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We Have The Courage To Lead By Heather Barker

We told you in last month's newsletter to think...warm, sunny, balmy South Carolina coastal days and you must have taken this seriously! We were blessed with all the above for our Annual Session in Myrtle Beach at Kingston Plantation on May 3-6th.

Our committee worked diligently to develop a meeting that embraced our theme, Courage to Lead. The dynamics of our profession are changing more rapidly than perhaps at any other time in the history of dentistry. There are many areas in which we can choose to lead - practicing with the latest technology in our offices, becoming involved with organized dentistry, working more closely with our legislators, mentoring those new to our profession -- just to name a few. Hopefully, you found many opportunities during the convention to develop the "tools" needed to accept this leadership challenge.

On behalf of the 2012 Convention Committee, we would like to thank all those who attended the Annual Session. A great deal of effort goes into this one weekend. If you see those who donated their time and talent, please take the initiative to thank them for their planning and involvement. This year's committee included: Will Adair (Golf Chairman), Ben Adams (Technical Chairman), Heather Barker (General Chairman), Jill Colson (Hospitality/Local Arrangements Chairman), Kristin Derrick (Run/Walk Chairman), Will Edwards (Program Chairman), Mona Ellis (Silent Auction Chairman), Rich Graham (Commercial Chairman), Betsy Jabbour (SCDA President), Edward Jabbour (SCDA Alliance), and Hank & Michelle Jolly (Social Chairman). Others to thank include our SCDA staff: Mark Brown, Maie Brunson, Sue Copeland, Laura Jordan, Phil Latham, Christy Meador, and Deanna Slomzenski.

To view more pictures from this year's convention visit www.facebook.com/scdental. For additional Kentucky Derby Party photos by Kathy Hucks visit www.kathyhucksphotography.snapfish.com/snapfish. Also make sure you check out the ShutterBooth pictures from the Tailgate party www.facebook.com/scdental!



Dr. Franklin Mason in the ShutterBooth at the SCDA Annual Session

The Kentucky Derby at the SCDA Annual Session

Photos taken by Katy Hucks Photography

Thank you to everyone who attended the 143rd SCDA Annual Session. We would also like to thank the 2012 Convention Committee for all of their hard work!



Thank you to our 2012 Annual Session Exhibitors!!

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BENCO Dental www.benco.com	DMG America www.dmg-america.com	Outdoor Adventures Worldwide www.outdooradventuresworldwide.com	South Carolina Laboratory Association www.scdla.org
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SCDA Mission

The South Carolina Dental Association represents member dentists in order to promote and provide optimal oral health care to all citizens of the state of South Carolina by serving as an advocate to advance the profession of dentistry.

Are You Retiring? Please Notify the SCDA

Call the SCDA office and ask for a retired affidavit so that you can continue to receive all the member benefits you've come to enjoy and expect, but at a quarter of the cost! You can also request a free copy of "Closing a Dental Practice" or click here to go to the SCDA's website to download a copy. Contact Christy Meador at 800-327-2598 or by emailing her at meadorc@scda.org.

1 out of every 10 dentists will suffer from alcohol or drug abuse at some time in their lives.

If you or someone you know needs help, contact the SCDA's Dental Assistance and Advocacy Committee: 800.327.2598

Are Your Workplace Posters Current?

Visit <http://www.llr.state.sc.us/aboutUs/index.asp?file=Posters.htm> to make sure!

Did You Know

By Rebekah Mathews, DentaQuest



Our Medicaid agency, the SC Department of Health and Human Services (SCDHHS), organized the **Birth Outcomes Initiative (BOI)**, a statewide

collaborative charged to reduce the number of low birth weight babies in South Carolina. Preterm deliveries (before 37 weeks gestational age) and low birth weight (LBW <2500 grams or 5 pounds 8 ounces) represent some of the most serious public health challenges facing our state today.

BOI recognizes the importance of care coordination for pregnant beneficiaries, including promotion of good oral health. Evidence shows that pregnant women with gum disease are seven times more likely to have a preterm, low birth weight delivery. When women receive treatment for periodontal disease, the likelihood of preterm or low birth weight births drops significantly.

In support of **BOI**, DentaQuest will be rolling out a pilot of its **Smiling Stork** program in Charleston, Greenville and Richland counties this summer. The program focuses on beneficiary education and linkages between dentists and obstetricians caring for eligible pregnant members within the under 21 population.

