

# The Journal of the Michigan Dental Association

---

Volume 101 | Number 12

Article 1

---

12-1-2019

## J Mich Dent Assoc December 2019

Follow this and additional works at: <https://commons.ada.org/journalmichigandentalassociation>



Part of the [Dental Public Health and Education Commons](#), [Health Law and Policy Commons](#), [Human Resources Management Commons](#), and the [Leadership Commons](#)

---

### Recommended Citation

(2019) "J Mich Dent Assoc December 2019," *The Journal of the Michigan Dental Association*: Vol. 101: No. 12, Article 1.

Available at: <https://commons.ada.org/journalmichigandentalassociation/vol101/iss12/1>

This Full Issue is brought to you for free and open access by the State & Local Dental Publications at ADACOMMONS. It has been accepted for inclusion in The Journal of the Michigan Dental Association by an authorized editor of ADACOMMONS. For more information, please contact [commons@ada.org](mailto:commons@ada.org).

# Journal

OF THE MICHIGAN DENTAL ASSOCIATION

December 2019

Five Questions to Ask Before  
Refinancing Your Practice

A Trauma-Informed  
Approach to Dental Care

Inside: Your 2020 MDA  
Member Benefits Guidebook



## Managing Your Online Reputation:

*Tips for Social Media Success*

By Jenny Armistead

MICHIGANDENTAL.ORG



# This is your chance to enroll in a health plan for 2020

## 2020 Health Care Open enrollment

MDA Health Plan	New plans can be started by employers at any time!
Medicare, Medigap	Apply by Dec. 7, 2019 for changes/enrollments effective Jan. 1, 2020.
Group Health Plans	Plans can be started by employers at any time! The window for making changes is during the month of your anniversary.
Individual Health Plans	Plans such as MyBlue or subsidized health plans purchased through the online Marketplace: Apply by Dec. 15 for a Jan. 1 effective date.

**NEED HELP?  
CALL US**

**877.906.9924  
mdaprograms.com**

## Act now—open enrollment windows are ending soon

Federal rules govern when people can apply for health insurance through the open enrollment process. Depending on the type of health plan you're buying, the open enrollment period can vary.

MDA Insurance can assist you every step of the way with your health plan decisions.



THE  
**MIKE COX**  
LAW FIRM PLLC

**A FIGHTER  
FOR MICHIGAN  
NOW  
A FIGHTER  
FOR YOU**

Drawing on Mike Cox's experience as Michigan Attorney General, The Mike Cox Law Firm counsels medical doctors and other licensed professionals in all practice-related issues.

---

State Licensing Matters

Dental Group Purchases,  
Organization, and Litigation

Anti-Kickback, Stark,  
and Contract Negotiation

Healthcare Fraud

Investigations and Defense

Tax Planning

General Litigation

(734) 591-4002 | [mc@mikecoxlaw.com](mailto:mc@mikecoxlaw.com)



**COVER STORY . . . 36**  
**Managing Your Online Reputation: Tips for Social Media Success**

Are you actively managing your online reputation? Do you follow what social media is saying about you and your practice? Here are some tips to help you protect yourself and turn your social media presence into a practice-builder.

By Jenny Armistead

**FEATURES**

**The Importance of Beneficiary Designation and Estate Planning . . . . . 40**

Choosing the appropriate beneficiaries and having a plan for the orderly distribution of the assets you have accumulated is of the utmost importance, no matter what your age. Yet too many people fail to make a plan. Here's help with this highly individualized process.

By Theodore C. Schumann, CPA, CFP, with Theodore Schumann II, CFP

**A Trauma-Informed Approach to Dental Care . . . . . 46**

As dentists we provide intimate and invasive treatment, which may be difficult for patients to tolerate – especially if they have been subjected to past physical or emotional trauma.

By Jennifer Magee, DMD, MPH

**2019 Author/Title Index to the Journal of the Michigan Dental Association . . 51**

Compiled by Jackie Hammond

**DEPARTMENTS**

**Contact the MDA . . . . . 5**

**Governmental Affairs Update . . . . . 6**

**News You Need . . . . . 7**

**Endorsed Programs News . . . . . 20**

**Editorial . . . . . 22**

Look for More than Investment Performance from Your Dues Dollar

**MDA at Your Service . . . . . 24**

Trouble Logging into the MDA and ADA Website

**Dentistry and the Law . . . . . 26**

Miscellaneous Questions about Dental Records

**Staff Matters . . . . . 28**

Salaried Earnings Thresholds Set to Increase Jan. 1

**MDA Services . . . . . 30**

Five Questions to Ask Every Bank before Financing Your Dental Practice

**Board of Trustees Report . . . . . 32**

Updates from Deans, Changes in Dentistry Discussed at October Meeting

**President's Message . . . . . 34**

Think MDA First!

**Journal Classifieds . . . . . 56**

**Continuing Education . . . . . 66**

**Advertiser Index . . . . . 71**

**The Back Page . . . . . 72**

Cranberries

**SPECIAL FEATURES**

Helping You Succeed . . . . . 8      News from the ADA . . . . . 13

News from the MDA Foundation . 9      Keeping Current . . . . . 18

Names in the News . . . . . 12      CE Spotlight . . . . . 66





We've got  
you covered

## 2020 membership is just a click away!

### 3 EASY WAYS TO PAY

- **Online:** Visit the MDA website and pay your dues today.
- **Check:** Mail in your full dues payment to the P.O. Box on your dues statement.
- **Phone:** Contact the MDA for questions and dues payment over the phone.

### PAYMENT PLANS

Equal installment plan options with two or four equal payments are available to you if you pay by credit card or by direct debit to your bank account.

Select your payment plan online, on the payment stub if sending payment information by mail, or over the phone.

### AUTO-RENEWAL NOW AVAILABLE

- One-time or payment plan options available.
- Email reminders before dues are charged, after with receipt, and when your credit card is going to expire.
- Select Auto-Renew on your statement or online during dues payment.



michigan dental  
ASSOCIATION  
YOUR CONNECTION TO ORAL HEALTH®

[www.michigandental.org/dues](http://www.michigandental.org/dues)

800-589-2632

# Two Pathways to RDA Licensure

**W**ashtenaw Community College's American Dental Association-accredited Dental Assisting program offers two pathways for dental assistants who want to become Registered Dental Assistants.



**Pathway I** is for the student with no previous dental experience. Students attend clinical classes in a traditional on campus setting while using Blackboard for the online component. Pathway I classes begin each Fall semester.

**Pathway II/ADAEP** (Alternative Dental Assisting Education Project) is for the On-The-Job-Trained (OJT) dental assistant with two or more years of dental assisting experience who has passed all three portions of the Dental Assisting National Board (DANB) CDA exam. Pathway II students receive college credit for passing the CDA exam. Students are required to attend a mandatory two-day on campus workshop at the beginning of the semester and will use Blackboard for the online component. At the end of the semester the students are required to return to campus to take a clinical final exam. Pathway II classes are very popular and begin each Fall, Winter and Spring/Summer semester.

**For more information contact Tina Sprague at 734-973-3337**

**Or visit**  
<http://health.wccnet.edu/dentalassisting/>



# Journal

OF THE MICHIGAN DENTAL ASSOCIATION

## Editor-in-Chief

Christopher J. Smiley, DDS; [csmiley@michigandental.org](mailto:csmiley@michigandental.org)

## Executive Editor

Karen Burgess, MBA, CAE; [kburgess@michigandental.org](mailto:kburgess@michigandental.org)

## Managing Editor

David A. Foe, MA, CDE; [dfoe@michigandental.org](mailto:dfoe@michigandental.org)

## Editorial Advisory Board

Robert Coleman, DDS, MS; Julie Frantsve-Hawley, RDH, PhD; Mark Jurkovich, DDS, MBA, MHI; Blake Livingston, DDS; Melanie E. Mayberry, DDS, MS-HCM; Partha Mukherji, DDS; Stephanie M. Munz, DDS, FSCD; Richard W. Panek DDS; Robert Rosenthal, DDS, CDC; Dan Schulte, JD.

## MDA Officers

President: Margaret Gingrich, DDS; president-elect: Stephen Meraw, DDS, MS; past president: Debra Peters, DDS; secretary/treasurer: Clayton Shunk, DDS; editor: Christopher Smiley, DDS; speaker of the House: Todd Christy, DDS; CEO/executive director: Karen Burgess, MBA, CAE.

## MDA Trustees

Vincent Benivegna, DDS; Jonathan Berns, DDS; Christopher Gorecki, DDS; Rhonda Hennessy, DDS; Lisa Knowles, DDS; Eric Knudsen, DDS; Vincent Lizzio, DDS; Michael Maihofer, DDS; William Patchak, DDS.

## ADA Ninth District Trustee

Julio Rodriguez, DDS

## MDA Journal email: [dfoe@michigandental.org](mailto:dfoe@michigandental.org)

MDA VISION STATEMENT: The MDA is Michigan's oral health authority dedicated to the public and the profession.

MDA VALUES: We are guided by integrity and ethics; committed to the improvement of the public's overall health; we believe oral health is integral to overall health; in an inclusive environment that embraces diversity; that the profession of dentistry and the oral health team must be led by dentists to ensure the safety of the public; and that lifelong learning is critical to excellence in patient care.

The Journal of the Michigan Dental Association (publication # 284760; ISSN 0026-2102) is published monthly by the Michigan Dental Association at 3657 Okemos Rd., Suite 200, Okemos, MI 48864-3927. Periodicals postage paid at Okemos, MI, and at additional mailing offices. POSTMASTER: Send address changes to Michigan Dental Association, 3657 Okemos Rd., Suite 200, Okemos, MI 48864-3927.

All views expressed in The Journal of the Michigan Dental Association are published on the authority of the writer and are not to be regarded as the views of the MDA unless such statements have been adopted by the association. The association reserves the right to reduce, revise or reject any manuscript submitted for publication. Articles and photos published in the Journal become the property of the MDA and may be reproduced or reprinted only after written permission has been granted. Copyright © 2019 by the Michigan Dental Association.

Display or classified advertising rates are available upon request; phone 517-372-9070, ext. 419 or 421 or visit [www.michigandental.org](http://www.michigandental.org). The Michigan Dental Association reserves the right to reject any advertising or advertising copy. Advertising copy must conform to the official standards established by the MDA.

Subscription rates: Out-of-state ADA members: \$35; Non-members: \$70; U.S. University libraries: \$15. Back issues: \$5 per copy for MDA members, \$8 per copy for non-members.

Member publication, American Association of Dental Editors and Journalists.



**Advertising Rates and Information:** Call 800-589-2632, ext. 419 or 421 or email [jhammond@michigandental.org](mailto:jhammond@michigandental.org). See online rate card at [www.michigandental.org/Journal\\_Ads](http://www.michigandental.org/Journal_Ads).



Follow the MDA on Twitter:  
[@MIDentalAssoc](https://twitter.com/MIDentalAssoc)

MDA on Facebook:  
[www.facebook.com/michigandentalassociation](http://www.facebook.com/michigandentalassociation)

MDA's YouTube channel:  
[www.YouTube.com/MichDentists](http://www.YouTube.com/MichDentists)

MDA on Instagram:  
[www.instagram.com/mda\\_dentists](http://www.instagram.com/mda_dentists)

# CONTACT YOUR MDA STAFF

**SAVE TIME — CONNECT FASTER — DIAL DIRECT —** Dial 517 and the direct lines listed below, or send an email!

## Executive Office

**Karen Burgess**, CEO/Executive Director  
kburgess@michigandental.org . . . . . 346-9425

**Jennifer Lennemann**, Executive Assistant  
jlennemann@michigandental.org . . . . . 346-9461

**Michelle Nichols-Cruz**, Governance Manager  
mcruz@michigandental.org . . . . . 346-9414

## Human Resources

**Brandy J. Ryan**, Director of Human Resources  
bryan@michigandental.org . . . . . 346-9416

**Kelly Risley**, Human Resources Administrative Assistant  
krisley@michigandental.org . . . . . 346-9406

## Accounting/Production/Building

**Brian Stump**, Director of Finance  
bstump@michigandental.org . . . . . 346-9407

**Matt Dethlefsen**, Assistant Director of Finance  
mdethlefsen@michigandental.org . . . . . 346-9418

**Dave Lutz**, Purchasing & Facilities Specialist  
dlutz@michigandental.org . . . . . 346-9426

## Continuing Education

**Andrea Sundermann**, CE Director  
asunder@michigandental.org . . . . . 346-9403

**Shawna Owens**, CE Manager  
sowens@michigandental.org . . . . . 346-9402

**Jody Marquardt**, CE Assistant  
jmarquardt@michigandental.org . . . . . 346-9408

**Marcia Bethea**, Part-time CE Support  
mbethea@michigandental.org . . . . . 346-9401

## Government/Insurance/Access/ Professional Affairs

**Bill Sullivan**, Vice President, Advocacy and Professional Relations  
bsullivan@michigandental.org . . . . . 346-9405

**Josh Kluzak**, Manager of Government and Insurance Affairs  
jkluzak@michigandental.org . . . . . 346-9422

**April Stopczynski**, Manager of Access and Prevention  
astop@michigandental.org . . . . . 346-9417

**Kesha Dixon**, Government/Insurance Affairs/Access Asst.  
kdixon@michigandental.org . . . . . 346-9452

**Karn Cornell**, Michigan Donated Dental Services (DDS)  
Coordinator  
kcornell@michigandental.org . . . . . 346-9455

**Domonique Brace**, Michigan Donated Dental Services  
(DDS) Coordinator  
dbrace@michigandental.org . . . . . 346-9454

**Ginger Fernandez**, Professional Review and Practice  
Management Manager  
gfernandez@michigandental.org . . . . . 346-9430

