator with 3 light sources, \$1500. Call Bill at (330) 606-9862.

Fully equipped 2-operator 700 sq.ft. office ready for immediate occupancy. Great start-up/satellite office. Low overhead. Digital pano & x-rays. Networked computers. Second floor of renovated building. Across from busy intersection & Plaza. West Cleveland. Contact (216) 502-0375 for details.

Brand new-in the box-Biolase Waterlase MD hard and soft tissue laser with gold handpieces. Patients love laser "needle-less" anesthesia. We use our current Biolase MD daily for multiple procedures. Originally sold for \$82,500 asking \$19,500 or best offer. Received new through dental equipment purchase. Email: drmiller@firstimpressionsdentistry.com or call (513) 772-8840.

Practice for Sale

Building and dental practice are a package. Special interest, orthodontics, and/or GP. Three operatories; approx. 1400 sq ft on first floor. Has N20 in all operatories. Location: picturesque Westpark area of Cleveland; one mile north of Hopkins Airport. For more details call Fran Kysela at (877) 492-7917 at Kysela Pere et Fils Ltd.

NPTN. Practices currently for sale in Columbus, Cincinnati, West Union, Piqua, and Willoughby Hills. Low commissions to sellers - no fees to buyers. Free appraisal/legal drafts with practice listing. Buyer representation available. Call Jason Gamble (614) 648-8118 or visit www.nptnetwork.com.

Paragon Dental Practice Transitions currently has multiple listings in LORAIN, FRANKLIN, GEALIGA, BROWN, CLERMONT, MERCER and CUYAHOGA counties. Please see our website at www.paragon.us.com to see the details of all current listings or contact Jennifer Bruner at (614) 588-3519 and/or email jbruner@paragon.us.com.

Practice for sale with 5 year buy out or associate/partnership, office sharing available East side of Cleveland. Excellent opportunity for a dentist who is relocating or who wants to grow a practice with minimum attrition. Interested parties call Dr. Nancy Arndt (440) 449-0069.

Practices for Sale - Ohio. Please call Steve Jordan, (888) 302-3975 or visit pmagroup.net.

Seeking motivated, ambitious dentist to purchase practice, office and building in

Mt. Gilead. Great potential for growth, as only 3 dentists in county. Reply to retiringdds@hotmail.com.

Space Available

Beachwood. Are you tired of paying rent in your old unkempt building? Are you on the West Side and looking for an East Side presence? Are you toward the end of your career and don't want to commit to a new lease? Do you want a beautiful place to practice? Whatever your reason; rent space, sublease, or be an associate. Whether you want 1 day/week or full time, or whether you need 1 operator or 4. Location is amazing, building is beautiful and the office is what you deserve. Call (216) 404-7200 for any inquiries.

For lease: approx. 2600 sq ft. dental office; Mentor, Ohio. Great location - 18,000 cars daily, near Wal-mart, Bob Evans, Applebee's, K-Mart etc. Features 6 ops, lab, private Dr. office w/ private bath, customer and employee bath. Renovated approx 5 years ago, great condition. Call TR Hach (owner/agent) for details (440) 479-1607.

Fully equipped 2-operator 700 sq.ft. office ready for immediate occupancy. Great start-up/satellite office. Low overhead. Digital Pano & Xrays. Networked computers. Second floor of renovated building. Across from busy intersection & Plaza. West Cleveland. Contact 216-502-0375 for details.

Newly renovated 1750 sq. ft., four chair dental care office next to oral surgeon in professional building. Ready for your choice of colors for walls and floors. Exceptional location in high-density traffic area in Stow, Ohio. Please call Victor at (330) 388-9814. www.stowprofessional-center.com.

Professional office building in fast-growing Twinsburg, Ohio at 9945 Vail Drive. Currently Ortho/Pedodontist practice. Beautifully decorated. 1500 sq ft space ready for immediate occupancy. Great for second office. Great location for any specialty. Great referral base from large GP practice in building. Contact Dr. Harlan at (330) 425-0912.

Want updates on the latest dental news in Ohio?

NewsBytes, the ODA email newsletter, is sent to members regularly to help keep them up to date on the latest news affecting their patients and their practices.

To register for this informative e-newsletter, or to update your email address, send an email to dentist@oda.org.

Sign up for **NewsBytes!**

Nitrous Oxide Sedation

Courses for
Dentists, Hygienists & Assistants

Training for both
Administration & Monitoring

**Programs exceed OSDB mandates
Courses in Chardon or your office**

Sponsored by
Ohio Dental Hygienist's Association

Call (440) 286-7138 for dates & details

ODA Today Classified Advertising

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

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

REACH NEW PATIENTS ONLINE – *We Make it Easy!*

“ODA Services Corp. endorsed ProSites because of its innovative technology and reputation for excellent customer service. We are confident ProSites will deliver the website solution ODA members need and the value they want.”

- *Dr. Tom Graham*
Ohio Dental Association Services Corp.
Chairman of the Board



THE ULTIMATE WEBSITE SOLUTION™



- ✓ **Simple Set-up**
Your website includes patient-focused content, educational videos, interactive features, and more!
- ✓ **Added Value**
You frequently receive new upgrades and can add unlimited pages at any time, free of charge.
- ✓ **Edit Instantly**
From uploading new photos and videos to changing your entire design, you can edit your website at any time, with a simple "point and click."
- ✓ **Proven Results**
We have helped thousands of doctors generate new referrals and new patient appointments through our leading website solutions.