DentaQuest and SCDHHS thank you for your interest in **Smiling Stork**. If you practice within the area targeted by the pilot project, please stay tuned for additional information soon. Offices beyond the pilot area are encouraged to take advantage of resources offered by the SC Department of Health and Environmental Control's (SCDHEC) Division of Oral Health: <http://www.scdhec.gov/health/mch/oral/pregnant.htm>.

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 at brunsonm@scda.org.



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.

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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MOM & DAD Treat Dental Needs of Underserved

By Lois Bell, CDA, CPDA, FADAA



We dress and quietly leave the hotel to drive to our first *Mission of Mercy (MOM)* dental project worksite. Our location is Sparta, NC a small community nestled in the mountains of the North Carolina-Virginia border. We pull into the parking lot of the local high school and are greeted by the long line of people standing silently in the dark morning hours waiting for the doors to open. A few offered smiles and 'good mornings' as we walked past. We were told that some had come the night before and camped out to secure their places in line.

Dental care is either unavailable or an unaffordable luxury for many adults living in both North and South Carolina. It is common to find residents in severe pain or discomfort and feeling embarrassed due to poor oral health.



Lori Paschall and Lois Bell

As dental assistants with the South Carolina Dental Association (SCDA) *DAD* (Dental Access Days) Project Committee, Lori Paschall, CDA, FADAA and I felt it necessary to visit and volunteer with the established and highly-successful North Carolina *MOM* project in order to learn firsthand what to expect with our own South Carolina *DAD* event to be held later that summer. During our one-day volunteering with the *MOM* project, our group ended up treating over 300 patients in a high school gym with 35 mobile dental units.

Armed with volumes of notes and pictures, stories of the people we treated, and the volunteers with which we worked, we returned to Columbia immensely excited about our day and thinking of the potential of what *DAD* could do for South Carolinians.

DAD, a dental access initiative focusing on adults primarily needing extractions and restorative work, was organized in 2009 by

the SCDA for the purpose of addressing access to care for many indigent South Carolinians. The main goal is to bring crucial care to different areas of the state on an ongoing, rotating basis. Patterned after the successful *MOM* programs in North Carolina and Virginia, the SCDA formed alliances that lifted the vision into reality. Our sister-district states provided support and equipment. The rest is history.

Charleston, SC was to be the site of our first event. Mayor Summey of the city of North Charleston learned of the *DAD* project and donated the Charleston Convention Center as a venue. He also helped with EMS and the police for the event. The Virginia Dental Association and the North Carolina Dental Society each brought a truck of equipment along with experienced dentists who have organized these events before. We set up 80 mobile dental chairs in a 25,000 sq foot area of the exhibit space.

In addition, local churches offered their assistance as did the Medical University of South Carolina (MUSC) Dental School faculty and over 100 students. Each day, nearby restaurants donated food for the workers. Volunteers rolled in from across the state. On Friday morning, we awoke again to long lines wrapped around the convention center, clearly visible via the bright, weekend-long media lights. That weekend alone, nearly 1,500 patients were treated with almost \$600,000 worth of free dental care!

In 2010 the scene was replicated on a slightly larger scale in Greenville. Nearly 2,000 patients were treated with over \$750,000 worth of donated dental care. Michelin and Chick-fil-A were among the major sponsors; churches and other community groups provided the non-dental volunteers. Monetary and product donations helped cover the cost of equipment and supplies. Participating were over 147 dentists from SC and neighboring states, 46 hygienists, 82 assistants, and over 85 office staff and other volunteers that made the weekend possible. At a time when more people than ever need help, this was an opportunity for the community to unite in a common cause.

Florence, SC was the venue for 2011. The event was held at the Florence Civic Center and ran from August 25 – 27. Patients came from 9 counties, despite hurricane conditions, and 1,622 were treated for an estimated total of \$1,059,648 of donated dentistry

(using UC insurance reference). For the first time, anterior root canals and acrylic flippers were part of the services rendered. There were 120 mobile chairs, 187 dentists, 67 Hygienists, 123 dental assistants, 25 office staff and 85 MUSC students who worked long hours to make a difference in the lives of these patients.

For those of you who have volunteered in projects such as *DAD*, you know the pride and satisfaction of being able to give back using the talents and gifts you possess. I truly have never been prouder of my profession. To learn more, download a volunteer form, or get *You Tube* links to videos from past projects, visit the [SCDA website](#). We hope to see you at an upcoming event!