**Chris Wilson**, Professional Review and Practice Management  
Specialist  
cwilson@michigandental.org . . . . . 346-9409

## Membership/Student Affairs

**Angie Kanazeh**, Director of Membership  
akanazeh@michigandental.org . . . . . 346-9415

**Joanne Floyd**, Membership Coordinator and Data Specialist  
jfloyd@michigandental.org . . . . . 346-9451

**Regina Simmons**, Receptionist  
rsimmons@michigandental.org . . . . . 346-9400

## Marketing/Communications

**Jenny Armistead**, Director of Marketing and Communications  
jarmistead@michigandental.org . . . . . 346-9412

**Jason Heinrich**, Marketing/Graphic Design Coordinator  
jheinrich@michigandental.org . . . . . 346-9429

## Publications/Website

**Dave Foe**, Director, Print and e-Publications  
dfoe@michigandental.org . . . . . 346-9421

**Jeff Mertens**, Communications/Technology Manager  
jmertens@michigandental.org . . . . . 346-9460

**Jackie Hammond**, Publications Assistant  
jhammond@michigandental.org . . . . . 346-9419

## Michigan Dental Association Foundation

**Nancy Maier**, Executive Director  
nmaier@michigandental.org . . . . . 346-9423

**Janet Elliott**, Administrative Assistant  
jelliott@michigandental.org . . . . . 346-9458

## MDA Insurance

**Craig Start**, President  
cstart@mdaifg.com . . . . . 346-9441

**Sabrina Rawson**, Accounting Administrator  
srawson@mdaifg.com . . . . . 346-9433

## Health, Life, Disability

**Tina Voss**, Director, Health and Life Operations  
tvoss@mdaifg.com . . . . . 346-9479

**Shawn Haindel**, Manager of Health and Life  
shaindel@mdaifg.com . . . . . 346-9442

**Rick Seely**, Account Executive  
rseely@mdaifg.com . . . . . 346-9411

**Averill Meadows**, Account Executive  
ameadows@mdaifg.com . . . . . 346-9435

**Melanie Adler**, Account Executive/Cyber Coordinator  
madler@mdaifg.com . . . . . 346-9464

**Michelle Miller**, Billing and Insurance Coordinator  
mmiller@mdaifg.com . . . . . 346-9439

**Heidi DuMond**, Health Representative  
hdumond@mdaifg.com . . . . . 346-9440

**Angela Dembowske**, Health and Life Representative  
adembowske@mdaifg.com . . . . . 346-9478

**Lisa Sillman**, Health and Life Representative  
lsillman@mdaifg.com . . . . . 346-9450

**Tyler Oberlin Scott**, Health and Life Representative  
tscott@mdaifg.com . . . . . 346-9437

## Professional Liability, Practice Property and Workers' Comp.

**Jeff Spindler**, Director, P&C Programs  
jspindler@mdaifg.com . . . . . 346-9444

**Tina Croley**, Commercial Lines Manager/Account Executive  
tcroley@mdaifg.com . . . . . 346-9448

**Jennifer Goss**, Senior Commercial Lines Agent  
jgoss@mdaifg.com . . . . . 346-9466

**Nathan Boisclair**, Commercial Lines Agent  
nboisclair@mdaifg.com . . . . . 346-9420

**Michael Mowatt**, Commercial Lines Agent  
mmowatt@mdaifg.com . . . . . 346-9447

**Jim Rosner**, Commercial Lines Agent  
jrosner@mdaifg.com . . . . . 346-9469

**Deb Fernandez**, Billing and Processing Specialist  
dfernandez@mdaifg.com . . . . . 346-9457

## Personal Lines — Home and Auto

**Jeni Drummond**, Personal Lines Manager  
jdrummond@mdaifg.com . . . . . 346-9462

**Beth Jackson**, Personal Lines Agent  
bjackson@mdaifg.com . . . . . 346-9443

**Jill Fought**, Personal Lines Agent  
jfought@mdaifg.com . . . . . 346-9456

**Kara Miilu**, Personal Lines Agent  
kmiilu@mdaifg.com . . . . . 346-9410

## MDA Services

**Cindy Hoogasian**, Director, MDA Services and Marketing  
choogasian@mdaifg.com . . . . . 346-9467

**Carol Rarick**, TDSC Team Leader/Member Services  
Representative  
crarick@mdaifg.com . . . . . 346-9465

**Reva Darling**, Marketing Manager  
rdarling@mdaifg.com . . . . . 346-9446

**Valerie Bey**, Customer Service/TDSC  
vbey@mdaifg.com . . . . . 346-9432

**Janet Beno**, Customer Service/TDSC  
jbeno@mdaifg.com . . . . . 346-9431

**Shayna Hanes**, Customer Service/TDSC  
shanes@mdaifg.com . . . . . 346-9438

**Jennifer Marshall**, Customer Service/TDSC  
jmarshall@mdaifg.com . . . . . 346-9468

## Contact Us

3657 Okemos Rd., Suite 200  
Okemos, MI 48864-3927  
800-589-2632 or 517-372-9070  
Care and Well Being 517-525-5624  
MDA Insurance 800-860-2272  
MDA Health Plan 877-906-9924



## ELECTION '20

### Have You Ever Thought about Running for Office? 2020 Could Be Your Year!

The MDA wants to help get member dentists elected to office. Whether you're considering a run for city council or the state Senate, the MDA will help you navigate the campaign gauntlet.

One of the major takeaways from losing the dental therapist legislative battle was that Michigan dentists would benefit from having one of their own in the state Legislature. As dentistry evolves — from regulatory burdens to deteriorating relationships with dental benefit companies — having a dentist within the legislative chambers will greatly benefit the profession. This does not mean the MDA is looking for candidates who have specific opinions or viewpoints. Instead, the best candidates are those who are independent thinkers and will just be themselves.

The MDA's goal is to make sure potential candidates know what they're getting into before they make the

decision to run. The MDA's legislative staff has decades of combined legislative and campaign experience and can help guide potential candidates through the decision-making process. If you decide to run, the MDA's resources will help you navigate the complexities of campaigning and help to set you up for success.

Areas the MDA can assist with include how to campaign and serve in office while also practicing dentistry, how to set-up a campaign and develop a campaign strategy, campaign finance, and more.

If you have ever had the slightest inkling of serving your community and want to learn more, please contact Bill Sullivan, MDA vice president of advocacy and professional relations, at 517-346-9405 or at [bsullivan@michigandental.org](mailto:bsullivan@michigandental.org).

*Compiled by MDA legislative staff. Questions? Contact Josh Kluzak at [jkluzak@michigandental.org](mailto:jkluzak@michigandental.org).*



**Meet with state representative** — Dr. Jordyn Winship, of Monroe, and Dr. Alex Johnson, of Monroe, met Friday, Oct. 19 with Michigan Rep. Jason Sheppard (R-Temperance) for an informal discussion of dental and district concerns at Tim Horton's in Dundee. It was another in the MDA's series of in-district legislative get-togethers. (Photo: Lynn Aronoff.)



**Offers testimony** — Dr. Elizabeth Ralstrom, a pediatric dentist from Clinton Township, testified before the Michigan Senate Health Policy Committee on Thursday, Oct. 3, in support of HB 4223. The bill would require children to receive a dental assessment prior to entering kindergarten. The bill passed the committee and is now on the Senate floor.

## Speakers Announced for 2020 Annual Session in Grand Rapids

Speakers and courses have been announced for the upcoming 2020 MDA Annual Session, taking place April 29-May 2 at DeVos Place in downtown Grand Rapids, with online registration scheduled to open Dec. 18.

The 2020 Annual Session, chaired by Dr. Joseph Kirkwood, of Grand Rapids, is Michigan's largest CE and dental exposition event, with courses and activities for every member of the dental team. This year's CE lineup — one of the MDA's biggest ever — is headed by Frank Spear, DDS, MSD, presenting an all-day session Friday, May 1.

A special feature of this year's meeting will be an observance of the 75th anniversary of community water fluoridation, which began in Grand Rapids in 1945. A commemorative reception is scheduled for Thursday, April 30 from 5:30 until 7 p.m. at the Steel Water fluoridation monument.

The 2020 Annual Session keynote speaker will be Olympia LePoint, speaking on "Answers Unleashed: The Science of Attracting What You Want." This free session will take place Thursday, April 30.

Exhibit hours have been changed for 2020. A special member dentists-only exhibit hall hour will take place Thursday, April 30 from 7:30 until 8:30 a.m. Regular exhibit hours will be 10 a.m. until 6 p.m. Thursday and Friday, with no exhibits on Wednesday or Saturday.

Other events include table clinics; the annual President's Event; the MDA House of Delegates; courses for CDBP candidates; and more.

Also, watch for details coming soon on the MDA 2020 Annual Session smartphone app. This event app will provide all the same information as the paper version of the *Official Program*. Be sure to download it when it becomes available.

Scheduled Annual Session speakers and courses each day are listed below. Register online after Dec. 18 at

[michigandental.org/annual-session](http://michigandental.org/annual-session), or watch for the *Annual Session Preview*, mailing in early January.

### Pre-Session Day, Wednesday, April 29

"The Economics of Great Communication," with Robert Maguire, DDS

### Thursday, April 30

"Professional Protector Plan Control, Protocol, and Risk Management Seminar," with Jill Baskin, DDS, and Lynda Farnen, JD

"Financial Planning: A Case Study of a Dentist — Into Career," with Ted Schumann II, MBA

"HIPAA Compliance and Productivity through Technology," with Robert McDermott

"Evolution Revolution: How to Thrive with New World Composite Dentistry," with Peter Auster, DMD

"Autism Caregiver Training for the Dental Professional," with Barbara Lebo, MBA

"Periodontal, Regenerative and Implant Procedures to Enhance Your Restorative Outcome," with Jennifer Hirsch Doobrow, DMD

"Maximizing Efficiencies," with Patrick Houlihan, DDS

"Cardiac Resuscitation Training (CPR) (BCLS)" with Scott Lipford

"Answers Unleashed: The Science of Unleashing Your Brain's Power," with Olympia LePoint

"Buying, Starting, or Growing Your Dental Practice," with Jeff Cornell and Nick Rulli

"Financial Planning: Case Study of a Dentist — Mid-Career," with Ted Schumann II, MBA

"Financial Planning: Case Study of a Dentist — Into Retirement," with Ted Schumann II, MBA

"Take the 'Dents' Out of Dentistry 2020," with Peter Auster, DMD

"How to Obtain an RDA License," with Kristina Sprague, CDA, RDA, and Lori Barnhart, CDA, RDA

"The Secrets of Predictably Successful Endodontics," with Andre Mickel, DDS, MSD

"Clinical Updates for New and Experienced Front Desk Personnel," with Thomas Lambert, DDS

"Committing Your Practice to Ultimate Patient Care," with Jennifer Hirsch Doobrow, DMD

"Reduce Confusion and Avoid Mistakes as You Transition into Medicare," with Rick Seely

"The Opioid Epidemic," with Vincent Benivegna, DDS

"Embezzlement in the Practice," with Phil Nieto

### Friday, May 1

"The Science of Attracting What You Want," with Olympia LePoint

"Scheduling Success," with Patrick Houlihan, DDS

"The Secrets of Predictably Successful Endodontics," with Andre Mickel, DDS, MSD

"Perinatal and Infant Oral Health," with Francisco Ramos-Gomez, DDS, MS, MPH

"Dietary Supplements: What the Dental Team Should Know," with Tieraona Low Dog, MD

"Great Products, Techniques and Strategies for Your Practice," with Joseph Blaes, DDS

"HIPAA," with Jennifer Cosey

"Systemic Cyclones, the Biology of Disease and Wellness," with Amber Riley, MS, RDH

