

Bulletin



Volume 39, Issue 2 - February 2011

Inside this issue:

“I See Potential In You”, Leadership In Action	2
Membership Minute	4
Editorial Comments	5
Master Calendar	5
President’s Message	7
Auxiliary Scholarship Winners	8
Executive Director’s Notes	9
Member Benefits Group	14
SCDAA Winter CE	15
Coastal District Spring Meeting	16

**Published by the
South Carolina
Dental Association**

Editor: Philip E. Smith, DMD,
FAGD, ACD, ICD

Design: Jennifer Haworth

www.scda.org

**Toll Free in SC:
(800) 327-2598**

Speakers Present Pearls For Use In Practice

By Gene Atkinson

The 2011 SCDA Annual Session is closer than you think. The dates are set for Thursday, April 28 through Sunday, May 1, 2011. The first day starts out with a bang at 7:00am with the House of Delegates meeting.

The line-up of speakers is impressive. Presentation participants will be able to glean many pearls to use in their practice and daily lives from this year’s sessions.

Thursday morning begins with Dr. Martha Ann Keels, who is one of the leading Pediatric Dentists in the United States. She is currently the Division Chief of Pediatric Dentistry at Duke Children’s Hospital. Her morning session is entitled “Primary Dentition Pediatric Dental Pearls,” and the afternoon session will be “Mixed Dentition Pediatric Dental Pearls.”

Also Thursday morning, Dr. Ann Kulze, one of the world’s leading authorities on wellness, will be presenting her dynamic program, “Take Charge of Your Health.” She is one of the most sought after speakers in her field with her fast paced and highly motivational style. “Dr. Ann” has been featured on Oprah Winfrey, Time magazine, National Public Radio, CNN, and many others. This will be a “not to miss presentation.”



Dr. Ann Kulze

Thursday afternoon, by popular demand, Dr. Van Haywood will be returning to our Annual Session. He is considered to be one of the world’s leading authorities on the bleaching of teeth. His session will be giving the latest updates and trends with bleaching. Interestingly, Dr. Haywood is donating several items for our SCDA Foundation’s Silent Auction during the convention from his son’s phenomenal music group---Lady Antebellum!



Dr. Jeff Brucia

Friday will feature an all day session by Dr. Jeff Brucia, one of the nation’s leading practitioners in Esthetic and Restorative Dentistry. He is the 2011 recipient of the Gordon Christensen Recognition Lecturer Award---quite an accomplishment! Dr. Brucia’s sessions will cover dentin bonding, materials, techniques, and advancements for Class I, II, and V restorations, post operative sensitivity, porcelain fracture repairs, as well as many other areas of concern.

For the dental staff, Shannon Brinker will be giving an all day presentation on Friday on Dental Materials Updates. She is a faculty member of the Dawson Academy, and serves on the editorial board for the Journal of Cosmetic Dentistry. In 2009 she was selected as one of Dentistry Today’s Top 100 Clinicians.



Shannon Brinker

Continued on next page

Continued from previous page

On Saturday, April 30, Dr. Charles Hook will be presenting his program on Infection Control and the Annual OSHA Update. The always dynamic Dr. Hook will be donating the fees collected for this course to the James B. Edwards College of Dental Medicine Building Fund to help towards the cost of the new Clinical Building at MUSC.

Also on Saturday morning, Ms. Rebekah Steen of DentaQuest will be present for an update on Medicaid dentistry. She will be available for questions regarding the problems that many dental offices have been experiencing with their claims.

Also, Calvin Wilson will be presenting the Certification and Recertification Course on Basic Life Support for Healthcare Providers(CPR, etc.) on Friday.

Additionally, Patterson Dental will be sponsoring three seminars:

- Friday morning, April 29: "CAD/CAM Dentistry: Closing the Loop with Biogenerics and CEREC Connect." Wade Wise and Amy Atkinson will be the presenters.
- Friday afternoon: "Dental Relationship Media Marketing" where dentists and their staff will learn the most effective methods to promote their practice with the social media available today(Facebook, Twitter, etc.). Rita Zamora will be the featured speaker.
- Saturday, morning, April 30: "Mastering Eaglesoft 16.0 from Beginning to End." Afterwards participants will be able to understand the large number of changes in this new update that is compliant with the latest HIPAA regulations.

The S. C. Dental Laboratory Association also will be providing several courses for their members.

All in all, this year's SCDA Annual Session promises to have some of the most outstanding programs possible to augment dentists' ability to serve their patients. We are looking forward to seeing you at the Annual Session.

Mark the dates: Thursday, April 28 through Sunday, May 1, 2011.

"I See Potential In You", Leadership In Action

By Phil Smith

The SCDA Board of Governors held the first Leadership Conference in what is expected to be a recruitment and educational tool to recognize new leadership candidates. During last year's annual seminar for the incoming officers a "brain-storming" session recommended that the association stage a leadership conference similar to successful events held in other states. Dr. Betsy Jabbour was the point person for this special project.

Friday, January 21st more than 60 attendees came to Columbia for the first of a series of programs to groom leaders for the SCDA. The target audience were young dentists and established practitioners who wished to get involved in organized dentistry. A number of speakers shared perspectives upon the different professional pillars that support organized dentistry.

