# Bulletin



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# 'M JUST THINKING 'BOUT COOLIN' OUT"

by Michael Miller

The SCDA will hold its annual meeting in Myrtle Beach, South Carolina. As in years past, the Embassy Suites/Kingston Plantation resort is our location for informative and exciting events.

Although CE courses will begin Thursday morning, the SCDA Opening Luncheon will formally welcome you to the convention. The luncheon will give an opportunity to recognize our Award Winners for the year, as well as meet Jacob Will (Mustafa), a native of Hartsville, South Carolina who has entertained internationally as a bassbaritone. Mr. Will has played in the American Premiere of the Messa per Rossini where he made his Philharmonic debut as soloist and has appeared with the Berlin Radio Symphony Orchestra. He has performed in roles such as Rairnondo in Lucia di Lammermoor, Mustafa in L 'Italiana in A/geri, and Colline in La Boheme as well as production with NY City Opera, Vancouver Opera, Bavarian Slate Opera, and the San Francisco Opera. I am sure you will be entertained by his extraordinary voice.

Exhibits open Thursday night followed by a 6:00 p.m. Welcome Reception. While you are dining on delightfully prepared food you will get in the mood to party while listening to the talented Mullins High School Steel Drum Band. Following the reception we are taking the fun next door to the Palmetto's

Pavilion with a night of music performed by The East Coast Party Band, one of the most popular dance bands in the Southeast. Known as an "old-fashioned" soul band covering classics by the likes of Marvin Gaye, Stevie Wonder, The Temptations and the The Four Tops. (All eight members have full time careers in other fields, which means the Party Band comes alive on weekends. The Party Band is renowned for its energetic performances helping any party/event become a success.)

www.scda.org

The weekend will wrap with our President's Reception Saturday night. Group Dynamics will provide us with a fun-filled night of casino and horse racing with the added twist of a puzzle! This goes along with our meeting theme "Finding the Solution to the Future in Dentistry in South Carolina". Music is included for those who want to dance." No doubt this will be fun-filled exciting events. Hope to see you there.



**East Coast Party Band** 

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# OUSE APPROVES CHANGES IN PEER REVIEW

by Phil Smith



Dr. Jim Mercer and Attorney Steve Hamm

Many of you know that the SCDA House of Delegates met on January 21. Considering the emotion behind the issue of peer review, the meeting was very structured, meaningful and respectful. And from the crucible of conflict, came resolution and consensus.

The need for a fresh review of our peer review system developed from a number of recent developments. We learned the JUA had concerns about cases where apparent "good will" payments were awarded to patients that suggested the dentist involved had not provided an appropriate standard of care. In addition, there were cases where patients, after going through the peer review process, refused to accept the final decision and then filed legal actions. In those cases, the lawyer for the patient attempted to claim that the peer review decision confirmed improper treatment by the dentist.

A successful peer review program must rely on the cooperation of all parties to the dispute in order to reach a satisfactory resolution. Unfortunately, we were confronted

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#### February 17, 2006 Piedmont District Spring Meeting

to be held at the Marriott Greenville, registration is at  $8:30\ a.m.$ , Lecture is 9-12 and Business meeting is  $12:00\ p.m.$ 

#### March 3, 2006 Central District Spring Meeting

Location to be announced, Topic is Esthetics and Function, Dr. Jim Fondriest-7 CE hours

# March 3, 2006

#### **Coastal District Spring Meeting**

to be held at the Omar Shrine Center in Mt. Pleasant. Seminar from 9-3:30, lunch from 12-1. For more information, please contact Dr. Kunkle II at 843-761-8065.

#### March 10, 2006 Regular Board Meeting

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

## March 15, 2006

#### **Maximum You - Minimum Stress**

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

#### March 31, 2006 Pee Dee District Meeting

to be held at the Florence Country Club. Registration is at 8:30, meeting at 9:00. The speaker will be Henry Martin, CDA from Restorative Arts Dental Lab. He will speak on Treatment Planning the Implant Restorative Case, Waxups through Surgical.

# 



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

## Mary's Legacy by Dr. Matthew Messina

In this age of consumerism, we are expending an enormous amount of time and effort to determine "what our patients want from us." We seem to minimize "what they need from us."

--

Mary (not her real name) came in for her perio maintenance therapy appointment last week. She is an average patient, about 50 years old. We see her fairly regularly (preferably every three months), she has fair oral hygiene, and she smokes heavily, so her periodontal condition is slipping as she ages. Our attempts to encourage smoking cessation have been met with a deaf ear.

