

Bulletin



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SCDA BRINGS HOME HARRIS AWARD!

by Phil Smith

Dr. Rocky Napier and his creative team of dentists and assistants, have been awarded the prestigious Samuel D. Harris Award from the American Dental Association. This honor represents the eighth time that the SCDA has been chosen best in the nation for our Children's Dental Health Month program. The prize includes a \$2000.00 contribution toward the winning state's efforts on behalf of increasing dental awareness and promoting good oral health. This year's campaign was built around the National ADA ad that exclaimed, "A Healthy Mouth is Something to Cheer" and was promoted to be a "Cavity Free Community Campaign."

In response to the award, Dr. Napier said, "...this award is a credit to the SCDA, the CDHM Committee, our participating committees, and to many collaborative child-related agencies across the state. Without you, there is no way that SCDA could receive this honor, and there is no way that the children of South Carolina could win the game of oral health!" Included within the efforts for the CDHM Award are the highly successful results produced by the Give Kids A Smile clinics and volunteers.

This year, through the efforts of our member dentists, over 25,000 elementary and middle school students via school visits and office tours were seen. In the published newspaper articles that were generated by member dentists' activities across the state, over 1.6 million standard newspaper "hits"



occurred on readers' doorsteps. Through broadcast television reports surrounding GKAS and other activities, more than 305,000 viewers were reminded it was dental health month, that good dental health was important, and that SC dentists care! What a positive message to convey to the public in the month of February.

In addition to our members who donate time and talent every year, SCDA is fortunate to have many partners working with us. EdVenture hosted thousands of children through their dental exhibit. SC DHEC's Oral Health Division sponsored several oral health activities that reached hundreds of kids and more than 150 WIC nurses. The Columbia Marionette Theater traveled to ten elementary schools and presented a health program entitled "Me and My Big Mouth" to over 3000 students. The list is long and positive, and the message pertinent for today's youth.

To all involved, congratulations and good wishes for expanding the mission of South Carolina Dentistry to elevate the health of South Carolina's population.

BETTIE ROGERS ELECTED AS VICE PRESIDENT OF ADAA

Bettie S. Rogers, CDA, was elected national Vice President of the American Dental Assistants Association at their recent convention in Denver. The 15,000 member ADM is a national organization representing dental assistants for more than 80 years.

Mrs. Rogers has held several offices in the South Carolina and Greenwood Dental Assistants Associations including Secretary and President and has also served as ADM's national Secretary and as Fourth District Trustee where she represented hundreds of dental assistants in North and South Carolina, Kentucky and Tennessee.

Personally, Bettie Rogers is married to James B. Rogers and volunteers at the Self Regional Healthcare. Previous volunteer assignments have lead her to Kenya, Africa under the auspices of South Carolina Baptist Convention as a member of a three party Dental Team. She is recently retired from the practice of F. Erwin. Abell, Jr., DDS, where she was business manager for over 30 years. Mrs. Rogers attended the dental assisting program at the University of North Carolina and is a member of the American Legion Auxiliary.

Leaders of the ADM in the coming year will work toward the adoption of legislation mandating credentialing for clinical dental assistants and greater recognition of the assistant's role in the professional dental team. During 2007, they will preside over Dental Assistants Recognition Week in March and the annual, national conference in San Francisco with the American Dental Association.

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MASTER CALENDAR

- Oct 16-19 **The 147th ADA Annual Session**
Mandalay Bay Resort & Convention Center
- Oct 25-29 **Southern Association of Orthodontists**
11:00 AM-3:00 PM
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- Nov 10 **Coastal District Fall Meeting**
8:00 AM-5:00 PM OMAR
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MT. PLEASANT, SC USA
- Nov 17 **Stonemark Services Board Meeting**
9:30 AM-1:00 PM
South Carolina Dental Association
120 Stonemark Lane
Columbia, SC 29210
- Nov 17 **Radiation Safety Exam**
2:00 PM-4:00 PM
Midlands Technical College-
Airport Campus
1260 Lexington Dr
(1-26 to Exit 113)
Columbia, SC 29170

Please visit www.scdca.org for more events.

SOUTH CAROLINA DENTAL ASSOCIATION BULLETIN

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E ditorial 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 mailed to the SCDA office, or FAXed to (803) 359-3004.