Florence 2012

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HR Corner: Fun Facts and Practical Tips in Dealing With Your Employees

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



Kris Cato

- 1) You cannot dock their pay for failing to clock in or out properly.
- 2) You cannot hold their last paycheck to repay yourselves a loan or to pay for damaged or lost property by the employee.
- 3) You must inform employees in writing at the time of hire their:
 - ❖ Rate of pay
 - ❖ Hours of work
 - ❖ Method of payment
 - ❖ Time of payment
 - ❖ Deductions
 - ❖ Work week
- 4) Any changes to the above...you must give 7 days' written notice.
- 5) You may want to take steps to:
 - ❖ Protect your confidential information – policy/contract
 - ❖ Protect your patient's and employees' personal information – policy/contract
 - ❖ Protect your systems – computer usage/electronic policy
- 6) You are **NOT** required to give employees a "break."
- 7) You are **NOT** required to give employees time off for lunch.
- 8) If you do give them time off for breaks of 15 minutes or less, they must be paid.
- 9) You cannot require employees not to discuss their pay with others.
- 10) You cannot make deductions from employee's pay unless you give them previous written notice.
- 11) Employees dislike nasty surprises... those nasty surprises may result in a lawsuit.
- 12) No employee should ever be surprised when they are terminated.
- 13) Employees need and expect boundaries.
- 14) If you do not tell employees you are not happy with their performance or attendance, they will believe that it is acceptable to you.
- 15) The best way to set boundaries are to identify your expectations ...
 - ❖ Job Description
 - ❖ Employment Contract
 - ❖ Handbook with Policies
 - ❖ Counseling

Contact Kris Cato at kris.cato@rtt-law.com or 803-744-5270 for more information



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Should You Apologize When Things Go Wrong With Patients?

“Yes, But Do It the Right Way”



Bad things happen. Sometimes someone makes a mistake resulting in harm to another. Sometimes bad things just happen, for no reason at all. What do you do when the “bad thing” happens to a patient within your care?

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In your personal life, it may not be easy, but it is at least clear what it means to “do the right thing.” You accept responsibility for your actions, offer an explanation for the sequence of events leading to the negative outcome and apologize, all with the hope of receiving forgiveness. Must it be any different in your professional practice when your patient may end up suing you? Absolutely not! In fact, our General Assembly recognizes that honesty between a healthcare provider and a patient improves communications and mutual respect, promotes a quicker recovery by the patient and can reduce the number of claims and lawsuits arising out of such circumstances.

The **South Carolina Unanticipated Medical Outcome Reconciliation Act**, codified as S.C. Code Ann. § 19-1-190 and in effect since June 9, 2006, offers certain protections to healthcare providers placed in the unenviable position of facing a patient’s unexpected outcome. Under the Act, “offers of assistance or expressions of benevolence, regret, mistake, error, sympathy or apology” by or among potential parties to a civil action are NOT admissible as evidence and shall NOT constitute an admission of liability or an admission against interest in a civil action.

So, there may be protection to providers when things go wrong unexpectedly. But, in order to gain the protection of the Act, two conditions must exist:

- First, the Act only governs unanticipated outcomes. An “unanticipated outcome” is defined as the outcome of a medical treatment or procedure, whether or not resulting from an intentional act, that differs from an expected or intended result of such medical treatment or procedure.
- Second, an apology or explanation for the “unexpected outcome” must be made within a “designated meeting” arranged for the express purpose of addressing the unanticipated medical outcome. So, not all expressions are inadmissible in a civil action. For example, an apology offered spontaneously in the hallway of your practice would not be protected, and could be considered an admission of wrongdoing in a civil action.

The Act does not limit admissibility of a provider’s statements within the context of a regulatory matter.

An apology’s insulation from admissibility in a civil matter is easily attainable and provides an opportunity to preserve, and perhaps improve, the doctor-patient relationship. Since this relationship is an intimate one, disclosure of a mistake and the provision of an explanation to frightened and confused patients can maintain the special trust afforded the medical professional. Honesty and an apology upfront may avoid civil litigation altogether. Every situation involving an unanticipated medical outcome is a sensitive one and demands careful attention. This Act empowers healthcare providers to “do the right thing” when confronted by this challenge - it must just be done correctly.

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One More Reason You Need Social Media

Sites like Facebook & Twitter can help eliminate overused excuses patients use to avoid the dentist

Donna Newman, Guest Contributor



As a dentist and dental team, you value good oral hygiene. But have you wondered why your patients sometimes underestimate the value of dental hygiene? Here are three common excuses patients use to avoid getting the dental care they need (and their translations):

1. **COST:** "My insurance only covers \$____; just can't afford it." (Translation – "I don't value dental hygiene enough to spend my money on it.")
2. **TIME:** "I'm too busy." (Translation – "I don't value dental hygiene enough to afford the time.")
3. **URGENCY:** "It hurts but it will probably go away." (Translation – "I don't value dental hygiene enough to make it a priority.")