Leadership insights were offered by Drs. David Watson, Hal Fair, Gary Oyster and Jim Mercer. Much of the initial dialogue was personal stories from each of these doctors about how they came to be involved in dental leadership roles. Each dentist described the responsibilities for their different tasks in organized dentistry. But the primary theme was one of investment in the profession that the attendees have chosen. Leadership must come from within, and re-enforce the core values and goals of dentistry. Each speaker may have had a different path that called them, but each dentist had developed a global view of the professional landscape. A perspective that said, "This is important to dentistry, and I must be involved".

Dr. Watson described a common path that many in leadership roles have experienced, the power of potential. "When I started dentistry in Greenville," David shared, "I was mentored by Dr. Jim Gaines. And at that time, Jim said you should do this and that, affiliate in these organizations and you will do well. And he was right!" Today the new dentists have a sense of freedom and independence. However, there seems to be a less well defined path for success in practice and organized dentistry. "What Dr. Gaines said to me was, 'I see potential in you', and he encouraged me into leadership. That is what we want to do in SCDA for our next generation of leaders."

At the end of the seminar, Dr. Jabbour enthusiastically challenged the attendees, many of whom had never held office, "It is my wish that each participant to be present, both in body at meetings, financially with PAC Commitments and in mind by signing up with cap wiz, the ADA's and ADPAC's email alert system to important legislation." She continued, "It was obvious to me that the wheels were turning in the minds of many and several wonderful ideas for beginning and growing legislative relationships were suggested."

"I am so looking forward to our second seminar in the series in March!"



Drs. Jabbour and Oyster



You've heard of "consent to settle" before, but what does that mean? Some liability companies try to lure dentists with the idea that they will never settle a case without the dentist's full approval, even if the company recommends a settlement amount to their client. If the dentist refuses to settle and the case goes to trial resulting in a verdict against the dentist for more than the coverage limits of the policy, the dentist could be responsible for the difference.

The JUA and PCF work closely with their dentists throughout the claims process to ensure not only that the proper decision is ultimately made, but that the dentist is not left on the line! No gimmicks, just solid defense work!

Don't get reeled in!

SCDA Member Benefits Group

**Professional Liability
Coverage**

www.scda.org • 800.327.2598

Jennifer haworthj@scda.org
Mark brownm@scda.org
Deanna ski@scda.org

"I go through the SCDA Member Benefits Group for my malpractice insurance mainly because the carriers they work with have been operating in our state for more than 30 years! That kind of stability is hard to find with companies coming into South Carolina every few years and then packing up after they experience a couple of claims."

– Lynn Wallace, Past President

Membership Minute

by Christy Meador



2011 Membership Dues

To avoid the SCDA Penalty of \$100.00 added to your 2011 Membership dues, your dues needed to be postmarked by February 15, 2011. If you remit your dues after the deadline, you will receive a letter requesting the \$100 penalty. A new invoice will be mailed out after February 15th with the \$100 penalty added to those members who did not pay their dues before the deadline.

Deadlines: Membership lapses on March 15, 2011 and if you have insurance with the SCDA or ADA (Great West), it will stop. You will also lose your consecutive years of service with the ADA. Don't let this happen to you. If you have not received your dues statement, please email meadorc@scda.org to request a new copy. Membership dues were printed on yellow paper, so they would be easier to spot, and were mailed back in October.

ADA Cards: For those that have paid their dues, ADA cards have been mailed. A 2nd batch will go out at the end of February or early March. If you have any changes such as: mailing address or district changes, please contact me at the SCDA office 800-327-2598 or by emailing meadorc@scda.org. Cards were printed in the fall by the ADA, so address and district changes might have been made after they were printed.

Remembering those Member Dentists who have passed

[Dr. Robert B. Eleazer](#) was a resident of Chappells, SC and passed away November 16, 2010. He was an SCDA member for 60 years and a member of the Coastal District.

[Dr. Teddy Earl \(Buddy\) Barker](#) was a resident of Orangeburg, SC and passed away January 9, 2011. He was an SCDA member for 50 years and a member of the Coastal District.



Sponsored by the Tennessee Dental Association

Nashville, Tennessee May 5-7, 2011

For a preregistration brochure, contact the
TDA at 615-628-0208 or email tda@tenndental.org

Thursday, May 5, 2011

Dr. Gordon Christensen -
The Christensen
"Bottom Line"
(Sponsored by *Dentsply*)



Dr. Gary McCown - *Easy Temps*

Friday, May 6, 2011

Ms. Linda Miles -
Lifecycles of a Successful
Practice



Dr. Gary McCown - *Easy*
Temps

Dr. Scott DeRossi - *Oral-Medical*
Connection

Saturday, May 7, 2011

Rachel Wall, RDH, BS - *Profitable*
Perio
(Sponsored by *Sonicare*)

Mass Disaster/NCIC Coding

Mr. Ed Kisling - *Credit & Collections*
(Sponsored by *Patterson Dental*)

Dr. Ray Fonseca - *Mini Implants*

Olivia Wann - *OSHA Compliance*

Dr. Alan Blanton - *Chemical*
Dependency

Kathleen Roman - *Risk Management*



Faith Hill Presents

An Evening with Friends - Something
to Smile About Benefit for the Interfaith
Dental Clinic

Ryman Auditorium

(Tickets include dinner and concert)

Sponsored by



Editorial Comments

Comments appearing in this section are the renderings of the Editor or credited authors and do not necessarily reflect the opinions or policies of the SCDA. Letters are invited. Brevity is appreciated, and the Editor reserves the right to edit all communications. Letters may be emailed: philes48@aol.com, mailed to the SCDA office, or faxed to (803)359-3004.



