

Bulletin

Volume 44, Issue 4 April 2015

Insi	de t	his	issu	ie:

Save the Date	3
New Dentist Committee Member Focus	4
Master Calendar	4
SCDA New Members	6
Receiving Protected Health Information	8
New Dental Clinic	10
Ethical Moment	12
SCDA Annual Session Speakers	16
Executive Director's Notes	20
Member Benefits	22

Special Assistant?
Classifieds 26

23

24

Group

Understanding the

EPA: Dental Rule

Looking for a Way

to Recognize that

Published by the South Carolina Dental Association

Design: Maie Brunson

www.scda.org

Toll Free in SC: (800) 327-2598

ADA American Dental Association®

America's leading advocate for oral health

Professional Dental Excellence

By Gloria Pipkin, SCDA President

This month I'd like to address the issue of professional dental excellence. I want to challenge each of you to a little self-examination, personal reflection and professional inventory. And then ask each of you to decide if you are doing all you can to support your practice, our professional field and each other.

As you do this, there are a few concepts and professional values that you might want to keep in mind to offer some sort of a framework to guide your thoughts. These are not scientific in any way, nor are they novel or original ideas. They are just things that I have picked up along the way, and



found helpful to keep in mind over the years, and I offer them up if they help get you on the right track - or keep you on it if you are already there!

Communication: This, my friends is the basis of all collaboration, support, skill building and professional development. It's more than just chatting with each other or writing emails; to be effective, communication must be honest and open. We must LISTEN as well as speak. We must SEEK each other's thoughts, opinions and ideas, not just share our own or wait for someone to share theirs. We must give the opinions and ideas of others due consideration, and base our decisions on that consideration.

Accountability: This one is harder than it sounds; it means taking responsibility for when we make mistakes (we all do) as well as taking credit when we deserve it. If we don't do the former, we miss the rewards of the latter because no one takes us seriously.

Willingness to think out of the box: We should all feel free to think creatively and take risks, especially in our opinions and problem solving techniques, within the confines of professional ethics, the law and mutual respect. It is only through challenging each other and our "traditions" that we can begin to pave new pathways to knowledge and motivate intellectual creativity.

Aspiring to excellence: We should never settle for what has come before us, or to just be "good enough," we should dare ourselves to be better, know more, solve issues collaboratively and find new ways to deal with old challenges. Our goal should be to consistently work at the highest standards we are capable of, constantly building long term relationships with each other that will help assure our success now and in the future – both as practitioners and as members of the professional dental community.

Embrace and enable change: This is probably beginning to sound like a broken record in my newsletters – it is the fulcrum of my central message this year as president. Our world is changing and we must change with it – not fight it, but embrace it, use the change as an agent to motivate us to create better ways, better practices and better dental health. Bemoaning about it won't help – we have to find ways to use the change to our advantage.

Developing ourselves and our peers: This means committing ourselves to develop new skills, knowledge and strategies, and encouraging and supporting others – including our colleagues and our staffs – to do the same. It means



Learn more at www.tekcollect.com

taking the time out of our practices to attend meetings, contribute to professional research, network with our peers and attend professional trainings. It also means collaborating with each other, respecting the diversity and ideas of those we may not initially (or ever) agree with, but valuing their contributions to achieve professional objectives.

And what a great transition into the PERFECT opportunity to network, collaborate, support each other, and develop ourselves and our staff by making plans to attend the 2015 SCDA Annual Session in my own back yard – Charleston - April 30th through May 3rd at the Charleston Marriott on Lockwood Blvd.

See Y'all there!

Save The Date!

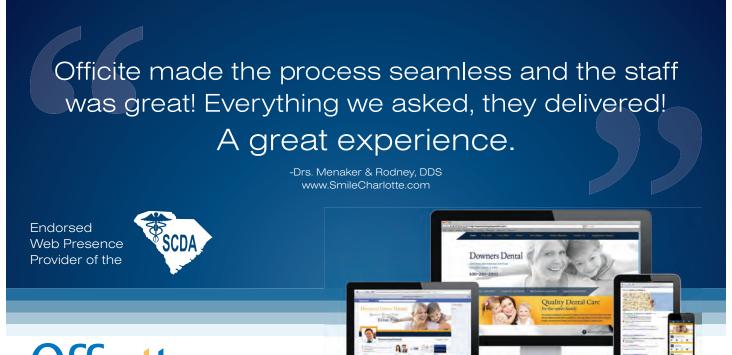
Important Note for All Spouses of SCDA Dentists and MUSC Dental Students

Members of the Alliance of the SCDA and MUSC Dental School invite you to a complimentary reception and dedication of the new MUSC Dental School Student Lounge on Thursday, April 30th from 3-4 pm. This completed project has been made possible from your membership contributions over a five year period. Meet in the student lounge located on the MUSC School of Dentistry campus and come celebrate!! Formal invitation to follow.

Please note that all members of the Alliance are encouraged to attend the annual business meeting scheduled at 2:30 pm prior to the reception. This function replaces our typical luncheon/brunch gathering during the state meeting.

The Alliance is grateful to the James B. Edwards MUSC Dental School for sponsoring this time together. Also, there will be transportation provided to the reception/dedication from the Marriott. In addition, sign up for tours of the new dental school building which may be referenced in the registration brochure.

Please join us! Questions? Contact 864-288-4898



Web Presence Solutions for Dental Practices

Call or visit us online for a Free Web Presence Tour 866-731-8835 | www.Officite.com/SCDABulletin

Keep Your Records Up-to Date!

These days people change information often: new phone number, email address as well as mailing addresses. Make sure your information is correct by logging into www.scda.org to verify your information!

Are You Retiring? Please Notify the SCDA

Call the SCDA office and ask for a retired affidavit so that you can continue to receive all the member benefits you've come to enjoy and expect, but at a quarter of the cost! You can also request a free copy of "Closing a Dental Practice" or click here to go to the SCDA's website to download a copy. Contact Maie Brunson at 800-327-2598 or by emailing her at brunsonm@scda.org

1 out of every 10 dentists will suffer from alcohol or drug abuse at some time in their lives.

If you or someone you know needs help, contact the Recovering Professional Program available 24 hours a day, 365 days a year 877-349-2094

Keep Your Records Up-to Date!

These days people change information often: new phone number, email address as well as mailing addresses. Make sure your information is correct by logging into www.scda.org to verify your information!

New Dentist Committee Member Focus

By Michael DeFee

Why I participate in organized dentistry?

Like many others, one reason why I participate in organized dentistry is to advocate for our profession and our patients. There are now, and probably always will be, many other forces lobbying to mold our profession into something that is antithetic to the interests of both providers and patients. I strongly believe that we are the individuals best trained to mold our profession and we must act as one to maintain the sacredness of the patient-provider relationship.

I also enjoy the networking and social aspect of organized dentistry. We all know that sometimes dentistry can be downright hard and stressful. It is relaxing and fun to share both the frustrations and joys of our profession with colleagues.

What have I gained from organized dentistry?

The benefits I have gained from my involvement in organized dentistry are both are numerous. I have developed a greater understanding and appreciation for our profession and the intricacies of how organized

dentistry functions. I have made friends and fostered friendships that will probably remain with me for the rest of my life. Additionally, I have found multiple mentors, who have been indispensible in helping me as I mature in my practice of dentistry.

About Michael DeFee, DMD PhD.

Dr. Michael DeFee is a proud graduate of both Clemson University (2006), and the Medical University of South Carolina (2014). He is an active member of the American Dental Association and American Association of Endodontists. He is also a published scientist authoring eight manuscripts over the past 5 years. Dr DeFee and his wife Hee Young have one daughter, Lila.



The ADA classifies "New Dentist" as active members who have been in the practice of dentistry for 10 years or less. To get involved with the New Dentist Committee please contact Maie Brunson at BrunsonM@SCDA.org

The Mission of the ADA New Dentist Committee is to serve as the voice of the new dentist within the American Dental Association, representing new dentists' views to the ADA Board of Trustees and other agencies; to monitor and anticipate new dentist needs and advocate for the development of member benefits, services, and resources to facilitate professional and practice success; and to foster the next generation of leadership within organized dentistry by building community and facilitating new dentist leadership development at all three levels of the tripartite.

April 29 SCDA Board Meeting Charleston, SC April 30- May 3 SCDA Annual Session Charleston, SC

for getting a loan from someone who understands your practice

Business Borrowing | for the achiever in you[®]

Get financing from a banker who understands your practice and the importance of cash flow to help it succeed. PNC provides dedicated and experienced Healthcare Business Bankers who understand the financial needs of a successful practice, so you end up with more than just a loan, you end up with customized financing solutions.

