

Bulletin



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“KINGSTON PLANTATION IS THE PLACE TO BE!” *by Dargon Flowers*

The 137th Session of the South Carolina Dental Association is rapidly approaching and I am hopeful you have already completed registration for you and your staff. Our convention committee has worked diligently for the last four years to plan a meeting that will have outstanding continuing education opportunities for dentists and all members of their staffs, an exhibit hall that will be filled to capacity, and an attractive social calendar for everyone. The convention committee members are extremely pleased with the fruits of our efforts and would like to invite you to come to Kingston Plantation and experience the exciting events we have planned. You, undoubtedly, will not be disappointed!

Dr. Lee Gardner has worked tirelessly to secure some outstanding speakers to give dentists and their office personnel an interesting array of continuing education opportunities. Dr. Phil Bonds has worked long and hard, with the help of Hal Zorn, to attract a record number of exhibitors who will bring new and exciting products for your practice. This will provide the rare opportunity of "hands-on" evaluation of products galore that can make your practice more enjoyable, profitable and geared for improved patient care. Exhibitors will also give those attending the opportunity to take advantage of convention specials that may be available to only those in attendance.

Dr. Michael Miller has done an exceptional job in lining up a tremendous social calendar. The fabulous food and

fellowship of the Welcome Reception on Thursday night is the beginning of a fun-filled night that will culminate with the Beach Dance featuring the energetic East Coast Party Band. On Saturday, the President's Reception will feature a combination of the always entertaining Derby Race and Casino Night. Add the food, drink and fellowship to the equation and the product is sure to be a night of fun with friends, family and colleagues. No one should miss this outstanding event.

Add to the convention mix the opportunities of golf at the Grande Dunes Resort arranged by Dr. Rick Clanton, the honoring of the SCDA awards recipients at the Awards Luncheon which will also feature entertainment by the phenomenal bass/baritone Jacob Will, and the availability of the many other luncheons and drop-ins, and you have the ingredients for an outstanding event for everyone. The real bonus is that this all takes place in Myrtle Beach - a haven for sun, fun and outstanding dining.

If you have already registered, I know YOU are like our convention committee - you cannot wait for the convention to begin! If you have not registered and do not want to miss the opportunities of this exciting event, it is not too late! You may register on-line, by fax or by mail but please register as soon as possible. Our meeting will be even more exciting and more successful if you are there! We look forward to seeing all of you at Kingston Plantation on May 4th.

HIPAA VIOLATIONS WILL BECOME PUBLIC INFORMATION

by Bearle Chamblee

The US Department of Health and Human Services (HHS) published the Final HIPAA Enforcement Rule on February 16, 2006. The effective date was March 16, 2006. The Enforcement Rule is applicable to all Administrative Simplification rules Privacy Rule, Security Rule, Transaction Standardization and National Identifiers.

Under the Enforcement Rule, information on HIPAA violations will become public information. HHS has not revealed the method they will use to make information on violations public, but they are considering posting to an HHS web site and / or periodic publication in the Federal Register. Direct notification to State and local agencies may also be used. Agencies to be notified include State medical or professional organizations, the State agency administering health care programs, quality control peer review committees and licensing groups. Actions from those notified may follow. This information is from a commentary published in the Federal Register by HHS.

As a reference to compliance and possible violation, offices should make every attempt to follow the regulations and monitor that employees are within the guidelines. Most frequent violations cited: noncompliant authorization forms, untrained workforce members, incomplete policies or procedures, the Security Rule implementation is incomplete. Make sure that there is a process in place to respond to patient

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MASTER CALENDAR

04/21/2006

SSC board meeting to be held at SCDA office

05/4-7/2006

137th SCDA Annual Session, to be held at Kingston Plantation, Myrtle Beach.

05/12/2006

SCDA Board meeting will begin at 9:30 a.m. at the SCDA office

05/17/2006

Dutch Dinner (steak night) 5:30 p.m.-7:00 p.m. Registration 6:30 p.m.-7:00 p.m. Program 7:00 p.m.-8:00 p.m. Location: Traditions in Parris Island, SC Instructor: AEGD residents. Sponsored by Lowcountry Area Health Education Center and Lowcountry Dental Study Club. Fee: \$30.00 for entire year or \$5.00 per class. Target Audience: Dentists and Dental Hygienists. Credit: AGD credit provided, 1 hour. Please contact LT Chris Meunier at 843-228-3500

05/19/2006

Radiation Safety Exam- To be held at Midlands Technical College-Airport Campus ,registration is 1:15- 2:00. Exam begins at 2:00. To register, contact Christy at the SCDA office 800-327-2598.

