

Bulletin

Volume 44, Issue 2 February 2015

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Dr. James Burrows Edwards 1927-2014

By Gene Atkinson, SCDA Historian

South Carolina and the Medical University of South Carolina lost one of its finest leaders on December 26, 2014. Dr. James B. Edwards will forever be remembered as a principled leader, who possessed a genuine heart that was always full of caring and concern for his fellow man. He always had kind words of encouragement and support for all of those around him. Dr. Edwards made each one feel that they indeed were special. His genuineness, combined with his gracious humility helped define his character. His death leaves a tremendous void in all of our lives.



James B. Edwards was born in Hawthorne, Florida in 1927 to Dr. James B. Edwards O.M. and Bertie Hieronymus Edwards. Both parents were school teachers, and their careers led them to the South Carolina lowcountry in 1935. As a youth, Jim developed a love for the military and the sea while living in Mount Pleasant, South Carolina.

Upon his graduation from Moultrie High School at age 17 in 1944, he had to secure his parents' written permission to be able to serve in the United States Maritime Service(the Merchant Marine) during World War II. During his three years in the service, he worked his way up from ordinary seaman to becoming a licensed Merchant Marine officer by age 19. He was licensed to pilot ships of any tonnage on any water in the world.

Upon his discharge from the Maritime Service, he began his college studies at the College of Charleston, where he graduated in 1951. During his college years he remained active in the seafaring trade during the summer months delivering cargo across the Atlantic as well as to South America.

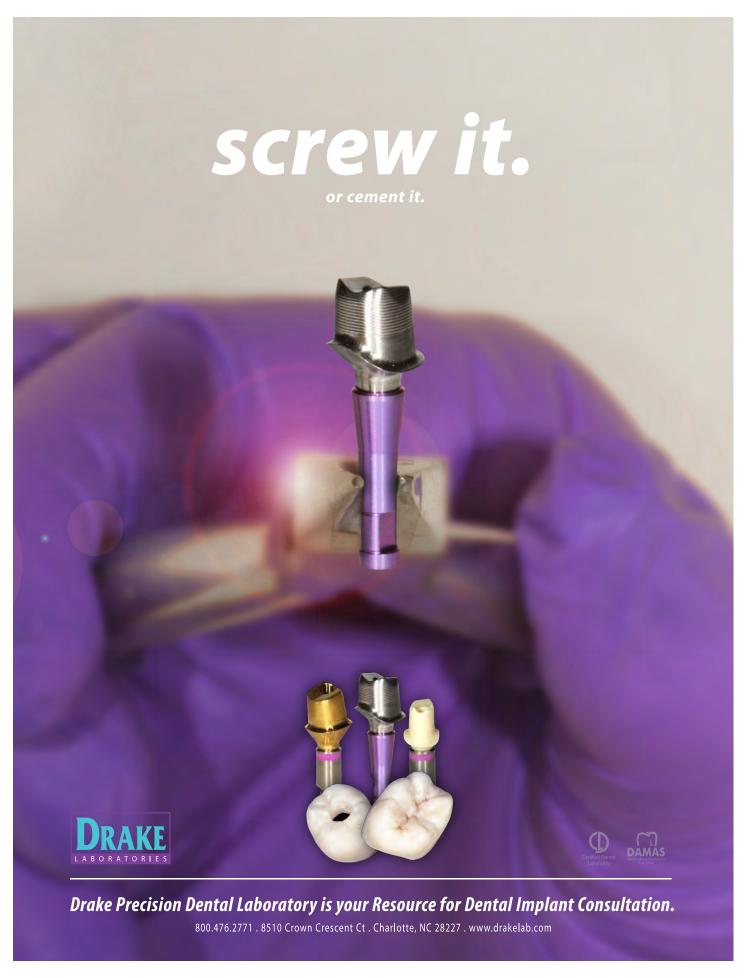
After college Jim Edwards attended the University of Louisville School of Dentistry and graduated there with his Doctor of Dental Medicine degree in 1955. While at Louisville he was the president of the dental school student body, as well as president of the University of Louisville Student Government.

