

WWW.SCDA.ORG

Bulletin

VOLUME 36, ISSUE 7

Annual Retreat Focuses On Dentistry Image By Phil Smith

INSIDE THIS ISSUE:

3
5
3
5
7
8
10
10
ш
13
14

PUBLISHED BY THE SOUTH CAROLINA DENTAL ASSOCIATION The SCDA Board of Governors and Committee Chairs had their first retreat for the new administration. The event was held on June 13 at the Blue Marlin meeting facility in Columbia. Dr. Jim Mercer organized the agenda to reflect a new focus for the policies and interactions of the dental association and the community.

Invited guests included Mr. Richard Green, with the ADA Washington Office, and Mr. Bob Chlopak, with Chlopak, Leonard, Schechter & Associates (CLS), a public affairs consulting firm. Also present were the representatives from Carolina Public Relations. Mr. John Durst and Mr. Sig Huitt will serve as the SCDA publicity group. This is an alliance with funds provided by the ADA.

In his opening remarks, Dr. Mercer acknowledged that SCDA and its efforts are oftentimes hindered by the public perception of dentists and their care. Although great success has been accomplished from our efforts with GKAS and NCDHM, the general opinion in the public forum is that dentistry is insensitive or uninvolved in the state's care to the needy. The future trends may be affected by public health insurance or an inability to treat patients without insurance.

Mr. Green explained that too frequently state organizations do not have a public relations policy, and when a crisis arises it is too late to respond. The list of examples are numerous and include the "usual suspects" of fluoridation, access to care, auxiliary utilization in underserved areas and toxic products related to dentistry. However, public relations should be a proactive dynamic and not a reactive response. Events can spontaneously arise and swift address is necessary. But in analysis of trends, such as primary care dental techs in Alaska, the positive strategy would be to appeal for appropriate care for the patients. It is not a turf war for dentists, it is a care war on behalf of patients. A significant difference!

Even recently South Carolina has experienced a challenge with insurance payments and reimbursement. The solution for the overage was deferred back to the dentists who provided care. This "reversal" is as much a PR ploy as any other, especially as insurance companies begin to profile treatment and then dictate care based upon the statistics. Understanding and challenging this type of cost containment is an appropriate place for altering perception of treatment and presenting a patient care agenda, not a cost control agenda.

This month Richard Davis and a concerted effort from SCDA and contact dentists were

able to defend a number of gubernatorial vetoes that would prohibit funds increases in Medicaid, dental school funding and rural dentist programs. All vetoes were not passed, but the effort launched was a text book PR coup.

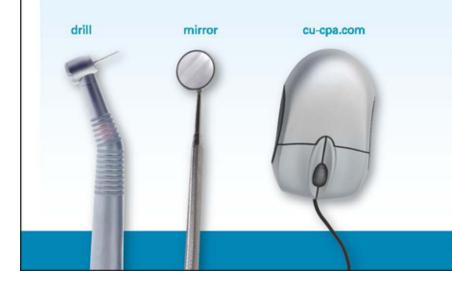
As SCDA moves to expand its interaction and service with the state's population, a nimble reaction and a subtle, constant effort must be in place to promote dentistry. Our focus on improved health in the state requires all of us to commit to service beyond our four walls. Patient screening in the student population is an important first step in our being proactive. However, it is the opinion of the leadership of the association that successful events require a constant, positive and informative voice. Dentistry must continue to be the resource and reference for oral health advocacy in South Carolina.



Mr. Bob Chlopak, Dr. Jim Mercer and Mr. Richard Green discussed proactive public relations.

a new tool at your fingertips:

Our new website, www.cu-cpa.com, is dedicated to your financial success, and we want it to be a tool for you. For more than two decades, we have worked with top dental financial strategists and have developed an approach to financial security that integrates your practice and personal financial goals. With issues ranging from **practice management strategies** to **wealth and risk planning** to **transitions and start-ups**, we're ready to help.





Representatives for the Carolinas ADCPA

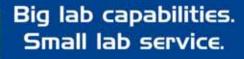
www.adma.org

Coleman & Ureda, P.A. certified public accountants dental financial strategists

Learn more about our integrated approach. Visit us at www.cu-cpa.com to see what we can do for you.

240 Stoneridge Dr, Ste. 300 • Columbia, South Carolina, 29210 803.454.0310 • 1.800.680.4171





When Joe Sherer founded our laboratory in 1968, he established a foundation - a commitment which we strive to accomplish every day.

We want each doctor, staff member, and patient to know that our passion is to provide the best possible product along with the best possible service.

> Quite simply, we want to do whatever it takes.