Dr. Phil Smith, Editor

How Did You Begin?

Upon graduation, I associated with a leader in the dental community, Dr. Barney Austin. Barney was a state delegate in the HOD, and a President of Central District. I do not believe that he ever had aspirations for a bigger role in SCDA. Barney ran with some “heavy hitters” including Frank Hines and Eddie Durant and John Parler. All of them enjoyed hunting field trials. I guess that was a link, and their commitment to a better dental future for South Carolina.

I remember Dr. Austin telling me that it was critical and necessary that I join the South Carolina Dental Association. He also encouraged my participation in the Children’s Dental Clinic and to consider joining the Greater Columbia Dental Association. I took it to heart, and still remain an active participant in all three endeavors. At that time, everyone was a member of the ADA and the SCDA. It was “expected”.

Now Barney never pushed me to be involved beyond membership, but involvement is a trait I enjoy. So it was not long that an officer invited me to be an alternate delegate for the HOD, then a delegate, speaker’s bureau, and my future of affiliation was launched. Signed, sealed and delivered!

I must admit as I reflect upon my start, that the examples for participation were abundant. And I wonder if the associated population of today’s dental community is also equally invested. Has the expectation of membership yesterday given way to the passive acceptance of today? Is it OK to “just be a member”? Shall I pay my dues and practice quietly in my community?

A benchmark number in many communities is that 20% of the population carries 80% of the load. Everything from church contributions to volunteers at your child’s school is often done by this percentile. And this may be the leadership base in the SCDA. But were that true, I might expect over 360 dental leaders to be active. Not so in SCDA.

So I applaud the effort to seek, and encourage new dentists to step into leadership. To guide our profession into stable and successful territory. For without committed and foresightful leaders we will wither and die.

Till next time,
Phil

Master Calendar

February 4	Radiation Safety Exam	Academic Center Auditorium - Midlands Tech Airport Campus	11 am-1 pm
February 5	Oral Health Event	EdVenture	11 am
February 8	Oral Health Event	EdVenture	5 pm
February 12	Oral Health Event	EdVenture	10 am
February 15	Deadline for Rural Incentive Grants 2011		
February 18	Body Piercing, Tongue Splitting, And Other Forms of Body Modification & The ABC’s Of Hepatitis	Academic Center Auditorium - Midlands Tech Airport Campus	8:30 am
February 18	SCDA Board Meeting	SCDA Office	8:30 am
February 10	SCDA Member Benefits Board Meeting	American Cancer Society Office	8:30 am
February 19	Oral Health Event	EdVenture	11 am



AFTCO

TRANSITION CONSULTANTS

WWW.AFTCO.NET

*Helping dentists buy &
sell practices for over 40 years.*

AFTCO is the oldest and largest dental practice transition consulting firm in the United States. AFTCO assists dentists with associateships, purchasing and selling of practices, and retirement plans. We are much more than a practice broker, we are there to serve you through all stages of your career.

Patrick T. Kelly, III, D.M.D. has acquired the practice of
John D. Worrell, III, D.M.D. - West Columbia, South Carolina

AFTCO is pleased to have represented both parties in this transaction.

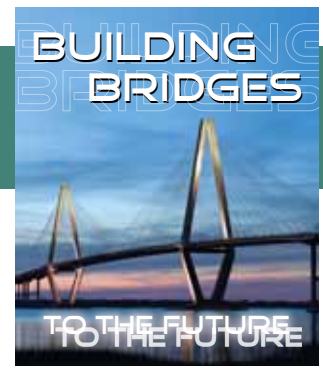
"My AFTCO analysts were exceptionally helpful every step of the way. They answered every question and concern and could not have made this complicated process any easier. It's comforting to know that the dentist AFTCO found to acquire my practice went far beyond my expectations."

John D. Worrell, III, D.M.D. (Lexington, South Carolina)

Ollie Stukes, D.M.D., Beth Stukes
& Rachel Dean

Call 1-800-232-3826 today for a free practice appraisal, a \$2,500 value!

President's Message



Note: I would like to make a correction to information provided in last month's article. In describing the MUSC fundraiser event with Dr. Ray Gist at this year's annual meeting, I stated that the purpose was to raise funds to endow a scholarship for African-American dental students, when, in fact, the scholarship will be open to applicants from all minority backgrounds.