Dr. Edwards then entered the United States Navy for two years as a member of the Dental Corps. Afterwards he served in the Navy Reserves until 1967, rising to the rank of Lt. Commander.

From 1957 to 1958 he studied at the University of Pennsylvania in Advanced Correlated Clinical Sciences. This was followed by an Oral Surgery residency at Henry Ford Hospital in Detroit, Michigan from 1958 to 1960.

Dr. Edwards returned to Charleston in 1960 and practiced Oral and Maxillofacial Surgery until 1974 when he became Governor of the state of South Carolina.

Politics began to enter Jim Edwards' life in the 1960s. He was the Chairman of the Charleston County Republican Party from 1964 to 1969, as well as the Chairman of the First Congressional District Republican Committee from 1970 to 1971. Dr. Edwards was elected as a state senator over a veteran incumbent in 1972. In 1974 he ran as a candidate for governor in South Carolina, overcoming tremendous odds in both the Republican primary and the general election to become the first Republican governor since the days of Reconstruction. As governor, he was known for his ability to work across party lines to achieve a consensus for legislation. Governor Edwards' administrative skills exhibited steady progress in public education, fiscal stability, and government reforms. He created a new emphasis marketing South Carolina to potential industrial manufacturing companies to locate here in our state. In 1978 Governor Edwards was elected as the Chairman of the Southern Governors Conference, an alliance of all the southern states' governors. Continued on Page 3



Because South Carolina's laws limited governors to one four year term, Dr. Edwards returned to his oral surgery practice in Charleston in 1979.

But national politics intervened, and President Ronald Reagan appointed him to the cabinet level post of Secretary of Energy in his administration in 1981. Dr. Edwards served there until late 1982, when Charleston beckoned for him to return as the new president of the Medical University of South Carolina.

As the leader at the helm at MUSC, Jim Edwards oversaw an explosive growth of the physical plant to triple the amount of floor space. Over \$240 million dollars were spent on construction and capital improvements. The number of endowed chairs went from just a handful to well over 100 chairs. Dr. Edwards' leadership and vision transformed MUSC into a nationally rated hospital facility. Along fundraising endeavors, he substantially increased alumni support, as well as started the first capital campaign to raise funds to improve the different schools and hospital. He was a tireless worker with his fundraising activities. After his retirement at the end of 1999, he continued to work with the development staff to raise funds for MUSC to continue its upward course. Additionally, the Board of Trustees conferred the title of President Emeritus upon him in 2000 in Groundbreaking Ceremony, August 11, 2006 appreciation for his outstanding service at MUSC.



As a young oral surgeon in the early stages of his career in Charleston, Dr. Edwards was elected as President of the Coastal District Dental Society in 1967. He was a founder and charter member of the South Carolina Society of Oral and Maxillofacial Surgeons and served as its president in 1968. For his tireless service to dentistry, Dr. Edwards was honored as a Fellow in the American College of Dentists and the International College of Dentists. Dr. Edwards became a Diplomate of the American Board of Oral and Maxillofacial Surgery in 1963.

Among his many awards, Dr. Edwards was selected to receive the tenth Thomas P. Hinman Distinguished Dentist Service Medal in Atlanta in 1977. In 1994 Dr. Edwards was awarded the highest civilian honor given in South Carolina with the Order of the Palmetto from the office of Governor Carroll Campbell. Additionally in 1994, the American Dental Association awarded him their Distinguished Service Award for his outstanding service to dentistry. The South Carolina Dental Association presented Dr. Edwards in 1995 with their highest award for service to dentistry and mankind with the George P. Hoffman Award. In 2000 in Chicago, he was awarded the William John Gies Award, the highest honor given by the American College of Dentists for his contributions to the profession of dentistry. In 1997 Dr. Edwards was inducted into the South Carolina Hall of Fame at Myrtle Beach. In 2006 the MUSC Board of Trustees renamed the dental school after Dr. Edwards to where it became known as the James B. Edwards College of Dental Medicine. The Congressional Medal of Honor Society honored him in 2010 with their Distinguished Citizens Award for his fervent patriotic spirit.



