

# ODA Today

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

## QuickBites

### Leadership Institute provides resources for all dentists

The 2014 ODA Leadership Institute will be held on March 28-29 at the Hilton Columbus Polaris Hotel.

Leadership Institute – “Transforming your practice, your profession and your association” – will feature prominent leadership speakers, breakout sessions and social events. It is a unique opportunity for all ODA members, and is free for members and students.

For more information about the event, including articles from featured speakers and a full schedule of events, see pages 6 and 7.

To register, visit [oda.org/events](http://oda.org/events) or call the ODA at (800) 282-1526.

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## Dentists across Ohio volunteer for Give Kids a Smile

By Jackie Best  
Managing Editor

This year’s Give Kids a Smile kick-off event was held in partnership with the Akron Dental Society and was a huge success.

“We had a phenomenal turnout with a lot of volunteers,” said Dr. Raj Vij, coordinator for the kick-off event.

The kick-off event took place at the Leggett Community Learning Center in Akron, where volunteers treated kindergarten and first-grade students on Feb. 7 in the school. Students received free exams, cleanings, and preventive care.

“It starts by allowing them to get screenings, and at least be evaluated by a dentist,” Vij said. “The fact they’re able to get a cleaning, screening, and fluoride treatment is a very good start in the right direction.”

He said all students go home with a form letting their parents know if they need additional care, and it provides them with a list of dentists and safety net clinics where they can receive that care.

“Getting cavities diagnosed early allows us to minimize the expense and trauma of additional care later on when things are worse,” Vij said.

Vij said the event also helps alleviate the fear of some children who have never been to a dentist before. “We had a few children who were very scared, and now they know it’s not so bad after all,” he said.

In addition to the care provided inside the school, dentists on the Ronald McDonald CareMobile of Northeast Ohio provided re-



ODA Staff

Volunteers see children at the Give Kids a Smile kick-off event. The event, in conjunction with the Akron Dental Society, was held at the Leggett Community Learning Center on Feb. 7.

storative care and extractions to 24 children who were earlier diagnosed in need of dental care. The CareMobile was set up in front of the school and dentists treated children at no charge.

Earlier in the week, dental screenings were provided by volunteer dentists in Colgate’s Bright Smiles Bright Futures mobile dental unit to students at two elementary schools in Akron.

Featured speakers at the event included Ohio Lieutenant Gov. Mary Taylor and Dr. Ted

Wymyslo, director of the Ohio Department of Health. Other dignitaries and special guests in attendance included Ohio Reps. Vernon Sykes, Zack Milkovich, and Anthony DeVitas. Also in attendance were representatives from the offices of U.S. Sen. Rob Portman, U.S. Rep. Tim Ryan and Akron Mayor Don Plusquellic. ODA President Dr. Paul Casamassimo acted as the emcee for the event.

Vij said one of his favorite parts of the

GKAS, page 13

## Day at the Statehouse is ODA’s most important advocacy event

By ODA Staff

Day at the Statehouse, the Ohio Dental Association’s most important legislative advocacy event, is set for Wednesday, April 9, at the Sheraton on Capitol Square in Columbus.

Day at the Statehouse gives dentists and dental students an opportunity to speak with their legislators about issues important to dentistry and advocate for issues that impact their patients, their dental practices and oral health in Ohio.

“Day at the Statehouse is the opportunity for members to portray their understanding of the oral health care system to decision-makers,” said ODA President Dr. Paul Casamassimo. “Our legislators occasionally hear from constituents about oral health issues, but usually in the context of a problem. We can provide what no other advocates can and that is a hands-on, boots-on-the-ground perspective related to our communities, our patients and the challenges to small business in this

See STATEHOUSE, page 9

For more about the 2014 ODA Day at the Statehouse, see page 4.



ODA Staff

The 2014 ODA Day at the Statehouse will be April 9 at the Sheraton on Capitol Square. Attendees will meet with their legislators to discuss issues important to dentistry. Pictured are ODA President-elect Dr. Thomas Paumier and OSU dental students Rami Mikati and Eric Murnan at last year’s event.



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[www.oda.org](http://www.oda.org)

## Day at the Statehouse Wednesday, April 9

The Sheraton on Capitol Square | Columbus

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- Get the latest legislative updates
- Help voice dentistry’s message at the Statehouse

Register today! [www.oda.org/events](http://www.oda.org/events)







## President's Message

Paul S. Casamassimo, DDS, MS,  
FAAPD, FRCSEd, ODA President

## Live at Five

A few Fridays ago, I read a news article in the "Columbus Dispatch" about a study from the "New England Journal of Medicine" on childhood obesity. As we all know, just looking around (or in the mirror), obesity is pandemic today. What was troubling was the headline that said for obese children, their fate was determined by age 5! With so many Americans struggling with weight and its health consequences, this was not good news.

If you are a student of one of your profession's two big diseases, dental caries, you should know that the same is true. The accumulated body of work on early childhood caries suggests that once dental caries is established, the infection is hard to eradicate, can't be restored away, and predisposes a child to further dental caries throughout childhood. For me the most troubling revelation of the accumulated science is that our preventive arsenal – fluoride, hygiene and dietary control of sugar – is not effective for many children. We have all witnessed the frustration of families who do everything we ask, and still deal with new decay.

Later that same Friday, I met with a couple of women who had asked me to speak to their philanthropic group about oral health. As we chatted about planning, one asked me what "secret" I had learned in 40 years in dentistry to have good oral health. My first response was the party line ... drink fluoridated water, brush with fluoridated toothpaste, minimize exposure to sugar and see a dentist regularly. After a brief pause, I added, "And start your visits to the dentist by 1 year of age." While that last bit of advice is the standard of care across the land, it isn't a part of many family practices nor our message to families we serve!

In too many places in Ohio, every other child reporting for the first day of kindergarten already has tooth decay. How bad is it? Well, at my clinic at Nationwide Children's Hospital in Columbus where we complete over 36,000 patient visits each year, the median age of the children we see hovers around 4 years! And don't believe that the majority of these families are seeking preventive care – rather these children have disfiguring tooth decay or have been kept up at night, often for weeks, with dental pain. One study of Ohio's preschoolers a decade ago showed that 10 percent of them had already experienced tooth pain! Ouch! Tooth decay and its consequences are alive at age 5 in Ohio.

This is why I asked the Council on Dental Care Programs and Dental Practice to "just do something" to begin to address this epidemic. Yes, I would love to see every general dentist in Ohio welcome 1-year-olds into the office, but at age 65, I still have a grasp on reality and know that this is evolution not revolution! As an association, we can lead a transformation.

What if all we did was create a pop-up front desk flyer that said something like, "Have a new baby? It's not too early to think about oral health! Ask us."

And then have someone on staff give information on the basic preventive message I shared with my philanthropic leaders. Even better, set up some time for a visit with the hygienist. I would really love the ODA to begin a process of changing both professional and popular behavior that would over time make the age 1 dental visit the rule rather than the exception in Ohio. We have a long way to go to get there, but like immunizations for infectious diseases, we can set a goal and over time see results. Training more tooth fixers will do nothing to stop the epidemic of early childhood caries. Using our preventive orientation, our access to families, and working with our dental hygiene colleagues in making infant oral health a part of our practices, we have a fighting chance to stem this serious health issue.

We are graduating new dentists who have been exposed to infant oral health, but I know many of you senior dentists reading this are experiencing palpitations with just the thought of holding an infant for an exam. But you same "fibrillators" have no such reaction when you hug your own grandchildren, do you? Why can't we set a goal to make every infant in our practices a "grand baby" by giving them a shot at caries freedom, a healthy smile and a childhood free of dental pain? As every grandparent will tell you, a part of the joy of that role is that the interaction is all about fun and enjoyment. Oh, that every child's experience with us were the same way.

It can happen.

Dr. Casamassimo may be reached at [casamassimo.1@osu.edu](mailto:casamassimo.1@osu.edu).



Submitted photo  
"I am so glad I turned 6 months so I can get my first dental exam."  
Pictured is ODA President Dr. Paul Casamassimo's grandson.

## Weekly Sterilizer Monitoring is Required by Law



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### The Director's Chair

David J. Owsiany, JD  
ODA Executive Director

## Advocating for dentistry

Ohio Dental Association member dentists have consistently told us that legislative and regulatory advocacy is one of the most important benefits of belonging to organized dentistry. And according to our latest survey, 90 percent of ODA's members express satisfaction with the ODA's performance in the advocacy arena. It is easy to see why. The ODA continues to experience successes at the Statehouse in protecting the interests of dentists and their patients.

In recent years, the ODA has worked to achieve the following legislative and regulatory outcomes:

- Maintained full funding for dental coverage for children and adults in the state's Medicaid program
- Reformed malpractice laws to ensure dentists do not face frivolous lawsuits
- Stopped a bill that would have mandated that every dentist had to secure a terminal distributor of dangerous drugs license from the Ohio State Board of Pharmacy
- Reformed the Dental Practice Act to ensure Ohio State Dental Board investigations and hearings are fair and transparent
- Passed legislation promoting the ef-

ficient use of dental auxiliaries while maintaining the dentist as the head of the dental delivery team

- Stopped proposals to apply sales taxes to dental services
- Protected the sanctity of the dentist-patient relationship from unnecessary interference by regulatory agencies and third-party payers

This success is due in part to the ODA's advocacy team that monitors legislative and regulatory developments on a daily basis here in Columbus. These advocacy professionals work to ensure policymakers are educated on issues important to dentistry. But those efforts are effective only because the advocacy team is reiterating the same message that grassroots dentists regularly deliver to those same policymakers.

Whether we like it or not, the decisions policymakers make can have a significant impact on dental practices, the delivery of dental care, dental benefits and a host of issues that impact on dentists and their patients. Today, dentistry faces many outside special interests who are trying to change the way care is delivered, interfere with the dentist-patient relationship and even lower the standard of care for patients. For example, third-party payers continue to try to manipulate the system to interfere with the dentist-patient relationship and direct how care is delivered. And out-of-state foundations, with little understanding of dentistry, are pouring millions of dollars into efforts to create new "mid-level" dental providers, who would perform invasive and irreversible surgical dental procedures with minimal training. If successful, this new model would lower the standard of care for patients and drain resources from traditional dental education and access to care programs.

See **ADVOCATING**, page 9



### Guest Columnist

Andrew Zucker, DDS  
Subcouncil on New Dentists

## ODA Day at the Statehouse gives dentists chance to inform legislators

"One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors."  
— Plato

Think about that quote for a second. No, *really* think about it. Calling someone inferior is certainly a harsh critique, but I am only talking in terms of dental education. Do you think your state legislators have an inferior level of dental education than you? Of course they do. We spent our formative years in college, dental school, post-graduate training and continue to invest countless hours in continuing education courses every year. Yet some of our legislators still think dental school is a three year post high-school program. Like it or not, they create the laws that dictate when, where and how we practice dentistry in Ohio.

My first Day at the Statehouse was last year. I did not really know what to expect, so I naturally assumed it would be like a scene from the movie "American Hustle," only without the perms and leisure suits. Much to my

surprise, it was nothing like that. All of my representatives were genuinely enthused by the fact that a new dentist would take the time out of my busy schedule to drive to Columbus and help them understand a little bit more about exactly what it is I do every day. All three of my meetings ran later than scheduled, and I was able to correct many of the common misconceptions regarding the makeup of the dental team, educational requirements and insurance industry, and they even asked my opinion on other topics. Overall, the experience was overwhelmingly positive, and I'm looking forward to attending again this year.

