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The Countdown Is On!!

By Phil Latham, Executive Director

It is "crunch time"! The fourth SCDA DAD Day adult donated dental service event is 15 days away. All indications are that this year will be a huge attendance. The attraction will be big due to the Columbia location at the State Fair grounds and combining the event with Mission 2012 who will be providing medical and vision care.

For almost a year the Dad Committee has been building on the previous success and experience of the earlier three free clinics held in Charleston, Greenville and Florence.

Momentum and enthusiasm can carry the day, but charitable obligation is what is needed from the dental crew serving this year's patients. It is expected that over 1500 patients will arrive for necessary treatment. Last year there were approximately 250 dentists and as many dental volunteers.

Logistically, there will be a need for helping hands to set up the vast dental clinic at the State Fair grounds. SCDA has rented equipment from our sister organization in North Carolina, and the supplies and gear will be delivered early Thursday morning. With good fortune, there will be an initial triage service done that afternoon which will identify patients for the start of the Friday morning treatment opening.

Patients from Thursday's screening will be ushered into operatories beginning at 6:00 AM Friday. That means that dental teams will need to arrive by 5:30 Friday morning. All types of dentistry will be available, however most treatments will be restorative or surgical in nature. Prophy care will also be an option as time and need permit. Dental team volunteers should consider bringing preferred instruments in clinic packs and favorite composite supplies. Note that there are dental products available and there is an active sterilization area, but moving through the system for a treatment kit can prove to be time consuming.

Due to the location of the event, it will be very important to make sure the parking permit emailed to all volunteers is printed and appropriately displayed on your dashboard so that you can enter gate 1 and park as a DAD volunteer.

Last year, DAD Day donated dentistry exceeded \$1,000,000 and served over 1600 patients. SCDA expects that 2012 totals will be close to last year. Attaining this level of provided service depends upon the volunteers available. SCDA and DAD need your participation! Please check your schedule and sign up. The dates are Thursday, August 16th (set-up and initial triage), August 17th (clinic all day) and 18th (clinic in the morning and equipment break-down in the afternoon). All tasks are important. Interested volunteers should call SCDA or register on-line at the association web-site.

Reduced rate lodging is available at the Double Tree by Hilton Columbia, SC 866-247-3572 or online with the SDA promotional code. Volunteers are asked to make their reservations immediately by phone or online. We look forward to seeing you!



Patients receiving care in Florence last year

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Facebook is the NEW Yellow Pages

By Donna Newman, Guest Contributor

Your patients and prospects, especially those under age 50, look 1st to the Internet for business information – nearing zero for traditional Yellow & White Page searches. And increasingly, they are looking using their mobile devices versus PCs.

With that cultural change in mind, here's a jumpstart on how your Facebook business page can index keyword- rich and relevant posts on the search engines. These 5 engaging wall post themes help you keep your dental team top-of-mind for easier recall with current patients and value-building with prospects.

- **Macro MONDAY** - Videos engage & act as your 24/7 virtual educator
- **Trivia TUESDAY** - Fans engage & share their opinions
- **Watch Us WEDNESDAY** - Publicize in-office events & community involvement
- **Thankful THURSDAY** - Offer an incentive & play up your strengths
- **Fan FRIDAY** - Feature & reward your star fans and/or patients

By consistently using all or some of these 5 strategic posting themes 3-5 days/week, you can drive more traffic, increase your LIKES, and boost your Wall engagement – each theme implemented within *just a few minutes a day*.

Macro MONDAY – Videos engage & act as your 24/7 virtual educator

When it comes to attracting attention, visuals dominate. Facebook's 900 million+ members are certifiably crazy about viewing online videos. Consider infusing humor into your videos, especially in the dental office (which is typically not a funny place), and you'll watch your patients start talking about YOU and your practice. From a short patient testimonial***, engaging dental parody, or educational series, your videos can boost patients' awareness of WHY good oral care is NOT optional as well as demonstrate your staff's pleasant chair-side manner.

Once you've posted the video to your Facebook wall, tag it with specific fans' names, fan pages, and keywords to encourage your community to view & SHARE your video. WORD OF CAUTION: inappropriately tagging people or business pages can be seen as SPAM. If your videos are original content, then upload them to your YouTube channel with relevant keyword tags in your title & description for search optimization.