"Stick Out Your Tongue and Show Us What You've Got!" with Tricia Osuna, RDH, BSDH

"Peer Review/Dental Care and Ethics Workshop"

"Managing Profitability in 2020 and the Challenges to Expect," with Mike Glass and Ron Cash

"Hottest HR Topics of 2020," with Brandy Ryan, PHR, SHRM-CP

"Infant Oral Health Care Model and Minimally Invasive Pediatric Dentistry," with Francisco Ramos-Gomez, DDS, MS, MPH

**Annual Session (cont'd)**

“Interdisciplinary Treatment Planning in Patients with Complex Dental Problems Involving Esthetics and Function,” with Frank Spear, DDS, MSD

“Using the 2020 CDT Code the Right Way to Assure Practice Profitability and Success,” with Chris Smiley, DDS

“Nutrition: What’s Best for Your Patient’s Oral Health,” with Tieraona Low Dog, MD

“Great Products, Techniques, and Strategies for Your Practice,” with Joseph Blaes, DDS

“OSHA,” with Jennifer Cosey

“Patients, Pills, and Pathologies,” with Amber Riley, MS, RDH

“Dental Hygienists and Local Anesthesia,” with Tricia Osuna, RDH, BSDH

“Diagnosis of Oral Mucosal Lesions Made Easy,” with Ngozi Nwizu, BDS, MMSc, PhD

“Limit Toxic Air in the Dental Office,” with Rob Ruznisky

**Saturday, May 2**

“Managing the Clinical Ethical Dimension of Dental Practice,” with Lawrence Garetto, PhD

“Periodontal Maintenance,” with Jason Souyias, DDS

“Case Selection and Creating Success through 3D Imaging,” with Diwakar Kinra, DDS, MS

“Diagnosis of Oral Mucosal Lesions Made Easy,” with Ngozi Nwizu, BDS, MMSc, PhD

“The Opioid Epidemic,” with Vincent Benivegna, DDS

“E-Cigarettes and Vaping: What We Know and What We Don’t,” with Judith Gordon, PhD

“Cardiac Resuscitation Training (CPR) (BCLS), with Scott Lipford

“Evidence-based Considerations for Patients Using Marijuana/Cannabis,” with Jaana Gold, DDS, MPH, PhD, CPH

“How to Make Your Practice Insurance Independent,” with Jason Souyias, DDS

“Creating Endodontic Excellence,” with Diwakar Kinra, DDS, MS

## Health and Well-Being Help Available

Dentists and dental team members are at high risk of addiction, stress, and emotional issues, especially during the holiday season. But there is help for those in need — both the MDA and ADA offer a variety of resources that may be of assistance. These resources include:

**MDA Health and Well-Being Program:** This program matches those in need with concerned colleagues who’ve had similar experiences or who are familiar with substance abuse disorders, addiction, recovery, depression, stress, or anxiety. The confidential program assists MDA members, their families, or staff. For more information, call 517-643-4171, Monday through Friday. Or, email [care@michigandental.org](mailto:care@michigandental.org).

**MDA Website Well-Being Pages:** Visit the MDA’s well-being pages at [michigandental.org/well-being](http://michigandental.org/well-being) for helpful resources, links to related websites, and other assistance.

**Well-Being Resources from the ADA:** Visit the ADA Center for Professional Success at [success.ada.org](http://success.ada.org) for a variety of useful wellness resources. Included are the Dentist Well-being Program Directory and Dental Well-being Handbook.

**Michigan Professional Recovery Program:** The Health Professional Recovery Program is a confidential, non-disciplinary program designed to assist licensed or registered health professionals recover from substance abuse/chemical dependency problems or a mental health problem. The toll-free number for the HPRP is 800-453-3784. For more information, visit [hprp.org](http://hprp.org).

Dr. Joan Lewis chairs the MDA Committee on Health and Well-Being. According to Lewis, alcohol abuse is the most-common substance abuse issue confronting dentistry, though stress and depression are also common problems.

### HELPING YOU SUCCEED

**NEW! MDA Resources for Late-Stage Practice Dentists**

There’s a new resource available now at the MDA website — a special section devoted to the unique concerns of dentists in the latter stages of practice.

It’s called Late Stage Practice Resources, and it’s available at [michigandental.org/late-stage-practice](http://michigandental.org/late-stage-practice). Bookmark it!

MDA members who have reached age 55 or so are experienced, successful, ready to give back, and many are looking to retire in the next few years. The resources available on the Late Stage site can help you navigate the special circumstances of practice in this age group.

Included are short articles, links to various MDA/ADA resources, and a new e-book, *After 55: What’s Next?* available for free download from the site. Recent articles include “Are You Emotionally Ready for Retirement?”, “Make the Right Beneficiary Decision for You and Your Family,” “What to Do with Your Dental Records,” “Explaining the Different Parts of Medicare,” “Health Care Considerations in Older Age,” and “Diminishing Skills and Dental Ethics.”

The site will be updated regularly with new content. Check it out, and let the MDA know what you think. If you have a specific question, be sure to ask — email your specific questions or concerns to [membership@michigandental.org](mailto:membership@michigandental.org).



## MDA Dues Contest Ends Dec. 27; Renew Now to Win

Members who renew their membership for 2020 by Dec. 27 will automatically be entered in the MDA's Dues Contest and are eligible for some great prizes. Don't miss out — the grand-prize-winner will receive his or her ADA, MDA, and local society dues for 2021 fully paid for by the MDA!

Other great MDA Dues Contest prizes include:

- \$250 cash, courtesy of MDA Insurance.
- A copy of *The MDA Regulatory Compliance Manual* (a \$149 value).
- A \$100 certificate good towards any MDA continuing education course.
- MDA Services apparel.
- A copy of the MDA's new book, *Most-Asked Ethics Questions* by Michael Maihofer, DDS, or any other book in the MDA Practice Management Series.

Contest winners will be selected randomly in early 2020.

**Renew online!** You can renew membership online at [www.michigandental.org/dues](http://www.michigandental.org/dues). It's quick and easy. If you have questions about your statement, contact the MDA membership staff at 800-589-2632.

## Correction to Blue Cross/ DentaQuest Article

A Blue Cross announcement concerning its dental program's transition to DentaQuest for claims administration that appeared on Page 10 of last month's *Journal* contained incorrect information. According to Blue Cross Blue Shield, your claims will still process, even if you are not registered on the new dental portal.

If you have additional questions, contact Dr. Gary Vance, dental director, specialty products, Blue Cross Blue Shield of Michigan at 313-448-4140.

It is the policy of the *Journal* to correct all errors.

## MDA Office Holiday Hours

The MDA office will be closed in observance of the Christmas and New Year's holidays on Tuesday, Dec. 24 and Wednesday, Dec. 25 as well as Tuesday, Dec. 31 and Wednesday, Jan. 1, MDA CEO/Executive Director Karen Burgess has announced.

Many MDA staff members will be out of the office during the last two weeks of December as well. The last two weeks of the year are typically slower than usual and staffers often take time off during that period. Some departments may not be covered every day, so if you have a special request, you may need to allow extra time.

Regular MDA office hours are 8 a.m. until 5 p.m., Monday through Friday.

## NEWS FROM THE MDA FOUNDATION

### Have You Made Your Year-end Contributions Yet?

There's still time to make your gift to the 2019 MDA Foundation Year-end Campaign — the Foundation and those it helps need your support!

Gifts from generous donors to the Foundation have made it possible for deserving organizations across the state to serve more patients in need of dental care in 2019. Every gift, no matter the size, increases the impact your Foundation can make throughout Michigan.



The MDA Foundation also organizes the Michigan Mission of Mercy program, taking place May 28-31, 2020, in Flint. Watch for more details, coming soon.

This year's fundraising goal is \$75,000. The MDA Foundation uses the proceeds from this annual campaign to help improve the quality of life in your local communities through improved dental health.

Please give — for more information on the MDA Foundation, see the MDA Foundation column in last month's *Journal*. A handy donation enveloped was included in that issue as well, or you can make your gift online at [michigandental.org/foundation](http://michigandental.org/foundation).



**Check presentation** — In October the MDA Foundation presented a \$30,000 grant to the Gary Burnstein Clinic, located in Pontiac. The funds will be used to serve 1,600 additional dental patients each year and to add expanded dental hours to the clinic. Shown in the picture (from left): Cameron Elrod, MDA Foundation Board member, Elle Garcia, Gary Burnstein Clinic dental manager, Justin Brox, Gary Burnstein Clinic executive director, Nancy Harmon, MDA Foundation Board member, Dr. Susan Caron, MDA Foundation president emeritus, Ashley Samson, Gary Burnstein director of outreach and community service, and Dr. Beth Rosenberg, MDA Foundation Board member.

## U-M Dental School Website Redesigned; Sindecuse Highlighted

The University of Michigan School of Dentistry's website has been redesigned to help patients, prospective students, and the general public more easily find information they need about the school.

The site URL is <https://dent.umich.edu>.

The new design, launched in September, allows website visitors to search for information quickly, using key words related to their needs. For patients, it may be how to make an appointment, where to park when visiting the school, or explanations of the various clinics and the services they offer. Admission requirements and other information pertinent to prospective dental students have been repackaged for ease of use. Dentists who refer patients to the dental school or, for example, need pathology reports, should also find the new site easier to navigate. Finding information about faculty, researchers and various departments, as well as contact information, has been streamlined.

The new site also includes video, larger photos, and a simplified navigation that works well on mobile devices as well as computer desktops.

**Sindecuse Museum highlighted:** Another improvement in the redesign is the portion of the website devoted to the Sindecuse Museum of Dentistry, one of the only museums in the country dedicated to the history of dentistry. The museum's portion of the new design highlights its searchable catalog of artifacts, documents recent acquisitions, and explains current and archived exhibits. A staff blog shares interesting parts of the collection and museum developments. The site also links to class photos of dental and dental hygiene students, along with graduation composite photos dating to the early days of the school, plus numerous other options designed to appeal to the general public and researchers interested in history.

"We are excited to share the museum's rich collections and stories about the history of dentistry through this new, more visually exciting, mobile-friendly website," said Museum Director Shannon O'Dell. "User stats have already surpassed expectations and more people are seeking out the museum than ever before."

—Source: *University of Michigan School of Dentistry*



**Event at Ford Field** — The Detroit District Dental Society, working with the Detroit Lions and the TeamSmile program, provided free dentistry to 300 children from Detroit Public Schools at a dental care event held Oct. 18. The program is in its sixth year and works with professional sports teams and local dental groups to provide oral health services and education to children. An MDA Public Relations Grant to the Detroit District supported this program. Additional program sponsors included Blue Cross Blue Shield of Michigan, Detroit District Dental Society, DentaQuest, and SDI Inc. More than 100 dental professionals volunteered for a fun-filled day with the kids. (Photo: Marcy Dwyer.)

## Call for Manuscripts

The *Journal of the Michigan Dental Association* is looking for submission of original, unpublished manuscripts of clinical interest for consideration for publication in the *MDA Journal*. Such manuscripts could consist of case studies, literature reviews, clinical techniques, research, or other topics of scientific interest.

All manuscripts submitted will be reviewed by the *MDA Journal* editorial staff, editorial review board and/or outside reviewers. The *MDA Journal* uses a peer-review process for clinical submissions. Non-clinical submissions also may be peer-reviewed.

Note that all dentist authors must be members of the MDA, ADA, or the Canadian Dental Association. All images submitted for consideration must be high-resolution digital photos. The complete *MDA Journal* "Information for Authors" may be found at [michigandental.org](http://michigandental.org) in the Jobs/Classifieds/Journal section.

Submissions or questions about the submission process may be directed to Dave Foe, managing editor, at [dfoe@michigandental.org](mailto:dfoe@michigandental.org).

## Federal Amalgam Separator Reporting Requirement Explained

All dental offices that perform general dentistry must comply with the U.S. Environmental Protection Agency's one-time reporting requirement by Oct. 12, 2020.

A one-time compliance report must be submitted to the dental office's local control authority no later than that date, or 90 days after a transfer of ownership. For new dental dischargers, a one-time compliance report must be submitted to the local control authority no later than 90 days following the introduction of wastewater into a publicly owned treatment works, also referred to as POTWs.

Those exempt from the requirement include dentists exclusively practicing in one of these specialties: oral pathology; oral and maxillofacial radiology; oral and maxillofacial surgery; orthodontics; periodontics; and prosthodontics. Also exempt are wastewater discharges from a mobile dental unit or into a private septic system.

Complete information on amalgam/waste management is available on the MDA website. Click on Practice Management, Regulations, and Amalgam/Waste Management. Information on the EPA one-time requirement can be found under the "Federal Amalgam Separator Rule" subsection, or contact your local municipal wastewater treatment authority.

