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Vision for the Future

By Thomas Edmonds, SCDA President Elect

Dr. Edmond's message taken from his address to the House of Delegates on Friday, November 30, 2012.

Friends and fellow colleagues of the SC Dental Association, I am humbled at the opportunity to stand before you today and speak to you about our great profession. I am also amazed that you let me get this far without stopping me! You have heard our lobbyist Richard Davis tell the story of seeing a turtle on a fence post.....one thing you know for sure is that it didn't get there on its own. And Richard I know you are really glad to see me come along and validate that story!

My theme for next year will be Vision for the Future, and I can't say that when I first joined our association that I ENvisioned myself in this position. But in retrospect, I can look to people who have helped me up the fence post. I am grateful to Dr. Robert Berger who



Dr. Thomas Edmonds

agreed to participate in a health fair and opened his office up on a week night over 40 years ago to a group of high school students curious about dentistry. I had been interested in medicine, but after that visit I quickly changed my focus. I am grateful to my dental school classmate Dr. David Moss who helped me make it through all our classes and now takes me on mission trips (and I must say I am glad to see him come behind me now on the board and clean up my mess!) and to another classmate Dr. Hal Fair, our 16th district trustee, who has provided so much advice and encouragement through the years. Also, our speaker of the house, Dr. Lynn Campbell, who signed my state board license and has hasn't let up on me since! I am also grateful to Dr. Charlie Millwood who, early in my career, showed me by example how to be engaged in my profession beyond the walls of my little practice.

And there are numerous others to mention who have helped me up the fence post, but we would be here all day. Now that I am here I must say that I intend to enjoy the view for just a moment before I get down to business. So, what is it that I see from my vantage point?

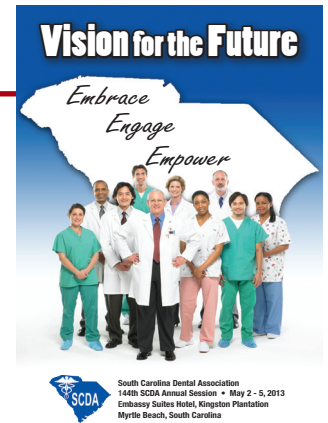
I see a vibrant group of professionals who are committed to our practices, our profession and ultimately our patients. To me this vision ensures that those who have placed their trust in us receive the best care we can possibly give to them, and that (as they say in business) is the bottom line.

What a privilege it is to be in a profession that is all about CARING for someone, and what a responsibility. It is this responsibility that brings us together to look at the opportunities we face today and envision those that we will encounter in the future. Note that I said opportunities and not challenges or issues, for in such lies what I feel should be our attitude toward them. These opportunities we face can seem rather daunting, discouraging and potentially frightening, but none of which we cannot face together.

I have chosen to focus on three words that form a structure for my vision for the future: Embrace, Engage and Empower. On a personal note, let me share with you how I used these words to map out my future years ago. When I first met Letha in the summer of 1977, I immediately embraced the opportunity to get to know her, became very engaged in cultivating a relationship with her, which led to a rather quick marital engagement, and have been empowered by my decision ever since (though it could be said that it's the only serious lapse of judgment that she has ever had)!!

In looking at our "opportunities", what better way to meet them head on than to first Embrace them. Webster defines embrace as "to take up readily" and when we readily take up something, it leads to our becoming Engaged in the process. To engage something means to "attract or hold by influence or power". Thus, being so attracted and influenced by something can lead to being Empowered by it. Empower means "to enable or make possible". So when someone asks us what we do collectively, as a dental profession, we can say that we MAKE THINGS POSSIBLE. I heard that Ronald Reagan once said: "Some people wonder all their lives if they have made a difference...well.... the Marines don't have that problem!" I don't think we do either!

In meeting our opportunities head on, we can choose to embrace each other and engage ourselves in a vision that empowers us to be a profession that meets our patients needs in THE most effective and caring way possible. This sounds a lot like the answer to the question: when does a patient fully understand their need for treatment?



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Continued on page 3



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Continued from page 1

It's when they take OWNERSHIP of their condition and solution. Friends I must say that, now more than ever, we must take OWNERSHIP of these "opportunities", or they could end up owning us.

