Bulletin



Volume 38, Issue 12 - December 2010

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> Published by the South Carolina Dental Association

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Give Kids A Smile Needs A Hand! by Phil Smith

Give Kids A Smile is soon to celebrate its ninth anniversary. South Carolina has embraced, promoted and expanded the care for many uninsured children since our first event. Since that time, dental team members have given care to more than 5100 children and delivered value in excess of \$1,325,000.

Over the years, the model and format of the GKAS Day has expanded and changed. When it began in 2003, most of the service was provided in large clinical settings. Technical College Clinics served as center of the dental universe for children with dental needs. Dentists, their staff and volunteers of all ages congregated in a frenzied weekend to give free dental health to all who came. It

health to all who came. It has evolved over the years into a broader dependency on individual offices and smaller clinical settings. Technical Colleges still provide care, but the bulk of the dentistry is provided in the private setting. Often the patients are seen on another day and occasionally until all of the necessary care is complete.



So far, there is a smaller base of dentists who have committed to provide GKAS service. Although the weekend for GKAS is Friday, February 4th, experience has shown that office enrollment numbers are down and hopefully will increase as the weekend approaches. This is where we need the dental community's help.

Screenings are needed immediately for potential children patients. These kids should not have a dentist of record nor dental insurance to be eligible for GKAS. However, the community recognizes that many children have unmet needs that parents cannot afford. That is why GKAS was started. Once screenings are complete, then dental offices need to arrange for care. Ideally, the exam and radiographs have already been completed, but it is the intention to provide care beyond a prophy. Each office must decide how much to serve. Some supplies will be provided through the ADA, but time is short to apply for dental products.

The districts will be moving to identify screening locations and offices for care. If your office wishes to participate, please call Jennifer at the SCDA office or call Dr. Dana Parker, GKAS Chair, at 864-238-3035. SCDA needs volunteers! Please call today.

Bulletin: Extra Edition!

By Phil Smith

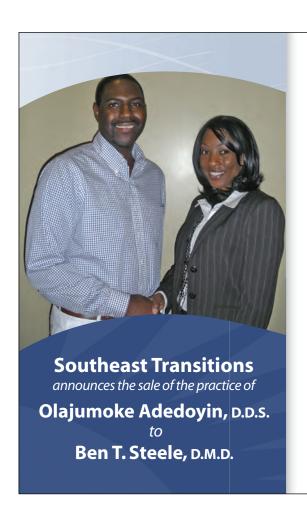
The Bulletin has been electronic since July 2007. The change to an e-version was done as a means to contain costs. In fact, the move from hard copy to electronic distribution has saved the SCDA over \$30,000 per year. One of the benefits of the web based publication is the ability to include stories and events that are immediate. Articles can be included within a few hours.

The downside of electronic publications is that they tend to be less convenient for the readers. Many dentists have shared that the Bulletin arrives on their computer but they find that they don't read it as they once did. It is not that the contents have changed it seems that the format may be less inviting. The SCDA distributes over 1900 copies of the Bulletin monthly, and the editorial staff can track the numbers of readers that access the website. Perhaps half of the recipients actually open the electronic edition. There was never a way to evaluate accurately how many dentists read the hard copy version, but there still exists approximately

50 dentists that request a printed version each month. One thing that the editorial staff does know is that information shared through the electronic Bulletin is often over-looked. This is based upon the numbers of calls SCDA receives about issues printed in the publication that have gone unread.

Therefore the SCDA, along with Member Benefit Services, has decided to publish some special printed versions of the monthly Bulletin. They are to be titled, "The SCDA Bulletin: Extra Edition". The content will be specific for each issue, and yet the topics of the hard copy will not merely be reprints from the monthly newsletter. The importance of the Bulletin and the Bulletin Extra is to communicate, educate and in some instances alert the dental community to important global issues. It is also the hope that the readers of the printed copy will make efforts to revisit the Bulletin.

The Bulletin: Extra Edition will be delivered in January.



