

Bulletin



MARCH 2006

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TEE TIME AT SCDA ANNUAL SESSION

The SCDA Annual Session golf tournament will be held this year on Saturday, May 6th at the Grande Dunes Resort course. Tee times start at 12:30 p.m.. The driving range will have complimentary balls for practice prior to golfers' play. The format will be captain's choice and the Atlanta Dental Cup will again be contested by district teams.

The Grande Dunes golf resort course has been named by Golf Magazine as one of its "Top 10 You Can Play" courses and is a world class resort. Your SCDA has negotiated a special price of \$100 per golfer. So if you are interested in playing this outstanding course, now is your chance to play for a great rate, enjoy your friends and colleagues, and win some prizes.

Prizes will be given to players with the lowest gross, lowest net, longest drive, and closest to the pin. There will also be other opportunities to win prizes. These prizes include cash, golf clubs, clothing, golf balls,



dental supplies and gift certificates.

The Grande Dunes resort course offers a challenge for golfers of all skill levels and some breathtaking views. Participation is limited so be sure to sign up early. Tee off along the intracoastal's sparkling waters and get ready for an unforgettable golf experience!

GIVE KIDS A SMILE A HUGE SUCCESS!

by Phil Smith

The South Carolina Dental Association and a committed support group held the most successful "Give Kids A Smile" day in our state. Early indications suggest that over 1300 children were seen, and an unbelievable \$150,000 of donated dental services were provided to kids during this charity dental event. The numbers do not reflect the needs and lives touched by the generous giving of all involved.

The program was initiated four years ago with the direction of the ADA and a model derived from the Greater St. Louis Dental Society. As our program has matured, the results and participation have been significant and astounding. This year's GKAS effort was modified during task force meetings to improve the care provided to our children, and facilitate a more efficient clinic day. Although all of our ten sites did not prescreen the patients, most of the larger locations used screening to identify care prior to February 3rd. Then children were given specific appointments at the various GKAS sites. In application, this eliminated many backlogs at sterilization and x-ray. The real benefit was that children received more restorative care than years past.

We added two clinic sites this year, raising the total of formal locations to ten. Palmetto Health

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At Delta Dental, we're insuring South Carolina smiles. Our difference, service and benefits make us a leader in our industry. And our commitment to both South Carolina dentists and our customers will make everyone smile.



Editorial COMMENTS

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

Number of volunteers...over 600

Number of children seen...over 1300

Value of sharing care...PRICELESS

THANK YOU VOLUNTEERS IN ALL AREAS OF DENTISTRY!



Midlands Technical College
Office of the President

February 16, 2006

To SCDA:

Please accept my sincere appreciation for all you do as part of the Midlands Technical College community, and in particular for your participation in the Give Kids A Smile Day event on February 3, 2006. What a wonderful opportunity to provide dental health care for the 174 children who came on campus that day! I witnessed one mother with tears of gratitude for the services provided for her child.

Your commitment to the success of this unique event is both impressive and heartwarming, and I extend my personal thanks to you for your dedication in helping to make the day possible.

Sincerely,

John H. Hodges
John H. Hodges
Interim President
Midlands Technical College

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GIVE KIDS A SMILE A HUGE SUCCESS!

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Dental at Richland Hospital campus in Columbia, and Tri-County Technical College in the Anderson area both had impressive initial GKAS events. There is a bit of orientation to getting the program running, but both sites expressed satisfaction with their first year. Other locations had benefited from previous experience, and registered patient visits that were in the hundreds. Dr. Phil Smith, was state chairman, and Robin VanPut was state site chairman.

Preparations had begun in October, with a task force meeting that redesigned some of the SCDA protocol, and refined the application of care for each site. Decentralization was incorporated, and local contact numbers were publicized to assist in patient scheduling. Individual community chairs still enrolled professional volunteers and the dentists were very willing to participate. At Midlands Tech and Palmetto Health, the clinics were somewhat reserved and office like. Behind the scenes it was a bit more hectic, but scheduling allowed for some control of pace.

Greenville Tech, had an abundance of patients, they saw over 230 children. And eventhough prescreening was done, it was still an "ant hill" of activity. Dr. Dana Parker and her team started early, stayed late and referred many kids to specialists and offices for follow-up care. Everyone kept the child's well being in mind. At the end of the day, it was evident that we had been successful beyond expectations. There are still some unreported services to be accounted, and some reflection upon the day, but all involved believe it was a great blessing!