Proudly serving South Carolina dentists since 1968



Sherer Dental Lab Rock Hill, South Carolina 800-845-1116 www.shererdentallab.com

Helping you build your practice, one case at a time

White Coat Ceremony & Dental School Events

By Josie Hahn, CDM 2010

The MUSC Class of 2010 has finally finished the seemingly endless and tortuous rite of passage of pre-clinical basic science classes as well as NBDE Part I. On Friday, June 6, these fifty-six aspiring dentists were paraded into St. Luke's Chapel for the celebratory white coat ceremony, which is sponsored by the SCDA. This ceremony marks their transition from preclinical classroom studies into the clinical setting. With family, friends, and loved ones there to watch, each dental student was called by name and "coated" by faculty members from MUSC's College of Dental Medicine. Remarks were made by the college's dean, Dr. Sanders; associate dean, Dr. Javed; Class of 2010 class president, Eric Bryant; and the college's ASDA president, Michael Ammons. Guest speaker and 2001 graduate of MUSC's College of Dental Medicine, Dr. Benjamin Daniel, generously offered time from his busy schedule and family to inspire and motivate the class of 2010. During his speech, Dr. Daniel depicted his journey through his career in dentistry over the past nine years. In an upbeat tone, he described his dental school career and his entry into the workforce as an associate with two dentists in Greenville, SC, before starting his own practice. Dr. Daniel's message was amusingly portrayed by his revelation that patients "expected

him to know what he was talking about." Acting upon his revelation, Dr. Daniel spent every penny on continuing education courses to be that dentist who knew what he was talking about. His inspiring words gave strong encouragement to the class of 2010 to do the same and develop a lifelong pattern of learning and improving. Included in the white coat ceremony was the presentation of an honorary doctorate degree to Hal Zorn, the past executive director of the SCDA. Hal's thank you remarks offered words of gratitude to his fellow colleagues as well as words of wisdom to the class of 2010, charging them with the responsibility of actively protecting the profession in the coming years.

While the third year dental students are beginning their journey into clinics, the first year students commenced their dental careers with summer gross anatomy on June 2. To welcome them into the dental family, the MUSC chapter of ASDA sponsored the freshmen welcome party at the Folly Beach County Park. The Army and Air Force helped to provide delicious Evo's pizza as faculty, staff, and students enjoyed the camaraderie. With each season and semester, the cycle of students continues on MUSC's campus. During the summer, while the rest of the school is somewhat quiet, the dental school is filled with sounds of change.

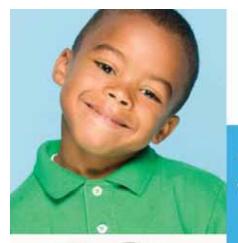




In the construction business, Bobbitt means *true* Design-Build. That means every phase of your dental office project, from design to engineering to construction, is overseen by a seasoned team of experts. Experts working together under the same roof, effectively managing schedules and costs. That's how we've gotten remarkable results for over 60 years, and how we'll work for you.



803.731.5550 / www.bobbitt.com









Change the world, one smile at a time.

Care for kids who need it most and we'll take care of you.

- Guaranteed base salary plus production bonus
- Avoid the hassles of owning your own practice
- No buy-in required or lab fees
- Make a difference in the lives of kids who need it most
- Opportunities available in: Sumter, Greenville and Anderson

We're always interested in great new dentists, call us to find out about other great opportunities

Kool Smiles Offers:

- ✓ Guranteed base salary
- Production based bonus plan available, up to an add'l \$70K
- Health, dental & vision insurance
- ✓ Paid vacation & holidays
- ✓ Continuing education
- Company matched wealth management program

Call today for more information about Full and Part time positions, please contact:

Ryan Murdock at (770) 916-7044

or email your CV to rmurdock@ncdrllc.com

- Flexible Spending Accounts
- ✓ Company paid life insurance
- Company paid malpractice
 insurance
- Company paid long term/ short term disability
- State of the art equipment in all offices



www.koolsmilespc.com

Georgia • Indiana • Massachusetts • Virginia • Arkansas • S. Carolina • Texas • Mississippi • Arizona • Kansas

Master Calendar

Aug. I	SCDA Board Meeting— SCDA Office, 9am-1pm		
Aug. I	Radiation Safety Exam— MTC Airport Campus, 2- 4pm		
Aug. 8	Countdown To Kinder- garten—EdVenture		
Aug. 15	SCDA Member Benefits Group Board Meeting— SCDA Office, 9am-1pm		
Sept. 18- 21	16th District Caucus — Williamsburg, VA		
Sept. 26- 28	Southern Leadership Conference—Atlanta, GA		
Please visit <u>www.scda.org</u>			

South Carolina Dental Association Bulletin

for more events.

Vol. 36, No. 7	July 2008
Philip E. Smith, DMD, FAGD, ACD, ICD	Editor
Jennifer M. Haworth	Designer

SCDA Toll Free in SC (800) 327-2598

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@aal.com, mailed to the SCDA office, or faxed to (803)359-3004.

The South Carolina Dental Association has 1752 members. Of that number 415 have been practicing ten years or fewer, and another 298 have practiced for twenty years. So a full 41% of our population may not have a first hand knowledge of the SCDA history.

Many of our member dentists do not know about the accomplishments of those dentists that have served us so well. Contributors were dedicated to the betterment of dental health in South Carolina. These same dentists were instrumental in the forging of a viable dental association. They were active in developing legislation that preserved the private practice of dentistry. Beyond that, they were mentors for the generation of dentists currently in the field. So if I may, I



Dr. Phil Smith Editor

would like to share a few names and stories with you.

When I graduated from dental school in December 1973, I moved to Lexington and began practicing with Dr. Barney Austin. He was active in SCDA, and a friend of Dr. Frank Hines Jr. One day I had an invitation from Dr. Hines to join him as we went to the State House for a meeting about Sunset Legislation. This is the legislative window when the Practice Act is open for review and all sorts of things can be introduced. Joining us was Dr. Howard Higgins and Dr. Bill Draffin. Three giants of dentistry and a new dentist...me!