Samuel, Follow-up On A Needy Child

In the June Bulletin, I wrote about a child that was diagnosed with a tumor during his routine "Give Kids A Smile" exam. His name was Samuel. He is a 14 year old child from Honduras, and his first dental visit took place at Greenville Technical College. Dr. Dana Parker, Associate Dean of the dental program, took it upon herself to find offices for children screened during our annual event. However, Samuel's case was more complex, and when scheduled surgery fell through, a search was made to seek replacement care.

Dr. James Lemon and the staff of Midlands Oral and Maxillofacial Surgery offered to help. They arranged for Samuel to be seen at their Newberry office, and after evaluation, the procedure was scheduled. Since Samuel and his family do not speak English, the communications through interpreters was awkward, but successful. Dr. Lemon removed the mandibular tumor and associated teeth for Samuel in late July. The preliminary diagnosis of the nature of the tumor was a complex odontoma. However, pathology reports identified the tumor as a "Pindborg Tumor". Unique in its rarity, this lesion has less recurrence potential.

Although the surgery is recent, and restoration has not begun, all indications suggest that Samuel is doing very well. The SCDA and participants of GKAS, would like to express thanks to Dr. Lemon and his team for their generosity and kindness in helping this young man. It is this type of gesture that embodies the spirit of "Give Kids A Smile".

A Fear Of An Unremarkable Life

My editorial dovetails nicely into the above events. The story goes that a wealthy man, Alfred Nobel, had the misfortune to read his obituary in the newspaper. A premature obituary I might add. The news article spoke of Nobel's wealth, success, and named him the "merchant of death" due to his invention of dynamite. The explosive was made for "good", but soon became a weapon of destruction. Nobel was distressed by this description, and decided to change the way he was perceived by the world.

He established a charitable organization that recognized service to the world. And for a hundred years his resource has funded mankind's betterment through honors and financial contributions. He supported research in science, economics, and medicine. One of the awards is the Nobel Peace Prize. By focusing his efforts on making a change in what was important, Alfred Nobel influenced the world.

Mr. Nobel was discontent with his "business" accolades and strived for excellence in a societal sense. To give back. To have a "remarkable" life of service. And so I may suggest that we evaluate our life work, and step away from the obvious business of dentistry, and look for the sometimes elusive service of dentistry. Avoid an "unremarkable" life, seek ways to better your community. Be willing to give back. Be fearless in your service. Enjoy and celebrate those around you. Seek the remarkable life!

Till next time, Phil



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P resident's M E S S A G E

The month of September has come and gone so quickly that I did not realize that the month was ending. During this month I received my 2006 ADA House of Delegates booklet on Board Reports & Resolutions that will be debated in Las Vegas. There are several huge issues facing us in our profession of dentistry. Expansion of our dental workforce and access to care are at the top of the list. These are complex issues that we will also be debating here in South Carolina at our House of Delegates meeting in December.

Your Board of Governors has been discussing these subjects very vigorously in our attempt to bring to you the best concepts for you to debate and vote on in December. If you are going to be at the ADA Convention in Las Vegas by, all means plan on spending a few hours at the House of Delegates to hear and see what is going on. Also, take some time to read as much as you can on access to care and the various workforce models being proposed. We need your input as we discuss these issues in South Carolina.

Another topic that will generate plenty of debate is the membership study proposal from the Council on Communication & Membership. This proposal is asking for consideration of membership categories within the ADA for all oral health care team members to include dental business staff, dental laboratory technician, dental hygienists, and dental assistants. This proposal is essentially based on the following question—Do we want the

ADA to be the voice of Dentistry or the voice of Dentists? For 147 years the ADA has been the voice of Dentists espousing the best for Dentistry and I think it should continue to do so.

Each month your dental association is hard at work pursuing ways to improve services and increase access to care for all of the citizens of South Carolina. Today I am pleased to report that your association has been informed that four procedure codes have been reinstated to the Dental Medicaid Coverage. The SCDA thanks the Department of Health & Human Services for allowing us to provide you with information as your staff reviewed these important dental services.

One of the codes that have been reinstated is molar root canal therapy. Today as I am writing this article I examined an 11 year old patient who has Medicaid coverage. I informed the mother that he has three teeth that have extensive decay that could be saved with root canal therapy or extracted. She immediately thought that she had to have the teeth extracted until I told her that the root canal was covered with the child's Medicaid plan. I told her that the SCDA had worked together with DHHS to provide this service for patients on Medicaid coverage. She said, "Dr. Ferguson please thank everyone who made it possible for me to save my son's teeth." I was grateful to see the relief on that mother's face.