So what are these opportunities that we face in our profession today? First and foremost is raising the oral health literacy of the public. Much like heart disease and diabetes, there are many oral conditions that are preventable, but prevention is just not priority for a number of people. Empowering them with opportunities to prevent disease must merit our greatest focus. I tell my patients that I am pleased to be part of a profession that is trying to work its way out of a job! The ADA website has a growing number of resources and products related to prevention which are available to members. And in case you haven't seen it yet, the ADA recently launched a website specifically for consumers called MouthHealthy.org that has oral health information on prevention, care, and treatment. I encourage you to promote this website with your patients and have them share it with their families.

Also, the ADA and other dental groups have partnered with the Ad Council to produce and distribute public service announcements on oral health. Remember Smokey Bear and McGruff the Crime Dog? The AD Council has THAT kind of effect on people. You may have already seen one of the oral health PSA's poking fun at some of the inane things kids will do with their time and stress it only takes two minutes of brushing twice a day to prevent oral disease.

Let's look at a few other "opportunities". We have all witnessed the decrease in the utilization of services by patients in the past few years which has lowered dentists' ability to invest in their profession. And what about the influence of third party payers on the doctor patient relationship using their market share power to cap non covered services and oppose assignment of benefits in certain plans? The ADA and SCDA have been working on legislation regarding these for several years now. What about the squeeze we feel when participating in our state Medicaid program? We have and will continue to advocate for this to be an efficient, effective and sustainable program, but more people becoming eligible without funding to cover them exacerbates our dilemma. We are currently working on a limited adult dental component to Medicaid to get immediate care for dental emergencies and save wasted funds on useless emergency room visits. We all see the tremendous need for dental care in our state, and though we take pride in our efforts to meet that need through our DAD project, the Donated Dental Services Program, Give Kids A Smile Campaign, free clinics around our state, and the benevolence of practitioners in their own offices, we must endeavor to continue taking the lead in solutions for education and care of people.

The introduction of new work force models into our profession with the goal of increasing access to care is another "opportunity" we face. One of these models, the Community Dental Health Coordinator, was initiated by the ADA and is being piloted in three locations around the country. Graduates are trained to be oral health educators and providers of limited, mainly preventive services as well as logistical support connecting patients with dentists in underserved areas. In our state, we have had legislation passed allowing for a very similar provider, the Community Oral Health Coordinator, but unfortunately are still waiting on funding to be approved for them to begin their training.

On the other hand, we see the introduction of another model, the Mid-Level Provider, by groups outside the ADA. This is a person who is being trained 2 years out of high school to provide preventive as well as irreversible surgical procedures to patients without the supervision of a licensed dentist. At this point, there are less than 20 of these working in several states and there is little empirical evidence to support their claim to success. The questions that come to mind for me are: do we really believe that adding a second tier of providers like this will improve access to care? Or are people better served when we find solutions to getting dentists, whether private practitioners or public health dentists, along with allied personnel like the CDHC into underserved areas?

Declining membership in our tripartite is another "opportunity" we face. Though we in SC enjoy having over 80% of our dentists belong to the ADA, SCDA and local district, nationally the number is around 70% with projections that it could reach 50% by 2030. How could this happen you ask and what can be done about it? When I attended the President Elect Conference at ADA headquarters earlier this year, I learned that we are faced with a changing profile of dentists as well as changing practice patterns for them. Most of our new graduates have a considerable debt load that affects where and how they practice. Writing that dues check may seem beyond consideration. And what about the married dental couple? Both writing big checks? And what about the increasing number of dentists joining large group practices, most of which have a lower percentage of membership in our association? What will we do to make our association one they feel compelled to join?

A number of you here today recently participated in a leadership seminar and a planning session presented by Mary Byers, coauthor of the book *Race for Relevance*. She challenged us to look at radical changes associations must embrace to thrive in the future, including governance and committee functions, enhancing our SCDA staff capabilities, membership strategies, and rationalizing current and future programs and services. Your board has responded by establishing task forces focusing on membership and governance, and both held their first meetings this week.

With all that I have said today, I am reminded of the old saying that if you ask patients the right questions and then listen long enough, they will tell you what is wrong with them. We as your leadership must follow this with the vision of our future, listening to you carefully to hear what we need to be about. And our association's mission must have RELEVANCE in your life in order for you to speak loud enough to be heard. I think you would agree with me that as we look at our world today, things probably aren't going to get easier, just more interesting. Alfred A Montapert once said "expect problems and eat them for breakfast". We each have a lot on our plate personally and professionally, so retaining vibrancy and relevancy in our profession is one of our biggest "opportunities" and it will require us to be efficient yet effective. Seems I'm stuck on E words huh? Well, it is Edmonds' speech!