Dr. William "Bill" Draffin was president of the SCDA for the term 1960-1961. Dr. Draffin held most of the state offices in South Carolina dentistry. Many of you probably remember Dr. Draffin as Speaker of the House before Dr. Lynn Campbell. He also served as an ADA Delegate, a Trustee at MTJSC, and was a National President of the American College of Dentists. His influence was significant for dentistry and he had a knack for legislative technicality. He had recommended the following:

- For the future, I would recommend that we delve deeper and more fully into the field of public relations, exploring it with finesse, to establish the greatest possible support with the public.
- I recommend that we set aside \$2000 to set up a scholarship loan system for dental students who have completed at least their first year with good grades.

Dr. Howard B. Higgins was president of the SCDA for the term 1963-1964. Dr. Higgins served on the Board of Dental Examiners, was a trustee to the ADA and also the Vice-President of the ADA for two terms. He was a Fellow in the ACD and represented the ADA in an International Congress in London and Rome. He had recommended the following:

 That the Annual Convention be limited to scientific and clinical programs and business. The House of Delegates duties are becoming (Continued on next page) greater and it is also recommended that more time be set aside for the HOD at Annual Convention.

- A second House of Delegates should be held in January or February. This would keep the delegates from having a rushed agenda.
- The establishment of reference committees to assist the Board and the delegates on matters of importance.

Dr. Frank B. Hines, Jr. was president of the SCDA from 1968 - 1969. He was the "Centennial president", celebrating 100 years of the SCDA. Dr. Hines was an orthodontist and also served as president of SC Orthodontist Association. He is a Fellow in the ACD.

Dr. Hines is still around Columbia and we had opportunity to chat about his reflections on this article. Frank was very sincere that the things that he and the above dentists accomplished were necessary to move dentistry forward. "At that time, I was the Legislative Chairman but a number of us worked behind the scenes to address critical legislation. Richard Davis and Iris group are good, but back then you would talk to legislators privately and figure things out. I remember getting a call about the make up of the State Board of Dentistry. The Governor wanted to change the make up, and we wanted to keep the number of dentists in control. It required a bit of 'give and take' and an intercession by our friend Dr. Percival Everett, but we worked it out to the benefit of all."

I would like to tell the younger membership that these men had a long view of dental practice. They held on to beliefs that had repercussions 10 and 15 years later. We need to share that dedication; to pass that tenacious spirit for those that come after us. Persevere and preserve practice. Next month I will share another list of dental "superheroes".





- Partnership agreements
- Hourly consulting
- And more!

Not all dental practices are the same.

You know that - so do we.

We know that every business transaction is different. Buying or selling your practice is one of the most important professional decisions you'll make. Call Southeast Transitions for expert guidance. We can help!



Bill Adams DDS, FAGD, President and CEO

Tom Stowe, CPA . 704-887-3452 | Pete Newcomb . 770-532-7123

www.southeasttransitions.com

SCDA Member Benefits Group Corner

By Mark K. Brown

PROPERTY COVERAGE FOR YOUR DENTAL PRACTICE

We've recently received several calls here at the SCDA office from members looking for information on their property and casualty insurance policies such as: Workers' Compensation, Business Overhead, Property, etc. Through a little research we discovered that their agent of record was never changed over to the SCDA, so there was nothing we could do in reference to assisting them with their questions.

You may recall in the past we were contracted with an outside group through another association to offer these products to our members. The SCDA decided to move away from that group a couple of years back, but those policies could only be moved at the request of the member dentists.

The past group would not provide us with a listing of our members and which P&C products they had purchased through that agency, so it wasn't possible for us to contact those members individually to remind them of the need for an agent of record change.

This brings us to the here and now, where just a couple of weeks ago we saved one of our members roughly \$1,000 by switching his property coverage back to the SCDA.

Contact us at 800-327-2598 to get these policies transferred back to the SCDA if you haven't done so already. It's a simple process that will allow you to contact your association with any questions about your property coverage and you could save some money as well.

PRACTICE MANAGEMENT AND FINANCIAL STRATEGY

Maximize your practice's potential. Call Dental 360 today.

6 Monckton Boulevard Columbia, SC 29206 Office - 803.743.9600 Fax - 803.74

Fax - 803.743.9616

www.dent360.com

President's Message





Dr. Jim Mercer President

"The SCDA is the leading voice for oral health in South Carolina but it is a voice that is not always heard clearly." Greetings fellow South Carolina Dental Association members. We recently held the 2008 – 2009 SCDA Planning Retreat in the Vista area of downtown Columbia. Our focus was improving the Association's public relations and how improving public relations can increase our success in the legislative arena as we deal with a number of local and national issues.

The SCDA is the leading voice for oral health in South Carolina but it is a voice that is not always heard clearly. In fact what little press we get is usually negative. The SCDA has and will continue to lead in many areas – Give Kids A Smile, Children's Dental Health Month, oral screenings, and other programs at our state's children's museums. We have built a coalition with DHEC on water fluoridation and other issues. We are active participants in the Oral Health Coalition and Advisory Council addressing children with special health care needs, social marketing, early childhood and older adults, school based programs and water fluoridation. We are focusing on the oral health needs of the most vulnerable populations in South Carolina and working to improve access state wide. We are active in Medicaid reform, fluoride varnish program age one visits and potential changes to the workforce. We continue to be active legislatively improving access and protecting the public. (See executive Directors column relating to the Legislature elsewhere in this issue of the Bulletin.) I have touched on just a few areas where getting the word out with improved public relations would benefit the Association.

