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## Know Before You Go

### Countdown to Dental Access Days

#### Where will this year's project be held?

Dental Access Days will be held at the South Carolina State Fairgrounds on August 16-18, 2012. We will begin set up on Thursday August 16th at 8:00 am, at 1:00 pm we will begin to triage a select group of patients that will come back at 6:00 am Friday for treatment. We will see patients- Friday, August 17th from 6:00 am- 6:00 pm and Saturday, August 18th from 6:00 am- 3:00 pm.



#### Can I bring my own equipment?

Yes. All dentists may want to consider bringing some of their own special instruments, hand pieces, curing lights, scopes, etc. to help make your restorative time more efficient. Please be sure to clearly mark/label your equipment.

#### What is the dress code?

Wear comfortable clothes and close-toe shoes. You will be given a DAD t-shirt when you arrive that you can wear if you would like. Feel free to bring your clinic jacket.

#### Can my assistant be assigned to assist me during the event?

You are welcome to bring your assistant, but they must register individually. On the volunteer form they can write which dentist they will be assisting. Dentists are encouraged to have their entire staff participate in this event. It is a great way for your staff to work as a team to help people in the community. Dentists that do not bring their own assistant will be provided an assistant to work with.

#### Will chairside stools be provided for dentists and assistants?

There will be a limited number of chairside stools available. Please bring your own stools if possible. Make sure that your stools are clearly marked/labeled with your name.

#### What should I bring to the event?

Bring anything that will make you productive and happy! Please do not bring anything with you that will need to be stored. We do not have a place to store any personal items.

#### Is there a minimum age for volunteers?

Volunteers must be at least 17 years old

#### Will food be provided?

Volunteers will have a break room that will have breakfast and lunch on both Friday and Saturday. We will also have drinks and coffee.

#### What time should I arrive?

We recommend that you arrive between 5:00 am- 5:30 am on Friday and Saturday morning. We will start seeing patients at 6:00 am.

#### Where should I park?

All volunteers will enter at gate 1 on Rosewood Drive. All volunteers will be emailed a parking pass that MUST be displayed on your dashboard to enter gate 1.

#### For more information and to register:

[Visit our website](http://www.scdadental.org) to find out more information about the project, a video from previous projects and volunteer forms. We look forward to seeing you in August!

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## Goodbye Comfort Zone

By David Moss

Probably like most of you, I really love sleeping in my own bed. This seemed to become especially true as I entered my fifth decade of existence. Even as I am writing this bit of prose, I am drowsy from a poor night of sleeping in a luxurious resort bed on Hilton Head Island. Nothing is like *my* bed and *my* pillows.

Similarly, my own little operatories at my office are my personal little kingdom. After years of doing all types of treatments from perio surgery to orthodontics to third molars, I have pared down my practice to basic restorative, crown and bridge, and implants.....very comfortable.

So it is still hard for me to figure out what happened in 2003 that would lead me to spending one week a year way out of my comfort zone. At the time I was fifty years old and had entered a reflective frame of mind as I realized I was on the back half of my life and was giving thought to how selfish I had been for many of those years. On one particular early Friday morning, I had some time to play a few quick holes of golf and work on some swing improvements. As I drove into the parking lot there was only one other car there.

I realized that I recognized the car to be that of a fellow dentist, Rick Clanton. Rick practiced in Latta, but had recently moved to Florence and commuted to his practice. I knew Rick from activities in the Pee Dee District and we had played golf in a few outings in the past. But on this day, I had been thinking of the grand purpose of life as I drove into that parking lot and I knew something special about Rick.....he does mission work overseas every year.

Some folks believe fate guides their life and others give the credit to God. On this morning I was dwelling on the latter. For a complete nine holes of golf, Rick and I talked about his mission work and I asked every conceivable question. Where do you go? "Different small villages in Honduras." What do you do? "All we do is take out teeth." Where do you sleep? "They provide a piece of foam for us to sleep on the floor somewhere." Do what??

Well, I would be heading way out of my comfort zone in



Dr. Moss assisted by Lisa Barbour in Rio Grande, Honduras. Patient: Lenca Indian mother with child in papusa.

every way possible if I were to go on such a mission trip. Going to Central America.....to do difficult extractions (on some porch with no electricity).....and sleep on some dirty floor! But through it all there was a trust in God that he had brought Rick and I together at this moment and I was supposed to go on the next mission trip in 2004.

So I made the decision that morning to go to Honduras and have never looked back. I was not too comfortable in 2004 in the village of Teupacanti, but I have seen six more villages since and have lots of stories to tell. And I must say that the foam pad that I sleep on down there each year is some of the best sleeping I can ever experience. My encouragement to you is to watch out for your opportunity to step out of your comfort zone for a purpose to help others. Perhaps you may want to start with the SCDA DAD project in August. You don't have to leave the country like I did, but with a higher calling to serve others, the feeling you get is better than just a good night's sleep.