Until the next time remember, "Together We Can Chart The Future Of Dentistry In South Carolina."



Larry Ferguson
President

*...please thank everyone
who made it possible
for me to save my son's
teeth*



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E

xecutive Director's NOTES

Congratulations to the Children's Dental Health (CDHM) team under the direction of Dr. Rocky Napier for again winning the Samuel Harris award as the top CDHM program in the nation!

The SCDA is doing many things right in meeting the oral health needs of the children of South Carolina. Rocky and his team are awesome in their achievements and, I believe, most of the individual dentists in the state approach the need with the same enthusiasm and dedication.

Is this going to be enough to meet the still staggering needs of the children? The simple answer is only time will tell. The complicated answer is it will take an all encompassing coalition with all dental team members participating.

The SCDA Dental Delivery System of the Future Task Force (DDS) has been hard at work for more than a year wrestling with what is the best method of reaching out into the community to meet the oral health needs of the children.

The ADA House weighed some suggestions recently in Las Vegas. As this is written in late September, I do not know the outcome of those deliberations, but from 18 years of observation, it is reasonable to suggest that there was a great deal of debate and the likelihood is the matter is not totally resolved.

Delegates and alternates to the SCDA House/General Membership meeting December 2, 2006, will be faced with similar decisions based on the drafts of the DDS Task Force report that is scheduled to go to the Board for its September 29, 2006, meeting.

Will decisions be made? In fact, they may already have been made and need to be universally adopted by the dentists in this state. What are they?

- South Carolina still has the premier Dental Medicaid Program in the nation. This is based on number of participating dentists and the existing reimbursement level. While the overall level of reimbursement is not going to go up on a per code basis, it is anticipated that some of

the cuts that were sustained by the program in 2001 will be reinstated on some level thanks to the dedicated work of the SCDA Task Force on Medicaid.

- Georgia may have the premier outreach program where parents are required to get their children to a dentist for an oral exam prior to entering the first grade or when they initially enter school. This places the burden on the parents and on the dental community. The parents must get the child to the dental office and the dentist is in a position to offer the child a dental home.

- In South Carolina, the dentist can enter into a Memorandum of Agreement (basically a contract) with the S.C. Department of Health and Environmental Control (DHEC) to directly provide or have his staff provide preventive services to school children. You combine this open door care (remember the Adopt-A-School Program?) with the dental home concept and all children come out a winner. With the dental home concept, the dentist is in charge of the comprehensive oral care of the child from a maximum of age 5 or 6 until he or she decides as an adult to end the care relationship.

- South Carolina can seek passage of legislation clearly defining current law to allow the dentist to be in charge of dental care by authorizing the dentist to utilize his existing dental team members to the extent he is willing to authorize as long as the individual team members are not authorized, nor allowed to perform certain functions excluded by law. In other words, if a new technique or machine comes on the market, the dentist would be allowed to determine which member or members of his staff would be taught proficiency and allowed to perform the procedure.

Is it doable? Think about it and make your presence known at the House/General Membership meeting December 2nd. All SCDA members are eligible to attend.

Email Addresses



Hal Zorn
Executive Director

...what is the best method of reaching out into the community to meet the oral health needs of the children.

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EXECUTIVE DIRECTOR'S NOTES

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My following request is both selfish and a cost savings measure. I have been amazed at the staff time savings that have been affected due to use of the SCDA website and email – and, according to the younger staff members, which includes everyone but me! – we have just scratched the surface.

During the week beginning Wednesday September 13 – Tuesday September 19, there were a total of 36,237 hits by the general public and dentists and a total of 1,320 hits in the members' only section. On Tuesday September 19th, there were a total of 8,387 hits by all individuals and a total of 238 hits in the members' only section.

As more than 850 dentist members know, the staff has begun sending out an ENewsletter to members who have provided us with email addresses. This provides a brief overview of what is going on in your world and often provides a link to more detailed information.

My request is if you have not provided the SCDA office with your email address, please do so by sending the information to Christy Campbell at campbellc@scda.org now.