## State Loan Repayment Program Details Announced; Apply in February

Written applications for the 2020 Michigan State Loan Repayment Program must be postmarked between Feb. 3, 2020, and Feb. 7, 2020, according to information announced in November by the state.

The program assists employers in the recruitment and retention of medical, dental, and mental health care providers who continue to demonstrate their commitment to building long-term primary care practices in underserved communities designated as Health Professional Shortage Areas. The program will assist those selected by providing up to \$200,000 in tax-free funds to repay their educational debt over a period of up to eight years.

Participants compete for consecutive two-year MSLRP loan repayment agreements requiring them to remain employed for a minimum of 40 hours per week for no less than 45 weeks per year at eligible nonprofit practice sites providing primary health care services to ambulatory populations. Providers must remain with the employers who sponsor them during their two-year agreements, and employers must continue to employ the providers they sponsor during their two-year service obligations.

The MSLRP application process is very competitive. Providers and employers serious about successfully competing for a loan repayment agreement will need to carefully read the MSLRP Opportunity Update and the entire MSLRP website at [http://www.michigan.gov/mdhhs/0,5885,7-339-71551\\_2945\\_40012---,00.html](http://www.michigan.gov/mdhhs/0,5885,7-339-71551_2945_40012---,00.html). It is updated for the current application period, including the Participant Information and Requirements section, as well as the instructions on all required application forms.

If you have questions about the program after reviewing the website, contact Ken Miller at 517-241-9946, or [millerk3@michigan.gov](mailto:millerk3@michigan.gov) or Brittany Brookshire at 517-284-4986 or [brookshireb1@michigan.gov](mailto:brookshireb1@michigan.gov).

## Dr. Lisandra Soto, Kalamazoo Area Leader, Passes

Dr. Lisandra Soto, of Portage, who was noted for her work on behalf of underprivileged and underserved populations in Kalamazoo and Van Buren counties, passed away Oct. 20 at age 59 after a battle with cancer.

A native of Puerto Rico who finished first in her dental school class at the University of Puerto Rico, Soto relocated to Michigan

with her family and opened a pediatric dental office in Kalamazoo in 1998. She later earned a master's degree in public health from Michigan State University.

Soto was active in the larger dental community, including the MDA and the Kalamazoo Valley District Dental Society. She received the Community Service Award for the Kalamazoo Valley District Dental Society in 2010 and the President's Award in 2015.

Her academic appointments included adjunct roles at the University of Detroit Mercy, the University of Michigan, and Kalamazoo Valley Community College. She also served as dental director for Puerto Rico Children's Hospital, and in other posts.

On June 29 Soto was honored at the Family Health Center in Kalamazoo, which renamed its annual Dental Day of Caring charity event after her. Soto worked to establish the dental clinic — the largest dental clinic in any of Michigan's Federally Qualified Health Centers — and became its chief dental officer until illness sidelined her.

Memorial contributions may be directed to the Kalamazoo Community Foundation (Love Where You Live Fund/Greatest Needs Fund), 402 East Michigan Avenue, Kalamazoo MI 49007-3888 ([www.kalfound.org](http://www.kalfound.org)).



Soto



MDA  
HEALTH & WELL-BEING  
COMMITTEE

Having challenges with  
stress, anxiety,  
depression, addiction...  
We can help!



**517-643-4171**  
care@michigandental.org  
www.michigandental.org/well-being



## Board Members Sought at MDA Insurance; Application Period Ends Feb. 1

MDA Insurance & Financial Group Inc., an affiliate of the Michigan Dental Association, is taking nominations from members of the association to serve on its board of directors. MDA Insurance & Financial Group exists to provide insurance products, practice management resources, and disposal dental products.

The MDA Insurance & Financial Group bylaws state that the affairs of the corporation shall be managed by a board of not less than seven nor more than 13 directors. The term of office is for one year, beginning on May 1, and until their successors have been elected, unless sooner displaced. A director may serve more than one term, but must stand for election each year. MDA Insurance & Financial Group board members are required to attend four or five full day meetings per year. Board members are not required to serve on committees but many do.

Detailed information on the duties and responsibilities of directors and how to apply appears on the MDA website at [michigandental.org/leadership-Central](http://michigandental.org/leadership-Central) (click on the "Get Involved" section). The deadline to apply is Feb. 1, 2020. For more information, contact Craig Start at 517-346-9441 or email [cstart@mdaifg.com](mailto:cstart@mdaifg.com).



insurance®  
MDAPROGRAMS.COM



services  
MDAPROGRAMS.COM

### NAMES IN THE NEWS

**Pamela Zarkowski**, vice president for academic affairs at the University of Detroit Mercy School of Dentistry, was named by *Crain's Detroit Business* as one of 35 educators cited as Notable Women in Education Leadership. The women on the list were chosen by *Crain's* editors "based on their career accomplishments, track record of success in the field, contributions to their community, and mentorship of others."



Zarkowski

Detroit Mercy Dental Professor **Dr. Judith Jones** has received a commendation for years of excellent service to the U.S. Department of Veteran's Affairs. She was the original director of Oral Health Quality Group, started in 2008 by the VA's Central Office of Dentistry.

Kudos to Detroit Mercy dental students **Chelsea Brockway, Roya Afshan, and Michael South**, who presented to the Inner Vision Support Group Sept. 20. The group assists those with visual impairments. The students relayed important information to help patients with proper oral hygiene.

—Source: University of Detroit Mercy School of Dentistry

## Newest MDA Fee Survey Results Now Available

The latest MDA Survey of Dental Practice Fees, conducted this summer, is now available online — free as a member's only service. To order your copy, visit the MDA Web Store at <https://store.michigandental.org>.

The results include statewide fee data by CDT codes, as well as a breakdown of the results by geographic region. Be sure to take advantage of this valuable member benefit. You must be an MDA member to order.

*Note:* It is an antitrust violation for an agreement on fees to be reached by two or more dentists, whether verbally or in writing. The results of the MDA fee survey may be used by dentists to make informed decisions relative to their practices, but should not be used to set fees with other dentists.

## Feb. 1 Is Application Deadline for State Board Candidates

The MDA continues to seek names of individuals interested in serving on the Michigan Board of Dentistry beginning in 2020. Three positions will be open on the Board; two for general dentists and one for a dentist with a health professional specialty certificate.

Each year the MDA Board of Trustees forwards names of potential Board of Dentistry members for the governor's consideration. If you are interested in submitting your name as a candidate, forward a letter of interest and a current curriculum vitae (no longer than two pages) prior to Feb. 1, 2020, to the MDA's Michelle Cruz at [mcruz@michigandental.org](mailto:mcruz@michigandental.org). Or, fax to 517-372-0008, attention Michelle Cruz.

The names of all nominees will be reviewed and approved by the MDA Board of Trustees at its Feb. 28, 2020, meeting. The names and CVs of the nominees, once approved by the MDA Board, will then be forwarded to the governor for consideration.

Members having questions regarding the Michigan Board of Dentistry may contact the MDA's Bill Sullivan at 517-346-9405.

## Tip: Check those Licenses!

The MDA has recently become aware of a growing problem — dental team members including dentists, registered dental hygienists, and registered dental assistants, who are not currently licensed, yet continue to provide dental services to patients.

If you are an employer, be sure to check the licenses of all licensed professionals working for you to make sure they are current.

## NEWS FROM THE ADA

### National Children's Dental Health Month Posters Available; Stock Up Now for February

The ADA has released its 2020 National Dental Health Month poster, available now for order by member dentists.

This year's NCDHM campaign slogan is "Fluoride in water prevents cavities! Get it from the tap!" It's a perfect tie-in with community water fluoridation's 75th year celebration, which takes place in 2020.

Posters are available in 12-inch-by-18-inch or 8.5-inch-by-11-inch size. You can download posters from the ADA website, or order directly from the ADA. Packs of posters contain 25 posters, with orders limited to eight packs.

For more information, visit [www.ada.org/ncdhm](http://www.ada.org/ncdhm).



### 2020 NCDHM Program Planning Guide Available

The NCDHM Program Planning Guide, newly updated for 2020, is now available from the ADA. The guide provides program coordinators, dental societies, teachers, and parents with resources to promote the benefits of good oral health to children. The guide includes easy-to-do activities, program planning timetable tips, a sample NCDHM proclamation, and much more.

Visit [www.ada.org/ncdhm](http://www.ada.org/ncdhm) to download your copy.

The ADA Catalog will be running sales on children's brochures and activity books in February related to the observance. Available publications include *Your Child's Teeth*, *Your Child's Teeth from Birth to Age 6*, *Your Child's Teeth from Ages 6-12*, *Dental Sealants*, *Dental Fun Book*, and *Dental Health Activity Book*.

**ADA** American Dental Association®

America's leading advocate for oral health

### ADA ADAPT Enters Michigan

ADA Practice Transitions, known as ADAPT, is now available in Michigan to help facilitate career and practice transitions. This new ADA service can help dentists find the right match, and provides support needed to ensure success. A dedicated ADA Adviser guides members through each step, only suggesting practices or dentists that match their criteria and philosophy of care.

For more information and information on fees, visit [adapcticetransitions.com](http://adapcticetransitions.com).





## RADIOGRAPHY TRAINING

ONLINE.  
CONVENIENT.  
SELF-PACED.  
AFFORDABLE.



The Michigan Dental Association Online Radiography Training Program is the most convenient and economical way to ensure your assistants receive the radiography training required by Michigan law. No need for travel or time away from work. Your dental assistants train online, under your supervision, at their own pace.

It's affordably priced, too — just \$265 per student for MDA members! To find out more or to get started, visit [MyDentalRadiography.com/mda](http://MyDentalRadiography.com/mda).



## Rickert Keynotes at Events, Urges More American Indian Dentists

Dr. Jessica Rickert, of Interlochen, addressed the shortage of American Indian dentists in the dental profession during an event titled “Change Perceptions . . . Go Beyond Expectations,” held Oct. 23 at the University of Buffalo School of Dental Medicine.

“We at the University at Buffalo School of Dental Medicine were honored to have the first female American Indian dentist, Dr. Jessica Rickert, accept our invitation to speak at our dental school. All of our students, staff and faculty excitedly looked forward to this historical event,” said Othman Shibly, DDS, clinical professor and assistant dean for diversity and inclusion in the UB School of Dental Medicine.

Rickert noted that nearly 10,500 students applied to attend dental school in the United States this fall. Just 16 of those students are American Indian, according to the American Dental Education Association.

The barriers to higher education for American Indian students are numerous: inadequate federal funding of secondary education programs on tribal lands, transportation challenges, a history of social injustices, cultural dissonance and a shortage of American Indian educators.

The result is that American Indians are largely non-existent in dentistry.

Despite American Indians comprising 3% of the country's population, they make up just 0.2% of dentists, according to the U.S. Department of Health and Human Services (HHS). Indian Health Services, an HHS division that provides medical and health services to American Indian and Alaska Native communities, are also severely understaffed.

“I strongly feel that an ideal solution to the shortage of dentists in Indian country is to increase the number of American Indian dentists from federally recognized tribes,” said Rickert. “A dental career is not even a remote consideration for most American Indian young people. This is due, in part, to the fact that most have never even seen an American Indian dentist.”

Rickert recently shared the same message at the Michigan Oral Health Coalition Fall Member Meeting, which took place Oct. 4 at Lansing Community College. She also served as a featured speaker at Lewis University in November during National Native American Heritage Month, and at press time was scheduled to speak at Des Moines University.

“I do not believe the American Indian dental dilemma is a hopeless situation,” Rickert said. “It simply requires all of us involved in the dental profession to step up and help. There are plenty of smart and capable American Indian students who could become marvelous dentists if they were guided in the right direction.”



**Rickert Keynoter** — Dr. Jessica Rickert, of Interlochen, recently spoke at the University of Buffalo School of Dental Medicine and (as shown here) served as keynote speaker at the Michigan Oral Health Coalition Fall Member Meeting, held Oct. 4 at Lansing Community College. (Courtesy photo.)

# 2020 ANNUAL SESSION



michigan dental  
ASSOCIATION  
YOUR CONNECTION TO ORAL HEALTH®

## TABLE CLINIC/POSTER APPLICATION

2020 MDA ANNUAL SESSION

APRIL 29 – MAY 2, 2020

DEVOS PLACE, GRAND RAPIDS

The MDA Committee on Continuing Education invites you to share an improved technique, procedure, clinical skill or research topic regarding dentistry and the scope of practice, by presenting a table clinic/poster at the 2020 MDA Annual Session in Grand Rapids. The 2020 Annual Session will be held April 29 – May 2, 2020. Why not consider sharing your knowledge with your colleagues and earn CE credit doing it. An application appears below or online at [www.michigandental.org](http://www.michigandental.org). For more information, contact the MDA at 800-589-2632, ext. 402, or email [sowens@michigandental.org](mailto:sowens@michigandental.org).

