

Tide-Dent News



**The Newsletter of the
Tidewater Dental Association**

VOL. LVI, NO. 1

EDITOR: ROD M. ROGGE, D.D.S.

WINTER 2013

HOMELESS CONNECT PROJECT

Wednesday, May 1, 2013
To volunteer call Grace Brink
at 757-683-2692
Details on Page 6

TDA FALL SOCIAL

Thursday, March 7, 2013
See back page for details!

WINTER EVENING LECTURE SERIES

(Details on Page 4)

Wednesday, February 27th

Getting Acquainted with the Board of Dentistry

Friday, March 22nd

TDA Annual Spring Meeting

Tuesday, April 23rd

*General Insurance Contract Issues &
Tax Law Changes & How They Effect Practice*

The Virginia Meeting/Governance Meeting

September 18-21, 2013

The Homestead, Hot Springs, VA

TIDE-DENT NEWS

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President's Message

I hope all had a wonderful holiday season, enjoying time with friends and family.

The first thing I want to do in this letter is preview our Evening Lecture Series. I want to explain the TDA's current philosophy regarding component sponsored continuing education. Our goal is to provide, at a reasonable cost, information that you can use on a daily basis to run your practices. We are not in competition with the VDA and the ADA, to provide the most popular, sought after speakers. We can enjoy prominent national speakers at our VDA and ADA meetings every fall. TDA continuing education focuses on providing the 'nuts and bolts' that are necessary to run a practice. In this way, we will continue to try to AUGMENT what the VDA or ADA can offer you.

Our first lecture was held at 7 PM Wednesday evening, January 23rd at Norfolk Yacht and Country Club. David Brotman, a local CPA who has established himself as the "go to" guy for dental practices, discussed consumer, educational, mortgage, and practice debt, and how this debt influences the day-to-day operation of our practices. David discussed different capital purchase strategies, reviewing in detail the relationship of the cost of purchase to the tax deduction benefit. He provided sources that can help us make better major capital purchase decisions.

Our second lecture will take place on 7 PM Wednesday evening, February 27th at the NYCC. Ms. Sandra Reen, Executive Director of the Virginia Board of Dentistry will offer insight regarding the new anesthesia guidelines, protocol regarding anonymous complaints, and a general potpourri of suggestions for those wanting to minimize a negative experience with the Board.

These lectures will last approximately two hours, will provide two hours of continuing education credit, and are FREE! Space is limited, so reservations will be taken by our secretary, Angie Deacon, on a first come - first served basis. Hopefully, most of you have provided Angie with a current email address. We continue to use this means of communication as it is faster, and more importantly, CHEAPER. Sending information via email saves TDA between \$150.00 and \$200.00 of your dues money per memo.

Our annual scientific meeting will take place on Friday March 22nd at NYCC. The speaker will be Dr. Jon Ruel a Rhode Island prosthodontist, who will be lecturing on ***Producing Ideal Aesthetic Outcomes with Reduced Chairtime and Increased Revenue***. We plan to close our educational

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season with a lecture in the late spring by Mr. Braxton McKee, JD, who has assisted many members with insurance contract negotiations.

We continue to seek new members. If you know non-members who may be interested in joining TDA, please consider bringing them to one or more of these events. New members are the lifeblood of the TDA, but I'm sure you will agree that need us as well!

J. Patrick Baker

ADA launches Dental Symptom Checker

By Karen Fox, ADA News staff

A patient has a mildly painful blister on the tip of the tongue. What is it?

As dentists know, it could be any number of things. To provide patients with accurate information about their symptoms and help them make better-informed decisions about their oral health, the ADA has introduced the ADA Dental Symptom Checker on MouthHealthy.org.

After entering their age and gender in the Symptom Checker, patients can identify the location of the symptom they're having and other factors, such as pain or discharge, and read about various conditions that fit that description. The Symptom Checker is not meant to diagnose or replace the role of the dentist. In fact, many of the conditions emphasize the importance of seeing a dentist or physician.

The ADA Dental Symptom Checker was developed by the Association in conjunction with an ADA member dentist who is a faculty member at an accredited U.S. dental school. Four ADA councils vetted the Symptom Checker.

The ADA launched the award-winning MouthHealthy.org website in June 2012 to reach the 80 percent of Internet users who seek health information online. Consumers can find oral health concerns organized by life stages, A-Z topics with videos, ADA Seal of Acceptance products, and tips and activities to make oral health care fun for kids.

In developing MouthHealthy.org, a symptom checker tool was identified as the top feature requested by consumers. The ADA Dental Symptom Checker is now available as an interactive Web platform on MouthHealthy.org, as well as a downloadable app on iTunes and Google Play.