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- Coverage cannot be provided on a retroactive basis if the request is made late and is available only to JUA dentists.

Dr. Robert Calcote Elected President of Southern Association of Orthodontists

Dr. Robert Calcote was elected as President of the Southern Association of Orthodontists during the recent annual meeting at The BROADMOOR in Colorado Springs, CO. Dr. Calcote is also a member of the American Association of Orthodontists, the American Dental Association and the South Carolina Dental Association. He was recently inducted into the American College of Dentists, the oldest national honorary organization for dentists.

Dr. Calcote received a DMD degree from the Medical University of South Carolina and his orthodontic training from Georgetown University. He joined the orthodontics practice of his father, Dr. Clarence Calcote in Charleston in1985. Dr. Calcote has satellite offices in North Charleston and Moncks Corner.



Dr. Clarence Calcote served as SAO President in 1981. The Calcote's are the third set of father/son orthodontists to serve has SAO Presidents since 1921.

Orthodontists are dental specialists who put braces on the teeth of adults and children to build esteem by making their faces look better and improve their dental health by helping them bite correctly.

The Southern Association of Orthodontists is one of eight regional subgroups of the American Association of Orthodontists. Founded in 1921, the SAO has approximately 2000 members and includes the states of Alabama, Florida, Georgia, Kentucky, Louisiana east of the Mississippi, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. The purpose of the non-profit organization is:

To advance the art and science of orthodontics,

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To strive for optimal standards of excellence in orthodontic education and practice, and To make significant contributions to the dental health of the public.

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Editorial Comments

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



Dr. Phil Smith, Editor

A Matter of Conscience

Last week I saw an e-mail that touched upon a subject that was off my radar screen. It was a conversation of the ethics of treating family members in your dental practice. Personally, I know of very few dentists that do not provide care to their families. Many may even offer free or discounted service to their extended families but that is an individual choice. Actually, I think it is a practical choice that may have ramifications for young dentists.

The American Medical Association makes it explicit that physicians are not to provide service to family members. And here is the dilemma, for dentists are perceived as behaving "unethically" by our medical colleagues. A dentist friend that commented on the issue said, "This is one of the many things that dentists do with all of the profound of good intentions, yet in many ways it 'discounts' the importance of what we do. I believe that anytime we 'discount' what we do either actively or passively...it moves us down the road of a trade versus a profession."

Does the relationship of the dentist and the recipient of care cloud the decision making process? I often say to patients that "if you were a family member with this problem I would recommend the same treatment." In truth, I do care for my family.

I have never had a doubt about the decision of care I choose for them. I have an oral

surgeon friend who removed his kid's wisdom teeth. When I asked him about doing surgery on his daughter, my friend said he was a good surgeon and he was comfortable caring for his children.

I guess that this is one of those curious issues that have no resolution unless you are a beginning dentist with a big overhead, and a large extended family. And if your first batch of patients were non-paying aunts, uncles, and cousins, then the idea has gone terribly wrong.

Political Effort

Too often we hear of political fall out from elected officials. Or in the dental community we struggle with the "lack of involvement" for assorted efforts whether it is volunteering or contributing.

Well I wanted to lob a big accolade on behalf of my Lexington County dental friend, Dr. Brad Pitts who was recently elected to the Lexington District 1 School Board. Not only did Brad win, but he had the greatest number of votes of the three elected members of the Board. Well Done!

Till next time, Phil

Master Calendar			
December 3	SCDA House of Delegates	Virginia Wingard Memorial United Methodist Church	9 am-2:30 pm
December 9-11	Local Infiltration Anesthesia CE Course	MUSC College of Dental Medicine	
December 17	NCDHM Committee meeting	SCDA Office	10:30 am - 12 pm
December 24, 27 & 31	Closed for holidays	SCDA Office	

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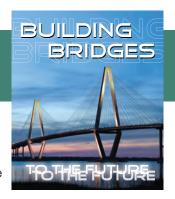
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President's Message

At this year's annual ADA House of Delegates there was a great deal of discussion about what constitutes the core values of our profession. During one of our 16th District caucus meetings, Hal Fair commented that he had made an exhaustive search and had not found a definitive list stating exactly what the ADA core values are. It occurred to me that perhaps an article exploring this subject might spark an interesting dialogue among our members. Before going any further, I should make it clear that I do not presume to be an authority but only a stimulus or starting point to promote thoughtful focus on this important topic. It might also provide a theme worth exploring at one of our leadership seminars.

