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Dr. Carter Brown Selected for the 2012 Hoffmann Award

By Dr. Betsy Jabbour



Dr. Carter Brown

Greetings! This month as a point of presidential privilege, I am choosing to use this space to write about one of our own, Dr. Carter Brown, who has been honored with the highest award the SCDA can bestow, The George P. Hoffmann Award. His nomination by Dr. Gene Atkinson called attention to Carter's years of leadership and service to the SCDA and to dentistry, but in Dr. Atkinson's words, "the one thing that puts him over the top is the establishment of our DAD program, this program really shows the heart of dentists in South Carolina." Needless to say, the board of governors agreed.

Carter began working on this idea in his usual fashion of seeing a need, or several, in this case providing care to the citizens of SC and educating the policy makers in SC to work with the dentists in creating solutions. He worked tirelessly with others in the SCDA including our staff, members of the community and dentists in NC and Virginia who have led similar events in their states. When the DAD event came to Greenville, SC, not only did Carter spearhead the planning and combine community and dental expertise for that weekend, but his presence was even more impressive knowing that he had just undergone emergency knee replacement surgery. While others would have been home recuperating, Carter was present in both body and spirit exhibiting his passion for dentistry.

But there is so much more to the story! As many of you may know, Carter has been active in the SCDA and the AGD as well as his community for his entire dental career. Since graduating Furman University and then MUSC in 1982, Carter has been involved with the Pankey Institute, taught and been honored by Greenville Tech. Carter has also volunteered for many charitable events often using his musical skills, many of you may be familiar with the 9th Row, but did you know he performed with the Greenville Symphony for almost 20 years? He is a graduate of Leadership Greenville, graduate assistant trainer for Dale Carnegie, served numerous boards including AHEC, the United Way, the American Cancer Society of Greenville, Savoyards Opera Co and Kiwanis.

Carter has been the energizer bunny with the AGD, so to speak. He is finishing his term as trustee of the 19th district. He has served as SC secretary/treasurer, delegate and editor for region 19. He has served on numerous boards and committees. He has also been web master and AGD liaison to the ADA. Most recently with the ADA he has served as chair of the council on communications.

I say most recently because Carter has been busy volunteering with the SCDA in many capacities since serving as Greenville County President in 1999, to Convention Chair in 2004 and as President of the SCDA in 2007-2008. Along the way Carter has lived his belief of "making a positive impact in the lives of others", and more recently in the importance of being highly involved in "the global picture of health care and oral health in particular." Carter was a contributing author to the AGD White Paper on Access, began the rotation with MUSC students at Greenville Tech, and...our DAD project.

On April 13th, MUSC will be dedicating the AEGD Clinic in honor of Carter and his wife Katie. The ADA President Dr. Bill Calnon, AGD President Dr. Howard Gamble, as well as dental dignitaries from many states will be making a special trip to MUSC for this very special event.

Carter is not resting on his many laurels, he will become the Vice President of the Academy of General Dentistry and ultimately the national President in 2014! I am so happy he has a new knee to keep him going for all of this!

I ask that all members, join us to honor our tireless, Kona coffee drinking, guitar playing, devoted husband and dentist- Dr. Carter Brown at the SCDA Awards luncheon at the Annual Convention where I will be sharing some of the funny side of Carter and the other award winners. Hope to see you there!

Published by the
South Carolina
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Design: Maie Brunson

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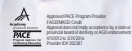
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Do You Have The Courage To Lead?

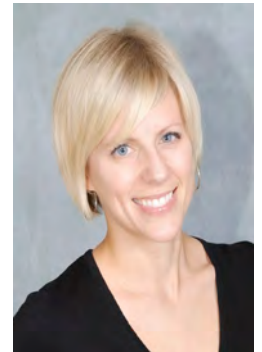
By Dr. Heather Barker

Our committee has been diligently working to develop a meeting that embraces our theme, Courage to Lead. The dynamics of our profession are changing more rapidly than perhaps any other time in the history of dentistry. There are many areas in which we can choose to lead - practicing with the latest technology in our offices, becoming more involved with organized dentistry, developing ideas to help eliminate access to care issues, working more closely with our legislators, mentoring those new to the profession -- just to name a few. As you look over this year's meeting agenda, which includes continuing education topics, a listing of exhibitors, and social events, our hope is that you find many opportunities to develop the "tools" needed to accept this leadership challenge.

The Executive Board of the South Carolina Dental Association has released their slate of 2012 honorees. As you look at each of these individuals, you will see they all have taken an initiative to lead and often in more than one of the areas of dentistry mentioned earlier. Congratulations to all these recipients, we invite you to attend the SCDA Awards Luncheon at the Annual Session to honor them.