When you understand the primary objection behind these three common excuses patients use to avoid your practice, then you will serve your patients, your brand and — perhaps most importantly — your bottom line! As is often the case with dental practices, they operate with low margins and need the most affordable 'local' marketing solution. To that end, social media marketing can help your practice eliminate these excuses by adding valuable marketing messages.

Eliminate the Excuse of COST

In this digital age, you've heard it's critical to participate on social sites such as Twitter, Facebook and Blogs, even Foursquare and Yelp – all to have patients develop a relationship with your dental team that goes beyond their regular appointments. Since affordability results from an emotional decision, show your clients how their hard-earned dollars on dentistry give them pleasure and bottom-line value by using promotional incentives and patient blog features.

Offer exclusive incentives: Announce (via SMS, email, and in-office promotions) that patients who "like" your Facebook Business Fan Page or "check-in" at your clinic are entitled to same-day discounts, promotions, or contests. This can be an ongoing way to attract new viewers to your Page and new clients to your clinic as well as reward current patients. Exclusive incentives can overcome the initial cost objection and help generate word-of-mouth advertising. Have a computer or iPad at your check-in or check-out counter specifically for customers to log into Facebook and 'like' your Page or 'check-in' to your clinic. *Here's your takeaway:* The promotion not only incentivizes patients to join but encourages them to tell all their Facebook friends, too. And, best value yet: majority of these friends of friends could be within driving distance of the clinic --> of course, the goal of every marketing endeavor is CONVERSION, right?

Post a "patient of the week" via a blog entry. People like hearing other people's success stories, so showcase a patient who had a great office visit. Perhaps it's a child who sat still through his/her very first visit, a teen who got his/her braces off, or even an adult patient who finally got his/her new implants and wants to show off that new smile. *Here's your takeaway:* People better value a service over cost when they hear good stories from other people they can relate to.*

Eliminate the Excuse of TIME

Prospective patients search first the Internet and social media sites well over the classic Yellow Pages. Then, within their search, prospective clients will review your relevant social sites to see how many of their friends 'like' your Facebook page, your website blog for your relevant topics and it's reach, and your services via a review on sites like Facebook, Yelp, or Dr. Oogle. Your active presence makes your clinic a likely choice, as well, gives top-of-mind marketing messages to fans and followers so they'll be less likely to say: "I'm too busy." To continually interact with your patients, use Facebook Wall Posts and Messages.

Update Facebook Wall Posts: Offer practical advice & tips, such as the best way to get children into a good flossing routine & regular checkups. Write conversational wall posts (80-100 characters) and pair up with large-scale images since photos are the #1 engagement element on Facebook. *Here's your takeaway:* Tweets and Facebook business wall posts deliver permanent Internet ink so when prospects search for general dental services within your area, you could stamp the top of the Google Search Page. *Mighty nice archive!*

Write Appreciation Messages: Have one-on-one conversations by sending a thank-you message right after someone clicks "like" on your page via a private Facebook Message. As well, make a point of responding to messages and wall posts within 24 hours. *Here's your takeaway:* When you value your clients enough to thank and respond to them, you boost their perceived value of your team and oral health. In turn, they're likely to find both the desire and time to make - and keep - their appointments.

Eliminate the excuse of URGENCY

Your routine recall patients might delay dental appointments because they don't understand enough about the preventative value of good oral care, especially when "it hurts, but it will probably go away." Quite

frankly, if you can't connect with the patient LIVE and in-person, video is the next best thing to being there. Take for example a typical morning for one of our dental clients. He drills a maxillary central incisor in 2 minutes sharp. Next, he Tweets and Facebooks a general dental answer to the very question that his last patient asked. Just before his next general-check-up patient takes a seat, he videos his response to that same question using his smart phone and uploads it to YouTube. Easy, right? So, let's create an engaging educational series and a library of video testimonials to increase patients' awareness of WHY good oral care is not optional.


Create an Educational Series – video and/or photo: Produce a 1-3 minute *educational video* simply using a smart phone or a video camera like Kodak PlayTouch. Then, host & keyword-tag the video on your YouTube Channel and Facebook Business Fan Page. Or, host a Before/After photo slideshow on your website, Facebook, and blog to give patients the visual outcome of how they'll look with poor or good dental hygiene. *Here's your takeaway:* Videos and photos act like your 24/7 virtual educator and sales person as well as YouTube is the 2nd largest search engine behind Google.