The South Carolina Dental Association wishes to thank all who volunteered and participated. The clinic sites, and the donors that supported Give Kids A Smile. The event could not have occurred without the financial backing of the following businesses: Stonemark Services, Patterson Dental, Sullivan-Schein Dental, Atlanta Dental, Delta Dental Insurance, Wachovia Bank, Crest Healthy Smiles and Dexis Digital.

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P

resident's M E S S A G E

It is mid February as I begin to write this column and I am pleased to report that after several headaches and glitches our new website is now up and running. As with anything new, particularly when technology is involved, I expect some additional tweaking will be necessary until all the bugs have been exterminated. Please log on to www.scd.org and check it out! If you discover any problems please inform Ms. Christy Campbell at the SCDA office so she can make corrections. I expect our website will become the source of information for our membership in the near future.

In late January I attended the annual meeting of the Carolinas Section of the American College of Dentists and was privileged to hear Dr. Irwin Becker present his philosophy of dental practice. As with any course, no matter the subject, I usually come away with a few pearls that I can either use in my practice on a day-to-day basis or apply to life in general. We often use the terms profession, professionalism, and professional without truly understanding what they mean. During the presentation there was a discussion of the definition of professionalism and I believe that the following definition, which is attributed to the first president of the American

College of Dentists, truly summarizes what it means to be a professional. "Professionalism is that quality of conduct which accompanies the use of superior knowledge, skill and judgment toward the benefit of another person or society prior to any consideration of self-interest." It is this quality that separates us from trade associations.

Many of you will no doubt agree with this definition and wonder why I even mentioned it to begin with as it is a given to most of us in practice. However, I have read several editorials recently that point out that our profession was once ranked by the public in the top five of professions for integrity but is now ranked somewhere in the middle. I haven't seen the data myself and am only repeating what I have read and heard, and assuming it is accurate, we are losing credibility with the public. Could the reason be that we are straying from the definition of professionalism? It is possible that it may not have anything at all to do with professionalism and may be simply due to changing attitudes of the public in general. Whatever the cause, I believe all of us would do well to remind ourselves occasionally of what it means to be a professional. I recall upon

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Lynn Wallace
President

Could the reason be that we are straying from the definition of professionalism?

PRESIDENT'S MESSAGE

(continued from page 5)

entering practice, an older colleague advised me to simply "take care of your patients and they will take care of you." It is as true today as it was then!

The Rural Incentive Dental Program received 23 applications for incentive grants for the funding year of 2005-2006. From these applications four private practitioners were selected to receive grants to help satisfy outstanding educational debt. These recipients will be required to sign a contract requiring them to practice in their respective locations for at least four years as a condition of the grant as well as see Medicaid patients. Congratulations to these individual dentists! I want to encourage each of you who applied and were not selected this year to reapply next year. We had several excellent candidates, but unfortunately only limited funding, so don't give up--resubmit those applications for the next funding cycle which begins on July 1, 2006.

In regard to Strategic Planning, Dr. Oldendick from USC just completed a focus group meeting at the Piedmont District Meeting to gather information to help with a survey design that will be forthcoming. Mr. Mark Brown of Stonemark Services Corp. (SSC) sat in the meeting to gain some perspective on the views of members. His comments to me were enlightening as several members were not even aware of SSC or the benefits offered. Several individuals requested a single source for insurance needs, credit card processing, etc. and thankfully Mark was there to let them know that your association already has this in place. I am not picking on the Piedmont district as I am certain that the same situation exists in all the districts. It is amazing that Stonemark has now been in existence for over eight years and representatives are consistently present at our annual meetings and district meetings and it is frequently the subject of columns in this publication, but yet a significant number of our members don't even know it exists. I know I am preaching to the choir, so to speak, but for those who may not know. Stonemark is the for-profit subsidiary of the SCDA. It exists to provide an array of services and benefits to our

membership. New services and benefits are constantly being added to the menu, but members cannot take advantage of them if they don't attend meetings, read the Bulletin, read emails, call the SCDA, or log on to the website to find out what is available. How do we go about getting this information into the hands our members? Are there other methods of dissemination of information? If any of you have a better idea, please share it with us.