In preparation for the December 2, 2006, House/General Membership meeting, we will be sending to all members a copy of the agenda and wording of two proposed Bylaws changes. All

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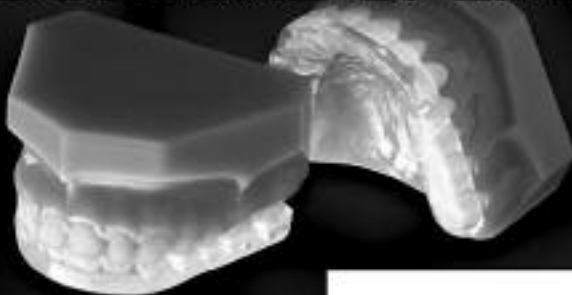
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EXECUTIVE DIRECTOR'S NOTES

(continued from page 8)

other information will be posted in the members' only section of the website.

She can be reached at haworthj@scda.org.

How has electronic communication helped reduce expenses? I will provide the simple answer of noting that we have been able to reduce the combined SCDA/Stonemark staff level by one fulltime staff member already and this will be further reduced in the next fiscal year.

Introduction

The SCDA/SSC have a new replacement staff member who just began work September 11th. She is Jennifer Haworth and she will be director of communications, working with the publications and the radiation safety program.

She is a graduate of the College of Charleston in historic preservation and community planning and has worked in marketing and communication in mortgage banking and as an administrative assistant in church work since graduation.

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STONEMARK

by Mark Brown



CORNER

We recently received good news about our medical plan's loss ratio; we again came in under 80% for the third year in a row. We have maintained our loss ratio under 80% every year since we switched carriers to BlueCross BlueShield of SC in September of 2003. The loss ratio is defined as the premiums paid in vs. the claims paid out.

Our low loss ratio continues to prove that we are a healthy and viable group. This should assist with our upcoming January renewal which we have already begun working towards. I hope to have some updates for you on this in next month's Bulletin.

This is also good news for those groups that were on the plan prior to July 1, 2004, and that are not presently meeting the 50% participation level in their office. These offices will not be required to do so in 2007 either, but must at least remain at their current participation levels.

If the association as a whole ever exceeds the 80% loss ratio threshold, those groups not meeting this participation guideline will be ask to do so. Again, this rule applies only to groups that were on the plan prior to July 1, 2004, any new groups to the plan since that time must meet this participation guideline.

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P6023 (5/05)

DENTAL AMALGAM MEDIA COVERAGE CONTINUES

The Food and Drug Administration recently presented a draft concluding that there is no scientific evidence to justify regulation of dental amalgam. The report was based on a review of 34 recent studies and found "no significant new information". Since that information was released, there has been heavy press coverage as a result of an independent advisory panel that rejects the FDA's conclusions. The outside panel did not find that amalgam was unsafe, but it did believe that the FDA did not objectively and clearly present current research. They went on to state that the "safety" conclusions were unreasonable under currently available evidence. The advisory panel was concerned about gaps in available science on amalgam safety, among them the lack of studies on the effect of maternal amalgams on the fetus.

The panel consisted of the FDA dental products panel and a neurological advisory panel on mercury toxicity. The votes do not suggest that the panel believes that amalgam is unsafe, nor do they recommend that amalgam be banned or restricted. The panel did recommend, however, that the report be rewritten, and that could fuel efforts to ban amalgam.

The ADA issued a news release immediately after the hearing welcoming further study on amalgam safety, while reiterating that "the overwhelming weight of scientific evidence supports the safety and efficacy of dental amalgam" and that it should remain available for dentists and patients.

Dentists should be prepared to respond to patient's concerns about amalgam safety. It might be helpful to direct the patient to www.ADA.org, a public website and direct them to the section about filling options, information for patients.

MUSC SETS UP WEBCAM

Attention enthusiastic members of the dental community, the MUSC School of Dentistry has established a WebCam to allow you to monitor progress at the James B. Edwards College of Dental Medicine Clinical Education Center. Check out the construction in real time! Go to www.musc.edu/dentistry, click on "James B. Edwards Center" and follow prompts to the WebCam. These are exciting times!

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PLEASE NOTE THAT THE JOBS WANTED / HELP WANTED column is a free membership service of SCDA. Please call us if you are looking for a job or looking for someone to fill a job. The SCDA office also maintains a JOB BANK file and all ads can be kept confidential if so desired. If you are interested in receiving or submitting information into 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 1-800-327-2598.

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