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If you have not already joined the SCDA Facebook page you are missing out! We have recently moved all of our pictures from

Shutterfly to our Facebook page. We have posted pictures from our conventions and DAD projects. You can save the pictures, tag yourself and share them with other friends on Facebook. Join our group today! [www.facebook.com/scdental](http://www.facebook.com/scdental).

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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](mailto: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



According to state Medicaid regulations, 'medically necessary' means that a "service (the provision of which may be limited by specific manual provisions,

bulletins, and other directives) is directed toward the maintenance, improvement, or protection of health or toward the diagnosis and treatment of illness or disability. A provider's medical records or other appropriate documentation for each beneficiary must substantiate the need for services, must include all findings and information supporting medical necessity and justification for services, and must detail all treatment provided."

- page 1-12 of the *SCDHHS Dental Services Provider Manual*, updated 05/01/2012

To prove medical necessity for any dental service covered under **Healthy Connections**, regardless whether documentation is required for prior authorization or prepayment review, the following should be maintained in the patient record:



1. Diagnostic dental x-rays should be labeled right and left with notations to identify the patient and the date the images were taken. This is also advisable for duplicate radiographs.
2. Patient complaints, symptoms, clinical observations, assessments and x-ray findings should be documented.
3. A signature or initials of the dental professional should accompany all patient treatment note entries.
4. All referrals should include the name of the referring provider, the date, and reason for the referral. DentaQuest also encourages you to share your patient's x-rays when referring to another provider.
5. All treatment provided must be written legibly in the patient record. If it is not legible, it may not be comprehensible for medical review by DentaQuest.
6. Bill for services that were provided, when they are rendered. Space maintainers, crowns, or dentures should be billed on the day they are delivered and not the date impressions were taken.

Complete documentation in the patient record ensures the delivery of appropriate care. See Appendix D of the DentaQuest Office Reference Manual (ORM) for additional suggestions for recordkeeping.

As always, we thank you for your support of the **Healthy Connections** dental program. If you have suggestions for Medicaid topics that you wish us to cover in future SCDA bulletins, please share them with Maie Brunson [brunsonm@scda.org](mailto:brunsonm@scda.org).

## SCDA Summer Calendar

July 20	Radiation Safety Exam	Midlands Tech- Airport Campus	11:00 AM
August 3	SCDA Board Meeting	SCDA Office	9:00 AM
August 10	SCDA Member Benefits Group Board Meeting	SCDA Office	9:00 AM
August 16-18	Dental Access Days (DAD) Project	SC State Fairgrounds	

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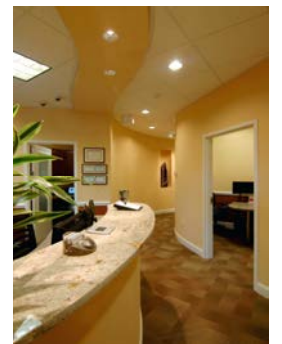
**Thank You!!**

From CDM Class of 2013

To all the dental professionals across South Carolina that made the SCDA Foundation Scholarships possible, we send our sincerest appreciation.

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## The Importance of an Employee Handbook

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

We have previously discussed the reasons an employer should have an Employee Handbook.....as long as it is prepared correctly and is an accurate reflection of how you operate your business.

If its contents and policies are contrary to how you want or intend to operate your business, then you probably should not have a handbook....or, you should have one and change how you do business.

What ARE the reasons for and benefits of having an Employee Handbook?

1. It describes your company's expectations of your employees..... in writing.
2. It describes what happens if an employee does not meet those expectations.
3. It gives you a vehicle by which to consistently discipline employees who do not meet those expectations.
4. It gives written notice to an employee that he or she may be terminated for certain unacceptable behavior....therefore termination should never be a surprise.
5. It gives you a document to show to federal and state agencies that confirm that you communicate your expectations to your employees formally.
6. It provides evidence when necessary that you have followed your procedures and policies in dealing with your employees.

If your practice does NOT have a handbook, we suggest you rethink that decision. We can assist you in economically preparing an Employee Handbook consistent with your needs.



Kris Cato

### 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](mailto: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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## In Loving Memory of John D. Meador II

A True Hero!



**John D. Meador II, we honor your service and courage to fight for our freedom. You were an amazing husband, father and friend. You will never be forgotten. We love you Christy and Elana!**