In closing, I can say with confidence that our SCDA is focused on the mission and vision to be the leader in the promotion of oral health care excellence and the advancement of the profession of dentistry in South Carolina. I see a vision of us embracing, engaging and empowering each other in our profession. I see what this will mean to those who join our profession in the years to come. And I especially see what that will mean to our patients and to those we strive to reach outside of our practices. Many of you baseball fans remember Earl Weaver, manager of the Baltimore Orioles, who once raced out of the dugout and screamed at the umpire, "are you gonna get any better, or is this it?" I see us getting better, and our patients being able to play their "game of life" while enjoying the best dental health possible. I will be forever grateful to you for giving me this opportunity to lead our association. Thank you and God bless you all.

2013 Awards Program

Nomination Guidelines

Please take time to carefully consider individuals who you feel are worthy of these awards. Enclosed is a nomination form which you may use to nominate a candidate for an award. Your nomination form, your letter of recommendation, and the nominee's CV must be returned by January 13, 2013 to the SCDA office at the address indicated below.

Upon review of the forms, the Board of Governors will make the final selections.



Awards Program

GEORGE P. HOFFMANN, JR., DISTINGUISHED DENTIST AWARD

This award is the premier and most prestigious award presented by the South Carolina Dental Association. It is to honor a member or former member for years of outstanding service to the SCDA, the dental profession, and the community. Nominees must have practiced dentistry in South Carolina for a minimum of ten years.

MERITORIOUS ACHIEVEMENT AWARD

The nominee must be a member in good standing of the SCDA who has demonstrated in recent years significant achievement in dentistry in the areas of professionalism, leadership, academics, research, or health care delivery.

JAMES B. EDWARDS CITIZENSHIP AWARD

The nominee must be a member in good standing of the SCDA who has served the citizens of South Carolina in a manner that reflects a positive image of dentistry. Areas of achievement include humanitarian and religious activities, civic affairs, community service, or cultural contributions.

NEW DENTIST AWARD

The nominee must be a member in good standing of the SCDA who has been in practice ten years or less or who is under forty years of age. The nominee must have demonstrated leadership qualities through service to dentistry.

DENTAL TEAM MEMBER AWARD

The nominee must be an assistant, hygienist, a front desk staff person, or a laboratory technician who is a dental team member in a private office. The nominee must be from an office of a South Carolina Dental Association member and the nomination must be made by a South Carolina Dental Association member. The criteria for evaluation include:

- The nominee demonstrates that he/she holds the profession of dentistry in the highest regard.
- The nominee has five or more years of experience in the dental field.
- The nominee promotes the interest and betterment of the profession through the team concept of dentistry.
- The nominee participates in community activities that bring credit to the dental profession.
- The nominee demonstrates enthusiasm for his/her work and creates innovative ideas about patient relations and managerial modifications that improve the delivery of patient care.

SPECIAL RECOGNITION AWARD

The nominee may be any individual who deserves recognition for special achievement or an extraordinary deed related or unrelated to dentistry. This award provides for special circumstances that do not conform to the other awards.



2013 Awards Nomination Form

Category of Award

Name of Nominee

His/Her Address

Please attach your typed letter of recommendation and the nominee's CV.

Awards may or may not be granted at discretion of the Board. A sitting Board member may not be nominated.

NOMINATING SIGNATURE

Name (Print)

Date

Telephone(s)

Approved, Board of Governors

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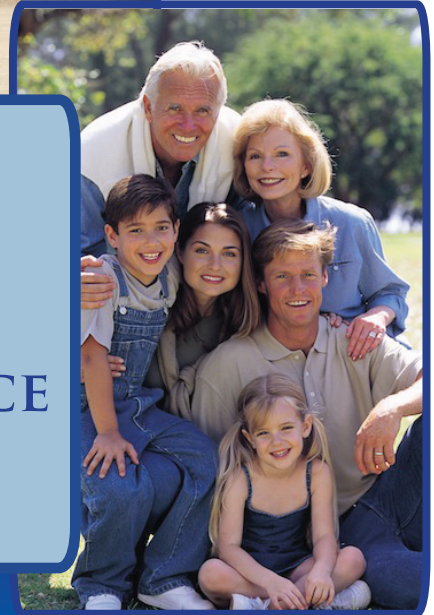
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- Orthodontics
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- Practice Management/Marketing

The second day workshop will give each participant hands-on experience with the various wavelengths, performing surgical procedures on in-vitro models. Real time videos of routine laser procedures will be part of the in-depth discussion of specific instrument settings and techniques for laser surgical procedures.