Dr. Carter Brown has been announced as this year's recipient of the George P. Hoffman Award. This commendation is the premier and most prestigious award presented by the South Carolina Dental Association. It is to honor a member for years of outstanding service to the SCDA, the dental profession and the community. Carter is a graduate of the Medical University of South Carolina-College of Dental Medicine and he is in private practice in Greenville. He is a past president of the SCDA and has been instrumental in the development of the Dental Access Days (DAD) project here in South Carolina.

Dr. Jill Colson has been announced as the recipient of the New Dentist Award. This distinction is given to a member in good standing who has been in practice ten years or less or is under forty years of age. The recipient must have demonstrated leadership qualities through service to dentistry. Jill is a graduate of Temple University School of Dentistry. She practiced with the Navy for several years and is currently in private practice in Conway. She has been involved with the New Dentist Committee, as well as DenPAC and the Convention Committees.



Dr. Jill Colson

Dr. Phil Smith has been announced as the recipient of the James B. Edwards Citizenship Award. This accolade is given to a member in good standing who has served the citizens of South Carolina in a manner that reflects a positive image of dentistry. Phil is a graduate of the Medical University of South Carolina-College of Dental Medicine and is in private practice in Lexington. He has been chairman for several annual sessions and he recently retired as the editor-in-chief for the monthly bulletin distributed by the SCDA after sixteen years at the helm.

We hope you will join us in Myrtle Beach the first week of May to celebrate the achievements of all of our award winners. This year's convention committee has worked hard to plan a meeting that appeals to all members of the dental community with a wide array of continuing education topics and social activities. Please visit our [website](#) often to see further descriptions and the latest updates.



Dr. Phil Smith

2012 Membership Dues

By Christy J. Meador, Marketing & Membership Manager



By now you should have received your 2012 dues statement and the opportunity to pay your dues by the March 15 deadline. If you have not paid your dues, any non-renewing dentist will receive a "drop letter" and one last chance to pay their dues. If not paid, your information will be sent to the ADA as a non-paid member. If you have insurance with the SCDA or ADA (Great West) this will cease. Your years of service with the ADA will also stop. If you have any questions about the status of your membership, please email meadorc@scda.org or call 800-327-2598.

The SCDA began billing for 2012 dues in October 2011 to allow members five months in which to pay their dues. Members have been notified numerous times via mail, the *Bulletin*, SCDA website, by email and phone calls from your district officers and executive-director.

The bulk of the ADA cards have been mailed out, if you have not received yours, please contact Christy Meador by email meadorc@scda.org or call 800-327-2598. They were printed by the ADA in September 2011, so name or district changes made after that will require a new card to be printed. Thank you to all of our members!

SCDA Mission

The South Carolina Dental Association represents member dentists in order to promote and provide optimal oral health care to all citizens of the state of South Carolina by serving as an advocate to advance the profession of dentistry.

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

Are Your Workplace Posters Current?

Visit <http://www.llr.state.sc.us/aboutUs/index.asp?file=Posters.htm> to make sure!

Membership Milestones

By Christy J. Meador

SCDA Welcomes New Members

The South Carolina Dental Association would like to recognize our new members. Twelve (12) dentists joined during the spring district meetings this year.

The Board of Governors are pleased with your decision to be a part of organized dentistry. We invite you to take full advantage of the many benefits offered. Click [here](#) to download the new members contact information to add to your 2012 directory!

Central District

Joanna S. Dover
Harjot K. Virk

Coastal District

David K. Sullivan

Piedmont District

Marianna O. Ayers
Rodney N. Cost
Thomas B. Gilbert
Marc Franks
Blake M. Julian
Peter Mehr
David A. Merrell
Jill Y. Merrell
Michael Pfister

SCDA Thanks You for 25 Years of Service

Central District

Susan M. Collins
Isaac Edwards Davis III
James M. Donahue
Thomas W. Epps
Felicia L. Goins
Gregory H. Greiner
R. Boyd Hendrix
K. Stephen Klinar
David M. Lovit
Rocky L. Napier
Thomas H. Simpson Jr
Gretchen Wall Widner

Coastal District

Louis A. Hassell
Robert G. Beebe Jr
Elizabeth J. Bjornson
Robert Thayer Brockhouse
Roland K. Fulcher
Carroll S. Gallagher Jr
Brent R. Humphrey
James Thomas Kandl
James D. Moore
Brad W. Neville
John F. Rink Jr
Michael E. Salley

Pee Dee District

Louis A. Drucker
Joe L. Griffin Jr
Brian C. Harsha
James Joseph Sanders
Charles Randy Stafford
Barbara A. Todd

Piedmont District

Barton C. Aiken
J. Thomas Atkinson Jr
William W. Brown Jr
Janet R. Edwards
Darryl L. Halbert
Glenn R. Head
Ernest J. Howard Jr
Dale E. Hunt
Andrew C. Owings
Stanley W. Sheftall Jr
Keith W. Street
James E. Wright Jr

Master Calendar

April 13	Risk Management Seminar	MUSC	11:30 AM
April 20	Radiation Safety Exam	Midlands Tech- Airport Campus	11 AM

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The Paper Problem: How Long Should I Keep Patient Records?