For more information about how you can optimize your practice's cash flow, contact a Healthcare Business Banker at **877-566-1355** or go to **pnc.com/hcprofessionals**

PNC CFO SM Cash Flow Optimized





All loans and lines of credit subject to credit approval and require automatic payment deduction from a PNC Bank business checking account. Origination and annual fees may apply. Cash Flow Optimized is a service mark of The PNC Financial Services Group, Inc. ©2015 The PNC Financial Services Group, Inc. All rights reserved. Bank deposit products and services provided by PNC Bank, National Association. Member FDIC

We Welcomed 68 New SCDA Members During our Spring District Meetings!!

Central District

Harold Akins Amanda Boustany Brandon Cain Matthew Carlisle Laquanis Hooker Caitlin Lochtefeld Michael Lochtefeld Gretchen Pawloski Lacey Randa David Reznick Annette Rilev Matthew Rowe Sarah Rush Kosha Shah Eric Smith **Daniel Spears** Harvey Spencer Loray Spencer Tamara Stockton Olaifa Turner Charles Weston

Coastal District

Matthew Barefoot Joseph Brannon, Jr Katielyn Bunting Amber Connar Christopher Costa Michael DeFee Morgen Gardner Justin Garrett Jeanine Gourdine Lindsay Grosso **Amanda Guess** Melanie Hageman **Brian Jaques** Benjamin Jeter Suzanne Kinnear-Adams Dianna Lenick Jose Marquez Meriana Martin Nona Nurse-Gilliard Albert Oliphant Jessie Robinson Rvan Robinson Carol Rohde Timothy Rohde Martin Steed **Denise Swasty**

Pee Dee District

Patricia Coleman
Jennifer Forsythe
Jamie Harvey
Elizabeth Hathcock
Dustin Holladay
Latisha Kearsley
Andrew Kloch
Matthew Nimmich
Mir Ayesha Siddiqua

Piedmont District

Charles Barquet
Sarah Brunson
Richard Frye
Binju Ghimire
Nathan Lenox
Jason Minton
Sunil Mittal
Savannah Reynolds
Elizabeth Tanner
John Turner



Boyd Wright

\'drāk\

Drake see also Full Service Laboratory



- 1: on the front line of technology.
- 2: DAMAS certified.
- 3: quality driven.
- 4: your laboratory resource.

Drake Precision Dental Laboratory is dedicated to the highest standard of excellence in the dental profession, incorporating quality and service through innovation and technology. Each department is staffed by Certified Dental Technicians who instill dedication in their work, insure quality control, and share a common goal: Perfection For Your Patient »



Drake has one goal in mind: To provide you, our dentist client, with the best customer satisfaction in the dental industry. As the key component to The Drake Difference, your satisfaction is accomplished through providing a combination of Quality Assurance, Technological Advancements, a Highly Trained Staff, Comprehensive Product Portfolio, Value Added Services, and Educational Opportunities.

8510 Crown Crescent Ct. Charlotte, NC 28227 www.drakelab.com

Are You Using E-Mail to Send and Receive Protected Health Information?

By Jonathan Gibney, Vice President of Operations, Southridge Technology

Dental providers face an on-going burden to simultaneously protect their patients' sensitive data while maintaining open communication with the patient and specialists. Patient data that used to reside on computers or in charts is now on the move, often in email.

Health information is protected under The Health Insurance Portability and Accountability Act (HIPAA). In 2009, the Health Information Technology for Economic and Clinical Health (HITECH) Act extended the scope and depth of HIPAA. HIPAA and HITECH have become increasingly significant with the industry's continued adoption of electronic information systems. New systems and technologies, such as electronic health records (EHR), have improved efficiencies and mobility, but have also introduced new security threats. Practices must be even more vigilant in protecting electronic Protected Health Information (PHI) which is at risk of being tampered with, stolen or inadvertently disclosed.

What is Protected Health Information?

The Privacy Rule protects all "individually identifiable health information" held or transmitted by a covered entity or its business associate, in any form or media, whether electronic, paper or oral. The Privacy Rule calls this information "Protected Health Information (PHI)."

Individually identifiable health information includes many common identifiers (name, address, birth date, social security number) as well as demographic data that relates to:

- the individual's past, present or future physical or mental health or condition;
- the provision of health care to the individual;
- the past, present, or future payment for the provision of health care to the individual;
- and data that identifies the individual, or for which there is a reasonable basis to believe can be used to identify the individual.

Why is HITECH just as important as HIPAA?

The HITECH Act sets the standard by which PHI should be rendered "unusable, unreadable or indecipherable to unauthorized users." HITECH further defines the "breach notification rule." If a breach of unsecured PHI occurs, the HITECH Act requires that "covered entities" and their business associates provide notification of the breach to affected individuals and the HHS Secretary. If a breach affects 500 individuals or more, the breach is published on the OCR breach list, and media outlets serving the affected individuals' state or jurisdiction must be notified. Under the new rules, healthcare providers that violate the requirements face fines up to \$1.5 million, a huge increase from the previous top fine of \$25,000. The provider also bears the cost of notification, protection and potential lawsuits.

What is a covered entity?

Covered entities are defined in the HIPAA rules as (1) health plans, (2) health care clearinghouses, and (3) health care providers who electronically transmit any health information in connection with transactions for which HHS has adopted standards. Generally, these transactions concern billing and payment for services or insurance coverage. For example, hospitals, academic medical centers, physicians, and other health care providers who electronically transmit claims transaction information (either directly or through an intermediary) to a health plan are covered entities. Covered entities can be institutions, organizations or persons.

Why isn't my E-Mail secure?

In assessing possible holes in security, email presents the greatest vulnerability. Because of its convenience and the perceived security, it is easy for users to overlook the potential risks.

There are four ways email can be compromised. First, if someone sits at your computer or steals your tablet or phone, email is often immediately available to them. Although most users use a lock screen or password on their devices, these are easily thwarted. Unless you have taken extra precautions, email and documents are often stored on the device's internal storage. That means anyone, or any program, could access your data if they have your device.

Secondly, the connection between your PC and your email server is often considered secure when using Secure Socket Layer (SSL) and Transport Layer Security (TLS), but that only protects the data between your PC and your server and provides no downstream protection.

Continued on Page 9

The next point of potential compromise is your network. When sending email to other users using other email providers, your data travels over a series of routers and switches owned and operated by different organizations. There is no way to guarantee that all of the connections, the path the data travels along, are secure.

The last point of a potential breach is on the server itself. If someone is able to crack, steal or guess your email password they will be able to access your email directly from the server. Most email servers store your data in plain text, meaning anyone with access to the server (an employee of the email provider or someone who has illegally accessed the server through a security flaw) has access to all your email, sent, received and deleted.

How can I send e-mail securely?

Despite all of the challenges and potential security issues, a solution is available for the protection of email: Encryption. By combining encryption with other technology advances, like encrypting mobile devices, you can address the risks and meet the compliance standards associated with PHI data.

There are a number of email providers claiming to be HIPAA compliant. Three important points:

- 1. They should be able to provide a user with a Business Associate Agreement (BAA). Per the HHS: A "business associate" is a person or entity, other than a member of the workforce of a covered entity, who performs functions or activities on behalf of, or provides certain services to a covered entity that involves access by the business associate to protected health information." Therefore your email provider should provide a signed BAA for your practice's records.
- 2. They should be able to provide auditable proof of compliance.

 Auditable Proof of Compliance provides a record of what was sent in an email, confirms it was encrypted and verifies who read it. With this information you can be certain a breach did not occur.
- 3. They should make their product easy to use for the sender and the recipient.

There is often a tradeoff between security and convenience – and often "convenience" loses the battle, until people realize that their "secure" system is underutilized due to user complexity. When choosing

underutilized due to user complexity. When choosing an email encryption provider, be sure to test their solution. Your employees will need to be comfortable sending the email and your recipients need to be comfortable receiving and decrypting the email.

Am I required to use encryption?

Encryption provides a safe harbor under the HITECH Act. As listed by the Federal Registrar, "While covered entities and business associates are not required to follow the guidance, the specified technologies and methodologies, if used, create the functional equivalent of a safe harbor and thus, result in covered entities and business associates not being required to provide the breach notification otherwise required by section 13402." Using encryption reduces the likelihood of a breach and therefore the likelihood of fines or lawsuits. Do you have to? No. Should you? Yes.

This is a reprint from the Connecticut State Dental Association publication, The Communicator. Winter 2015. Permission was received.