- **Here's an example:** Oftentimes the AzDA posts relevant (and even humorous) videos, like this music video created by a midwest dental student. His wit and talent on the violin took a simple remake of the popular, upbeat song "Dynamite" into a music video whose lyrics feature a spoof on the popular dental treatment: a composite. As you can imagine, this viral video has been shared thousands of times and generated a handful of 'likes' and SHARES for the AzDA.



Here's your takeaway - Google gives high weight to YouTube videos in search results. By sharing videos from others' walls you build an alliance and free yourself from having to originate content.

Trivia TUESDAY – Fans engage & share their opinions

Everyone loves a fun fill-in-the-blank action or to give his/her opinion, especially when you couple participation with a prize. Make sure the quality and target of your trivia astutely reflects your services & target market. Acknowledge everyone's input & share the answer by the day's end.

- **Here's an example:** A person with unhealthy teeth (your potential client) wants to see an attractive person with a bright, white smile. You catch their attention because they want to look *just like that*.



Here's your takeaway - To all participants, send a "Thank You" or "Nice Meeting You" Facebook email, which shows you're serious about customer service and want their business. Your follow-up may be THE deciding factor to choose you as THEIR DENTIST.

Watch Us WEDNESDAY – Publicize in-office events & community involvement

Photo-sharing is THE #1 creative posted on Facebook 10:1 because pictures appeal to emotions. FYI: the volume of pictures on Facebook equals 10,000+ times larger than the Library of Congress.* Grab people's attention visually through high quality, large-scale color photos when paired with 100 words or less as the majority of web users scan rather than read.

Publicize pictures of: in-office events, funny situations, birthday celebrations, dedications, and community involvement. People better value your service over cost when they hear good stories about your staff they can relate to.

- **Here's an example:** A dentist shares the irony of knowing less about Facebook than his young grandson. The post gained over 12 LIKES, 10 COMMENTS and 1 SHARE within the first hour.



Here's your takeaway - When your dental team is willing to showcase its hobbies or favorite past times, patients feel more connected and likely to recommend your clinic.

Thankful THURSDAY – Offer an incentive & Play up your Strengths

Freebies and discounts are driving consumer spend-ing right now. Offer new-patient discounts, such as FREE teeth whitening or children's check-up. In a recent, actual example, a new patient found a local dental practice via a typical Internet search where the practice's Facebook page and an engaging wall post both stamped the top of the search engine results. Since the practice demonstrated an active Facebook page, the prospect booked her appointment and brought the whole family.

In looking at the lifetime value of a patient, a practice doesn't need a large ROI for social media efforts (like Facebook) to be worth the time and effort.

- **Here's an example:** To stand out in this crowded field, dentists should provide a compelling offer and make it urgent to act now, such as the below example.



Here's your takeaway – The majority of these Facebook fans seeing the above offer within their newsfeed are within driving distance of the clinic --> CONVERSION is the goal of every marketing endeavor, right?

Fan FRIDAY – Feature & Reward your Star Fans and/or Patients

Your Facebook Fans love to be the spotlight of attention. Recognize them in a simple wall post or blog feature showcasing, for example, their before-and-after photos for various procedures**. Here, you're educating the public and premiering the benefits that they too can experience at your office. Tell the patient's background story (if it's compelling and if you've obtained written permission). Pair his/her story with a striking image(s) that will resonate with the clientele that you want to attract into your practice.

- **Here's an example:** We profiled one of our fans & just like Naomi did, your patients will SHARE your page with their families and friends when they have a post with their name in it. And that increases your fan count, further brands your reputation, and nano targets your audience via your Facebook drip campaign.



Here's your takeaway - People better value a service over cost when they hear good stories from other people they can relate to.

In today's economy, Social Peer Influence drives more buying decisions. Your Facebook page *can* become an effective Yellow Page listing, as your dental practice optimizes its posts with relevant keywords and compelling content that your patients & prospects specifically want. When your Facebook posts are keyword rich and relevant, search engines will likely index your posts. These five engaging Facebook wall post themes help your dental team stay top-of-mind for easier recall with current patients and value-building with prospects. And, your consistent Facebook activity provides a major cue for Google's search index.



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Donna Newman co-founded SummaSocial.com. She is a recognized thought leader in her field, a vibrant speaker, and consultant known for her practical social media marketing solutions! Her clients include Corporations, Associations, Foundations, and Small Business Owners. Email her at Donna@SummaSocial.com.

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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!