On Mary's last visit, my hygienist Denise took a cotton  $2 \times 2$ , pulled out her tongue, and there it was: a small pinkwhite patch about  $2 \text{ mm} \times 3 \text{ mm}$  under the base of her tongue where it meets the floor of the mouth. So small that we could have missed it, except that we had been looking for it.

When I was last at the Pankey Institute, our class spent a few hours with Dr. Robert Marx, oral surgeon at the University of Miami and one of the leading authorities on oral cancer in the country. His three hours of lecture were mostly devoted to the latest in implant therapy, stretching my concept of what is possible for our patients.

However, as an aside in the last 15 minutes, he said something that has changed our practice. For his patients who smoke, he gives them an unlit cigarette and asks them to show him how they smoke. When patients ask why, he tells

them that it shows him where to look for their oral cancer. It seems that Dr. Marx's research leads him to believe that if you draw a line through the long axis of the cigarette, it will point to the most likely area for an oral cancer to develop.

Americans usually hold their cigarettes between their index and middle finger. Mary, you see, is right handed, so I was looking on the left posterior side of her tongue and in her cheek.

While I haven't adopted Dr. Marx's rather confrontational style with my patients (after all, giving them an unlit cigarette is rather harsh), I try to be aware of their dominant hand. I still look everywhere, but I look more diligently in the certain target areas. The American Cancer Society estimates in 2005 were that there would be 29,370 new cases of oral and pharyngeal cancers detected, and that these would lead to 7,320 deaths in the U.S. alone.

I told Mary what we had found and that I was concerned: She, as expected, wanted to ignore the area, in hopes it would go away. I succeeded in getting her to agree to the less invasive brush biopsy. The biopsy result came back positive, as I had feared.

She is now beginning the process of scalpel biopsy and definitive treatment. Right now, she's angry with me for finding something and forcing her to confront her fears and have it treated. My hope is that she will eventually come around and thank us for caring enough to look.

My practice is what the management gurus call a "relationship based" dental office. This means that we take the time to truly get to know our patients in order to better meet their needs. What this allows

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# ${\sf H}$

# **OUSE APPROVES CHANGES IN PEER REVIEW**

continued from page 1

with a number of cases where a member dentist, after going through the entire process, refused to comply with the final decision in the case. Such actions call into question the credibility of our association and member dentists.

As the vote by the SCDA House of Delegates demonstrates, our members continue to honor the concept of monitoring our profession by providing patients with an opportunity to resolve disputes on a voluntary basis without the need for judicial involvement. The House of Delegates voted to establish a modified mediation

committee made up of 16 members, four from each district. "This committee shall provide for a system to attempt to resolve disagreements between member dentists/patients/third parties. The method used will be 'mediation' as provided for under the ADA's Guidelines for Mediation."

It was a good day for our association and for the patients we serve. We all need to take action to fully participate in any mediation that may come up in our practices in the future.

# DITORIAL COMMENTS

continued from page 1

me to do is to take the time to build relationship capital, so that we have it there to spend to urge patients to do something for their own good, even though they would rather not.

Being your dentist means that I have to tell you the truth, which sometimes means that I have to tell you news that you don't want to hear.

The fun in dental practice may be in the hugs and smiles after seating the big veneer case, but the most important thing that I do this year may be the little white patch that we almost

missed or almost ignored, because it meant telling the patient something unpleasant.

Working harder to influence her behavior to potentially save her life may not be giving her what she wants, but it is providing what she needs me to be: her dentist and friend.

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Having just finished the weekend of a scheduled SCDA Board of Governors and House meeting Delegates/General membership meeting my mind is running in overdrive. In regard to HOD/General membership meeting, we had a decent attendance from our delegates and alternates, but I must say that it was disappointing to see the miniscule number of general members present. I state this with all due respect because I realize how busy all of us have become but as you know from reading recent issues of the Bulletin the major issue to be discussed was a bylaws change relating to peer review. The proposal, by the way, did pass and is the subject of another column in this issue so I won't discuss the details here; except to say if something this important doesn't induce our membership to turn out, what will?