Make no mistake; our profession is under attack. Outside special interest groups are using our legislators' lack of understanding to their advantage. The Kellogg Foundation will stop at nothing to create a mid-level provider program in Ohio. Others would love to see the extinction of the independent private practice. And various hospital groups have expressed interest in dentistry, perhaps seeking to take us down the path of medicine over the last few decades. These are just a few examples of why we need more young, enthusiastic, outgoing dentists willing to defend our professional career for ourselves, our families and our employees. If we are not willing to help our legislators learn about the practice of dentistry, then someone else will. Can your practice survive that? Will your patients be better off?

If you don't want to be governed by your inferiors, then participating in politics by attending the ODA Day at the Statehouse is a great place to start.

*Dr. Zucker is a member of the Subcouncil on New Dentists. He may be reached at [andrew@sanduskysmile.com](mailto:andrew@sanduskysmile.com).*

*ODA Day at the Statehouse will be April 9. For more information and to register, visit [oda.org/events](http://oda.org/events).*



# Not all gaps are something to grin about.

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Adv. 1121-A

## Smith appointed to Ohio State Dental Board

Ohio Gov. John Kasich recently appointed Dr. Chuck Smith to the Ohio State Dental Board (OSDB).

Smith, who has been in the practice of general dentistry since 1970, is from Tipp City, Ohio, and was recommended by the Ohio Dental Association for appointment to the OSDB.

He is a past president of the Western Ohio Dental Society and has served as chair of the Western Ohio Dental Society's Peer Review Committee for more than 20 years.

Dr. Smith has been a volunteer dentist with the Dental OPTIONS Program for almost 15 years, providing donated or discounted oral health care to Ohioans in financial need.

He earned his B.A. from The Ohio State University and his DDS from The Ohio State University College of Dentistry.

Smith's term on the board started in November 2013 and lasts through April 2017.

The OSDB is made up of nine dentists, three dental hygienists and one member of the public at large. Dr. Smith join board members Gregory McDonald, DDS; William Leffler, DDS; Marybeth Shaffer, DDS; Ashok Das, DDS; Jacinto Beard, DDS; W. Chris Hanners, DDS; Lawrence Kaye, DDS; Douglas Wallace, DDS; Constance Clark, RDH; Susan Johnston, RDH; Anne Missig RDH; and Ann Aquillo, public member.

## Don't forget to renew tripartite membership

Ohio Dental Association membership dues must be paid by March 31 for the 2014 membership year in order to continue receiving exclusive member benefits.

Any member who did not pay their dues by Jan. 31, 2014, is considered past due. Dentists who have not already renewed their membership should do so as soon as possible so that membership benefits, including receiving the "ODA Today," do not lapse at the end of March.

Members can renew online at [www.oda.org/renew](http://www.oda.org/renew), by phone at (800) 282-1526, by fax at (614) 486-0381 or by mail to Ohio Dental Association, P.O. Box 182039, Dept. 367, Columbus, OH 43218-2039.

Members who have already paid their 2014 dues may also enroll in a pre-payment program for 2015 that spreads dues payments throughout the year. For more information about a pre-pay installment plan for 2015 dues, call the ODA at (800) 282-1526 or email [membership@oda.org](mailto:membership@oda.org) to request an enrollment form.

## Ohio Dental Association seeking nominations for awards of excellence program

The Ohio Dental Association is seeking nominations for its Awards of Excellence program. The nomination submission deadline is April 1.

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

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

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

1. **Distinguished Dentist Award** – the most prestigious of the ODA's awards, is presented to an ODA member who has demonstrated service, commitment and dedication to the profession throughout his/her career. Nominees should display leadership, dedication, commitment and outstanding contributions at the local, state and national levels.
2. **Achievement Award** – is presented to an ODA member or an individual who has made outstanding contributions to the dental profession and to oral health. Nominees are not required to be dentists, but should display a personal and professional commitment to the profession and the public's oral health. These individuals are honored as ambassadors for the profession to the community.
3. **Marvin Fisk Humanitarian Award** – honors ODA members who offer dedication to improving oral health care in at-risk communities. Nominees may have served overseas or closer to home, spending time and often their own finances and other personal resources to help improve oral health care and fight illnesses.
4. **N. Wayne Hiatt Rising Star Award** – is presented to an ODA member in practice 10 years or less who has demonstrated outstanding leadership and commitment to organized dentistry. ODA members who began to practice Jan. 1, 2004 or later are eligible. Past award honorees have shown outstanding initiative, a strong commitment to volunteerism and promise for continued accomplishment within the profession.
5. **Access to Dental Care Program Award** – honors an outstanding program (not an individual) that helps reduce the access to care problem in Ohio by offering free or reduced fee dental care to underserved populations.

Nominations for the 2014 Awards of Excellence are now being accepted. Submission deadline for all nominations is April 1. To make a nomination, please review the entry guidelines and submit all required documentation along with an Awards of Excellence nomination form, which can be found at [oda.org/member-resources/call-for-nominations/](http://oda.org/member-resources/call-for-nominations/) or you may contact Michelle Blackman at the ODA at 800-282-1526 or at [michelle@oda.org](mailto:michelle@oda.org).

The ODA will present the awards during the ODA's 148th Annual Session in September 2014 in Columbus.

## ODA Meeting & Event Calendar

### Mar.

- 7 Annual Session Committee Meeting
- 11 Dental Insurance Working Group (call)
- 12 CWRU Street of Dreams
- 14 ODASC Board of Directors
- 21 OSU Street of Dreams
- 27 Executive Committee
- 27 Statewide Subcouncil on Peer Review
- 28 Peer Review Workshop
- 28 Ad Interim and Strategic Planning Committees
- 28-29 ODA Leadership Institute
- 29 Executive Committee Meeting with Component Society Officers
- 29 Subcouncil on New Dentists

### Apr.

- 8 Dental Insurance Working Group-Council on Dental Care Programs and Dental Practice
- 9 Day at the Statehouse
- 9 Council on Dental Care Programs and Dental Practice
- 9 Dental Education and Licensure Committee
- 9 ODPAC Board of Directors
- 25 Callahan Memorial Award Commission

## Deadline quickly approaching to apply for Ohio Dentist Loan Repayment Program

Are you an Ohio dentist or fourth year dental student looking for assistance with dental school student loan debt? If you are practicing in Ohio (or plan to), you may be eligible to participate in the Ohio Dentist Loan Repayment Program (ODLRP), but your application must be postmarked by March 14, 2014.

To qualify, dentists must be willing to practice in an underserved area of Ohio designated as having a dental professional shortage, and must provide care regardless of an individual's ability to pay, among other criteria.

Eligible candidates include:

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

Eligible applicants can earn up to \$25,000 a year in tax-exempt ODLRP funds for the first two years, and \$35,000 a year for the third and fourth year.

The program is administered by the Ohio Dept. of Health; more information and an application are available online at <http://www.odh.ohio.gov/en/odhprograms/ohs/oral/safetynet/loanpgm.aspx> or by emailing [Mona.Taylor@odh.ohio.gov](mailto:Mona.Taylor@odh.ohio.gov) or calling (614) 466-4180.

Since 2005, 23 Ohio dentists have contracted through the Ohio Dentist Loan Repayment program collectively receiving \$712,500 in state loan repayment funds. During that same time period, nearly 88,000 vulnerable Ohioans have been treated by ODLRP dentists.

## ODA Foundation raffle tickets now available

Tickets for the 2014 ODA Foundation raffle are now available. Top prize is the winner's choice of a Ducati Diavel Strada or a Ducati Diavel Stripe motorcycle from the Northern Ohio Ducati Triumph Dealership - or the \$20,000 cash option.

The second prize is a piece of fine jewelry or a watch valued at \$3,000. The third prize is \$1,000 cash and the early bird drawing prize winner will receive \$500. Tickets can be purchased by calling the ODA Foundation at (800) 282-1526 or through a foundation trustee.

Tickets will also be sold at the ODA Leadership Institute on March 28 and 29. For each ticket purchased at the Leadership Institute on March 28, the buyer's name will be entered into a special drawing to be held at the close of the Leadership Institute. The winner will get a man's Harley Davidson FXRG Midweight Black Leather Jacket valued at \$695 and a pair of Harley Davidson Deluxe Black Chaps valued at \$285. This set has been donated by a member of the ODA Foundation who wishes to remain anonymous.

## ADA Foundation announces scholarship recipients

The American Dental Association Foundation recently awarded 2013-14 scholarships to dental students, including several Ohio students.

Ohio ADAF scholarship recipients are:

- James Cox, Case Western Reserve University – Predoctoral Dental Student Scholarship
- Lydia Lancaster, The Ohio State University – Predoctoral Dental Student Scholarship
- Spencer Wade, The Ohio State University – Underrepresented Minority Dental Student Scholarship

The ADA Foundation is awarding 56 scholarships valued at \$2,500 each for a total value of \$140,000, according to an ADA news release.

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## The ADA Practice Institute: A Dentist's Guide to Navigating Today's Changing Health Care Environment

**Dave Preble, DDS, JD, CAE**  
**Vice President of the American Dental Association Practice Institute**

A recent first-of-its-kind analysis by the American Dental Association's Health Policy Resource Center identified that we have arrived at a critical moment for dentistry – a time for the profession to define its destiny. What is changing and how can we best adapt? These are foremost in our minds at the ADA's new Practice Institute.



Structural changes in the dental care financing landscape started well before the recession. Dental spending per capita has flattened. Utilization of dental services is down for adults and increasing for children largely due to increasing share of the Medicaid population. Patients are becoming health care consumers and actively shopping for low priced plans. There is also a new emphasis on "value" – a new emphasis to measure and report quality of care and to balance quality and cost.

On the bright side, opportunity exists to increase access and utilization both in the public and private sector. Emerging marketplaces provide a new opportunity for the now uninsured to seek dental care possibly for the first time. The Affordable Care Act's (ACA) promotion of care coordination provides an opportunity to bridge the gap between oral and general health and to re-examine the role of oral care providers within the health care system.

Change must not be seen as a threat but as a gateway for a better future. The

transition we are in requires new ways to improve efficiency. As we welcome each new generation of dentists – and more join us each year – we must find ways to increase practice efficiency and help our members become savvy business owners. Whether they practice in the traditional solo or small group settings or in large groups, universities or in the safety net, it is our purpose to help them succeed.

The vision of the ADA's new Practice Institute is to help members navigate this changing environment. The new Center for Professional Success (CPS), found at [success.ada.org](http://success.ada.org), offers several practice calculators and management resources with new information added each month specifically aimed at helping members with the business of dentistry. The Practice Institute has its pulse on the dental benefits sector and is helping members navigate changes imposed by the ACA and the emerging marketplaces. Through the Dental Quality Alliance, we are helping shape appropriate quality measures. We understand that caries is not preventable unless all players within the system including the payer and the patient play their parts in managing disease. Health care quality is not just the prerogative of the dentist and must be a shared responsibility among all stakeholders within the system.

Members are the purpose of our work, and the ADA's Practice Institute is uniquely positioned to help dentists navigate the changing health care environment.