Host a Library of Video Testimonials: Video testimonials trump written because of 'how' the glowing recommendation is said. *Patients overcome their excuses when they watch success stories from "regular" people. *Here's your takeaway:* With over 40% of consumers watching online videos on a weekly basis, your patient video testimonials speak volumes about your dental practice's continued value.

Sometimes you just need to make the obvious connection of good dental health and its benefits to your practice. When your dental clinic boosts the perceived value of good oral health using social media marketing messages, you'll help eliminate the common excuses of cost, time, and urgency in cancelled or unset appointments. But, success doesn't happen overnight. So, set aside 30-60 minutes a day to work on these actions. *Social Media sites like Twitter, Facebook, and YouTube are more than websites ... for dentists, they are a consistent 'recall' opportunity to stay top-of-mind with patients, generate general dental commentary and human interest features that gain SEO, and give 'social proof' to prospective patients to choose you as THEIR DENTIST!*

*Consider HEPPA guidelines

Donna Newman founded Summa Social (formerly WeBuildYourSocialMedia.com). She speaks, teaches and consults using practical, scalable social media marketing systems for retention and application! Her clients include Corporations, Associations, and Foundations. Email her at Donna@SummaSocial.com.




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- ⇒ They are the only carrier endorsed by all 3 of the leading medical/dental professional associations in SC
- ⇒ They offer both claims-made and occurrence policies
- ⇒ Commission dollars stay within the SCDA instead of going to an outside agency
- ⇒ A fellow SCDA member sits on the Board of our carrier so you know your best interest is the priority

SO WHO DO YOU HAVE IN YOUR CORNER?

President's Message

As the month of May comes to a close and we greet a new June and the beginning of summer I am reminded of the closing of our Annual Session, the 2012 legislative session (almost), and beginning of new opportunities.



Dr. Betsy Jabbour

For those of you who attended the awards luncheon we were treated to a fabulous speech from our ADA president, Dr. Bill Calnon who has lead our association with courage through the turbulent waters of recent times. And as a special treat we celebrated the courage of leadership exemplified in the careers of Drs. Colson, Smith, Jordan, Edwards and Brown. Their inspiring stories imprinted my heart with a feeling of gratitude to be a part of a profession that inspires such courage of spirit and service to mankind.

Thanks again to all who helped make our annual meeting a reality that pulled from all segments of our profession and refocused us on what is truly the best in dentistry!

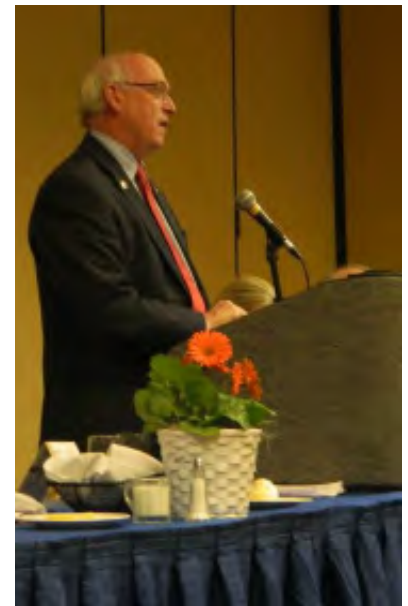
Our state legislative session is winding down, an election year it is as many state offices are up for grabs. June 12th is the day of opportunity. Yes, as Memorial

Day becomes a memory let not the freedoms those who have gone before us fought so hard to pass on to us. As I enter the voting booth each time I am reminded of my uncles who fought in WWII, my uncle David who gave his life in the Korean War and my cousin Tommy whose activities during Vietnam I am told will never be declassified. They and many others gave everything so that I can walk into a voting booth and have a voice in what happens in this country. It is a sacred right in my family. It is incredible to me that only 20 percent of those eligible to vote actually exercise this sacred gift.

Every vote counts, every election has an impact on your practice and your life. We, as much as we would like to, do not live in isolation. Every aspect of our practice and of our lives is directly dependent on the choices we make in the voting booth. Who do you think decides to make the practice act or any changes to its law? Who do you think decides what is taxed and at what level? Who do you think decides the rules insurance companies must abide? Who do you think decides all regulatory issues we face? Are you part of the 20% or the 80%??? Please do your due diligence, research your candidates and make thoughtful decisions to the best of your ability.

We are blessed beyond measure to live in a country where we have a voice, to be part of this wonderful profession and to have brave souls who have gone before us. Just a horse will enter the starting gates in an attempt to make history on June 9th doing what horses love to do; I ask you to join me in the ballot booth on June 12th to salute the courage of all who have made it possible to do the thing we love to do.