Dear SCDA members,

Words cannot express how much Elana & I thank you for the expressions of sympathy, and all the help you provided us during our moment of sorrow. We are truly grateful for your friendship and support. Please continue to keep us in your thoughts and prayers, it is what is getting me through the days and nights. I am overwhelmed with the love from the SCDA, which I call, my extended family.

Much Love,

Christy Meador

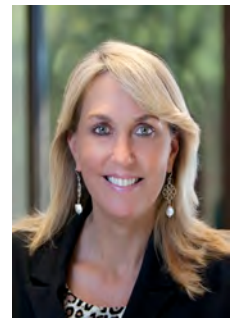


Responding Successfully to Claims for Unemployment

By Kris Cato, Esq., Rogers Townsend & Thomas, PC

Employers are regularly unprepared when employees they terminate file claims of unemployment. While the reasons for the termination appear clear and unmistakable, employees are almost always awarded benefits. In order to successfully defend a claim for unemployment benefits, what steps should an employer take?

1. Create a signed Job Description, explaining what duties the employee is to perform and how performance is measured.
2. Develop and distribute an Employee Handbook, identifying unacceptable behavior and actions, explaining that demonstration of them can result in termination.
3. Complete written counseling and warnings of your employees who demonstrate that behavior.
4. Have the employees sign each warning.



Kris Cato

At the end of the day, the Agency wants to know that an employer has a policy which it has communicated to employees about unacceptable behavior; that the employer has warned the employees about the behavior; and that the employee knew that behavior could result in their termination.

Even with this, the employee's claim may succeed, but it will prepare the employer for a better result.

Master Calendar

August 3	SCDA Board Meeting	SCDA Office	9:00 AM
August 3	Oral Health, Oral Cancer CE	Columbia, SC	9:00 AM
August 10	SCDA Member Benefits Group Board Meeting	SCDA Office	9:00 AM
August 16-18	Dental Access Days (DAD) Project	SC State Fairgrounds	



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The Do's and Don'ts of Hiring Dental Team Members

Linda Talley, CSP, Guest Contributor

When you begin the hiring process for a team member, most of the time you think about what questions to ask and what the correct answer will be. Yes, you do need to have the verbal component of the hiring process perfected but if you overlook the nonverbal component of the hiring process, it could cost you time, money and frustration.

There is a new reality when it comes to employees and employment. There is now a 50 year work life; employees are changing jobs every 4 years; so they experience about 12 different jobs during their 50 year span of employment. Because the focus has been on the verbal aspect of the hiring process, you probably know the right questions to ask but did you know that researchers today will tell you that the nonverbal communication taking place during an interview will provide you with better and more reliable information about the applicant and their future behavior in your dental practice.

Throughout history, writers, psychologists, and business leaders have experienced and noted the effect of nonverbal communication by making such comments as: "What you do speaks so loud that I cannot hear what you say." —Ralph Waldo Emerson.; "We respond to gestures with an extreme alertness and, one might also say, in accordance with an elaborate and secret code that is written nowhere, known by none, and understood by all." – Edward Sapir. "Behavior in the human being is sometimes a defense, a way of concealing motives and thoughts, as language can be a way of hiding your thoughts and preventing communication." --Abraham Maslow.

We know that nonverbal behaviors and communication are an important aspect of work and life, so now, let's see what it tells us about a job applicant.

The first impression you have of the applicant is not just a best guess. It's a reality. Research shows us that our first impressions, the ones we make within 3-5 seconds of meeting someone, are correct. Yet, we don't trust our feelings; we continue with the interview and, many times, end up hiring the wrong person which costs us time, money and frustration.



First Impressions

When you first see the applicant in your waiting area, what does she look like? How is he dressed? If the person's body is contracted, this person is not comfortable and is creating a neuroendocrine change just by sitting in this position. Are they talking on the phone, texting, reading a magazine or are they focused yet looking comfortable and confident?

When you greet them, do they put their hand out first to shake your hand? What type of a handshake do they have—weak, firm, flimsy? How they shake your hand is how they will shake your patients' hands. Is their palm facing down so you are in the submissive position or is their palm facing up—in the submissive position. You might say that they feel nervous on this first encounter but the handshake is something we do every day and if we don't feel comfortable shaking hands with authority as well as non-authority figures, this could spell trouble. Is this the handshake you feel comfortable with for your patients? The best handshake is the adult handshake where both party's thumbs are facing up and both hands are in a vertical position.

Are they loaded down with "stuff" such as oversized purses, various paper articles that are not stowed properly or do they simply carry a small briefcase or notebook and keys?