Jonathan Gibney is Vice President of Operations for 10 years with Southridge Technology an IT support company specializing in dental technology 20 years in technology support.

Southridge Technology, a full service IT Support Company specializing in dental technology and compliance is the endorsed technology provider for the Connecticut State Dental Association.



When you need a high-quality repair, call Ken at: 864-967-8647

- FACTORY QUALITY REPAIRS on all high speeds, slow speeds, attachments, scalers, electric motors & attachments, oral surgery drills, endo attachments and more!
- · Fiber Optic & Rethread Service.
- We use only the HIGHEST QUALITY PARTS
- We are FACTORY TRAINED
- We sell New & Reconditioned Handpieces
- Call Ken for a FREE Lunch & Learn for Handpiece & Sterilizer Maintenance!
- FAST SERVICE, HIGH QUALITY REPAIRS

Men.Air Lares Midwest Starbental NSK J. Murita KAVO & more

We Proudly Support the SCDA, SCDHA, SCDAA, and the District Dental Societies

New Dental Clinic Provides Care for Special-Needs Patients

By Allyson Crowell, Office of Development and Alumni Affairs at MUSC

Getting her 28-year-old son to the dentist comes with an array of challenges for Michele Lichtenberger. Lifting Cory and his wheelchair into and out of her van wasn't the biggest problem; nor was getting Cory, who has cerebral palsy, situated in a wheelchair lift. Instead, the greatest issue for the Lichtenbergers was finding someone who would treat Cory, who is considered an at-risk patient.

Thanks to a new Special Care Dentistry Clinic at MUSC's James B. Edwards College of Dental Medicine, Cory and other special-needs patients have a new home for dental care. The ground-floor space includes larger doorways to accommodate wheelchairs and stretchers, one-way mirrors so that students can observe without distracting patients and a wheelchair lift to provide the best treatment possible.

Students read through Cory's chart before he arrived for a recent cleaning. They saw a note that Cory likes classical music, so they made sure that it was playing when he arrived.

"It's been wonderful," said Michele Lichtenberger. "I couldn't find any place for Cory before."

The clinic opened in January and already treats 100 patients. Advanced Education in General Dentistry Director Dr. Michelle Ziegler said she hopes, with help from private funding, to expand beyond the

current schedule of one day each week and to include more students.

"This is for patients in the gap – those who are too old for the pediatric clinic, and patients who others aren't comfortable treating," Ziegler said. "Some have intellectual disabilities, and some have physical disabilities. All these patients require a little more attention, a little more patience and a little more time to treat."

The clinic operates off of donations of both funding and supplies, including a planned gift from Dr. Pamela Kaminski, an alumna of the college. Another alumna, Dr. Isabel Driggers, and her husband, Jacob, pledged operational support for several years.



Michele Lichtenberger (left) gives her son, Cory, a high-five as he gets ready for a dental cleaning at the Special Care Dentistry Clinic with resident Dr. Michael Skovira and Dr. Michelle Ziegler.

The South Carolina Dental Association's Member Benefits Group provided a grant to fund salaries and donated the wheelchair lift to the clinic. SCDA Member Benefits Group Chairman Dr. Craig Little said the clinic not only helps patients but future dentists as well.

Cory holds onto student's hand

Cory holds onto a student's hand, as the team cleans his teeth at the Special Care Dentistry Clinic.

"That is such a need here in South Carolina," Little said. "Number one, there was no central area that could see these patients. And number two, it was important to us that the students be able to train and see special-needs patients -- and then to be able to see these patients in their own practices."

Associate Dean Dr. Betsy Pilcher said the need still outweighs the resources available. In South Carolina, 20 percent of dental patients are considered special needs, according to the S.C. Behavioral Risk Factor Surveillance System.

"A few private practices and clinics located in inpatient facilities handle these patients," Pilcher said. "Others just couldn't find a dentist."

The Special Care Dentistry Clinic not only serves that population, but it provides its services at an estimated cost savings of up to 30 percent by using student volunteers.

Robert Lee, a third-year dental student, said he volunteers at the clinic to prepare himself for his career. "I'm thinking ahead for when I have my practice," he said. "I want to know what to do if I run into these situations. I don't ever want to turn somebody away."

Reinvest The Patterson Advantage® program helps you build the practice of your dreams.



How are you going to reinvest in your practice to build its worth? As a Patterson Advantage® member, you're earning Advantage Dollars on your everyday merchandise purchases, technical service fees and Patterson financing. Put those real dollars to work for your practice - with a new handpiece for now or upgraded equipment and technology for your future.

PATTERSONADVANTAGE*

YOUR PARTNER IN PRACTICE GROWTH

Greenville Branch

105-G Ben Hamby Drive Greenville, SC 29615 864-676-0333

Columbia Branch

400 Arbor Lake Dr., Suite A100 Columbia, SC 29223 803-754-8754

Charleston Branch

2300 Clements Ferry Rd., Suite 103 Charleston, SC 29492 843-849-5260

P100785e (2/10)

JADA, Vol. 140 http://jada.ada.org July 2009

I am caught between two specialists with conflicting opinions. How can I ethically assist my patient in deciding which option is best?

Q: A patient whom I referred to a trusted oral surgeon for a consultation regarding the potential placement of an implant returned to my office and requested a second opinion from another oral surgeon. After completing these two consultations, she called and asked me for my recommendation regarding her "best" treatment option. One oral surgeon recommended a bone graft before placement of the implant. The other oral surgeon did not recommend the bone graft and provided the patient with an estimated cost of treatment that was lower than that provided by the first surgeon. I realize that the decision to graft or not to graft is not an exact science, and I understand that practitioners may have differences of opinion about when placement of a bone graft is appropriate. I assume that the first surgeon feels that the success of the implant would be more predictable with a graft. Regardless of what I recommend to the patient, however, I am afraid that I will offend the professional judgment of one of these surgeons. Since I will be the one restoring the implant, the patient's request for advice under these circumstances puts me in something of a quandary. I know that, ultimately, it is up to the patient to decide, but she is seeking my trusted professional opinion. Knowing that I am not an expert on bone grafting, what is my ethical responsibility to this patient?

A: First, you have done the right thing by referring the patient to a specialist in an area in which you lack expertise. The ADA Principle of Ethics and Code of Professional Conduct (ADA Code), Section 2.B, Consultation and Referral, calls on dentists "to seek consultation, if possible, whenever the welfare of patients will be safeguarded or advanced by utilizing those who have special skills, knowledge, and experience."1

You are also correct in that the ADA Code Section₁, Principle, Patient Autonomy, states that "[t]he dentist has a duty to respect the patient's rights to self-determination and confidentiality."₁ Your patient, therefore, must weigh all factors and options and make a decision as to which treatment approach she believes would be best for her.

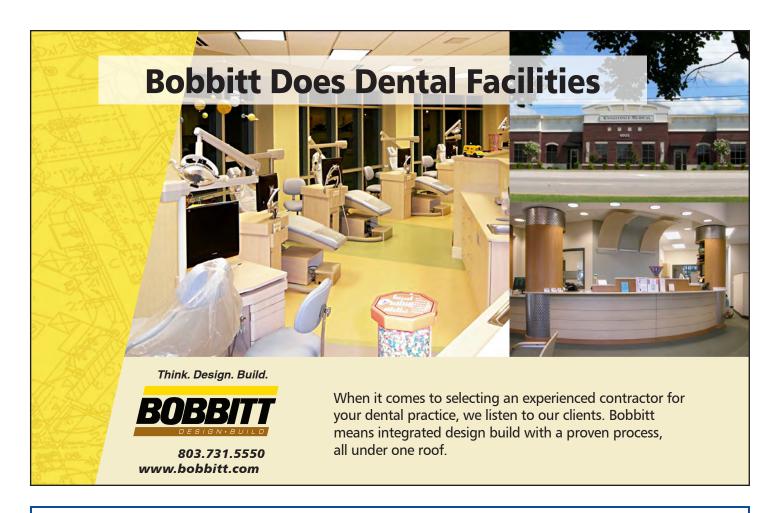
Regarding your ethical responsibility as the patient's general dentist, you have a duty to "promote the

patient's welfare" (ADA Code Section 3, Principle, Beneficence ["do good"]), and "communicate truthfully" (ADA Code Section 5, Principle, Veracity ["truthfulness"]). So you are ethically obligated to promote what you believe is in the patient's best interest and to be completely honest in doing so. You have said that you lack the expertise needed to determine which option would be in the patient's best interest, so be honest with the patient and tell her that you really do not know which treatment option would be best. Tell her that you will try to sort out the issues regarding the graft so that both of you can choose the best way to proceed. While speaking to her, you will want to be mindful of Advisory Opinion 4.C.1 of the ADA Code, which suggests that our comments must be "truthful, informed and justifiable" and that "a difference of opinion as to preferred treatment should not be communicated in a manner which would unjustly imply mistreatment."1

Advisory Opinion 4.C.1 of the ADA Code also suggests that consultation with the treating practitioner might be appropriate to ascertain the reason or reasons for differences of opinion respecting treatment. You might consider communicating with both referring oral surgeons to clarify the basis of the treatment plan each has proposed. Another alternative is to refer your patient to a third oral surgeon or another specialist who does implants to get yet another viewpoint on the advisability of grafts.