This lack of participation is a major concern for our association and is the driving force behind the need for a strategic plan. We absolutely must find the solution to this problem or face an apathetic membership, which will ultimately lead to an ineffective association. Despite all the good that the SCDA has done and will continue to do in the future, there are many things we need to do better but we need the help of our membership to be successful.

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E

xecutive Director's

NOTES

By the end of this month, we will be at the end of the third quarter of the fiscal year. From the fiscal standpoint, the SCDA is doing well, principally thanks to its subsidiary Stonemark Services Corporation. Stonemark, under the leadership of Operations Manager Phil Latham and Manager Mark Brown, continues to grow.

A unique benefit that Mark found and the Stonemark Board recently approved is MedJet. If you travel even moderately, I would recommend strongly that you look into this benefit.

Many of you have heard about friends of friends who have been on vacation in Mexico, Canada, Hawaii and even on the West Coast and gotten sick and need to get back home to their physicians. Remember the cost? It can be tens of thousands of dollars.

MedJet offers medical accompanied air transportation for less than \$400 per year for family coverage. The company also offers coverage on a trip basis if you only go out of the region once a year.

Think of the last mission trip you took to Honduras. Do you have any idea what it would cost to get back to your local care if you had a heart attack or even needed an appendectomy? Sorry, I sound like I am laying a scare tactic on you.

When I sat down in the Stonemark meeting, I could not have been less interested in MedJet. To me, it appeared to be just another company trying to sell a gimmick. It did not take but about four to five minutes of the presentation to change my mind.

Most of you know, I am tight with your money and mine, but I consider this a good investment and well worth the peace of mind it offers. Call Mark Brown at the SCDA/Stonemark office

and he will fill you in on the details.

Another Legislative Year

I once read a column by Art Buchwald written back in the Cold War era in which he depicted a confrontation between American and Russian generals who were verbally fighting a nuclear engagement. If I remember correctly, the Russian's forces had launched a nuclear attack and the American's troops had launched an anti-missile defense.

Each time the Russian would launch, the American would counter. It became an anti-anti-anti-anti missile, missile, missile, missile defense. Eventually, the Russian declared he had won. "How?" the American asked. "You fired one too few anti-missiles" the Russian replied.

I am beginning to believe the dentists and the hygienists are in the midst of such a futile effort and have been for the almost 18 years I have worked for the profession of dentistry. I learned in the first week in February that the politically active wing of the SCDHA was shopping again for sponsors of a bill that would create an independent hygiene board.

My first reaction was, "What's new?" A couple of the South Carolina hygienists have tried this for more than a decade. They are joined by a few dozen other hygienists and their numbers are boosted by dental hygiene students who attend the legislative hearings as part of their education.

So where do we go this year? For years, these same hygiene leaders have stated publicly that they do not want independent practice, but is that not what they are ultimately seeking? Will this be the year when there will be one too many or one too few independent

(continued on page 8)



Hal Zorn
Executive Director

...the development of a dental screening program mandate for children entering K-5

EXECUTIVE DIRECTOR'S NOTES

(continued from page 7)

practice, independent practice, independent practice volleys?

Another question is why do both sides always ignore the dental assistant? Also, why has everyone ignored the historical utilization of all members of the dental team? There are many "whys".

SCDA's Solution

The SCDA has not been sitting on its laurels over the past year waiting for another volley. The Dental Delivery System of the Future (DDS) Task Force has been at work under the leadership of Dr. David Jordan.

This group recently completed work on one of two segments of its charge. This was the development of a dental screening program mandate for children entering K-5 or school for the first time. The idea is to get a benchmark of needs and to introduce all students to the need for preventive care. Another benefit is that all elements of the dental team can participate in this important area of service.

The second part of the task force's charge is apropos because it centers on how all segments of the dental team can be better utilized to meet the access to care needs of the citizenry in underserved areas of the state.

A perhaps small step in this direction was made last year when the SCDA, with the help of now Speaker Bobby Harrell, proposed and had the General Assembly pass legislation establishing a Rural Dentist Incentive Grant Program.

This year, it is time for another effort to be massed. Let's assume for a few minutes that we have an adequate number of dentists, hygienists and assistants, but we have mal-distribution. There is ample evidence that this statement may be true.