James B. Edwards College of Dental Medicine
MUSC President Ray Greenberg, Ann Edwards, Dean Jack Sanders, Dr. Jim Edwards
February 27, 2010

Civically Dr. Jim Edwards had numerous activities and memberships. Among these were: past director of the Boy Scouts of America, Coastal Carolina Council, past member of the Board of Trustees of both Charleston Memorial Hospital and Baker Hospital, past member of the Board of Trustees, Greater Charleston YMCA, and a member of Sertoma International.

Dr. Edwards has been the recipient of 12 honorary degrees in his lifetime. Additionally he has served on 14 corporate boards and several advisory boards.

Religiously Jim Edwards was a devout member at St. Philips Episcopal Church, where he served in various capacities.

In 1951 Jim Edwards married the love of his life, Ann Darlington. They had two children: James B. Edwards, Jr. and Catharine Edwards Wingate. Upon his death on December 26, 2014, he and Ann had been married for 63 years.

Dr. Jim Edwards will always be remembered for his integrity and service to mankind. With his radiant personality, there indeed were no strangers in his life. When asked about his legacy, he thoughtfully replied, "I hope that someone will say that I loved my family and my country, and that they noticed that I always tried to do my best!"

Well done, thy good and faithful servant.

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New Dentist Committee Member Focus By Scott Kibler

Why I participate in organized dentistry: One area that sets the dental community apart from our physician counterparts is that we have a high percentage of both general dentists and specialists who are members of our organization, the ADA (and by default the SCDA). Physicians' organizations are often fragmented into various specialty and subspecialty organizations, which can result in a weaker presence when it comes to representation to state and federal governing bodies and lobbying for support of our profession. I also thoroughly enjoy local and national



meetings which allow a higher level of resource sharing between general dentists and specialists at meetings and courses since ADA functions have attendees from all fields of dentistry.

What have I gained from organized dentistry:

I have gained confidence that our profession has a united front, keeping dentistry as autonomous as possible to allow us to determine the future of the profession. When I see the passion for organized dentistry in our senior leaders, it inspires the younger generations of dentists to understand how important it is to carry forward this momentum as leaders when we are called on to do so. There are many opportunities, even for younger dentists, to participate. Meetings, seminars, courses put on by our national and local organizations showcase well known clinical and scientific experts which aid in keeping us up with our quickly evolving field. These kinds of high level educational opportunities can only be available in a larger organization.

About Scott Kibler:

Dr. W. Scott Kibler graduated from MUSC in 2002 on a Health Professions Scholarship with the U.S. Navy. He completed an Advanced Education in General Dentistry residency at Naval Air Station, Jacksonville. After a short tour in Roosevelt Roads, Puerto Rico, due to base closure, he was transferred to NAS Pensacola where he served as a staff dentist for the aviation community including the Blue Angels. He finished active duty time on deployment with the Joint Medical Group Guantanamo Bay, Cuba in support of Operation Enduring Freedom. He earned a Joint Commendation Medal and Navy Achievement Medal during his service and exited Naval service as a LCDR in the Naval Reserve. Dr. Kibler enjoys supporting organized dentistry by organizing the SCDA's mentorship program for 3rd and 4th year dental students with Dr. Jeff Laro. He holds a private general practice in Summerville and enjoys fixed prosthodontic, implant and CAD/CAM dentistry most. He and his wife Katie have an infant baby, Lilly, who was born in 2013 and they enjoy travelling, boating and all aspects of lowcountry life.