SGT John "J.D." David Meador II COLUMBIA - Funeral services for SGT John "J.D." David Meador II, 36, will be held at 10:00 a.m. Saturday, June 30, 2012 at Seacoast Church, 500 St. Andrews Rd. Columbia SC 29210 with interment to follow with Full Military Honors in Fort Jackson National Cemetery. The family will receive friends from 5:00 p.m. to 7:00 p.m. Friday, June 29, 2012 at Caughman-Harman Funeral Home, Irmo/St. Andrews Chapel, 5400 Bush River Rd., Columbia, SC 29212. J.D. was born October 28, 1975 in Beckley, West Virginia and was a son of John and Sharon Taylor Meador. He was a graduate of Lexington High School where he wrestled and coached wrestling at Lexington, White Knoll and Irmo High School. J.D. enlisted in 1994 and served his country in the United States Army. He then served with the Army National Guard 132nd and the 133rd MP Company, where he was stationed overseas in Afghanistan on his first deployment. He was a member of Lexington County Sheriff's Department. J.D. was a true carpenter and loved hunting and the outdoors. He loved to cook, grill and bake. Some called him "Bobby Crocker." He was also known by his bowling friends as "Leroy". J.D. was an amazing husband and will be greatly missed. "We luv our daddies." J.D. is survived by his wife, Christy Campbell Meador; three daughters, Olivia D. Frost of VA, Brianna M. Meador of Lexington and Elana L. Meador of Columbia; his parents; two brothers, Jimmy Meador of Pelion and Mike Meador of Goose Creek; several aunts; uncles; nieces; nephews and cousins. [www.caughmanharmanfuneralhome.net](http://www.caughmanharmanfuneralhome.net)



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[rebecca@adssouth.com](mailto:rebecca@adssouth.com)






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# It's NOT Like Pulling Teeth: 3 Tips to Launch Facebook an Expert

Donna Newman, Guest Contributor

Beyond posting a status update or asking patients to 'like' your business page, you might be wondering HOW to maximize Facebook Marketing for your dental practice.

Here's a simple start-up system to help you leverage this social media platform:

-  1. DESIGN – *adds convincing first impression to get a LIKE*
-  2. INVITE – *runs contests and sweepstakes to get more LIKES*
-  3. ENGAGE – *builds patient loyalty & generates more exposure*

By implementing this 3-step system along with your current marketing plan, you ready your clinic to generate a two-way relationship with patients and prospects beyond the dental chair to further enhance loyalty to your brand, boost your SEO, and - over time - generate more patients. *When deciding who gets to root around in their mouths with sharp tools, people are understandably drawn to professionals with whom they feel comfortable.* To that end, Facebook allows your clinic to get a little personal.



## DESIGN - *adds convincing first impression to get a LIKE*

Have you ever wondered just how to grab Facebook Fans by the eyeballs? For dentists looking to build relationships with clients for easier recall and referrals, Facebook dominates when it comes to the most users (over 920 million\*) and monthly usage (over 6 hours per user/month\*\*). The best starting point to get their eyeballs on your content is a well-branded timeline cover banner and welcome page (aka as a website in Facebook).

- Your page's top cover banner gets prospects' first attention and helps sway their 'like'. So, prominently display a recognizable or engaging image – could be a simple photograph or a customized graphic. Here's a tip: upload an image of 851px wide by 315px high. Facebook is a stickler so be sure and check out the official Cover Photo Guidelines: <http://on.fb.me/CoverPhotoGuidelines>.
- Next, when fans (clients and potential patients) visit your welcome page, Industry Stats show the average fan conversion is high: 1 out of 4. However, welcome pages (like websites) are particularly susceptible to the Blink Test. The Blink Test maintains that if within three seconds, a site visitor can't glean what exactly they can do or benefit from on that webpage, they click the back button. Yikes! Here's a tip: hire a copywriter and graphic designer to work with you on developing action verbs and a webpage design with engaging images that will help your visits visualize how they can use your offer/practice and how it will impact their lives.
- Here's your takeaway: Facebook business pages look-alike, using the same generic layout provided by Facebook. A well-designed timeline cover banner & custom welcome page make your dental office stand out from competitors and reinforce your brand with a direct call-to-action (i.e., a 'like' or opt-in exchanged for a coupon, contest, e-book).



## INVITE – *runs contests and sweepstakes to get more LIKES*

In this digital age, you've heard a contest is a great strategy to entice people to become a Facebook fan. Marketing experts would agree with this sentiment. In fact, they suggest that you give away prizes that reinforce your brand (your practice) and keep telling your story long after the contest is over. For example, while giving away ten chicken dinners at the El Pollo Loco might be a nice prize, it won't do anything to reinforce your brand or practice. Instead consider prizes like free whitening for new patients, free consultation and radiographs or even a free children's cleaning and check-up. There is one important exception to this guideline: oftentimes your vendors with whom you have large accounts are willing to donate large items like an iPad, a large-screen TV, phone, Sonicare toothbrush, etc. These prizes all might help you achieve the number of online traffic you're hoping for. Giveaways that feature new gadgets or technology seem to be the most appreciated and talked about prizes.