We will continue our effort this year to work for a mandatory oral screening for all children entering public school kindergarten, improving funding for programs that help increase access, workforce changes and dental access blitzes across the state for adults. Crafting our message and not letting others define us will be critical for us to succeed.

The American Dental Association 2006 House of Delegates was aware of the tremendous challenges facing individual states and passed resolution 41H-2006 that directed the ADA to initiate a nationally coordinated state targeted integrated public affairs plan at an estimated 3.8 million dollars. The resolution called for the public affairs plan to partner the ADA with selected state dental societies facing significant advocacy issues. South Carolina and the SCDA were selected as one of the states for the initial program. A professional public affairs approach is important in controlling difficult issues related to dentistry such as scope of practice, workforce, and access to care. The SCDA benefitted last year from the ADA's expertise and experience in dealing with these issues in other states. They conducted focus groups of potential SC voters testing specific messages related to workforce issues. We have signed an agreement with the ADA to expand this relationship through 2008.

Our planning retreat had SCDA representation from all SCDA areas of activity including task force and committees. We focused on utilization of these new resources available to us and integration of our Public Relations Task Force chaired by Jeff Gardner into this process. A number of out of town guests attended our retreat. Richard Green from the ADA Washington Office who most recently designed and currently oversees the ADA Integrated Public Affairs Program and Robert Chlopak of Clopak Leonard Schechter and Associates (CLS) representing the outside public relations agency working with the ADA nationally on state issues. These two individuals gave us insightful commentary on a variety of issues from Maine, Alaska, Minnesota and other states that directly or indirectly affect us here in South Carolina.

Over the last six weeks the representatives from the SCDA, ADA, and CLS interviewed a number of local public relations firms to increase our local presence. The agency Carolina Public Relations was selected to give us local expertise and access we have not had previously. Carolina Public Relations is one of the oldest, most established public relations and marketing communications firms operating in the Carolinas with health care experience. Sig Huitt and John Durst representing Carolina PR also attended the Planning Retreat and will be invaluable in helping us craft our message and gain access to state and local media as well as editorial boards. All of the new resources will work hand in hand with our outstanding lobbying team of Richard Davis and Ashley Smith to complement them in the legislative process.

I look forward to working with our lobbying team, the ADA, CLS, Carolina PR our PR Task Force, the various SCDA Committees and Task Forces and you to enhance our legislative efforts and get our message out as we lead in improving oral health is South Carolina.

I welcome your suggestions and comments at jmercer@sc.rr.com.

Until next time continue your *Heritage of Commitment* and *Make A Difference*. Jim



William F. Adair, D.M.D. has associated with Jeffery W. Cleland, D.M.D. & W. Ronald Barrett, D.M.D.

Gattney, South Carolina

Christopher A. Snell, D.D.S. has associated with Stacy W. Blackmon, D.M.D. & Thomas N. Stall, D.M.D.

Lake Wylie, South Carolina

AFTCO is pleased to have represented all parties in these transactions.

'Free practice appraisals, \$2500 value!



"I have found my AFICO analyst to be very professional in every aspect of our relationship. His knowledge of the AFICO concept and his ability to relate it to us has been most rewarding."

W. Ronald Barrett, D.M.D.

Practice Sales Practice Mergers Equity Associateships Pre-sale Program Stockholder Program

A DELTA DENTAL

Good for You Good for Your Patients



Nearly three out of every four practicing dentists in America have joined one or more of Delta Dental's networks. Why do so many dentists choose to participate? Delta Dental focuses on getting patients into your office on a regular basis – for their benefit and yours.

Tamara B. Heffner Professional Relations Representative Delta Dental in South Carolina 200 Center Point Circle, Suite 150 • Columbia, SC 29210 803-731-2495 ext. 4120 • 800-529-3268 • Fax: 803-731-0273 E-mail: tamara.beffner@deltadentalsc.com www.deltadentalsc.com

Trusted by over 30,000 clients

TimePlus[®] Payroll

We add to your success.

Payroll Services

Time & Attendance

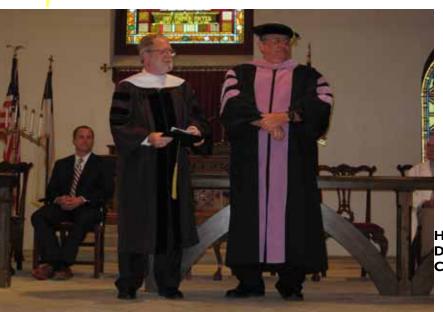
Employee Self Services

Human Resources

Exclusive Discounts Available to SCDA Members!

(866) 535-0294

www.timeplus.com



Hal Zorn Honored

Hal Zorn, Past Executive Director of the SCDA, was recognized during the dental class White Coat Ceremony at MUSC. Mr. Zorn was awarded an honorary Doctor of Dental Medicine by the college for his many contributions and support of the dental community and the school. The presentation was made by Dean Jack Sanders and Dr. James Edwards.