By Joshua A. Bennet, Associate at Rogers Townsend



Mr. Joshua A. Bennet

Do you have a paper problem? Now more than ever, dental offices seem to be bursting at the seams with patient records. Every new patient that comes in the door requires a stack of new paperwork to be filled out. Every time an existing patient visits for a cleaning, paperwork is necessary. From patient charts to x-rays, it may seem like your filing cabinets are overloaded with papers. For those who are quickly running out of filing folders, we have good news for you: The records can be destroyed...eventually.

Even though these records may be a nuisance to you and your staff, they are necessary for many reasons. First, before you break out the shredder, realize that the law requires you to keep patient records for a certain period of time. Specifically, a South Carolina statute states that dentists shall retain their patient records for at least five years or else face a penalty of up to ten thousand dollars for each violation. That five year requirement begins to run from the last date of treatment. After that period, a dentist is free to destroy the records appropriately.

However, even though the law allows a dentist to destroy records after a five year period, it is wise not to do so. This is because you want to be able to properly defend yourself against a malpractice claim if one ever arises. As you may know, in malpractice actions it is important to show that you adhered to the applicable standard of care. A patient's chart and other records may be vital in proving to the court that you did as you should have.

But before you fret over documents that you may have already destroyed long ago, it is important to note that dentists are not subject to unlimited liability for all alleged instances of malpractice. Instead, under South Carolina law, a medical malpractice claim is barred after six years. Thus, it would be prudent to hold on to a patient's record at least one year after the legally required five year period.

However, there is an important exception to the six-year limitation on medical malpractice claims. If the patient is a minor on the date of the treatment giving rise to the malpractice claim, then the time period for filing that claim is extended up to seven years. Thus, a dental office may want to keep a minor's records on hand until that patient is over 25 years old.

As you can see, there is no magic number as to when you should destroy a patient's records. If possible, it may be best to keep the records intact until after the patient can no longer bring a malpractice lawsuit as described above. Your filing cabinet may start to buckle, but at least you will be doing your best to fend off any claims down the road.

Joshua is an associate at Rogers Townsend and focuses his practice on civil litigation matters, including contractual issues, products liability, and construction litigation.



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Did You Know?

By Rebekah Steen, DentaQuest



Broken appointments are a major concern for SCDHHS and DentaQuest - and we know they can be a costly inconvenience for your office.

In addition to routine functions like eligibility verification, free claim or authorization entry and payment information, DentaQuest's web portal now offers enrolled

Healthy Connections provides a Broken Appointment Tracking Log. The feature captures basic office information, membership and appointment details for each occurrence of a missed appointment by your **Healthy Connections** patients. Currently only 1 in 10 participating providers is taking advantage of the Broken Appointment Log.

Please help by urging your staff to use the feature to aid DentaQuest's monitoring of the frequency of broken appointments. The Broken Appointment Log is accessible through secure log-in at <https://govservices.dentaquest.com/>. Contact DentaQuest at 888.307.6553 if you have questions.

As always, we thank you for your support of the **Healthy Connections** dental program. If you have suggestions for Medicaid topics that you wish us to cover in future SCDA bulletins, please share them with Maie Brunson at brunsonm@scda.org.





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Giving 101

By Dr. Ed Wise



Dr. Ed Wise

As a volunteer for the college and past president of the South Carolina Dental Association, I have learned a great deal about the college's need for private support and the logistics of how it works. Because I feel there is confusion about how and where to give to the college, I wanted to provide an explanation of the process.

In the past, the college was predominately supported by the state. That is no longer the case. When I attended school, 80 percent of the college's budget was allocated from public funds. That amount is reduced to 10 percent now and still in decline. Private contributions are increasingly important for growth and progress at our school. Projects you have heard much about in recent years, such as the new clinical building and the simulation laboratory were, in part, funded through private dollars.

When private contributions for the college are received at the Medical University, they are deposited into specific dental medicine accounts called "funds" for the benefit of the college. The entity that manages and invests the accounts for the entire Medical University is called the "MUSC Foundation." That is why your donations are made payable to "MUSC

Foundation" and why you receive a tax receipt from the foundation.

The MUSC Foundation was chartered in 1966 as a charitable, education foundation to support the education, research, patient care and other programs at the Medical University. The foundation is a 501(c)(3) tax-exempt organization, contributions to which are tax-deductible. As a private, independent entity, the foundation can invest, manage and disburse its assets in ways the Medical University and other public institutions may not. As a result, the foundation is able to borrow or leverage its assets to benefit the college.