“We are blessed beyond measure to live in a country where we have a voice, to be part of this wonderful profession and to have brave souls who have gone before us. “



ADA President, Dr. Bill Calnon at the SCDA Awards Luncheon

Send us your story ideas!

Do you have an idea for a story? We'd love to hear it. We're always looking for topics of interest to our members.

If you have a suggestion, email Maie Brunson at brunsonm@scda.org or call 800-327-2598. Please be specific We'll let you know if and when your idea will come to fruition. Thanks for your help!



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News from the Pee Dee

By Georgina G. Coffey, DMD

We had a great Spring Meeting at the Florence Country Club with about 70 members in attendance. Kelly W. Jones, Pharm.D. from McLeod Hospital provided our CE program. Kelly went over 10 Pharmacotherapy Tips to Enhance Your Dental Practice. I wanted to mention one that stood out to me. DHEC has a Prescription Monitoring Program available for Practitioners to help reduce the misuse of controlled substances. I am sure everyone has wondered whether a particular patient was only seeking your care to obtain a prescription. On DHEC's website www.dhec.sc.gov/scripts a practitioner can apply to obtain access to their Monitoring Program. Then the next time you have a questionable patient, you can quickly check their prescription history to see if they have been "Doctor Shopping". Our Fall Meeting will be in Myrtle Beach in September. The date and speaker will be announced soon.

2012 ADA Annual Session Update

By Dr. Randy Fussell



While attending the 2007 ADA Annual Session in San Francisco, I saw something amazing. It was the first time I'd seen the organization's "Education in the Round" continuing education format. If you haven't seen it, you should – a live-patient operatory right in the middle of a convention center ballroom, with classroom seating all around and very large screen LCD monitors hanging overhead where you can see the procedures close-up.

I've been to more than eight ADA Annual Sessions throughout my career and each time I go I see something new, innovative and inspirational. The Annual Session is the one dental meeting that has it all – world-class continuing education, fantastic vacation destinations for the family, great value ... all while being able to support of OUR Association.

The reason I keep going? The professional camaraderie and the world class continuing education.

I encourage you to register for this year's Annual Session and World Marketplace Exhibition. It will be held at the Moscone Center in San Francisco from Oct. 18-21. You'll find more than 280 continuing education courses to choose from over the four days of the meeting, in addition to the World Marketplace Exhibition which will showcase more than 600 suppliers of dental products and services.

What many people may not know is more than half of the ADA's lecture courses are free with registration. There are also more than 60 hands-on workshops to choose from, including a cadaver workshop to be held at the University of the Pacific, Arthur A. Dugoni School of Dentistry. There will also be six live-patient "Education in the Round" courses this year.

The ADA CE Hub will offer several different opportunities for high-tech CE, most available as walk-up courses with no ticket required. Check out the resources for learning about dental lasers, CAD/CAM systems, 3D imaging systems, Pride Institute technology picks and more.

And don't forget to plan time to attend the post-session continuing education at the Silverado Resort in Napa Valley on Tuesday, Oct. 23 and Wednesday, Oct. 24. Two half-day morning courses on restorative dentistry will be presented by Dr. Jeff Brucia.

The 2012 Distinguished Speaker Series, part of the Opening General Session on Thursday morning, Oct. 18, will feature renowned political commentators Robert Reich and George Will as they share their perspective on the issues at the forefront of the current political landscape just three weeks before the 2012 general election.

The registration fee for practicing ADA-member dentists is \$75 until September 26, but I can tell you from experience that you shouldn't wait until the last minute. If you register now, you can go back into the system and add courses and other events when you have time over the summer. Some of the more desirable courses sell out quickly, so be sure you get your seat reserved now. The ADA offers discounts at 44 ADA official hotels in San Francisco, in addition to flights on American, Delta and United Airlines, and discounted car rental services.

Full disclosure: I'm a member of the Council on ADA Sessions, now in the middle of my four-year term. The experience has been wonderful and I feel like I'm giving back a small portion of the benefits I've received from being an ADA member and attending the Annual Session in the past. So come out and join me in San Francisco. I'll see you there!



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Executive Director's Notes



Mr. Phil Latham

The Annual Convention is behind us and now it is time to turn our focus to SCDA's fourth DAD project. If you have not signed up, please do so by visiting the [SCDA website](#).

There have been a few national items that you may not have seen in the last couple of weeks therefore I wanted to bring attention to them.

