

ODA Today

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

QuickBites

There's still time to purchase ODAF raffle tickets!

The annual ODA Foundation raffle is one of the primary sources of funding for the good work ODAF does, including grants for access to dental care programs and scholarships for worthy dental school students. Raffle tickets are \$100 each or six for \$500 - and only 700 will be sold.

This year's raffle prizes are:

- First Prize: Winner's choice of a 2 year/12,000 mile lease (Lease terms established by Crown Mercedes) on a 2015 Mercedes c300 or \$20,000 cash
- Second Prize: Piece of fine jewelry or watch valued at \$3,000
- Third Prize: \$1,000

The drawings will take place Sept. 19 at Annual Session.

For more information, visit www.oda.org/community-involvement/oda-foundation/odaf-raffle/.

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2015 ODA Annual Session - Excellence in Collaboration



Feinknopf

The 2015 ODA Annual Session offers CE opportunities for the entire dental team and specialists. Annual Session is Sept. 17-20 at the Greater Columbus Convention Center.

ODA Annual Session features variety of opportunities, and there's still time to register!

By ODA Staff

The 2015 ODA Annual Session – Excellence in Collaboration – is just around the corner, and there's still plenty of time to register.

Annual Session is Sept. 17-20 in Columbus, and attendees can register on-site and online throughout the event. However, registration prices go up starting Sept. 17, so it is recommended that attendees register by Sept. 16 if possible, and can continue to add courses throughout the event.

This year's theme, Excellence in Collaboration, highlights the importance of working

together – within a dental team, among dentists, across specialties, with speakers and with exhibitors.

ODA Annual Session features CE for the entire dental team and for all specialists.

CE topics include social media, team motivation, sleep apnea, restorative dentistry, patient behavior, coding errors, hard and soft tissue laser workshops, office profitability, model pouring, management of dental pain, soft tissue grafting, pediatric dentistry, persistent endodontic infection, radiography, debt management, nitrous monitoring, crowns,

See ANNUAL SESSION, page 2

Things to know about this year's ODA Annual Session

Course handouts – Don't forget to download course handout materials before Annual Session! They will be provided online only, and can be downloaded at oda.org/events and are also available from the 2015 ODA Annual Session app.

ODA Annual Session App – be sure to download the free 2015 ODA Annual Session app from Google Play or the Apple app store. The app will feature a personalized schedule, course handouts, maps and more.

Construction – The Greater Columbus Convention Center will be under construction during ODA Annual Session, so be sure to keep an eye out for signs with directions in the convention center. Some ODA events might be in a new or different location than past years.

Table Clinics – Table Clinics will take place in the Exhibit Hall again this year, with a new day and time: Friday, Sept. 18 from 4 to 6 p.m.

On-site program – This year the ODA

See KNOW, page 9

On-site registration hours:

Thursday, Sept. 17: 7:30 a.m.-6:30 p.m.
Friday, Sept. 18: 7:30 a.m.-6 p.m.
Saturday, Sept. 19: 7:30 a.m.-5 p.m.
Sunday, Sept. 20: 7:30 a.m.-1 p.m.

Exhibit Hall hours:

Thursday, Sept. 17: noon-6:30 p.m.
Friday, Sept. 18: 10 a.m.-6 p.m.
Saturday, Sept. 19: 10 a.m.-2 p.m.

Visit oda.org/events for details.

2015 ODA House of Delegates to consider important issues

By ODA Staff

The ODA's House of Delegates, which is the legislative body and the supreme authoritative body of the association, will be meeting on Sept. 17 and 18 at the Hyatt Regency Hotel in Columbus in conjunction with the 2015 ODA Annual Session. Over 135 delegates from across the state representing all 25 component dental societies, as well as two student delegates representing the Case Western Reserve University School of Dental Medicine and The Ohio State University College of Dentistry, will gather at the 2015 meeting to deliberate resolutions proposing to alter the association's policies and operations. The 2015 House of Delegates will consider the following resolutions at its

meeting in September:

- Resolution 01-15: proposes to alter the duties of the ODA secretary by adding the responsibility of serving as the association's "floor leader" at ADA House of Delegates meetings, which would entail coordinating the ADA delegates and alternate delegates presence on the floor of the ADA House of Delegates and organizing the ADA delegates and alternate delegates to provide testimony at ADA reference committee hearings or at ADA House of Delegates meetings.
- Resolution 02-15: proposes the association adopt a policy on third-party dentist ratings systems that states that ratings systems based on cost or non-validated utilization patterns are inherently flawed,

unreliable and potentially misleading to the public.

- Resolution 03-15: proposes to amend the ODA Bylaws regarding when to hold the meeting of the ODA's ADA Leadership Nomination Committee.
- Resolution 04-15: requests the association's support of the nomination of Dr. Joseph Crowley as an ADA president-elect candidate at the 2016 ADA House of Delegates meeting.
- Resolution 05-15: requests the association's support of the re-election of Dr. Ronald Lemmo as an ADA treasurer candidate at the 2015 ADA House of Delegates meeting.

See HOD, page 9



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Ohio Dental Association Annual Session | Excellence in Collaboration

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President's Message

Thomas Paumier, DDS
ODA President

Year in review

It has been a very busy and productive year since I assumed the ODA presidency at the House of Delegates last September. My president-elect's message took data from the recent "ADA Environmental Scan: A Profession in Transition," (which can be found at ADA.org) and outlined my vision for the future of our profession, organized dentistry and our individual practices. I felt it was essential the ODA leadership and as much of the membership as possible understood the implications of the environmental scan related to the trends in decreased utilization for working age adults, overall flat dental spending, changing practice and reimbursement models and the challenges of expanded Medicaid eligibility. I participated in the first meeting of each council and committee to give an overview of the data in the scan and

discuss potential areas of action related to those concerns. Additionally ODA Executive Director Dave Owsiany and I visited many component dental societies to present the ODA Update, which included this same message. I also appointed a task force on "The Future of Dentistry in Ohio" that met three times and will submit a report to the HOD in September. The goals of the task force were to gain an understanding of the changing dental practice environment, identify opportunities for the dental profession in tomorrow's practice environment and explore possible strategic action areas for organized dentistry.

The data from the ADA environmental scan has clearly demonstrated that the future of dentistry will look quite different than how we currently practice. In fact, we are likely on the threshold of change not seen in the last 100 years. The trends in utilization, consumerism, payment reform and delivery of care all indicate the next generation of dentists will face challenges we have never encountered. These challenges are likely to be perceived as threats on the traditional model of how we practice dentistry. The task force's goal was to not only understand the changing practice environment, but to turn these challenges into opportunities that will help all members succeed in the future. This might include an expanded scope of care where dentists are part of the evolving primary health care provider

framework. It could mean organized dentistry might be the DSO for the solo and small group practitioners. It may mean organized dentistry sets the standard for what dental insurance provider networks and reimbursements look like in years to come. One thing is certain, if the leaders in organized dentistry are not actively engaged in these issues, policy makers, regulators and insurance carriers will shape our future. Your leaders at the ODA are committed to being the drivers of the change we know is coming and will work diligently to attempt to ensure that the golden age of dentistry is still ahead of us. This task force report will be the first step in recognizing tomorrow's practice environment and setting the agenda for protecting our future. Please take the time to read the report, which can be found on the ODA website, and send comments or suggestions to the Executive Committee. It's your future ... Be engaged in shaping it!

The legislative advocacy of the ODA has been equally as busy and met with great success. In December 2014 the legislature unanimously passed HB463 and it was signed into law by Gov. John Kasich. It covered issues that impacted every category of membership, from licensure to loan repayment, enhanced auxiliary utilization to better practice efficiencies and improved access to care. A mandated review of Medicaid fees will

hopefully lead to fee increases that enable dentists to meet rising overhead and provide true access to those most in need. A comprehensive and detailed overview of this ODA-sponsored bill is available on the ODA website. Most recently HB 95, which prohibits insurance companies from setting fees for procedures they do not cover, passed the House. It will be considered by the Senate in the fall. Your advocacy team continues to champion issues important to members.

Another area of focus for the Executive Committee has been to strengthen our relationship with the Ohio dental schools. Members of the EC and leaders from the ADA, including Executive Director Dr. Kathy O'Loughlin met with Dean Kenneth Chance at the Case School of Dental Medicine for an entire day. We had access to every department chair, and lunch with the entire faculty as well as an hour of class time with D4 dental students to deliver the message of all that organized dentistry has to offer. This was the first time in recent memory we have had this type of access to the Case dental school. Both faculty and students came away with a better understanding of the benefits of being a member and the Executive Committee gained a better understanding of the concerns of educators and students. It was great to tell the D4 students that

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ANNUAL SESSION, from page 1

infection control, employment law, oral pathology and more.

This year, attendees can earn up to 11 hours of free CE credits.

Annual Session also will feature an expansive Exhibit Hall with more than 200 vendors, several of which are exhibiting for the first time this year. Dentists, specialists and dental team members can take the opportunity to comparison shop, discuss products with vendors and view and test products all on-site.

Table Clinics will take place in the Exhibit Hall again this year, with a new day and time: Friday, Sept. 18 from 4 to 6 p.m.

A free Exhibits Only Pass will again be offered on Saturday, Sept. 19. Registering for this category allows attendees to only shop the Exhibit Hall.

In addition to attending CE courses and shopping the hall, attendees have opportunities to relax and have some fun



Feinknopf

The 2015 ODA Annual Session is Sept. 17-20 at the Greater Columbus Convention Center.

while at Annual Session.

The hall will feature special events throughout the meeting, including the Welcome Reception at 5 p.m. Sept. 17,

Take a Break! at 3 p.m. Sept. 18 and Tailgate! at 11 a.m. Sept. 19. The membership booth will also feature opportunities for attendees to win door prizes each day.