The MUSC Foundation currently manages more than 30 accounts or "funds" on behalf of the college. Some are endowed, meaning only a portion of the interest accrued each year is spent. Endowed funds may be established with a minimum of \$50,000 and are a permanent source of income for specific purposes at the college. Other funds are not yet endowed and will require additional contributions to bring them to a permanently-endowed level. An exception is the college's Annual Fund, which provides support for students in a variety of ways each year. It is not meant to be endowed but is a vehicle for alumni to make annual contributions that are used at the dean's discretion.

If you make a contribution to the college, you may designate it to any of the college's funds at the MUSC Foundation. For example, some of us might be paying off a pledge to the Building Fund but have also contributed to the SCDA Endowed Chair and are supporting the Annual Fund every year. Each of these funds has a specific purpose. If you happen to support those three funds, you are 1) helping pay the loan that was incurred to build the new clinical center; 2) helping endow the college's first chair to supplement a faculty salary; and 3) helping students. A list of all the college's active funds is shown at the bottom of this article.

When you make a gift, you may accomplish it in multiple ways and with various types of property. The MUSC Foundation accepts cash, checks, credit cards, debits, stocks, personal property (in kind) and real property (real estate). These contributions may be given outright (all at once) or paid in time with a deferred or planned gift (funded at the time of your death) or through a pledge.

A pledge is a commitment by a donor to contribute a certain amount within a specified time. It is a signed document housed at the MUSC Foundation. Of course, a contributor can still give over time without signing a pledge. However, signing a written pledge is helpful in several ways: It can authorize the foundation to automatically pay payments through credit or debit, it can set up an automatic billing system to remind you of your payments, and combined with other pledges, it can help the dean borrow funds and secure grants for the school. This is the "multiplier effect" which I have referred to in previous articles.

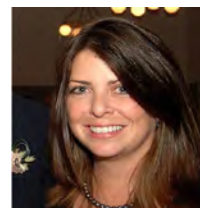
Another way to make a gift to the school is by including the college in your estate plan. With gifts such as bequests through wills, gift annuities, life insurance, charitable remainder trusts and retained life estates (giving real estate now but maintaining use of it until death), you become a member of the college's Legacy Society and can accomplish things immediately like naming a room or writing the language to establish a future fund. Some gift vehicles can have tax advantages, too.

To contribute a one-time gift or a recurring gift:

- Make your check payable to the "MUSC Foundation" and mail it to MUSC Foundation, 18 Bee Street, Charleston, SC 29425 or
- Go to MUSC.edu and click on "Online Giving/Donate Now." Then click on "Make a Gift" and then "College of Dental Medicine." From there you can make a one-time or recurring gift.

If you want to make a pledge over an extended period of time or set up special instructions:

- Contact our Development and Alumni Relations Director Stephanie Oberempt at (843) 792-6933 or oberempt@musc.edu. She can send you a pledge form and other information specific to what you want to accomplish.



If you would like to know what you have contributed and what pledges you might currently be paying, contact Stephanie at (843) 792-6933 or oberempt@musc.edu. She will be happy to get that to you and update anything as needed. She is our college representative. So give her a call anytime you need her.

Continued from previous page

If you want more information about joining the Legacy Society with a deferred/planned gift:

- Go to MUSC.edu and click on "Online Giving/Donate Now." Click on "Plan a Gift." From there you can learn about ways to give and even create a plan.
- Or contact Stephanie Oberempt at (843) 792-6933 or oberempt@musc.edu.

Finally, many of you recently received a letter from me about the South Carolina Dental Association's annual match of up to \$25,000 for gifts to the SCDA Endowment Chair Fund. Thank you if you have already donated. If not, please consider contributing soon. It is a great time to double your impact. I hope you and your families are having a very happy new year!

Dental funds managed by MUSC Foundation

(*endowed, **will be funded through a deferred gift):

Annual Fund(Student Support)	Class of 1978 Endowed Scholarship*	Kaminski Center for Special Care Dentistry Endowment**	Research Fellowship, Student
Bell (Benetta and Gary) Scholarship**	Craniofacial Anomalies and Cleft Lip	Laboratory- Restorative	SCDA Endowment Chair
Buhler Lectureship*	DeChamplain (Richard W.) Scholarship	Laboratory- Simulation	Saunders (Sport) Endowment*
Buildng Fund	Endodontics- Graduate	Lafond Society	Sneed (John Meador) Memorial Scholarship*
Bumgardner Dental Endowment*	Engle (Bradley) Fund	Levine-Perlstein Fund	Special Needs, Program for Children
Bums (Ian) Scholarship	Engler (Dr. W.O.) Fund	McTeer (George) Scholarship*	Stine Dental Lifelong Learning Endowment*
Cato (Wayland and Marion) Endowed Scholarship*	Haisten (Arthur) Fund	Miller (P.D., Jr.) Lecture**	Williams (Kevin and Lisa) Scholarship**
Class of June 1973 Memorial Fund	Hirsch (Felice L.) Endowed Chair**	Orthodontic Educational Fund	
Class of 1974 Endowed Scholarship*	Hirsch (Harold Z.) Scholarship	Periodontics- Clinical	
		Prosthodontics Pre-Doctoral Implant Program	