- When contest winners are selected, ask them to participate in one or more of the following PR ideas: a video testimony to thank the practice for their prize (and for taking great care of them as a patient), a photo with the dentist, or a video showing Winner using the prize. Here's a tip: Facebook polices contests and will shut you down if you break any rules. Before you run a contest, consult their rules on this webpage: [http://www.facebook.com/promotions\\_guidelines.php](http://www.facebook.com/promotions_guidelines.php).
- Integrate and cross-promote your contest across all your marketing media (i.e., counter signs, billing receipts, emails, ads, postcards) and sites (i.e., website, twitter, blog, email signatures). This means making sure that your contest appears on your website, postcards, reminders you send out to patients, and even on billing receipts. Use all of the marketing media you have.
- Here's your takeaway: Prize winners, because they are so content that they won your contest, are often happy to talk about your practice to anyone they know. They become what marketing professionals call, brand evangelists. What is the value of several evangelists for your practice? Because they have the ability to drive in patients to your practice, they are invaluable.



## ENGAGE - builds patient loyalty & generates more exposure

Facebook works best when your Fans consider your clinic a real on-line friend and they can easily and genuinely relate to you. Once you've attracted people on to your Facebook website, you have to engage them, and you have to continue to engage them to get them to return. This admittedly, is easier said than done. In fact, one of the biggest challenges dentists and their teams face is answering the question, "What *should I post?*"

Unfortunately, most practices end up pitching their services as the status update on Facebook. Patients don't want to read sales pitches about your practice. Patients aren't going to be engaged by a constant barrage of promotional messages about your practice. Instead, develop the number one skill that is guaranteed to position your practice ahead of the others around you: a content calendar. This calendar is in essence a plan that gives you a monthly overview of what you're posting on Facebook, so you cover all the topics and products relevant to your fans. As well, you don't fall into the trap of posting content just to fill a void – this half-fast approach in trying to engage online visitors never works. Engaging people online doesn't happen by accident.

- **Some best strategies in creating engagement with your Facebook posts include:**
  - Post 3-6 days/week and generally 6-9am or 7-9pm
  - Write 80-100 words or less as majority of web users scan rather than read
  - Focus on engagement by asking thought-provoking questions, posting tips or trivia, or even adding link to your blog (if applicable).
  - Add a call-to-action at the end of posts, such as asking visitors to leave comments or to share their thoughts. Consider ending your posts with, "What *do you think? Share your thoughts by posting a comment.*"
  - Lastly, high-quality, large-scale photos generate engagement as well. Make sure you incorporate practice-related photos into your Facebook web page. \*\*\*
- **Five topics to jumpstart your content calendar:**
  1. **Feature Patients\*\*\*** (incentivizes fans to share your page)
  2. **Load Videos** (boosts patients' awareness of WHY good oral care is NOT optional)
  3. **Ask a Question or Industry Trivia** (gets Fans to give opinions & laugh)
  4. **Talk about your community involvement** (publicizes your dedication and contributions)
  5. **Show-off Products & Services** (highlights your wares with the 80-20 rule for content/connection vs. sales messages)
- **Here's your takeaway:** When your Facebook posts are keyword rich and relevant, search engines will likely index your posts as well your fans can easily engage in your posts with their "likes", "comments", and shares. When fans engage with your posts, their activity stamps their Wall and enters their friends' newsfeeds. Their friends discover your page and your following grows. *Best Social Proof that Facebook works --> Consumers trust peer recommendations (over traditional advertising), making social media, namely Facebook, an ideal platform for even dentists to spread their ideas and purchase power.\*\**

As a final tip, remember that your hygienists and/or front-office personnel are often social media savvy. Interacting on the practice's social media pages might just be second nature for them.

Consider asking your front-office personnel, who check out patients, if they would ask your patients to "LIKE" your fan page. Additionally, in order to organically grow your fan base, you might present the following offer to patients: "Share our Facebook fan page and receive % discount today."



Facebook's culture encourages users to connect and share with brands they 'like', namely your clinic. More traffic, interaction and potential clients can result from consistent posts; however, Facebook doesn't singlehandedly fill your chairs with new patients. While you might not be able to put an immediate dollar value on Facebook Marketing, it's your simple design, enticing invitation, and consistent engagement that could be the deciding factor for new patients weighing if you're THE DENTIST FOR THEM. Especially

since Industry Stats show 58% of Fans are more likely to buy from the brands they .



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

### FOOTNOTES

\*[Facebook.com](http://Facebook.com)

\*\*Nielsen's Social Media Report Q3

\*\*\*Consider HEPPA guidelines

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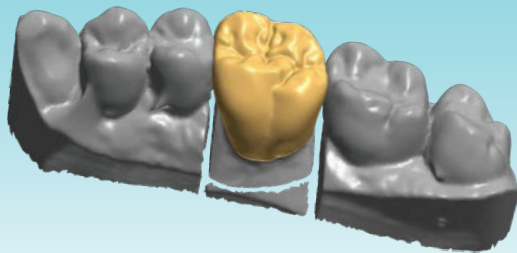
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# President's Message

Many of you, I'm sure, have at one time or another seen Disney's *The Lion King*. My family was able to see the stage version in Greenville recently. While struck by the incredible costuming, music and wonderment of watching a child see it for the first time I was also hit by the realization that this entire saga is a metaphor for our country, our profession and our times.