■ NOTE: Table Clinics/Posters will be judged. Prizes will be awarded. The MDA will send a press release to the winner's local newspaper and receive recognition in the MDA *Journal* (monthly magazine).

Event time: Friday, May 1, 10 a.m.–2 p.m. \*Presenter must be present during the entire four hours.

Clinic  Poster (check one), Title of Clinic/Poster: \_\_\_\_\_

Lead Contact: \_\_\_\_\_ Email Address: \_\_\_\_\_

Presenter Names (include credentials): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Professional Discipline:  Dentist  Hygienist  Assistant  Student: Name of School: \_\_\_\_\_

■ NOTE: Table Clinics/Posters must be educational in nature. No advertising matter, commercial promotion, solicitation or sales of any type are permitted as part of a Table Clinic/Poster presentation.

One table/poster clinic title sign is provided. The MDA will provide the equipment listed below. All other equipment must be supplied by the presenter. Contact the MDA for audio/visual equipment and pricing at 800-589-2632, ext. 402.

Presenters shall be provided with:

■ 6' x 3' Tackboard (for posters) ■ 6' High Top Table w/chairs (for clinics)

Please check below if you will need:

Electrical Outlet  Table-top Screen

Any other equipment required will be the financial responsibility of the presenter.

■ NOTICE: Table Clinics/Posters are limited to approximately 30 clinics; presenters are urged to apply early. Applications due by March 1, 2020. Any applications received after this date may not be included in the Annual Session *Official Program*. Mail completed application to: Michigan Dental Association, 3657 Okemos Road, Suite 200, Okemos, MI 48864-3927 or email to [sowens@michigandental.org](mailto:sowens@michigandental.org). Go to [www.michigandental.org/Annual-Session](http://www.michigandental.org/Annual-Session).

## Mott Program Fast-tracks Veterans into Assisting Careers

A new program at Mott Community College has made it easier for military veterans to transition from military to civilian life, by helping them translate their military training into a civilian career pathway in dental assisting.

The MCC Dental Assistant Military Bridge Program assists former military personnel who were trained as a dental assistant apprentice, dental specialist, or dental assistant in the Air Force, Army, or Navy. Military credits will transfer directly to MCC's dental assistant program. According to the school, this is the only such bridge program in the United States.

The program allows veterans to complete the MCC Dental Assistant program in less time and transition into a civilian career more quickly. To see the complete Bridge Program degree pathway, visit <https://www.mcc.edu/da-military-bridge>.

According to Dr. Rebecca Myszenski, dean of the MCC Health Sciences Department, the Bridge Program can also lead into further opportunities in dentistry.

"This program can ladder into an associate's of science in dental assisting or dental hygiene," Myszenski said. "If students choose to pursue dental hygiene, additional credit will be given for specific courses. Upon completion of a dental hygiene associate's degree, laddering opportunities and articulation agreements are in place with the University of Michigan and Detroit Mercy dental schools for students wishing to pursue a career as a dentist."

MCC's dental assisting associate's degree prepares students to take the Michigan State Board Examination for licensure as a registered dental assistant (RDA), and the National Board Examination to be a certified dental assistant (CDA), Myszenski said. The MCC program is accredited by the Commission on Dental Accreditation.

Interested veterans can contact Dr. Denise Polk at [denise.polk@mcc.edu](mailto:denise.polk@mcc.edu), or call 810-762-0493 for more information on how to get started.

—Source: Mott Community College

## Michigan Advocates Discuss Oral Health in Washington

On Oct. 24, a group of oral health advocates from Michigan participated with the OPEN Network to meet with members of Congress to promote health policy ideas to improve oral health equity.

The Oral Health 2020 Network, a national network of oral health advocates initially fostered through funding and support from the DentaQuest Foundation, continues to grow in strength and purpose. Today, the network includes more than 1,400 change makers at the local, state, and national levels.

In recognition of its vision and purpose, the Oral Health 2020 Network is now OPEN: Oral Health Progress and Equity Network

The work of this network over the past seven years has helped to inspire and inform strategies beyond the 2020 goals. Now, OPEN is transforming to multiply its collective impact, to reach for resolutions to complex systemic issues, to change public perception, and ultimately to address health equity nationwide.

Included in the Michigan delegation was Ifetayo Johnson, executive director of United Healthcare Organization/Project Healthy Living. She will serve as the new executive director of OPEN. Other stakeholders from Michigan included Kristie King (Senior Regional Collaborative, Southeast Michigan); Velisa Perry (United Healthcare Organization, Project Healthy Living); Parada Jordan (Wayne State University); Tony Russell (Detroit Community Solutions); Dr. Colette Smiley (Kent County Oral Health Coalition), Lindsay Sailor (Michigan Primary Care

Association); Patti Ulrich (Michigan Oral Health Coalition); Valerie Russel (Maintaining A Neighborhood Network); Tiffany Brent (Voices of Detroit Initiative); Cheryl Thompson Marsh (Michigan Oral Health Coalition) and Robert Johnson.

—Source: Oral Health Projects and Equity Network



**Meet in Washington** — OPEN stakeholders from Michigan included (bottom row, from left): Ifetayo Johnson, Kristie King, Velisa Perry, Parada Jordan, Tony Russell, Dr. Colette Smiley; (top row, from left): Lindsay Sailor, Patti Ulrich, Valerie Russel, Tiffany Brent, Cheryl Thompson Marsh, and Robert Johnson. (Photo courtesy Ifetayo Johnson.)



## MDA offers DiSC<sup>®</sup>

the leading personal assessment tool to help improve work productivity, teamwork and communication!

Visit [discovermyteam.com](https://discovermyteam.com) or contact Brandy Ryan, the MDA's certified DiSC trainer for more information. Call her at 517-346-9416 or email [bryan@michigandental.org](mailto:bryan@michigandental.org).



michigan dental  
ASSOCIATION  
YOUR CONNECTION TO ORAL HEALTH<sup>®</sup>

## KEEPING CURRENT

## Events and Such

To publicize a local meeting or dental event in this space, contact Jackie Hammond at [jhammond@michigandental.org](mailto:jhammond@michigandental.org). Continuing education courses are listed in the *Journal* Continuing Education department. All MDA events are held at the MDA building in Okemos unless noted (check for last-minute cancellations by calling the MDA office).

**Dec. 4** — MDA President's Visit (via Zoom). Macomb District. 6 p.m.

**Dec. 5** — Committee on Peer Review/Health and Well-Being, 8 a.m.

**Dec. 4** — MDA Board of Trustees, 6 p.m.

**Dec. 5** — MDA Board of Trustees, 8 a.m.

**Dec. 24 and 25** — MDA office closed in observance of Christmas.

**Dec 31 and Jan. 1** — MDA office closed in observance of New Year's.

## Welcome, New Members!

The MDA is pleased to officially welcome the following individuals into membership:

**Detroit:** Aseel Al-Ani, Karishma Choksi, James Herrington Jr., Darren Marsh, Rafael Pacheco; **Jackson:** Neil Solsburg; **Kalamazoo Valley:** Zivin Park; **Macomb:** Eva Goriee, Jigneshkumar Parmar; **Oakland County:** Ghalib Issaq, Sinan Shisha, Anthony Yaldo; **Resort:** J. Hershey, Kathryn Wynkoop Ikuma; **Saginaw Valley:** Peter Holden; **Southwestern:** Neil Bueker; **Washtenaw:** Ali Bushahri, Jose Ramos-Toledo, Nicholas Shirey.

## In Memoriam

**Dr. Duane Paul Kimmel**, Davison. Genesee District. Died Dec. 11, 2015. Age, 87.

**Dr. Gerard Joseph Macheske**, Clinton Township. Macomb District. Died Oct. 26, 2017. Age, 85.

**Dr. Mischa Sachs**, Royal Oak. Detroit

District. Died June 6, 2018. Age, 92.

**Dr. Gerald David Krause**, Phoenix, Ariz. Detroit District. Died Nov. 24, 2018. Age, 94.

**Dr. James Charles Greenlees**, Rochester Hills. Oakland County District. Died April 5, 2019. Age, 79.

**Dr. Kenneth Harlan Kalember**, Birmingham, Ala. Central District. Died April 17, 2019. Age, 91.

**Dr. Leonard Posner**, Farmington Hills. Oakland County District. Died Oct. 1, 2019. Age, 91.

**Dr. David Kontry**, Rochester Hills. Oakland County District. Died Oct. 11, 2019. Age, 69.

**Dr. Robert Joseph Nominelli**, Hancock. Copper Country District. Died Oct. 16, 2020. Age, 88.

**Dr. Thomas Virgil Meisel**, Bay City. Saginaw Valley District. Died Oct. 17, 2019. Age, 80.

**Dr. Lisandra Soto**, Portage. Kalamazoo Valley District. Died Oct. 20, 2019. Age, 59.

## BHS Disciplinary Report

At its March 2019 meeting, the MDA Board of Trustees directed that the MDA *Journal* cease publishing disciplinary reports from the Michigan Bureau of Health Professions. This information is now available online on the Michigan Department of Licensing and Regulatory

Affairs website. Visit [www.michigan.gov/lara](http://www.michigan.gov/lara) to access the latest disciplinary reports for dentists, registered dental hygienists, and registered dental assistants. You may also check any licensee for disciplinary actions at the same web address.

## Self-Reporting of Criminal Convictions and Disciplinary Licensing Actions

Section 16222(3) of Michigan's Public Health Code requires any licensee or registrant to self-report to the Department of Community Health a criminal conviction or a disciplinary licensing or registration action taken by the state of Michigan or by another state against the licensee or registrant. The report must be made within 30 days after the date of the conviction or action. Convictions and/or disciplinary actions that have been stayed pending appeal must still be reported.

Should the licensee or registrant fail to report, and the Department becomes aware of the conviction or action, an allegation will be filed against the licensee or registrant. Sanctions for failing to report can include reprimand, probation, suspension, restitution, community service, denial or fine. For more information contact the MDA's Ginger Fernandez at 800-589-2632, ext. 430.



# 25 things to do during The Art of Dentistry

April 29 - May 2, 2020  
DEVOS PLACE, GRAND RAPIDS

1. View internationally known works of art at the **Grand Rapids Art Museum**.
2. Get lost in the **Annual Session Exhibit Hall**. With over 175 exhibitors, there's something for everyone.
3. Raise a pint of local beer in over 85 **local breweries**.
4. Walk **Frederik Meijer Gardens**, a 158-acre botanical garden and outdoor sculpture park.
5. **Urban Institute for Contemporary Arts (UICA)** builds creative community by fostering new forms of expression.
6. **Grand Rapids Public Museum** – 3 floors of history in an ex-flour mill plus exhibits, a 1928 carousel & planetarium.
7. Learn from the *King of Dental Education* – **Dr. Frank Spear, founder of SPEAR Education**.
8. Visit **The B.O.B**, former grocery warehouse featuring a range of eateries, brewery, piano bar & comedy club.
9. Take an aerial adventure at **TreeRunner Grand Rapids Adventure Park**.
10. Stroll the sidewalks of downtown Grand Rapids to see all kinds of **outdoor art**.
11. Enjoy a game of fowling while listening to music mixed by PJ DA DJ at **The Prez's Warehouse Party**.
12. Be inspired by **Olympia LePoint** - Annual Session Keynote, Aerospace Engineer, and Author.
13. **Actors' Theatre** provides entertaining, innovative, challenging, and thought-provoking theatre.
14. Check out **John Ball Zoo** – over 1,500 different animals. Both indoor and outdoor exhibits.
15. Network with your friends and colleagues at the **Welcome Reception** right in the Exhibit Hall.
16. Enjoy the very best of national touring Broadway productions at **Broadway Grand Rapids**.
17. Grand Rapids **Civic Theatre** and School of Theatre Arts is one of the oldest community theatres in the nation.
18. Purchase fresh-picked produce at the **farm markets** that supply many local restaurants.
19. **Opera Grand Rapids** enriches community through the creativity and excellence in a timeless art form.
20. Laugh till it hurts with **River City Improv**, where audience suggestions create unique entertainment experiences.
21. The **Grand Rapids Children's Museum** celebrates the joy of learning by providing hands-on exhibits.
22. The **Circle Theatre** enriches, entertains and educates community through exceptional theatrical arts in an intimate setting.
23. Experience one of America's most entertaining presidential museums – **Gerald R. Ford Presidential Museum**.
24. No visitor should miss the cultural experience of the Grand Rapids **African American Museum & Archives**.
25. Join us on the JDeK as we celebrate **75 years of Community Water Fluoridation**.



michigan dental  
ASSOCIATION  
YOUR CONNECTION TO ORAL HEALTH®

#artofdentistry

2020 ANNUAL  
SESSION

Registration Opens December 18. Early Bird Rates End April 6.  
[www.michigandental.org/annual-session](http://www.michigandental.org/annual-session)

## Act Now to Secure Your 2020 Health Plan

The MDA Health Plan was created by **dentists, for dentists.**



Haven't signed up for a 2020 health plan yet? There's still time, and MDA Insurance has a plan that is right for you and your staff. Whether you want a group health plan, an individual health plan, Medicare or other supplemental coverage to bridge your insurance, MDA Insurance is with you every step of the way. There is no reason to go anywhere else. Not even to the online Marketplace. Avoid the long waits on the phone and take the guesswork out of health insurance. MDA Insurance has access to the online Marketplace, all the plans available in the commercial market, and provides exclusive access to the MDA Health Plan.