The SCDA strategic planning committee has spent many hours distilling our long term strategy into a one page list which includes our mission, vision, values and goals for the future. The complete strategic plan is available on our website, but an abbreviated version is as follows:





Dr. Ed Wise

OUR 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.

OUR VISION: To be the leader in the promotion of oral health care excellence and the advancement of the profession of in South Carolina.

OUR VALUES: Ethical Conduct, professionalism, diversity, leadership, outreach

OUR GOALS: Access to Care - To positively impact the oral healthcare of fellow South Carolinians.

Advocacy - To be the preeminent voice of dentistry

Communication -To improve methods of reaching members of the association.

Diversity -To promote unity among our dynamic membership.

Education -To provide high quality dental continuing education.

Leadership -To enhance professional and ethical guidance for the association.

Organizational Stability -To maintain a highly effective association.

Practice Viability -To serve the needs of our members through benefits and services.

This is the condensed version of the SCDA's core values and beliefs. Our theme for the 2010-11 SCDA is, "BUILDING BRIDGES TO THE FUTURE: Working Together We Can Achieve Good Dental Health for Every South Carolinian". It is important to remember that in order to build those bridges, every member needs to clearly understand our mission, vision, values, and goals.

To further illuminate our professional core values it might be helpful to examine the list of basic beliefs from the ADA Strategic Plan: 2010-11. The American Dental Association believes that:

- · optimal oral health is essential to the quality of life
- optimal oral health is an integral component of overall health
- the strength of the dental profession is intimately linked to demonstrable improvement of the public's oral health
- the ADA Principles of Ethics are the hallmarks of professionalism in dentistry
- the integrity of the patient-doctor relationship is sacrosanct
- oral health care must be based on scientific principles derived from high quality research, patient needs and expectations and sound clinical judgment
- prevention is the cornerstone of an effective and efficient healthcare delivery system
- oral health care is best provided by a coordinated dental team led by the dentist
- · a properly educated, diverse, adequately sized and distributed dental workforce is critical to the delivery of quality oral health care
- quality care is safe, effective, efficient, timely, patient centered and equitable
- excellence in dental education, research and lifelong learning is critical to the future of the profession

The foregoing principles are the philosophical basis for our profession. A strong belief in, application of, and faithful adherence to these values and beliefs is essentially what differentiates a profession from a trade union.

In his "Report of the President" to the ADA HOD in Orlando, outgoing president Dr. Ron Tankersley talked about the vision and courage of dental leaders of the past. In the 1950s, the typical dental office had less than two employees. Most patients thought that losing their teeth as they got older was "normal". Extractions, amalgam restorations, and dentures were 85% of a dental practice. Most practices were doing very well financially. When confronted with the scientific evidence that fluoridated water would reduce caries by 50% and that periodontal disease was preventable, the leaders of the '50s responded like true healthcare professionals and made the conscious decision to change the focus of dental practice from disease treatment to prevention. This humanitarian approach clearly demonstrated the ADA's core values in action and speaks volumes about our profession. We owe much of the ADA's high level of credibility to the vision and courage of dental leaders of yesterday. Because of their foresight, the ADA today is one of the leading and most respected healthcare associations in the world. Those same core values and beliefs which provided the moral compass for those leaders of yesteryear still hold true in 2010. Adherence to and application of those values has made the ADA a unique and irreplaceable institution and in Ron's words, "a prize worth protecting and defending." Ron's address provides an excellent historical prospective on the farsighted accomplishments of our profession over the past 151 years, of which we can be justly proud. I highly recommend going to the ADA web site to read his entire report.