DENTAL LEGACY SOCIETY

Since the MUSC Dental Alumni Weekend will be held at the end of this month, February 25-27, 2011, it seems that this is an excellent time to focus on the recently



Dr. Ed Wise

established Dental Legacy Society. The purpose of this group is to encourage alumni and friends who support the school to also include the James B. Edwards College of Dental Medicine in their estate plans. This will launch a strong permanent endowment that provides student scholarships and endowed chairs for faculty. Last month I outlined the history of the college which concluded that rapidly declining state funding is essentially turning the school into a private institution. In light of this fact, it is clear that a strong and steadily growing endowment is vital to the future of the college. The college is truly a world class teaching and research institution. If you have not seen the new facilities in person, you need to come to Charleston and do so. Even if you are not an alumnus or alumna, you owe it to yourself to make the trip. You may contact Stephanie Oberempt at (843) 792-6933, oberempt@musc.edu, and she will be happy to arrange a tour for you. You will be impressed. I guarantee it!

When construction of the new clinical facility began in 2006, it required almost a year to drive the hundreds of huge pilings through the soft marshy soil of the Charleston peninsula to establish a strong permanent foundation firmly planted in bed rock.

We now have a physical plant which will last well into the future, but we all know that

the true strength of any educational institution lies in the quality of its faculty and students. Our challenge now is to build a financial foundation to support them that is even stronger than the bed rock on which our new building rests.

This task will take even longer to accomplish than driving those pilings did, but the sooner we begin this worthy enterprise, the sooner we will reach our goal.

Last month I established the fact that the college is a unique and irreplaceable asset and how critically important it is for today's dental professionals to work together to ensure that all of CDM's programs, facilities, and faculty continue to be the "cutting edge" and thus make certain that the college will remain the principal source of exceptionally well-trained dentists for future generations in South Carolina. This goal may be aptly attained through the aforementioned Dental Legacy Society.

Alumni and friends of the college have already initiated a strong foundation for the college. The college

was founded in 1971 and has graduated 1884 alumni. Since 1973 the average gift for all alumni has been \$7123. 76 percent of graduates have made contributions to the school. Of that 76 percent (1424) the average annual gift was \$9425. Alumni gifts since 1973 have totaled \$13,420,617, which for a relatively young school is commendable; however, if we hope to create a meaningful and lasting legacy we must strive to do even better in the years ahead. Obviously, it is impossible to mention all of our contributors in this limited article, but I did want to applaud a few who have made significant commitments toward starting the Legacy Society and whose shining examples will hopefully inspire others to become more involved. This distinguished group includes - but is certainly not limited to - the 1st gift of \$ 100,000 from E. Gaither Bumgardner (endowed fund through a bequest), our college's namesake Dr. James B. Edwards and his wife Ann (endowed chair through life insurance), Dr. and Mrs. Cotesworth P. Fishburne, Jr. (Clinical Education Center through a charitable trust), Dr. W. Carter and Kathryn D. Brown (Advanced Education in General Dentistry through a bequest), Dr. Harold Z. and Felice L. Hirsch and family (endowed chair through life insurance), Dr. and Mrs. Lynn Wallace (periodontics operatory through a deferred gift annuity), Dr. Olivia C. Palmer (endowed chair through a bequest), Irene and Dr. Harold Jablon (Center for Diagnostic Sciences through life insurance), Dr. and Mrs.

"Building a large permanent endowment is the key to securing the future strength and success of our beloved James B. Edwards College of Dental Medicine."

Continued on next page

Continued from previous page

Richard DeChamplain (oral surgery clinic through real estate), Gary and Dr. Benetta Bell (minority scholarship through life insurance). These are only a few of those who have generously supported the college through estate gifts; and I have listed them in order to provide examples of the many possibilities available.

For most of us, the idea of contributing \$1,000,000 or even \$100,000 to any cause might seem out of the realm of possibility; however, through an estate gift, larger contributions become possible and will provide an even stronger future for the college. Additionally, if we work together with our current giving, reaching a goal of this magnitude becomes very possible. Since the school opened, 39 classes of approximately 50 have graduated. Hypothetically speaking, if every member would commit to give \$2000 per year for 10 years the college would receive \$100,000 per year and, amazingly enough, in 10 years the class would have a fully endowed fund of \$1,000,000. With 39 classes, this would mean an endowment of \$39,000,000 for the college. I think that this scenario demonstrates the huge potential of pooling our resources. This kind of money would definitely provide the beginning of a very strong foundation.

Endowed funds are those funds whose principal value is \$50,000 or more. When a fund reaches this level, the principal is never expended, and only a portion of the interest is spent (the MUSC Foundation typically guarantees a 5 percent pay out) which provides an annual benefit to the college (scholarship or professorship) while providing growth back into the fund for inflation. Presently the college has only about a dozen endowed funds, with a total value of around \$677,000, and most of these are not yet fully funded.

Thus far, only two classes, the Class of 1974 and the June Class of 1973, have initiated the procedure of endowing a fund, and I would like to close by issuing a challenge to the other 38 classes to set up an endowed fund for every class by the end of 2011. This is an ambitious goal, but the sooner we begin the process, the sooner we can hope to achieve that goal. Building a large permanent endowment is the key to securing the future strength and success of our beloved James B. Edwards College of Dental Medicine.