### Open enrollment windows for getting health insurance

Individual Health Insurance*	Ends Dec. 15
MDA Health Plan: Start NEW group	Start any time!
Small group plans: Start NEW group	Start any time!
Small group plans: Changes	During the month of enrollment anniversary
Medicare/Supplement/Advantage/Medigap: Changes*	Ends Dec. 7

\*For effective date of Jan. 1.

## Save Average of 24% Annually on Credit Card Processing with Best Card

The MDA endorses Best Card for credit card processing. Developed specifically for the dental profession and endorsed by 25 state dental associations, the MDA itself uses Best Card to process member dues. The Best Card team has a deep knowledge of dental practices' challenges and needs and offers a high-touch customer service experience to its participating practices. When you call Best Card for assistance, you get a person, not prompts.

Have you done a cost comparison with Best Card yet? The average MDA member saves \$2,768 (24%) annually when switching to Best Card for credit card processing. You will receive a \$5 Amazon gift card for allowing Best Card to perform a no-obligation cost comparison. Send in your recent credit card processing statement to CompareRates@BestCardTeam.com, or fax to 866-717-7247.



## 4 Financial Moves to Make Before the end of 2019

As 2019 comes to an end, here are four financial moves DBS Investment Advisers suggests you can take to best position yourself for a successful 2020 and beyond:

### Make sure you are on track to fully fund retirement accounts.

Pay deferrals into 401(k) and SIMPLE-IRA plans need to be deposited by Dec. 31. Make sure you are contributing as much as possible this year to capture the largest possible tax deduction. If you turned 50 this year, take advantage of year-end catch-up contributions.

**Review the suitability of your retirement plan.** Make sure the retirement plan used in your practice is still suitable for your needs. This is a great time to explore alternatives and implement a different plan to be effective in early 2020.

**Take advantage of tax-loss harvesting in taxable investment accounts.** If you have a taxable portfolio, consider reviewing your positions to determine losses that could offset taxable gains. Take this opportunity to rebalance to a target allocation.

**Review your debt reduction strategy.** If you have or will finish paying off loans in 2019, review how that extra cash will be used, either to pay more on other outstanding debt, or increase savings or investments.

DBS Investment Advisers, LLC, is endorsed by the MDA for investment management and financial planning. Call DBSIA at 800-327-2377 or email ted.schumann@dbsia.net.



**DBS**  
INVESTMENT  
ADVISERS, LLC

# Workers' Comp is Essential to Your Insurance Portfolio

Accidents happen, even when your practice takes every reasonable safety measure to prevent them. Workers' compensation insurance covers the cost of medical care, rehabilitation, and lost wages for employees injured during the course of their



Keep your staff in your office, not theirs.

employment. Employers must carry workers' comp insurance, and all policies are mandated to cover the same things. There can be big differences in cost and service between carriers, so be sure your policy delivers the best of both. Evaluate what matters most:

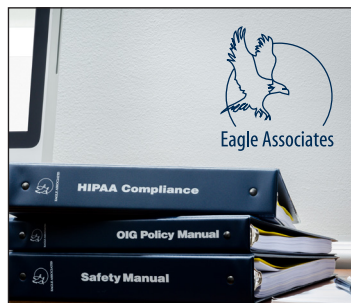
- Discounted group rates from the MDA-endorsed carrier.
- "A" rated Frankenmuth Insurance Co. with 150 years' experience.
- Superior service from quotation through claim management.
- Five consecutive years of rate decreases.

Many workers' comp policies renew Jan. 1. Now is the perfect time to check out the MDA group program to see how much you could save. Call 800-860-2262 or visit [mdaprograms.com](http://mdaprograms.com) to request a quote.

# Turn to Eagle Associates for HIPAA, OSHA, OIG Compliance

Compliance is a marathon, not a sprint, so why not start the race today? Turn to MDA-endorsed Eagle Associates to get the help you need to comply with the Health Insurance Portability and Accountability Act (HIPAA), the Occupational Safety, and Health Administration (OSHA) regulations and the Office of Inspector General requirements (OIG). Approach compliance like the long-term project it is, and you'll feel less overwhelmed.

Eagle Associates offers a do-it-yourself compliance program for each requirement, with unlimited phone support; a program with remote assistance; an on-site assistance option; and a management consulting option that gets you one-on-one remote counseling and keeps you on schedule to complete the compliance program(s) in a timely manner. MDA members receive a significant discount from the list price of all these services.



Eagle Associates has presented several hands-on workshops through the MDA Continuing Education department, which have been met with very positive member feedback. For more information, please call Eagle Associates at 800-777-2337 and identify yourself as an MDA member.

## At a Glance

**TDSC.com shoppers continue to save substantially on dental supplies and small equipment.**

Find out how much **you** can save by getting a price comparison! Simply email recent supplies invoices to [pricecompare@tdsc.com](mailto:pricecompare@tdsc.com).



**Learn valuable insights about maximizing your home and auto insurance.** Schedule a Lunch & Learn for your practice with Personal Lines Manager Jeni Drummond. Call 800-860-2272, ext. 462. Receive a \$20 gift card just for scheduling!



**Save thousands on your student loan with SoFi.** The MDA knows many recent grads and parents of current students have significant amounts of student loan debt. SoFi offers student loan refinancing, allowing you to refinance private and federal loans and save thousands. MDA and SoFi partner to offer MDA members discounted rates. Apply through [SoFi.com/MiDental](http://SoFi.com/MiDental) for a 0.25% rate discount.

**Saving you money on your student loans.**  
That's our business model.

Michigan Dental members receive a 0.25% rate discount when they refinance their student loans at [SoFi.com/MiDental](http://SoFi.com/MiDental)

SoFi Lending Corp. © 2019. Terms and conditions apply at [SoFi.com/SoFi](http://SoFi.com/SoFi)





# Look for More than Investment Performance from Your Dues Dollar



By Christopher J. Smiley DDS  
Editor-in-Chief

**A**s an advocate for the MDA, I often ponder the value of belonging to organized dentistry. For more than 30 years, I've heard the same refrain on how my dues

dollars are returned to me in cost savings for everything from OSHA compliance training to reduced rates on professional and personal lines of insurance. An article in last month's *Journal* even pointed out how my PAC contribution had saved me money. Given all this abundance, I'm sure by now my annual dues contribution has outperformed my retirement plan's return on investment!

All joking aside, I find it risky to use this "return on investment" justification to motivate dentists to belong to our association. Judging from all the cold calls and batches of junk mail I receive, many vendors are striving to serve our dental community in direct competition with the MDA. Even administrators of dental benefit plans are presenting continuing education courses, and buying clubs for dental supplies are popping up to capture our members' business. It's a competitive marketplace. If dentists view the association as a menu of products, a day could come where they are willing to unbundle those services and seek a subscription elsewhere for the select services they desire, and jettison the rest.

Please don't misunderstand what I am saying. There is great value in the goods and services you can access through MDA membership. The benefit alone of having our trusted association thoroughly vet an endorsed program is a competitive advantage over any alternative vendor under consideration. However, I think there is a risk of equating the value of membership to a shopping list of services when so many are trying to seduce our members through slick sales pitches for competing products.

At the recent MDA Leadership Forum, there was a discussion panel comprised of "millennial dentists," where the facilitator stated that his age group isn't different from any of those who went before; they simply are shaped by a different set of circumstances. I find this to be an accurate statement, but it got me thinking. Why

would they, or any dentist for that matter, choose membership beyond the calculation of the financial return from their dues dollars? So I reached out to a few "Gen-Y's" to ask them just that, and I was intrigued by what I learned.

I discovered that many dentists entering our profession hold initial employment in an environment they hope to transition out of after gaining more experience. They said that joining their professional association allows them to develop their résumé and have the opportunity to network with their colleagues. Like those who went before, they want to be part of a greater community and share with mentors. They see our association as a pathway to find a seat at the table with mutual respect, and not merely being a pawn in somebody's retirement plan.

Here is where I think our organization has something more to offer. The American Dental Association Practice Transition Program (ADAPT) expanded into Michigan this November. Think of ADAPT as something like eHarmony, the computerized matchmaking service, but geared to pairing transitioning dentists with an associate or purchasing dentist who shares their same practice philosophy. Each party completes an extensive questionnaire, and the metrics take over to propose a match built on compatibility. To ensure a successful transition, the ADA then provides coaching and resources. The innovators of this service believe it will help preserve and create stronger oral health communities, particularly in rural areas where it may be challenging to attract a colleague to provide a continuity of care for patients served by that practice.

Networking, mentoring, and being part of a greater community is appealing at all phases of our career. Belonging to organized dentistry has traditionally provided diverse opportunities for personal and professional growth while contributing to the greater community. Remember, the MDA is here to help you succeed, even if that means being left alone to read your *Journal* in peace. I hope you value the potential returns on your dues investment. ●

# Now Available in Michigan!

Career transitions are an important life decision. Make sure you find the right fit, the first time, with guidance from your ADA Advisor.

ADA Practice Transitions (ADAPT) can help you:

- Find a job
- Buy a practice
- Sell your practice
- Hire an associate

ADAPT helps you find the right match for your long-term plans and provides the support you need to succeed.

Start your free profile today at  
[ADAPracticeTransitions.com](https://ADAPracticeTransitions.com).





Basam Shamo, DDS  
Chair, MDA Committee on Membership

# Trouble Logging into the MDA and ADA Websites

**Question:** I can never seem to get into my account on the MDA or ADA website. Each time I get closed out. I have to have someone remind me

how to get back in. Can you email me the instructions to save for later?

**Answer:** Certainly! Your membership is tripartite, so you will use the same login for both the MDA and ADA websites. To access your member profile all you need is your ADA number as your User ID, and your password. Your member profile allows you access to your contact information, your MDA CE history, access to membership renewal, CE course registration, and more. If you've forgotten your password you can select "forgot password" and answer the two personal questions about yourself to select a new, secure password. The personal questions are often your birthdate and year of dental school graduation. If you are still having issues, call the ADA at 312-440-2500 to reset your account password.

**Question:** I received my 2020 membership renewal statement but something seems different than last year, and I can't seem to find my last year's renewal. Who is the best staff person to contact to verify if I am receiving the same discount I did last year?

**Answer:** If you aren't sure your membership renewal statement is correct, something has changed in your circumstances last year that may update your membership status, or you simply want to verify if there is a better rate for your renewal, the MDA is here to help! Contact the MDA membership department at 800-589-2632 to speak about your statement, discounts and more.

**Question:** I was on the ADA website last week and saw an article about changes to ADA membership cards. I know that in the past my ADA membership card was mailed from the MDA with my MDA member certificate and window decal. What's the new change and where can I learn more about it?

**Answer:** The ADA is now going digital with its membership cards. For the 2020 membership year you will still receive your MDA member certificate and window decal, but your ADA membership card is now electronic. It can be downloaded from the ADA site or saved in your digital wallet on your phone. Visit [ada.org/member-center](http://ada.org/member-center) or call 312-440-2500 for more information.

**Question:** I am a life retired member and I receive a dues statement with voluntary dues such as ADPAC, Dental PAC, and the MDA Foundation, along with a voluntary dues for my local society membership each year. Do I have to pay these suggested amounts, or contact the MDA if I do not want to donate this year?

**Answer:** As a life retired member you have no required dues from the ADA, MDA, or your local society. Many local societies include a voluntary dues amount on your yearly statement in case you'd like to attend local meetings. You are not required to donate to the ADPAC, Dental PAC, or the MDA Foundation, but these options are listed on your statement, as many members donate these standard amounts. If you choose to not make any voluntary donations this year or any other, you can simply save or recycle your statement. No notification to the MDA is necessary.