*Preble will present a keynote presentation, "The ADA Practice Institute: A Dentist's Guide to Navigating Today's Changing Health Care Environment," from 9-10 a.m. Saturday, March 29, at the 2014 ODA Leadership Institute. For more information and to register, visit [www.oda.org/events](http://www.oda.org/events).*

### Hotel Accommodations

The ODA has a block of rooms available at the Hilton Columbus Polaris Hotel for \$139 per night. Reservations can be made by calling 1-800-HILTONS or (614) 885-1600 and asking for the Ohio Dental Association rate. Act now to reserve your room since the block is filling up quickly.

## Implementation of Health Care Reform: What Every Dentist Should Know About the Pediatric Oral Health Benefit

**By C. Scott Litch, Esq., CAE**  
**Chief Operating Officer and General Counsel, American Academy of Pediatric Dentistry**

It sounded simple enough. It would be a good thing for more children to have dental insurance coverage and receive comprehensive care in a dental home by a pediatric or general dentist. A child in the Washington, D.C., suburbs died of a tooth infection in 2007 in part due to few dentists wishing to participate in a flawed Medicaid program. Why not cover more children with private dental insurance? Hence, among its myriad provisions, the Affordable Care Act (ACA) was intended to increase access to dental benefits for children, via enrollment through the individual and small group health insurance markets under state health insurance exchanges. Pediatric oral health is described in the



law as an "essential health benefit" (EHB) that must be offered in these exchanges, and in individual and small group markets outside of exchanges. Under ACA regulations, consumers in most states can choose between a stand-alone dental plan (SADP) for their child, a SADP "bundled" with a medical plan ("qualified health plan" or QHP), or a plan with pediatric dental coverage "embedded" within a medical plan. "Pediatric services" are defined as services for individuals under the age of 19, although states have flexibility to extend such coverage beyond the age 19 baseline.

However, in the interpretation and implementation of the ACA some significant challenges have arisen:

- Within exchanges a family can walk away with a medical insurance plan (QHP) with no pediatric dental coverage without purchasing a stand-alone dental plan (SADP). This is technically different for someone purchasing a plan in the individual or small group markets outside of exchange, where the pediatric dental coverage is "mandatory." Outside the exchange, the medical plans in the individual and small group markets must either of-

### 2014 ODA Leadership Institute

The Ohio Dental Association Leadership Institute is a unique opportunity for member dentists to connect with colleagues, develop leadership skills and earn CE credits at no cost.

This year's Leadership Institute – "Transforming your practice, your profession and your association" – will be March 28-29 at the Hilton Columbus Polaris hotel and will give dentists the knowledge needed to be leaders in all areas of their lives.

This two-day event is free to ODA members and dental students and will feature presentations by prominent leadership speakers, breakout sessions where attendees can get more information on specific areas of interest, updates on how the association is serving dentists in Ohio, opportunities to network with colleagues across the state and more.

The Leadership Institute is the ODA's award-winning program developed to help all ODA members become more successful and effective leaders.

Registration and more information is available at [oda.org/events](http://oda.org/events), by calling the ODA at (800) 282-1526, or via mail with a paper registration form that was mailed in January.

This year's event is sponsored by Superior Dental Care.

### 2014 ODA Leadership Institute Schedule

#### FRIDAY, MARCH 28

**10:30 a.m.**

Registration opens

**11 a.m.-noon**

"Living your Dreams as a Dentist," presented by William Prescott, Esq

**Noon-1 p.m.**

Lunch

**1-2 p.m.**

Breakout Session Round 1:

- "Exit Strategies – The Rat Race is Over and the Rats Didn't Win"
- "Update on Third-Party Payer Issues"
- "The Most Dangerous Place in Your Office – Surprise, it's Not Your Operator!"

**2:15-3:15 p.m.**

Breakout Session Round 2:

- "Entering Practice – Make the First Choice the Right Choice"
- "Update on Third-Party Payer Issues"
- "The Most Dangerous Place in Your Office – Surprise, it's Not Your Operator!"

**3:30-4:30 p.m.**

"Report from Ohio's Capitol," presented by State Rep. Terry Johnson

**4:30-6 p.m.**

Reception

#### SATURDAY, MARCH 29

**7:45-8:30 a.m.**

Breakfast

**8:30-9 a.m.**

"ADA Update," presented by Dr. Ronald Lemmo, ADA treasurer

**9-10 a.m.**

"The ADA Practice Institute: A Dentist's Guide to Navigating Today's Changing Health Care Environment," presented by Dr. David Preble, vice president of the ADA Practice Institute

**10-11 a.m.**

"Implementation of Health Care Reform: What Every Dentist Should Know About the Pediatric Oral Health Benefit," presented by Scott Litch, chief operating officer and general counsel at the American Academy of Pediatric Dentistry

**11 a.m.-noon**

"What is the ODA Doing for You?" presented by ODA President Dr. Paul Casamassimo and ODA Executive Director David Owsiany

**Noon-1 p.m.**

New Dentist Roundtable Luncheon

To register, visit [www.oda.org/events](http://www.oda.org/events), call (800) 282-1526 or watch your mailbox for a paper registration form.

*The 2014 ODA Leadership Institute is sponsored by Superior Dental Care.*

for the dental essential health benefit or be "reasonably assured" that the consumer has purchased a SADP. However, each state may define "reasonably assured," and for some states it is sufficient that SADPs are merely offered. While this issue could be fixed via an ACA technical correction, there is a huge backlog of technical corrections needed throughout the law, but political conditions for immediate action are lacking.

- SADPs are not eligible for premium tax subsidies.
- Proposed federal regulations lowering maximum-out-of-pocket costs for SADPs might drive higher premiums and higher deductibles.
- While having pediatric dental coverage fully "embedded" in a medical plan sounds good on paper, actual plans could have significant drawbacks such as high combined medical and dental deductibles before any coverage kicks in.
- Roughly half of the increased child population for coverage results from locating eligible but unenrolled Medicaid children, which means putting more children into an already flawed

system. ADA projections were 3 million children potentially covered in exchanges as compared to 3.2 million under Medicaid.

- Network adequacy and provider reimbursement in ACA plans are big concerns and a big unknown at this point.

- It is questionable whether all insurance navigators will have the training and wherewithal to answer questions about pediatric dental coverage and pros and cons of various types of plans. This probably varies greatly from state to state, with state run exchanges generally doing a better job than federally run or facilitated exchanges.
- It is expected that many dental offices will have to play the unofficial role of navigator and deal with many confused parents and guardians.

At the Ohio Dental Association's Leadership Institute on Saturday, March 29, I will attempt to make some sense of all these issues, the impact for dentists and their patients, where things stand and what the immediate future may hold.

*For more information and to register, visit [www.oda.org/events](http://www.oda.org/events).*



## A new dentist's guide to associateships

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

In most cases, you will accept an associate position prior to entering into any form of practice ownership. An associate position will take the form of private versus corporate practice, full versus part-time, and future ownership opportunity versus permanent associateship.



While you may think that the most important issue in your employment is compensation and benefits, it is not. It is your restrictive covenant. Be careful of being restricted from multiple locations that your employer may establish in the future and those locations where you do not work. The general rule is that if the relationship does not work out, you do not want to be forced to relocate or drive a long distance to work in another practice.

As to compensation, I suggest the greater of: (a) a dollar amount per month for full-time or per hour for part-time; or (b) a percentage of adjusted production. The differential may be "trued-up" or calculated on a quarterly basis to reduce peaks and valleys. Adjusted production means your production reduced by discounts, write-offs, laboratory remakes and uncollectable accounts. While compensation as a percentage of collections is common, I prefer adjusted production because you can't control the collection policy of the practice that was not implemented by you; you just adhere to it. In the event that you accept a draw that must be repaid from future compensation, make sure that repayment is not required should your employment terminate and do not let this sum get "out of control" should your productivity not meet you or your employer's expectations. While there are wide swings in adjusted production and collection percentages, the most common that I see is 30 percent for general dentists and 35 percent for specialists. To the extent that dental laboratory costs are reduced from your compensation, the formula should be collections, less the lab percentage, multiplied by the commission percentage. While you generally are paid for hygiene exams, you are not paid for X-rays or hygiene services as an associate unless performed by you.

Make sure that you can terminate your employment relationship without a lengthy notice period. Your employer should also have a mirror notice provision. Recently, I have reviewed both a three and five year contract with no notice of termination provision for either the associate or the practice, except "for cause" as defined in the employment agreement.

You are an employee, not an independent contractor, unless you work part-time

### Leadership Institute

William Prescott, E.M.B.A., J.D., will present the breakout session "Entering Practice – Make the First Choice the Right Choice," at the 2014 ODA Leadership Institute from 2:15-3:15 p.m. In addition to discussing associateship options, Prescott also will discuss options for acquiring or establishing a practice. Prescott also will be presenting an additional breakout session geared toward retiring dentists and a keynote presentation titled "Living Your Dreams as a Dentist." Leadership Institute will be March 28-29 at the Hilton Columbus Polaris hotel. For more information about Leadership Institute and to register, visit [oda.org/events](http://oda.org/events).

and other factors are present. Generally, if the practice pays you, schedules you, or you are subject to the policies of the practice and a restrictive covenant, you are an employee. The IRS really dislikes independent contractor relationships for a number of reasons, notwithstanding that they are losing significant revenue from misclassification.

If the associate position will lead to ownership, offer to sign a confidentiality letter after the first or second interview. You should then request and expect that the practice owner will have already completed his or her homework and can provide you with an associate employment agreement, detailed letter of understanding outlining the specific terms of future ownership, practice valuation and purchase and sale agreements for future co-ownership or a solo group arrangement. While the practice value may be recalculated one year after your associateship begins, it is important to have a baseline value at the time that you commence employment. Your lawyer and CPA should review the above items prepared by the practice owner's lawyer and CPA.

*William P. Prescott, E.M.B.A., J.D., of WHP in Avon, Ohio, is a practice transition and tax attorney, former dental equipment and supply representative, whose most recent book is titled "Joining And Leaving the Dental Practice," Second Edition. For this and Mr. Prescott's other publications, see [www.PrescottDentalLaw.com](http://www.PrescottDentalLaw.com). Mr. Prescott can be contacted at (440) 695 8067 or [WPrescott@WickensLaw.com](mailto:WPrescott@WickensLaw.com).*

*The views expressed are Mr. Prescott's and do not necessarily represent the views of the ODA.*

*For information on practice ownership and more information about Prescott's breakout session at Leadership Institute, visit [oda.org/generation-d](http://oda.org/generation-d).*



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

## Dentists must watch out for harassment from patients, others

Harassment claims by employees have become common in professional settings.

Because of this, most employer dentists understand the importance of being vigilant in refusing to engage in, or to tolerate, harassment in the dental office by any supervisor or employee. But what if the alleged harassment is perpetrated by someone other than an employee? Could an employer dentist be held liable for the actions of non-employees, such as patients, vendors, suppliers or delivery personnel? Surprisingly, the answer is "yes."

Unwanted advances and harassing behavior by non-employees occurs more often than one may believe. In the early 1990s researchers in the Department of Public Health Dentistry at the Oregon Health Sciences University conducted a survey of dentists and dental hygienists and found that 44 percent of those dental professionals experienced one or more verbal advances from patients within a five year period. 23 percent of the same respondents reported experiencing at least one physical advance from a patient during the same time period. ("Sexual advances by patients in dental practice: implications for the dental and dental hygiene curricula," Chiodo, et al., *Journal of Dental Education*, Sept., 1992.)