Note: Some deferred gifts may establish additional funds not listed here. Funds shown represent those that are officially signed and recorded at MUSC Foundation. Some fund names are abbreviated.



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Out of the Past

By Dr. Gene Atkinson



The year 2012 has several meaningful anniversaries for dentistry in the South Carolina Dental Association. Several momentous events took place 60 years ago back in 1952.

At the House of Delegates meeting at the Annual Session of the SCDA in Greenville, May 18-20, 1952, Dr. Carl Busbee made the following motion: "That the incoming President appoint a committee and direct it to continue the necessary study and surveys incident to the needs as a basis for establishing a dental school. This committee is to report its findings to the Association."

Thus the newly installed President of the SCDA in 1952, Dr. Clarence Saunders, named Dr. Carl Busbee the first chairman of the Dental School Committee that was composed of three representatives from each of the four districts.

SCDA members, strictly on a volunteer basis, raised over \$2000 to finance the survey of the Dental Manpower Needs of South Carolina. Dr. Joseph F. Volker, the Dean of the School of dentistry at the University of Alabama, a pre-eminent figure in American dental education, was commissioned to make this survey. He spent the months of July and August of 1952 in South Carolina to accomplish this task.

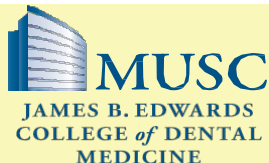
In making his report, he stated that the ratio of dentist to population of 1 to 4500 in South Carolina was among the most unfavorable in the nation. He recommended that the establishment of a dental school at the Medical College of South Carolina (now MUSC) would be a tremendous step to alleviate this poor ratio.

Therefore a special called meeting of the general membership of the South Carolina Dental Association was held on December 4, 1952 to act on the Dental Survey Report of Dr. Volker. After much discussion, Dr. Bill Draffin made the following motion: "I make a motion that this Association go on

record as adopting the recommendations of Dr. Volker for a class "A" dental school, a fully accredited one, and the Association give its full support."

The vote was 53 to 1 to establish a dental school in South Carolina. And the rest is history. A few months later in April, 1953, the legislature approved the establishment of a dental school in South Carolina, although it took until 1963 for the funding process to begin.

Thus the year of 1952, exactly 60 years ago, was a pivotal one towards South Carolina having its own dental school.



*Dean John J. Sanders
of the*

James B. Edwards College of Dental Medicine

*Invites you to a reception celebrating the
Dedication of the*

W. Carter Brown, DMD, FAGD

Kathryn D. Brown, BS, RDH

Advanced Education in General Dentistry Clinic

Friday, April 13, 2012 from

4:00 p.m. until 6:00 p.m.

James B. Edwards College of Dental Medicine

Clinical Education Center

Fifth Floor Lobby

29 Bee Street

Charleston, South Carolina

Please reply to Stephanie Oberempt

Phone: (843) 792-6933

Email: oberempt@musc.edu

Business Attire

Parking is available at the President Street Garage. Please inform the parking officer you are attending the Brown Dedication.

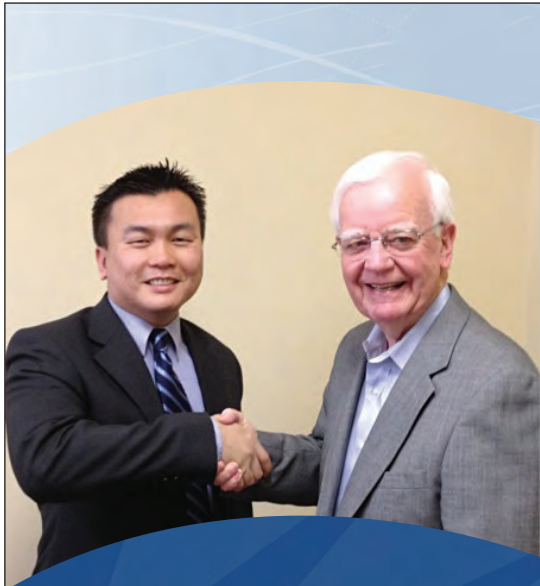
Send us your story ideas!