**Question:** Do you have any suggestions for ways to give back to the dental community during this holiday season?

**Answer:** May we suggest that you're just in time for the MDA Foundation's annual year-end fundraising campaign. The MDA Foundation year-end campaign raises money to give back to the dental community and Michigan residents in need, as well as to fund scholarships for students. Visit [michigandental.org/foundation](http://michigandental.org/foundation) to donate, or see the donation envelope in last month's *Journal*. Questions? Contact Janet Elliott at 517-346-9458. ●

*A selection of questions of general interest appears in this column each month. Email questions to [membership@michigandental.org](mailto:membership@michigandental.org).*

# 3 = 1 FREE



**CHICAGO DENTAL SOCIETY**  
THE RESPECTED LEADER IN SCIENTIFIC DENTAL MEETINGS<sup>SM</sup>

**155TH CHICAGO DENTAL SOCIETY MIDWINTER MEETING**  
**FEBRUARY 20 – 22, 2020**

**REGISTER NOW • [ON.CDS.ORG/MICH2020](http://ON.CDS.ORG/MICH2020)**



## Bring your whole team!

- **Stay current on your CE requirements for 2020.** Choose from more than 250 courses, including valuable hands-on workshops, lectures and live patient demonstrations, plus a mock trial on opioids.
- **For every three paid registrations that you sign up, you can register a fourth paying registration for free** making the Midwinter Meeting more affordable for all attendees. The value of the lowest cost registration fee will be automatically credited at the time you register.
- **Earn CE credit for visiting the Exhibit Hall** to see the latest dental innovations.
- **Explore our world-class city of Chicago with your dental team.** Chosen “Best Large City” to visit in the U.S. by Condé Nast Traveler readers.

### **CDS MEMBERS REGISTER FOR FREE!**

Are you an ADA member? Join CDS as an Associate Member for only \$125 and pay no registration fee. Join today at [www.cds.org](http://www.cds.org).

# Miscellaneous Questions about Dental Records



By Dan Schulte, JD  
MDA Legal Counsel

## **Q**uestion: Am I required to furnish patient records to a patient upon request?

**Answer:** The patient has a legal right to the information, but the dentist has a corresponding legal right to the documentation. The dentist should furnish a copy of the patient records to the patient and retain the original records.

## **Question:** Am I required to furnish patient records to a person acting on behalf of a patient?

**Answer:** A person acting on behalf of a patient has the same right to the records as the patient, provided the person submits a consent authorizing release of the records signed by the patient. If the patient is a minor, the consent should be signed by the minor's guardian or parent.

## **Question:** What if the patient asks for his or her original records, not copies?

**Answer:** Original records should never leave the control of the treating dentist. Copies should be submitted.

## **Question:** Could you explain the dentist-patient privilege as it relates to dental records?

**Answer:** Any request for a patient's records must be approached with caution. By statute, any information relative to the care and treatment of a patient acquired as a result of providing professional dental services is confidential and privileged. This privilege belongs to the patient, not the dentist.

Therefore, as a general rule, a written consent signed by the patient or the patient's duly authorized legal representative (not the patient's attorney) should be received by the dentist as a condition precedent to disclosure of that information to anyone other than the patient.

There are certain exceptions to this privilege prohibiting disclosure, such as defense of a claim challenging the dentist's professional competence, peer review disclosures, claims for fees, certain third party payer information relating to fees and, of course, court orders. Caution

dictates, however, that any third-party disclosure of patient records or information without a signed written consent from the patient should be done only upon legal advice from the dentist's attorney.

Information relative to the care and treatment of a dental patient acquired as a result of providing dental services must be kept confidential and is privileged. Except with the consent of the patient or the patient's attorney in fact or personal representative, a dentist or a person employed by a dentist shall not disclose such information unless the disclosure is for the purpose of treatment, payment or health care operations following your compliance with HIPAA's privacy rule. This would require you posting a notice of privacy practices and attempting to obtain the patient's signature on an acknowledgement of receipt of the notice.

## **Question:** Is it necessary to obtain a patient release before displaying patient "before and after" photos or other photos of patient treatment?

**Answer:** Yes. The unauthorized use of a photograph of a patient for advertising or other commercial use is an invasion of the patient's right of privacy and right to control the commercial use of his or her likeness. Any patient whose photograph will be displayed on a bulletin board or in a book, etc., must first execute a release allowing that display. Photographs of minors should be displayed only upon the receipt of a similar release executed by the patient's parents or legal guardian.

## **Question:** May a dentist share records or findings with another dentist to whom a patient has been referred?

**Answer:** Yes, if HIPAA's privacy rule has been complied with (see the Q/A above). ●

*For additional information on dental records, visit the Legal Services section at [michigandental.org](http://michigandental.org) under the Practice Management tab.*

Dr. Bill Moon says . . . "Calm Down and Call PEAK"

### Selling or Buying a Dental Practice

For over 25 years, PEAK Practice Transitions has been confidentially assisting dentists with practice sales, mergers, and acquisitions. We are trusted specialists in successful practice transitions.

Call PEAK for a confidential discussion today.

## MARK YOUR CALENDAR

### Selling Your Dental Practice *Maximizing Value*

Date: Friday, Feb. 21, 2020

Time: 10 a.m. - 2 p.m.

Location: Novi, MI

Credits: 4 CEU

### Buying a Dental Practice *What you need to know!*

Date: Friday, February 07, 2020

Time: 10 a.m. - 2 p.m.

Location: Novi, MI

Credits: 4 CEU



## Congratulations!



Dr. Niman Shukairy  
has acquired the practice of  
Dr. Bill Moon  
in Burton, MI



**MDA offers DiSC®**  
the leading personal assessment  
tool to help improve work productivity,  
teamwork and communication!

Visit [discovermyteam.com](http://discovermyteam.com) or  
contact Brandy Ryan, the  
MDA's certified DiSC trainer  
for more information.  
Call her at 517-346-9416 or  
email [bryan@michigandental.org](mailto:bryan@michigandental.org).

# Salaried Earnings Thresholds Set to Increase Jan. 1



By Jodi Schafer, SPHR, SHRM-SCP

On Sept. 24 of this year the U.S. Department of Labor announced a long-awaited update to the federal wage and hour law that establishes

minimum wage, compensable hours, and overtime provisions. By raising the salary threshold under which white-collar salaried workers qualify for overtime pay from \$23,660 to \$35,568 per year, more than 1.3 million workers will get overtime protections or see a rise in their salary above that threshold.

This isn't the first time the DOL has attempted to update the Fair Labor Standards Act in recent years. Back in 2016, the Obama Administration also saw the need to raise the minimum earning threshold for exempt (salaried) employees — something that hasn't been adjusted in more than a decade. What was startling to employers at the time was that the DOL wanted to more than double the earning amount. However, a federal court in Texas issued an injunction at the 11th hour, just before the changes were set to go into effect, putting everything on hold. And there it sat — until now.

Effective Jan. 1, 2020, the new FLSA rule will:

- Raise the “standard salary level” from the currently enforced level of \$455 per week to \$684 per week (equivalent to \$35,568 per year for a full-year worker) — a more reasonable increase than the 2016 proposal.

- Raise the total annual compensation requirement for “highly compensated employees” from the currently enforced level of \$100,000 per year to \$107,432 per year.

- Allow employers to use nondiscretionary bonuses and incentive payments (including commissions) paid at least annually to satisfy up to 10% of the standard salary level, in recognition of evolving pay practices.

- Revise the special salary levels for workers in U.S. territories and the motion picture industry.

To gauge the potential financial impact of these FLSA updates on your bottom line, begin by identifying all current exempt employees making less than \$35,568/year. You can choose to (a) increase their salary to meet this

new threshold by Jan. 1 or (b) reclassify them as nonexempt. For those employees making close to this new dollar amount, an increase could be the easiest route to go. However, raising the pay of this subset of your workforce for reasons not associated with merit or tenure may cause a ripple effect with the rest of your staff. Be prepared for a few “that’s not fair!” and “what about me?” discussions.

If the pay increase would be cost prohibitive or would cause too much internal strife, you will be forced to reclassify these employees as nonexempt, and they will become eligible for overtime compensation. If you are unsure of how much overtime your at-risk exempt employees are currently working, you should run a few time studies in the coming weeks to help gauge the impact to your bottom line.

If the amount of overtime worked is minimal, you may decide to:

1. Convert their current salary to an hourly equivalent and pay time and a half for any hours worked over 40; or
2. Continue to pay your employees their current salary (base pay) rate, but require them to submit an exemption report for any hours worked above and beyond 40 so that time a half can be paid for those hours.

If the amount of overtime worked is significant, you may decide to:

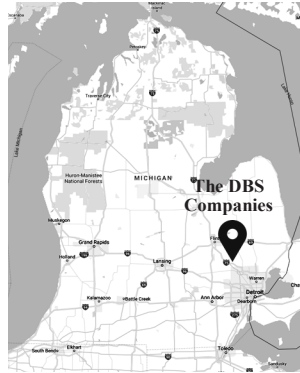
3. Limit their work hours and potentially hire part-time and/or temporary staff to fill in as needed; or
4. Reduce other benefits being offered to offset the anticipated increase in payroll expenses; or
5. Reduce base rates of pay, so that when you account for the overtime costs (1.5 x the base rate), the net impact is budget-neutral, assuming the reduced base rate doesn't drop employee pay below minimum wage.

Options #4 and #5, while potentially budget-neutral, are not great options for employee morale and retention, which means that budgeting for the extra costs associated with increasing salaries, rising overtime costs, or the addition of part-time staff needs to start now. ●

# Our office in southeast Michigan has moved from Commerce Twp. to Clarkston, MI!



6006 Westside Saginaw Rd.  
Bay City MI, 48706



6548 Town Center Drive, Suite A  
Clarkston, MI 48346

The DBS Companies has two office locations  
– Bay City and Clarkston, MI –

but we serve clients all throughout the state of Michigan. We offer tax and accounting services; leadership coaching and practice management consulting; debt-management and investment advising; and much more!

We would love to meet with you to discuss how our services can benefit you.

Call us today!

Dental Business  
Services



The DBS Companies is a Full Service Firm offering Accounting, Consulting, Coaching, Financial and Investment Planning, and Practice Transitions for the Dental Professional

Bay City Main Office 800-327-2377  
Clarkston Office 248-366-2900  
[www.thebscompanies.com](http://www.thebscompanies.com)



Want to  
**save more**  
on supplies  
than you  
pay in dues?

There's no better time to be an association member!

Your benefits now include big savings and free shipping on dental supplies and small equipment through **The Dentists Supply Company.**

Get the most value from your membership by leveraging collective buying power for your own practice.

**SHOP ONLINE AND  
START SAVING TODAY**





# Five Questions to Ask Every Bank before Financing Your Dental Practice



By Cindy Hoogasian  
MDA Services

**T**here are many factors to consider when deciding which lender to use when you finance your practice. Interestingly, it's not only the interest rate that you pay that makes or breaks a "good deal." Assorted fees and conditions are also a factor.

Let's look first at interest rates. Do you know that when you borrow \$500,000 on a 10-year loan, the difference between 5% and 5.25% is approximately \$7,500? That's a difference of only \$63 a month. Now imagine your selected bank offers the 5% rate, but requires you to keep a checking account there, and charges you \$30 a month (\$3,600 over 10 years). And they require you to pay extra closing costs totaling \$7,000. All of the sudden, the bank with the lower interest rate is actually costing you \$10,600 more!

When borrowing money for your dental practice, you need to evaluate the total cost of the banking relationship. Ask every lender these five questions to ensure you're borrowing money from the right bank:

**1. When I close the loan, will there be any other fees I have to pay that are not outlined on this proposal?**

Examples include legal fees, document fees, etc. You'll want to carefully consider all the costs involved before making a decision.

**2. Do you require me to obtain any insurances as collateral for the loan?**

Business property insurance is expected to insure your equipment. Additional coverage such as life insurance, disability insurance, or business overhead insurance could be required. You definitely want to protect yourself in the event of catastrophe, but you shouldn't be required to obtain more insurance than you and your adviser believe is appropriate.

**3. Do I have to process credit card payments with you?**

This is an area where banks can charge high fees that could offset any savings from the interest rate. That's why you should shop your credit card processing to at least two companies to get the best rates. Check these annually, since companies are known to raise them over time. (The MDA endorses Best Card for credit card processing. Send your current invoices to [pricecompare@bestcardteam.com](mailto:pricecompare@bestcardteam.com) to see how much you can save.)

**4. Do you have an effective online banking platform and other resources available to me?**

More and more banking is done in your office to avoid trips to the bank and save staff time. Mobile check deposits, integrations with major payroll software, and additional tools should be available to help you manage your accounts easily. Be certain your banking relationship provides these services.