Master Calendar							
February 13	Risk Management Seminar	MUSC					
February 13	SCDA Board Meeting	SCDA Office	9:00 AM				
February 20	MBG Board Meeting	SCDA Office	9:00 AM				
March 6	Central District Spring Meeting	Columbia Conference Center	8:00 AM				
March 6	Piedmont District Spring Meeting						
March 6	Pee Dee District Spring Meeting	Florence Country Club	8:30 AM				
March 13	Coastal District Spring Meeting	Trident Tech	8:30 AM				
March 20	Radiation Safety Exam	Fortis College	9:30 AM				



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Dentist Needed for USC Mission Trip

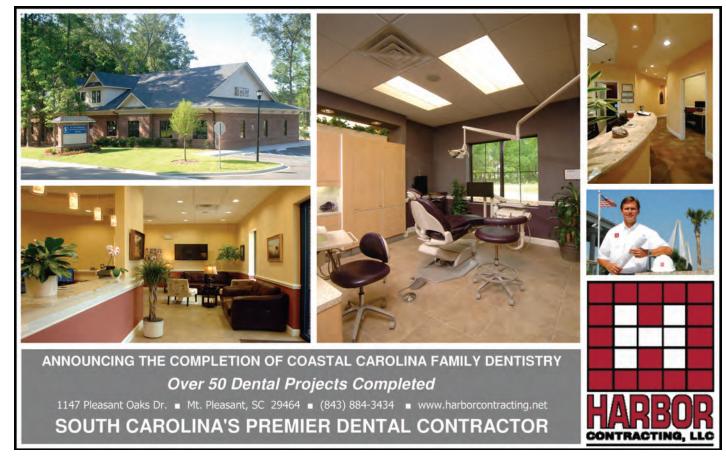
By Tom Wall, United Methodist Campus Minister at USC

The Methodist Student Network will be traveling to Misahualli near Tena in Ecuador for its Spring Break mission trip, March 5-14, 2014. Located 2 1/2 hours southeast of Quito, Misahualli is a small and safe rural community surrounded by indigenous communities in a beautiful area on the banks of a river in the Amazon rain forest. MSN will be hosted by Volunteers in Mission of the Evangelical Methodist Church of Ecuador. MSN will be engaged in several projects. A doctor and a dentist will travel with us enabling us to offer a health clinic for local residents. Students will be able to have hands on experience assisting the doctor and dentist. We will help in a construction project to add space to the church to be better able to offer social, health and Christian service to the community. Local construction experts will oversee the effort while students provide the labor. A Vacation Bible School will also be held for about 150 children throughout the week. Additionally we will make home visits to bring Christian greetings and parcels of food to struggling families. We will also be involved in a health education program for the local people. In the evening, there will be times of fellowship and worship with the youth group and congregation of the town.

We will be staying in simple accommodation and eating delicious local food. There will be opportunities for cultural exploration and site seeing and even rafting on nearby rivers. As we return to the US, we will visit Quito, the capital city of Ecuador. Quito is known as one of the most beautiful, intact colonial towns in the Western Hemisphere and includes many churches and shrines.

A large part of our being in Ecuador will devoted to building relationships with the Ecuadorian people. Our desire is to be in solidarity with the people through times of service, socializing and worship. We want to experience Ecuador on its own terms, suspending our tendency to judge and compare. We also want to experience the Christian faith in a very different context and to see the global face of the church.

Cost of the trip is \$1,500. Participants will need to be in good health and be in possession of a passport with at least 6 months validity. International students will need to see what if any visas are required. Several immunizations will be required for those who have not traveled to a similar area previously. For more information please contact Tom Wall at wallbrodie@aol.com or 803-556-1039.





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President's Message



Dr. Gloria Pipkin

With the New Year many of us, both personally and professionally, make new commitments and take time to reflect on what is important in our lives and practices and resolve to recommit. On that note I believe we might all benefit from revisiting the issue of ethics and making New Year's resolutions to shine light on every decision and action we take in our practices from an ethical perspective.

The ADA provides ongoing guidance for our profession in its Code of Ethics, and divides these standards into three levels: Principles, Code of Conduct and Advisory Opinions.