-Until next month-
Ed

SCDA Foundation's Auxiliary Scholarship Winners

Assisting

Mary Cipriano - Midlands Tech
Kimberly Conway - Greenville Tech
Sarah Daniels - Florence-Darlington Tech
Angela Pifer - York Tech
Jennifer Truesdale-Schavel - Trident Tech
Eugeana Wilson - Horry-Georgetown Tech

Hygiene

Rebecca Armstrong - Greenville Tech
Melissa Broskie - Horry-Georgetown Tech
Joesy Ellerbe - Midlands Tech
Amanda Hodge - Florence-Darlington Tech
Anna Newsome - Trident Tech



Cipriano



Conway



Daniels



Armstrong



Broskie



Ellerbe



Pifer



Truesdale-Schavel



Wilson



Hodge



Newsome

Executive Director's Notes



Mr. Phil Latham

There has been much discussion about the Medicaid program over the last few months. Most recently has been the concern regarding the financial situation of the Medicaid budget.

Medicaid has been around since 1965 and the "safety net" for coverage has expanded through the years. In South Carolina, Medicaid covers approximately 43% of all South Carolina children and 53% percent of all births. Believe it or not, Medicaid accounts for over \$1 billion annually paid to dentists, physicians, hospitals, nursing homes and other providers.

Although the South Carolina Department of Health and Human Services (SCDHHS) who manages the Medicaid program has worked to maintain an efficient program, it has reached a point where expenditures are outpacing the resources allocated.

By the end of the current fiscal year, 2010-2011, SCDHHS projects a shortfall of over \$200 million. This shortfall takes into account the extra funds under the American Recovery and Reinvestment Act and it assumes at ten percent growth in expenditures.

What caused this major shortfall? Mainly, it is the 100,000 added to the Medicaid rolls since December 2007. Since the federal government prohibits any altering of eligibility standards, South Carolina has not been able to manage the increase. This prohibition is part of the new federal health care reform law. Another reason for the shortfall is that SCDHHS has had major budget reductions over the past three years. Budget cuts and monies transferred to other state entities have reduced the budget and depleted reserve funds. Lastly, South Carolina is the only state that has a proviso in place that blocks the agency from reducing provider fees.

With those facts, SCDHHS has to make some major financial decisions. Those decisions include eliminating optional services which includes adult dental. SCDHHS has estimated that elimination of this program will save just over \$3.5 million dollars in a fiscal year. The agency has also pointed out that while this may provide some short term savings, it could have financial implications on other agencies.

When your Association learned that the adult Medicaid program, which is an optional service, was being considered as one program to eliminate, we immediately prepared a letter and sent it to the officials at SCDHHS and all of the major legislators who will play a role in these budget discussions. The SCDA letter provided a side by side comparison of what would occur if an adult patient could not find dental care and sought treatment in the emergency room. The numbers do not lie; there is more than double the cost to the state when this occurs. Even more important is that if that same adult patient had access to a dentist, the problem would be solved, but by visiting the emergency room, the problem is not solved and likely will reoccur.

SCDHHS has many other ideas about what to do regarding the major budget shortfalls, but no matter what decision is made, it will affect the dentists in one way or another. The SCDA will have an appearance before major lawmakers soon to voice our concerns over the decision to eliminate the adult Medicaid program. We will also be involved in any meeting where these discussions will take place. And, as always, the SCDA will communicate to the membership any major decision(s) that may take place.

"The SCDA letter provided a side by side comparison of what would occur if an adult patient could not find dental care and sought treatment in the emergency room."

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 Christy Meador at 800-327-2598 or by emailing her at meadorc@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 SCDA's Dental Assistance and Advocacy Committee: 800.327.2598



Southeast Transitions
announces the sale of the practice of
Michael A. Crossley, D.D.S.
to
William L. Noggle, D.M.D.

Is Your Practice in the "Red Zone"?

The Red Zone for a dental practice is 5 years before you retire, (inside the 20 yard line), to use a football analogy.

You need to prepare, just like a football team, to score a touchdown or at least a field goal. A football coach has drilled his team to know everything they need to do when they get inside the 20 yard line to give them the best chance of scoring.

**Not to score in the "Red Zone" is financial suicide.
 Have you prepared for the "Red Zone"?
 Let Southeast Transitions be your coach.**



Bill Adams, DDS, FAGD
President and CEO

Pete Newcomb
CFO

www.southeasttransitions.com • 678-482-7305



3M ESPE Lava

SMART CERAMICS STRONG ENOUGH FOR
 METAL-FREE BRIDGEWORK

Strong
Accurate
Simple
Beautiful

- The esthetics of metal-free, all-ceramics
- Kind to opposing dentition
- Metal-free posterior bridges
- Transformation toughening characteristics of pure Zirconia
- Freedom of conventional cementation



800-845-1116

Rock Hill • Little River • Columbia
 South Carolina

**Call Sherer Dental Lab toll free at
 800-845-1116 to receive more
 information or to schedule a lunch
 and learn on Lava.**

You do the Math



On average, those SCDA members that took advantage of all of the benefits offered through the SCDA Member Benefits Group last year

saved approximately \$5,000

over the course of the year. Think about it...that's your SCDA membership dues 5 times over. And the savings are wrapped up in products and services you use everyday in both your professional and personal life anyway, so why pay more elsewhere?