Afterward, armed with that additional information, you may feel more comfortable in assisting your patient in selecting the option best for her, giving due consideration to her "needs, desires and abilities," as recommended in ADA Code, Section1, Patient Autonomy.1 In this specific case, it also would be prudent to convey to your patient that cost alone should not be the determining factor in the selection of a treatment plan. Rather, the final decision should be based on how to accomplish the optimal outcome. That result ultimately will be in the patient's best interests. Coincidentally, it most likely will result in a cost savings for her in the long run as well.

Honest, credible and caring professionals can and will have different treatment philosophies and will differ regarding the ideal treatment for specific cases. This does not necessarily mean some are right and the others are wrong. It is not unusual for competent professionals to have legitimate disagreements about certain treatment matters. As long as a professional makes decisions on the basis





I only have one regret about selling my practice. I should have called Dr. Earl Douglas sooner."

Sound Advice.

Trust us for all your dental transition needs.

- Appraisals
- Brokering
- Practice Financing
- Associate Placement
- Equity Associateships

ADSSouth.com



Practice Transitions Made Perfect™

 $\ensuremath{\mathsf{AII}}$ ADS companies are independently owned and operated.



GEORGIA, LOUISIANA & TENNESSEE Earl Douglas, DDS, MBA, BVAL (770) 664-1982 earl@adssouth.com



N. CAROLINA, S. CAROLINA & VIRGINIA James J. Howard, DMD

(910) 523-1430 jim@adssouth.com



ALABAMA, MISSISSIPPI & W. TENNESSEE **Rebecca Kyatt** (205) 253-9094 rebecca@adssouth.com



OFFICE MANAGER
Virginia Douglas
(770) 664-1982
virginia@adssouth.com

of the patient's best interest and communicates in a truthful and forthright way so that the patient can be involved in and make informed choices about treatment decisions, then the dentist's ethical responsibilities will be satisfied.

Ethical Moment is prepared by individual members of the American Dental Association Council on Ethics, Bylaws and Judicial Affairs (CEBJA), in cooperation with The Journal of the American Dental Association. Its purpose is to promote awareness of the ADA Principles of Ethics and Code of Professional Conduct. Readers are invited to submit questions to CEBJA at 211 E. Chicago Ave., Chicago, III. 60611, e-mail "ethics@ada.org".

The views expressed are those of the author and do not necessarily reflect the opinions of the American Dental Association Council on Ethics, Bylaws and Judicial Affairs or official policy of the ADA.

Address reprint requests to the American Dental Association Council on Ethics, Bylaws and Judicial Affairs, 211 E. Chicago Ave., Chicago, Ill. 60611.

1. American Dental Association. Principles of ethics and code of professional conduct, with official advisory opinions revised to Jan- uary 2009. Chicago: American Dental Association; 2009. "www.ada.org/prof/prac/law/code/index.asp". Accessed May 22, 2009.

Send us your story ideas!

Do you have an idea for a story? We'd love to hear it. We're always looking for topics of interest to our members.

If you have a suggestion, email Maie Brunson at brunsonm@scda.org or call 800-327-2598. Please be specific We'll let you know if and when your idea will come to fruition. Thanks for your help!







Your local PARAGON practice transition consultants are Martin Bockler. DMD and Elsie Witt-Bockler. MD





CALL: 866.898.1867 | EMAIL: INFO@PARAGON.US.COM



Transform your Dental Office

We Specialize in Total Operatory Restoration

Reupholstery of dental chairs and stools Repainting of dental lights, x-ray units,

chairs and more!

Mobile Service We Come To You

WE WORK WEEKENDS WHEN YOU DON'T

We also have refurbished dental chairs for sale.

Don't Replace...RESTORE

Quality Service Since 1971



Referrals On Request

www.restore-all-inc.com



FIND OUT HOW TO BECOME EMV®-READY WITH TRANSFIRST®, SCDA'S MEMBER BENEFIT PARTNER FOR PAYMENT PROCESSING

GET A \$349 EMV-READY TERMINAL.*
CALL 800.577.8573 TODAY!





First In Secure Electronic Payments

www.TransFirstAssociation.com/cms

*\$349 terminal purchase offer valid for new TransFirst customers only. All accounts subject to credit approval; some restrictions or exclusions apply. EMV is a registered trademark in the U.S. and other countries, and an unregistered trademark in other countries, owned by EMVCo. TransFirst is a registered ISO/MSP of: Wells Fargo Bank, N.A., Walnut Creek, CA, and Synovus Bank, Columbus, GA, for Visa® and MasterCard® transactions only. TF3835_CMS1214AD



SCDA Annual Session Speakers

Thursday Speakers



Session: Promoting Professionalism/ Creating the Excellent Patient Experience Thursday, April 30 from 8:30 AM - 12:30 PM

Session Description: In today's competitive



dental environment attracting and retaining patients depends on both the professionalism displayed and quality dental care. Excellence is realized from the first impression; it is further impacted by the team and delivered one patient at a time. Promoting Professionalism is a program designed to deliver practical results which will elevate your position in the competitive dental market.



Speaker: Matilde Hernandez, D.D.S., M.S., M.B.A.

Session: Emerging Concepts in Periodontitis and Overall Health, Implant Maintenance

Thursday, April 30 from 8:30 AM - 12:30 PM

Session Description: As the number of patients with dental implants increases and with the prospect of dental implant therapy assuming a greater role in dental practice, clinical investigations have focused on the prevention and management of diseases of successfully osseointegrated dental implants (Klinge et al. 2005).

The purpose of this article was to share why dental implants and their prosthetics require special attention, and to highlight their need maintenance protocols at home. There are several items that should be documented during the maintenance appointment and some things that should be done, one of them, is including the use of a sustained antibacterial toothpaste containing triclosan/copolymer. Colgate Total is the only toothpaste clinically proven to reduce plague bacteria for up to 12 hours to help treat peri-implant mucositis.



Speaker: Frank W. Abagnale Session 1: Catch Me If You Can

Thursday, April 30 from 9:00 AM - 10:00 AM

Session Description: An entertaining talk about his life that will take you on an emotional roller coaster ride and leave you with an extremely inspirational message about redemption.

Session 2: The Art of the Steal

Thursday, April 30 from 10:30 AM - 12:00 PM

Session Description: Mr. Abagnale's 90-minute seminar presentation is based on his best selling book "The Art of the Steal". Mr. Abagnale uses over 80 graphics to cover such topics as embezzlement, fraud, ethics in the workplace, identity theft, cyber crime, counterfeit currency detection, check forgery, and provides detailed information on how to protect your practice, as well as your family from these risks. The presentation is fast-paced, entertaining, extremely educational and has a tremendous amount of "take-home" value.

Friday Speakers



Speaker: Calvin Wilson

Session 1: CPR Recertification (limited to 35 participants) - \$75

Friday, May 1 from 8:00 AM - 12:00 PM

Session 2: CPR Certification (limited to 35 participants) - \$75

Friday, May 1 from 1:00 PM - 5:00 PM

Session Description: Mr. Wilson and a staff of certified instructors will emphasize skills for helping victims of all ages. This course includes updated information from the American Heart Association.



JBECDM Class of 2016

Session: James B. Edwards College of Dental Medicine Scholars Day Mini Symposium Friday, May 1 from 1:30 PM - 4:30 PM

Session Description: In this poster session, the top-placing projects at the annual James B. Edwards College of Dental Medicine (JBECDM) Scholars Day will be presented by members of the Junior Class.

Attendees will be able to learn and discuss with our students current dental trends and some of the latest research being conducted at the JBECDM.

Speakers: Ms. Missy Johnson, Mr. Robert W. Elliot, Mr. Tripp Wiles and Mr. John M Harman

Session: TAX SAVVY

Friday from 8:00 AM - 10:00 AM

Session Description: As important as quality dental care is to a successful practice, business management is equally if not more important to reaching your long term financial goals. Through a case study format, we will walk you through the critical financial steps necessary when transitioning from a practicing business owner to a successful retiree living off the wealth you've built throughout your working years.