At the first level, Principles, the association identifies the general values of autonomy, nonmaleficence, beneficence, justice and veracity. These goals are "aspirational" meaning they are the high bar that each of us as professionals should aspire to reach and the values that we should keep at the forefront of everything we

do and every decision we make.

At the second level, Code of conduct, the ADA provides more specificity in terms of do's and don'ts – these are the behaviors and actions that we must adhere to or avoid, else we face disciplinary action and risk losing our license to practice. In some cases, failure to adhere to these conduct codes could result in legal action, however it's important to note that just because something is not technically illegal doesn't mean it's ethical – the codes of professional conduct have a significantly higher bar than the law.

At the third and final level, the ADA provides advisory opinions – interpreting the Code of Conduct to specific scenarios. This is where the ADA guidance "rubber hits the road," is the nexus between codes and practice. These opinions are ever evolving and while ethical codes of conduct have remained fairly steady the opinions have changed to fit the changing world of dentistry, including application to emerging challenges that face us at this particular time. As I indicated in my first article last month, many of us "old school" dentists will have to update our skills and techniques in order to attract and engage our newer colleagues into our ranks; likewise we will have to engage in updated means of connecting with patient communities, including social marketing campaigns designed to effectively communicate on social media such as Facebook and Groupon. While this may pose ethical dilemmas for dentists there is guidance provided within the Justice Principle Advisory opinion:

4.E.1. Split Fees In Advertising And Marketing Services. The prohibition against a dentist's accepting or tendering rebates or split fees applies to business dealings between dentists and any third party, not just other dentists. Thus, a dentist who pays for advertising or marketing services by sharing a specified portion of the professional fees collected from prospective or actual patients with the vendor providing the advertising or marketing services is engaged in fee splitting. The prohibition against fee splitting is also applicable to the marketing of dental treatments or procedures via "social coupons" if the business arrangement between the dentist and the concern providing the marketing services for that treatment or those procedures allows the issuing company to collect the fee from the prospective patient, retain a defined percentage or portion of the revenue collected as payment for the coupon marketing service provided to the dentist and remit to the dentist the remainder of the amount collected.

Of course we should also be aware that some jurisdictions have additional laws or regulations that impact these issues as well, however the point is that as we face new and unfamiliar questions in terms of ethical decision making. We should first look to our professional ADA guidance to support any actions that we decide to make and keep the issue of ethics at the forefront.

Finally, this month I want to remind and encourage all of us to make plans to attend the 2015 SCDA Annual Session which will be moving to Charleston, SC, April 30th through May 3rd at the Charleston Marriott on Lockwood Blvd. As I've said, I'm a Charleston girl, so I am very excited that ya'll will be coming to MY house this year!

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Executive Director's Notes



Mr. Phil Latham

This year's Annual session will be exciting! It will not only offer excellent continuing education, but give attendees the chance to relax and enjoy Charleston. Yes, I said Charleston! If you haven't heard, the Annual Session will be held at the Marriott on Lockwood Blvd., Thursday, April 30th through Saturday, May 2nd.

The hotel has a split level. The exhibitors will be positioned upstairs, while continuing education classes will be held both upstairs and downstairs. The SCDA Foundation Silent Auction will also be present again this year.

Highlighting the continuing education will be Frank Abagnale, who the movie "Catch me if you Can" was made. Mr. Abagnale will have two presentations on Thursday morning. Also speaking at this year's meeting will be Dr. Michael Pikos who will be

speaking on Saturday morning. Be sure to look up these and many other great speakers who will be presenting at this year's meeting.

Meeting space is limited in all sessions, so we ask that you register early. We will be monitoring doors for name badges so we can assure that everyone who registers has a seat.

Of course, the SCDA Annual Session is not complete without its social events. As usual, there will be the Thursday Welcome Reception in the Exhibit Hall. We will begin with drinks starting at 4:00 pm. After you have finished your last scientific session, head upstairs and have a beverage using the tickets provided in your registration packet. It's sure to be a great way to start off the weekend.