"This humanitarian approach clearly demonstrated the ADA's core values in action and speaks volumes about our profession."

'Til Next Year - Ed

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Executive Director's Notes



Mr. Phil Latham

By now you have received your 2011 SCDA membership dues statements. The statement reflects the normal mandatory and several voluntary dues items. The SCDA will accept either a check or credit card for payment of dues. Also enclosed with your dues statement was a membership update sheet with contact information both we and the ADA have on file. Please take the time to review this closely and if there have been changes, correct and send back to us along with your dues payment. Having the correct contact information on file is essential to keep the membership informed.

Also, you have received the SCDA Awards Brochure. Each year at the SCDA annual convention, the SCDA recognizes those nominated and voted upon to receive awards. Deadline for nominations are January 21, 2010. If you cannot find your copy just log onto www.scda.org and access the form.

SCDA House of Delegates

The SCDA held its December House of Delegates meeting on Friday, December 3, 2010. There were many reports given including a recap of the ADA meeting in Orlando this past October presented by Dr. Hal Fair. Dr. Jim Mercer and Lobbyist Richard Davis provided a legislative overview. It was mentioned that SCDA will target two major bills in 2011, the non covered services bill and an assignment of benefits bill. Both of these bills may receive opposition, but the SCDA will put its resources together to hopefully cause passage of both bills. Mr. Davis offered a very bleak outlook for the state budget stating it was the "the worse he had seen" and the SCDA may face some cuts.

Your SCDA continues to stay involved with Medicaid and DentaQuest. Although some items have been resolved, we realize that many others require more work. The leadership and representatives have another meeting lined up in the near future to discuss the ongoing issues.

During the House of Delegates, the SCDA voted on several bylaws changes.

The highlight of the meeting was the presentation of the 2nd DAD project video in Greenville. It was also announced that the 3rd DAD project will take place in Florence at the Florence County Civic Center, August 25-27, 2011. Get your registration form off the SCDA website and sign up.

"...SCDA will target two major bills in 2011, the non covered services bill and an assignment of benefits bill."

Lastly, it is hard to believe that another year has passed by so quickly. I do wish each of you and your families a wonderful Christmas Season and a Happy New Year. The SCDA staff and I will look forward to working with each of you in 2011.

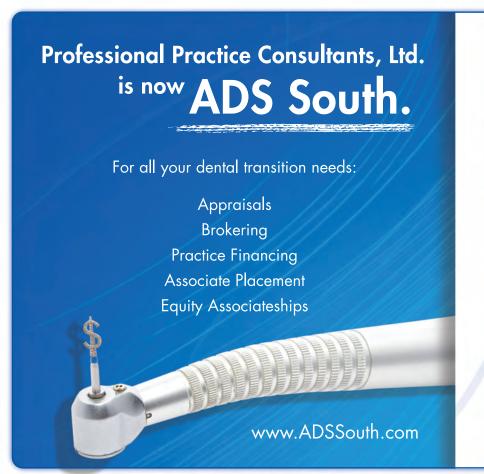


HAPPY HOLIDAYS FROM THE SCDA STAFF!

Christy Dearna Jenniger

The SCDA office will be closed Friday, December 24 and Monday, December 27 for Christmas.

The office will also be closed Friday, December 31 for New Year's Eve.