Dr. Bob Convissar, founder of Full Spectrum Seminars, is a pioneer in Laser Dentistry. He was one of the first to incorporate Lasers into general practice, with over 22 years of experience with Diode, Erbium, CO2, and Nd.YAG wavelengths. He has authored/coauthored 4 textbooks and over a dozen peer reviewed papers. He has seen and heard it all—the truth and the hype—and works diligently to convey his knowledge and the benefits while dispelling the myths. Dr. Convissar recognizes that knowledge, proper training and certification will build the confidence required to allow you and your staff to incorporate Lasers effectively into your practice and use them to their fullest capacity. His latest textbook, Principles and Practice of Laser Dentistry is the # 1 selling laser dentistry textbook in the world.



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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!

Did You Know?

By Rebekah Mathews, DentaQuest

DentaQuest Provider Web Portal

DentaQuest recently enhanced our provider web portal to offer you improved user experience. One of the more visible changes is that users will no longer have to enter the slashes with dates - the dates will be formatted with slashes automatically. We know claim entry staff will greatly appreciate this new feature.

DentaQuest



DentaQuest IVR System

When calling Provider Services for assistance, have you tried DentaQuest's self-service IVR system?

DentaQuest's self-service interactive voice recognition (IVR) system can benefit you and your office in answering some of your most common inquiries at your own convenience. The IVR is a robust source of information that is available 24 hours a day, 7 days a week.

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1. Eligibility – receive eligibility information for the date of service entered.
2. Benefits
 - a. Benefit Summary – receive an overview summary of benefits for the patient/member
 - b. Benefit Details – receive benefit coverage information for the procedure code entered
 - c. Procedure History – receive the last date of service for the procedure code entered
3. Claims – receive status information for a claim for either the claim number entered or the date of service entered
4. Authorizations – receive status information regarding the authorization entered

Each of these functionality areas offer convenient FAX capabilities to allow the information you heard to be sent right to your office FAX. Menus throughout the IVR allow you to navigate back and forth and allow you to check multiple patient/members information without having the need to call back at a later time. And should you need additional assistance; the various menus within the IVR allow your call to be routed efficiently to the appropriate area.

The next time you call DentaQuest, give the IVR a try and see for yourself the convenience that it can provide for you and your office.

DentaQuest appreciates all that you do to provide the greatly needed dental care for patients in your area. If you have questions or need assistance please contact Customer Service at 888.307.6553.

If you have suggestions for Medicaid topics that you wish us to cover in future SCDA newsletters, please share them with Maie Brunson at brunsonm@scda.org.

Master Calendar

December 7	12th Annual Oral Health Forum	North Trenholm Baptist Church	8:00 AM
December 24-26	SCDA Closed for Christmas		
January 11	DenPAC Board Meeting	SCDA	10:00 AM
January 18	Radiation Safety Exam	Midlands Tech- Airport Campus	11:00 AM
January 19	Stay Out of Jail: The Top Coding Errors	Greenville Tech	8:30 AM
January 25	2013 Leadership Event	Columbia Conference Center	8:00 AM

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SMILE! Now Offering Dental Cleanings for Dogs!

By Pawmetto Lifeline

Pawmetto Lifeline is a (501)c3 not-for-profit animal rescue organization solving pet overpopulation in the Midlands. Annually, more than 20,000 homeless dogs and cats enter municipal shelters in Lexington and Richland Counties. Over 17,000 of those same pets are euthanized simply because they are homeless.

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We have a new medical program in our spay/neuter clinic offering dental cleanings to pet owners in the Midlands. Just like humans, dental health is very important to pets.

SMILE! Now Offering Dental Cleanings for Dogs!

Does your dog have yellowing teeth and bad breath? If so, it may be time for a dental cleaning! Good dental care for your dog is an essential part of his overall health. Help keep your dog healthy by scheduling a dental appointment today!



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Are You Competing or Excelling in Patient Relations?

By Dr. Linda Talley, Guest Contributor

If you think you are building patient loyalty based on your products or services, think again! Patients don't buy your products; they buy how much they trust you. People don't buy your service; they buy your heart and your spirit. People don't like salespeople! They would much rather buy from a friend of theirs. Most people just don't feel comfortable around "salespeople." Sad but true! By being a real person, someone your patient can relate to, someone they came to see, you can build patient loyalty. By doing this, you are excelling rather than competing, and price, availability, and product/service don't enter into the decision--only at the end to justify the purchase.