Your SCDA Member Benefits really add up.

Insurance products, office supplies, gloves, credit card processing, patient financing and many more benefits containing steep discounts and value added features are at your finger tips simply for being a member of the SCDA.

Visit www.scd.org and click on "Member Benefits" to learn more or call our office at 800-327-2598.





INSURANCE COVERAGE AVAILABLE
Through
THE GENERAL AGENCY, INC.
(Insurers To The Dental Profession Since 1958)



DISABILITY INCOME
Employee Coverage Also Available

OVERHEAD EXPENSE
DISABILITY

LONG TERM CARE
INSURANCE

HEALTH INSURANCE
Individual & Short Term

WORKER'S COMPENSATION
INSURANCE

PROFESSIONAL LIABILITY
INSURANCE

DENTIST'S PROTECTION PROGRAM
Package policy providing liability & property coverage for the dental office

Over **50** Years of Experience Working for You!

For More Information, Please Call

THE GENERAL AGENCY, INC.

1527 Highway 7 - Charleston, SC 29407

Telephone (843) 766-9091 • S.C. Toll Free 1-800-922-5036

www.generalagencyinc.com

Chip Cappelmann

Bill Cappelmann

Pamela Foster, CIC



**HANDPIECE MAINTENANCE
Lunch & Learn**
While you enjoy a
FREE LUNCH, we'll show
you a few things that will
help improve your practice.

We Repair: high speeds,
slow speeds, electric
motors, scalers,
attachments & heads,
surgical drills, lab
handpieces, and more!

We sell: new &
reconditioned
handpieces, electric
handpiece systems,
surgical units, prophylaxis
inserts, & Miltex
instruments.

HAYES HANDPIECE of SOUTH CAROLINA

TWO LOCATIONS TO SERVE YOU!

Call Ken: Upstate & Central
(864) 967-8647

Call Aaron: Coastal
(800) 603-7118



**OUTSOURCED IT SUPPORT
SERVICES FOR THE
DENTAL INDUSTRY.**

ARE YOU COMPLIANT? PTG is the leading IT support company in the southeast for dental offices and is focused on HITECH compliancy. PTG will conduct an audit at your dental office and let you know the steps you need to take to become compliant.



The audit deliverables include:

- PHI/ePHI Audit
- Review of your current technology to make sure you are HITECH compliant
- Hitech audit documentation
- A full review and remediation plan for all **required** safeguards that you **must** be in compliance with under the HITECH guidelines

CLICK HERE to Contact PTG for a HITECH audit or
VISIT www.palmettotg.com/dental_it_support

HOW IT GETS DONE.



114 Williams St.
Greenville, SC 29601
T: 864.552.1291

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.

**Visit us at the Hinman Dental Meeting -- booth 2338!
March 25-27, 2010 Georgia World Congress Center Atlanta, Georgia**

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

SCDA Member Benefits Group

by Mark Brown

SCDA Glove Program Expands Product Offering!

The SCDA Glove program is thrilled to introduce an expanded product offering for member offices.

The SCDA glove program has latex and latex-free glove products from leading manufacturers including Sempermed, Microflex, Ansell, Kimberly-Clark and Innovative Healthcare Corporation in order to give dental offices even more choices when it comes to gloves. The expanded SCDA glove program is able to meet your individual glove needs and provides special pricing exclusively for SCDA members.

- Powder-free latex starting at \$5.20 per 100 gloves
- Powder-free nitrile starting at \$5.59 per 100 gloves
- Powdered latex starting at \$6.00 per 100 gloves

Ordering superior exam gloves for your entire dental office at special SCDA member pricing is now as easy as one phone call to Association Gloves. In addition, Association Gloves can simplify your glove ordering and assist in managing your glove supply through a recurring order program – inquire today!

Contact Association Gloves at (877) 484-6149 for more information, to request free samples or to place an order. Monetary support is provided back to the SCDA on every glove order at no additional cost to you.

You can also order gloves on the Web by visiting www.scdagloves.com.

Professional Practice Consultants, Ltd. is now **ADS South.**

For all your dental transition needs:

Appraisals
Brokering
Practice Financing
Associate Placement
Equity Associateships



www.ADSSouth.com



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



Practice Transitions Made Perfect™

Body Piercing, Tongue Splitting, and other Forms of Body Modification & The ABCs of Hepatitis

Speaker: Ethel Campbell, CDA, RDH, MS
 Director, Dental Assisting Program
 Clinical Associate Professor
 UNC-CH School of Dentistry



Course Objectives:

At the conclusion of this activity, participants should be able to:

- Discuss the history of body piercing.
- Describe the different types and categories of oral and body piercing.
- Describe problems and complications associated with body piercing.
- Discuss the dental implications of oral piercing.
- List the symptoms, treatment, modes of transmission and effects of Hepatitis A, B, C, D and E.
- Describe the epidemiology, transmission, social issues and clinical responses to HIV infection.
- Improve your ability to manage patients with Hepatitis and/or HIV infection.
- Discuss treatment and referral options for patients with Hepatitis and/or HIV infection.