Speaker: Dr. Charlie Hook

Session: OSHA Training/Infection Control in the Dental Office(Dentists & Dental office registrants only) Friday, May 1 from 8:30 AM - 12:00 PM

Session Description: This course is designed to meet the annual OSHA (blood-borne pathogens) training requirements for all employees of the dental office. Participants will also gain knowledge of what should be

done "When Your Office is called by an OSHA Inspector," as well as insight concerning violations that have resulted in OSHA fines. Each office will receive a complimentary Exposure Control Plan (a mandatory requirement) that can be easily customized to meet the needs of the individual office. A certificate of OSHA training will be issued for each participant.

Continued on Page 17 Page 16



Speaker: Mary A. Bartlett

Session 1: One Hour Infectious Control- How are you Dealing with Risk Management in

Today's Regulatory World?

Friday, May 1 from 8:00 AM - 9:00 AM

Session 2: How are you Dealing with Risk Management in Today's Regulatory World? Friday, May 1 from 9:00 AM - 12:00 PM

Session Description: Now more than ever, OSHA is inspecting dental practices and dental laboratories. Mary Bartlett, will provide a step-by-step approach to identifying your risks. Mary will take you to the next step on how to apply good work practices to administrative controls, engineering controls, and personal protective equipment. These steps will not only limit your liability, but also the safety of your workers and patients. Regulations that will also be addressed are OSHA's recordkeeping standard that changed effective January 1, 2015, EPS's focus on hazardous waste disposal, and FDA's continuing interest in the dental industry for quality assurance of the manufacture of dental appliances.



Speaker: Dr. Ed McGlumphy

Session 1: Implant Esthetics and Accelerated Loading Protocols (part one)

Friday, May 1 from 8:30 AM - 12:00 PM

Session 2: Implant Esthetics and Accelerated Loading Protocols (part two)

Friday, May 1 from 1:30 PM - 4:00 PM

Session Description: The implant dentist and patient want the same things: restorations that look good, done as quickly as possible and remaining trouble free over the long term. This program will

address the issues of implant placement and abutment selection that allow consistent and affordable implant esthetics. Likewise implant strength, safe early loading, torque control and occlusion unique to contemporary implant systems will be discussed. Particular emphasis will be given to practical applications of biomechanical principles to assure long term, successful and esthetic implant restorations. Clinically relevant research conclusions on early and immediate loading will be highlighted. Current controversies on intraoral scanning, computer generated guides, and immediate provisionals including the "conversion" prosthesis will be featured. Potential biomechanical and esthetic problem areas will be illustrated with clinical examples. Multiple solutions will be offered to help the experienced dentist avoid esthetic or biomechanical failure after initial implant success.

Speakers: Mr. Brian Cogan, Mr. David Botzis, Mr. Bryson Hopkins, Mr. Jeff McDowell

Session: Financial Savvy

Friday from 10:15 AM - 12:00 PM

Session Description: With the dental industry as a whole becoming more and more competitive with each passing year, it's important to get started on the right foot financially as soon as possible. We will walk you through a case study of a young dentist just getting started with their career and the financial steps they need to make to ensure long term financial success both personally and professionally.



Speaker: Mr. Thomas Zaleske

Session: Removable Prosthetics Tools and Techniques that Enhance Outcome

Friday, May 1 from 1:00 PM - 3:00 PM

Session Description: The strength of a denture laboratory comes from the technical knowledge they hold, as well as the physical tools and "know how" to use them. To fortify their position in the dental team, as well as service and provide a wider range of options to their clients, today's denture laboratories and technicians must continually add new tools and update their knowledge base. Mr. Zaleske will present

and explain new and revisit established products and techniques that will provide rationale and options needed to help you stay current and viable in today removable prosthetic specialty.



Speaker: Bob Creamer, CPA

Session: The Business Side of Dentistry – "What Every Dentist Should Know"

Friday, May 1 from 1:30 PM - 4:30 PM

Session Description: Why gamble on the success of your practice and retirement. Get the insight you need from one of the dental industry's most recognized tax professional. Many dentists work IN their practice but not ON their practice. Consequently, while they make a good living, they never truly gain the full financial and emotional success they could. Bob will help the dentist and spouse understand the need

for a written plan and what goes into the plan. This course will focus on the things a dentist needs to know about the business side of dentistry and how to use today's tax laws to help them achieve success and a great quality of life.



Ann G. Kulze, M.D.

Session: Eat Right for Life

Friday, May 1 from 1:30 PM - 4:30 PM

Session Description: With electrifying energy and passion, Dr. Ann brilliantly transforms the compelling body of new science as it relates to diet and health into a program that is simple, fun, and completely straightforward. The audience will be motivated and entertained, but most importantly, will walk away with take-action-today inspiration and the fundamental knowledge to "eat right" for a long, active, and vital life and to guide their patient's accordingly.



Speaker: Kathleen Catanzaro, CDT

Session 1: Fabrication of a Removable Partial Denture using CAD CAM

Friday, May 1 from 3:00 PM - 5:00 PM

Session Description: In this course Kathleen Catanzaro, CDT will present recent advances in digital technology to produce removable partial dentures. The use of CAD software, CAM production methods, DENTSPLY denture acrylics and teeth will be discussed. A review of the coordination and communication between the clinician and laboratory technician to achieve exceptional results will be provided.

Session 2: Materials and Fabrication Methods for all Ceramic Restoration Saturday, May 2 from 8:00 AM - 12:00 PM

Session Description: This program will provide attendees instructional and hands-on experience on the subject areas of All-Ceramic products; PFZ porcelain, Cercon HT Zirconia, and Celtra Duo. Criteria for material choices will be discussed. Participants in the Hands-on portion will leave with a finished PFZ anterior unit and a Celtra Duo posterior unit. The Hands-on portion is limited to 10 participants, however other attendees are welcome to observe. If interested in participating in the hands-on please contact DENTSPLY Territory Manager Brandy Merritt at Brandy.Merritt@dentsply.com.



Speaker: Dr. Michael A. Pikos

Session: Maxillary Arch Regenerative Strategies: Single Tooth to Full Arch Reconstruction

Saturday, May 2 from 8:30 AM - 12:30 PM

Session Description: This clinical based presentation will cover current hard and soft tissue grafting protocols for single tooth to full arch reconstruction. The use of 3D digital planning and diagnostic protocols will be featured along with comprehensive case presentations.

Speakers: Mr. Bob & Corey Creamer

Session: Some Day You Will Do a Dental Transition – Are You Ready? Do You Have a Plan?

Saturday, May 2 from 8:30 AM - 12:30 PM

Session Description: Most dentists wait too long before starting to plan for their transition. Consequently, the majority of dentists reach retirement age and are not financially or emotionally prepared to retire. Bob will discuss the important things you need to know and do in putting an effective, long-term plan in place. Corey will help you with an understanding and strategy to intelligently balance and increase your fees now to optimize your revenue to build your future nest egg. Is dental insurance participation right for your practice? Learn what it really costs you and what you should consider when making insurance participation decisions.



Speaker: Lori Paschall

Session: The Instrument Check-Up: Instrument Care & Maintenance

Saturday, May 2 from 8:30 AM - 10:15 AM

Session Description: This interactive program will discuss common problems with dental instrumentation and how to prevent them. Attendees will learn how proper care and handling of dental instruments can save your office time, money and reduce frustration from potentially old, broken instruments slowing down production. Learn how to apply the proactive approach to preventing damage to your dental instruments to extend their life and to ensure proper functionality for patient care and

practice efficiency. Program will review how to conduct an instrument assessment and share resources to help you preserve the life of the dental instruments in your practice. Participants are asked to bring at least one set of clean, sterilized instruments (restorative, hygiene, surgical, etc.) and at least one hinged instrument (scissors, hemostat, forceps, cutters, pliers, etc.) to use during the presentation.



Speaker: Dr. Roger M. Arce, MS. PhD.

Session: Chemical Therapeutics and Periodontal Disease

Saturday, May 2 from 8:30 AM - 12:30 PM

Session Description: Not all patients that need or require surgical periodontal care are candidates for this form of therapy. A variety of factors preclude them from receiving or pursuing surgery to correct their problems. This population of patients may benefit from a variety of chemotherapeutic pharmacologic agents currently available to affect host modulation and address their disease. This program will explore the rationale and appropriate usage of pharmacologic agents used as adjuncts to

traditional modes of periodontal therapy as well as DNA culturing to assist your selection of medications.