The crux of this discussion centers upon Governance, which I and others have discussed in previous columns. As leaders we are forced to ask ourselves what will motivate members to participate in the process and conversely, what is it that discourages them from participating? We truly do not know the answers to these questions and many others that naturally derive from these, which is why we are proceeding with development of a strategic plan as I mentioned last month. The Board of Governors met with Dr. Robert

Oldendick on January 20th to identify important issues concerning organized dentistry and the SCDA. Oldendick has planned to attend the upcoming Piedmont and Coastal district meetings to solicit similar information from focus groups at these meetings. Those of you who are members in these districts may receive a call from either Dr. Stan Sheftall or Dr. Jeff Laro asking for your participation. If contacted please participate as we need input from as many of you as possible. information that Dr. Oldendick obtains from the focus groups along with the information obtained from the Board be used to develop comprehensive survey, which will be mailed to the entire membership sometime in April or May.

Those of you that were present for the HOD/General membership meeting on January 21st saw the debut of the new SCDA Website. Impressive to say the least!! It is easy to navigate, easy to update and is a reliable source of current and useful information. We now also have the capability to host online committee meetings in a secure I believe we have only scratched the surface with our new website and the capabilities are only limited by our imagination. I want to remind all of you again that development of our new website was the direct result of the formation of the Task Force on the Future of Dentistry,

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Lynn Wallace President

I believe we have only scratched the surface with our new website.

# RESIDENT'S MESSAGE

(continued from page 5)

which is also known as the Young Dentist Task Force. Kudos to Dr. Betsy Jabbour and Ms. Christy Campbell!! I am looking forward to their next project.

For some time many of you have asked about the feasibility of reinstating the Medicaid molar endo, post/core, and emergency exam codes which were eliminated from coverage in 2001. Dr. Jim Mercer, Chair of the Medicaid Task Force, had a recent meeting with officials from DHHS and argued for reinstatement of the above codes and reported progress as his audience was receptive and willing to listen to his reasoning that through edits money has been saved and that addition of the codes was justified. Hopefully, we will be able to report in the near future that these codes have in fact been reinstated. This is just another example of the determination of your leaders who are working on your behalf.

Speaking of leadership and members working on your behalf, please check out the ever increasing array of benefits that Stonemark Services Corporation has to offer our

membership. For those of you who may not know or have simply forgotten, Stonemark is the wholly owned subsidiary of the SCDA and profits generated flow back to the SCDA. In fact, \$160,000 was contributed to the SCDA in 2005 alone. If you are in need of workers compensation insurance, property & casualty insurance, business overhead insurance, home and auto insurance, medical insurance, malpractice insurance please call Mark Brown at the SCDA office to assist you with these needs and a full description of all the other products offered by Stonemark. I believe you will discover very competitive quotes. The dollars contributed by Stonemark to the SCDA help keep your dues to a reasonable level; therefore, it is in our best interest to do as much business as we can with Stonemark. Those of you who have malpractice insurance through JUA should consider transferring your agent of record to Stonemark, if you have an agent elsewhere, as the premiums are the same and the commissions generated will then go to Stonemark.

Aside from the above mentioned peer review issue that the HOD discussed at the January Meeting, the HOD also approved a Bylaws change making an ASDA (American Student Dental Association) representative an ex-officio member of the Board of Governors. During Hal Fair's

presidency we began inviting an ASDA representative to sit in on our Board meetings. Their input has been invaluable as communication has flowed in both directions further enhancing our relationship with our soon to be colleagues. Because of the success of the last year the Board recommended that we make their presence on the board official and the House agreed with the recommendation. I look forward to our continued relationship with the ASDA students and their eventual move into our membership ranks. Speaking of membership, the SCDA currently has 1676 members giving us a market share of 88%, compared to a national average of approximately 73%.

Until next time,

Lynn Wallace





When I arrived as your executive director June 1, 1988, South Carolina, North Carolina and Virginia had been the new ADA 16th Trustee District for about a year and a half and I met Dr. Jim Gaines, the first trustee of the new district.

I have appreciated very much Dr. Gaines' leadership over the intervening 18 years, particularly his directness in our dealings and his accessibility. His has given me much needed insight into the mind of the dentists of this state – some with tongue-in-cheek.

One such time was immediately after our lawsuit against the S.C. Tax Commission (now the S.C. Department of Revenue) for trying to impose a sales/use tax on prosthetic devices used in dentistry was ruled in our favor. The Tax Commission had to refund monies collected for a period of time and abstain from collecting further sales/use taxes on devices which we mutually agreed upon.