Hal Zorn and Dr. Jack Sanders, Dean of the Dental College at MUSC during the White Coat Ceremony

Executive Director's Notes



Mr. Phil Latham Executive Director

"We need involvement now more than ever as we prepare for the 2009 legislative session and beyond."

SCDA Membership Hits Back to Back to Back Homeruns !!!

If you have been around me much, you will know that I love baseball. Despite the problems the sport has encountered in the past years, it still serves as America's favorite past time. In the prime of baseball season, the SCDA membership had a bottom of the ninth rally and won as the 2008 South Carolina Legislative session came to a close.

The hard work began several weeks ago, when I received an email late one evening from our lobbyist that the Medicaid reimbursement and Rural Incentive Program monies had been vetoed by the Governor. The SCDA began work on these two initiatives in early January with a meeting with the Speaker of the House, Representative Bobby Harrell. From there, the SCDA testified before the House Ways and Means Committee on the need for these additional funds. Work continued throughout the legislative season and all seemed well until this email was received.

Immediately, your SCDA went into action with its lobbyist and sent a Legislative Action Alert to inform the membership of these vetoes and what was needed of the membership to over ride them. The very next morning, I received a phone call from Richard Davis informing me that another bill, the Dental Lab Bill, had just been vetoed by the Governor. This situation had now become a crisis. Three major bills we had worked on for months were about to go down. Phone calls and additional emails began to go back and forth between the SCDA, the Board of Governors, the Dental Lab Association, the ADA, our lobbyists and many others to write another legislative alert to the membership for immediate action.

If you have not heard, the SCDA was successful in over riding all three vetoes. It is not something our lobbyist or the SCDA did alone; it was because of you - the membership. We heard constant comments from legislators informing us that they just got a call from their dentists, some even asked us to tell the dentists to quit calling. A message was sent and the message was heard loud and clear.

What does this say? Get involved and stay involved. We have a very good relationship with the South Carolina legislators and as you all know we have the best lobbying team in South Carolina. Add that to our contact system and we have seen great success.

Can we now sit back and relax? Absolutely NOT! We need involvement now more than ever as we prepare for the 2009 legislative session and beyond. If you are not a current contact dentist and want to be one or just want to be on the list to act when needed, please let me know.

Some of you may be saying, "I would have called had I known about the situation, but I didn't check my email or I don't have email." I cannot express how important this feature is. In today's world, there is no time to call or fax each and every member to inform them what has happened and what is needed. Response is needed immediately and action is required immediately. The only way to handle that type of immediate action is through email.

Many of our members already check their email two to three times a day and if you are not doing that, you may be missing out on some very important information that affects you or your practice. I strongly encourage you to begin checking your email daily. If you are not receiving email correspondences from the SCDA, let us know, so you can be added.

As details are worked out on these three major legislative wins, information will be passed on to the membership. I want to personally thank each one who did call a legislator and ask them to vote to over ride these vetoes. I also want to thank Richard Davis, Ashley Smith and their entire team in helping the SCDA during the recent 2008 legislative session. We look forward to working with them for many years to come.



Transform your Dental Office

We Specialize in Total Operatory Restoration Reupholstery of dental chairs and stools Repainting of dental lights, x-ray units,



Luxurious Ultraleather, , Nytek, and Therapeutic Memory Foam

DON'T REPLACE ... RESTORE Quality Service Since 1971 **Referrals On Request**

We speak Dentist.

Insurance protection for dentists is all we do. Operated by dentists, Fortress Insurance provides affordable professional liability coverage designed for the unique needs of dentists. Your premium is not inflated by other high risk medical professions. Aggressive claims defense and valuable risk management are the hallmarks of Fortress. For more information, visit our website www.dds4dds.com or contact our local agent Chip Cappelmann at The General Agency in Charleston, 843-766-9091 or toll free 800-922-5036.





Longevity. Stability. Commitment. Experience.

At the Professional Protector Plan® for Dentists we value the relationships that we have with our insureds and pride ourselves on offering the best protection for your profession and your practice.

Longevity ...

Since 1969, the PPP has provided superior coverage and service to the South Carolina dental community.

Stability ...

Withstanding changing market conditions for 39-years, the PPP is a program that you can place your trust in to protect your professional reputation and the assets of your practice.



Commitment...

Recognizing trends in dentistry, the PPP has continually enhanced its coverages. creating a program for today's dental professional.

Experience...

With dedicated agents who specialize in dental professional liability insurance, you can rest assured that you are receiving the service that you deserve from an agent you can count on.

For additional information and a competitive quote please contact:

Awilda Rivera Toll Free: 866-551-0872 Email: arivera@bbprograms.com

PROFESSIONAL PROTECTOR PLAN DENTISTS

FOR



Tech Talk

By Christy J. Meador

2008 Membership Dues—Membership renewal has come to and end. Those of you who failed to pay will be receiving a letter from the ADA giving you **one last chance** to pay your dues. If you fail to pay on or before July 11, 2008, you will not receive SCDA/ADA publications in August, your name will not appear in the ADA online directory or the SCDA printed directory as a member, your user name and password will not work on the website and **most importantly**, if you have any benefits through the SCDA/ADA they will end. Don't let this happen!