Speaker: Kelly Brenner

Session: Infection Control in Practice: Guidelines and Recommendations for Instrument

Processing & Dental Unit Waterlines

Saturday, May 2 from 10:30 AM - 12: 30 PM

Session Description: This seminar will introduce to you the infection control principles and best practices pertaining to sterilization and disinfection of patient care items as well as dental unit waterlines, in accordance with the CDC guidelines. You will learn strategies to assist you in maximizing safety and efficiency of instrument processing. In addition, you will learn how to optimize the quality of water that

you deliver to your patients.

For more complete details and more information please visit www.scdaannualsession.com!

Save Money by Taking Advantage of Quality, Discounted **Services Through These SCDA Endorsed Companies**

Insurance Products and Services

Group and Individual Medical Plans Professional Liability/Malpractice 800-327-2598 or www.scda.org

Bridge, Cancer, Accident and Illness Will Greene 843-384-3549

Disability, Long Term Care and Life Jeremy Withers 843-424-7154

Medicare Supplements Bill Pace 800-452-4931

Property & Casualty Joanie Shealy 800-845-3163

Accounts Receivables/ **Collections**

Susan Rackcliff 704-904-2969

Average Savings \$300

Amalgam Separators 800-216-5505

Average Savings \$600

Credit Cards

888-327-2265 x94231 Average Savings \$2,400 ADA® Visa® Rewards Card from **USbank**

First In Secure Electronic Payments

TRANSFIRST[®]

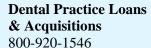
Solmete**X**

TekCollect

Credit Card Processing

800-577-8573 scda@transfirst.com

Average Savings \$1,300



Bank of America



Practice Solutions

Electronic Claims Processing

866-886-5113 Option 1

Average Savings \$600



Air-Medical Transport **Membership Program for** Travelers

800-527-7478 Mention SCDA **Average Annual Savings \$30**



Gloves and Masks

877-484-6149

Average Savings \$500



Advantage

Office Supplies

Karen Hubbard 888-224-3784 x4575

Average Savings \$500

Patient Financing

866-246-9227

Average Savings \$170



Payroll Services

866-535-3592

Average Savings \$300



Precious Metal Refining

800-741-3174

Average Savings \$155



Website Development

866-731-8834

Average Savings \$775



Potential Member Savings: \$7,630 (7 times your yearly dues payment!!)



*Savings based on individual experiences. Your savings may differ.

Executive Director's Notes



Mr. Phil Latham

The SCDA Board of Governor's met on Friday, February 13th and the following highlights the meeting:

- The Board approved the purchase of full size portfolios to be provided to all new members. The portfolios will be taken to the District meetings and passed out if the new member attends. If not, the District leadership will make sure the new member receives theirs.
- The Board approved the SCDA to work with its' lawyer to create two letters regarding those dentists who may be advertising that they are members of the ADA and/or the SCDA. The letters will urge membership, but if the non member does not join, they will be urged to cease and desist from using the ADA and/or SCDA name and logo.
- The Board heard a detailed report from Legislative Chair Thomas Edmonds.
- The Board heard a detailed report from President Elect Chris Griffin regarding the ADA President Elects Conference.
- The Board heard detailed reports regarding membership and voluntary dues from Mr. Latham.
- The Board discussed in detailed the recent edit of dental procedure code D9248. No action was taken as the Code Maintenance Committee had planned a follow up meeting regarding the procedure code.
- The Board heard a detailed report regarding the changes in health insurance and specifically the SCDA health insurance plan from Mr. Mark Brown.

The Task Force on faculty licensure that was approved at the 2014 December SCDA House of Delegates met following the Board meeting and began discussions on the subject and what changes would be

needed in the Dental Practice Act. The Task Force is Chaired by Dr. Lynn Wallace and made up of Drs. Bill Bragdon, Bill Cranford, John Cosby, Heyward Robinson, Jim Curtis, Cindy Nichols and Jack Sanders. The plan will be to present proposed changes to the Dental Practice Act regarding this subject at this December's SCDA House of Delegates meeting.

If you haven't taken the time, please go to www.scda.org and visit your Association website. Maie Brunson is constantly updating and improving the site to make it easier for you, the member, to access information quickly and easily. Feel free to offer any suggestions at brunsonm@scda.org. In addition, Maie is moving the SCDA more and more into the social market. So make sure you follow The SCDA on Facebook and Twitter.

Lastly, the registration materials have been mailed and are online for the upcoming Annual Session. Visit www.scdaannualsession.com todayt to register! Call a peer or colleague and make sure they are attending too. The SCDA staff looks forward to seeing you in Charleston, April 30th through May 3rd, 2015.

To Unsubscribe from the hard copy Bulletin please email Sue Copeland at copelands@scda. org or call us at 803-750-2277.



JOIN OUR TEAM!!

NPT is looking for a territory representative to service:

SOUTH CAROLINA

Corporate Support

Extensive Training

Flexible Hours

Territory Protection



Retirees Welcome

Join the dental practice brokerage firm that has...

- Successfully transitioned hundreds of dental practices over the past 15 years.
- An impeccable reputation for experience, service & results.
- Achieved its success with unparalleled service & a face-to-face approach.
- A 100% success rate post-closing; we've never had a buyer fail or default.



www.NPTdental.com info@NPTdental.com

P: 877.365.6786 F: 877.641.0808

Trust our Experience. Rely on our Expertise.

Where Did the Day Go?

By Mark Brown





Who doesn't ask themselves this a couple of times a week, if not every day? As a dentist managing a full time practice

I can understand how valuable the minutes of the day are for you. Over the years I have heard plenty of stories of the countless hours within a week that are spent on administrative items that take away from your precious time to care for your patients.

In an attempt to help SCDA Members save more of this costly time and money, the SCDA has partnered up with the ADA to offer payroll solutions through SurePayroll.

SurePayroll saves you time with their 3-step payroll processing that you can finish in minutes from anywhere there's an internet connection and they save you money with exclusive pricing for SCDA Members that is discounted nearly 30% from their retail pricing and approximately 50% off of what other payroll processing companies charge.

Calculating and deducting Social Security and Medicare taxes, as well as federal unemployment taxes and other state unemployment taxes can be very timely; so too can be filling out and filing multiple forms with the IRS and the state of South Carolina every year and in many cases quarterly. Allow SurePayroll to assist you with this via your secure online account through their website.

SurePayroll offers you the option to run payroll from wherever you want with their mobile payroll solution and you can make direct deposits or self-print checks. SCDA Members now have 24/7 online access to view reports as well.

All of this is backed by their award-winning, U.S. - based customer service that is available six days a week by phone, email or live chat.

In addition to the savings I discussed earlier, SCDA Members receive their first month processing for free and their first year of W-2s and 1099s for free. Learn more at surepayroll.com/ada or by calling them at 866.535.3592.



Call for a FREE PRACTICE APPRAISAL (\$5,000 value)

We are pleased to announce...

Robert A. Breault, D.M.D.

has joined the practice of

Robert J. Morris, D.M.D.

Mt. Pleasant, South Carolina

We are pleased to have represented both parties



Product Review

Amalgam Separators Help Offices Go Green

- Preventing amalgam waste from entering wastewater, the Hg5 amalgam separators are a practical reflection of SolmeteX mission to create green dental products
- The all-in-one solution is easy to operate and features a simple sturdy design
- Offers flexibility for hard-to-fit applications and functions with wet or dry vacuum systems
- Helps dental offices implement best management practices, and allowing them to meet ever-changing regulatory standards
- Spent collection container is shipped to recyclers, which helps offices document and establish responsible waste-handling protocols



Understanding the EPA: Dental Rule

EPA is proposing technology-based pretreatment standards under the Clean Water Act for discharges of pollutants into publicly owned treatment works (POTWs) from existing and new dental practices that involve the discharge of dental amalgam. The proposal would require dental practices to comply with requirements for controlling the discharge of dental amalgam pollutants into POTWs based on the best available technology or best available control technology and Best Management Practices.

Amalgam separator installation conditions:

- Existing dental offices that do not have an amalgam separator installed will have up to 2 - 3 years from the effective date of the rule to install an amalgam separator
- New dental offices will have 90 days to install an amalgam separator
- Dental offices that already have installed an amalgam separator prior to the effective date of the rule will have 10 years to replace or update the system.