First, the SCDA has been reporting for many months that the Environmental Protection Agency (EPA) would be establishing a "Dental Rule" regarding amalgam separators. Many of us felt like this would be the beginning of mandatory installations. On May 8, 2012, the EPA made its announcement and proposed that "regulations were in line for review and that municipalities needed to get their legal authorities modified so they did not have to scramble at the last minute". On May 9, 2012, the EPA announced that due to an election year, the "dental rule" was on hold and would be

published sometime in 2013. We will keep you updated on this ruling.

Secondly, have you updated your Find-a-Dentist profile on the [ADA website](#)? The ADA's new consumer website "[MouthHealthy.org](#)" will be launched soon, so make sure patients have the most up to date information about you and your practice. The goals of the ADA's new consumer website include providing patients timely and credible oral health information on prevention, care and treatment. The plan is that the new consumer website will launch in June and this Find-a-Dentist function will be a way for members to promote their practices to the public with no cost attached. You will be able to manage your own profile to include hours of operation, maps and photos.

As a side note, the Find-a-Dentist function on the current [ADA website](#) will be moved to the new consumer website, but members will still be able to update their profiles on the member directory which will stay located on [www.ADA.org](#) and accessed only by ADA members.

"On May 9, 2012, the EPA announced that due to an election year, the "dental rule" was on hold and would be published sometime in 2013..."



Proudly transitioned
by Dr. Robin Turner and Pete Newcomb.

John D. Thomas, D.D.S.
to
Michael W. Ammons, D.M.D.

Pictured: Seller John Thomas, DDS. (left)
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Action Requested from SCDA Medical Plan Participants

By Mark Brown



Mr. Mark Brown

This notice applies to those SCDA members' practices that are covered under the SCDA group medical plan.

In a continued effort to protect their clients' personal health information (PHI), Mercer (the firm the SCDA utilizes in billing for the group medical plan) has created a process to use personal identification numbers (PINs) when contacted by their clients via phone. The reason for this PIN is to ensure that Mercer's personnel is disclosing client information and PHI only to those individuals who have been deemed as authorized by our dental practices.

Please click [here](#) to download the appropriate forms, providing the names and contact information for all individuals whom you authorize to have access to this type of information from the Mercer team. Mercer will use this form to update their system by either adding any new contacts or by removing any contacts that are no longer authorized, but had been provided to them by your practice sometime in the past.

Each contact you give permissions to will then need to fill out the Client Contact PIN/Password Designation Form that can also be found on the above link.

If you or any other authorized contact, would like to change their PIN or password at any time, simply complete and return a new form and Mercer will update their records.

The deadline to return this information is 6/30/12. Feel free to either fax or e-mail the completed forms to Mercer at 1-314-621-0518 or jennifer.a.hahs@mercer.com. You can contact either Jennifer at 1-314-982-5673 or Anita at 1-314-982-5637 with any questions.

Tony's Story

By Tony Clasen, Motorcycle Accident Survivor



56,800 people suffer serious injuries due to motorcycle accidents each year. I am one in 56,800. We were riding through Big Bend National Park. A biker's paradise. Long stretches of road snaking out in front of us. Wild, twisted and varied vegetation. Jagged mountain ranges ripping across the big open sky. Breathtaking. Suddenly, my front wheel hit a blowout in the asphalt. I slid under my bike for what felt like a mile. The medics airlifted me to Odessa. My lungs were filling up with fluid. I had a ruptured spleen and six cracked ribs. My wife called MedjetAssist before she made the 550-mile drive to meet me. They kept in contact with her the entire way. MedjetAssist arranged to have me transported back to Houston to one of Texas' top medical facilities. My wife flew back with me. When we got to Memorial Hermann Southwest Hospital, we were met by a security guard who escorted us right past admitting and into a private room with my name on it. I was already scheduled with the hospital's top surgeon. A nurse asked if I was famous. I told her I was just a guy who had MedjetAssist. My spleen was saved. Had they done the surgery in Odessa, they probably would have removed it.



Tony Clasen, Texas

Every year, more than 56,800 people are hospitalized after serious injuries from motorcycle accidents. Many are forced to rely solely on the closest care available. Thanks to MedjetAssist, my spleen is working at 95% or better capacity and I am almost fully recovered.

MedjetAssist is an SCDA endorsed company. As a Medjet member, if you become hospitalized more than 150 miles from home, medical transfer to the hospital of your choice will be arranged for you at no additional cost.

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Best of all, with Medjet annual rates for SCDA members up to age 75 for \$200 individual and \$310 family, you don’t have to be a PGA Tour Pro to travel like one. Visit us online to enroll or call and mention you are an SCDA member.