Visit MouthHealthy.org and check out the new tool to help build consumer awareness of the importance of oral health and visiting a dentist regularly.

What to Know before Plugging in that iPod, Popping in that CD or Turning on that Radio for Your Waiting Room

Feel like playing a little light rock in your waiting room? Or perhaps hooking up your iPod and running through your vast music collection? Sure, your patients might appreciate some deep tracks, but unless you've paid the right fees to the right music rights management companies, you could be setting yourself up for trouble, according to MelanaKopmanMcClatchey, general counsel for the Georgia Dental Association. Violating copyright by playing music can result in letters, phone calls or in-person visits from the rights management organizations demanding licensing fees. Dentists, however, may enjoy an exemption, however, as outlined in the Fairness in Music Licensing Act of 1998, a federal law that gives a break to small businesses. Purchased music, such as CDs, however, probably still require licensing, Ms. McClatchey says.

STAY UP-TO-DATE

To receive the most current information which affects dentistry and your practice, send your email address to:

angiedeacon@cox.net

Ask Angie to add you to the list.

PROBING THOUGHTS

by Rod Rogge

Dentists need to get out front with their message that prevention is the antidote to high dental costs.

Dr. Kevin Hanley, editor
New York State Dental Journal

I am proud to be a dentist. Several months ago I wrote about a TV documentary, "Dollars and Dentists." It focused on the plight of children and adults who can't afford dental treatment. While it didn't necessarily show dentists in a bad light, it also didn't show the profession at its best. In several cases, dentists were portrayed as being solely concerned with their own financial success, to the possible detriment of the patient. The report portrayed corporate dental practices as being concerned only with the bottom line, and how much production they did each day. Patients' concerns appeared to be a distant second. While the program made some valid points, every dentist I know that watched "Dollars and Dentists" had reaffirmed conviction that the powerful (media / politicians / insurance companies) and the public have painted a large target on the private dental practitioner.

Two months ago, our colleague, Dr. Jeff Bailey gave me a New Yorker magazine article ('Piecemeal' by Dr. Atul Gawande, MD) on the financial and professional plight of physicians in the current marketplace. As with dentists, our medical colleagues graduate with monstrous educational debt, and almost no preparation for making a livelihood using their new diagnostic and treatment skills. Like the physicians in this article, we often try to base our fees on what we believe other professionals are charging, factoring in some estimation of overhead costs. Also like the physicians, we are very tight-lipped about what we charge. Discussions of fees are prohibited by anti-trust laws, and fees are often 'determined' for us by consultants, insurance companies and surveys.

One prominent medical surgeon in the article proudly stated that he accepted no insurance, and made over 1.2 million the previous year. He felt that because he offered a unique high quality service, he didn't need to negotiate with insurance companies or Medicare / Medicaid, and his full schedule seemed to validate his attitude. Most of us know some dentists with the same approach, although they are in the minority.

What would happen if all of us starting tomorrow refused to deal with insurance companies and charged what the market would bear? I suspect that on average, most of us would do better financially, and with a lot fewer hassles in the business side of the practice. But as Dr. Gawande says, "Would I want to be a doctor only to those who could afford

me?" According to a dental classmate of mine, almost every applicant answers the "Why do you want to be a dentist?" question the same way: "Because I want to help people." Somewhere along the way, the answer to that question starts to change for all of us. In his article, Dr. Gawande struggles to balance his motivation to do meaningful and respected work for society, with his excitement over the prospect of finally being adequately compensated for his many years of hard work, study and indebtedness. He says, "If we fail ordinary people, then the notion that we do something special is gone."

No one expects us to work for free, but surveys since the 1980s indicate that the public feels we are too interested in making money. We know that the insurance morass is a never-ending battlefield, but undoubtedly, more Americans seek dental care with it than without it. An ADA survey in this issue of Tide-Dent News indicated that although dental income has rebounded since the low of 2008, we may never reach the percentages we have enjoyed in the past. The specter of dental therapists may drastically change the profession as we know it, or it may make slow global changes that take generations to realize. Regardless of these downturns, many of us still believe dentistry will continue to be a rewarding profession, and one that we would recommend to our own children. Most of our medical colleagues do not have this optimism about their own profession.

If we are to be as good as we like to say that we are, however, we must focus on preventive dentistry, and outreach to the underserved communities. We may have to adjust our financial expectations slightly in the years ahead, but the respect and good will of the public will ensure that neither our morals nor our bank accounts will ever be impoverished.