The SCDA sent out notice of this decision and explained what the members could expect. Dr. Gaines called as soon as he received notice of the good news and with tongue-in-cheek, asked if any of his fellow dentists had called yet and asked, "But, what has the SCDA done for me today?"

Dr. Gaines has held about every important position that can be attained on the component, constituent and American Dental Association levels. He has served as president of each and he is fiercely protective of the tripartite system and the profession of dentistry.

He guided the instant maturing of the 16th ADA District and was the first of three 16th District trustees in a row to attain the presidency of the American Dental Association! Further, Dr. Gaines was the dean of this elite group which, to

a great extent, looked to the future and the in-depth needs of the profession.

While ADA President, Dr. Gaines organized the Political Grass Roots Program, established the ADA Health Foundation (which is now the ADA Foundation), altered the ADA credit card program and activated what is now the ADA Business Enterprises, Inc.

Dr. Gaines toyed with retirement about four years ago when he sold his practice and started working in another's practice. He found that he could enjoy time with his wife, Nan, and their children. I knew he was serious about "switching gears" when he bought a canoe and even learned to get in and paddle it without mishap.

I must admire the fact that Dr. Gaines continued being involved in organized dentistry and looking out for the profession, but in almost a behind the scenes sort of way. He has represented the ADA in traveling to international, professional events and he represents the SCDA on the JUA Board. His continuing interest in insurance coverage for the profession comes from his years of work in this area with the SCDA and as a member and vice chairman of the ADA Council on Insurance.

The transition over the last four years to full retirement has apparently worked well for both Dr. Gaines and Nan. The children and grandchildren have benefited from this new, refocused RETIRED dentist, also.

Nan has set aside one small room in their home that is devoted exclusively to Dr. Gaines' pursuits and interests. This provides space for Dr. Gaines to display the George P. Hoffmann Jr. Distinguished Dentist Award, the Order of the Palmetto, the University of Louisville Distinguished

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Hal Zorn Executive Director

The unanticipated outcome shall be inadmissible as evidence and shall not constitute an admission of liability or an admission against interest

# XECUTIVE DIRECTOR'S NOTES

(continued from page 7)

Alumni Award and numerous other awards from all levels of dentistry internationally.

I wish Dr. Gaines well in his retirement and ask only that he continue his willingness to be brought from behind the scenes occasionally to help out his fellow dentists.

If you want to wish him well, get his opinion on something or set up a high handicap golf game or fishing or canoeing trip, he can be reached at <u>Gainesjimh@aol.com</u>.

## "I'm Sorry"

Senators Brad Hutto and Greg Gregory have introduced S.1059 which has been referred to the Senate Judiciary Committee. This basically is the "I'm Sorry" bill that I mentioned several months ago in my column.

The bill description is: "This bill provides that in any claim or civil action brought by or on behalf of a patient allegedly experiencing an unanticipated outcome of medical care, any and all statements, affirmations, gestures, activities, or conduct expressing benevolence, regret, apology, sympathy, commiseration, condolence, compassion, mistake, error, or a general sense of benevolence which are made by a health care provider, an employee or agent of a health care provider, or by a health care institution to the patient, a relative of the patient, or a representative of the patient and which are made during a designated meeting to discuss the unanticipated outcome shall be inadmissible as evidence and shall not constitute an admission of liability or an admission against interest."

I believe this is a bill the SCDA will support strongly and can be positive in reducing potential professional liability.

#### **New World**

It has been exciting to see Christy Campbell of the SCDA staff develop the new website. Her enthusiasm has been contagious, as has Dr. Betsy Jabbour's, chairman of the Task Force on the Future of Dentistry, who has worked along with her task force on the website design.

Although I am electronically challenged, I look forward to seeing the membership work toward full utilization of the new website's capabilities and even to the point where the membership demands continuous updates of the site – both from a technological and content standpoints.

The new crowd – the Phil Lathams, Christy Campbells, Mark Browns, Jessica Browns and Deanna Slomzenskis – of this world have the capability of being light years ahead of us over 60s group in potential for progress because of the

electronic tools they are full capable of utilizing.

Maybe even I'll pick up some of these capabilities. We'll see.