The ODA Council on Membership Services will host a new special event this year, "Bollywood Meets Columbus!" from 6:30-9:30 p.m. Sept. 17. This free Bollywood-themed reception will feature entertainment and updates on the future of dentistry in Ohio.

Annual Session also will feature the New Dentist Reception on Sept. 17, the Callahan Celebration of Excellence on Sept. 18 and The Bash! on Sept. 18.

For more information, including a full schedule of events, CE courses, speaker bios and more, visit oda.org/events.

Attendees planning to register on-site should arrive at least one hour before their first course and should have alternative courses in mind in case first choices are sold out. Attendees should also be aware that on-site registration fees are higher than registering in advance. Register online at oda.org/events or by fax to (678) 341-3086.

Download the 2015 ODA Annual Session app!

The Annual Session app includes:

- A full schedule of events
- CE course list and descriptions
- Speaker bios
- Exhibitor list
- Show specials from exhibitors
- Maps
- Information about things to do around Columbus
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Dr. 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.



Todd Newkirk was formerly an Ohio Assistant Attorney General representing several Ohio State agencies. Mr. Newkirk has been associated with Dr. Recker since 2007 and has also represented many dentists across the country. Email Mr. Newkirk at newkirk@ddslaw.com.



Ms. Sandra Ertel, paralegal, has assisted Dr. Recker and Mr. Newkirk in preparing for, and attending, depositions, court appearances and hearings in multiple states.

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The Director's Chair

David J. Owsiany, JD
ODA Executive Director

U.S. Supreme Court decisions impact dentistry

In the U.S. Supreme Court's most recent term, which concluded in June, America's highest court issued decisions in three cases that significantly impact health care, including dentistry.

State Licensing and Regulation of Professionals

In *North Carolina State Board of Dental Examiners v. FTC*, a majority of the court, in an opinion written by Justice Anthony Kennedy, held that the North Carolina Dental Board's actions in sending "cease and desist" letters to non-dentist teeth-whiteners violated federal antitrust laws. Traditionally, state licensing and regulatory boards have enjoyed a "state action" ex-

emption from antitrust laws. The court's majority held that, in order to be exempt from the antitrust laws pursuant to the state action doctrine, the North Carolina Dental Board would need "active state supervision" over any of its actions that are anticompetitive in nature because there is a controlling number of "market participants" on the board (i.e., a majority of the board is made up of dentists).

The court found that "state agencies composed of active market participants" pose a risk of "self-dealing" and that active state supervision will serve as a check on that self-dealing.

Justice Samuel Alito wrote a dissenting opinion, joined by Justices Antonin Scalia and Clarence Thomas, arguing that the majority's decision will "create practical problems and is likely to have far-reaching effects on the states' regulation of professions."

Since the vast majority of state licensing boards in Ohio (and across the U.S.) include a "controlling" number of "market participants" (i.e., dentists make up a majority of most state dental boards,

physicians make up a majority of most state medical boards, etc.), states have been struggling with ways to meet the Supreme Court's new mandates since the decision was issued in February. The states are faced with questions related to:

- (1) whether and how they should change the composition of their boards to meet the court's edicts?
- (2) what constitutes an anticompetitive activity requiring active state supervision?
- (3) what is required to satisfy the court's mandate for "active supervision" of these boards?

These issues and others will have to be worked out over time on a state-by-state basis and ultimately by the federal courts, which are now actively involved in dictating state regulatory and licensing activities.

Medicaid Reimbursements

The second case, *Armstrong v. Exceptional Child Center, Inc.*, involved providers of "habitation services" to Medicaid patients in Idaho suing the Idaho Health

and Welfare Department, arguing that Medicaid reimbursements were lower than federal law permitted and sought to have the court order higher payment rates. Federal law requires states to pay for care and services in a manner that is "sufficient to enlist enough providers so that care and services are available under the plan at least to the extent that such care and services are available to the general population in the geographic area." A majority of the court, in an opinion written by Justice Antonin Scalia, ruled against the Medicaid providers, holding that federal law does not create a private right of action for Medicaid providers to sue the states over low Medicaid reimbursements.

This decision may have a significant impact on dental Medicaid programs across the country. In the past, dental Medicaid providers have sued or threatened to sue their respective states to force increases in Medicaid reimbursements. The threat of such litigation has forced certain states, including Connecticut and Texas, to significantly increase dental Medicaid reimbursements in order to improve access to dental care for Medicaid recipients. As a result of the *Armstrong* case, dental providers will no longer be able to bring such lawsuits, making it more difficult to put pressure on states to raise Medicaid rates to more reasonable levels.

Subsidies for Health Insurance Purchases on Federal Exchanges

Finally, in the *King v. Burwell* case, a majority of the Supreme Court concluded that federal subsidies were available under the Affordable Care Act to qualified individuals who purchase health insurance on federal exchanges, despite the fact that the law specifically provides that such subsidies are available for health insurance purchased through "an Exchange established by the State." The majority opinion, written by Chief Justice John Roberts, concluded that it was "implausible" that the law means what Congress actually wrote. Roberts noted that the loss of subsidies would "destabilize the individual insurance market in any State with a Federal exchange, and likely create the very 'death spirals' that Congress designed the Act to avoid." Accordingly, the majority held that, despite the plain language of the statute, Congress intended for subsidies to be available to those qualified individuals who purchased health insurance on federal exchanges.

Justice Scalia wrote a dissenting opinion, joined by Justices Alito and Thomas, pointing out that the majority essentially rewrote the Affordable Care Act to achieve a desired outcome in the case. Scalia noted in his dissent that under the Constitution such public policy-making is the role of Congress, not the courts.

As a result of the *King v. Burwell* case all qualified individuals are eligible for subsidies, regardless of whether they buy health insurance on a state or federal exchange. Had the Supreme Court ruled that subsidies were not available for health insurance purchases through federal exchanges, consistent with the actual language of the law, millions of individuals in the 34 states that did not set up their own exchanges would have been affected.

Conclusion

For the last several decades, federal courts have become more actively involved in public policy issues, from gay marriage and abortion to criminal rights and economic regulation. With the most recent Supreme Court term, the courts are now more actively involved in health care than ever before.

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Legal Briefs

Nathan E. DeLong, Esq.
ODA Director of Legal &
Legislative Services

Due to the growing volume of information that is being transferred and stored away each day, businesses are beginning to realize the importance of adopting a records retention policy. The purpose of adopting such a policy is to establish an official procedure for managing records. A well-crafted records retention policy specifies a detailed method for evaluating the length of time each record (tangible and electronic) is required to be retained and the proper method of destruction. Like any other business, it is critically important for a dental practice to adopt a formal records retention policy. Failure to do so can expose the practice to significant risks and liabilities.

Retention Period

Patient Records

Dental practices are required by law to maintain adequate patient records. Although Ohio doesn't have a specific statute that requires dental records to be retained for any minimum period of time, there are a number of Ohio and federal statutes that must be considered when determining how long to retain medical records. For example, Ohio Revised Code 2913.40(D) mandates that a health care provider retain all records dealing with the treatment of a Medicaid patient for a period of at least six years. Provisions of the Health Information Portability and Accountability Act of 1996 (HIPAA) also

Does your practice have a records retention policy?

require covered entities (most health care providers) to retain the patient's signed HIPAA notice of privacy practices for at least six years. As a condition of participation in the Federal Medicare Program, however, a provider agrees to retain all records dealing with the treatment of a Medicare patient for a period of at least seven years.

In addition to considering the various statutory retention requirements, participating provider agreements generally specify the time following the last patient visit that records must be maintained. Your office's professional liability insurance company will also likely have recommendations about retention. Lastly, it is best practice to maintain all medical records for at least a length of time equal to the statute of limitations associated with the treatment that was provided. Pursuant to Ohio Revised Code 2305.113, an action upon a dental claim must be commenced within one year after the cause of action "accrues." There are limited exceptions to this general one-year statute, however, including a two-year statute of limitations for wrongful death cases and the tolling of the statute until the age of majority for treatment involving a minor child. Moreover, Ohio law provides a four-year statute of repose for certain dental claims. Therefore, your policy for retaining patient records must be adjusted to fit your practice in light of these considerations.

Business Records

As a small business, a dental office also needs to retain other records, including tax and financial records, employment records, and legal documents. You can find a schedule of recommended retention periods for the most commonly retained business records by reading "Dental Record," published by the Council on

Dental Practice, Division of Legal Affairs, available online at the American Dental Association website, ada.org. However, your schedule of retention periods may be different than those recommended in the sample schedule. Therefore, you should consult with your personal advisor, such as accountant, attorney or professional liability insurance company in tailoring your records retention policy to fit the needs of your practice.

Proper Destruction

If your office decides to destroy records that have exceeded the proper period of retention, caution must be used in doing so. For example, you have an obligation to protect the patient's privacy and personal health and financial information. Securely destroying inactive patient records generally involves shredding. There are professional services available to do this

for you, but you should always insist on a certificate of destruction and, for entities covered under HIPAA, a Business Associate Agreement. Furthermore, make sure that there are no sub-contractor companies involved that do not also agree in writing to adhere to the privacy policies of the practice.

Conclusion

Because there are numerous legal considerations that must be taken into account when determining how and when to destroy records, it is highly recommended that a formal records retention policy be adopted before doing so. Once adopted, the policy should be reviewed on an annual basis to ensure its continued compliance with all pertinent laws and ethical considerations. For additional information on this topic, please contact the ODA legal department at (800) 282-1526.

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Melissa S. Brown, D.D.S.

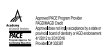
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ODA offers new option for membership dues payment in 2016 - Benco Dental BluChip® Points

The Ohio Dental Association is offering a new way for dentists to pay their membership dues beginning with the 2016 membership year— Reward Program Payment with Benco Dental.

The Reward Program Payment allows dentists to redeem their Benco Dental BluChip® Points for a dues credit toward their ADA, ODA and local dental society dues.