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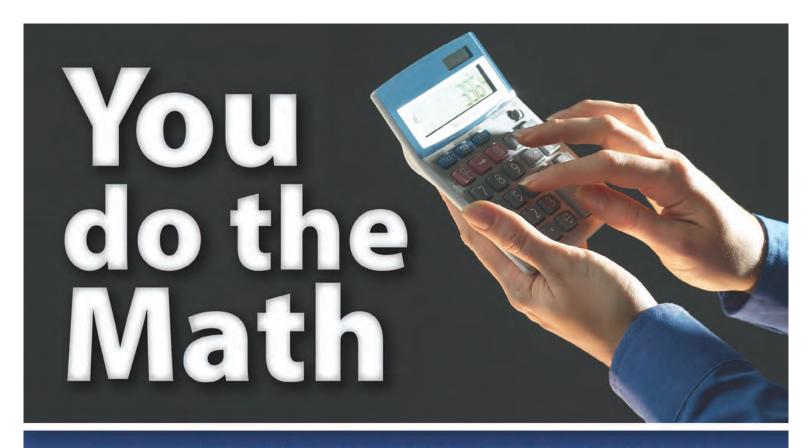
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Membership Minute

by Christy Meador

2011 Membership Dues

Thank you to those who have already paid their 2011 membership dues. Keep in mind the deadlines for the 2011 membership dues and remember to return your update form.

Deadline for dues

Dues are payable on or before January 1, 2011. After February 15, 2011, dues become delinquent and a penalty will be added to the SCDA portion. If dues are not paid on or before March 15, 2011, membership lapses, if you have insurance with BCBS or Great West you will be dropped and you will not be included in the next membership directory. We have a deadline for gathering the information for the directory so please get your dues statement and update form in as quickly as possible.

Remembering Member Dentists

The following members have recently passed:

- Dr. John R. Simmons, Jr. was a resident of Sunset, SC and passed away June 3, 2010. He was an SCDA member for 56 years and a member of the Piedmont District.
- Dr Joseph R. Beard was a resident of Anderson, SC and passed away August 09, 2010. He was an SCDA member for 65 years and a member of the Piedmont District.
- Dr. Robert (Bob) Edison Osbon was a resident of Greer, SC and passed away September 2, 2010.
 He was an SCDA member for 43 years and a member of the Piedmont District.
- Dr. Donald Wayne Hunt, Sr. was a resident of Greenville, SC and passed away on October 31, 2010. He was an SCDA member for 42 years and a member of the Piedmont District.

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Insurance

Dr. Marvin H. Berman *Pediatrics*

Dr. Joseph A. Blaes Pearls and Materials

Dr. Gordon L. Brady Implants/Oral Surgery

Mr. Darrell Cain Finance/Retirement

Dr. Anthony R. Cardoza *Forensics*

Dr. Gordon J. Christensen *Prosthodontics/New Trends*

Dr. Harold L. Crossley *Pharmacology*

Dr. Robert R. Edwab
Oral Surgery

Dr. Ronald E. Goldstein *Esthetics*

Dr. David S. Hornbrook *Esthetics*

Ms. Loretta LaRoche Communication

Dr. Samuel B. Low *Periodontics*

Dr. Stanley F. Malamed Medical Emergencies/ Anesthesia

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Transitions/Business

Dr. Joseph J. Massad *Partial and Full Dentures*

Dr. Thomas R. McDonald Restorative/Occlusion

Dr. Michael A. Siegel Oral Pathology

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Dr. Jon B. Suzuki
Periodontics

Ms. Char Sweeney Communication

Dr. Marshall L. Wade Oral Surgery

Dr. John D. West Endodontics

SCDA Member Benefits Group

by Mark Brown

2011 Medical Insurance Renewal

That time of year is upon us yet again. If you wish to make any changes to your medical plan offered through the SCDA, please submit the appropriate paperwork by the end of this month to the SCDA office. That paperwork can be found by clicking here.

Changes that can be made this time of year to be effective January 1, 2011 are: deductible plans, office probation periods for new hires, new enrollments and family additions to current policies.

No paperwork is needed if you do not wish to make any changes to your current policy.

Center for Medicare and Medicaid Services (CMS)

Under the Medicare Modernization Act (MMA), employers are required to provide creditable coverage notices to all of the Medicare-eligible members of their health plan who have prescription drug coverage. This notice must be provided to help members decide whether to enroll in a Medicare Prescription Drug plan or to continue with any prescription drug coverage provided by the employer's health plan.