Dr. Linda Talley

Is Your Reception Area Ready? Is it clean, good signage (no bad check signs out front in bold print), comfortable seating, magazines that are not 6 months to a year old? Are bathrooms clean and fresh so that a lady and/or her kids would be happy to use? Walk into your dental practice using the front door. Would you feel welcome as a patient? Would you feel comfortable walking up to the front desk? Would the employees take the time to notice you and find out your name or call you by name? Hire a mystery shopper and see what happens.

Patient Recognition: What's your front office meeting and greeting routine? Do you make your patients feel welcome? Whenever a patient comes to you, she will not be open to your product or service until she feels you understand her problem and what she's looking for from a dental practice. People would rather buy from a friend of theirs vs. a salesperson. Why? Most people don't trust salespeople and don't feel comfortable around them. Do you know your patients by name? Perhaps not on the first visit, but if you want loyal patients, you need to recognize them and acknowledge them verbally. Eye contact and a genuine smile seal the welcome! No eye contact and a fake smile tell your patients, nonverbally, that you don't care about them. As a staff member, you want to be engaged by your other staff members and your doctor. A patient wants to be seen and engaged by the dental team in order to feel visible and valuable. Remember, the spoken and non-spoken word controls communication; communication controls relationships; relationships control business.

Open them up: Joseph Pine, author of "The Experience Economy," has written: "The experience of being understood, versus interpreted, is so compelling you can charge admission." Indeed! There is a universal longing to be understood. When it is absent in any relationship, there is trouble. Let your patient talk and you be quiet! Forget your worries about compliance. The trick here is to create an interactive partnership vs. focusing on a product, compliance, or procedure. Find out what they need to solve a problem, find out what's missing, or what's not working. Be congruent in your nonverbal communication. If you ask the patient a question, keep your body positioning open and inviting. When you ask a question and cross your arms over your chest, the patient perceives you as defensive and moving away. Is this the impression you want to make?

Validate and Make People Right! Ask permission to ask questions. Talk about weather, current events, holidays, personal possessions, activities. Let the patient pick the topic or you help them. What to talk about? Initially, nothing that has anything to do with your practice because only salespeople talk about business right off the bat. Stay away from politics. A nice conversation breaks down the patient's resistance to you and helps them see you as a human being, someone who can help them.

Make Patients Feel Valued. Think back to a recent shopping experience you had. You probably thanked the clerk more than they thanked you. What's wrong with this picture? That's exactly what I said the last time that happened to me. Have we shifted from courtesy to entitlement in the workplace? For example, when I got home from shopping, I was mad so I called the store back and told the manager: "I just spent \$200 on widgets at your store and no one said thank you. Then I go to my local corner store to get a soda. When I walked in they said, 'can I help you find something?' And when I paid, they said 'Thank you very much, please come back to use us.'" How do you talk to your patients? How many times do you take the time to thank your patients for doing business with you? A patient wants to know he is appreciated and a thank you is a good way to get that message across verbally. Say thank you when you leave the treatment room at the conclusion of your treatment. Say thank you when they write you a check/pay the bill. Call them up 2 days later and see how they're doing and say thank you again. Write them a short note and say thank you again. A lot of work? You bet but only because we have gotten out of the habit of being courteous! Worth the time! Oh yes!

Patient service is so easy and nothing costs less and yet delivers huge returns. Your staff members have to be trained and reminded to provide good patient service in order to ensure loyalty, enthusiasm, and satisfied patients. Patients don't buy what your practice sells; instead they buy what your products/services do for them. Patients will exchange their hard-earned money for only two things: good feelings and solutions to their problems. Remember, people only spend money when and where they feel good! Price comes in at the very end to justify their choice. Make sure you get to the very end by excelling in patient relations!

Dr. 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, patient service, and loyalty. Contact her at 936-856-5920 or online at <http://www.lindatalley.com>.



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This year will celebrate the tenth anniversary of the South Carolina Dental Association's Give Kids A Smile Program. This year's official GKAS Day is February 1, 2013. However, there is no restriction that prevents offices from seeing children anytime during February. If you are interested in volunteering please contact Christy Meador at meadorc@scda.org or 803-750-2277.