FDA Issues Recall Alert on Nitrous Oxide Delivery System

The U.S. Food and Drug Administration (FDA) issued a "Class I" recall alert on Accutron, Inc.'s Ultra PC cabinet mount flowmeters for nitrous oxide-oxygen sedation systems. According to the FDA, Accutron, which voluntarily recalled its flowmeters, reported two consumer complaints that the devices continued to deliver nitrous oxide even when the oxygen flow was turned off. No injuries have been reported. Dentists who suspect problems with this flowmeter should report them to Accutron at 1-800- 531-2221. Accutron will replace the device free of charge. *ADA Division of Communications*

VDA “Day on the Hill”

On January 18, 2013, members of the Tidewater Dental Association visited state legislators at the general assembly, to discuss current issues pertaining to dentistry.

A focus this year was to urge delegates and senators to fund Virginia Department of Health dentistry for another year. Last year’s budget almost completely eliminated the 22 public health dentists, and lobbying by VDA volunteers persuaded Virginia legislators to designate funding for the past year.

TDA members who visit the House and Senate every

year were received warmly, and legislators agreed to consult with the VDA on Medicaid, public health, and state health exchanges. It is too early to determine if Medicaid expansion, or the state insurance exchanges formed by the Patient Protection and Affordable Care Act, will move forward, but VDA efforts will continue to ensure that organized dentistry is part of the debate.

Delegate Kirk Cox spoke to the VDA that morning, regarding budget challenges in the General Assembly and communication with legislators.



Dr. Ralph Howell, Del. Chris Jones and dental students



Dr. Rod Rogge, Del. Harry Purkey, Drs. Mike Morgan & Pat Baker



Dr. Mike Morgan, Del. Barry Knight, Del. Sal Iaquinto, Dr. Rod Rogge and dental students



Dr. John Ross, 2 dental students, Del Bob Tata, Dr. Mary Dooley & Dr. Mike Morgan

Reports Measure Post-Recession Dental Economy

By Craig Palmer, ADA News staff

Bethesda, Md. – National dental spending estimates from the Centers for Medicare & Medicaid Services suggest the dental economy is gaining traction. But an Association analysis indicates that per capita dental spending has remained flat since 2008. Post-recession expansion of the dental economy continued in 2011, spurred by the fastest rate of growth in consumer out-of-pocket spending for dental services since 2008, analysts said in the government’s annual health spending report.

However, after decades of growth, the average amount a person spends on dental care has flattened and has not recovered since the recession, according to the ADA Health Policy Resources Center. Inflation adjusted per capita dental spending began slowing well before the recent economic downturn, HPRC researchers said.

HPRC’s “An analysis of dentists’ incomes, 1996-2009” in the May 2012 Journal of the American Dental Association

suggests this flattening trend is driven by a downturn in dental care utilization among adults and that “average real net income for dentists may not necessarily recover to prerecession levels once economic conditions in the United States improve.”

By several NHE measures, the dental economy is growing again albeit modestly and nearly in step with the general health economy. The health care spending report concluded: “economic, income and job growth in 2011 was modest and less than might normally be expected during an economic recovery. This fact raises questions about whether the near future will hold the type of rebound in health care spending typically seen a few years after a downturn. Data for the years 2012 and 2013 will provide important indications of the state of the U.S. health system as the major insurance expansions associated with the Affordable Care Act grow nearer on the horizon.”

TIDEWATER DENTAL ASSOCIATION'S 2013 LECTURE SERIES

Our **first lecture** was held on **Wednesday, January 23rd** at the Norfolk Yacht & Country Club. David Brotman, CPA, spoke on ***Strategies to Reduce Debt***. David is a local CPA who has established himself as the "go to" guy for dental practices. His enlightening talk described how debt affects our practice activities. He offered suggestions on identifying types of debt, how to control it, and offered strategies on how to reduce it. There were approximately 50 TDA members in attendance.

The **second lecture** will be held on **Wednesday, February 27th** from 7:00 PM to 9:00 PM at the Norfolk Yacht & Country Club. **Sandra Reen, Executive Director, Virginia Board of Dentistry** will be our speaker. Ms Reen oversees the licensing, regulation and discipline of dentists and dental hygienists, as well as the registration of oral and maxillofacial surgeons, mobile dental clinics and dental assistants II. She is currently managing the implementation of the emergency regulations for sedation and anesthesia permits.



Her topic will be ***Getting Acquainted with the Board of Dentistry*** and her presentation will include:

- making an anonymous complaint
- complaint investigations and the administrative process for discipline
- resources available on the Board's web page, and
- the sedation and anesthesia permit regulations.

She will close with a Q & A session for any other topics that might be of interest.