SOUTH CAROLINA DENTAL ASSOCIATION BULLETIN

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

Of Fluoride and Pig's Teeth

Over the years I try to be on alert for unique dental oriented editorial themes. All of my comments cannot be centered on some SCDA project or dental promotion. So it was with great interest that I shared a conversation with Mr. David Essex, Executive Director of the Waccamaw Regional Council of Governments. Among his office's duties, is the oversight of the water quality, in the Waccamaw Region (Georgetown and Williamson County area).

We began discussing the hyperfluorosis of his lowcountry community, and he asked if I ever heard of the process identified to reduce the fluoride in the local water. He then went on to illuminate me about this bizarre experiment. So if I may, allow me to share some curious science, and interesting cocktail conversation.

A study entitled, "Geochemistry of Fluoride in the Black Creek Aquifer System of Horry and Georgetown Counties, South Carolina-and its Physiological Implications by Mr. Allen L. Zack. This research was authorized by the SC Water Resources Commission, a part of the U.S. Dept. of the Interior. The study was conducted in the late 1970's and published in 1980.

Without boring you with the chemical details, the thesis begins with a statement of the high concentrations of natural fluoride in the ground water supplies of the Horry / Georgetown areas. And how high FI concentrations have caused mottling of dentition of those who live in the area and ingest the water. What is the source of this aquifer fluoride?

Geochemical evidence and laboratory experiments demonstrate that fluorapatite, in the form of fossil shark teeth is the source of the fluoride. That

information alone is mind boggling in itself! The report goes on to state that the fluoride ions are liberated to the ground water in an anion exchange, rather than by dissolution. As the ground water progresses down dip, shark teeth are exposed and the hydroxyl ions exchange with fluoride ions. Under the right conditions, the fossils release fluoride into the ground water.

In a similar dynamic, it was discovered that with hydroxylapatite in water containing fluoride, the fluoride ions were exchanged for the hydroxyl ions on the hydroxylapatite surface. Now the story gets even more bizarre! Therefore, as a result of the fluoride leaving the water to attach to hydroxylapatite, a filter for the water was devised that contained HOGS TEETH! The hog's teeth were determined to be especially absorptive since they had not been exposed to high concentrations of fluoridated water. The hog's teeth were sufficiently ground to fill appropriate canisters, and the ground water was flushed through. After the process was complete, measurements were determined that the teeth had removed the fluoride from the ground water sample. Alas, the process was very slow, and rather high on the YUCK factor.

The article discussed the development of a home system that might use some artificial substitute for the hog's teeth. Where fluoride levels are particularly high, this could make a realistic substitute for bottled water.

Anyway, for those in the lowcountry this might be a story of interest. To others, it may have no interest. But the important thing is, it interested me.

Till next time,
Phil

HIPAA VIOLATIONS WILL BECOME PUBLIC INFORMATION

continued from page 1

complaints. Respond promptly, and document any patient concern regarding privacy violations. It is important to resolve a complaint early in the process no matter how minor or unfounded the claimed violation. The guidance provided by HHS is very clear; you must be proactive in managing compliance to be successful in defending against complaints.

Bearle Chamblee is a partner with Total Medical Compliance, a private consulting firm. For additional information call 888-642-6732.

SCDAA SPONSORS LEARNING LUNCHEON

The SCDA would like to extend an invitation to join them on Saturday, May 6 during the SCDA Annual Meeting in Myrtle Beach. The Annual Luncheon is always a hit, and open to any attendee. This year the featured speaker will be Gary Milar, Director of Fortune Practice Management. His presentation is entitled, *The Check is in the Mail- What are your Legal Recourses?* and *The Power of the Purse Tapping into Underserved Markets*. The Luncheon will be from 12:00 until 2:00, and the cost for the meal and presentation is

\$28.00. Ce credits will be awarded. Those in attendance can register to win free tuition to the Disney Institute and its two day training program designed for dentistry.

To register for the SCDA meeting, visit www.scda.org, and link to the 137th Annual Session Registration. Code L6 will be the course, or FAX/Mail a registration to Custom Registration. Deadline for attendance is April 25, so please hurry!

Rural Dentist Incentive Program Grants

Dentists and Faculty are invited to apply for the 2006-2007 Rural Dentist Grants. Annual awards provided may equal \$75,000. The application process is simple, and all applicants must apply by May 15, 2006. Detail information and forms are available at www.scda.org or by calling Becky Seignious at AHEC, 843-792-4439, or by emailing her at seigniou@musc.edu.