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President's Message

Dr. Jabbour's message taken from her address to the House of Delegates on Friday, November 30, 2012.

It's my great pleasure and honor to welcome you, colleagues, staff and guests to this last House of Delegates meeting for 2012. I would like to take this moment to thank all of you for allowing me the honor of serving as your president for the past year. The past 4 ½ years leading up to this moment have been genuinely busy beyond belief, educational, inspiring and quite honestly loads of fun! Thank you so much for this opportunity.



Dr. Betsy Jabbour

For those of you who were present at the ADA House of Delegates this past October you heard our executive director, Dr. Kathleen O'Loughlin, speak about 'finding our unique and enduring soul' in dentistry and determining our core values. A few years ago Hal fair and I had a back and forth discussion about the ADA's core values. By the end of our discussion we pretty much determined there were none to found on the ADA's current accessible media. Not to say they don't exist, but we could not locate anything concrete in print. As core values will differ from person to person, this felt a bit troublesome. But I do feel very confident that this group shares a unique and enduring soul that is deeply entrenched in heartfelt core values that continue to improve and challenge our profession and serve our patients.

This love of dentistry and the desire to serve our patients has been painted across every effort and event of the SCDA this year, as it has in the past and I am sure will be in the future. Over the last year I have attempted to challenge and encourage members to become active and aware of not only opportunities to serve and the outside influences affecting our profession but also to highlight those leaders with that 'unique and enduring soul' who took up the challenge to lead many years ago and are shining stars of inspiration to us today.

I will briefly touch on a few of the events that exemplify what I mean: In January we held our 2nd Leadership conference with Mary Byers, one of the authors of *The Race for Relevance*, leading the discussion. It was wonderful seeing members interact and begin to see the

challenges we face from different perspectives.

In February, Children's Dental Health Month, we conducted many activities in coordination with EdVenture, the SC DHEC Oral Health Division, the Columbia Marionette Theatre, and the SC Department of Education. With our GKAS project we treated 3113 children at over 40 sites across the state contributing over \$423,000 of dentistry and even a Dr. Seuss Birthday Party in Hilton Head at the Volunteers in Medicine Clinic. The GKAS chair is also devising a new approach for 2013.

In the remaining first few months of the year we were active in our state legislature, I don't want to steal any thunder from our lobbyists and Dr. Jim Mercer as they will apprise you of some wonderful new developments later. We conducted a non member survey with the help of an ADA grant and Dr. Oldendick of USC.

Members and staff have been diligently working with to improve our communications. Our website has a new look and our Bulletin has increased considerably with contributions from many sources especially the membership itself, a little arm twisting and begging not withstanding. Our Member Benefit sponsors have contributed articles on legal issues, web marketing and Medicaid as well as we have had some wonderful articles from members on volunteerism, the history of the SCDA and multiple national issues. MUSC's Drs. Chi & Neville have contributed pathology quizzes, which I love, and we have endeavored to clarify issues of state and federal law and our practice act. Our 16th District trustee, Dr. Chuck Norman, contributed information on the ADA level as I hope our new trustee, our own Hal Fair will continue to do even more. You will see and hear much more from Dr. Norman over the next couple of years as he is the new president elect of the ADA.

Maie Brunson has worked tirelessly to put these issues together and it has been loads of fun working with her on this! Thank you, Maie!

Our Annual Session in May was one of our most successful sessions financially and I'd like to thank our hardworking committee members, Drs. Adams, Adair, Colson, Edwards, Graham, Jolley & Jolley, led by our chair Dr. Heather Barker and our convention liaison Laura Jordan. They introduced new events such as the run/walk benefitting our DAD project, fabulous parties with a fun photo booth, challenging CE and a very special awards luncheon with the current ADA president, Dr Calnon as keynote speaker. We were able to honor our amazing members Drs. Carter Brown, Phil Smith and Jill Colson as well as celebrate the courage and leadership of Drs. Joseph, Jordan and Morton Thomas, Sr. And we will honor a few more this morning!

Over the summer we held our 4th DAD project in Columbia at the fairgrounds, and efforts headed not only by our capable staff but also Drs. Ayers, Bumgardner, Mikell, Edmunds and Mercer. Together the SCDA treated over 1600 patients and delivered over \$500,000 worth of dental care. Planning is beginning for our 5th project in 2013 returning to North Charleston.