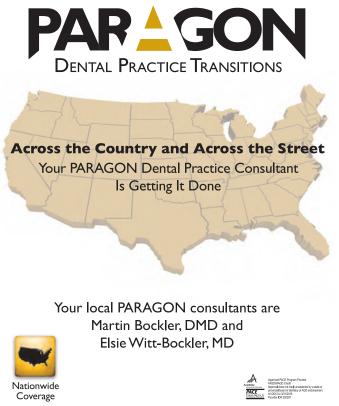
After the drop in's on Friday, everyone will have a free evening to enjoy the many fine restaurants in Charleston.

The finale is on Saturday night with a President's event that we're extremely excited about. It will be held in downtown Charleston with dinner, music and a beautiful view of the harbor.

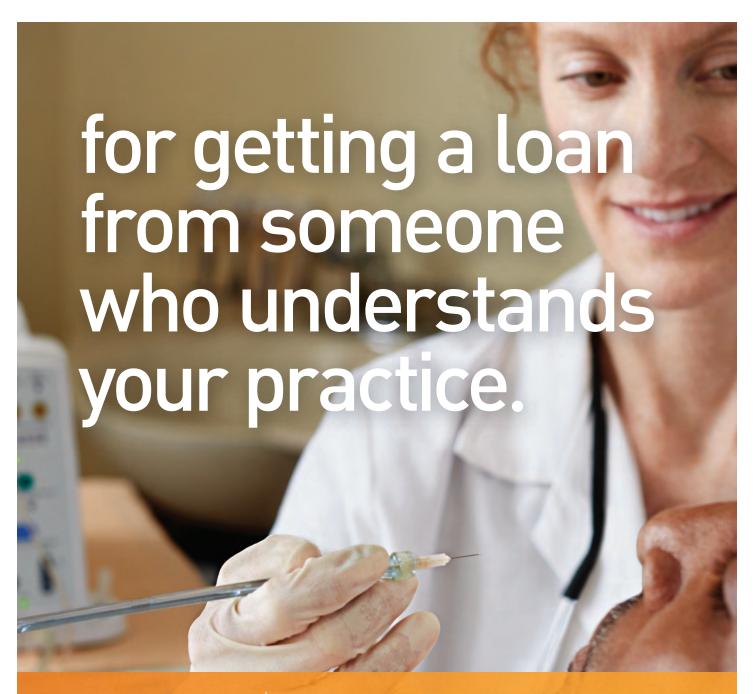
The last time the meeting was held in Charleston, attendance was at an all time high. Be on the outlook for the brochure, register early and make your hotel reservations early to make sure you don't miss any of the exciting events.

It is sure to be a great event at the Marriott in Charleston and the SCDA staff and the Convention Committee are looking forward to a fantastic meeting with much learning and even more fun!





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EdVenture



Take Heart and Smile Month Activities!

In partnership with South Carolina Dental Association, EdVenture presents Take Heart and Smile Month. Special programming throughout the month of February teaches children the importance of having both a healthy mouth and a healthy body!

February is "Take Heart and Smile" month at EdVenture. They are looking for volunteers to provide free oral health screenings during Family Night on February 10 from 5-8pm. The SCDA is supplying free toothbrushes. Please contact Sue Copeland copelands@scda.org if you are interested in the following time slots 5:00 pm-6:30 pm or 6:30 pm-8:00 pm.

9 out of 10 Practices are Paying Too Much for Payment Processing...

By Mark Brown



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Mr. Mark Brown

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South Carolina Dental Association Co-Hosts 2015 Big Sky Ski & Learn Seminar

The South Carolina Dental Association will join several other states in hosting the 2015 Ski and Learn Seminar at Big Sky Resort in Big Sky, Montana. The meeting begins on Wednesday, March 18 and continues through Wednesday, March 25.