A more recent 2010 survey of 600 female physician general practitioners in Australia found that over half of the respondents had experienced sexual harassment during their careers. ("Sexual harassment of Australian female general practitioners by patients," Bratuskins, et al., *Medical Journal of Australia*, Aug. 2013.)

There are two main theories for workplace harassment claims: quid pro quo harassment and hostile environment. Quid pro quo harassment occurs when an employee's submission to unwelcome harassment is an express or implied condition for receiving job benefits or an employee's refusal to submit results in tangible job detriment.

Hostile work environment harassment occurs when conduct has the purpose or effect of unreasonably interfering with the employee's work performance or creating an intimidating,

hostile or offensive working environment. The hostile environment theory does not require a supervisory relationship or a tangible benefit or detriment.

In some instances, a claim of hostile work environment harassment could manifest as a result of the actions of non-employees.

State regulations issued by the Ohio Civil Rights Commission provide that employers may be liable for harassing actions of non-employees like patients, vendors or delivery persons, if the employer knew or should have known about the harassment and failed to take "immediate and appropriate corrective action." Employers don't have a duty to secure a completely harassment-free work place at all times, but do have an obligation to swiftly address any issues that come to their attention. It's important to note that employers are not liable for any offensive behavior by non-employees committed outside of the workplace.

In instances of non-employee harassment, courts review an employer's response to the situation with a critical eye. Consequently, employer dentists should take staff reports of off color language, unwanted advances, derogatory comments and other offensive behavior by non-employees seriously.

If faced with such a report, employer dentists can limit their exposure to liability for an employee's harassment claim by promptly and thoroughly investigating the report and taking steps to eliminate the problem from occurring in the future. All actions taken by the employer dentist should be documented in a confidential file.

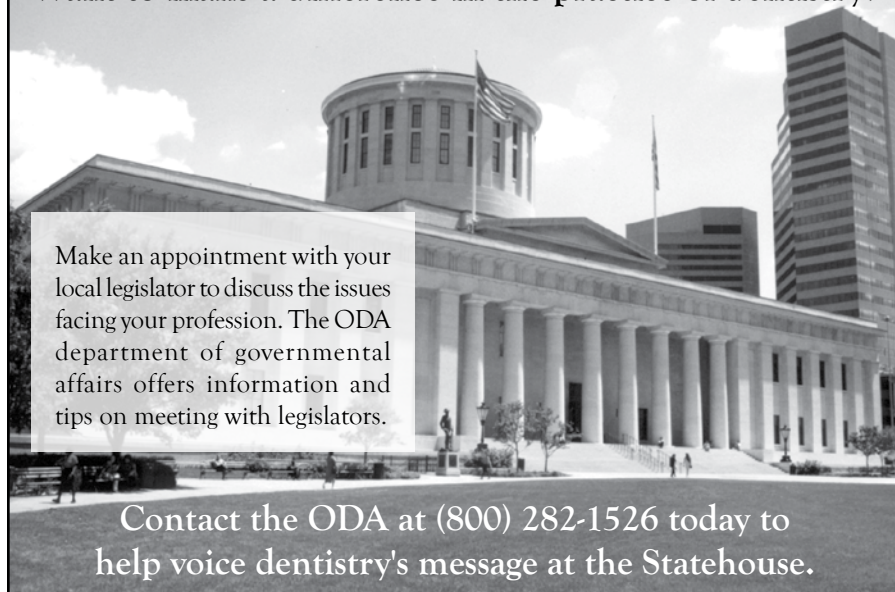
Ultimately, the employer dentist must decide upon an appropriate action to address the situation. That action could take multiple forms depending on the circumstances surrounding the allegation, including but not limited to:

- terminating a patient from the practice
- discussing the alleged behavior with the patient or vendor and asking them to cease the activity
- ensuring staff members are not left alone in the office with the non-employee in question
- notifying the delivery person or vendor's supervisor and requesting a change in personnel when dealing with the office
- notifying the appropriate law enforcement agency in instances of assaults

Employer dentists are encouraged to work with an attorney if faced with such a situation and take appropriate measures in light of the facts surrounding the complaint to prevent its occurrence in the future. Failing to take corrective action when an employer dentist knows about harassment in his or her office, even if caused by non-employees, could have devastating consequences.

The commission instructs that prevention is the best way to eliminate harassment. It states that "an employer should take all steps necessary to prevent sexual harassment from occurring, such as affirmatively raising the subject, expressing strong disapproval, developing appropriate sanctions, informing employees of their right to raise ... the issue ... and developing methods to sensitize all concerned."

### Want to make a difference in the practice of dentistry?



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

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



Access articles from current and past issues of *ODA Today* by visiting <http://www.oda.org>.

## Dental Insurance Corner

## PPO re-credentialing letter generates many questions

**Christopher Moore, MA**  
ODA Director of Dental Services

A recent re-credentialing letter that was mailed to Ohio dentists has sparked a flurry of calls to the Ohio Dental Association. It is unclear who actually sent the letter, though it was printed with numerous corporate logos on it, including a major preferred provider organization (PPO), credentialing organization and credentialing data collection organization.

The callers' questions to the ODA ranged from suspecting the letter was part of a data collection scam to questioning the accuracy of the information contained in the letter. The letter appeared to have only been sent to dentists who are currently contracting with the PPO whose logo appeared on the letter.

The letter began with a statement that "your state has adopted the Council on Affordable Quality Healthcare (CAQH) credentialing application. Accordingly, your state is requiring that all providers complete the CAQH application for credentialing/re-credentialing purposes." The letter then provided instructions on how to do this and directed readers to contact the credentialing organization listed in the letter if they had questions or needed assistance.

In 2009, the Ohio General Assembly passed the Healthcare Simplification Act. One provision of this law, Ohio Revised Code 3963.05, required the Ohio Department of Insurance (ODI) to prescribe the CAQH credentialing application form in electronic or paper

format for physicians. It also required ODI to prepare a standard credentialing form for all other providers. ODI then used this authority to designate the CAQH form for use by all providers in Ohio, including dentists.

The actual rule (Ohio Administrative Code 3901-1-58) requires that all credentialing and re-credentialing of physicians, dentists and other health care practitioners be performed using the CAQH credentialing form in electronic or paper format. All dental third-party payers, including Medicaid HMOs, are required to accept this Ohio Department of Insurance designated credentialing form.

The Healthcare Simplification Act also prohibited contracting organizations from requiring a provider to provide any information in addition to the information required by the CAQH form.

Dentists can access the CAQH form by utilizing CAQH's Online Application System (OAS). The OAS is a secure, free, Internet-based system made available to health care providers by organizations that participate in CAQH. The OAS allows practitioners to complete an application online and transmit it electronically to participating organizations or print hard copies to forward to non-participating organizations.

First-time OAS users need to create a CAQH username in order to complete the registration process. Additionally, dentists will need a CAQH provider ID to register.

#### Registering with CAQH via an insurance company

If the dentist contracts with a CAQH participating insurance company (which

are generally health insurance companies) or is in the process of contracting with one, then he/she must work through that company in order to gain access to the CAQH database and cannot directly register with CAQH on their own. Most of Ohio's Medicaid HMOs and their dental benefit administrators, many health insurance companies and numerous Ohio hospitals participate in CAQH. A complete list of CAQH participating organizations may be found at [http://www.caqh.org/ucd\\_health\\_participating.php](http://www.caqh.org/ucd_health_participating.php).

Dentists who do not have a CAQH provider ID number should contact the insurance company they are credentialing with to request the insurer add the dentists to the organization's CAQH roster. CAQH will then send the dentist a welcome kit that includes a CAQH provider ID number.

#### Direct registration with CAQH

If the dentist does not contract with a CAQH participating organization, then he/she may directly self-register with CAQH. The self-registration request form may be obtained at <http://www.insurance.ohio.gov/Consumer/Documents/Provider%20Self%20Registration.pdf>. Once completed, this form should be sent to CAQH either via email to [info@caqh.org](mailto:info@caqh.org) or fax to 1-202-861-1454. CAQH will then send the dentist a welcome kit within five

to 10 business days from receipt of the request.

Dentists are likely to encounter the CAQH credentialing form when applying to participate in a contracting dentist network and/or when they are re-credentialled by a plan with which they are already contracting. CAQH estimates it takes about two hours for a provider to complete the CAQH Universal Provider Datasource for the first time.

All data submitted by dentists through the Universal Credentialing Datasource (UCD) online service or paper application is maintained by CAQH in a secure data center. Dentists maintain control of their data at all times and are given multiple opportunities and reminders to update it as needed.

Many health care providers also use the CAQH database to distribute their information to the health plans, hospitals and managed care organizations they work with.

Only the dentist is able to revise his or her information through the service and participating organizations must receive authorization from the dentist to access his or her information.

"Dentists who are already in, or want to enter into, contracting relationships

**See CAQH, page 9**

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

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Considering joining a practice or planning to retire? Then this is the resource for you! The completely revised and updated **Joining And Leaving the Dental Practice** (Second Edition) is now available and can be ordered and downloaded on line at [www.BerningAffiliates.biz](http://www.BerningAffiliates.biz). This publication will answer your questions about how to undertake some of the most important steps in any dentist's career without missteps. Regarding entering practice, an entire chapter is devoted to "Make the First Choice the Right Choice". For those doctors thinking about retirement, read "Exit Choices". This material is appropriate not only for doctors but also a worthwhile resource for spouses, advisors and consultants serving dentists. Author William P. Prescott, MBA, JD, is a well known practice transition attorney with the Cleveland firm of Wickens, Herzer, Panza, Cook & Batista Co. Topics range from planning options, associateship, solo group, valuation, restrictive covenants and much more. Author bio, Table of Contents and Excerpt available on the webstore.

The 164 page publication is supported by 49 figures including example agreements, decision matrixes, and an invaluable due diligence checklist. **Joining And Leaving the Dental Practice** (Second Edition) provides pertinent, easy to follow information and specific examples for the dentist to consider. Price **\$49.95** and downloadable 24/7 from [www.BerningAffiliates.biz](http://www.BerningAffiliates.biz). Enter **coupon code Prescott** to receive a 20% discount.



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**CAQH, from page 8**

with third-party payers that do provider credentialing should realize they will be required to complete the CAQH credentialing form," said Dr. Manny Chopra, chairman of Council on Dental Care Programs and Dental Practice. "Dentists who utilize CAQH's online database may save

themselves a lot of time when they have to credential or re-credential with CAQH participating organizations. Dentists who are unable to utilize this online resource, however, should keep a copy of their completed credentialing form to use the next time they need to be credentialed or re-credentialed by an insurance company, PPO, Medicaid HMO, etc."

**STATEHOUSE, from page 1**

changing health care arena. You are the experts, the micro-economists and the patient advocates like no others. Our elected and appointed leaders need to hear your perspectives."

Day at the Statehouse will include a luncheon for attendees, a briefing from the ODA advocacy team on current topics affecting dentistry in Ohio and tips on how dentists can effectively discuss those issues with legislators. Attendees may also participate in a conference call prior to Day at the Statehouse that will provide an overview of the issues dentists will be asked to discuss with legislators during the event. Before the event, attendees will also receive written materials about the

topics that will be discussed.