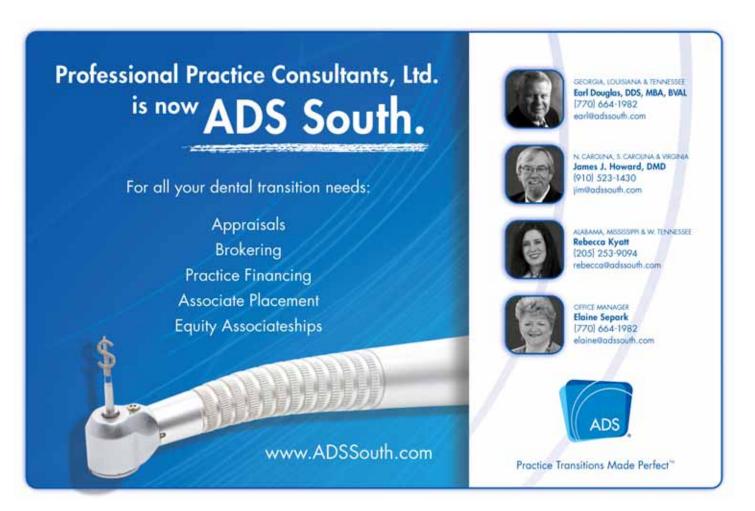
Did you know...Dental Fun Facts—2600 BC: Death of Hesy-Re, an Egyptian scribe, often called the first "dentist." An inscription on his tomb includes the title "the greatest of those who deal with teeth, and of physicians." This is the earliest known reference to a person identified as a dental practitioner.



Toothbrush fashioned from a tree branch

Remember, this is **your** web site. Please feel

free to send me articles, photos, events or any other information for our website. You can email at <u>meadorc@scda.org</u>. You can see all of the photos by visiting <u>www.scda.org</u> and clicking on the <u>Photo Gallery</u> button.

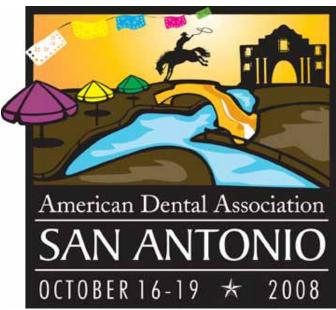


ADA Promises a "Rip-Roaring" Session

By Phil Smith

The ADA is ramping up for the spectacular 2008 Annual Session on October 16-19. This year the site is the Harry B. Gonzalez Convention Center in San Antonio, Texas, and the location is unique in its offering. Those who have never been to San Antonio may be surprised to learn that this great city is one of the top ten destinations in the country for vacation travel. There are numerous historical, cultural, and entertainment opportunities in the city. The Alamo and the River Walk are "must see" locations and both are within walking distance to the convention.

The ADA has crafted a long list of speakers and topics that will satisfy every educational interest. There will be an abundance of participation courses as well as some preseminar workshops. Last year the Council on Annual Sessions began a new direction in meeting events as it introduced the Education in the Round format. Attendees could watch live patient surgery and I-Cat radiology protocol. This



year ADA will again offer the cutting edge educational opportunity. The San Antonio meeting also marks the introduction of ADA365, an interactive web-based program for all registrants. There will be more than 50 courses that enrollees can connect with and receive pre-course conversations from presenters or course classmates. This is a first of its kind in the nation and ADA's innovation is already receiving raving press.

There are plenty of rooms but it is important that dentists be aware that housing in San Antonio is spread around the city. Central lodging is at a premium, but good rooms are available. For those who may



prefer to visit SeaWorld or other perimeter tours the airport hotels offer great value and convenience. As always, shuttle service will be abundant and hours of operation have been extended to accommodate those attending the Caucus or House of Delegates meetings. Access to housing requires that a person be registered for the meeting. Collateral meetings and convocations for associated organizations such as the ICD and the ACD will also benefit from early registration.

It is important that all wishing to attend register early. It is also worth considering that air reservations be made soon. San Antonio is a destination airport and flights will usually not be as frequent as other airport locations. Do not miss out on another of the American Dental Association's Annual Sessions.

Umbrellas along San Antonio's famous River Walk.

Classified Ads

Palmetto Dental Personnel Inc. is owned and operated by a dental professional with over 20 years experience and has exclusively provided professional staff for Columbia and the surrounding Midlands areas for 18 years. PDP has dental hygienist, assistants and front office personnel available for temporary and permanent positions. Contact Gail Brannen at 1-800-438-7470, fax 912-234-5544, email

<u>gbrannen@palmettodentalpersonnel.com</u> or visit us at <u>www.palmettodentalpersonnel.com</u>.

•••

PRACTICES FOR SALE: CHARLESTON AREA #8068 Gross \$322,934, 2.5 days, 3 operatories, 1,300 sg. ft. office space; CHARLESTON AREA #8438 Gross \$284,914, 4 days, 2 operatories, 850 sq. ft. office space; CHARLESTON DISTRESS SALE! #8514 Gross \$736,612, 4 days, 5 operatories, 2,100 sq. ft. office space; LEXINGTON #8366 Gross \$995,676, 4 days, 7 operatories, 3,600 sg. ft. office space; NORTH OF CHARLESTON #8187 Gross \$365,643, 5 days, 4 operatories, 2,000 sq. ft. office space; GP practice for sale for \$200,000! Two additional operatories plumbed. ASSOCIATESHIPS: CHARLESTON #8372; GREENVILLE-ANDERSON AREA #8458: MYRTLE BEACH AND CONWAY #8278; NORTH CHARLESTON #8194 Call Dr. Jim Howard, Professional Practice Consultants, Ltd., at 910-523-1430 for more information. We specialize in appraisals, sales, mergers and associateships. We provide financing for buyers and pay cash to sellers.