Dr. Betsy Jabbour

In case it has been a while or you are unfamiliar with the plot here is a brief synopsis: A new heir to the throne, Simba, is born and begins to grow up singing, "I Just Can't Wait to be King!" We are like Simba in that in our great country we were given many opportunities to pursue the career our abilities and hard work would allow us to achieve. Enter jealous Uncle Scar, who with a sense of entitlement feels he should have the accoutrements of being king and begins to plan the demise of Simba. Using an army of hyenas, to whom he has promised will never go hungry again, and Simba's own niece he manages to take over the Pride Lands and install his minions. Simba ran, I feel for him as many of us hate confrontation, especially in the face of forces we can't completely understand or believe could have reason to attack our profession.

While the Pride Lands are over hunted under the direction of a new king, one brave lioness, Nala, think of her as your SCDA governing board, staff and the ADA, runs away to seek help. She finds Simba and brings him to his senses to realize his responsibility to take pride. Simba returns to his land, and with the help of the lionesses runs out Uncle Scar and the hyenas to restore the natural order of nature.

Hummm... When things are riding along well in life are we much like the young Simba? We know being a dentist is great, the lifestyle of those before us were comfortable with nice work schedules. As students, we sang, "I Just Can't Wait to be a Dentist (the King)," while waxing crowns and burning fingers. Later when things seem to be rolling along nicely, we look around to see someone else in charge of our profession dictating insurance contracts, regulations, increased taxation, etc. How did that happen? We were working away in our offices taking care of patients and WHAM!

We need an awakening as Simba had- a smack on the head to reorient our priorities, remember our responsibilities and the oath that we took so proudly as we were hooded so long ago. We have responsibilities to our patients, the public, our colleagues and families. As Simba realizes being 'king' has little to do with the accouterments but is all about responsibility, responsibility to ourselves to continue to improve our skills, responsibility to our patients and the public. Our Pride Lands are at stake!

Nala is hunting and hunting for you. Nala wants you to remember your calling, your responsibility to the profession, the public and ultimately to remember those who have gone before us. We are a great nation and a great profession. We need to wake up and become involved in what is happening to our profession and our world.

What can you do?

- Keep apprised of current events, local, state and national.
- Sign up for Capwiz, the ADA email system that alerts you on upcoming legislative matters with information and directs you to your Senator and/or Representative to voice your thoughts and respond when bills come to the floor for a vote.
- Read the ADA and SCDA alerts that arrive in your inbox in a timely manner and respond as you feel necessary.
- Ask questions of your colleagues, SCDA officers and staff if you want clarification on an issue.
- Be present at meetings so you will become better informed on upcoming issues.
- Follow your congressional representatives on local and national levels so you will know how they voted on an issue of interest.
- Volunteer your expertise, not only are you needed but you will learn so much from many experiences and make contacts that may be helpful later.
- We have the DAD project coming up in August and there may be many free clinics that need your help in your area. If you cannot find something to do no matter how hard you have looked- call the SCDA or me! We will be happy to plug you into something!

Remember Scar is plotting and Nala is hunting... for YOU!

My deepest sympathy to one of our wonderful staff, Christy Meador, who recently lost her valiant husband John D. Meador II in Afghanistan. We honor his service to our country and his ultimate sacrifice.

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# MEDICAID- Third Party Liability Protocol

By Rocky L. Napier, DMD

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Shortly before the turn of the century, I had the opportunity to begin service as a member of the SCDA Medicaid (MC) Task Force, which is now a standing committee of the SCDA. And with the turn of the century, I began a concurrent tenure as the SC DHHS Dental Consultant that lasted most of the decade. It has almost been a quarter score since I have served in that capacity. However, as a current member of the standing committee, I still enjoy receiving calls, emails, and direct inquiries at meetings regarding the concerns and challenges you are having as a provider for the SC Medicaid Dental Program. This holds true for the entire committee and current consultant, Dr. Jim Beall in Charleston.

Over the past year, including the past few days, the most common question I have received, is how to file claims on MC beneficiaries who also have private insurance coverage. The most recent and current guidance we have on this issue is from a [June 30, 2010 SC DHHS bulletin](#) that was originally posted to their web site on July 2, 2010 and most likely emailed to you by SC DHHS as a MC provider. Half way down page 2 of this bulletin is the current policy on Third Party Liability claims on MC beneficiaries. It reads as follows:

## Third Party Liability

- Under Federal guidelines, Medicaid is the payer of last resort.
- Providers are required to submit claims to any known third party coverage organization (Primary Payer) before submitting to DentaQuest.
- Exception: Providers submitting claims for EPSDT must check the appropriate box on the claim form to indicate EPSDT. If checked, the claim will process as pay and chase, regardless of the policy indicator. If not checked, the policy indicator will determine if the claim is pay and chase or cost avoid.
- Providers will have access to known healthcare coverage other than Medicaid, including Medicare coverage, when verifying eligibility through the DentaQuest Web portal or Interactive Voice Response (IVR) system.
- Federal guidelines mandate that procedures filed on the CMS 1500 claim form for beneficiaries that are dually enrolled in Medicare and Medicaid must be filed to Medicare first (even if the procedure is known to be non-covered by Medicare) before filing to Medicaid. Failure to file to Medicare first will result in denial of the claim. Dental Procedures filed on the ADA Dental claim form are not subject to this Federal guideline.