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

If you have a suggestion, email Maie Brunson at brunsonm@scda.org or call 800-327-2598.

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Executive Director's Notes



Mr. Phil Latham

Each year during the spring, the State Legislature is in full gear. With everyone up for election in November, there is a possibility little will be accomplished. The same applies on the National scene with it being an election year. Despite these facts there have been several items that affect the dentists and just in case you have missed it, we wanted to make you aware.

STATE POLITICS

Several weeks ago, every SCDA member received several emails regarding the adult dental Medicaid program. The SCDA Board made a decision to move forward with a proviso to reinstate the program. We realized the fight would be very difficult giving the process and situation at the State House, but the SCDA leadership felt it was the right thing to do not only for its members, but for patients in South Carolina. We had over 500 dentists open up those important emails that provided detailed instructions on how to contact your legislator and what to say.

It was disappointing, however, as we had less than 50 dentists make contact as instructed. We live in a different political environment now, and a quick response is crucial. Whether this is an issue of noninterest, or one of us using an ineffective means of communication, WE MUST HEAR FROM OUR MEMBERS ON HOW WE CAN BEST SERVE THEM.

“The SCDA leadership felt it was the right thing to do not only for its members, but for patients in South Carolina...”

On another local issue, SCDA's non covered services bill has received its first hearing at the State House in the House of Representatives. This will be a huge issue also as we must go up against the insurance companies in South Carolina. This legislation has been successful in several states and we hope to add our name to the list. Although the bill did not get voted out into full committee, it was “deferred debate” which means it will come up again in a couple of weeks for discussion.

NATIONAL POLITICS

A bill that has long been dealt with by the American Dental Association received some great news last week as the United States House approved an amendment to repeal the insurance industry's antitrust exemption.

See below directly from the ADA:

The U.S. House of Representatives this morning approved by voice vote an amendment that would repeal the McCarran-Ferguson Act's antitrust exemption as it applies to health insurance companies. That exemption, which Congress enacted in 1945, was intended to make it easier for states to regulate insurance without federal interference. The ADA and other health care groups have long argued that the exemption gives the insurance industry an unfair advantage in the marketplace. Rep. Paul Gosar (R-Ariz.) offered his legislation as a floor amendment to the ADA-supported Help Efficient, Accessible, Low-cost, Timely Healthcare Act (H.R. 5).

Central District Latest

By Dr. Greg Greiner, Central District President-Elect

At our Spring Meeting on March 2, 2012, the Central District Dental Society hosted renowned speaker Dr. Howard Glazer with 115 doctors and staff present. Dr. Glazer presented a wide range of dental material “pearls”. Example materials included: 1) a device to improve anesthesia onset and success 2) a non-runny flowable composite and a 3) tougher temporary material. One device, a composite oscillator, was invented by CDDS member, Dr. Coty Fishburne from Rock Hill. Also in attendance were the AGD-1 Residents from Palmetto Richland Hospital and Fort Jackson with several other dentists from Shaw Air Force Base.

Please mark your calendars. Our Fall Meeting will be on Friday, September 21, 2012 at the Columbia Conference Center (near Harbison) and will feature Mr. Larry Oxenham. He will talk about what dentists need to know about lawsuit prevention, tax reduction and estate planning.

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Demystifying PCI One Guideline at a Time

By Christy Corey, President of TransFirst Health Services



At first read, the Visa/MC PCI requirements seem overly technical, complex, and frankly daunting to most merchants. Digging a little deeper, many of the guidelines actually represent sound business practices that make good common sense in all aspects of daily work. One such example is the PCI requirements about the use and management of passwords.

In today's ever increasing electronic, internet, automation business environment, the day starts for most of us with logins and passwords. Punching into a time clock is replaced with logging into e-time on networks. Retrieving messages from an answering machine is now replaced with data entry of a PIN. Opening software systems, the day's appointment schedule, accessing archived files, all are tied to passwords today! As our world has become inundated with PINS, logins, and passwords, the original privacy or security intended to the holder of these "magic keys" has often been compromised by inadvertent misuse. Examples of fairly standard practices with passwords today that might be worth a closer look:

1. New systems that come with a default password from the manufacturer have never been revised by the end-user. If in your practice staff is using **welcome1**, or **sample1**, odds are it's the original default! While it is simpler perhaps to keep the password that is there when you first load the tool, anyone who was ever trained on that product (and every hacker in the world!) could enter the tool unimpeded and steal, edit, or eliminate data.
2. Passwords are changed from defaults, however out of fear that too complex passwords will be forgotten or miss-keyed, "standard" or "common" passwords are set for office tools. If staff is using **abcd**, **12345**, **11111**, or similar basic patterns for PIN and passwords in your practice, while they are easy to remember, they're also each to crack by anyone set on accessing or breaching your data! Hackers run programs that try to break into systems by guessing password types. Within seconds they can tell the number of characters required, and their tools usually begin at that point to use these basic patterns, selected by many to be easily remembered.
3. Many tools are used by multiple staff so for ease all staff shares an access password. In this example, internal exposure is at risk; if as a staffer I realize I could manipulate data or retrieve and be undistinguished from all other users, you're inviting problems.
4. Staff resignations or terminations are high impact to healthcare practices with immediate concerns over work-loads, client connections, training burdens, recruitment of replacements, etc. To avoid more stress for existing staff, deletion of old access ID's or changing of shared ID's aren't required or not done immediately. Anyone who leaves your business with an active password represents a threat to the security of your physical and network systems.
5. With a diverse distribution of tasks in an office each staffer's access provides ability to perform all functions so they don't have to wait on other staff for completion of any task. While this seems expeditious for daily work flow, it removes systemic change control from your business. Managers, supervisors and designated specialty staff should have over-sight hierarchy access to protect against completion of tasks that are highly sensitive and or negative impact on business operation. Not all staff can understand implications of all functions and not all should have access passwords to perform what they may not understand, or that might tempt mishandling.

Good password management is a smart business protocol not a technically complex, limited to credit card PCI issue. If you recognize your practice in the examples above, begin to build and implement improvements today. It's just good common sense!

2012 Dental Access Days



Have you registered to be apart of the 2012 DAD project? This year's project will be held at the South Carolina State Fairgrounds on August 16-18, 2012. Please consider donating your time and talents to help ensure a bright future for good oral health in South Carolina. If you are interested in volunteering for this great project click [here!](#)

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A Message From The New Dentist Committee: What Qualifies a New Dentist, and Why Should a New Dentist Get Involved in the SCDA?

By Dr. Rainey Fair Chadwell, MUSC Class of 2007, Piedmont District

A new dentist is considered to be any dentist who has been out of dental school for less than 10 years. The SCDA provides many resources that can be very helpful for a new dentist. Included in these resources are job listings, want ads, malpractice and health insurance information, continuing education opportunities, legal advice and more. Furthermore, the SCDA can be one of the dentist's biggest advocates by helping to establish an excellent reputation for dentistry in our state. The vision for the SCDA is, "to be the leader in the promotion of oral healthcare excellence and the advancement of the profession of dentistry in South Carolina."

While these reasons to be involved in organized dentistry are convincing, perhaps the most important reason is both the simplest and most powerful. If we don't take charge of OUR profession, someone else will. Dentistry today faces many issues from non-dentists performing irreversible procedures, to controversies in licensing, corporate dentistry, insurance takeovers and so many more. We can allow non-dentists, the government, and other regulatory agencies to dictate OUR profession, or we can be active and impact the path the dental profession will take. The SCDA paves the way for us as dentists to participate in important decision making for the future of OUR profession. Membership in the SCDA is directly tied to membership on the local level as well as on the national level in the ADA and provides opportunities to be as involved as a delegate that votes on by-laws and resolutions to simply being a financial supporter for lobbyists who fight issues specifically for us in the Capitol.

Now is the time, especially as a new dentist, to take advantage of the numerous resources the SCDA offers. Now is the time to participate in maintaining a great reputation for dentistry in our state and nation. And now is the time for us as new dentists to make an impact on the future of OUR profession.

Truth be told, you can't afford not to be involved! Visit www.scdca.org!!



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Register today for the **66th Annual Meeting of The American Academy of Oral Medicine**. Full registrants can earn up to 28 CE credits. The "Controversies in Oral Medicine" program will be held April 18-21, 2012, at the Francis Marion Hotel in Charleston, SC. For more information or to register, visit <http://www.aaom.com/events/american-academy-of-oral-medicine-66th-annual-meeting/>, call the office at 425-778-6162 or email Jane Kantor at jkantor@aaom.com. Look forward to seeing you in Charleston in April!

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Dentist Jobs: Aspen Dental offers tremendous earning potential and a practice support model that empowers dentists to achieve goals. We eliminate obstacles for dentists to own their own practice. To learn more about our compelling proposition and to apply, please call 866-745-9670 or visit www.aspendentaljobs.com. EOE.

General Dentist needed in a growing and highly productive area in North Charleston off Ashley Phosphate Rd. Please call Marsha at 843-767-3300.

Dentist Needed. Looking for associate dentist, **general or pediatric**, to help with two offices. Location **Columbia and Florence**. Full or part time position available. Must love working with kids. State of the art facilities with all new equipment and digital xrays and charts. Please send resumes to fax 866-415-7943

Family Dental Center, LLC desires motivated, quality oriented associate dentists for its offices in SC (Charleston, Rock Hill, Columbia, and Greenville). We provide quality general FAMILY dentistry in a technologically advanced setting. Our valued dentists earn on average \$230,000/yr plus benefits. Call 312-274-4524 or email dtharp@kosservices.com. New graduates encouraged!