Course Information:

February 18th 2011

8:30 – 12:30

4 CEUs

Midlands Technical College
 Academic Center Auditorium

Ethel Campbell CDA, RDH, MS

Ethel Campbell is a Clinical Associate Professor and serves as director of the dental assisting program for the School of Dentistry at the University of North Carolina in Chapel Hill. She has taught in several areas, but considers medical emergencies and dental radiology as her areas of specialty. Professor Campbell has presented continuing education programs to dental, allied dental, and professional education associations on topics such as infectious diseases, medical emergencies, and methamphetamine abuse as well as piercing and other forms of body modification. She serves as a consultant and staff representative for the ADA Commission on Dental Accreditation, and has served as an ADEA section officer and administrative board member for the Council of Allied Dental Program Directors.

Sponsored by: _____



Registration Form

_____ Sign up for:	
_____ SCDAAs Members	\$35.00
_____ Non- Members	\$45.00
_____ Hygienists	\$45.00
_____ Doctors	\$55.00
_____ Students	\$10.00

Name _____
 Address _____
 Phone _____
 E-mail _____
 Signature _____

Please make checks payable to: South Carolina Dental Assistants Association

Mail checks and form to:
 Heather Behringer, CDA
 132 Southwell Rd
 Columbia, SC 29210
 (803) 530 2604

Coastal District Dental Society Spring Meeting

Date: March 4, 2011
Time: Business Meeting 8:00am – 9:00am, Course 9:00am – 12:00pm
Breakfast: 7:30am – 8:00am
Location: **The College Center at Trident Technical College**
Building 920 Salons F and G, 7000 Rivers Ave,
Charleston, SC 29406
Title: **“Bonding, CAD/CAM, and Ceramics”**
Objectives: -Learn new concepts in Adhesive Dentistry for enamel, dentin, ceramics, and acrylic
-Debunk myths about Bonding
-Learn about Bond Longevity
-Learn about Chairside CAD/CAM and compare and contrast different systems
-Understand all Ceramic Materials and when to use them

Speaker

Dr. Wally Renne

CDE Hours: 3 Lecture Hours PACE Approved AGD Subject Code 250

Tuition

CDDS Member	No charge
Auxiliary/Staff	\$20
SCDA Member (non-CDDS)	\$50
Non-SCDA Member	\$75

Make checks payable to Coastal District Dental Society. No Refunds or Cancellations after February 22.

Dr. Name and Staff _____

_____ **Total Number attending Lecture**

_____ **Payment Total Enclosed**

Please return by February 22, 2011 to:

Dr. Scott Cayouette
1040 Savannah Hwy.
Charleston, SC 29407
843-556-8030
cayouettes@comcast.net

Classified Ads

Palmetto Dental Personnel Inc. 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.

PRACTICES FOR SALE: AUGUSTA AREA - ORTHO #8681 Gross \$268,032, 3.5 days; 1 operatory/2 chairs, 960 sq. ft.; NORTH OF CHARLESTON #8187 Gross \$365,643; 5 days; 4 operatories; 2000 sq. ft. Call Dr. Jim Howard, ADS South, at 910-523-1430 for more information, or visit our website at www.adssouth.com. We specialize in appraisals, sales, mergers and associateships. We provide financing for buyers and pay cash to sellers.

INTERIM PROFESSIONAL SERVICE/LOCUM TENENS: Maternity Leave, Vacations, Illness, Disability, Part-Time Associates. Maintain Production, Patient Access. Also, Interim Job Opportunities. Forest Irons & Associates 800-433-2603 www.forestirons.com DENTISTS HELPING DENTISTS SINCE 1984.

Free standing dental office for lease - 1342 Ebenezer Rd., Rock Hill, SC, 1664 sq.ft. with Central Nitrous Oxide Lines and suction, 4 Operatories plumbed and room for expansion. Dark room equipped. Formerly an Oral surgeon (DMD) office. Rent is \$2991/mo. Available now. Shown by appointment. Contact Jay Rinehart - 803-323-5605 or John Rinehart - 803-323-5654.

The Opus Duo EC dental laser incorporates an Erbium laser for hard tissue procedures, such as decay removal (without local anesthesia) and crown lengthening, as well as a CO2 laser ideal for soft tissue procedures. 80% off original price, \$10,400.00. Contact Dr. Gene Grace's office at 843-524-6410 or email drgrace@islc.net.

Greenville Area: Excellent opportunity for someone ready to hit the ground running in a fast paced office! Well established high-end practice producing \$1.2M. Owner willing to associate back part-time with buyer to ensure a smooth transition of the patient base. Excellent, well-trained and efficient staff. For more information call 678-482-7305 or email info@southeasttransitions.com or visit www.southeasttransitions.com.

Dental Practice for Sale in SC Coastal Area. Well established, high-end General practice producing 675-775K annually with excellent growth potential. Prime location, newly remodeled office with golf views. ½ mile from beach. 4 ops with updated equipment and exquisite décor. Practice located in free standing building, for sale or lease. Interests email to: bugzy1023@aol.com.

For Sale: Share in Oceanfront Condo at Wild Dunes, SC. 3 BR, 3BA (upgraded in Jan. '10 kitchen, baths, etc.) 1 week per quarter, deeded ownership. Call for details. Roy Strickland, DDS. 864-271-6705.