Clearly, you can see from the third bullet above, filing claims to the private insurance company first is optional and not mandatory. The choice is yours. To file a claim with MC only, simply check the EPSDT box in the upper left-hand corner of the standard ADA dental claim form. By doing so, you are accepting MC payment as payment in full and SC DHHS will pay you and chase the private insurance coverage. To file with the private insurance first, simply do so. Upon receipt of payment from the private insurance company, file another dental claim with MC as the patient's secondary carrier. If MC benefits exceed those of the private insurance, then DHHS will pay you the balance on covered services. Otherwise, no additional payment will be made by SC DHHS.

Unfortunately, one of possibly many scenarios is: what if you file the private insurance first and the reimbursement check is sent directly to the parents and they refuse to forward the check to you? Suppose the reimbursement check goes to a parent who is divorced and not a part of the child's daily household. Suppose that parent has no financial relationship with your office, and that parent is not responsible for bringing the child to your office for care. How will you then be compensated for your services? Another possible consideration of many might be filing the claim with the private carrier first, only to find the policy is no longer in effect. I am sure there are many other possibilities to consider. Be careful to make sure your reimbursement does not wind up as nothing.

To summarize, if you choose to use MC as the child's primary carrier, you must accept that payment as payment in full. If you choose to use the child's private insurance as the primary carrier, then you may be able to generate a reimbursement that exceeds MC rates for the same claim, if you are willing to invest the time, expense, and paperwork. Filing pre-treatment estimates with private carriers may give you an idea of how they compare to current SC MC rates.

Dr. Jim Mercer-Chair and Phil Latham-Executive Director do a great job developing an agenda for our periodic SCDA MC Committee meetings. However, you as a member dentist must remember that if we do not hear of your challenges and concerns directly we cannot address and try to resolve them with SC DHHS. *The SCDA works for you our member dentists.* Please, don't ever lose sight of that fact, now or a quarter score from now. If you are having issues with the SC MC Dental Program or any other dental practice related issue, *contact the SCDA first.* The SCDA will always guide you in how best to resolve any issue on behalf of you and your patients, whether it's next week or the turn of the next century.



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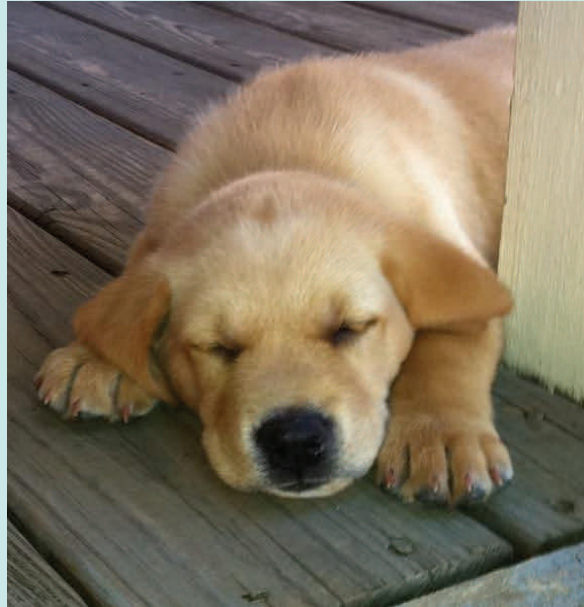
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# Executive Director's Notes



Mr. Phil Latham

## State Requirements Covering Dental Technological Work

The South Carolina Dental Laboratory Association would like to remind us about the state requirements covering dental technological work that went in effect in 2010. Bill 3906 clearly states the requirements for prescriptions, certifications and registrations. An excerpt of the provision is included below:

Under Section 40-15-280 the contents of a prescription means a written order for dental technological work which has been issued by a licensed dentist *must contain (a) Name, address and certificate number of the individual or organization to do the work, (b) Identification of patient by name or number, (c) description of work to be done, with diagrams if necessary, (d) a specification of the type and quality of materials to be used and (e) the dentist signature, complete address and license number.*

Under Section 40-15-125, a dental laboratory is considered to perform dental technological work in this State if the work product is prepared pursuant to a written prescription originating in this State, and in order for a dental laboratory to perform dental technological work that originated in this State *(1) The laboratory work must be authorized by a person employed in that laboratory who is registered with the S. C. State Board of Dentistry, (2) the dental technological work must be based on a prescription issued by a dentist licensed and practicing in this State, and (3) the laboratory shall return to the dentist who issued the prescription, certification of (a) the country of origin where the dental technological work was performed, in whole or in part, (b) a list of all materials, including the percentage of each ingredient used in the fabrication or the dental devise, and (c) the name, address and certificate number, as issued by the S. C. State Board of Dentistry, of the person authorized to manufacture the dental devise.*