•••

DENTIST FOR PARTNERSHIP/OWNERSHIP TRACK IN THE ANDERSON AREA: An ideal position for a new dental graduate or after completion of a residency/military. Candidate will concentrate on patients and treatment planning while we run the business end. After a 2 to 3 year commitment, there will be an opportunity for buyout/partnership. Excellent opportunity with no overhead concerns. Please contact 864-992-7018 or kim@digitalwebzone.com.

••

Huge Inventory of Used Adec Dental Equipment. Adec Dental Package Includes the Following: Adec Priority 1005 Dental Chair (Hydraulic), Adec Left / Right Swing Delivery System, Two Handpiece Positions, One with Five Hole Fiber Optics, One Syringe, Vacuum Package with HVE, SE & Syringe, Pelton & Crane LFII light. www.hrcdental.com. I Equipment package \$2750.00, 5 Equipment packages \$10750.00. See website for up to date pricing. This equipment package can convert from left to right side operation in seconds. Discounts for Multi package purchases. Installation & shipping available. All equipment is guaranteed to be in good working condition. Additional Options: New Doctor's stool, New Assistances stool, New Stool set, New Upholstery for chair (Chair will look new), New 6 pin fiber optic (1 handpiece), Water bottle system. HRC Dental INC. Contact Sam Slay 919-369-4247. <u>sam-</u> slay@ aol.com.

•••

General dentist with 15 years experience desires coastal practice with buy-in or buy-out opportunity. Having taken over 150 hours per year of CE, can readily transistion into any practice, restoritive dentistry through full mouth reconstruction. Email <u>GROSSDMD@AOLCOM</u> or call 412-913-7301.

Pediatric Dental Suite in Irmo SC is available for lease. The current pediatric dentist has built a very strong practice for the last 3 years. This gorgeous space is available with attractive rent and very little cost to upfit. This is a perfect opportunity for a new practitioner or as a satellite location. Contact Bill

Hawley at 803-407-6233.

General Practice & equipment/furniture/supplies for sale in prime location of Greenville (Pelham Rd.). 3 equipped operatories with 4th hygiene room plumbed. Planmeca panorex w/ autocassette. Doctore paritally disabled, presently works 26 hrs/wk and refers out most extractions, endodontics, periodontics and prosthodontics. Great potential for growth, especially for graduate of general practice residency program. 1400+ sq. Ft. Building on .35 acre for lease or sale.. Present owner prefers to stay and work PT afternoons only. Salary or percentage of production/collections negotiable. Staff of 1 intact, works 32 hrs/wk and willing to stay at present salary and benefits. For more information call Dr. Roger Cherry's office at 864-232-9452 or cell 864-350-4867.

•••

Well established "textbook" practice located in desirable area for over 30 years. Producing almost \$1 million with high net cash flow of nearly 50% out of 2700 sf office with 5 treatment rooms plus room for expansion. Great, highly trained, efficient staff. To create a smooth transition the doctor is willing to associate back with buyer part-time for up to two years! Purchaser can net \$400k + per year working oonly 4 days per week. Purchaser also has option to purchase free-standing office building. Contact Tom at Southeast Transitions at 704-650-2163 or email tom @ southeasttransitions.com.

Help Wanted

Myrtle Beach area — Associate dentist needed for busy family practice with opportunity for buy-out. Great location in resort area. Gross near \$800,000. Resume to P.O. Box 70255 Myrtle Beach, SC 29572.

Wanted: General Dentist as associate in Growing Lowcountry practice. Call 843-549-2121.

Dental Assistant Needed - F/T with x-ray certification and experience. Must be exceptional team person with a focus on warmth & caring and expert communication. Salary and benefits based on experience and motivation of applicant. Fax resume to 843-651-6571, email to <u>beachassistant@aol.com</u> or mail to Murrells Inlet Dentistry, 4405 Hwy. 17 By Pass - Murrells Inlet, SC 29576.

Seeking experienced, FT registered Hygienist. In addition to oral procedures, must maintain aseptic work area, be organized & self-motivated, coordinate patient flow with front & back offices, educate staff on dental hygiene & other issues while promoting a safe, minimal stress environment. Must follow universal precautions and all OSHA & HIPAA requirements. Top salary, full benefits, 401K & more. 2 years of experience required. Contact Floretta Sutton at803-255-0200 or aharper@esourceshr.com.

••

S.C. Dept. of Corrections is looking for full-time or parttime dentists. Contract or State employee. Please contact Dr. Doug McPherson at 803-896-8559 if interested.

•••

Dental Assistant needed - PT with X-ray & Nitrous certification. Exciting position in busy Mt. Pleasant

Rates:

- 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.
- For no additional charge, ads are posted to the SCDA website during the month(s) of publication.