But, how do you entice a dentist or even a super futuristic hygienist to go into less populated areas of the state to provide dental treatment when there is little hope that their practice can be a financial success?

Perhaps that is the overriding question that needs to be answered before we can even tackle the workforce model concept.

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STONEMARK

by Mark Brown



Well the Spring District Meetings are now over and the warm weather is right around the corner. Accompanying that warm weather will be the SCDA Annual Session taking place in the first week of May and I hope you plan on attending.

There will be much to do and see and a lot of continuing education classes in between. Be sure to visit the booths of those companies that will be present, they are helping to make this great event possible.

Of course, one of those companies will be Stonemark. We will be located out front by the registration area and I certainly hope you will swing by and say hello.

We will have information on all of these great benefits offered at great discounts exclusively to SCDA Members: insurance products, patient financing, precious metal refining, offices supplies, credit card processing, payroll processing, employee screening, financial planning and advising, credit cards, termite and pest control, electronic claims processing, accounts receivable/collections, and dental loans and acquisitions.

You should already have received your packet and remember that you can now sign up online at www.scda.org as well. If you're at this year's annual session, be sure to drop by the Stonemark booth. We look forward to seeing you there.

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MASTER CALENDAR

March 31, 2006

Pee Dee District meeting

To be held at the Florence Country Club. Registration will be at 8:30, meeting starting at 9:00. Speaker will be Henry Martin, CDA from Resorative Arts Dental Lab. He will speak Treatment Planning the Implant Restorative Case, Wax ups through Surgical Stints. For more information please contact Dr. Machowski at 843-448-6434

April 21, 2006

SSC board meeting to be held at SCDA office. Meeting will begin at 9:30 a.m. at the SCDA office

May 17, 2006

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

May 19, 2006

Radiation Safety Exam

To be held at Midlands Technical College-Airport Campus .registration is 1:15- 2:00. Exam begins at 2:00. To register, contact Christy at the SCDA office 800-327-2598. Once you receive the materials. Please fill out both pages. Then mail to the SCDA office. A study package, confirmation and directions will be mailed out when payment is received. Exam is given out every three months.

SOUTH CAROLINA DENTAL ASSOCIATION BULLETIN

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SC DENTIST'S DAUGHTER ON "THE APPRENTICE"