It is also important to note that the provisions of the statute applies to prescriptions issued to laboratories/technicians located *outside* the State, and specifically applies, and carries forward to any of the prescribed work, in whole or in part, that may be sub-contracted. Sections 40-15-120, 40-15-240 and 40-15-170 outline the requirements and procedure for registering as a dental technician in South Carolina. Currently there are over 150 South Carolina dental technicians and 100+ out-of-state technicians registered with the S.C. State Board of Dentistry.

It is rewarding to note that the provisions of this statute has and is being used as a model bill by the National Association of Dental Laboratories and several other states who are seeking similar legislation.

The cooperation and support from all elements of the State Dental Team has been essential in the development and enactment of key legislation that promotes safety and other enhancements to the dental profession and industry.

"It is rewarding to note that the provisions of this statute has and is being used as a model bill by the National Association of Dental Laboratories and several other states who are seeking similar legislation."

## Save The Date

### Central District Fall Meeting

September 21, 2012

Registration: 8:00 am- 8:30 am

Speaker begins: 8:30 am

Speaker: Larry Oxenham

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

### Piedmont District Fall Meeting

October 12, 2012

Registration: 7:30 am- 8:00 am

Speaker begins: 8:00 am

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

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

## MedjetAssist Announces New Advisory Board

By Mark Brown



Mr. Mark Brown

### MEDJETASSIST ANNOUNCES NEW ADVISORY BOARD

#### 16-Time PGA Tour Winner Jim Furyk and Super Bowl MVP Bart Starr Among Those Named to 2012-2013 Board

MedjetAssist, the SCDA endorsed air-medical transport membership program for savvy travelers, announced on June 18th the appointment of its new Advisory Board. The 2012-2013 Board includes a prestigious roster of key players across an array of industries. Chief among them include: 2010 PGA Tour Player of the Year, 2003 U.S. Open Champion, 16-time winner on the PGA Tour and MedjetAssist spokesperson **Jim Furyk**; NFL Hall of Fame member, two-time Super Bowl MVP and Birmingham business executive **Bart Starr**; noted sports orthopedic physician **Dr. James Andrews**; and prominent New Mexico and California developer and Bighorn Golf Club founder **R.D. Hubbard**.

"I am excited to introduce our new Advisory Board composed of an esteemed group of accomplished professionals in their respective fields who we hope can help spread the Medjet name and value," said Roy Berger, president and CEO of MedjetAssist.

Following the kick-off meeting at MedjetAssist's headquarters in Birmingham, AL, Bart Starr commented, "I am honored to serve on the Medjet Advisory Board. I salute Medjet for everything it does to help people in distressing situations and the peace of mind it provides while traveling."

Jim Furyk said, "As much time as I spend away from home, both on the PGA Tour and with personal commitments, my Medjet membership takes away any worry about what would happen if I get sick or injured. The Advisory Board seat was a natural for me."

MedjetAssist is the premier global air-medical membership program. If a member is hospitalized more than 150 miles from home and requires continued hospitalization - MedjetAssist will arrange medical transfer to the member's hospital of choice. MedjetAssist has its corporate headquarters in Birmingham, AL, and is the recognized provider of medical evacuation and repatriation services of the SCDA. For more information and to view the discounts offered to SCDA members, visit [www.medjetassist.com/scda](http://www.medjetassist.com/scda).

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or at 800-577-8573 for more information or to ENROLL TODAY!

Workers Compensation coverage is designed to pay benefits to workers injured on the job. These benefits include payment for medical care, a portion of lost wages and compensation in the event of a permanent disability. It also provides death benefits to dependents of employees killed from a work-related accident. Workers compensation systems vary by state, as individual statutes and court decisions have shaped the way each state handles claims, evaluates impairments, settles disputes, provides benefits and controls costs. For an injury to be compensable, it must "arise out of" and "during the course of employment."

## Background of Workers Compensation Insurance

During the 19th century, the number of individuals joining the workforce grew exponentially. As a result, the number of workplace accidents grew as well. At that time, the only way that injured workers could obtain compensation for their injuries was to sue their employer. Many legislative proposals that emerged early in the 20th century focused on compensating injured workers for their medical care and lost wages.

By 1949, all states had a system in place to provide compensation for injured employees. Under these systems, the employer was responsible for providing compensation for the cost of medical care and wages lost, and consequently, the employee gave up his or her right to sue their employer for injuries. Workers compensation premium is based on employee payroll. Workers compensation rates and programs are managed by private insurers, state funds or the National Council on Compensation Insurance (NCCI). In South Carolina, workers compensation rates are managed by NCCI. Benefits are provided based on South Carolina statute. For example, compensation for the loss of the index finger is paid based on a fixed amount set by South Carolina statute.