Are they dressed appropriately? Yes, your team wears scrubs but how a person dresses says a lot about how they feel about themselves. Do they stand upright, head tall, shoulders back?

When interviewing a woman, is the make-up appropriate or over the top? What about jewelry/accessories? These are all indicators of what the person thinks of him or herself. The trick is that you must read these nonverbal messages as indicators of this person's feelings, intentions and emotions.

Eye Contact

Does the applicant make eye contact briefly and then look away to show deference or is there a stare down contest? If you look like Angelina Jolie or George Clooney, I might stare too, but generally, the applicant's eye contact will give you an indication of how they will treat patients. 2-4 seconds is good eye contact and then I would expect the applicant to look away for a few seconds and then return their gaze. During the interview, does the applicant appear to be comfortable making eye contact with you or other team members? This is a skill that can be trained but it takes quite awhile.

The Smile

What type of smile does the applicant have—genuine or disingenuous? A smile validates the other person and we generally respond to a smile with a smile as we feel seen and made visible by the other person. Look for a genuine smile which is present when the person has engaged 2 sets of muscles: zygomatic majors—running down the side of your face and connecting to the corners of your mouth and the orbicularis oculi which surround the eye and pull back the flesh surrounding the eye.

Continued on page 10

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Continued from page 8

Guillaume-Benjamin-Amand Duchenne (de Boulogne), a 19th century French neurologist, determined, through the use of electrical stimulation, that smiles resulting from true happiness, genuine smiles, not only utilize the muscles of the mouth but also those of the eyes. Such genuine smiles are called Duchenne smiles in his honor.

A disingenuous smile only uses the zygomatic majors which gives the person a Cheshire cat appearance. Look for the crow's feet that go along with a genuine smile.

Body Gestures

How do they sit during the interview? Leaning forward to show interest and eagerness or sitting back with arms crossed? Does their body take up space or do they attempt to constrict their body mass? Recent research by Harvard researcher, Amy Cuddy, noted that open or closed body positions can change a person's psychology. If the applicant is sitting or standing in a constricted position, is it nerves or is it their natural positioning and how will it affect their interactions with patients and other staff members?

Are they fidgeting? Is a leg bouncing up and down? Do they have their hands on their knees like they're ready to run out the door? Are their arms and/or legs crossed? These are all indications of defensive body language that most of us notice but don't give any credence to and this is what causes hiring errors. Realize that you do read other people's body language; you simply have not brought it up to the conscious level and, therefore, you make hiring decisions based on logic rather than emotion and logic is not the best way to interview and hire.

Certainly there could be some discomfort or uncertainty on the part of the applicant at the beginning of the interview but if it continues throughout the interview trust your perception and remember: believe their body language first before you believe their verbal message!

As you begin to think about the nonverbal communication that your applicant is sending, you need to relax and trust your perceptions. Remember, research has proven that you can have a very good first impression of an applicant that holds true throughout the interviewing process. If you have this impression, don't use the verbal interviewing process as a way to change your mind. You'll be disappointed.

Linda Talley is a speaker, author and personal effectiveness coach from Willis, TX. She works with people who want to enhance their performance in personal leadership and patient engagement. Visit her web site at <http://www.lindatalley.com> for more articles and TalleyToons.

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SCDA Pee Dee District

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Did You Know?

By Rebekah Mathews, DentaQuest

Cost avoidance in coordination of benefits for Medicaid beneficiaries is important in conserving public resources that can be consumed with pay-and-chase.

Our calculations show that coordination of benefits by dental providers saved SCDHHS almost one million dollars during calendar year 2011.

Even though only a small percentage of *Healthy Connections* dental recipients have other coverage, DentaQuest receives many questions on third party coverage and requirements for coordination of benefits. Below are a few reminders:

- o Medicaid is the payor of last resort. Providers must seek payment from primary carriers before filing a claim for covered *Healthy Connections* services through DentaQuest.
- o Dental claims involving COB need to have clear indication of the primary policy information and an EOB denoting the primary carrier's payment.
- o An exception from cost avoidance extends to claims for beneficiaries under age 21 that are filed under the federal Early, Periodic Screening, Diagnosis and Treatment (EPSDT) program. Claims filed under EPSDT are handled through pay-and-chase if primary coverage is on file for the member.
- o Patients being seen as Medicaid beneficiaries are not required to satisfy their primary policy's copayment or deductible. The patient would be subject to the Medicaid copay, if applicable.
- o Benefit coordination is done at the claim level, meaning we subtract the total primary payment from the total Medicaid allowable amount and pay any positive amount.
- o Primary carrier information on the DentaQuest provider web portal shows if the policy is medical or dental. If the policy shows as medical it is not necessary for a dental office to submit a rejection or a letter of non-coverage from that carrier for dental services. Oral surgeons, however, are subject to coordinating benefits with these carriers when medical (CPT) services are rendered.