Montana is known for its vast, beautiful landscapes and at Big Sky, there's no exception. Big Sky is one of the largest and most compelling mountain resort experiences in North America. With recent acquisitions of the Moonlight Basin and Spanish Peaks resort areas, Big Sky Resort boasts more than 5,750 acres of skiable terrain with 4,350 vertical feet, 23 chair lifts and 10 surface lifts. Annual snowfall averages 400 inches and there are no lift lines. Big Sky is truly the "Biggest Skiing in America."

Continuing Education

Sixteen hours of continuing education will be held on Thursday and Friday (March 19-20) and Monday and Tuesday (March 23-24). Morning sessions will be 7:30-9:30 a.m. and afternoon sessions will be 4:30-6:30 p.m. This schedule will allow you to enjoy skiing on program days! Speakers and topics will be announced soon. Complimentary daily breakfast is included with group lodging, and will also be provided for registered attendees staying off-site on seminar days.

Skiing and Recreation

The skiing at Big Sky is truly legendary. The experience is based on huge vertical, tremendous elbow room and breathtaking scenery. The facts tell the story -- two mountains, 3,600 acres, seventeen lifts, 400 inches of light, dry snow annually, no lift lines and the nation's 2nd largest vertical drop of 4,350 feet. Group ski rates will be available for registered attendees.

How To Register

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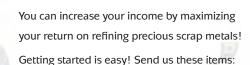


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Volunteers Needed: Our Lady of Mercy's Wellness House Dental Program on Johns Island is in need of volunteer SC licensed dentists to provide emergency & basic dental. Monday-Thursday and also Tuesday evenings for the emergency clinic. Please contact John P Howard DMD or Ms. Jakki Jefferson at 843-559-4493 for more info.

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Volunteers in Medicine Clinic-Hilton Head Island needs volunteer SC licensed dentists to provide access to quality dental care for medically-underserved families. Our volunteers provide operative and preventive care and oral surgery, Monday-Friday. Eight-chair clinic with state-of-the-art facilities and professional staff support. Please contact Lois Schuhrke: 843-681-6612, ext 249, or Ischuhrke@vimclinic.org.

Dentist Charleston part time. Smileworks is a hi-tech, growing dental practice in Mt. Pleasant seeking a dynamic, self-motivated dentist to join our fantastic team. Must be able to work Fridays, great opportunity for growth. We are a private, fee for service practice. Please forward resume to drgibson@smileworks.us.

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Large dental group seeks both part and full time dentists (general and specialized) throughout Washington, Oregon, California, Hawaii, Arizona, Neveda and Oklahoma. We are currently filling positions in Portland and Phoenix. For more information or to apply, please email Ron Brush at Brush at BrushR@InterDent.com or call 971-295-9914.

Pediatric dentist needed on part time basis, 1-2 days per week starting 1-15. Contact 803-547-2280 for more information.

Full time associate needed for long-standing, up-to-date practice in the Goose Creek, SC area. Please email CV to rngilreath@hotmail.com

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Columbia General Practice #8843-Gross collections-\$559K; sale price \$449K. 3 operatories; 1300 sqft. office space. For more information contact Dr. Jim Howard at 919-337-1162 or jim@adssouth.com

Coastal SC Oral Surgery #8926 – Waterfront Community Gross Collections - \$831K; 3 days. For more information contact Dr. Earl Douglas at 770-664-1982 or earl@adssouth.com

North Augusta #8930 – Gross collections \$878K; 4 days; 3 operatories; 1750 sqft. office space. For more information contact Dr. Earl Douglas at 770-664-1982 or earl@ adssouth.com Charleston; Pediatric or General Dental office space. **Set up your own practice** next to my busy orthodontic practice. Two office spaces are available for rent or purchase. Contact Dr. Nirenblatt 843-572-1060 or officemanager@drnirenblatt.com

For rent in Mt. Pleasant- Available June 1, 1,650 sq ft. office wired and plumbed for 4 operatories with nitrous oxide. Lot has room for expansion. Located in quiet subdivision near area of urban growth. Will consider sale or purchase option. Continuous dental office since 1976. Call 843-884-9937 for more information.

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