Best Management Practices (BMP):

Scrap amalgam must be properly recycled All line cleaners must be neutral pH (between 6 – 8)

Exemptions from the proposed rule:

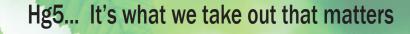
- Oral pathology, maxillofacial radiology and maxillofacial surgery
- Orthodontics
- Periodontics
- Prosthodontics

The amalgam separator and the BMP keep in line with what is currently in areas and states that have the mandate. One change from current state rules is that Endodontics are no longer exempted from the requirements. The change/addition to this rule is proper evacuation line cleaners.

Why should a dentist consider early installation of an amalgam separator?

Did you realize that installing an amalgam separator can save you money? When you consider that one of your biggest investments for the equipment room is the vacuum system and a preventive maintenance program will keep it operational. The installation of an amalgam separate will add years to your vacuum system by capturing all the particles and sedimentation that would normally build up inside with both a wet or dry vacuum. Not only will it increasing the life of the vacuum but also a cost savings on maintenance, repairs or need for a new system. You will be happy knowing you're doing the right thing and protecting the environment.

Tons of Mercury removed



SolmeteX is totally committed to helping you make the difference as well.

- Achieve Best Management Practices (BMP's)
- Integrating Green products into your dental practice
- · While complying with the ever-changingbregulatory environment

You can also feel secure knowing that you're using industry-leading products, such as our Hg5, the most complete amalgam separator with the all-in-one solution package available. Thru SolmeteX, you can depend on (and benefit from) innovative products that are technologically advanced, easily implemented and economically viable.



SolmeteX: Good for Dentistry, Good for the Environment

We're here to help • contact us 800.216.5505 • or visit www.solmetex.com





Looking for a Way to Recognize that Special Dental Assistant?

By South Carolina Dental Assistants Association

Each year at the SCDA/SCDAA Annual Session, the South Carolina Dental Assistants Association (SCDAA) recognizes assistants who contribute so much to the dental community of our state. There are two categories for these honors:

- The Dr. Walker H. Garrison Memorial Achievement Award is to recognize the member who has done the most outstanding work on behalf of the SCDAA and for the dental assisting profession.
- The Myrl Blackwell Memorial Loyalty Award identifies that member who has the longest continuous employment with the same employer.

If you have/know of an assistant currently practicing in the dental community who deserves to be honored by one of these SCDAA awards and they are a member of the SCDAA, then please consider nominating them.

Send your nomination to Janelle Drake at janelle.b.drake@gmail.com.

Deadline for nomination submissions is April 12, 2015.



South Carolina Dental Assistants Association Committed to professional pride and excellence in dentistry Visit www.dentalassistant.org for membership application





Follow us on Facebook! We have posted pictures form our conventions and DAD projects. You can save the pictures, tag yourself and share them with other friends on Facebook. Join our group today www.facebook.com/scdental. You can also follow us on twitter @SCDentalAssoc!

DentaQuest and SCDHHS

Working together to improve the oral health of South Carolina's residents

DentaQuest manages the Healthy Connections dental program. We greatly appreciate the contributions of providers. Our provider web portal makes it easy for you to submit claims and authorizations, check member eligibility and more. Responsive service from our call center reps keeps your offices running at peak efficiency.

To learn more about the Healthy Connections program or DentaQuest, contact a provider relations representative in your area.

Anthony Banks

803.528.1336 Anthony.Banks@DentaQuest.com









Intensive training and experience. Individually tailored solutions. Our Doctor Loan Program reflects you.

We greatly admire the expertise and dedication of dental and medical professionals. From residency to established practices, our Doctor Loan Program¹ is designed to meet your home financing needs no matter where you are in your medical career.

Contact me today. Like you, I'm committed to the best outcomes.



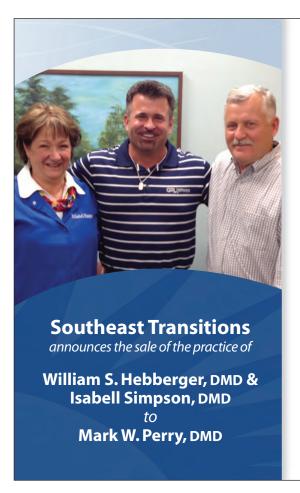
¹Available only in AL, AR, DE, FL, GA, MD, MS, NC, SC, TN, VA, WV, DC and select counties in PA to licensed Residents, Interns, Fellows in MD and DO programs and licensed Physicians and Dentists (MD, DO, DDS, DMD) who have completed their residency within last ten years. Doctors with over ten years post residency need to be members of SunTrust Private Wealth Management (PWM) or belong to a practice that is part of PWM to be eligible for this product.

© Equal Housing Lender. SunTrust Mortgage, Inc. - NMLS #2915, 901 Semmes Avenue, Richmond, VA 23224, toll free 1-800-634-7928. CA: licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act, IL: Illinois Residential Mortgage Licensee, MA: Mortgage Lender license #-ML-2915, NH: licensed by the New Hampshire Banking Department, NJ: Mortgage Banker License - New Jersey Department of Banking and Insurance, and RI: Rhode Island Licensed Lender. ©2014 SunTrust Banks, Inc. SunTrust and SunTrust Mortgage are federally registered service marks of SunTrust Banks, Inc. Rev: 8/19/14.



Craig L. Benton
Mortgage Loan Consultant
SunTrust Mortgage, Inc.
864.255.7043 Office
864.349.3444 Cell
craig.benton@suntrust.com
suntrust.com/craig.benton
NMLSR# 228741





Staff and patient retention protects the high value of goodwill in your practice.

Our advisors have proven methods to protect *your* goodwill.



Robin D. Turner, DDS
Vice President



Passing dentistry to the next generation through practice sales

www.southeasttransitions.com 678-482-7305

Classified Ads

Dental Related Services

Palmetto Dental Personnel I nc. is owned and operated by a dental professional with 20+ years experience and has exclusively provided professional staff for Columbia and the surrounding Midlands areas for 20 years. PDP has dental hygienists, assistants and front office personnel available for temporary and permanent positions. Contact Gail Brannen at 1-800-438-7470, fax 866-234-8085, email gbrannen@palmettodentalpersonnel.com or visit us at www.palmettodentalpersonnel.com.

Locum Tenens/Positions Wanted Dentist available for locum tenens. Available daily, weekly or monthly. General Dentistry. 20 years plus private practice, 8 years contract dentistry. Private practice, city and county dental clinics. Dr. Garland L. Slagle 843-837-4126.

General dentist seeking PT employment in the Charleston, West Ashley and Mt. Plesant area. Filling in while on vacation, maternity leave, illness/disability, or just need an associate. GPR trained with 30+years experience. Call Fred Danziger 843-377-8311 or email fziger@homesc.com.

Since 1975, Dental Power has been placing dentists seeking work! We have clients in SC with fill-in/locum tenens needs, short-term assignments (mobile dentistry and school based programs), long-term contract work and associate position openings. You can learn more and view specific opportunities at www.bentalPower.com or contact 800-710-9720

Position wanted **Myrtle Beach general area**. Dentist with extensive Endodontic and Exodontic experience available to perform these services in your office. Routine OS, Molar, calcified canals, retreats, all performed under rubber dam with 4.5 and 8.0 magnification. Past director Dental Anatomy, Columbia SDOS. Seeking quailty fee for service office. Resume and reference available. Contact 516-659-8347 or stomodoc@gmail.com

General dentist seeking position in **pediatric office or family practice** working with pediatric patients. Completing a 1 year pediatric fellowship in June and looking for a full-time position in SC beginning mid-June first of July. Contact jbyrd.dmd@gmail.com.

Positions Available - Dentists

Family Dental, LLC desires motivated, quality oriented dentists for its offices in Columbia, Rockhill and Greenville. We focus on providing the entire family superior quality general dentistry in a modern technologically advanced setting with experienced staff. Our dentists earn on average \$230,000/yr, supported with health/malpractice insurance, 3 week's vacation, and visa/PR sponsorship. Call 312-274-4530 or mmasoud@kosservices.com.

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.

Immediate opportunity for General or Pediatric Dentist or Endodontist. Part-time or Full-time! Multiple growing locations and opportunities. Please email Resume to childrensdentalgroupsc@gmail.com or fax 803-781-5142.