The South Carolina Code §43-7-440(B) requires Medicaid providers to cooperate with SCDHHS in identifying any third-party that may be responsible for payment of all or part of the cost of services provided to a Medicaid beneficiary. Providers are encouraged to notify SCDHHS' Division of Third-Party Liability or DentaQuest of such coverage if record of it is not evident on either SCDHHS' or DentaQuest's eligibility verification systems.

SCDHHS and DentaQuest appreciate your office's help in following established processes for coordinating benefits for your *Healthy Connections* patients. If you have further questions about coordination of benefits with *Healthy Connections*, please contact DentaQuest at 888.307.6553.

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 brunsonm@scda.org.

The National Dental Practice-Based Research Network is now OPEN for enrollment.



All dental practitioners and other interested individuals (dentists, dental hygienists, educators, etc.) are invited to enroll. The network conducts studies with practitioners, and in dental practices, on topics selected by practitioners. Practitioners may participate at a level that best fits their schedules, from informational only, through full engagement in research studies in their offices.

ENROLL ONLINE: www.nationaldentalpbrn.org/

Questions regarding the network or enrollment should be directed to:

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President's Message

You asked for it, and who can blame you? We all want more bang for our buck. We all want to know what the ADA is doing to combat all the attacks on our profession. This week we can all see some progress on the discussion of midlevel providers and the economic viability of this idea. Yes, my friends this is where the rubber meets the road.



Dr. Betsy Jabbour

The ADA commissioned a study on the economic viability of midlevel providers. ECG Management Consultants chose three types of midlevel models that are in discussion or currently practicing, the DHAT (dental health aide therapists), DT (dental therapist), and the ADHP (advanced dental hygiene practitioner), chose five states in which consideration of laws allowing midlevels is particularly active, those being Maine, Kansas, Connecticut, New Hampshire and Washington. The group used the same economic models as the California Dental Association did in a peer reviewed journal. Included in the study, which is available for your review on the [ADA website](#), were variables of payment (mixes of Medicaid, sliding fees, insurance and private pay), equipment, leases, and other operating expenses, cost of education and because the argument has centered on access to care they used a public health clinic model.

My friends, this report, though admittedly by the authors and the ADA is preliminary and should be read understanding its inherent limitations, is most worthwhile reading. I would encourage every dentist in our country to spend some time reading it. This study takes to task some of the thoughts dentists as small business owners have discussed since the powers outside of our profession (and a few inside) have felt the need to direct our profession in a direction we

quite frankly have felt is lacking in wisdom. This study is the kind of work that needs to be done before driving full throttle down a road that is perilously close to a canyon. Even with its limitations, it deals with real issues, not subjective ones as to who does it better issues of which I'll not argue do to space limitation of this column.

I know we are all busy squeezing every last ray of sunshine out of each day before the bright yellow school buses begin rolling into neighborhoods and that planning for our DAD project is consuming the spare moments of many, but please take the time to read thoughtfully the work of this study. And for once- it is NOT a phone interview based on 40 years of dental radiography memories or other such nonsense that passes for a 'study' these days!

If after reading this study it elicits more questions in your mind, I encourage you to continue to stay informed on the subject as well as many others of our field. Email/contact the ADA with your questions, contact your ADA trustee, who will soon be our own Dr. Hal Fair and feel free to contact me or our SCDA office. Believe me, I realize how difficult it is to allocate the time to research even a little bit with our busy schedules and families, but if we don't do it who will? I CAN answer that one and it keeps me up at night as it should anyone who loves this profession.

Our patients find all sorts of bad science on the internet and at the lips of 'trusted' television sources, and more often with the legitimacy of a university name attached. I am amazed every time I actually pull the studies referred to and read them for myself. Amazed is a much nicer way of stating it actually.