SPECIAL DISCOUNT FOR ODA MEMBERS



PROSITES
Website Design and Internet Marketing

Get Your Free Trial Today!
Call 888.617.7247
Visit ProSites.com/Ohio

Ohio State ASDA wins award for grassroots advocacy

Nathan Prueter
OSU College of Dentistry

During the 2013 National Dental Student Lobby Day in Washington, D.C., on April 15 and 16, Ohio State's American Student Dental Association (ASDA) chapter was awarded the Ideal Legislative Grassroots Network (LGN) Chapter of the Year.

This award honors outstanding achievements by an ASDA chapter in serving the association on a local and national level. The winning chapter is selected based on involvement in activities such as American Dental Political Action Committee (ADPAC) drives, participation in national and state lobby days, legislative lunch and learns, and legislative articles written. The link to the application can be found at www.asdanet.org/awards/legislative.aspx.

National Dental Student Lobby Day is an annual event with the first day focusing on learning how Congress works, training on how to lobby and an introduction to the politics of Capitol Hill. A keynote address from Rep. Tom Petri (R-Wis.) along with the presentation of the LGN Award concluded day one. The second day started with a group photo on Capitol Hill followed by a day full of appointments with legislators.

Ohio was well represented with 19 students attending from The Ohio State University (second only to Stony Brook with 20), along with three students from Case Western Reserve University. Mike Pappas (OSU class of 2014) was announced as the chair of the 2013-14 Council on Advocacy, and his duties will include planning next year's National Dental Student Lobby Day.

Over 330 ASDA members participated in the event and scheduled over 200 Congressional appointments. Ohio students were able to meet with 10 of the 16 Ohio Representatives' offices and both Senators' offices. We were able to meet face-to-face with Rep. David Joyce (R-Ohio 14) and Rep. Bill Johnson (R-Ohio 6).

The three issues that we focused on for our discussions with legislators were the ExCEL Act focusing on student debt reduction, an act to eliminate the 2.3 percent medical device tax and extending higher education-related tax extenders.

The success and accomplishments the OSU ASDA chapter has been able to achieve the past few years would not have been possible without the support we receive from the Ohio Dental Association and its staff. The increased backing and encouragement students have received for participating in the ODA Day at the Statehouse is proven by doubling student participation in each of the last two years.

Keith Kerns, ODA director of legal and legislative services, has worked very closely with ASDA to develop and present the Advocacy Academy to over 50 students to date. This first-of-its-kind program that teaches dental students how to advocate for dentistry is the perfect example of how ASDA and the ODA are working together.

Ohio State's ASDA chapter winning the Ideal LGN Award proves that a strong



Photo submitted by OSU ASDA
The Ohio State ASDA chapter was awarded the Ideal Legislative Grassroots Network Chapter of the Year at National Dental Student Lobby Day in Washington, D.C. 19 OSU students attended the event.

partnership between the dental students and the state dental society has not only educated students on the importance of advocacy, but hopefully has also introduced them to career-long involvement in organized dentistry.

Nathan Prueter is a student at The Ohio State University College of Dentistry in the Class of 2014. He was the 2012-13 ASDA legislative liaison.

The Value of Membership



"The ODA protects my rights to practice dentistry by providing information, representation and advocacy. It allows me to keep my patients informed and provide excellent health care. It also offers many discounts such as group health insurance that saves us a lot of money every year. The most valuable part of my membership is ODA's advocacy efforts that allow us to practice efficient dentistry."

Dr. Sunny Pahouja
General Dentist
Bright Now Dental
Miamisburg, Ohio



Follow the ODA on Twitter!
@OhioDentalAssoc

Check out the latest issue of generationD

A news magazine for new dentists and dental students



www.oda.org/generation-d

When it's time to start thinking about tomorrow...

Practice Sales
Practice Appraisals
Transition Consultation



We customize a plan FOR YOU to maximize patient and staff retention, minimize your tax liability, and ensure a smooth and successful transition. Call us today for a free initial consultation!

NPT=Results
Congratulations to these doctors who trusted us with their practices when they were ready to take that next step!

- Babak Gojgini, DMD to Sang Bae, DMD
- William Baird, DDS to Michael Hess, DDS
- Jeffrey LaMura, DDS to Kevin O'Connell, DDS
- David Becker, DDS to Nicholas Calcaterra, DDS
- Marianne Hughes, DMD to Gurmeet Kour, DMD
- Efren Cortes, DDS to Kaveeta Channamsetty, DDS



Jason Gamble
Regional Representative
j.gamble@nptnetwork.com
614.648.8118 x229
info@nptnetwork.com
www.nptnetwork.com

We are NOT a dual-rep company.

Have a question?

Contact the Ohio Dental Association!

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

FOR SEEKING

the best month to buy that new equipment.



Cash Flow InsightSM | for the achiever in you[®]

Introducing Cash Flow Insight powered by PNC CFO — a suite of user-friendly online tools that can help you understand and project your practice's cash flow, so you can turn insight into action. Try it at no cost today*. Call the Cash Flow Insight Center at **855-762-2361**, stop by any PNC branch or go to pnc.com/cashflowinsight



*Offer requires a PNC Business Checking account and enrollment in PNC Online Banking. Offer valid during your current statement cycle period and two additional statement cycles. At the end of your free trial, you will remain enrolled in Cash Flow Insight and be charged a fee of \$10/month. If you do not want to continue with Cash Flow Insight, you may opt out of the service on your Preferences page within Cash Flow Insight. Beyond the trial period, certain account types have Cash Flow Insight for no additional monthly fee, including Business Enterprise Checking, Industry Solutions Checking and Retail Businesses Checking. Cash Flow Insight and CFO: Cash Flow Options are service marks of The PNC Financial Services Group, Inc. ©2013 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association, Member FDIC