Registration will open at 8:30 a.m. April 9, and the event will begin with a legislative briefing at 9 a.m. The legislative briefing will be repeated during lunch at noon. All attendees are also invited to attend the ODPAC board meeting from 2-4 p.m.

This year, attendees will discuss legislation that would prohibit insurance companies from setting fees for non-covered services, the ODA's blueprint on access to care and mid-level providers.

To register for Day at the Statehouse, visit [oda.org/events](http://oda.org/events), call (800) 282-1526 or email [liz@oda.org](mailto:liz@oda.org). Day at the Statehouse is free for ODA members, dental students and spouses.

**ADVOCATING, from page 4**

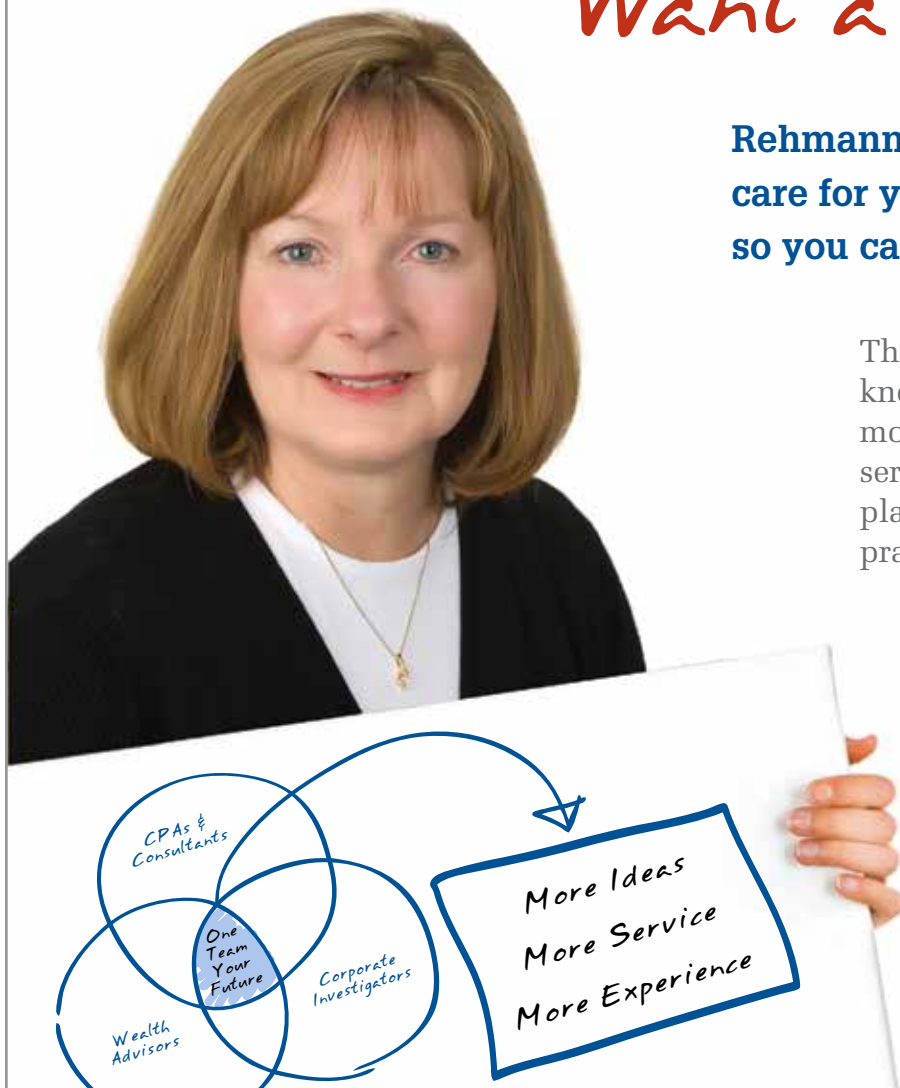
On Wednesday, April 9, you will have the opportunity to educate our elected officials at the Statehouse on these and other important issues. The ODA's Day at the Statehouse is the perfect venue to deliver dentistry's message in order to protect your practice and your patients. The ODA's advocacy team will be on hand to answer your questions on the issues to be discussed with legislators and written materials outlining the issues will also be provided. If this is your first time participat-

ing at ODA's Day at the Statehouse, we can match you up with another dentist or ODA staff member to accompany you on your visits with legislators.

This is a unique opportunity for you to advocate for your practice, your profession and your patients. Join us in Columbus on April 9 for ODA's Day at the Statehouse. This is your best opportunity to protect dentistry and dental patients in Ohio.

To register for the ODA Day at the Statehouse, visit [www.oda.org/events](http://www.oda.org/events) or email [liz@oda.org](mailto:liz@oda.org).

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## Mark your office appointment calendars now! 148th ODA Annual Session convenes in 6 months

By Dr. Daniel Ward  
2014 ODA Annual Session  
General Chairman

Your staff will want to reserve the dates Sept. 11-14, 2014, in your office appointment books now. In just six months the dental community meets in Columbus for the Ohio Dental Association's 148th Annual Session. There will be programs of interest for all members of the dental team. Dentists and hygienists who regularly attend the meetings can easily fulfill their requirements for license renewal. Staff members can better learn how to manage difficult patients. Assistants and EFDAs have unique hands-on workshop opportunities. There are programs that the entire office will enjoy. In addition to great CE opportunities, and an expansive Exhibit Hall, the Short North area of Columbus offers great restaurant and entertainment opportunities for dental teams to enjoy together.

For the dentists there has been emphasis of bringing in both well-known and upcoming stars on the dental speakers circuit. In addition to well-known speakers like Dr. Gordon Christensen, presenters like Dr. Ron Kammer, Dr. Brian Novy, Dr. Thomas Dudney and Dr. Jack Griffin may not be as recognizable, but their presentations are cutting-edge and will



ODA Staff  
The Ohio Dental Association Annual Session will offer a variety of CE courses for the entire dental team. Mark your calendars now for Sept. 11-14.

make you think. Hygienists will enjoy Nancy Andrews, RDH, and Lisa Harper Mallonee, RDH, LD, who will be giving programs on subjects such as ergonomics and nutrition. Front desk staff won't want to miss Dr. Udell Webb's workshop on insurance coding. And Bruce Christopher will entertain you while providing great team motivation.

Interacting with your peers can be beneficial. Everyone feels that their challenges are unique, but actually many are similar. The ability to relate with others away from the office can be of tremendous benefit. Sometimes you can learn more from others outside of the classroom. There will be a New Dentist Reception on Thursday evening, and the ever-popular "The Bash!" on Friday night. Also on Friday evening is the prestigious Callahan Awards Dinner. Meetings of different organizations and societies are held throughout the meeting. And, The Hygienists Roundtable Luncheon and Women in Dentistry events are always well attended.

A highlight of Annual Session each year is the Exhibit Hall and the opportunity to take advantage of "Show Specials." This year's Exhibit Hall has a new design to make it easier for attendees to see all exhibiting companies. There will be the Annual Table Clinics in the hall on Saturday as well as an encore presentation of the Dentists Roundtable Breakfast. And the daily door prizes make the hall even more inviting to all members of the dental team.

Whatever your reason for attending, you and your staff won't want to miss the 2014 ODA Annual Session – mark your office calendar now: Sept. 11-14, 2014. Registration opens May 1 on [www.oda.org/events](http://www.oda.org/events).

### PARAGON DENTAL PRACTICE TRANSITIONS

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### 2014 Annual Session Hotel Information

The official hotels of the 148th Ohio Dental Association Annual Session are taking reservations now. The ODA has negotiated special rates at designated hotels. Your patronage of these hotels is appreciated.

For reservations, call your hotel of choice directly from the list below and indicate that you wish to secure the ODA Annual Session rate.

#### Hyatt Regency

Co-Headquarters Hotel  
350 North High Street  
(800) 233-1234; (614) 463-1234  
Single: \$158; Double: \$168  
Rate Deadline: Aug. 20, 2014

#### Hilton Columbus Downtown

Co-Headquarters Hotel  
401 North High Street  
Columbus, OH 43215  
(855) 380-9591; (614) 384-8600  
Single or Double: \$159  
Group Code: ODASSN  
Rate Deadline: Aug. 8, 2014

#### Crowne Plaza

33 Nationwide Boulevard  
(800) 227-6963; (614) 461-4100  
King: \$160  
Rate Deadline: Aug. 11, 2014

#### Hampton Inn & Suites

501 North High Street  
(800) 426-7866; (614) 559-2000  
King: \$136; King Suite: \$166  
Rate Deadline: Aug. 19, 2014

#### The Drury Inn & Suites

**Columbus Convention Center**  
8 E. Nationwide Blvd.  
(800) DRURY INN; (614) 221-7008  
King / Queen: \$133; King / Queen Suite: \$163  
Rate Deadline: Aug. 10, 2014

#### The Renaissance Columbus Downtown Hotel

50 North Third Street  
(800) 468-3571; (614) 228-5050  
Standard King: \$143  
Rate Deadline: Aug. 19, 2014

Ohio Dental Association

# ANNUAL SESSION

# ODA LIVE

## Save the Date!

September 11-14, 2014  
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Like the ODA  
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Facebook page!



## Apply for 2014 Table Clinics

ODA Staff

Annual Session attendees will have the opportunity to share dental practice information and earn continuing education (CE) credit, as well as cash prizes, by presenting a Table Clinic at the 2014 ODA Annual Session.

Table Clinics, which are informal, interactive presentations that last up to 15 minutes, are presented by dentists, dental students, dental staff and dental residents each year during Annual Session.

"Any dental student or dental professional can benefit from presenting a table clinic," said Dr. Denise Hering, chair of the Table Clinics. "Aside from the monetary prizes for the best presentations, preparing for a table clinic causes one to distill one's knowledge about a specific topic in the field for the edification of other professionals. Both the presenters and the viewers can obtain continuing education credits for participating."

Presentation topics are designed to promote education and dialogue among dental professionals by addressing some of the clinical issues they face in day-to-day practice.

"Topics might include a particularly efficient procedure for treatment," Hering said. "Also, the latest research on a dental material, a way to handle infection, or how to manage patients with certain medical issues could be presented. Many endodontic residents present current research in that field. As a viewer, each year I learn something new that I can apply to my practice. It is also very uplifting to speak with a number of new dentists who are excited and passionate about dentistry."

In addition to the opportunity to earn CE credit under the category G: Table Clinics of the Ohio State Dental Board's CE requirements, presenters are eligible for cash prizes up to \$500.

There will be one Best of Show prize of \$500, two \$250 prizes for the graduate dental student category, one \$250 prize for the pre-graduate dental student category and one \$250 prize for the dental auxiliary category.

Presentations are judged by a panel of ODA member dentists on the quality and effectiveness of the presentation. Judges use criteria including uniqueness, mastery of subject, relevance to dentistry, delivery, use of visual aids and the presenter's ability to field questions.

Last year's winners and their categories are listed below:

- Best of Show: Dr. Jared Schellenberg and Dr. Ryan Shurtz
- Auxiliary: Barbara Kinselman and Mary Kay Scaramucci
- First Place Graduate Dental Student: Dr. Caroline Ghattas Ayoub
- Second Place Graduate Dental Student: Dr. Long Nguyen

Table Clinics will be held Saturday, Sept. 13 from 11:30 a.m. to 1:30 p.m. in the Exhibit Hall during the 2014 Annual Session, held Sept. 11-14 at the Greater Columbus Convention Center. Presentations are given several times during the two-hour time slot, and there is no viewing or presenting fee to registered attendees.