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.

Associate Dentists Needed: Kool Smiles offices opening in Anderson and Orangeburg, 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. There's someone special behind every smile. Could it be you? Please email CV to rbaron@ncdrllc.com or fax to 678-247-7995 or contact Renee Baron at 770-508-6809.

Pediatric Dentist Opportunity - an exceptional opportunity to join a growing Pediatric Dental & Orthodontic practice with multiple offices in the Charleston area. The position is to join a TEAM environment in a fun, well respected, state of the art paperless practice in a friendly and comfortable working environment. www.coastalkidsdental.com. Call or email to find out how to join our TEAM providing quality dental care for children and young adults: drisabel@coastalkidsdental.com 843-818-KIDS (5437).

Dentist needed **1-2 days weekly in Columbia, SC.** Duties to include endo and anterior and minor (no rd molars) oral surgery. Please contact Karen 803-738-2424 and/or email resume to cdcsmiles@live.com.

Associate General Dentist Great associate position in Anderson and Rock Hill, SC. Could lead to a partnership. Great benefits! Please contact Deborah Hammert at 216-310-1847 for more information.

Dentists-5 years experience needed - state of art practices needed full and part time positions in the Myrtle Beach area. Please call 843-353-0328 or fax resume to Dr. David Quick.

General dentist needed for busy, growing Columbia office. Immediate FT or PT opportunity available. State of the art facility near I-77 with digital x-rays, Dentrix software and excellent support staff. Please email CV to abramsg2000@yahoo.com

New Horizon Family Dental Care, Greenville, SC is seeking a **FT general dentist** responsible for providing patients with a full range of dental services to optimize oral health. Must have SC license, and residency or 1 year experience. As a community health center, we have provided superior medical, dental, pharmacy, and behavioral health services to our patients. If interested please forward your cover letter and salary requirements and CV to hrdept@newhoizonfhs.com or contact HR at 864-312-6001

Darlington/Florence area general dentist with 5+ years experience. Excellent, well trained staff interested in growing practice to its full potential with FT

Doctor on board. 3 ops well outfitted, (4th available) beautiful facility. Endo experience helpful as this practice has strong demand. Send CV to centerforsedation@yahoo.com c/o Center for Sedation and Advanced Dentistry.

Dentist with experience wanted for part-time position with a group practice near Columbia, SC, eventually full-time; possible buy-in for the right person; minimal endo or surgery, primarily restorative and crown and bridge; email information to southerndentalsc@gmail.com.

Positions Available - Staff

Lab Tech - experience with removable prosthetic a must (fix crown and bridge a plus) state-of-the-art practice in the Myrtle Beach area. Please call 843-353-0328 or fax resume to Dr. David Quick.

Immediate need for **FT front desk coordinator** for family dental practice in NE area. Eaglesoft and dental experience required. Great people with phone skills and ability to handle varied and multiple task required. Must be a team player with willingness to assist others. 4 days a week, 401k, and bonus opportunities.

New Horizon Family Dental Care, Greenville, SC, is seeking a **FT dental assistant**. Performs a variety of technical duties to assist dentist in the examination and treatment of patients: perform related duties involved in the care and maintenance of dental instruments, equipment and supplies. HS diploma or equivalent and graduate of an accredited Expanded Duty Dental Assisting Program and certification. If interested please forward your cover letter with salary requirements and resume to hrdept@newhorizonfhs.org, fax 864-312-6028 or contact HR at 864-312-6001

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GREATER GREENVILLE General dentistry practice for sale with emphasis on removable prosthetics. Seller sees approximately 30 new patients per month and annual collections are \$330K. There are 3 equipped operatories and 1 more plumbed. Practice 3 years old with lots of room to grow. Seller is relocating. For more information call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com.

FLORENCE Great all FFS practice for sale! There are 3 operatories - free standing building. The practice collects over \$500,000 annually and only open 3.5 days per week. Doctor is referring out all endo, pedo and perio, in addition to most oral surgery! Experienced staff will stay on. Selling doctor is retiring. For more information call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com.

Dental Office- 1447 Ebenezer Rd, Rock Hill, SC. 2,700 sq brick with 6 operatories, pan room, lab, large reception and business office, file room, 2 private offices, large lounge with kitchen. Located near hospital. Now leased through Oct, 2012 with option to renew through 2016.

NORTH CHARLESTON North Charleston practice for sale, collecting \$300,000 a year, 3 ops. Great location real estate

available as well. Bring offers this practice has a great patient base. For more information call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com.

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

Other News

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

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