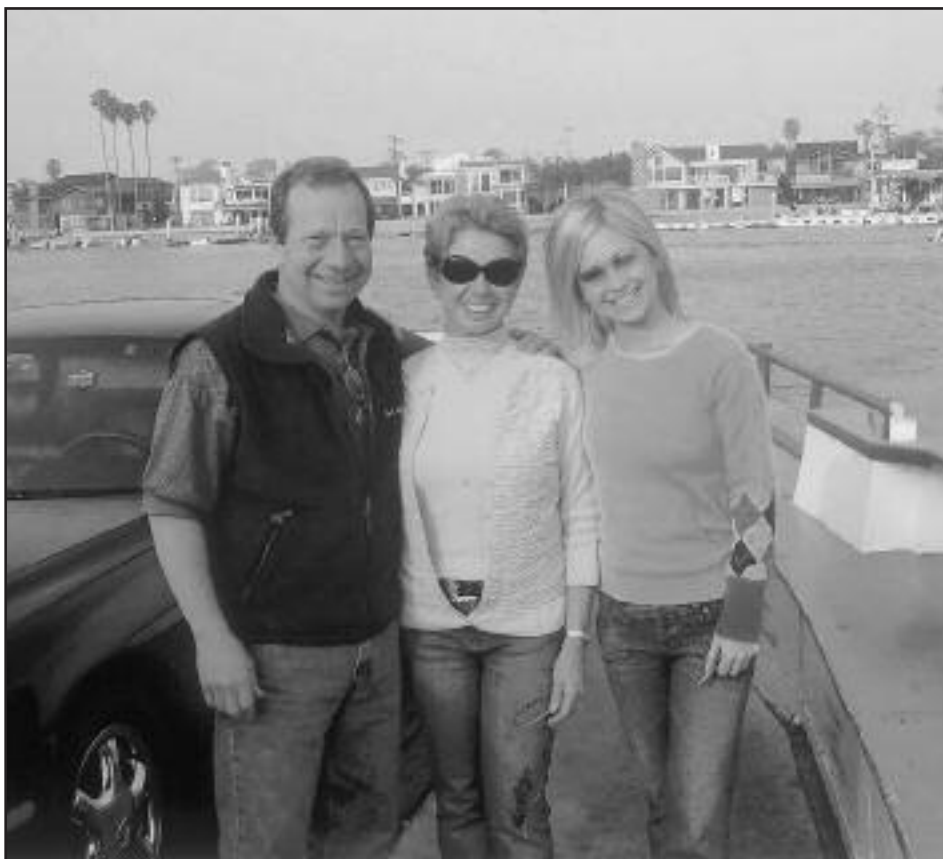
by Phil Smith

The Jablon name is well respected in the South Carolina dental community. Harold and his wife Irene live in Columbia and have been very supportive in the development of the MUSC School of Dentistry. However, their reputation may be greatly enhanced as their daughter, Allie, begins the competition on NBC network's "The Apprentice". This show is a business format with Donald Trump serving as host and producer, and the winner being hired to work in the Trump business empire.

Allie Jablon is a winner in her own right. This 30 year old beauty, graduated summa cum laude and first in her class from the University of Florida. She maintained a 4.0 GPA

as an honors finance major, as well as participated in the Varsity Cheerleader Squad! She recently finished Harvard Business School where she earned her M.B.A. Previously a financial analyst in Miami, Allie transitioned into medical sales for a Fortune 500 Medical Device Company in Southern California.

The Apprentice Program will begin February 27th, from 9-10 PM on NBC. The season will last approximately 4 months, and 18 candidates will compete for the position as Trump's apprentice. Tune in and follow the progress of one of our dental families from South Carolina. More information will follow.



SCDA ANNOUNCES AWARD WINNERS

by Phil Smith

The South Carolina Dental Association is pleased to announce the recipients for the 2006 Awards program. This year's George P. Hoffmann Jr. Distinguished Dentist Award is given to Dr. Ed Parker. Dr. Parker is a Past President of the SCDA, serving in 1998, and an active member of the association. His career spans almost forty years, as he has served the periodontal needs of the greater Florence area. He has represented dentistry on the State Board, and served nationally as an ADA Council member. Ed has been an ADA Delegate from 2000 until rotating off the Delegation in 2005. He has held practically every leadership position in the SCDA, and now serves on the Stonemark Services Corporation Board.

Dr. Parker is a member of the SC Society of Periodontists, the American College of Dentists, the International College of Dentists, and the Pierre Fauchard Academy. He is married to the lovely Dianne and they have two grown children.

The Meritorious Achievement Award will be presented to Dr. John Sanders, Dean of the MUSC College of Dental Medicine. Dr. Sanders has been on the faculty of the Dental School since 1993. His academic, research, and leadership activities as the Chair of the Department of Stomatology are well documented and have earned him many accolades. His "push" in the development of the James B. Edwards School of Dental Medicine building, have allowed for the finalization of the design, and a soon to be held groundbreaking ceremony. His relationship and communication with the SCDA are valuable adjuncts in maintaining support between the association and the school.

Two Dental Assistants are to be acknowledged at the Annual Session in Myrtle Beach. Ms. Deborah G. Reynolds has been awarded the Special Recognition Award. Ms. Reynolds has been a dental assistant at the Medical University since 1980, and has served in the Department of Periodontics both in the pre and post doctoral programs. She has had a major impact in the instruction of periodontics in her role as chairside assistant. Her sponsor, Dr. Javed, applauds her commitment and dedication as evidenced by her long hours and extra efforts on behalf of the dental school and its students. Her endorsement comes with signatures from fifteen instructors.

The Dental Team Member Award will go to Ms. Jamie Casey. Ms. Casey has been an assistant for 20 years, and is employed by Dr. Harry Bobotis. For the past ten years, Jamie has been very active volunteering at the Greenville Free Dental Clinic. Three years ago she took on the role as primary assistant and clinic coordinator. This is an evening volunteer position every Tuesday and Thursday. She



Dr. Ed Parker

arranges the scheduling for 80 doctor volunteers, patients, as well as stocking supplies. This labor of love expanded this year as she assisted in providing dental care for Katrina evacuees that had relocated in Greenville. Ms. Casey is recognized for her enthusiasm and creativity in improving the dental health of her community through her selfless service.