The program got started when Dr. Tim March, immediate past president of the Columbus Dental Society and member of the ODA Council on Membership, was brainstorming ways to help members and non-members see the value of being part of organized dentistry. He discussed the idea of a supply discount with his Benco Dental representative and eventually the managing director of Benco Dental, and they decided that allowing the Benco Dental BluChip Points reward program to be applied to dues payments would be beneficial to both organized dentistry and Benco Dental.

"I believe this program will grow with other vendors coming on board and with other states mimicking what we have done here in Ohio," March said. "It's amazing what we can accomplish as a profession and an organization, and we are not done yet."

In order to use this payment option when paying 2016 dues, dentists will need to contact Benco Dental by logging onto mybencorewards.com or calling (800) GO-BENCO ext. 2005 and request that their points be redeemed for membership dues. Dentists who receive a paper statement will also need to sign and return their membership statement to the Ohio Dental Association, indicating they will be using BluChip Points in the payment field. Dentists who only receive electronic notices and not a paper statement will need to email membership@oda.org, indicating they will be using BluChip Points to pay for their dues.

"This new members-only benefit is a novel way to connect the dental industry with organized dentistry," said Dr. Sharon Parsons, president of the Columbus Dental Society. "This idea was championed by the managing director of Benco, who wanted to acknowledge the importance of organized dentistry and make it more accessible."

Dentists can redeem 15,000 BluChips for a \$200 credit, 30,000 BluChips for a \$400 credit and 60,000 BluChips for an \$800 credit toward their dues. The credits can also be combined to request a credit closest to the dentist's total amount owed for national, state and local dues. If a dentist's point redemption does not cover the full cost of dues, the ODA will bill the dentist for the remaining balance.

Dentists should consult with their Benco Dental representatives and tax professionals about any tax implications related to using Benco Dental BluChips Points to pay for membership dues.

Benco Dental BluChips Points cannot be used toward ODPAC or ODAF contributions. Acceptance of Benco BluChip Points for dues payments does not constitute an endorsement of Benco or its products and services.



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ODA Meeting & Event Calendar

Sep.

- 7 ODA office closed for holiday
- 8 Dental Insurance Working Group (call)
- 17-20 ODA Annual Session
- 17-18 ODA House of Delegates

Oct.

- 13-14 Council on Dental Care Program and Dental Practice
- 21 OSU Street of Dreams
- 23 Council on Access to Care and Public Service
- 28 CWRU Street of Dreams
- 30 Council on Membership Services

Workers' Compensation discount plan renewal now under way

Ohio Dental Association members who are enrolled in the Ohio Dental Association Services Corp. Workers' Compensation discount plan are now receiving renewal quotes in the mail.

Information will come from CareWorksComp, which is the new name for Frank Gates. CareWorksComp helps dentists reach their highest possible discount on Bureau of Workers' Compensation premiums through multiple savings tiers.

Members enrolled in the plan should be sure to return their application by Nov. 1 to make sure they don't miss out on the group discount.

Additionally, beginning July 1 the Bureau of Workers Compensation has transitioned to a prospective billing cycle where employers' pay their premium in advance as opposed to the retrospective billing that has been the case. Most employers will be invoiced and pay their premiums bi-monthly unless they elected another payment option.

For more information, call an ODASC representative at (800) 282-1526.

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JOINING AND LEAVING THE DENTAL PRACTICE



Presented By

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

Practice Transition Attorney

Former Dental Equipment Supply Representative

Direct Dial: 440-695-8067

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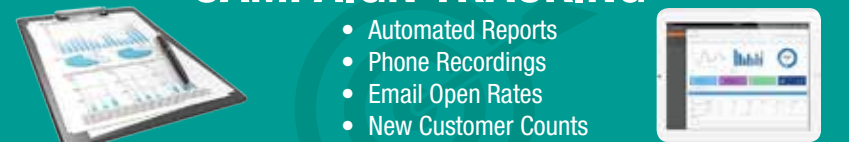
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Dental Insurance Corner

Another third-party payer moves to pay dentists in an objectionable manner

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

Another third-party payer has been identified as paying dentists with a modality that many dentists find objectionable. It involves a nationwide insurance company that the American Dental Association has identified as requiring contracting dentists to choose between electronic funds transfer (EFT) and virtual credit cards as their preferred payment method.

Past cases have involved third party administrators (TPAs) administering self-funded or self-insured benefit plans for Ohio-based employers that reimbursed non-contracting dentists with a virtual credit card. None of the dentists had requested to be paid that way. After the Ohio Dental Association objected the TPAs discontinued their practice of "requiring" that dentists be paid in this manner and dentists were given the choice of how they wanted to be reimbursed, i.e., via paper check.

The ADA has contacted the insurance company in the latest case to express the profession's concerns about their new requirement. In email correspondence provided by the ADA the association raised concerns to the carrier that:

- "Some of the current patient management systems are not fully equipped to handle end-to-end electronic claims processing, especially bulk payments. While EFT definitely improves efficiency for the payers and may in the long-term be beneficial for dental practices, under current circumstances dentists are simply left with having to deal with banks charges levied to adopt EFT along with little to no improvement in practice efficiency."
- The ADA is "completely not supportive of virtual credit cards as a mechanism of payment."

The carrier apparently acted on these concerns and provided the ADA with a written response that dentists will be allowed to continue to receive paper checks. Like the earlier cases in Ohio, dentists will need to contact the insurance company to ensure their payment preference is recognized.

"I remind dentists when a handful of TPAs took similar actions in the past they cited sections of Ohio law as the basis for its actions," said Dr. Manny Chopra, chair of the ODA Council on Dental Care Programs and Dental Practice. "We believe this to be an inaccurate interpretation of Ohio law."

The law in question was contained

in legislation that established the 2009 operating budget for the State of Ohio. It contained a provision (Ohio Revised Code 3901.381(F)) requiring third-party payers that receive electronic claims from contracted providers, including dentists, to electronically pay those providers for those claims. The law, which became effective on Oct. 16, 2010, also prohibits providers from refusing to accept these payments because the payment was transmitted electronically.

The Ohio Department of Insurance (ODI) subsequently provided regulatory guidance to the insurance industry relative to this law. In a Sept. 27, 2010 letter, ODI stated insurers are required to make a good faith effort to obtain a provider's account information in order to make electronic payments.

However, if an insurer is unable to obtain that information either because the provider refuses to provide it or for any other reason, the insurer must continue to make timely payments to the provider

in the same manner it had prior to the Oct. 16 effective date of the law.

A number of insurers responded by giving dentists the option of opting out of being paid electronically.

"The ODA has previously expressed its strong concerns to TPAs that have utilized these payment methods without the dentist's consent," Chopra said. "We believe this practice unnecessarily increases the dentist's cost to provide care without adding anything to the quality of the care. Dentists who do not want to be paid in this manner should be free to opt out of it and be reimbursed via other acceptable means."


Chopra continued, "I encourage ODA members who encounter these types of objectionable reimbursement schemes to: 1) speak up about them to the third-party payer and 2) inform the ODA's Dental Insurance Working Group about their situation so the ODA will be in a position to also respond to it."

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

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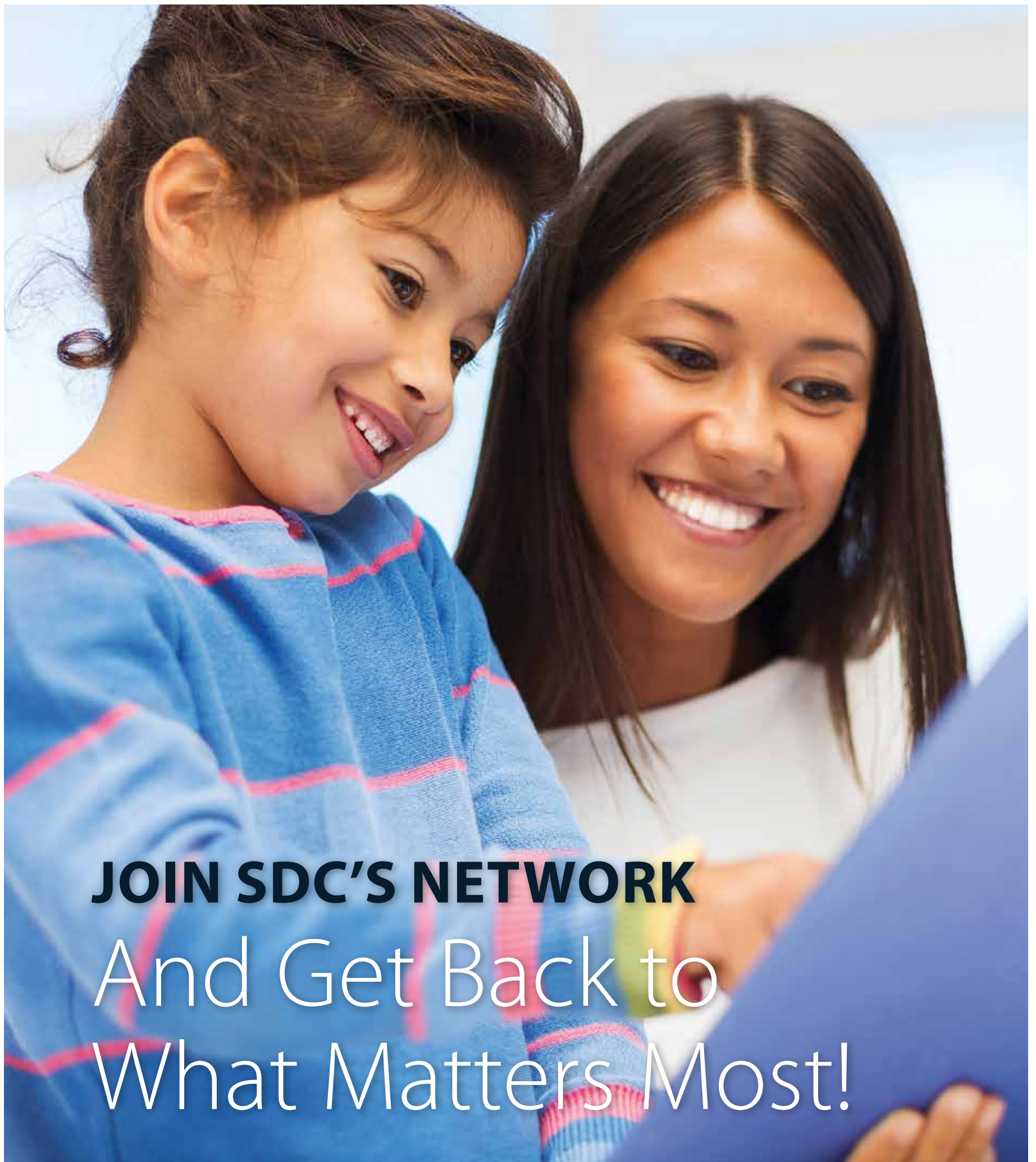
			