## The Employer's Responsibilities

Employers are required to do the following to comply with Workers Compensation insurance laws:

- Provide coverage for their employees. Employers are held liable for all injuries suffered by employees while they are on the job. In South Carolina, Workers Compensation insurance is required for all employers with 4 or more employees. However, employers with less than 4 employees should also consider purchasing workers compensation insurance as they may still be liable for any claims even if they do not have a workers compensation insurance policy.
- Provide a safe work environment as well as safe tools and equipment.
- Provide reasonably fit and competent fellow workers.
- Provide warning of any hidden workplace dangers.
- Notify the carrier as soon as possible after an injury and investigate injuries.

## Who is an Employee?

The following are considered employees and would be under your responsibility for workers compensation insurance:

- Employees
- Most Independent contractors. The critical test is the degree of control the employer exercises over the worker
- Leased employees
- Temporary workers

Member of LLCs, sole proprietors and partners are considered owners of the business and are not automatically included under workers compensation insurance. They may elect to be covered if they are active in the business and have duly informed their insurance carrier. For a corporation, including when a sole proprietorship or partnership incorporates, all employees are automatically covered, including the owners if they are also employees of the corporation. The corporate officers can elect to be excluded from workers compensation coverage, thereby reducing the payroll exposure on which the workers compensation premium is based.

## Managing Your Workers Compensation Costs

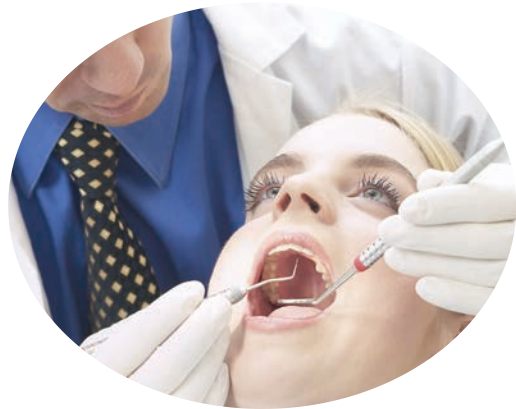
Timely claims notification to your workers compensation insurance carrier is critical. The cost of workers compensation claims rises dramatically the later the claim is reported. Statistics reveal that for every week a claims goes unreported the cost increases as much as 50 percent. When employees delay reporting an injury, find out why. Your goal is to get employees to report injuries, not to judge whether an injury is important enough to report.

Workers compensation insurance coverages can vary by carrier. You need to understand your risks and the coverages needed. For example, if your employee is injured by a needle during patient care, some carriers will not only pay for the initial cost of testing your employee, but also reimbursement for the initial cost of testing the source patient (not all workers compensation insurance reimburses for patient testing).

There are other actions that your organization can take to reduce workers compensation costs, and we have the tools to show you how. Contact Joanie Shealy, Caroline Deevey or Robert Collins at Davis-Garvin Agency today at 803.732.0060 to learn more.



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

**ASSOCIATE OPPORTUNITIES:** General Dentist in Florence and Darlington; Pedodontist in Columbia and Charleston. Call 678-482-7305; ask for Robin and mention this ad.

## Positions Available - Staff

Immediate need for **FT front desk coordinator** for family dental practice in NE area. Eaglesoft and dental experience required. Great people with phone skills and ability to handle varied and multiple task required. Must be a team player with willingness to assist others. 4 days a week, 401k, and bonus opportunities.

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

## **Practices/Office Space Available**

**COLUMBIA PRACTICE MUST SELL IMMEDIATELY** #8841 Gross collections \$725,000; 5 days 3 operatories; 1,300 sq. ft. office space. Very busy office. Expanding to Saturdays to accommodate patient flow. Full staff will stay. Contact Dr Jim Howard at 919-337-1162 ASAP or [jim@adssouth.com](mailto:jim@adssouth.com)

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

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

**MURRELLS INLET BUY IN/OUT or SALE** This is a terrific opportunity to get in on a practice that is going to be incredible. This practice has 7 operatories with, 3 equipped. All FFS collecting 600K annually. Collections should double over the next 12 months. The referrals to this practice are unbelievable. The seller is flexible about a buy in/out or sale of the entire practice. This is a very unique situation that is going to be very lucrative for the right dentist. Call for additional details. For more information call 678-482-7305, email [info@southeasttransitions.com](mailto:info@southeasttransitions.com) or visit [www.southeasttransitions.com](http://www.southeasttransitions.com).

**For Rent-** Existing dental office between Clemson and Seneca, SC. Approx. 1,300 sf. Come to lake country, 2 practices have moved on to their own buildings over 10

year period call 864-650-0832.

## **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](mailto:brunsonm@scda.org).

## **Other News**

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

[ADA News Daily](#)

[Medicaid Bulletins](#)

[SC Board of Dentistry Newsletters](#)