The Board of Governors of the SCDA offer congratulations to these award recipients. Please make plans to attend the Opening Ceremony at the Annual Session in Myrtle Beach to honor these professionals.

Visit the updated website!



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NATIONAL LAB BOARD ANNOUNCES NE TRUSTEE

Tallahassee, Florida: Henry Martin, CDT was elected to the Trust for the National Board for Certification in Dental Laboratory Technology (NBC). The installation of office was announced January 22, 2006 at the NADL Vision 21 meeting in Las Vegas, Nevada.



Martin is the President of Restorative Arts Dental Laboratory, Inc., CDL. Restorative Arts is a full service dental laboratory with 20 employees. He has been a CDT for 22 years and is certified in complete dentures. Martin attended the University of South Carolina-Coastal Carolina, from there he attended the Dental Laboratory Technology program at Trident Technical College/Medical University of South Carolina where he earned his associates degree in 1980.

Martin recently completed a 2nd term as a director on the board of the National Association of Dental Laboratories (NADL). Currently he serves on the CDL Modernization committee, board of directors of the

Southeastern Conference of Dental Laboratories. He is a past president of the South Carolina Dental Laboratory Association, the Southeastern Conference of Dental Laboratories and a 4 time member of the NADL House of Delegates representing South Carolina. He is a current member of the NADL, South Carolina Dental Laboratory Association, Southeaster Conference of Dental Laboratories, Associate member of the Louisiana State Dental Laboratory Association, American College of Prosthodontists, American Academy of Cosmetic Dentistry, and the Academy of Osseointegration.

The National Board for Certification in Dental Laboratory Technology (NBC) was formed in 1955 as an independent certification organization dedicated to improving the quality of dental laboratory technology through voluntary testing and certification of dental laboratory technicians. More than 6,700 professionals hold this credential in one or more areas of specialty.

A digital picture is available upon request. For more information about Mr. Martin, please contact the NADL office (800) 950-1150.

SCDAA DONATES TO CLINICS

On March 10, in honor of Dental Assistant Recognition Week (March 5-11, 2006), the South Carolina Dental Assistants Association presented to the Greenville Free Medical Clinic and the Lexington County Children's Dental Clinic checks in the amount of \$2,000 each. Dental Assistant Recognition Week is a week long tribute to the commitment and dedication dental assistants exhibit through out the year.

The Greenville Free Medical Clinic opened for medical services in 1987. Dental services were added in 1994. Their mission is to provide quality care in primary and specialty medical care, dental services, diagnostic testing, prescription health education to eligible low-income uninsured Greenville county residents. Over 600 volunteers including approximately 80 dentists, along with dental assistants and hygienists, donate their time and professional services to their most needy neighbors. Last year, over 1,200 dental patients were seen.

The Lexington County Children's Dental Clinic began in 1989 and is part of the Family Service Center of South Carolina. A staff of more than 200 local volunteer dentists, dental assistants and hygienists provides a complete range of dental services to children, as well as to Medicaid eligible children and uninsured adults, who might otherwise not be



Pictured L to RT: Debbie Bearden, Lori Paschall, Suzie Foley and Mattnen Herley from Greenville Free Medical Clinic, Schrendria Robinson from Family Service Center, Linda Lamb, Bettie Rogers 4th District Trustee, ADAA, Lois Bell President SCDAA, Leslie Taylor, Janelle Drake.

able to receive treatment. Annually, the Children's Dental Clinic treats over 1000 children providing free comprehensive dental care. Most of their patients are referred through school nurses.

The South Carolina Dental Assistants Association (SCDAA) is an affiliate of the American Dental Association (ADA), which has been the recognized voice of dental assistants for over 80 years. It remains committed to advancing the profession of dental assisting through education, dedication to patient care and recognition of the profession as a vital member of the dental health team.

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State Dental meeting or vacation rentals at Kingston Plantation-Myrtle Beach. 1, 2 or 3 BR condo in South Hampton-adjacent to Embassy Suites with connecting walk way to convention center. 3 BR luxury condo at Margate in Kingston Plantation is also available. Call Dr. Carlos Smith DMD at (803) 794-0146 for owner rates.

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