Individuals interested in presenting must complete a Table Clinic application by Wednesday, Aug. 20. To download an application, visit [www.oda.org/events](http://www.oda.org/events) and click on Annual Session. Completed applications may be mailed to: Annual Session Table Clinics, Ohio Dental Association, 1370 Dublin Road, Columbus, OH 43215-1098 or faxed to (614) 486-0381.

See CLINICS, page 13



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## Spore Check system helps dentists test office sterilization

By OSHA Review Inc.

Every dental office must have infection control procedures in place to prevent the spread of infectious diseases. These procedures include, but are not limited to, the use of personal protective equipment, surface disinfection and instrument sterilization. OSHA Review Inc.'s Spore Check System makes it easier than ever to test office sterilizers' effectiveness.

Sterilization is defined as the process by which all forms of microorganisms, including viruses, bacteria, fungi and spores, are destroyed. The Ohio Administrative Code (OAC) 4715-20-02 Sterilization and disinfection mandates universal sterilization, in which all reusable instruments and handpieces are sterilized between patients. The OAC 4715-20-02 further states that "Sterilization must be accomplished by an FDA-approved device or method, for example, autoclave, dry heat

or unsaturated chemical vapor." Chemical sterilants, often referred to as cold sterile solutions, should be used minimally to sterilize only heat-sensitive items.

Sterilizer monitoring includes a combination of process parameters to evaluate the effectiveness of the sterilization procedures. Biological monitoring is the standard for assuring proper sterilization of dental instruments. In OAC 4715-20-02, the Ohio State Dental Board requires that "all heat sterilizing devices must be tested for proper function on a weekly basis by means of a biological monitoring system that indicates microorganism kill."

The ODASC-endorsed Spore Check System comes with 52 test envelopes, one for each week, and instructions for easy mail-back. On the back of each Spore Check envelope is a bar code that contains all the information needed by OSHA Review to make sure each dental office's information is tracked properly,



Dentists participating in the program can also track the test's results online 24 hours a day, seven days a week.

Spore Check is the only system that allows for up to four sterilizers to be sent back with a single envelope. And if office personnel forget to submit a strip, OSHA Review, the Spore Check System's parent company, will remind them automatically. OSHA Review will also contact you immediately if a test strip produces positive results and will help you determine the cause.

OSHA Review suggests that dentists should place the spore test strip in a different location of the sterilizer each week to help identify any "cold spots" within the

sterilizer. Also, dentists should be sure to avoid common improper sterilization habits like chamber overload, low temperature or pressure settings, inadequate exposure time, failure to preheat sterilizer, interruption of the cycle and using an expired chemical solution.

In addition, all staff members who operate the sterilizer should receive training on proper sterilizer operation procedures and instrument processing techniques in the office. Office sterilizers should also receive periodic general maintenance checks.

OSHA Review's Spore Check System costs ODA members \$165 for 52 weeks of testing, which is about a 6 percent savings compared to non-members.

For more information about OSHA Review's Spore Check System, call (800) 555-6248 or visit [www.oshareview.com](http://www.oshareview.com). OSHA Review's Spore Check System is endorsed by the Ohio Dental Association Services Corp.

### GKAS, from page 1

event was seeing the kids' reaction to the mascots in attendance, including Ronald McDonald, Dr. Rabbit (Colgate's mascot), the tooth fairy and several local Akron mascots.

"Ronald McDonald and all the characters that came were very enlightening to the children," Vij said. "They brought about a fun factor to getting cleanings, exams and screenings. They added a lot of vibrancy to event. The children all smiled as they saw the tooth fairy and all the other characters; they were all excited. It makes the dental part easy!"

In addition to the event held at Leggett Community Learning Center, volunteers from the Akron Dental Society also saw students from Leggett at several other locations.

- Fourth-grade students were seen at the Fortis College Dental Assisting program.
- Third- and fifth-grade students were seen at the Summa Health System Center for Dental Health.
- Dr. Greg Mertes, a pediatric dentist in Hudson, saw second-graders plus several special needs students at his private office.

Through these events in Akron, the dental society and other volunteers were able to offer care to all students at the Leggett

Community Learning Center. In addition, over 50 ninth- and 10th-grade students from STEM High School received free dental exams through the district's dental assisting program there, and on March 15, 100 Akron children will be offered free exams, preventive and restorative care through Axess Pointe Community Health Resources in Barberton.

All told, 397 children received free dental services at a volunteer value in Akron of \$41,490 so far this year.

"It was very nice that we were able to come together as a society and provide care," Vij said. "It is very noble of everyone to donate their time, office, staff, or whatever they can do to help."

In addition to the Ohio kick-off event, several other Give Kids a Smile events took place throughout the state. A few highlights from around Ohio include:

- Dentists from the Corydon Palmer Dental Society saw children from Youngstown area HeadStart programs. The dentists teamed up with students and faculty from the Choffin Accredited School of Dental Assisting and Youngstown State University Dental Hygiene Program on Feb. 6 and 7 to provide care to more than 100 children in need.
- Students from The Ohio State University American Student Dental Association (ASDA) chapter provided



ODA Staff

Ronald McDonald high-fives children at the Give Kids a Smile kick-off event. The event, in conjunction with the Akron Dental Society, was held at the Leggett Community Learning Center on Feb. 7.

care to children at Prairie Norton Elementary School in the Southwest Schools District. About 20 dental students volunteered along with OSU faculty and staff to examine about 450 children on Feb. 3.

- The Case Western Reserve University School of Dental Medicine opened up its clinics to see only Give Kids a Smile patients on Feb. 7. Dental facul-

ty, staff and students from CWRU plus members of the Greater Cleveland Dental Society saw over 150 students from three Cleveland schools.

- More than 300 children were seen at three Toledo area sites: the Dental Center of Northwest Ohio, University of Toledo's Medical Center-Dental Division, and Owens Community College Dental Hygiene Clinic.

Give Kids a Smile programs will continue throughout the year. More than 18,000 children will be offered some form of dental service through the Give Kids a Smile Ohio program by the end of the school year.

More than 400 Ohio dentists and 1,600 other dental volunteers are expected to participate in Give Kids a Smile this year. Other volunteers include dental and auxiliary students, hygienists, assistants and EFDAs. Children will be seen at more than 100 sites this year at an estimated volunteer value of more than \$700,000.

For a full list of Give Kids a Smile dentist and clinic participants, see the April issue of the "ODA Today."

### CLINICS, from page 11

Table Clinics are presented inside the exhibit hall, where over 200 vendors will showcase the latest dental trends and technology. Dentists and staff can talk with representatives on-site and try out products for themselves.

For more information about presenting or attending this year's Annual Session Table Clinics, contact Denise Boltz, at (800) 282-1526 or via email at [denise@oda.org](mailto:denise@oda.org).

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### The Explorer

Matthew J. Messina, DDS  
Executive Editor

## Part of the Tribe

A goal of marketing experts is the establishment of brand identity. It remains one of the lofty targets that they hardly dare discuss openly. When people care enough about the product that they identify with the brand as a part of their personality, the marketers have more than a customer. They have a disciple.

Take Harley Davidson motorcycles, for example. Harley owners go far beyond mere loyalty to the brand. For them, it is a culture. Apple sells more than computers. It's a lifestyle. A commitment to innovation and advanced technology. People will stand in line all night to be the first to have the newest, most cutting edge piece of equipment. Having a Harley, or an iPhone or Mac, makes you part of the group – a member of the tribe.

We also join tribes through common experiences. College alumni are part of a special group. Once a Buckeye; always a Buckeye. Geography plays a part. We identify with being from Ohio. We can handle the winter. Ohioans are tough! We know how to drive in the snow, and laugh at those poor people in the south who don't have a clue!

Our allegiance to the brand even continues if our situation changes. It always seemed that half the population in Columbus was from Youngstown. Even

though they had left, they maintained their history and identity. There were "Y-town is My-town" parties every year to celebrate that connection.

Alumni groups count on this as well. Look at the huge Browns backers parties in Texas and California. The loyalties are fierce, even though the team hasn't been good for years.

The fact that the brand becomes part of our personal identity can have negative effects as well. With all this Olympic spirit, when Team USA does well, we feel elated. When our athletes fail, we feel let down, disappointed.

The more fervently we believe, we fiercely defend our tribes when they are threatened. Don't criticize Harleys in a biker bar if you value your health. We can sense heated arguments all around us. Mac-PC, red state-blue state, Coke-Pepsi. People can be so passionate about their tribal affiliations.

When the brand stumbles, we must come to grips with the fact that we all stumble with it. The recruiting violations with Ohio State football a few years ago led to the ouster of the coach (Jim Tressel). Even though the alumni had nothing to do with the problem, they were left defending the university, and their tribe, as if they had committed the crime.

When our tribe makes a mistake, it affects us all. We feel the grief as if we were involved, and the frustration can be more acute, since we really had no control over the situation in the first place.

As dentists, our common tribal affiliation is our profession. Much as some of us would like to separate ourselves into different tribes – general dentist vs. specialists, young vs. old, men vs. women, solo practitioners vs. group – in the eyes of the public, we really are one tribe. We will feel the victories and the losses as one.

Since we are really all in this together,

we had better begin behaving that way. While we may see our differences, it is really true that we are more alike than we would like to admit. People seem very willing to focus on the 5 percent of things where we disagree, rather than the 95 percent that we have in common.

Over the years, we have discussed mentoring from the perspective of what younger, or less-experienced, dentists can gain from the insight of more senior practitioners. I would submit to you that we all have something to learn from each other. More now than ever before, the pace of change is so great that we need to stay in contact with one another and pool our knowledge.

In this Internet age, it is so easy to become isolated in our offices. CE is available online. Technique videos are on YouTube. We are so rushed and swamped with keeping it together that we hardly have time to think. It doesn't seem that we have the time to go to a meeting anymore. In fact, it hardly seems that we need to.

But now is the time that we need to get together more than ever. We need to reconnect with our tribe. We need to support and nurture each other, for should one of us stumble or head down the wrong path, so do we all. It's personal and we can't go it alone.

I'm appealing to us all to make the time to take in a meeting this spring. Whether it's a local dental society meeting or a CE course, get out and meet with other dentists. Let's get back in touch with each other as professionals. We trained that way, and I think you will find that you miss that camaraderie when you reconnect. Belonging is a part of human nature.

After all, owning a Harley merely gives you an identity. You have to ride to be part of the tribe!

*Dr. Messina may be reached at [docmessina@cox.net](mailto:docmessina@cox.net).*



### It's Your Choice

Robert Buchholz, DDS  
Guest Columnist

## 'Shut It ...'

Last month marked the 17th anniversary of what I believe is one of dentistry's darkest moments, when February's "Reader's Digest," with an article written by William Ecenbarger enclosed, titled "How Honest Are Dentists?" hit American newsstands. William, an investigative freelance journalist, ambushed 50 dentists across America. He posed as a new patient in town, just having had gum surgery, seeking a diagnosis of the status of his oral health. He had a pre-ambush exam to determine what a reasonable diagnosis of his "needs" should be, and the results of his visits with the majority of the 50 dentist patsies painted the dental profession as greedy and dishonest. William gladly pointed out that a third year dental student was one of a very few, of the 50, that nailed his "correct diagnosis."