An employer's pharmacy benefits are considered creditable if the benefits are at least as generous as the Medicare Part D benefits. BlueCross BlueShield of South Carolina's actuarial department has evaluated the pharmacy benefits of the SCDA's group medical plan and using criteria outlined by the CMS and has determined that the coverage is creditable.

Click here to review a copy of a notice that you can provide to anyone who is Medicare eligible in your practice and on the SCDA group medical plan.

Also, as an employer, you must notify CMS that your coverage is considered creditable. You can click here to visit their website and complete a short survey in order to satisfy this annual notification requirement.



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\$10,400.00. Contact Dr. Gene Grace's office at 843-524-6410 or email drgrace@islc.net.

Greenville Area: Excellent opportunity for someone ready to hit the ground running in a fast paced office! Well established high-end practice producing \$1.6M. Owner willing to associate back part-time with buyer to ensure a smooth transition of a patient base. Excellent, well-trained and efficient staff. For more information call 678-482-7305 or email info@southeasttransitions.com or visit www.southeasttransitions.com.

Dental Practice for Sale in SC Coastal Area. Well established, high-end General practice producing 750-825K annually with excellent growth potential. Prime location, newly remodeled office with golf views. ½ mile from beach. 4 ops with updated equipment and exquisite décor. Practice located in free standing building, for sale or lease. Interests email to: bugzy1023@aol.com.

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

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

HILTON-HEAD, SOUTH CAROLINA Beautiful 5 op office in professional building in the best area on Hilton Head. Ready to move in and pick up the drill. Decorator furnished. 3 ops of Adec top of the line equipment. There are no patients. Call immediately. It won't last long. For more information contact Southeast Transitions at 678-482-7305, info@southeast-transitions.com or 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.
- All ad copies and cancellations must be received no later than the 20th of the month prior to publication, which will
 occur on the first of the month, with remittances accompanying the ads.
- Job Bank ads can be kept confidential if so desired. If you are interested in receiving information from or submitting information to the Job Bank, please call the SCDA office.
- If you have registered with us previously and have found work or filled your position, please let us know so that we
 can take your name out of our files.
- Contact: SCDA Bulletin, ATTN: Christy Meador, 120 Stonemark Lane, Columbia, SC 29210; call 800-327-2598; fax 803-750-1644; email meadorc@scda.org.

Help Wanted Ads

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

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

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Dentist needed! General or Pediatric! Part-time or Full-time! Position currently available in the Irmo area. Please fax or email resume to 803-781-5142 or *childrensdentalgroupsc@gmail.com*.

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

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

Associate Dentists Needed: Kool Smiles offices opening in Columbia and Greenville, SC! Make a difference and make a great living! Kool Smiles is a growing dental practice with a mission of providing high quality dental care to underserved communities. With offices in multiple states across the country, we provide comprehensive general dentistry services to children and adults. We are currently hiring qualified, energetic Associate Dentists seeking: Generous compensation; Innovative Wealth Management Plan; Outstanding benefits; Excellent training, education and advancement opportunities; Visa and permanent residency sponsorship with covered legal fees, No practice management expenses and headaches. All candidates must have a degree in dentistry from an accredited dental program. Candidates must have an active license (in good standing) to practice dentistry in the state where providing patient care or be willing and able to obtain licensure. We currently have locations in Greenville, Anderston, Sumter and Charleston! Please email CV to <u>rbaron@ncdrllc.com</u> or fax to 678-247-7801 or contact Renee Baron at 404-862-9685.

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

Job Wanted Ads

Dentist available for locum tenens. Available weekly or monthly. General Dentistry. 20 years plus private practice, 8 years contract dentistry. Private practice, city and county dental clinics. Dr. Garland L. Slagle (843) 837-4126.

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

Dentist available statewide for short-term fill in work. Contact: <u>johnmcgeary@hotmail.com</u> or 803-240-1452.

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

Other News

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

ADA News Daily
Medicaid Bulletins
SC Board of Dentistry News