Large group dental practice looking for associate dentist to join our expanding team in Columbia, SC. Competitive and excellent pay for qualified candidate. Experience preferred. State of the art facility. Candidates must have great work ethic, excellent skils and good chair-side manner. Interested candidates email CV to bromanoea@yahoo.com

General dentist. Full or PT in a FFS state of the art practice. Excellent trained staff in place. We are a paperless practice so computer knowledge required contact drehortman@sc.rr.com

Bryant Family Dental is interested in an **associate GPR** experience to turn into a 50% owner in the next 18 monhts with full transition in 5 years. Base + bonus structure with transition planning beginning immediately. \$1.2 M collections. Call 803-279-1880 or visit www.bryantfamilydental.com for details. No brokers

Volunteer at the Helping Hands Emergency Dental Clinic (1813 Highmarket Street, Georgetown, SC). As a licensed SC dentist, you can help us provide tooth extractions to alleviate pain and suffering for uninsured residents living in poverty. Thursday Evenings @ 5:00 p.m.. Please contact Tracy Jones at 843-527-3424 or acct.hhands@gmail.com.

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.

Dentist Needed ASAP- Full time Woodruff Rd, Greenville, SC for an established dental clinic in the Upstate. Permanent position M-F 8:00 am- 5:00 pm. Call 864-235-7500 for more information.

Part time Dentist needed for Clemson Blvd, Anderson, SC. Tuesdays and Thursdays 8:00 am- 5:00 pm for established dental clinic. Call 864-235-7500 for more information.

Associate dentist needed immediately for Florence Dental Care, located in Florence SC. Contact Dr. Rogers 864-200-1999 for more information.

Pediatric Dental Opportunity- An exceptional opportunity to join a growing Pediatric Dental & Orthodontic practice with multiple locations in the Charleston area Join a TEAM in fun, well-respected, state of the art paperless practice with competitive salary and benefits. To learn more, please email drisabel@coastalkidsdental.com or call 843-818-5437.

Jackson Smile Studio, LLC in Columbia is searching a **dental associate**. We are a high producing solo practice with an excellent staff and organization. We are looking for a confident self-starter ready to provide compassionate, personal care to our patients. Visit: JacksonSmileStudio.com. Please email c.v. to: Nicole. JacksonSmileStudio@gmail.com

General dentist needed 1-2 days per week. Digital up to date office with experienced staff. Must be able to perform endo, pedo and OS. Position available immediately. Fax resume to 803-738-0277 or email cdcsmiles@live.com

General Dentist – North Myrtle Beach, SC- \$150,000 guaranteed base salary plus \$10,000 sign on bonus, relocation or student loan repayment- start 4/15/15 full time. For inquiries, please contact Heartland Dental at (239) 227-8643, e-mail: crussell@heartland.com or visit us online at: www.heartland.com

Dentist needed full time or part time. Temporary or Permanent. Call 864-859-0111 for more information.

General dentistry- Associate opportunity needed 6-10 days/month in Myrtle Beach. Commission based, new state-of-the-art facility, fee-for-service practice. Experience a strategic advantage. Crown and bridge, endo and surgery a plsu. New graduates/brokers need not apply. Email CV to mktcommondentist@aol.com

DentalWorks Practices are seeking General Dentists, Endodontists and Oral Surgeons, who are focused on patient care and enjoy working in a busy environment. Inquire about how you may qualify for our Sign-On Bonus! DentalWorks offers current openings in Greenville, Rock Hill. Interested? Contact Scott Williams at 919-437-8665 or email at scott.williams@dentalonepartners.com.

Seeking an associate for our highly visible, established, busy, all digital practice located in suburb of Charleston, SC. Must be proficient in all phases of general dentistry. 1-2 years experience or GP residency preferred but not required. Competitive pay, high growth potential. Schedule will vary. Looking to hire by June/July. Contact rngilreath@hotmail.com.

Myrtle Beach area- Full time. Mature, restorative patient clintel. Minimum 3 year private practice experience. Proficient in molar endo. Opportunity for buy-in and or buy-out. Six operatories with room for expansion. Long term lease in place. Contact chadrlamar@yahoo.com for more information.

Busy Greenville general dental office looking for experienced/retired periodontist or oral surgeon to work Friday's. Must not be actively working in Greenville otherwise. 1 year commitment minimum. For more information email dentist2015@greenvillesnews.com or call 864-986-0695.

Positions Available- Staff

Dental hygienist needed. Job duties include but are not limited to; deliver quality and compassionate care to patients, direct patient care including sealing and prophylaxis, x-rays, application of sealants and fluoride. Assess the dental condition/needs of patients and review patients medical history. Current license as a dental hygienst. Contact 803-432-3338.

Dental Assistant needed. Duties include deliver direct patient care to patients including scaling and prophylaxis, x-rays, application of sealants and fluoride. Assess the needs of patients and review patients medical history. Take x-rays and save into patients charts. Provide excellent customer service. Contact 803-432-3338.

Immediate position for an experienced only **Dental Assistant** with excellent communications, clinical and computer skills. Applicant must have a pleasant personality, be energetic, presentable and a team player. Competitive salary and benefits. Contact om fcfd@ymail.com or 843-903-4700 for more information

Practices/Office Space Available

Satellite dental office; 52 foot trailer. One operatory fully equipped white coastal chair. One operatory plumbed and ready. Lab, reception, business office, 1 full bathroom and HVAC included. Ready to move to your location. \$25,000 OBO call 803-648-3251 for more information.

Irmo/Dutch Fork Area 1 Block from new Palmetto Health Baptist Parkridge Hospital Modern, Fully equipt 3 OP office All contents for sale or lease Perfect satelite office for specialist Great set up and even better location in this growing area. Building new larger office. Contact 803-781-3232 for more information.

Dental practice for sale in Columbia, SC - SC1037 Great practice in a prime location, collecting \$425k+ on 3 days a week. Huge upside potential! Please call 678-482-7305 or email info@southeasttransitions.com for details using listing ID SC1037.

Dental Office for Rent in Rock Hill. Built as a Dental Office this freestanding builing has 3 operatories plumbed for nitrous oxide, suction and compressed air. Located in the center of the medical community at 1342 Ebenezer Rd. Contact John Rinehart at jdrinehart@ccim.net or 803-517-0229 or contact Rinehart Property Management at 803-329-3285.

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

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 843-884-9931 for more information.

Upstate South Carolina - Well established OMS practice. Practice has an I-Cat and 8 fully equipped ops. Real Estate also available. Free standing building in prime location with over 3,400 sq. ft.! Facility could accommodate 2 F/T specialists. Owner doctor retiring. Contact Henry Schein Professional Practice Transitions rep: Russ Baker, 704-776-2533 or russ. baker@henryschein.com. #SC101

For sale or lease. Previous dental office centrally located in **Spartanburg**, **SC**, with 100 ft of road frontage on South Pine Street. Office situated on .55 acre corner lot, large parking area and heavy traffic count. Prime location. Call for details: 864-680-3566.

Dental practice for sale in North Augusta, SC- Excellent 7 operatory practice with real estate available. Collecting over \$550K. Seller retiring, but will stay on for a smooth transition. Please call 678-482-7305 or email info@southeasttransitions.com for details using listing D #SC-1041. www.southeasttransitions.com

Dental Practice for sale in Greenville, SC- Great location. 5 ops, collecting over \$650,000 working part-time. All specialties are referred out. Great long term staff and low rent. Please contact us at 678-482-7305 or info@southeasttransitions.com for more information using listing ID #SC-1043. www.southeasttransitions.com

Orthodontic practice for sale near Greenville, SC- Amazing opportunity in the Greenville, SC area! 6 ops, well-established practice with a great staff. Collecting \$1.1 million. Dr. to retire. This one won't last. Please contact us at 678-482-7305 or info@southeasttransitions.com for more information using listing ID #SC-1042. www.southeasttransitions.com

Equipment For Sale

For Sale: Dental equipment chairs, units, lights, cabinetry, x-ray, vacuum, compressor, sterilizers and handpieces. Any and all things dental call 843-697-7567.

Great opportunity to purchase at a **very affordable price** 3 beautiful neutral color chairs hardly used w/lites, statim, 2 chair side stools, filing cabinets, dental supplies including bits, dremel, amalgam unit, burs, small refrigerator, microwave etc..Please call and ask for Rebecca 843.877.9078 or email at fphc@sccoast.net

- Classified advertising is \$35 on a per issue basis. There is no charge for Help Wanted/Job Wanted (Job Bank) ads for members. The public can place ads for \$35 on a per issue basis. Ads are posted to the SCDA website during the month(s) of publication at no additional charge. Please use **no more than 50 words**.
- All ad copies and cancellations must be received no later than the 10th of the month prior to publication, which will occur on the first of the month, with remittances accompanying the ads.
- Contact: Maie Brunson, 120 Stonemark Lane, Columbia, SC 29210; call 800-327-2598; fax 803-750-1644; email brunsonm@scda.org.