In the fall, with Member Benefits we held a seminar on Employment, Human Resources, HIPAA, & Best Small Business Practices and our first webinar about online marketing.

The ADA teamed up with Popcap, the developers of Plants Vs. Zombies, for a Halloween "Stop Zombie Mouth" campaign that was very successful, I know the children in my neighborhood were so excited they were yelling to each other on the sidewalk about the cards!

And earlier this month our retreat was held with Mary Byers, encouraging us to think about not only where we have been as an association but where we want to position ourselves in a future that looks quite a bit different, at least on the surface. I say on the surface, because there are parallels to 1939 when Dr. Minor took over the ADA and challenged it to determine and develop its core values- a great recession and a much declining public esteem of the profession. Hummmmm.....

But we are not in the same position as the ADA in 1939. We have a 'unique and enduring soul' thanks to the many many souls who have lead us to this point and we have deep and abiding core values of service to others, ethics and education. We may just need to put it in writing so the future can find it easily.

"This love of dentistry and the desire to serve our patients has been painted across every effort and event of the SCDA this year..."



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Executive Director's Notes



Mr. Phil Latham

For me, this is the best time of year. I love the Christmas and New Year's holidays. Not only does it allow you time to review what has been accomplished, but it allows you the chance to plan for the future.

The recent House of Delegates accomplished that on November 30th. We heard from our current President, Dr. Betsy Jabbour, who outlined numerous accomplishments during her year as President.

That was followed by several recognitions to dentists who have meant so much to the SCDA for many years. Drs. Frank Hines, III and Frank Mason were presented with Presidential Citations and a portrait was presented to the Dr. Carl Wessinger family which will be hung in the SCDA Board room.

This was followed by the new incoming President's speech. A copy of his speech is included on the front page of this Bulletin.

2013 will present several new challenges to the SCDA. The National Healthcare and Affordable Care Act deadlines of 2014 are approaching and there are meetings almost daily to discuss all the implications. The SCDA is involved in these meetings and will share news when final decisions are made.

The 2013 legislative year promises to be an active one and the SCDA along with its lobbyists will be very involved in that arena too. Medicaid and healthcare will take up the bulk of the 2013 legislative year for sure.

Two other challenges that face the SCDA are:

1. Dentists selecting other dental environments to work in, therefore, not seeing the need to join the Association. This is not an immediate problem, but one the SCDA has been watching for some time. Dr. Edmonds has set up a Task Force to address this and seek information from those dentists to hopefully find some common ground.
2. Governance; the SCDA has made some great strides in past years like changing our fiscal year, making December the most important House of Delegates meeting, setting up a Finance Committee to review all finances and investments to meet 990 requirements, making the budget more transparent and holding more conference call meetings to alleviate travel. We do not need to stop here!

There is much more that can be done to make the SCDA run even smoother and become much more nimble, but it will take change. While all change is not necessarily good, we should all be open to new ideas. Again, Dr. Edmonds has set up a Task Force to review this area. This task force has already met and will be planning to send a short survey to the entire membership with some direct questions about the future of the SCDA. I ask you to take the time to fill this survey out as we want input from the entire membership. In the meantime, if you have any ideas, thoughts or suggestions, do not hesitate to call or email either Dr. Edmonds or myself.

2012 has been a great year and the staff and I look forward to a great 2013. Merry Christmas and Happy New Year to you all!



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SAVE THE DATE

The 2013 SC Dental Association Leadership Program will be held on **Friday, January 25th** at the Columbia Conference Center and you are cordially invited to attend.

Our keynote speaker for this morning event will be Mr. Michael Dunn of Dunn Associates. Mr. Dunn is a government relations expert with over 30 years experience and he'll explore with attendees the important role that individual dentists play in the political impact of the profession and discuss grassroots techniques that will empower dentistry to win in the legislature. Further speaker information can be found at www.dunnassoc.com.



There is no charge for you to attend this event, but please RSVP to Mr. Mark Brown at brownm@scda.org as seats will be limited. Lunch will be provided.