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Callahan Memorial Award: Stanley Bergman

By Jackie Best
Managing Editor

Stanley Bergman, chairman of the Board and CEO of Henry Schein, Inc., has had a long history of supporting the dental profession. For his contributions, Bergman will receive the Callahan Memorial Award from the Ohio Dental Association on Friday, Sept. 18, at this year's Callahan Celebration of Excellence in conjunction with the ODA Annual Session in Columbus.

"Stanley Bergman is being recognized for his long history of support of the dental profession and the strides he has led his company to make to help advance the profession," said Dr. Joe Mellion, chairman of the Callahan Memorial Award Commission.

Bergman said he is honored to receive the award.

"Receiving the Callahan Memorial Award is a tremendous honor, particularly in light of the pioneering work in dentistry and dental research that Dr. John R. Callahan did in the late 19th and early 20th centuries," he said. "The list of award winners since 1922 is a veritable who's who of dentistry, and it is very humbling to be included among such stellar leaders."

Bergman has been Chairman of the Board and CEO of Henry Schein, Inc., since 1989. He first became involved with Henry Schein in 1980 when he was an accountant and consultant at BDO Seidman in New York, and Henry Schein was his client. Jay Schein, son of founders Henry and Esther Schein, was leading the company at this time and offered Bergman a job as chief financial officer.

"At that time, I asked myself the most important question you can – 'Why not?' – and over the next years I learned all



Stanley Bergman, chairman of the Board and CEO of Henry Schein, Inc., is this year's Callahan Memorial Award winner.

about the dental industry from so many," he said. "I have come to appreciate the remarkable professionalism and commitment that dentists around the world share. Dentists are a rare combination of skilled health care clinicians, entrepreneurs and business owners, determined to provide the best possible care to patients and give back to their communities."

Bergman said that with the support of an extraordinary team at Henry Schein, they have been able to accomplish a lot since he became chairman and CEO of Henry Schein's distribution business, including "spinning off the generic pharmaceuticals business to focus on distribution; expanding internationally; taking the company public on NASDAQ in 1995; growing our full-service offering for dentists, physicians and veterinarians;

becoming a technology leader; expanding strategically through mergers, acquisitions and joint ventures. With the shared commitment of more than 18,000 Team Schein Members, we have now become a Fortune 300 company and the world's largest provider of health care products and services to office-based dental, animal health and medical practitioners."

Bergman said the company's success is a result of a strong team working together.

"While the Callahan Memorial Award may only have my name listed, it really is a reflection of the shared commitment of more than 18,000 Team Schein Members who work tirelessly to balance the needs of our five constituencies – our customers, supplier partners, investors, Team Schein and society – and who help our customers advance oral health around the world," he said.

Bergman said his favorite part about being involved in the dental industry is how the dental community comes together to provide care to patients and improve oral health.

"The shared commitment of the dental community to improve global oral health is constantly astounding and inspiring," he said. "Around the world, oral health professionals are passionate about providing the best possible care to patients. This commitment remains constant as the profession itself continues to evolve at an accelerating rate thanks to technology advances. In this age of digital dentistry, the pioneering spirit of the dentist remains as strong as it was in Dr. John Callahan's time, but technology-driven tools enable today's dental professionals to realize a higher vision for patient care that few could imagine even a few decades ago. That is what excites me most about dentistry now – the technology we are using today and are dreaming about for tomorrow."

Henry Schein has been a supporter of organized dentistry, and Bergman said he believes organized dentistry is very important because it provides dental professionals an opportunity to come together and share ideas, experiences and best practices.

"In that way it continues to drive the bar for patient care higher and higher," he

said. "Organized dentistry also provides oral health professionals with a powerful unified voice to bring to the debate on complex global health care issues. Whether at the local, state, national or international level, or whether general or ethnically-specific, organized dentistry plays a vital role in continuing to advance the profession, and Henry Schein is so pleased to partner with many of these organizations."

Bergman is an honorary member of the American Dental Association and the Alpha Omega Dental Fraternity.

He serves as a board member or advisor for numerous institutions including New York University College of Dentistry; the University of Pennsylvania School of Dental Medicine; the Columbia University Medical Center; Hebrew University; Tel Aviv University; the University of Witwatersrand Fund; The World Economic Forum's Health Care Governors; the Forsyth Institute; and the Business Council for International Understanding.

His awards include being the recipient of the Ellis Island Medal of Honor; the CR Magazine Corporate Responsibility Lifetime Achievement Award; a Doctor of Humane Letters from A.T. Still University's Arizona School of Dentistry and Oral Health, and from Case Western Reserve University; and Honorary Fellowship of King's College London and the International College of Dentists.

Bergman is a graduate of The University of the Witwatersrand in South Africa, and is a South African Chartered Accountant and a NYS Certified Public Accountant (CPA).

Outside of work, Bergman enjoys the opera and is on the board of the Metropolitan Opera in New York City. He also enjoys skiing, and his favorite activity is being a grandfather. He and his wife, Marion, enjoy spending time with their two sons, daughter-in-laws and grandchildren.

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

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- Resolution 06-15: proposes to amend the ODA Bylaws regarding the eligibility requirements for component society charter applications and forfeitures.
- Resolution 07-15: proposes to amend the ODA Bylaws regarding the election of the delegates to the ADA House of Delegates, by removing the requirement that delegates be elected in even numbered years.
- Resolution 08-15: proposes to permit membership in a component society based on where a dentist resides or practices.
- Resolution 09-15: proposes a financial allocation to reimburse the ODA officers, the executive editor and the

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will not be printing a full on-site program as in the past. But all of the information will still be available at oda.org/events and by downloading the 2015 ODA Annual Session app. There will also be touch screens on-site throughout the convention center with detailed information.

Touch screens – ODA Annual Session will again feature touch screens throughout the event. Visit the screens for an

ADA Seventh District trustee from Ohio for a portion of the expenses they incur in order to serve the association during the 2015-2016 term.

- Resolution 10-15: to increase the per diem to \$365 per day for ADA delegation members and ODA Executive Committee members who attend the ADA House of Delegates meetings.
- Resolution 11-15: proposes to amend the ODA Bylaws regarding the date used to review component society and subdistrict membership numbers when determining representation allocations in the ODA House of Delegates, the ODA Ad Interim Committee and ODA councils.
- Resolution 12-15: proposes the development and deployment of an in-year installment dues program.

interactive map, information about the event, photo ops and more.

CE slips – A printing station will be available in the Exhibit Hall where you can print out your CE slips, but you can also print them at home after Annual Session via oda.org.

Registration fees – On-site registration fees are more expensive. Register in advance through Sept. 16 at oda.org/events to save costs, and then you can add CE courses at any time.

Achievement Award: Dr. Alfred “Duke” Heller

By Jackie Best
Managing Editor

Dr. Alfred “Duke” Heller has made significant contributions in the area of implants, both in pioneering discoveries and training dentists. In recognition of his efforts, he will receive the Ohio Dental Association Achievement Award on Friday, Sept. 18, at the Callahan Celebration of Excellence, held in conjunction with the 149th ODA Annual Session.

“Dr. Duke Heller has achieved much with the education of implant dentistry; nationally and internationally, mentoring his colleagues and volunteering with the Refuge Ministry (a program to help addicts) – and we feel his distinguished career and commitment to helping others is worthy of recognition,” wrote Dr. Tim March, chair of the Columbus Dental Society Honors and Awards Committee.

Heller said he’s very honored to receive the award.

“It’s always fun to serve. When you serve others you make yourself feel good,” he said. “If you help enough other people get what they want out of life, you will get what you want out of life. I’ve tried to live my life that way, give and give, and you get it back.”

Heller said he had always wanted to be a prosthodontist, and during his senior year of dental school he spent his time doing crown and bridge work. After he graduated from dental school at The Ohio State University in 1962, he entered military service and was chief of the crown/bridge department at Fort Rucker.

While in the military, Dr. L.D. Pankey became a mentor and friend to Heller, and suggested he limit his practice to full mouth rehabilitation after leaving the Army in 1965. Heller practiced general dentistry from 1965-72 and started placing implants in 1969.

After finding that some implants weren’t successful, Heller decided he wanted to



Dr. Alfred “Duke” Heller is this year’s Achievement Award Winner.

go back to school and do research. He ended up entering a master’s program in endodontics at OSU from 1972-74 to do research on dental implants and bone grafting materials.

“From this research came Tricalcium Phosphate, a bone grafting material – and this and many other implant designs and materials used today were a result of his master’s studies and research at OSU. Not only are his pioneering discoveries used clinically, they continue to be taught in implant dentistry education,” March wrote.

From there, Heller started an implant program at OSU, and in 1980 he founded the Midwest Implant Institute just north of Columbus to teach dental implantology. The institute gives dentists hands-on surgical experience placing dental implants, implant prosthetics, bone grafting and IV sedation. Heller’s son graduated from dental school and joined him at the institute in 1990 and together they’ve trained about 1,000 dentists.