Finding The Solution To The Future of Dentistry In South Carolina

P

resident's MESSAGE

When I first became a member of the Executive committee of the Board of Governors, one of the first tasks I was assigned was that of Chairman of the Task Force on Governance. Many of you may recall our projections relative to retiring members in the years to come and the effect on dues income. To date our projections have come to fruition and this year we had a total of 21 members who chose not renew their memberships for various reasons. I am sure many of you are wondering why this is important. It is important because it helps your leadership and staff forecast needs of the association in the future both financially and in terms of manpower. Gathering this data and making the projections is a prime example of being proactive and preparing for the future.

Speaking of financial implications, it has become quite expensive to prepare and mail reports and other documents for House of Delegates/General Membership meetings. Our last meeting in January cost in excess of \$3000.00 for preparation of materials including copying, postage and staff time. Your Board of Governors discussed this at our meeting in March and decided that in the future all materials relating to HOD/General Membership meetings be placed on the website under the "Members

Only" section; however, agendas and proposed SCDA Bylaws changes would still be sent via regular mail. This should save the association several thousand dollars each year. Therefore, in the future, please check the website for reports, etc for upcoming HOD meetings.

Another issue we discussed at our last board meeting was the establishment of a 501(c)(3) foundation to manage a SCDA Relief Fund. The memories of Katrina and Rita are still fresh upon our minds along with the damage and suffering that many of our fellow dentists in Mississippi and Louisiana experienced as a result of that duo. It is only a matter of time before South Carolina experiences a major event such as a hurricane, which could affect dozens or hundreds of dentists or an event as localized as a tornado which could affect only a few. Regardless of the cause, the devastation could be complete with total loss of homes and/or offices. In situations like these immediate help is needed and member dentists should be able to look to their association for some relief. In recent years there have been changes to the ADA Relief Fund whereby the South Carolina no longer gets a share of monies donated by South Carolina dentists. Additionally, we are not aware of any dentist receiving any

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Lynn Wallace
President

*It also calls for the
establishment of
collaborative dental
hygiene practice.*

PRESIDENT'S MESSAGE

(continued from page 5)

benefit from the ADA fund in the past 17 years despite Hurricane Hugo and at least one destructive tornado. The Board of Governors is recommending that the SCDA HOD/General membership approve the establishment of a 501(c)(3) foundation with the recommendation that monies be raised through voluntary tax-deductible donations as part of the annual dues statement. Our for-profit subsidiary, Stonemark Services Corporation has agreed to donate \$50,000 to initially fund the foundation should the HOD approve its creation. This will be on the agenda for our May meeting. Assuming the HOD approves the creation of a foundation, a formal protocol of application and utilization of funds will be developed and presented for approval by the January 2007 HOD meeting.

Before you continue reading, I advise you to sit down somewhere quiet and out of sight and sound of others. On March 15th the following bills were introduced by hygienists in the House and Senate respectively, H. 4838 and S. 1251. I encourage each of you to read a copy of these bills as they propose to create an independent board for dental hygienists and allow such things as prescription writing for prophylactic antibiotics and reimbursement from third parties. It also calls for the establishment of collaborative dental hygiene practice which would allow a dental hygienist to practice without general supervision in settings other than dental offices, including hospitals, nursing homes, long-term care facilities, rural health and community clinics, medical offices, veterinary offices, and public and private schools to name a few. This bill also defines the practice of dental hygiene to include "dental hygiene assessment, including a dental hygiene examination and charting of oral conditions, dental hygiene diagnosis, treatment planning and evaluation, and collaboration in the implementation of oral health care regimen;" among other things. Another concern is the statement in the bill that "No person, other than a licensed hygienist, may use the title 'dental hygienist', present himself or herself as being a dental hygienist, or perform an oral prophylaxis." Does this mean that assistants can no longer perform a prophylaxis?

This bill is clearly not in the best interest of the citizens of South Carolina as it would allow

individuals with a two year degree to practice unsupervised on some of the most vulnerable people in our state. It is these patients who are often the most medically compromised and they merit increased attention when diagnosing and treatment planning and particularly when it comes to prescription drugs. Your Board of Governors has discussed this at length and hopefully, by the time you read this we will have advised the legislature of our concerns with the public welfare and this will be a moot point. However, if this is still ongoing at the time of publication, I strongly encourage you to read the bill and speak with your legislator.

Until next time,

Lynn Wallace

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xecutive Director's NOTES

First, I want to thank the Board, staff and many members for their prayers, flowers and positive thoughts and calls during the past few weeks since I had surgery. The need for surgery arose after the Board and I had started work on a transition plan which involves me stepping down as your fulltime executive director on June 30, 2007, and assuming a part-time position of senior consultant.