Free of charge for TDA member dentists - Non-member dentists may attend if sponsored by a member dentist

Enrollment is limited so contact Angie Deacon (angiedeacon@cox.net or 351-6767) to register today.

Our **third lecture** will be our **Annual Spring Meeting** and will be held on **Friday, March 22nd** at the Norfolk Yacht & Country Club. This is an all day event.

Jon A. Ruel, DMD, MScD will be our keynote speaker. Dr. Ruel received his dental degree from the University of Pennsylvania, School of Dental Medicine in Philadelphia, Pennsylvania. He received his certificate in Prosthetics and Masters of Science in Dentistry from Boston University School of Graduate Dentistry in Boston, Massachusetts. He is a member of the American Dental Association, the Massachusetts Dental Society, the



Academy of Osseointegration, and the American College of Prosthodontists. Dr. Ruel lectures extensively on prosthetics and implant dentistry and maintains a private practice limited to restorative, prosthetic and implant dentistry in New Bedford, Massachusetts.

Dr. Ruel's presentation will include the following topics:

- The Team Approach to Comprehensive Treatment Planning
- Treatment Planning For Ideal Aesthetic Outcomes
- Providing the Best Treatment for Patients While Reducing Chairtime & Increasing Practice Revenue

A flyer regarding this meeting will be mailed in late February.

Our **fourth lecture** will be on **Tuesday, April 23rd** from 7:00 PM to 9:00 PM at the Norfolk Yacht & Country Club. **T. Braxton McKee, JD**, Chairman of Kaufman & Canoles' Health Care Practice Group will speak on ***General Insurance Contract Issues & Tax Law Changes & How They Effect Practice***. (2 CE Credits)



Faculty needed!

Dear Tidewater Dental Association Members,

I have been volunteering at the Park Place Free Dental Clinic in Norfolk for about 3 months. The Clinic is operated under the auspices of VCU. That is, three senior dental students and one senior dental hygienist come to Norfolk, are housed there Wednesday - Friday, and treat patients in need of dental care.

If Grace Brink cannot get licensed dentists to supervise, the Clinic will have to cancel all patients.

I really enjoy interacting with the students and welcome the opportunity for them to have a touch of reality. Here at this clinic, they are away from the smothering oversight of the Dental faculty and are exposed to dentists who are practicing in the current economy. These students desperately need the dose of reality that they receive in this environment and the advice of experienced dentists.

I am available (coming from Hampton) to fill many of the needs of the Park Place Free Clinic, but the Clinic needs a larger pool of local dentists from Virginia Beach, Norfolk, Chesapeake & Portsmouth for supervision (faculty).

If you can or are interested in participating in this experience, please contact Grace Brink, she can arrange for you to be appointed as a temporary adjunct faculty for VCU. The volunteer doctors are scheduled in half day increments. You can select your time and day to supervise the students. Please check your calendars to see if you can help us.

Help!!

Dr. Bob Allen, Hampton, VA

Tidewater Dental Association

State Component Society No. 1

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Dental Access to Care Programs in Hampton Roads

Chesapeake Care Free Clinic

- (757) 545-5700
- website: www.chesapeakecare.org
- contact person: Cissei Spruill

Healthy Smiles Dental Clinic

- 664 Lincoln Street, Portsmouth
- (757) 397-1466
- Website: www.hrhc.org
- contact person: Ms. Ginger Melton

Park Place Dental Clinic

- (757) 446-7757
- contact person: Grace Brink

Peninsula Institute for Community Health

- six primary care sites
- website: www.pich.org/pages/locations.html

Western Tidewater Free Clinic

- Dental Coordinator: Joni Webber
- jwebber@wtfreeclinic.org
- 757-923-1060 Ext. 7019

Please join us at TDA's Social

For member & non-member dentists

Thursday, March 7, 2013

6:30 p.m. to 8:30 p.m.



Gordon Biersch
BREWING COMPANY

Town Center, Virginia Beach

Come join us for drinks & appetizers.

This is a great opportunity to meet with colleagues.

Stop by for a few minutes or stay the entire time.

**Volunteers are needed
for GIVE KIDS A SMILE
February 9th**

ODU School of Dental Hygiene

HOMELESS CONNECT PROJECT

Wednesday, May 1, 2013

Shifts are 8-12 and 12-4.

Anyone interested in volunteering
please contact:

Grace Brink, Office Manager

Park Place Health & Dental Clinic
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757-683-2692

Welcome New Members

Dr. Sheryle Hamlett

Dr. Rana Tuffaha

Amen Alemayehu

Julia Latham

Alexis Phaup

David Giglotti