Dental office for lease near Lexington Medical Center, Highway 378 in West Columbia. 1800 square feet. Set up for ortho or pedo practice. Call Carlos Smith DMD 803-606-3810, 803-794-0146 or 803-359-2488.

Help Wanted Ads

Florence - opening in well est., modern, clean office w/ loyal staff. Need ft/pt assoc. to participate like solo/owner dr. w/out the admin. burdens. Family practice w/ cosmetic emphasis. Salaried or commission package w/ health ins. avail. Call 1-800-thank-su and visit www.carolinasmile.com today!

An orthodontic assistant is needed for a progressive and reputable practice in Duncan, SC. Prior orthodontic or dental experience is preferred, but not a requirement if you have good hand-eye coordination and enjoy working with kids and adults. If you are interested in becoming part of our team, we encourage you to fax us your resume and a letter stating why you feel you would be an excellent addition to our office to 864-486-8688 or email info@chadwell-smiles.com.

Dentist needed! Must LOVE children! General or Pediatric! Part-time or Full-time! In the Irmo area! Send resume to childrensdentalgroupsc@gmail.com or fax to 803-781-5142.

DENTIST WANTED FOR MOBILE DENTAL PRACTICE. Excellent opportunity. Travel required. 3-9 PM Full or part-time. Min. compensation \$150K/yr. Contact Dr. Ali: 1-877-904-7645.

PEDO OPPORTUNITY IN CHARLESTON, SC: Excellent opportunity for a pedodontist to join our well established practice - on a part-time basis. Great position for a pedodontist looking for additional working days or for a retired doctor who wishes to live in our beautiful coastal city. Please email us in complete confidence to didg234@aol.com.

Associate Dentists Needed: Kool Smiles offices opening in Columbia and Greenville, SC! Make a difference and make a great living! Kool Smiles is a growing dental practice with a mission of providing high quality dental care to underserved communities. With offices in multiple states across the country, we provide comprehensive general dentistry services to children and adults. We are currently hiring qualified, energetic Associate Dentists seeking: Generous compensation; Innovative Wealth Management Plan; Outstanding

benefits; Excellent training, education and advancement opportunities; Visa and permanent residency sponsorship with covered legal fees, No practice management expenses and headaches. All candidates must have a degree in dentistry from an accredited dental program. Candidates must have an active license (in good standing) to practice dentistry in the state where providing patient care or be willing and able to obtain licensure. We currently have locations in Greenville, Anderson, Sumter and Charleston! Please email CV to rbaron@ncdrllc.com or fax to 678-247-7801 or contact Renee Baron at 404-862-9685.

Dentist needed 1-2 days weekly in Columbia, SC. Duties to include endo and oral surgery. please contact Polly 803-738-2424 and/or email resume to cdcsmiles@live.com.

Dentist Needed - Fill-in for Maternity leave/Bedrest. Starts in January and lasts through May. Four day work week. Guaranteed daily rate or production percentage. Family practice located in Sumter, SC. 803-905-5280 or 803-236-1319. Dr. Catherine Zybak.

Associate Dentists - Opportunities available in several areas of North Carolina in State-of-the-art general practices treating underserved children and young adults. A desire to work in a positive, team oriented environment a must. Full-time positions in a number of our seven NC locations. Excellent salary and benefits package. Signing bonuses available in select locations. Contact Roger Walters, SmileStarters (704-395-6000) or email walters.rdm@gmail.com. New grads encouraged, a great place to start your career!

HILTON HEAD/BEAUFORT/BLUFFTON, SC. Great, established practice on the beautiful coast of SC. There are over 2000 active patients and on average 20 new patients per month. 4 equipped operatories. The seller is currently referring out many procedures. Practice collected \$650K last year. Real Estate is also for sale. For more information call 678-482-7305 email info@southeasterntransitions.com or visit www.southeasterntransitions.com.

Job Wanted Ads

Dentist available for locum tenens. Available 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 Lowcountry 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.

Locum Tenens: helping SC dentists since 2009. Dentist available statewide for short-term fill in work. Contact Dr. John McGeary at johnmcgeary@hotmail.com or 803-240-1452.

General Dentist available statewide for locum tenens (short term fill-in work). 37+ years private practice, MUSC graduate, former member MUSC Board of Visitors. Call 843-729-8129.

- 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.
- All ad copies and cancellations must be received no later than the 20th of the month prior to publication, which will occur on the first of the month, with remittances accompanying the ads.
- Job Bank ads can be kept confidential if so desired. If you are interested in receiving information from or submitting information to the Job Bank, please call the SCDA office.
- If you have registered with us previously and have found work or filled your position, please let us know so that we can take your name out of our files.
- Contact: SCDA Bulletin, ATTN: Christy Meador, 120 Stonemark Lane, Columbia, SC 29210; call 800-327-2598; fax 803-750-1644; email meadorc@scda.org.

Other News

To keep up with other goings on within the dental profession, just follow the links below:

[ADA News Daily](#)

[Medicaid Bulletins](#)

[SC Board of Dentistry News](#)