All ad copies and cancellations must be received by the 5th of the month prior to the publication (starting July 2007, no later than 7 business days prior to publication), which will occur on the first of the month, with remittances accompanying the ads.

office. Fax resume to 843-881-7499 or email to droldham@bellehalldentistry.com.

•••

ACC Consultants is looking for dentists wanting weekend work in the state of South Carolina. ACC is looking for dentists to travel to military facilities and perform basic dental exams on military personnel. Please contact Jana Cruickshank if interested 505-323-1300 ext. 17 or email jana@accdental.com.

•••

Florence associate opening in well established, modern, clean practice with loyal, long-term staff. We need FT/ PT associate to participate like a solo/owner doctor without the administrative burdens. We are a family practice with a cosmetic emphasis. We offer either a salaried or commission package with health insurance available. Call 1-800-thanksu and visit www.carolinasmile.com today!

•

DENTIST WANTED - Charleston practice has opportunity available for evening and weekend dentist with shared expenses. Unlimited potential! Total flexibility! Call 843-814-2528 for details.

•••

General Dentist needed for mature and rapidly growing practice in Columbia, SC. Four Day work week, modern equipment and highly motivated staff. One year experience required. Send resume to PO Box 11007, Columbia, SC 29211.

Rock Hill—Part time associate needed for a busy, growing family practice. Call 803-980-7645 or fax resume to 803-980-7655.

Full-time or Part-time General Dentist Position Available in Greenville, SC. Our dental practice offers a wide range of dental services to the upstate of SC, specializing in treating patients with exigent dental needs and in developing treatment plans and offering dental education. We offer a clean and modern office setting that is equipped to provide the best quality care available. We offer a competitive salary and do not require a contract. Call 864-561-7082 for more information.

Wanted: General Dentist needed in Columbia, SC for I or 2 days a week to perform all facets of dentistry including endo and oral surgery. Please contact Kathy at 803-313-3691.

•••

•••

Lexington—well established group General practice needs associate. Buy-in opportunity immediately or in the future if desired. Clean, modern office with digital x-rays. One year experience required. Send resume to PO Box 11007, Columbia, SC 29211.

•••

Full time associate dental position available immediately in Columbia. Excellent benefit and compensation package available with equity position a possibility immediately or in future. Beautiful new office with modern equipment. Call 803-788-0351.

••

RLM Serivces, Inc. is seeking General Dentists, licensed in Any State to provide Full Time services at Ft. Jackson Military Reservation Clinic, Columbia, South Carolina. **Interested candidates please submit Curriculum Vitae/ Resumes by emai: <u>ka@rlmservices.net.</u>** Requirements: Doctor of Dental Surgery (DDS) or Doctor of Dental Medicine (DMD) Degree, CPR Certification. Equal Opportunity Employer.

•••

DENTIST—Partner or Associate in a prosperous general practice in the Conway/Myrtle Beach area. Please contact Dr. Shawna Collins at 843-222-1788 daytime or 843-365-3787 evenings.

Greenville/Anderson area General Practice is offering the opportunity to hone and expand your hard earned skills and talents while forging meaningful relationships with kindhearted small town folk. This 40+ year old practice requires a sincere decathlon dentist comfortable with the entire scope of restorative dentistry: a clever diagnostician, quick but meticulous clinician, boldness toward complex root canals, dentures and surgical extractions; yet, still adroit to refer the truly risky cases. This is still the greatest profession which can provide a gratifying and prosperous career spent serving our fellow man; while allowing generous time away for family. If interested, come visit and observe the wonderful staff in our newly remodeled office. Contact Chuck Lancaster at 864-225-9373 or rion99@bellsouth.net.

Part time or full time associate needed to work Beaufort & Ridgeland office. Fax resume to 843-726-5711 or email <u>arlthprl@hargray.com</u>.

•••

Oral Surgeon and Orthodontist needed Fridays for a very busy group practice in Columbia. Send resumes to PO Box 11007, Columbia SC 29210.

•••

Dental hygenist wanted temporarily. Full or part time July 08-Oct08. Practice expanding. Potential of full time employment with benefits. Mail resume to PO Box 2260, Ridgeland SC 29936; fax to 843-726-5711 or email to arlthprl@hargray.com.

•••

AUGUSTA, GA.: Full time associate needed for busy, upscale practice located adjacent to Augusta National. Purchase option is also available. Practice will gross almost \$900,000 for 2008. Call 843-991-0344 for information.

HYGIENIST WANTED for practice in downtown Charleston. Must be a motivated, team player interested in taking charge of our hygiene department. Competitive pay with benefits. Please contact Dr. Tim at <u>drlipt1@mac.com</u> or 843-276-2938. Only serious candidates need apply.

Job Wanted

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.

Enthusiastic recent graduate with excellent interpersonal skills seeks an associate position in the Charleston area. Cnadidate is currently completing a General Practice Residency and has experience in operative dentistry, fixed and removable prosthodontics, endodontics, pediatrics, implants, oral surgery and anesthesia. Excellent candidate for a position requiring responsibility, motivation, and challenge. Contact: <u>associateDMD@gmail.com</u> or 404-402-0540.

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: Communications Coordinator, 120 Stonemark Lane, Columbia, SC 29210; call 800-327-2598; fax 803-750-1644; email haworthj@scda.org