Heller has also started eight dental implant programs at different dental schools.

Heller said his favorite part about the work he does is helping general dentists learn new skills.

“I think it’s seeing general dentists be-

come confident in placing dental implants, to know they’re not that complicated, and that they can do it and serve their own patients,” he said.

After practicing for more than 50 years, Heller’s son has now taken over responsibilities at the Institute and Heller continues to speak and lecture nationally and internationally.

Heller is a past president of the Board of Oral Implantology, is an Honorary Fellow of the American Academy of Implant Dentistry, is a Fellow of the International College of Dentists, and has received several awards and recognitions for his achievements including the AAID Lifetime Achievement Award.

Heller also has published many articles in scientific journals and dental publications and has given many presentations on implant dentistry.

He also started “Dentists Helping Dentists” in 2000, a peer-to-peer professional growth group where dentists can discuss issues they are facing in their practice and home lives.

Heller has been a member of organized dentistry for over 50 years and has served on the Columbus Dental Society Board of Directors.

Heller said one of the most important aspects of organized dentistry is that it facilitates sharing ideas.

“Usually it’s organized dentistry that brings in speakers that may be doing things a little differently, and then you’re able to incorporate multiple ideas on the same subject, and you can pick the option that will best serve your patients,” he said.

Outside of dentistry, Heller volunteers with The Refuge Ministry in Grove City, where he helps men 18 years and older who have addiction problems. He teaches life skills to them two to three days a week and helps them find jobs.

He also has written religious books teaching people how to share their faith and speaks to men’s groups and presents sermons in churches one or two Sunday’s per month. He also enjoys photography and following OSU football and basketball.

He and his wife, Wanda, have been married for 57 years. They have three children and nine grandchildren.

The Achievement Award is given to someone with a personal and professional commitment to the dental profession and the public’s oral health, and who is an ambassador for the dental profession with solid respect for the profession.

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they would be the first class of graduates to have the opportunity to gain Ohio licensure without taking a patient Board exam by completing an accredited minimum one year residency program. Without passage of the ODA supported HB 463 this would not have been possible. As has been the tradition the last four years, the EC also had a dinner meeting with Dean Patrick Lloyd and key faculty of The Ohio State College of Dentistry for a similar dialogue. ODA staff provides lectures on the benefits of membership yearly at Ohio State. This has continued to enhance our good relationships with the

dental schools and will hopefully foster increased membership from graduating students and faculty.

It has been an honor and a pleasure to represent the members as president of the ODA. We have dedicated volunteer leaders and a committed staff whose goal is to help all members succeed. I thank each and every one of them for their tireless efforts and each member for their continued support as it is essential we have a strong and unified voice to continue to meet the members’ needs and ensure a bright future for the next generation of dentists.

Dr. Paumier may be reached at tmpdent@gmail.com.

Frank Gates Services Company is now CareWorksComp.

Ohio Dental Association members who are enrolled in the Ohio Dental Association Services Corp. Workers’ Compensation discount plan should have received renewal quotes in the mail this summer.

Information will now come from CareWorksComp, which is the new name for Frank Gates.

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Achievement Award: Dr. Ralph “Jim” Snelson

By Jackie Best
Managing Editor

Dr. Ralph “Jim” Snelson has been very involved with organized dentistry throughout his career, with a particular focus on advocacy. In recognition of his efforts, he will receive the Ohio Dental Association Achievement Award on Friday, Sept. 18, at the Callahan Celebration of Excellence, held in conjunction with the 149th ODA Annual Session.



Dr. Ralph “Jim” Snelson is this year’s Achievement Award Winner.

“It is truly an honor to have worked with Jim, being mentored by him and to call him my friend and colleague,” said Dr. Joseph Baytosh, immediate past president of the Corydon Palmer Dental Society. “Most of all, it was by unanimous consent that the CPDS Board of Trustees during my year as president recommended him for the ODA Achievement Award.”

Snelson earned his DDS from The Ohio State University in 1961. He and his son, Dr. Lee Snelson, practiced general dentistry together in Warren.

A member of organized dentistry since he graduated, Snelson has served the profession on all levels of the tripartite.

“Dr. Snelson never loses his enthusiasm and his passion for dentistry,” said Carolyn Rubenstein, Corydon Palmer Dental Society executive director. “He has been a supporter of organized dentistry, and of our society, throughout his career: even during his busy tenure as president of ODA in 1993, he remained actively involved in efforts to improve Corydon Palmer Dental Society.”

Throughout his involvement with organized dentistry, he made it a priority to build consensus among people and

create an atmosphere of trust among ODA members.

“He was a great supporter of bringing new people into organized dentistry, and pushing many to get and stay involved,” Baytosh said. “His passion for CPDS and the ODA was contagious. He always was willing to listen to all points of a discussion, and rarely did he fail to make a poignant comment.”

Although Snelson is no longer practicing, his colleagues continue to be inspired by his involvement in organized dentistry.

“Jim Snelson’s passion and energy on behalf of organized dentistry is a blaze that keeps fueling those of us who have been in the profession for a while, fires up new dentists, and inspires confidence and admiration in his patients,” said Dr. James Ramunno, Corydon Palmer Dental Society president. “There is never a negative vibe from him.”

One of Dr. Snelson’s favorite events with organized dentistry was the ODA Day at the Statehouse, where members meet with their state legislators to talk about issues important to dentistry.

“He may have been responsible for organizing CPDS to rent a bus, have every member of the Board and numerous members go to Columbus as a group,” Baytosh said. “He understood long ago the power we had as advocates for our profession and need for personal visits with our legislators. He understood the need to contribute to ODPAC and encouraged us to do so. He was head of the CPDS Governmental Affairs Committee and instituted Legislator meet-and-greet fundraisers at dentists’ homes.”

Snelson always had a focus on creating a positive future for the profession of dentistry and organized dentistry. When he served as president of the ODA, his slogan was “Forward Ever, Backward Never.”

“He used the slogan throughout his year as president and made it the central theme of his acceptance speech,” Baytosh said. “It’s core message is in the final paragraph, ‘the only safe harbors in this journey through life are integrity, opti-



Dr. Ralph “Jim” Snelson (far right) at the ADA House of Delegates in 1993. Also pictured (from left) are Dr. L. Don Shumaker and Dr. Ron Occhionero.

mism and excellence.’ Reflecting back on Jim’s career as a dentist and member of organized dentistry, he truly lived by those words. This poster hangs in the office of CPDS as a reminder for all.”

Following his year as ODA president, he remained very involved with the Corydon Palmer Dental Society, attending all board meetings and subdistrict meetings as well as the ODA House of Delegates.

“His involvement in dentistry is complete and never-ending. He offers complimentary and uplifting comments in support of leaders and colleagues,” Rubenstein said. “He has attended meetings of the Corydon Palmer Board of Trustees even when he held no office, in an exemplary show of support – we call him our ‘trustee emeritus.’”

He also continues to be passionate about the ODA Foundation.

“Jim’s passion for the ODA Foundation could be summed up by the number of tickets he sold for the annual fundraiser,” Baytosh said. “He truly believed in the mission of the Foundation, and always rallied in favor of any efforts to promote its endeavors.”

Snelson has served as Ohio Dental Political Action Committee chairman, as ODA president, as ODA Foundation co-chairman and as president of the Corydon Palmer Dental Society. He also has served on the American Dental Political Action Committee, as well as many other councils, committees and task forces with the ODA. He was awarded the ODA Distinguished Dentist Award in 2002.

Snelson’s organizational affiliations include the American College of Dentists, International College of Dentists, Pierre Fauchard Academy, AGD Fellow, Academy of Dentistry International and Omicron Kappa Upsilon.

Outside of dentistry, Snelson has been involved with the United Way, Boy Scouts, Trumbull Lifelines Board, Trumbull Memorial Hospital Board and Christ Episcopal Church Foundation Board. Snelson and his wife, Diane, have two children.

The Achievement Award is given to someone with a personal and professional commitment to the dental profession and the public’s oral health, and who is an ambassador for the dental profession with solid respect for the profession.

ODA health benefit plan offers members and their staffs an opportunity to save money

By ODA Staff

It is now the time of year when many people are receiving health insurance renewal notices. It is not too early to begin investigating health options in order to have new coverage in place by January, the beginning of a new deductible period. For dental offices that have never offered an employer group plan, huge tax savings are available. Moving to an employer-sponsored plan can replace the tax advantages that were lost when the IRS changed the employer pay plan rules.

The ODA Services Corp. now offers an employer group plan to ODA member dentists and their staffs – the ODA Wellness Trust.

The Wellness Trust is a self-insured plan, which allows participants to avoid

some of the regulations and requirements of the Affordable Care Act. This plan has been exclusively developed for member dentists and their staffs to help battle the increasing cost of providing health care benefits and to provide access to health care plans outside the Affordable Care Act. Participants in a self-insured plan typically see a 10 percent savings compared to marketplace plans.

The ODA Wellness Trust is an employer plan. Traditionally, many dental offices and small businesses have offered their employees individual policies and paid a portion of the premium. Because of recent changes with the ACA and IRS, employers can no longer use pre-tax dollars to pay for insurance premiums of individual insurance plans.

Paying directly for an employee’s individual health insurance plans may put

the employer out of compliance with IRS regulations and may subject the employer to a \$100/day excise tax per applicable employee (which is \$36,500 per year, per employee) under section 4980D of the Internal Revenue Code.

The Wellness Trust is an employer plan, which means premium costs can be purchased through a payroll deduction. Health insurance premiums purchased through a payroll deduction can be paid with pre-tax dollars. The employee gets a tax break on the premiums of a least 15 percent. By paying for health insurance with pre-tax dollars, the employee does not pay federal, state or social security taxes on the cost of his or her insurance. The employer saves the social security matching tax too.