Other things of note recently, our non member survey results are in, Dr Robert Oldendick's report stated quite frankly that the SCDA does not have a membership problem. We do hold an 85 percent market share, and as those listed as dentists in our state but are part of the military are allowed to join the ADA directly, it may actually be a bit higher. I did find the responses noted of interest and we can take those into account when planning future direction of the association.

Also, please remember the SCDA DAD project is this month in Columbia, I do hope to see many of you there. It is always exhausting but so much fun to see colleagues joined together in this mission effort for our state. Please thank Dr. Lee Ayers, his committee and the SCDA staff for their hours of meetings and hard work to plan this massive event that runs as smoothly as a newly paved road.

Our 2012 convention was one of the most successful conventions in recent history financially, which in this economy is quite laudable, and I would love to again thank the committee with Dr. Heather Barker at the helm, our convention coordinator, Laura Jordan, and our ever helpful ever present SCDA staff who devoted many many hours to its success!

So to continue with my driving and asphalt images, the rubber does hit the road with the ADA, the SCDA and most importantly with YOU as a member dentist. Let's make the most of every day on this journey for our profession, our families and our patients now and for those in the future. Start you engines!

"If after reading this study it elicits more questions in your mind, I encourage you to continue to stay informed on the subject as well as many others of our field."

Looking for Better Protection Than This?



The SCDA Member Benefits Group has been writing professional liability policies with the same malpractice carrier for years, providing our member dentists with the most reliable coverage in the state of South Carolina. Here are just a few reasons for the longstanding relationship with our carrier.

- ⇒ They have won over 90% of their cases that have gone to trial
- ⇒ They have closed more claims without payment than any other carrier in SC
- ⇒ They have successfully defended more medical professionals than any other carrier in SC
- ⇒ They have been operating in our great state for over 35 consecutive years
- ⇒ They are the only carrier endorsed by all 3 of the leading medical/dental professional associations in SC
- ⇒ They offer both claims-made and occurrence policies
- ⇒ Commission dollars stay within the SCDA instead of going to an outside agency
- ⇒ A fellow SCDA member sits on the Board of our carrier so you know your best interest is the priority

SO WHO DO YOU HAVE IN YOUR CORNER?

Executive Director's Notes



Mr. Phil Latham

Under the Affordable Care Act, which was recently upheld by the Supreme Court, if an insurance company uses less than 80% of the premiums received for claim payments in the prior year, the insurer has to provide a rebate for the difference to the employer. These rebates have to be provided by August 1st of the following year. We've been told by BlueCross/BlueShield of South Carolina (BCBSSC) that they will be sending out rebates to their insured small employers (under 50 employees). You should receive their rebate check and notice this week. We are not expecting these rebates to be significant, but BCBSSC has not provided us with an expected range for the rebates.

A few items to note: If employees contributed to the cost of their health insurance premiums, they must receive a portion of the rebates per the Affordable Care Act. For example, if employees paid 50% of the premium, they should receive 50% of the rebates by November 1, 2012.

The portion returned to the employee can be in the form of a premium holiday, where you use their portion of the rebate to lower their premiums for one or two months, depending on the value of their rebate, OR the rebate can be provided to the employee as taxable income. Click [here](#) to view guidelines for tax treatment of these rebates. For more detailed information regarding this you will want to speak with your tax professional or payroll processing company.

"if an insurance company uses less than 80% of the premiums received for claim payments in the prior year, the insurer has to provide a rebate for the difference to the employer."

These rebates apply to employees who are still actively working with you and were on the medical plan both in 2011 and 2012.

You are required per law to communicate this information about rebates or premium reductions to your employees.



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Employment, Human Resources, HIPAA and Best Small Business Practices

By Mark Brown



The SCDA and the SCDA Member Benefits Group will host a breakfast seminar on Friday, September 14, 2012, discussing employment and human resources, HIPAA and best small business practices. The seminar will be led by three attorneys with the Rogers Townsend law firm who represent both the SCDA and the SCDA Members Benefits Group. They have years of experience handling the employment, business and privacy issues for healthcare practices and will be on hand to answer questions about your most relevant issues.

The seminar will be held in the Canal Room at Edventure Children's Museum. Registration and breakfast begins at 8:00 a.m. and the seminar lasts from 8:30 a.m. until Noon.

Mr. Mark Brown This event is open to dentists only and there is a charge of \$75 for SCDA members and \$150 for non-member dentists. Spouses are welcome to attend at no additional charge. Seating will be limited, so please register soon if you have interest in attending.