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Full-arch Implant Restorations Made Simple, Predictable, and Cost-effective- **June 15, 2012 8 AM- 12:30 PM. Doubletree Hotel Downtown Charleston \$95.00, 4 CE credits.** Speakers: Dr. James Rivers (MUSC), Henry Martin (Restorative Arts), Dr. Lon Doles (OMSA), Dr. Dan Carson (OMSA), to register call 843-554-5003 or email oralsurgerysc@gmail.com

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Dentist Jobs: Aspen Dental offers tremendous earning potential and a practice support model that empowers dentists to achieve goals. We eliminate obstacles for dentists to own their own practice. To learn more about our compelling proposition and to apply, please call 866-745-9670 or visit www.aspendentaljobs.com. EOE.

General Dentist needed in a growing and highly productive area in North Charleston off Ashley Phosphate Rd. Please call Marsha at 843-767-3300.

Dentist Needed. Looking for associate dentist, **general or pediatric**, to help with two offices. Location **Columbia and Florence**. Full or part time position available. Must love working with kids. State of the art facilities with all new equipment and digital xrays and charts. Please send resumes to fax 866-415-7943

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Dentist needed **2-2 1/2 days weekly** in **Columbia, SC**. Duties to include endo and anterior. Please contact Karen 803-738-2424 and/or email resume to cdcsmls@live.com.

Associate General Dentist Great associate position in Anderson and Rock Hill, SC. Could lead to a partnership. Great benefits! Please contact Deborah Hammert at 216-310-1847 for more information. Please submit CV to Deborah.Hammert@dentalonepartners.com.

General dentist needed for busy, growing Columbia office. Immediate FT or PT opportunity available. State of the art facility near I-77 with digital x-rays, Dentrix software and excellent support staff. Please email CV to abramsg2000@yahoo.com

Darlington/Florence area general dentist with 5+ years experience. Excellent, well trained staff interested in growing practice to its full potential with FT Doctor on board. 3 ops well outfitted, (4th available) beautiful facility. Endo experience helpful as this practice has strong demand. Send CV to centerforseadation@yahoo.com c/o Center for Sedation and Advanced Dentistry.

Dentist with experience wanted for part-time position with a group practice near Columbia, SC, eventually full-time; possible buy-in for the right person; minimal endo or surgery, primarily restorative and crown and bridge; email information to southerndentalsc@gmail.com.

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Hygienist needed- 2 days weekly in Columbia, SC. Duties to include patient education and soft tissue management. Good radiographic skills required. Email or fax resume: Attn: Melissa, dentaluniversity@att.net or 803-779-7721.

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Equipment unused: Compressor (Twinhead) Apollo- \$1,500, X-ray head & arm (Belmont)- \$1,500, Portable nitrous machine- \$1,500, Royal chair- \$2,000, Proma dental unit- \$1,500, Promo dental light- \$300, Pelton & Crane 11" autoclave- \$1,000. Will consider best offer. Contact Dr. Richard SoJourney at 843-662-8847.

FLORENCE General dentistry practice for sale north of Florence, SC. There are 5 operatories in a 3000 sq ft office with great equipment, all digital. The practice is collecting between \$800,000 - \$1M annually on 3 days per week. Excellent staff to stay on. For more information call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com.

NORTH OF CHARLESTON, 20 MILES Great potential for increased production; currently mostly Oral Surgery. The practice is only open 2 days a week and is located 30 minutes from Charleston. There are 4 equipped ops; Panorex. Real estate available as well. Collecting \$250,000 annually. Seller is ready to retire. For more information call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com.

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For Sale: Dental equipment chairs, units, lights, cabinetry, x-ray, vacuum, compressor, sterilizers and handpieces. Any and all things dental call 843-697-7567.

For Sale- 2003 Sirona Orthophos D3297 Digital Pan/Ceph Machine. Gently used and ready to install. Asking \$18,000, Greenville area. Email or call Teresa at 864-242-9411 or Teresa@greenvillebraces.com

- 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**.
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- Job Bank ads can be kept confidential if so desired. If you are interested in receiving information from or submitting information to the Job Bank, please call the SCDA office.
- If you have registered with us previously and have found work or filled your position, please let us know so that we can take your name out of our files.
- Contact: SCDA Bulletin, ATTN: Maie Brunson, 120 Stonemark Lane, Columbia, SC 29210; call 800-327-2598; fax 803-750-1644; email brunsonm@scda.org.

Other News

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

[ADA News Daily](#)

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