Fact: This article ignited a firestorm of umbrage in the dental profession!

Anecdotal: The undercurrent in the profession then and even to this day continues to speculate about the motives of the author.

Meanwhile this past December, a large corporate dental organization threatened a lawsuit for over \$2 million against four dentists employed by the University of Colorado School of Dentistry. The dentists supposedly slandered its business model

and the quality of care delivered at its various facilities.

Now I'm not certain that this is the first lawsuit filed by what I'll refer to as "Big Box Corporate Dental" against individual dentists with divergent delivery of dental care opinions. I will state that I'm not surprised that this situation has occurred.

"Big Box Corporate Dental" chains' role in serving the public and the manner that they deliver their services are easily one of the top topics of discussion at any social gathering of more than two dentists not employed by these entities. Anecdotal comments include: "Their treatment coordinators are constantly 'selling,'" "We'll start your treatment today, all we need to do is put it on XYZ credit card," "Their treatment plans are overly extensive, and fraught with unnecessary procedures." These are a few of the litany of statements often verbalized in informal settings.

And, contrary to assumptions, an Ohio practice management dental consultant told me that his client dentists that are currently delivering care in the traditional solo practice model are no longer threatened by a "Big Box Dental" corporation setting up a facility in close approximation to their offices.

If "Big Box Dental" believes the threat of lawsuits will cower those that believe their model of delivering dental care is flawed, they should look at the comments section that follows the posting of their lawsuit news article on the Internet.

Actually, there is a way this issue can be settled, because it has become quite obvious that staunch opinions have been well established.

It's time for another "Reader's Digest" exposé.

It's time for a reporter to ambush every "Big Box Dental chain" to determine

whether any of the innuendo has merit.

Of course the investigation will be balanced, so solo practitioners will also be included. And ... as you can imagine, we'll end up with the same result we had almost two decades ago. The entire profession will be portrayed negatively, and society will continue to push us further down the list of "admired" professionals.

"Big Box Dental" is not going away, but maybe the "Solo Practitioner" model is. A dental graduate's debt is enormous and egregious. The Great Recession has produced a credit crisis and lending is nonexistent for new graduates. "Big Box Dental" provides a vehicle for repaying student debt, and it has been documented that today's millennials often prefer to have a "9 to 5" job and don't want to deal with any headaches (the business portion of running a practice).

Even though I personally favor the solo practitioner model for delivering dental services, there are no economic or sociological studies, to my knowledge, that confirm it is the gold standard. Over a half century ago, the corner pharmacy was the epitome of prescription service. As a soda jerk at College Hill Pharmacy, I knew this firsthand. But 300 yards away was our

### See SHUT IT, page 15

The views expressed in the monthly columns of the "ODA Today" are solely those of the author(s) and do not necessarily represent the view of the Ohio Dental Association (ODA). The columns are intended to offer opinions, information and general guidance and should not be construed as legal advice or as an endorsement by the ODA. Dentists should always seek the advice of their own legal counsel regarding specific circumstances.

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## Between the Lines

Ken Jones, DDS, JD  
Guest Columnist

### ENOUGH

"Cynicism is an unpleasant way of saying the truth." Lillian Hellman (1905 - 1984)

Did you ever try to figure out just what you're all about? It's kind of like writing your own obituary. Sometimes, you need to get introspective in order to get some perspective on your life.

Today, I'm almost there. And I've been there before. It just isn't as much fun as it used to be. The first time I was there, I resolved to "simplify" my life. I dropped a lot of activities and tried to spend more time with my family. That helped for a while, but it still wasn't enough. So, I decided to expand my horizons. Law school beckoned "come hither," and I went thither, and then I went yon.

It was the best decision I could have made. It was not so much that I had a burning desire to become an attorney, but more that I learned a different way to think. Law school kept me sane and helped slow the burnout I could see

coming. I never got tired of four years of Ponderosa™ salad bars, five days a week, with a law book propped up by my plate.

I've always been an observer of others, and it amazed me how differently some people looked at me during the '96 ODA meeting, my first one back after graduating and passing the bar exam. The JD degree made many folks curious and inquisitive, and some, very nervous – and for some, it still does. Many of us went through some very good – and some very stressful – times in the years that followed. Until now, that "new" perspective has gotten me through.

My goal was always to work to better the profession of dentistry – as a profession. John Stack, Duncan Powell and Jim Fanno taught me that, too many years ago. I like to think I've made a difference in at least a few lives. One of our recent leaders, though, said I think too much about ethics to be on the state dental board – I considered the source and figured he just preached what he practiced. Others have called me a cynic. Actually, that label may or may not be a bad thing. The original Cynics were ancient Greek philosophers who believed that virtue is the only good, and that the only means of achieving it is self-control. Not a totally bad philosophy.

For me, losing an election or an appointment always led to something much, much better. This column made me hundreds of friends throughout Ohio. My Ohio dental friends were soon supplemented by dental friends nationwide through the

ADA Council on Ethics, Bylaws, and Judicial Affairs (CEBJA). It's enlightening to discuss dental issues with all my friends. You are some of the most knowledgeable minds in the country, especially since most of you are down there in the trenches, working on actual patients, and letting ego take a backseat to ability.

I may be wrong, but I'd like to think that I've had some influence on the attitudes and policies of organized dentistry. I've never cared if you agree with my insights – superb as they might be – just as long as you talked about my issues – and you have. I value those of you who stop me to talk and the hundreds of you who email me your views on my musings. I appreciate having friends I've never met.

I truly hate politics. For the politicians, in both dentistry and government, it's most often, ultimately, all about power and ego. 2007 was supposed to be my last year in the ODA House. However, a couple of things ticked me off enough that I chose to vent once again in 2008. For the '09 meeting, I went to Hilton Head. You're now on your own. Choose wisely – question everything – take nothing and no one at face value. Remember that this is, above all, the member dentists' organization, and the policies and interests should thereby reflect those of the members. And always remember my favorite quote of all time, "We have met the enemy, and he is us." (Pogo)

Many of you followed my trials and tribulations with prostate cancer and its aftermath, that started that same Fall of

2009. It made things tough, and gave my life a new direction. I really appreciated all the support and the prayers you had out there, not only for me, but even more for my family. Some days, it was a lot of what kept us going. I hope that you men have taken my very personal message to heart. And I hope that if you haven't, the women in your lives nag you enough to make those lives a living Hell until you do.

But, now ... well, things aren't as much fun as they used to be. So it's once again time to simplify and to enjoy the rest of my life. Some organizations will have to go without my dues money. Some causes will have to go without my support. Working hours have already gone by the wayside. My main contact with dentistry will be my programs on illegal drugs, on malpractice and on dental ethics.

This column is my last one. My thanks go to my first executive editor, Bob Buchholz, and to the ODA's Kathy Woodard, friends who encouraged me to get started on the first one. My thanks also go to the other friends I've made over the years – especially those of you who have supported my resolve to bring you a fresh and different point of view – my own view, without conflict of interest – a view beholden to no one.

Lastly, a special thanks to those of you who say that you hear my voice when you read my words. You will always have my gratitude – and my ear.

For now, though ... enough.

*Dr. Jones may be reached at [jonesddsjd@aol.com](mailto:jonesddsjd@aol.com).*

### SHUT IT, from page 14

competitor, Visconti-Kinney, a new type of pharmacy that would be considered a "Big Box Pharmacy" in today's environs.

"Big Box Dental" does have a flaw ...

at least in the greater Cincinnati area. They don't do the peer review process well. Oh they'll go as far as the mediation process but after that, Cincinnati's component peer review committee is often stonewalled with statements such

as: "That dentist (the one being reviewed) is no longer an employee;" "The dentist you need to talk with is in another state."

As a professional, if you had the opportunity to create a new dental association, would you make compliance with the peer review system a prerequisite for membership? What advantage does it serve to not go through the peer process? What is the foundation for any professional's fear of the process? By refusing peer review, a professional feeds the anecdotal talk and innuendo that may surround themselves and their facility(s?).

As you have surmised, there are no winners in this turf scuffle. When I was

in the Navy, there was a saying posted throughout the clinic, and in every Naval facility. It read, "Loose lips sink ships." A modern day equivalent might read, "Keep your opinions to yourself."

And, there's this saying, "The only ones that benefit from lawsuits are lawyers."

I suspect we'll see another investigative dental expose in the near future. And nobody will come out unscathed. Do yourself a favor and go to the Web and read about the "Reader's Digest" fiasco. And, in the meantime, just "shut it." You won't regret this advice.

*Dr. Buchholz may be reached at [rbuchh@windstream.net](mailto:rbuchh@windstream.net).*

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Associate Dentist Position, Dayton, Ohio Looking for a full time associate to work in an established dental practice grossing over 1.5 million. Please fax resume or contact information to (937) 630-4355.

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

Associate opportunities in Northwest Ohio, Northeast Ohio and Western Pennsylvania. Excellent opportunities for general dentists with an expanding multi-location dental practice. Competitive compensation package including the following benefits: 401(K) + company match; paid lab fees; paid malpractice

insurance; paid license renewals, membership dues and continuing education; health insurance; disability, life, vision and dependent care account. We invest in state of the art clinical and information technology. New graduates and experienced dentists welcome! Please call Dana Wherley at (724) 698-2551 or email at wherleyd@gorefreshdental.com.

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

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

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

Busy fee-for-service general dentistry practice in northern Cincinnati, Ohio is seeking a motivated, highly-skilled dentist for Associate position. Guaranteed income available depending on experience. Limited insurance contracting and no Medicaid. For consideration please send resume with cover letter to greatdentist@live.com or call Dan at (937) 376-9975.

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

Cincinnati Ohio - Associate Dentist, Full Time, needed in our very busy, fast growing, and multiple-location General Practice. Qualifications must include either a year of General Practice experience or a GPR/AEGD residency. Please inquire by calling (513) 454-1800 or send resume to mimeister@aol.com.

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

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Dentist needed in Dayton office. Great opportunity for a motivated dentist. Please email CV to adamron.smiles@yahoo.com.

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Full-time/Part-time dental associate for established practice in Dayton, Ohio. At least 3 (three) years' experience desired. Send resume to: drcallojo@gmail.com or fax to (937) 298-7663.

General Dentist – private practice. Are you looking for a new opportunity and a fresh start? Are you a caring professional who strives to provide patients with the highest level of care? If yes, we have an excellent opportunity for a full-time General Dentist to join our team. Dr. James George and Dr. Mark Grucella are seeking a full-time General Dentist who is looking to establish a productive, long-term relationship. This individual will be working alongside a dedicated team of professionals whose experience and years of service with Dr. George and Dr. Grucella will prove invaluable in helping to become acquainted and familiar with the practice and our patients. The practice offers patients a full range of dental services that includes implants, restorations, hygiene, cosmetic dentistry, and dentures with an on-site lab. Dr. George and Dr. Grucella are proud to serve patients in the Akron and Canton areas and neighboring communities, offering exceptional dental care, compassion, and patient education. The general dentist will receive an attractive compensation package including participation in a 401k. Relocation assistance considered. For further information, contact Paul Steigerwald, Business Manager, at paul@gg dentist.com or call (330) 376-9424.