You can click [here](#) to learn more about this seminar and to download a registration form. Be sure to provide an accurate e-mail address on the registration form so that we can send you written confirmation for your records.

Contact the SCDA office at 1-800-327-2598 with any additional questions or e-mail Sue Copeland at copelands@scda.org.



join our group +

If you have not already joined the SCDA Facebook page you are missing out! We have recently moved all of our pictures from Shutterfly to our Facebook page. We have posted pictures from our conventions and DAD projects. You can save the pictures, tag yourself and share them with other friends on Facebook. Join our group today! www.facebook.com/scdental.



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for an important breakfast seminar that answers your questions about

Employment and Human Resources, HIPAA and Best Small Business Practices

When: Friday, September 14, 2012

Time: Registration begins at 8:00am; Seminar begins at 8:30am - Noon

Where: Edventure Children's Museum - The Canal Room, 211 Gervais Street, Columbia, SC

PRESENTED BY:



ROGERS TOWNSEND
ATTORNEYS AT LAW



Kris Cato



Steve Lenker



Steve Moon

You will hear practical business advice from attorneys with years of experience handling the employment, business and privacy issues of healthcare practices. Don't miss this entertaining program that will provide **knowledge you can use today.**

Cost: \$75 – SCDA Member Dentist and/or Spouse / \$150 for Non- SCDA Member and/or Spouse
(Registration/Refund Deadline: Friday, August 17, 2012 – No Refunds Will be Allowed After this Date)

REGISTRATION FORM

Name of SCDA Member Dentist (Print)

Spouse's Name If Attending (Print)

Name of Non-Member (Print)

_____ Number attending seminar

Total Amount: \$_____

Payment by check, make checks payable to SCDA.

Payment with credit card, visit www.scda.org or enter card number here _____
 Visa Mastercard American Express Exp. _____ Security Code _____

Confirmation will be sent to the e-mail address you list here _____

Mail completed registration form to the SCDA office at 120 Stonemark Lane, Columbia, SC 29210
or fax to the SCDA office at (803) 750-1644.

Save The Date

Central District Fall Meeting

September 21, 2012

Registration: 8:00 am- 8:30 am

Speaker begins: 8:30 am

Speaker: Larry Oxenham

Topic: What Every Dentist Needs to Know about Lawsuit Prevention, Tax Reduction, and Estate Planning Strategies

Coastal District Fall Meeting

October 26, 2012

Pee Dee District Fall Meeting

September 7, 2012

Piedmont District Fall Meeting

October 12, 2012

Registration: 7:30 am- 8:00 am

Speaker begins: 8:00 am

Speaker: Janice Hurley-Trailor *Dentistry's Image Expert*

Topic: Learn How to Develop Your Professional Skills to Accomplish Your Practice Goals

Gloves are Different, Suppliers are Different

A rose may be a rose, but an exam glove is not an exam glove. There are real differences in gloves, including whether they are made of natural or synthetic substances, whether they are hand-specific or ambidextrous, and what types of coating are applied to glove interiors to improve donning, doffing and wearability. But like roses, many gloves now come in a variety of colors, and even scents.

Perhaps the biggest advance in the world of exam gloves was the introduction of hand-specific gloves. These gloves, available in nitrile and latex, are formed with the thumb in a natural position, rather than in a flat position as is the case with ambidextrous gloves. Placing the thumb in a natural position reduces muscle and tendon tension while using the hands. This, in turn, is thought to minimize the likelihood of developing carpal tunnel discomfort. Fitted gloves come in traditional glove sizes, such as 8.0 or 8.5. It's important to get the right size for the perfect fit and feel, and to get the maximum benefit from wearing these gloves.

Nitrile gloves, made of synthetic rubber, are now in great demand nationwide. The interior of nitrile (and some latex) gloves may be bonded with many substances, including polymers, Vitamin E, Lanolin, or Aloe, to make them easier to don and doff. An added benefit of some of the coatings is a soothing effect. Nitrile gloves come in a wide variety of colors, and in mild scents that provide a pleasurable experience for the patient.

The bloom is fading somewhat for the old-time favorite, latex gloves. Where powdered latex gloves once dominated the market, concerns about possible infections attributed to donning powders eroded the supremacy of this glove. Powder-free latex gloves address that issue. However, patients as well as dentists and their staff members may have latex hypersensitivities. Many offices have adopted a non-latex policy. On the positive side, hands stay drier when using natural latex gloves and they are extremely comfortable to wear. Latex devotees now can select from various colors and non-powder coatings, too.