An employer plan must be offered to all full-time employees, but the employer is

not required to make any contribution toward the premiums. The employer can if they so choose pay a percent or flat dollar amount for each employee, but it is not required.

Offering an employer plan provides a cost savings to employees even if the employer does not make any contribution to the plan because of the tax breaks.

As offices think about their health plan renewal, contact an ODASC representative to receive a quote from the ODA Wellness Trust to see if the plan could save on health benefit costs.

ODA Wellness Trust representatives will be on site at the ODA Annual Session in the ODA Membership Booth at the back of the Exhibit Hall. Stop by to get more information, or call (800) 282-1526.

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.

Access articles from
current and past issues
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Access to Dental Care Program Award: HealthPath Foundation of Ohio

By Jackie Best
Managing Editor

The HealthPath Foundation will receive the Ohio Dental Association Access to Dental Care Program Award at the Callahan Celebration of Excellence on Friday, Sept. 18, in conjunction with the ODA Annual Session in Columbus.

"The HealthPath Foundation of Ohio has the synergy, commitment and means to help provide and enable access to dental care for thousands of Ohioans, young, old and in-between, annually – and a track record that indicates they do just that," said ODA Immediate Past President Dr. Paul Casamassimo.

The HealthPath Foundation of Ohio is a grant making organization aimed at helping Ohioans achieve their fullest health potential regardless of status, wealth or circumstances.

The Foundation is a supporting organization of the Greater Cincinnati Foundation and has awarded more than \$15 million in grants since 1999. It serves a 36 county service area and focuses on three main issues – access to health care, prevention of family violence and preventive oral health.

"As oral health is often a neglected health issue and dental care is still the number one unmet health care need for Ohio children and adults, HealthPath is strongly committed to improving the oral and overall health of Ohio's children and adults in need, and emphasizes preventive oral health as a key measure to ensure good oral health," said ODA President Dr. Tom Paumier.

From 2006 to 2012, the HealthPath Foundation awarded \$2,560,395 in grants collectively to 27 oral health pro-



Theresa Wukusick, executive director of the HealthPath Foundation. The HealthPath Foundation is this year's ODA Access to Dental Care Program Award winner.

grams in Ohio.

"For more than a decade, The HealthPath Foundation of Ohio (HPF-Ohio) has invested in multiple strategies for improving oral health and removing barriers to dental care for low-income and other vulnerable Ohioans, especially children," said Theresa Wukusick, executive director of the HealthPath Foundation.

One of the main ways the Foundation works to improve access to dental care is by working to expand the number of safety net dental clinics.

"The dental safety net projects that HealthPath has funded over the years have helped thousands of children and others improve their oral health," Wukusick said. "This help has made a significant impact in the day-to-day lives of many of those served."

One example of an initiative the HPF-Ohio has provided funding for is the

Manchester School-based Health Center Dental Project. Through the program, Adams County Medical Foundation partnered with a dentist to provide dental appointments for Manchester schools students who the school nurse identified as having at least two cavities.

So far, more than 50 children have received dental care, most of whom had more extensive problems than just cavities.

"One of the recent patients, a 5-year-old boy, had to have 12 of his 15 baby teeth pulled. After the teeth were pulled, he felt so much better," Wukusick said. "The teachers reported that he ate five plates of pancakes the next morning at the school breakfast."

Another way the Foundation aids safety net dental clinics is by providing grants to create dental residency programs in the clinics.

"HealthPath continues to support the expansion of the Lutheran Advanced Education in General Dentistry Residency Program at community-based sites across Ohio," Wukusick said. "Several new sites came on board this year, including the Dental Center of NW Ohio in Toledo; Primary Health Solutions in Butler County; and Family Health Services in Darke County. We are especially excited to have our first OSU College of Dentistry grad participating in the residency program. These residents are not only receiving a quality educational experience, but also greatly enhancing access to dental care in underserved communities."

In addition to working to expand the number of safety net dental clinics, the Foundation also works to advocate for system change. In 2010, the Foundation led the funding to create the Children's

Oral Health Action Team (COHAT), which now includes more than 30 organizations interested in improving children's oral health. The Ohio Dental Association is a member of COHAT and supports its policy agenda.

"The HealthPath Foundation has been a tremendous partner on oral health issues," said ODA Executive Director David Owsiany.

"With over 30 partners around the table, this group has worked hard at building trust and a mutually beneficial policy agenda to move issues related to oral health forward at the state level," Wukusick said. "COHAT members advocated, in partnership with the ODA, for an increase in Ohio Medicaid reimbursement rates for dental services on behalf of dental providers in the recent state budget deliberations. A Medicaid dental provider rate increase of 1 percent was included in the budget. Although this is significantly less than what is needed, it is a small move in the right direction."

Wukusick said the HealthPath Board of Trustees recently decided to continue funding oral health initiatives through 2020.

"The Foundation conducted a comprehensive needs assessment as part of our strategic planning process, and found that there continues to be serious gaps in access to dental care, particularly in rural and Appalachian counties," she said. "We will be focusing funding on improving children's oral health, ages 0 through 12."

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The Explorer

Matthew J. Messina, DDS
Executive Editor

Shock and awe

I have spent the last couple of weeks being shocked and awed. I watch the news and can only shake my head. Just prior to the Republican presidential debate in Cleveland, "Wall Street Journal" columnist Peggy Noonan wrote, "Donald Trump's rise is not due to his supporters' anger at government. It is a gesture of contempt for government, for the men and women in Congress, the White House, the agencies. It is precisely because people have lost their awe for the presidency that they imagine Mr. Trump as a viable president."

As I read that it hit me. I sat up and stared at my computer. That's exactly right! Awe! I've been getting it wrong for some time now. This has nothing to do with Trump, but everything to do with life in America today.

People are complaining that dentistry is in decline. That dentists today are less professional than in the past. I have been arguing that the increasing pop-culture nature of the world was making us seem trivial – less like members of a respected healing profession. More like tradesmen than scholars.

It is true that the behavior of some in our profession feeds into the issue, but it is clear to me now that we face a crisis of confidence. Sadly, it's not just us. Our society has lost their awe for everything. There is no respect for any institution or group. Ethics is old fashioned. Doctors, both physicians and dentists, are

increasingly held in contempt. Police officers are viewed with suspicion. Law itself is optional, or at least open to broad interpretation.

How do we return order to life? How do we fight back to regain our position in society? It begins with what we know to be right, but so tough to do. We have to hold ourselves to the higher standard, no matter the pressures of the world to lower our sights. We must stop the race to the bottom. I was sure what I needed to write this month. I even had it started. It was rolling along so well.

Then I got the call ... asking for the ADA's opinion ... about some lion named Cecil.

In less than an hour, I had to become completely informed on the most critical issue now facing dentistry. How to discipline the killer dentist? The media stories continued to roll. The adjectives piled up. The wealthy American dentist ...

Let me be very clear. Personally, if I went on an African safari, I would take my camera. I am not a hunter, but I have many friends who are. I respect them and their interests. They eat what they hunt and it is an important part of the culture in which they were raised. I fail to see the fascination in a trophy killing and would not participate in that. But my personal opinion is irrelevant here.

For now, the killing of lions in Africa is legal if the proper paperwork is filed. While I don't agree with the dentist's hobby, it is unrelated to his practice of dentistry.

As far as I can tell, Walter James Palmer was a good dentist, in the sense that his patients appear to have been well cared for. He graduated with honors from dental school at the University of Minnesota in 1987, so he was in the prime of his practice career. He was not making any effort to hide his passion for bow hunting, as it was well publicized. He seemed successful and well respected.

Then, in a matter of hours, it was all over. His practice career has ended, for all intents and purposes. He is in hiding,

having received death threats on social media. I don't feel sorry for him, since he made the decision to hunt the lion. I do feel for his family, who, thanks to Google, will never be able to escape the connection with Cecil's death. I have the utmost empathy for his staff. They woke up one morning and found themselves unemployed, having worked for the killer dentist. I'm sure that will be a resume enhancer on future job interviews. I hope they will all be OK.

I also feel the sharp pain of another nail driven in the profession of dentistry. Sadly, we are all made to share in the blame. It's not right and it's not fair, but that's the way it is.

The media called wanting a scalp. Why wasn't the ADA going to pull his license? Arguments that we don't have that power (sovereignty of each state dental board after all) just didn't cut it. The Code of Ethics concerns itself with professional conduct in the practice of dentistry. It's rather quiet on the subject of killing famous lions. After all, who is to decide what things that someone does in their private life represent conduct unbecoming of the profession? Illegal acts are one thing, and conviction of felonies will put a license at risk. As well they should! We are held accountable for our actions.

As dentists, we can personally express our outrage and disappointment at Dr. Palmer. The firestorm of social media has rendered a far more lasting punishment than we ever could as a profession. Just like the old days with pitchforks and torches, the wrath of the crowd was swift, harsh and unrelenting.

If there is a silver lining in these storm clouds, it is that the public was inquiring about the Code of Ethics of the ADA. In an era when professional behavior seems to be easily dismissed, the interest of people implies that it does matter.

It is shocking to see how the actions of one man can so damage the good

See SHOCK, see 19



It's Your Choice

Robert Buchholz, DDS
Guest Columnist

Saying uncle

It has been almost five years since I've worked a chair-side 40 hour work week. I still do procedures on family members and have maintained licenses in both Ohio and Kentucky. This summer I was asked to fill in for a dentist on medical leave. The dentist practices outside the confines of metropolitan Lexington, Kentucky, in a rural setting. The economy is mixed. There are both industrial and agriculture businesses. Other than people's southern drawl, folks in Kentucky are no different than Ohio's citizens. Decay is also the same in Kentucky. It's tan, brown and black, just like the caries in Ohio. And believe it or not, the causes of carious teeth are the same. There's Mountain Dew, Powerade, Gatorade, and other sports and acidic drinks that are readily available for the young and old to consume. The only thing different here in the Southland is a lack of regular doses of home reinforced oral hygiene education and an antiquated dental tradition.