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Looking for an experienced dentist to work 2 to 3 days per week in Kenton OH dental practice. There is a possibility to purchase for right person in 2-3 years. Days needed to work M, R and F. Working hours are 6 hours per day. This is a 30 min drive from Lima, Findlay, Marysville, and Marion. It is about 45-55 mins from Powell/Dublin. Please email tamcoa@hotmail.com.

Merit Dental is seeking dental candidates for a practice opportunity in Wooster. We offer the opportunity to lead your own clinical team while shedding the administrative and financial burdens. Our philosophy of preserving and supporting the traditional private practice setting provides a great work-life balance, excellent compensation and benefits,

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and unlimited opportunity for professional development. If you possess a passion for providing quality care and are looking for a rewarding practice opportunity in Wooster, please contact Laura Anderson Laehn by phone at (715) 225-9126 or email at landerson@midwest-dental.com. Visit our website or apply online at: www.mymeritdental.com.

Midwest Dental is seeking a dentist to join a long standing, fee for service, two doctor practice. We offer the opportunity to lead your own clinical team while shedding the administrative and financial burdens. Our philosophy of preserving and supporting the traditional private practice setting provides a great work-life balance, excellent compensation and benefits, and unlimited opportunity for professional growth. If you possess a passion for providing quality care and are looking for a rewarding practice opportunity in Lorain, please contact Laura Anderson Laehn at (715) 225-9126 or landerson@midwest-dental.com. Visit us online at www.midwest-dental.com.

Part-time associate. General Dentist opportunity to join our growing family practice in Cuyahoga Falls. 2+ years experience preferred; new graduates also considered. Candidate should excel in all aspects of general dentistry and be prepared to treatment plan and provide the best dental care possible. Contact cfdentist@gmail.com with resume.

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

Please call Dr Morrison (614) 404-8565 or email emorrison@comfortdental.biz.

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

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

Wanted: Full-time Dental Associate for a large and established state-of-the-art practice in a highly desirable location in Beavercreek, Ohio. Partnership option within 6 to 12 months. GPR or AEGD and at least 3 years experience desired. Send resume to: info@charlesdeands.com or fax to (937) 429-2174. Visit our website at www.beavercreekdentalgrp.com.

We are looking for a full-time dentist to work our Coshocton location. Partnership potential. Great staff with excellent work environment. Unlimited earning potential. Don't miss out on this opportunity! Contact Priscilla via email priscilla@priscillaworld.com.

We are a busy general dental office, requiring an experienced Periodontist two days per month on a commission

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Combining offices, excess equipment for sale. 2004 PC-1000 Panoramic Corp with Ceph arm (digital adaptable), Pano x-ray without ortho arm, AirTechniques A/T 2000 auto processor, Matrix wet vac with dual 2HP motors (up to 8u.), ortho model trimmer, dental units and more. Perfect for new grads or 2nd office. Cleveland. (216) 621-1953.

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Trio's 3-Shape Intra-oral scanner 2013. Purchased new for \$37,000. Sell price: \$25,500. Fax (937) 293-5202.

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North central Ohio small town practice for sale. Very productive (7 figures) on

four days and moreso profitable (<40% overhead). Dr will stay as needed for transition period. Building negotiable. (419) 989-0126.

PARAGON Dental Practice Transitions currently has in Ohio (17) practices for sale as well as (2) associate to ownership opportunities, (2) co-ownership opportunities and (3) perio and (1) oral surgery practices. Please visit us at www.paragon.us.com for details of all current listings or contact Jennifer Bruner at (614) 588-3519 and jbruner@paragon.us.com.

Periodontal practice for sale. Turn key opportunity for a Periodontist in a very desirable location in Columbus. The office has 3 ops with additional ops and space to expand. Collection \$1M plus. Growth potential is tremendous. Email at yourpractice@hotmail.com.

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

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

This is your opportunity! To own a growing, highly successful, established, private practice, with an outstanding team in place. Eastern suburbs of Cleveland. Dentist is available to facilitate and assure a satisfactory transition. Please fax resume or C.V. to or contact us at phone: (440) 646-1330, fax: (440) 646-1354. For more information: www.Highland-Dental.com.

Well established general dental practice for sale in one of southeastern Ohio's most beautiful towns. Turn key ready. Beautiful office, four operatories, all digital. Great opportunity. Serious inquiries only. For more information email: teamdentist@gmail.com.

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



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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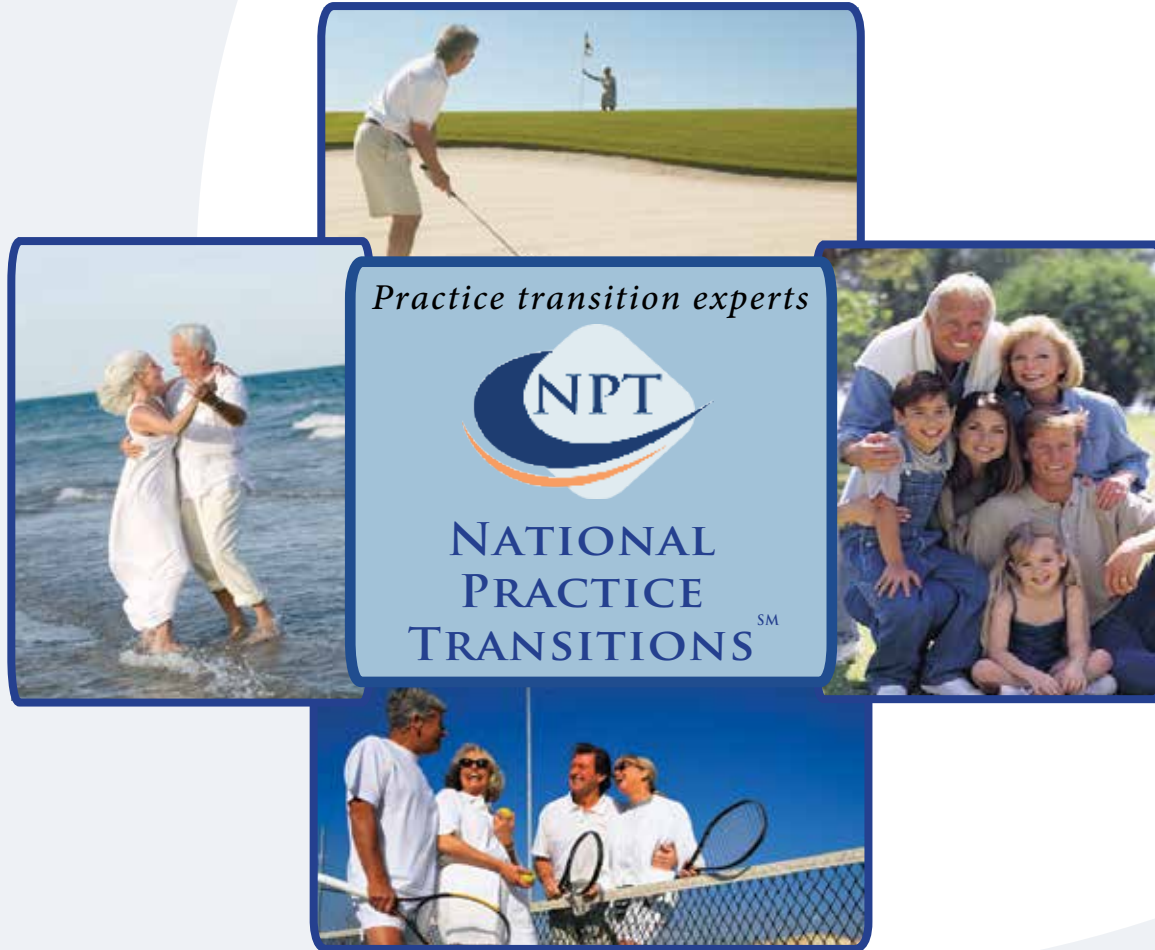
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*After nearly 40 years of practicing dentistry, I decided it was time to retire and pursue many other interests I have and spend more time with my family. Although I had been planning for this some time and had a broker in mind, I felt it necessary to do due diligence and evaluate other brokers. Amongst others, I met with Jason Gamble from National Practice Transitions for lunch, and his ideas about how a practice should be transitioned were impressive to me. He said if I listed with him, he would find the perfect buyer. After consulting with a colleague of mine (who had sold his practice a year ago) who told me the "good, bad, and ugly", I listed with Jason.*

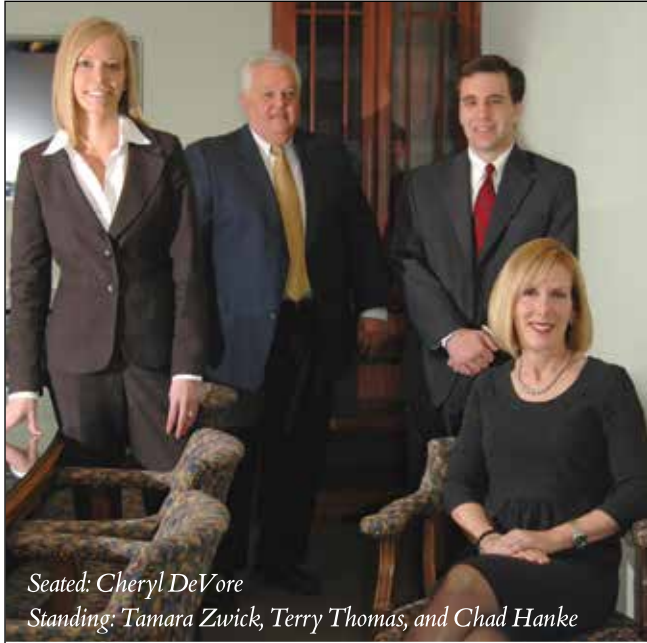
*Within a week Jason brought me a full price offer. Meeting with these doctors (husband and wife team), I thought it was like a marriage made in heaven. However, Jason had many questions for them to be sure they would be a good fit! I realized he was more concerned about the fit and transition than he was about his commission! I was very impressed. The buy/sell and transition went very well and the buyers and I are very happy, as are my previous patients.*

*I would recommend Jason Gamble to anyone thinking of selling or buying a dental practice. My experience could not have been any better than Jason made it!*

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**Ohio Dental Association**  
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E-mail: dentist@oda.org

**Ohio Dental Association Services Corp. Inc. (ODASC)**  
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**Ohio Department of Health**  
(614) 466-3543

**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.

## Change of address?

Contact the ODA Membership Department if you have moved your home or practice, changed your phone number, changed your name or changed your email address.

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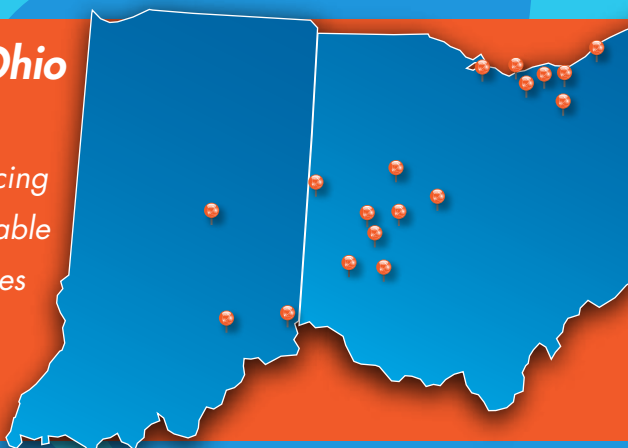
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