#### **End Result Unclear**

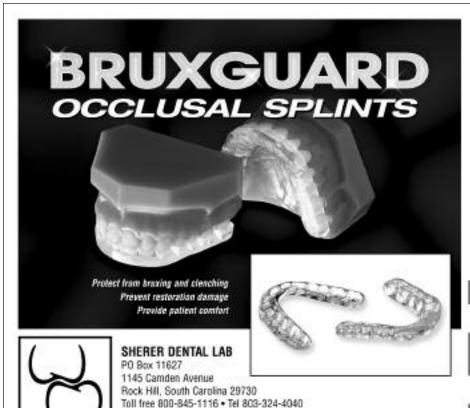
One of the dental offices in Richland County received a registration form several weeks ago relating to hazardous materials. The county was wanting to get the office to register in order to identify for emergency workers the locations of all hazardous materials within the structure and the registration fee could be quite high.

When researching the matter, I ran into several individuals who basically speculated that the county had come up with a not-so-tried, and not-so-proven method of increasing revenues. On the other hand, I can see the need for records to be utilized by emergency personnel when they enter buildings where quantities of hazardous and dangerous materials are stored or utilized.

The apparent problem in this case was some government official had labeled nitrous oxide as a flammable gas. Research showed that the classification the government official was using was Class 2.1, which is the designation for flammable gas. The only problem is nitrous oxide is Class 2.2 which is non-flammable.

In addition, most dentists' offices have a maximum of two (2) 50 pound tanks of nitrous oxide. The reportable quantity for this class is four 50 pound tanks. The key, in my opinion, is the term "reportable quantities and most dentist offices do not meet the threshold for reportable quantities for any substances they have on hand.

We may hear more on this subject in the future.



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# **STONEMARK**

by Mark Brown



Stonemark Services has recently worked out endorsement deals with two companies to benefit association members with discounts on payroll processing and emergency evacuation.

For payroll processing, Stonemark endorsed American Business Payroll (ABP). ABP processes payroll in all 50 States and their home office is located in West Columbia, SC. There are multiple ways that you can use their services from signing up on the internet to faxing the appropriate information to them. ABP can handle all facets of payroll processing including paychecks, W-2's, taxes, etc.

Members of the SCDA will receive a 10% discount off of ABP's already reasonable prices through this endorsement. If your CPA is presently doing the payroll for your office, I would suggest you contact ABP at (800) 689-3599. You will most likely learn that you are paying too much.

Stonemark has also worked out a deal with Medjet Assist for emergency evacuations. If you are traveling 150 miles or further from your home and are involved in an accident, Medjet will send a private jet that is medically equipped, to pick you up and fly you to the hospital of your choice. The annual premium discounted to SCDA members is \$175 for individuals and \$275 for families of up to seven. To sign up, contact Sallie Stearns at (404) 961-5526.

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P6023 (5/05)

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# **CHOLARSHIPS AWARDED BY SCDA FOUNDATION**

by Mona Ellis

With the awarding of 11 scholarships to dental auxiliary students for 2005-2006 academic year, the SCDA Foundation is just under the 200 mark in the number of scholarships it has awarded since being organized in the late 1980s.

The program was proposed by former President Pete Crotts and Dr. Mona Ellis has served as chairman since its inception.

The SCDA Foundation funded scholarships are based

on financial need and can be used to pay for books and tuition. All scholarships awarded are based on the recommendation of the faculty at the individual colleges. Each scholarship is for \$400.

Scholarship nominees were not submitted from Aiken Technical College, Spartanburg Technical College and York Technical College.

The recipients for the 2005-2006 academic year include:



Brittany Bowen
Tri-County Technical College
Assiting



Crystal Brigman Horry-Georgetown Technical College Hygiene



Ashley Collins Trident Technical College Hygiene



Megan Gilliam Greenville Technical College Hygiene



Chiquita Hill Midlands Technical College Assisting



Stephanie Lawson Greenville Technical College Assisting



Carey Ann McKowen
Florence-Darlington
Technical College
Hygiene



Wendy McLaughlin Midlands Technical College Hygiene



Frances Shea Rankin Trident Technical College Assisting

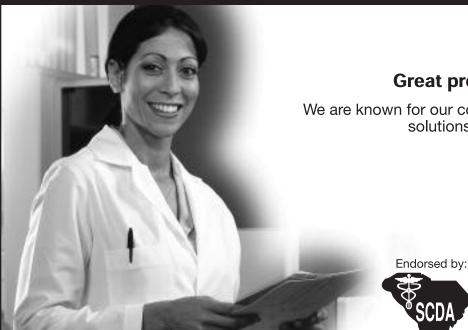


Jennifer Rexrode Horry-Georgetown Technical College Assisting



Melissa Ann Stone Florence-Darlington Technical College Assisting

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