Please, I can hear you and your Kentucky jokes ... especially the one about Kentucky inventing the TOOTH brush. Please stop the stereotypes ... thank you! Also, a state can't invent anything other

than bad political decisions ... just like the other 49 states.

I was spoiled when practicing in the midst of mid to upper class citizens in the suburban locations of Sharonville and West Chester, just north of Cincinnati. In almost 40 years of practice the number of immediate dentures I delivered couldn't have been more than 80. That's two a year.

Spoiled ... and blessed ... was I.

My wife asked me if I was apprehensive the day before I returned to the trenches. I replied, "no ... it's like riding a bike. It'll come back quickly. What I'm worried about is the tradition in Kentucky."

She quizzically looked at me. "You know ... when a youngster graduates from high school, as a gift, he or she gets their first set of dentures," I replied to her non-verbal question.

My first day, Monday, was like a typical West Chester Ohio work day. The people I examined had good oral hygiene and had minimal decay.

Then came Tuesday and Tammy.

Tammy is 16. I approached the hygiene room and "Sara Jean," the hygienist, cavalierly stated that Tammy was ready to begin fabricating her first set of complete dentures. I initially said nothing. I didn't answer Sara Jean. I looked at the digital panoramic radiograph first.

Kentucky's tradition had jumped up and smacked me in the face, daring me to ignore the situation. The gauntlet had been thrown down ... go ahead and try to change this state of affairs. I sat there motionless, not really reading the radiograph and probably looking like I was comatose. Forcing myself into action, I finally focused

my attention to the relevant evidence. A quick scan confirmed that Tammy would at least get half of what she thought she wanted at that moment. The upper posterior teeth weren't close to any semblance of salvageable tooth structures. There were only root tips. The anterior teeth were probably no more than two months away from fracturing at the gum line. Yes, she needed an upper denture.

The status of Tammy's mandibular teeth was different. The molars were in shambles but the bicuspid had some decay that looked restorable and the lower anteriors had NO DECAY. Her periodontal condition was non-remarkable radiographically. "There's no reason to bag these 10 lower teeth. Now I've got to convince her to believe ... to understand, at the age of 16, if she loses these teeth she'll have made one of the worst mistakes in her life's journeys."

It was time to EDUCATE!

I moved into position and asked Tammy to open. Not surprised, there was a layer of white-yellow plaque covering the teeth

See UNCLE, page 16

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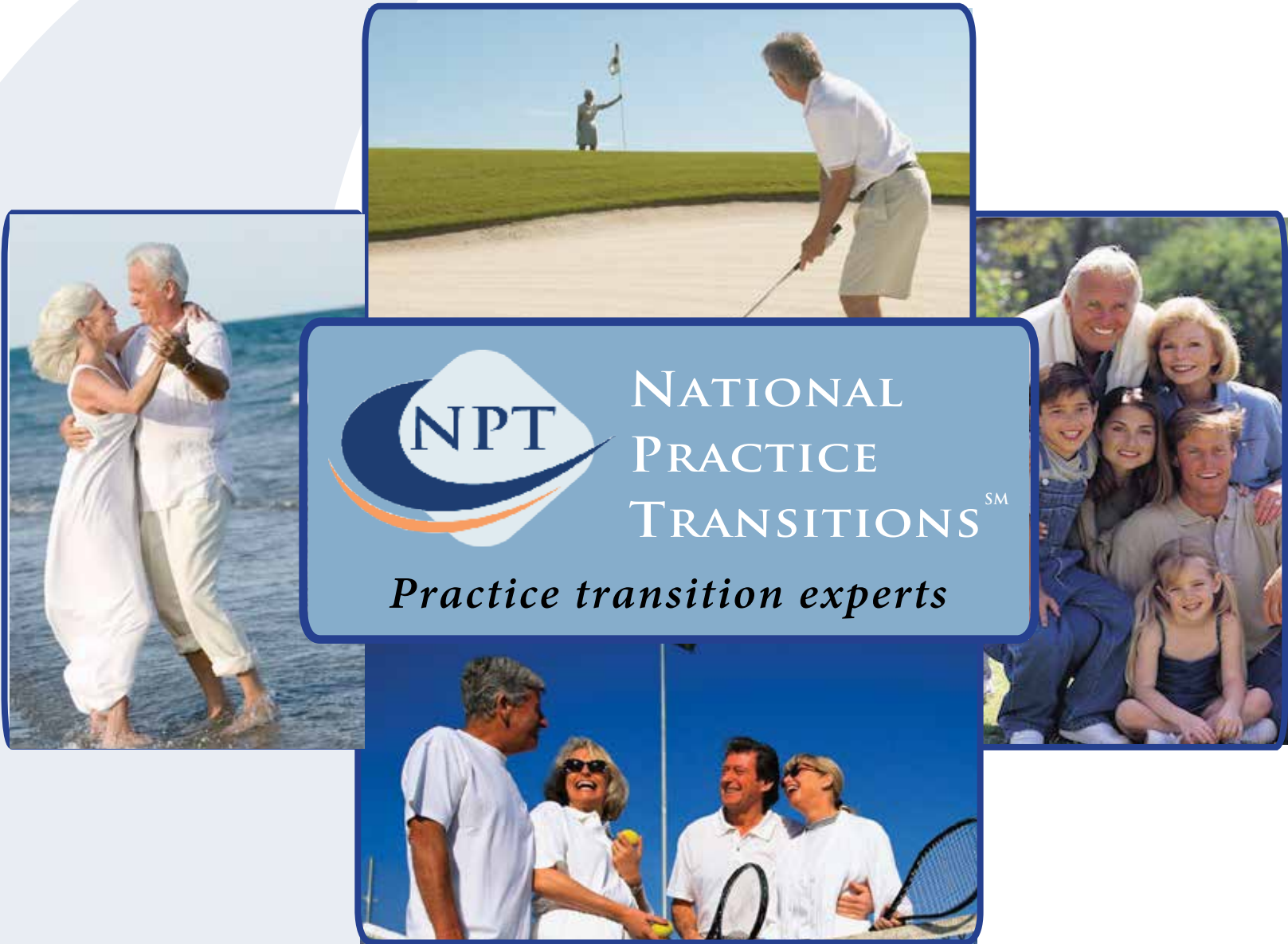
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UNCLE, from page 14

at the gum-line.

"You brushed your teeth this morning?" I asked.

"Yes," Tammy meekly answered.

"Sara Jean, get me a tooth brush ... please," I responded.

"Show me how you brush your teeth Tammy," and with that sentence, her first tear trickled from the corner of her right eye. I had embarrassed her, but I didn't care. As expected, she was brushing the incisal thirds of her teeth and wasn't even close to the gum-line. I took the brush and placed it at the gum-line and Sara Jean gave her the hand mirror.

"Now, I want you to remove that white stuff from your teeth!" I said in a commanding voice. Not only did more tears begin streaming down her cheek but blood began oozing from the gum line.

"IT ... HURTS," Tammy said between sobs.

I placed my hand on her hand and together we brushed harder. The plaque disappeared but the blood continued to flow and another flash flood alert was issued for this specific dental office in Kentucky.

"Sara Jean, get me the electric tooth brush ... it is charged?"

"No ... we just have it out there to show people what it looks like," Sara Jean responded.

"You're freaking kidding me," I wanted to say. "Well just bring it to me anyway," I said while the waterfall continued chair-side. I took the electric tooth brush (it did have a charge) and placed it on her right index fingernail and started brushing the nail. I dug into the cuticle as hard as I could and told Tammy that she had to do the same on her 10 good lower teeth. I told her each time she brushed, the pain would be less. I looked at her mom seated

10 feet away and then said to Tammy, "Your mom is going to buy this brush today and I want you to come back to the office, maybe on Thursday or the first of next week. You're NOT making a decision about these lower teeth ... TODAY."

And then after she was gone, I prayed for some help from the almighty.

Thursday came and my glass half empty attitude was dominant. I walked into Sara Jean's operatory with trepidation. Tammy opened her mouth and I instantly wanted to do a primal scream and spike the pro-

phy hand-piece ... and maybe even do a touchdown dance around the chair.

Tammy had chosen well.

There are regions in Ohio, whether it's the inner city or Appalachia, that are no different from Kentucky. More and more people are putting off dental work. Seniors on Medicare have minimal dental benefits. All of you are going to be seeing more "Tammys" in your examining rooms over the next quarter century. Every one of you needs to step back from these situations, take a deep breath and with

compassion, give it your best shot and strive to reach the dental goal line and score. Don't let these people make an uneducated mistake. Given a chance, the economic wherewith-all, and an education, the majority of your "Tammys" will make the right choice ... for themselves today and for future generations ... hopefully.

DON'T LET THEM SAY UNCLE ... without a fight!

Dr. Buchholz may be reached at rbuchh@windstream.net.



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Immediate Opportunity – Dayton area. Merit Dental is seeking dental candidates for a practice opportunity in the Dayton area. 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 development. Our comprehensive support team takes care of the administrative details, providing you the freedom to lead your team while focusing on your patients and skills. If you possess a passion for providing quality care and are looking for a rewarding practice opportunity in the Dayton area, please contact Brad Smith by phone at (715) 590-2467 or email at bsmith@midwest-dental.com. Visit our website or apply online at: www.mymeritdental.com.