I have made a strong recommendation to the Board that Phil Latham be my successor in the position of executive director and have outlined why I have made that recommendation. Both Phil and I clearly understand that this decision is strictly one to be made by the Board.

When the need for my latest surgery became apparent, it was two days before the March 10, 2006, Board meeting and the Board approved a recommendation I made to authorize Phil to handle my functions, including check signing (which, of course, includes fiscal responsibility) immediately. This was to take place later in the year, but became necessary immediately.

I met with my staff on the afternoon of March 10th and let them know of the Board actions and gave them history on how this came about and what they could expect in the coming months.

I am totally indebted to the Board for its confidence in me as the association's executive director and for the Board's willingness to work with me through August 2009. After July 1, 2007, I will become a part-time employee reporting to the executive director. I will not have to search for things to do on the association's behalf and look forward to contributing to the association on a more limited basis.

Each of the SCDA/Stonemark staff members is a dedicated and capable employee. It occurred to me when I was preparing for the March 10th meeting that when I came through the door on Queen

Street almost 18 years ago, I became the association's third fulltime employee. Today, before the transition gets into full gear, the association has Phil as a fulltime employee, Christy Campbell as a fulltime employee and myself fulltime.

Deanna Slomzenski is a half-time SCDA employee and half-time Stonemark employee. Mark Brown and Jessica Brown are both fulltime Stonemark employees and Phil and I both work also for Stonemark.

I think what has been accomplished in these 18 years has been outstanding and the SCDA has truly been a member-driven organization during this time. But I remind you of my first speech to the SCDA House of Delegates in May 1988 when I forecast the changes to come. All changes have not taken place. Don't sit back and wait for them to come. Sign up and be a key decision maker in what the future will be.

Phil Latham is a planner who can move the association ahead from an administrative standpoint. The way I have done things for almost two decades is elementary in comparison to what Phil and the staff will have in place in the next two years.

Don't fight the change. Embrace it and let's keep the association a member driven organization through electronic communications and other changes that will take place. We have enough other tough decisions that must be made, so let's focus decision-making powers in areas which have major impact on the profession and move ahead.

In a meeting the afternoon of March 10th, the Dental Delivery Systems of the Future Task Force Chairman David Jordan made a prophetic statement that took me several days to even come close to fully recognizing. Basically he said the decision facing dentistry is not what powers or authorities can be granted to auxiliaries and other members of the dental team. The

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Hal Zorn
Executive Director

*...let's keep the
association a member
driven organization
through electronic
communications...*

EXECUTIVE DIRECTOR'S NOTES

(continued from page 7)

decision that has to be made is whether dentists are willing and able to come up with the means and commitment that they will meet the existing and future needs of all patients.

Our clichés of the past that dentists see all patients who appear at the office doors Monday through Thursday from 7 a.m. – 5 p.m. no longer is something to hide behind. You must take control of your own profession and the only way that can take place is to find the means for dentists, themselves, to reach into the communities and make it happen.

Medicine has done this and has used some innovative methods to make it happen. We have been successful in South Carolina in getting a foothold through an innovative Dental Medicaid Program. However, when I represent you at the S.C. Department of Health and Human Service's Medical Care Advisory Committee meetings, I, one lay member, one pharmacy rep and one nursing home rep are far out shadowed by the physicians and other representatives of the medical universities, the S.C. Medical Association and the S.C. Hospital Association.

The physicians have been able to put their counterparts in rural areas for years because of the enhanced reimbursement schedules and the proliferation of federally funded or enhanced rural clinics. Just from the FQHC's standpoint, there are close to 90 today and even though I call all of them rural clinics, some

are located in the middle of our biggest cities and serve underserved populations.