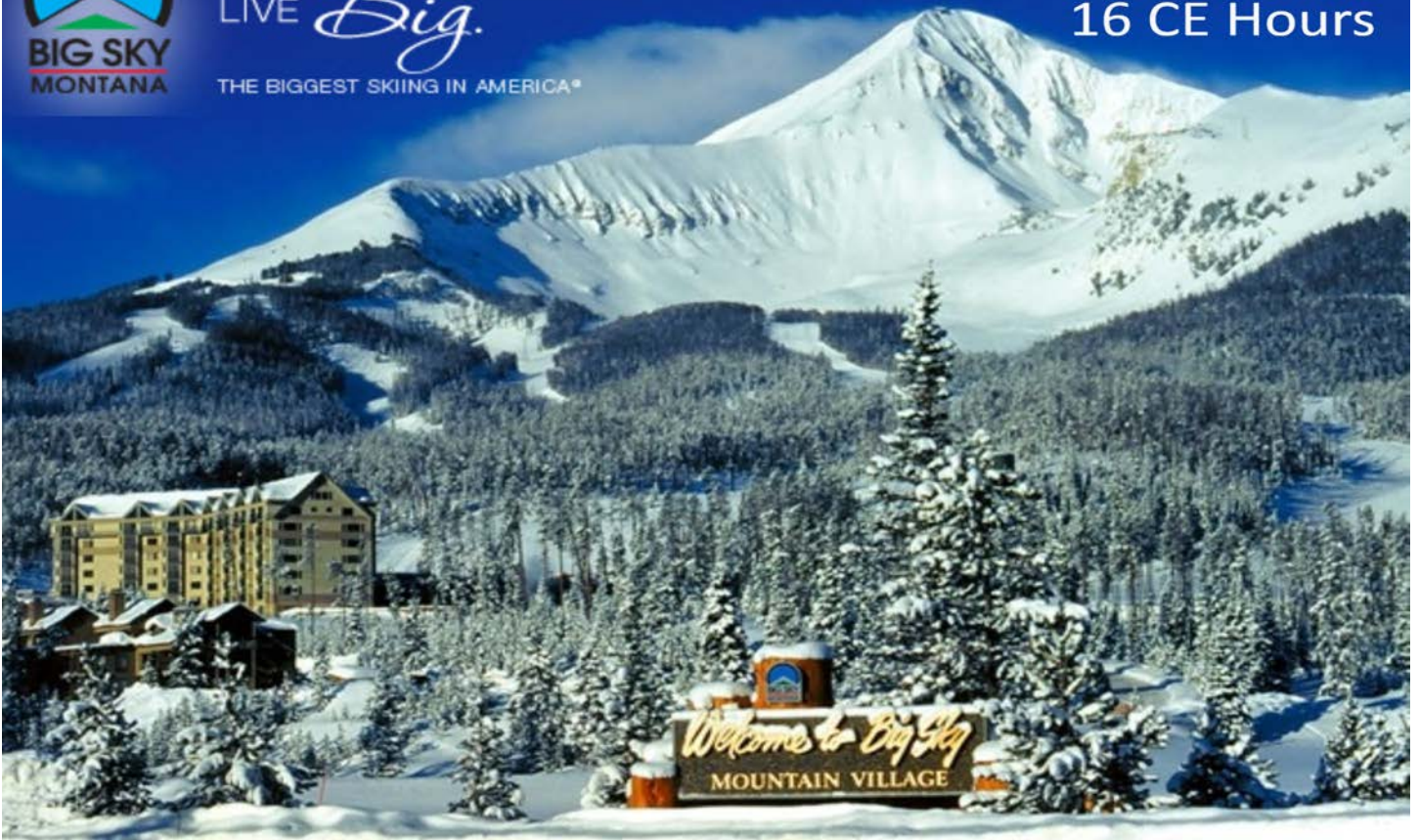
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By Mark Brown



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Mr. Mark Brown 31st in order to qualify. TransFirst Health Services has been the preferred card processor of the SCDA since 2003.

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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. Please be specific We'll let you know if and when your idea will come to fruition. Thanks for your help!

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CHARLESTON, SC PEDO PRACTICE Great pediatric 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 over \$500,000 annually. Please call 678-482-7305 or email info@southeasttransitions.com for details using reference # SC1003 or visit www.southeasttransitions.com for list of other opportunities.

Anderson, SC- Practice for sale immediately. 1,750 sq ft., 4 operatories, panorex and digital x-ray. Contact 864-356-2731 for more information

Practice For Sale. SC-1114: **Pageland County.** 4 operator general practice located in one of SC's fastest growing communities. Avg. collections \$741,000+. Strong hygiene program. Well equipped. Contact Ms. Amanda Christy. National Practice Transitions. 877-365-6786 x 230. a.christy@nptnetwork.com. www.nptnetwork.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:

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[SC Board of Dentistry Newsletters](#)