Whether you choose fitted gloves or ambidextrous latex, nitrile, chloroprene or vinyl gloves, there are two critical factors to consider: fit and feel. There is only one way to judge fit and feel, and that is through on-the-job use. Your South Carolina Dental Association-endorsed glove program provides free sample packs to help you find a glove that you like. Saving you money on exam gloves while guaranteeing your complete satisfaction are our primary goals.

Association Gloves is the only source for exam gloves that dedicates all of its revenues to support organized dentistry. Your purchase generates money for the SCDA. Make a difference with your glove purchase today.

Visit www.scdagloves.com to view our selection of more than 60 high-quality gloves today, or call 877-484-6149 for more information. SCDA earns money for every purchase you make, so support the SCDA-endorsed glove program, administered by Association Gloves.



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*All gloves are sold by the case, with 10 boxes per case



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To order gloves on the Web visit:

www.scdagloves.com

Classified Ads

Dental Related Services

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

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

Locum Tenens: helping SC dentists since 2009. Contact Dr. John McGeary at 803-240-1452 or email johnmcgeary@hotmail.com.

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Periodontist available one day per week. Skilled in all areas of implant therapy, bone grafting and soft tissue grafting. Excellent opportunity for GP to keep patients in-house and generate surgical revenue. Please contact period257@gmail.com for more information.

Positions Available - Dentists

Florence SC- Looking for associate doctor for established, large practice. Modern office, digital x-ray, interoral cameras,

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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!

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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

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.

Earn what you are worth!! Charlotte, NC dentist opportunity. Monday through Friday work week...no night or weekend hours. Benefits with base salary and bonus. You will have your own Dental Assistant...no cost to you. Call Brian Whitley to get more information 1-800-313-3863 ext. 2290 or email brian.whitley@affordablecare.com. <http://www.affordabledentures.com/careers/associates/>

Kool Smiles General Dentistry for Children and Adults- Sumter and Greenville, SC We are **currently seeking energetic and compassionate Associate Dentists** for our busy offices! We are a growing dental practice providing comprehensive general dentistry services to children and adults. At Kool Smiles, our dream is to create a world of happy, healthy smiles. Join a hard-working, fun-loving team who share a passion for working with a purpose. Our offices are modern and equipped with state-of-the art equipment. We offer competitive compensation plus benefits for all full-time employees. You are just one step away from earning a great living and doing something greater! Contact Rosa Neal-Prillerman at rnealprillerman@ncdrllc.com.

General or pediatric dentist needed in a growing and highly productive area in Columbia. The position is for a four day work week (Monday-Thursday) with a potential half day on Friday. We are looking for a dentist who is team oriented and enjoys working with children and young adults. Email or call me to find out more information on how to apply for this position. Chad@kidsfirstdentalsc.com or 803-772-4949

Positions Available - Staff

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.

Dental hygienist needed to work with great team in a beautiful Lexington office. Please fax resume to 803-808-0370.

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CHARLESTON PEDO Great and rarely available pedo practice for sale. Doctor ready to retire but will stay on for transition. Beautiful facility. Real estate available as well. Doctor working part time and collects \$650,000 annually. For more information call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com.

Approximately 1600 SF Dental Office with 4 operatories, Pan room, lab, consult room, staff lounge, reception and business office. Option to leave cabinetry, digital x-ray heads, some chairs with patient monitors, dental units, compressor, Star Vacuum System and additional items. Lease rate is negotiable. Available September 2012. Greenville SC. Contact Janice Holliday at 864-233-8639 or janiceholliday@aol.com.

45 MINUTES FROM BEAUFORT Long standing practice for sale, collections of 400k in 2011. Less than 1 hour from Hilton Head and Savannah. Excellent staff to remain after the sale. Lots of procedures to add to production. For more information call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com.

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Dental office \$172,900 SE Columbia. 1976 sq ft. Near VA hospital, I-77, Fort Jackson. Oral surgeons office for 10 years: renovated 2001. Cabinets, built-ins sinks galore. 4 exam rooms, waiting room, reception, office manager area. Office with private bath, supply room and staff room with restroom and private entrance, handicapped accessible. Contact Maxanne Cabot at mhcabot@sc.rr.com.

Equipment For Sale

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

- 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:

[ADA News Daily](#)

[Medicaid Bulletins](#)

[SC Board of Dentistry Newsletters](#)