Immediate Opportunity – Cincinnati. Merit Dental is seeking dental candidates for a practice opportunity in Cincinnati. Our philosophy of preserving and supporting

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Interested in advertising? ODA Today reaches more than 5,000 dentists and their staff each month. Contact Amy Szmania at (800) 282-1526 or amy@oda.org for more information.

the traditional private practice setting provides a great work-life balance, excellent compensation and benefits, and unlimited opportunity for professional development. Our comprehensive support team takes care of the administrative details, providing you the freedom to lead your team while focusing on your patients and skills. If you possess a passion for providing quality care and are looking for a rewarding practice opportunity in Cincinnati, please contact Brad Smith by phone at (715) 590-2467 or email at bsmith@midwest-dental.com. Visit our website or apply online at: www.mymertidental.com.

Incredible opportunity for Associate Dentist. This is a rare opportunity to join what is arguably among the best dental practices- anywhere! Fixari Family Dental continues to experience incredible growth with over 300 new patients every month, and we need a talented Associate who can translate that kind of traffic into production. You will work with an exceptional group of enthusiastic and passionate doctors providing the best dentistry has to offer, in beautiful facilities with phenomenal patient experience as the focus. Our doctors enjoy the freedom to treat their own patient base while receiving clinical, professional and leadership coaching/mentoring from Drs Mark/Shayne Fixari who have over 25 years of teaching dentists how to achieve their highest levels of success. If you're eager to be challenged and willing to follow a proven formula that "Wows" patients as well as creating unprecedented Associate doctor prosperity, send your resume to tameka.curry@fixaridental.com.

Love your career. Love your contribution. Love your compensation. The Alliance is preserving the integrity of dentistry with our visionary, human-focused philosophy. Passionate, like-minded dentists will be given mentorship, leadership, and partnership. Openings in six states. Not corporate...cooperative. Not a franchise...a fellowship. Not just different...better. www.AllianceForIntegrityInDentistry.com/careers (614) 300-5882 anytime.

Northwest Ohio Dental office is looking for Dental Associate to work between two office locations (Kenton and Mansfield). Prefer experienced dentist who can perform molar endo and is comfortable with extractions. Pretty much a FFS practice and about a 45-60 minute drive from Northern Columbus. Can work as little as 2 days and up to 4. Please email CV to tamcoa@hotmail.com.

Periodontist. Part or full-time periodontist

needed to support our 3 practice group in Cincinnati. Please call (513) 633-3857 to discuss the opportunity.

Locum Tenens/Flexible Opportunity. Passionate for patient care and want a flexible schedule? We seek dentists to fill daily/weekly/monthly locum tenens needs to cover maternity leaves and extended vacations. Perfect for dentists wanting to pick up extra hours. May involve travel with overnight stays (we cover expenses). Typically includes 32-36 hours/week when needed with competitive pay. Opportunities available with Midwest Dental (WI, MN, IA, IL, KS, MO), Mountain Dental (CO, NM) and Merit Dental (PA, OH, MI). Contact Laura Anderson Laehn, (715) 225-9126, landerson@midwest-dental.com. Learn more about us: www.midwest-dental.com, www.mountain-dental.com, or www.mymertidental.com.

Tiffin, OH dental practice is in search of an associate. Very busy practice with dentist's schedule booked ahead 2 months. Flexible schedule available for associate for 2 - 4 days/week. Thriving practice with a majority of fee-for-service patients. Staff is experienced and associate will be working with an EFDA. High income potential. Candidates with endodontic and oral surgery experience preferred but not required. Please send CV and inquiries to ohdentist70@gmail.com.

Tired of the associateship or buyout that never seems to work out? If yes, then we have the associateship or fair buyout for you. Seeking a motivated, caring and hardworking general dentist for the Clayton/Englewood area of Dayton immediately. Please send CVs to daytontdentist@hotmail.com or call Sharon at (740) 644-0571.

We have an Immediate Opening for an Associate Dentist in our well established and rapidly expanding dental practice in beautiful Cambridge, Ohio. We are located close to Salt Fork and Seneca Lakes. Our wonderful and highly trained staff is committed to excellent patient care and teamwork. This is a fabulous opportunity in a fee for service practice. Full time, part time, evenings and weekends are available. Please call OhioSmiles, the office of Dr. Denise Antalis at (740) 630-0843 for more information or fax resume and cover letter to (740) 439-2240.

Equipment for Sale

Digital Panorex machine for sale, Panoramic Corp PC-1000 with digital conversion. Takes good panorex, 10 years old. \$6000. Ask for Jenny, (419) 472-6645.

Kodak & Carestream intraoral x-ray sensor repair. We specialize in repairing Kodak & Carestream RVG 5100 & 6100 dental X-Ray sensors. Repair & save thousands over replacement cost. www.KodakDentalSensorRepair.com, (919) 924-8559.

Statim 5000 Sterilizers, WhisperVac Central Vacuum, Jun-Air Compressors, 4-Meditorq slow-speed HP, 3-Lab motors w/HP, 2-large Ultrasonics. Ortho units+chairs, Cannon XSI-100-Macro, MR-14EX ring-lite, Biostars, Wehmer Ceph-wall-mount, 90 KVP Belmont non-dig, Ritter Panorol non-dig. Curing Light, Model trimmers, Orthhopli pliers, ioscogro@yahoo.com, (330) 843-0974.

Three treatment rooms. Adec 511 chairs, stone upholstery, monitor mount, flat panel on chair, Adec cabinetry, x-ray

units, EC Proline Planmeca Panoramic, Air Star 50 compressor & vac, Midmark Sterilization center, Porter nitrous manifold system, ScanX digital imaging system. Much more. Lease was not renewed, dentist moved out of state. Front office equipment available. For a complete list, call Carol, (614) 893-0015.

Practice for Sale

Dental practice and building for sale in county seat 35 miles north of Columbus. Located on the town square. Has large waiting room, 2-3 operatories, lab, front office for rental income. Respond to: retiringdds@hotmail.com.

For sale, Toledo, Ohio area. Well established general practice of over 30 years. A very strong patient base in an excellent location. Please reply to: Dentist, PO Box 576, Perrysburg, Ohio 43552.

General Dentistry practice. Established practice, Greene County. I'm ready to cut back and then retire in a few years. 4-1/2 day workweek. 2 Dr. operatories, 3 hygiene and 1 spare. New computers/electronic records and digital radiographs. Northxen@gmail.com

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

Rare opportunity to have a dental practice for a fraction of the cost! Fully equipped dental office for lease or sale in Cincinnati, Ohio. 6 exam chairs, 6 x-ray machines, computers with software; almost 2,500 square feet. Contact (513) 471-3338.

Toledo Area. \$1.2M opportunity. Very efficient with 52% overhead. No Medicaid. Excellent transition, motivated seller. Move-in condition. Call Stephen, (419) 491-4549.

Well established Boardman, Ohio dental practice for sale. 3 fully equipped operatories and panorex. Practice includes 1700 square foot building with full basement. Call (330) 519-9786 or email jfmarsico@gmail.com for more information.

Space Available

Dental Condominium in Prime Area of Rocky River, Ohio. Excellent Location on First Floor of Building. 1,796 SqFt. Multiple Exam Rooms. Lobby/Reception Area. Offices. Conference Room. In-Suite Lavatory. \$174,500. Possible Owner Financing. Contact Gary Pescatrice, (216) 402-8000.

For lease: 800 sq. ft office space used for 10+ years as a dental office; Pataskala, Ohio. Two operatories plumbed and wired for dental equipment. Reasonable rent includes all utilities except for phone and cable. Call Daryl at (614) 804-2278.

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.

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.stowprofessionalcenter.com.

[stowprofessionalcenter.com](http://www.stowprofessionalcenter.com).

Opportunities in Northeast Ohio. Equipped dental office space for rent in specialty practice in Beachwood Ohio. Please call (216) 464-8985 for more information.

Professional Dental Services

Dentapprais practice appraisals. "Ballpark" and "premier" editions. For buyers, sellers, estate planning, mediation, partnerships. General or specialty practices. Created by experienced practice brokers since 1992 For brochure: Polcari Associates Ltd. (800) 544-1209, info@polcariassociates.com.

In Office Anesthesia Services-Exceptionally seasoned medical anesthesiologist, national expert in transitioning your Peds or Adult practice from a hospital/surgical center to the comfort and ease of your office and parents and dentists both love this! Medicaid (CareSource/Buckeye/Paramount/Molina, etc.) and most medical insurances accepted. Twenty years experience. Call now (800) 853-4819 or info@propofolmd.com.

Traveling Dentist – Cleveland. PrimeSource Part time Dental opportunity to earn extra income! \$600/day + 35% of collected billing. PrimeSource is a leading provider of mobile, on-site healthcare services at long-term and skilled nursing facilities. Our exceptional growth has created an immediate need for independent contractors of Dentistry services in Cleveland. PrimeSource Healthcare offers you a turnkey Dentistry practice with NO investment and none of the challenges of running a business. There are NO offices to lease, NO equipment to purchase, NO inventory costs and NO personnel issues to deal with. Without all the trappings of running a Dental practice, your net income will be high above the level for the standard in Ohio. Requirements: The ideal candidate will have: Licensure in Dentistry for appropriate state—we can assist with the process if necessary; Entrepreneurial, self-starter attitude; Excellent written, verbal, interpersonal and organizational skills; Basic computer skills; Valid driver's license. E-mail: Send CV to the physician recruiter, vriley@pshcs.com.

Miscellaneous

If you understand your practice is an online business, you're ahead of the curve. Whether a simple re-fresh or serious surgery, visit the digital doctors at <http://www.doctorsdigital.agency>. We heal hurting practice websites. hello@doctorsdigital.agency. Free consultation.

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>.

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we are trying to do as a profession. That's no excuse for continuing to try. Society may not respect the professions as much as they once did, but that can only be rebuilt one person at a time. The ADA Code of Professional Ethics is one visible thing that makes us different as members. It doesn't make every dentist perfect; we are human after all. But it does mean we have committed to try. We pledge that we revere our profession as a scholarly healing art. We have to regain the awe that we have lost as dentists. If we don't respect ourselves first and behave accordingly, how can we expect the public to see us as the noble professionals we are?

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



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