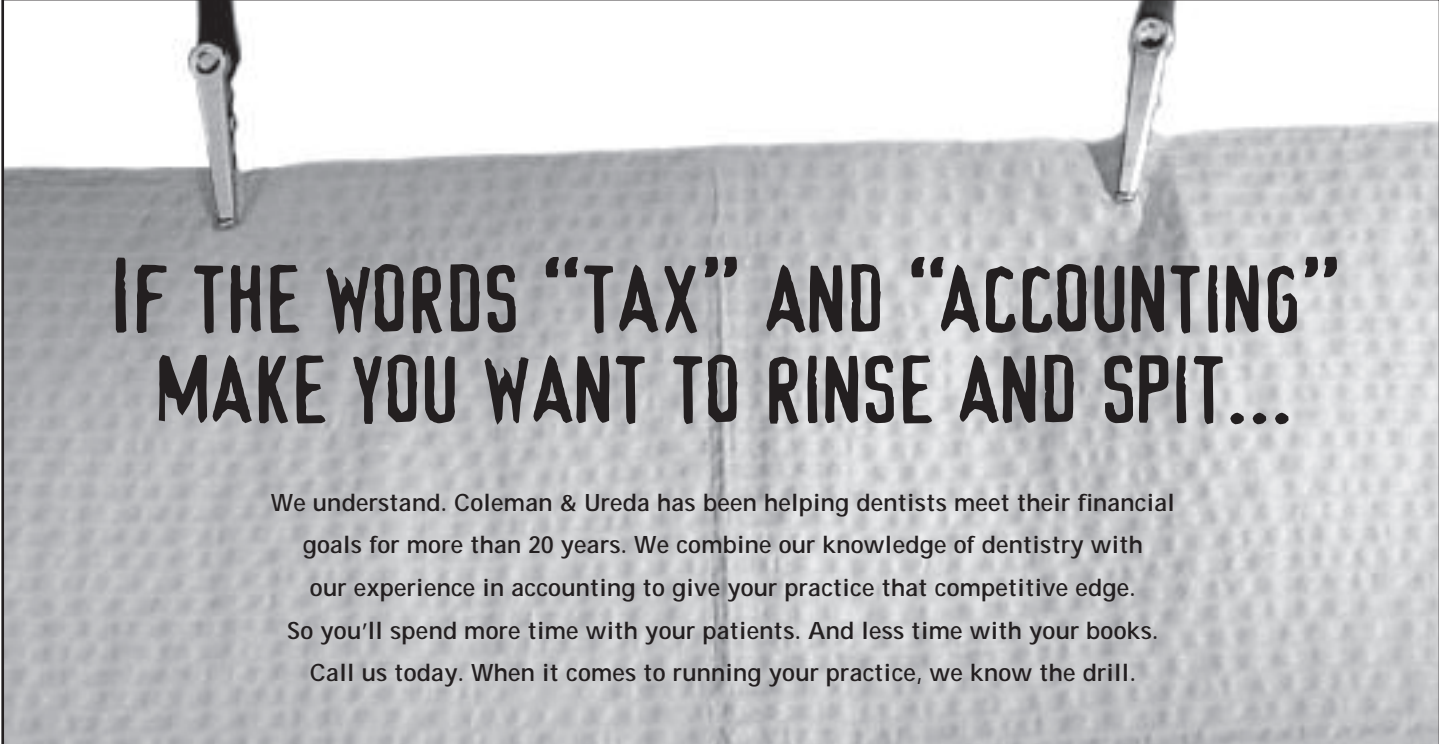
I will not take a position opposed to what the hospitals, physician groups and clinics have accomplished. The hospitals have implemented tax programs that have allowed them to multiply their effectiveness in obtaining higher levels of reimbursement, for example.

The dental profession will change, but I admire Dr. Jordan's honest assessment of the fact that the type changes that will take place will be because of whether or not the dentists themselves set up to the plate.

The Hygiene Bill

One thing you can say in a positive manner about the leadership of the S.C. Dental Hygienists' Association is they are focused on where they want to go. Legislative Chairman Rusty Newton, the Board, Lobbyist Richard Davis and Phil are working hard to present the position of the SCDA.

Please give our team the opportunity to be effective and act only when called to action so that the efforts can be effective. I guess in the coming weeks we will see where this will end up.



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by Mark Brown



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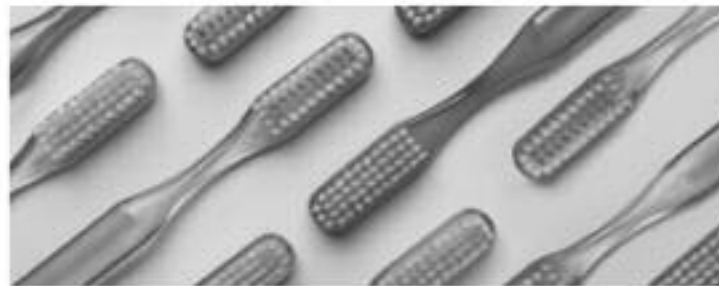
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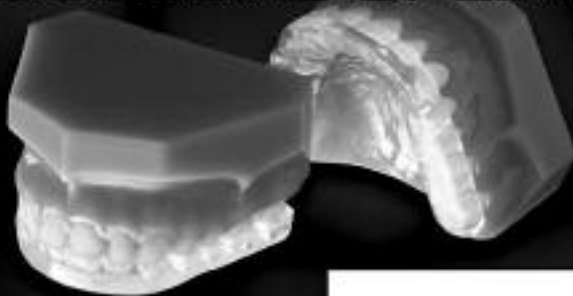
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