**5. What reward programs are available for small-business owners?**

*(Continued on Page 64)*

## Banking Relationship Cost Worksheet

Total cost of interest over the life of the loan:	\$ _____
Closing fees:	\$ _____
Additional closing fees (attorney fees, doc fees):	\$ _____
Monthly insurance premiums required x 120 mos. (10-year loan):	\$ _____
Monthly business bank account fees x 120 mos. (10-year loan):	\$ _____
Monthly merchant services cost or savings x 120 mos. (10-year loan):	\$ _____
Total banking relationship costs (life of the loan):	\$ _____

# DBS Investment Advisers, LLC

6006 Westside Saginaw Road PO Box 280

thedbscompanies.com

## FINANCIAL PLANNING & INVESTMENTS

### Align Your Personal & Professional Financial Plans

Endorsed by the Michigan Dental Association® (MDA), our fee-only financial planning and retirement division provides dedicated investment services and goal-based planning services with the highest level of fiduciary care to our dentistry professionals.

We make our team available to accommodate the various educational and scheduling needs of our working professionals through live enrollment meetings, phone and web conferences and one-on-one consultations available either in their office or a convenient location of their choosing.

### Investment Management

- Individuals (IRA, Roth IRA, Brokerage)
- Companies (401(k), SEP-IRA, SIMPLE-IRA, Cash Balance Plans)
- Financial Planning
- Retirement Planning
- Budgeting & debt reduction strategies

Let us help you get started on the path to securing your future.

To learn more about our financial planning and investment services, call 800-327-2377 today for a consultation.



Theodore C.  
Schumann, II  
MBA, MSF,  
CFP®, AIF®

Investment  
Advisor  
Representative  
& Managing  
Partner

[\(989\) 686-6222](tel:(989)686-6222)

ted.schumann  
@dbsia.net



michigan dental  
ASSOCIATION  
ENDORSED



**DBS**  
INVESTMENT  
ADVISERS, LLC

# Updates from Deans, Changes in Dentistry Discussed at October Meeting



By Vincent Benivegna, DDS  
MDA Trustee

**T**he MDA Board of Trustees met at MDA headquarters for our fall Board meeting on Thursday, Oct. 10 and all day Friday, Oct. 11. The meeting on Thursday started with dinner. It was a time to catch up with our Board of Trustees family, including many participants in our MDA LEAD (Leadership Exploration And Development) program.

After dinner, we heard presentations from Dean Aksu from the University of Detroit Mercy Dental School and Dean McCauley from the University of Michigan Dental School. Each gave updates on activities at their institutions, including construction projects at both schools, cutting-edge technology updates, curriculum changes, tuition costs, student debt, outreach programs, and applicant and admission statistics. We are truly fortunate to have these two highly regarded dental schools in our state.

Other interesting meeting topics included how the MDA is strategizing to help our members prepare for newer dental delivery models such as teledentistry, do-it-yourself dentistry, large-group practice, and DSOs. Rest assured, the MDA is forward-thinking and proactive, advocating for all our member dentists.

One of the hot topics of discussion at the ADA House of Delegates this year in San Francisco was the ADA dues simplification restructuring that affects categories of membership such Working Life members (a classification that was eliminated) and new grads. The MDA Board voted to recommend our House of Delegates align the MDA dues structure with the ADA's when we meet this spring. The purpose of this restructuring is to ensure the financial sustainability of our organizations.

After our meeting on Friday, the Board agreed that one of the biggest highlights was having our LEAD participants actively and enthusiastically participate in discussions. To be sure, they have a bright future as dentists and leaders of organized dentistry.

Lastly, in an innovative effort to have more influence in Michigan politics and more effectively advocate for our

members, the MDA is recruiting dentists to run for office and is developing resources to recruit, run, and elect dentists to the Michigan legislature. If you are interested in running for such a position, please contact the MDA legislative staff for support.

More details on the meeting appear in the summary that follows, which was compiled by MDA staff. Smile on!

## Board development

As part of ongoing Board development, the Board viewed and discussed a video titled "The 9 Drivers of Health Consumerism." The video explains a new megatrend that shows how members of the public are taking charge of their own health and health care. The drivers include:

- Self-diagnosis (with information from online sources, both reputable and not).
- Alternatives and substitutions (including nontraditional medicine).
- Clean eating (such as organic foods).
- Fitness and outdoor activity.
- Medical shopping (looking at health care from a price perspective, including the growth of generics).
- "Applification" of health (Fitbits, glucose monitors, step counters, and more).
- Pricing transparency (a desire to find out the cost before you buy).
- "Undoctoring" (coming in with information from websites and social networks).
- User experience (patients want a patient-centered experience).

The Board members were easily able to come up with examples of the impact of these drivers in their own experience.

The Board also reviewed several articles on membership trends and member surveys, and focused discussion on ways to ensure that members have a positive experience with the MDA and receive good member value. One piece of new information that the Board received was the MDA's Net Promoter Score (NPS). The NPS is used by companies around the globe to measure customer satisfaction and loyalty.

alty. It uses a single question — how likely are you to recommend this company to friends or colleagues? — on a 0-10 scale. Respondents are classified as “promoters,” “detractors,” or “passives” according to their answer, and an algorithm yields a single score for the organization. The average NPS for associations is 21; the MDA NPS was reported as 48.

### Member benefits

Mr. Bill Robinson, CEO and president of ADA Practice Transitions, provided information on a new service offered through ADA Business Innovations Group to make the process of entering and leaving a practice both predictable and enjoyable. The purpose is to match dentists who are looking to join a practice with owners who are seeking a partner, associate, or someone to purchase their practice. Included in the initiative is an online platform with tips, tools, and training relevant to each dentist’s situation. In addition, an ADA Adviser is assigned to the partnership to help facilitate the process and foster a positive relationship for both parties beyond the transaction.

This was a pilot program with Maine and Wisconsin that is now being opened up to additional states. In the future, there is the opportunity for nondues revenue associated with the program. The Board agreed to welcome ADA Practice Transitions into Michigan as a benefit for MDA members, and MDA staff has now worked with the ADA to launch the program here in Michigan (See Page 45).

### Association governance

**2020 MDA budget:** The Board approved the MDA’s 2020 budget, which had been shared with the MDA House of Delegates for comment prior to approval by the Board. The budget process includes a review of actual expenses and revenues for the past three years. The 2020 budget is a balanced budget, with total revenues of \$6,780,473 million and expenses of \$6,780,473 million. The full active member dues rate will be \$550 for the 2020 dues year, a \$5 increase from the 2019 rate.

**MDA audit report:** In the past, the MDA auditors had recommended that the MDA for-profit subsidiary move to the same fiscal year as the MDA to allow for a consolidated audit. This was done, but the MDA continued to receive a parent-only audit in addition to the consolidated audit that includes all MDA-related entities. This year it was noted that the MDA audit received an adverse opinion

solely because it was not consolidated, even though the consolidated was also done. After a thorough review, the Committee on Finance recommended that the MDA discontinue its parent-only audit. The Board agreed that all relevant MDA financial information can be provided in the consolidated financial report and took action to discontinue the parent-only report.

**Leadership demographics:** The Board reviewed a report that shows the relevant demographic information for volunteers overall as well as a variety of subgroups, including the House of Delegates, committees, the various Boards, and the LEAD participants. This report will be provided to the House of Delegates in the next *Delegate Digest*.

### Membership

**ADA Dues Simplification:** The Board discussed actions taken at the ADA House of Delegates that shortened the Reduced Dues Program for new graduates from a 0-25-50-75-100% progression to a 0-50-100% progression, as well as the elimination of the discount for active life members. The impact of the changes will be to reduce the number of dues categories at the national level as well as reduce the percentage of members who pay less than full dues. Note that the changes will be effective with the 2021 membership year, not next year.

The question for the MDA Board was whether to recommend to the MDA HOD that the association match the dues rates. The Board noted that the MDA faces the same demographic challenges that the ADA does in terms of the growth of members in discounted dues categories. After a thorough discussion, the Board agreed that it would be appropriate for the MDA to revise its bylaws to conform to the ADA. This will be forwarded to the Bylaws Language Review Committee for development of the bylaws language and will be addressed by the 2020 MDA House of Delegates.

### Association policy

**MDA Workforce Policy:** The Board amended the MDA’s workforce policy so it is not in conflict with the new dental therapist law. The intent of the MDA workforce policy is to proclaim dentists as the head of the dental team.

**MDA Journal Advertising Standards:** The Board revised the MDA *Journal* Advertising Standards to allow ad-  
(Continued on Page 64)



By Margaret Gingrich, DDS  
MDA President

**What would your answer be if a patient asked you why you are a member? Is it because we hold member dentists to a higher standard, or because of the membership benefits you receive, or because it's the right thing to do?**

## Think MDA First!

**H**as someone ever asked you why you are a member of the MDA? Or what you get out of your membership?

Let me tell you a story. Shortly after accepting the position of president, I had a patient come in for an appointment. She commented that it was wonderful to see me back in the office, and asked if, with my new position, how much time I was going to have to spend out of the office. As the conversation progressed, she asked, "Why on green earth would you want to be president of your association? Were you the last one standing and couldn't say no?" She added, "I was president of the Realtor's association for two long years and it's a thankless job!"

That made me take pause and make a quick on-the-spot reflection. I think my answer surprised her as much as it did me.

I told her, "I chose to run in a contested election for this position, and I really wanted it. I'm very proud to be the president of my association! I've received way more than I've ever given. I'm a better leader, better practitioner, better speaker, and a more rounded individual because of my volunteerism. I'm a servant leader. And it makes me sad to hear you didn't get as much out of your service to your association!"

So, what would your answer be if a patient asked you why you are a member? Is it because we hold member dentists to a higher standard, or maybe it's because of

the benefits you receive, or because it's the right thing to do? As I make my visits around the state, members ask me what benefits they get for the money they spend with the MDA. I'm very proud to share with them that the MDA has been a leader in membership participation and benefit resources, and is focused on bringing more benefits as we continue to grow. Our MDA is constantly evolving to provide support and value for current membership and those joining, for generations to come.

Our MDA staff recently reviewed how many benefits the average member uses. I was amazed to see that many members only use one to three benefits. More-engaged members might use as many as six or seven member benefits.

How do we help our member dentists feel they have made a good investment in being an MDA member? One way is for members to *think MDA first*. When my staff has a question on an issue, I tell them, "Call the MDA! If the MDA staff can't help you, they'll find someone who can." MDA membership concierge services are there for any member or their staff to ask questions. If the question can't be answered quickly, the staff will try to have an answer within 24 to 48 hours.

What are some new membership benefits that we hope you take advantage of?

■ How about reducing your monthly supply costs? You can submit an estimate of what your monthly usage of supplies would be to TDSC (go to [pricecompare@tdsc.com](mailto:pricecompare@tdsc.com)) and receive a quote that can provide you with potential cost savings. Looking for resources to help you staff an existing practice?

■ Take advantage of the MDA Job Board, an interactive online job board with opportunities for

dentists and dental teams in Michigan.

■ Members who wish to sell their practice can utilize the new ADA Practice Transitions, now available in Michigan. The practice transition team from the ADA can work with you to find alignment, based on practice philosophy. It will continue to work with the acquiring dentist after the final papers have been signed. If you are looking to grow your practice with a new associate, ADA Practice Transitions can help with that as well.

■ If you are interested in giving back to your association and are looking for involvement as a leader, contact Angie Kanazeh, MDA director of membership, about the LEAD (Leadership Exploration And Development) program. Past LEAD participants are now serving on the MDA Board, MDA Foundation Board, on various committees, and more.

■ In terms of public policy and legislation, stay in the loop by signing up for action alerts through the MDA. Text "MDA" to the number "52886." When a response with a blue link appears, click it and enter your information. It takes just two minutes of your time, but responding to legislators on key issues in dentistry helps the MDA protect the profession while we are all busy at work.

There's a *Membership Benefits Guide* right in this issue of the *Journal*. Remove it from the *Journal* and take a good look at it. Share it with your staff. Keep it handy. You'll probably discover member benefits you didn't even know existed.

Please remember, *think MDA first* when you have questions or need assistance on any topic, any time. The MDA is here to support you and help you succeed! ●



**A**s a practicing dentist, you have a multitude of things that need to be managed on a regular basis. Your employees, supplies, patient care — and don't forget the schedule.

But how often to do you manage your online reputation? Daily? Weekly? Or, like some of you reading this right now with a perplexed look on your face — maybe never.

That's okay — sort of.

The good news is that there are easy and inexpensive ways to manage your online reputation, and you can start doing so now...like *right now*. Grab your smartphone, go to Google.com in your browser, put in your name or your practice name in the search box, and hit the little icon to the right that looks like a magnifying glass.

Look at you go — you're already managing your online reputation!

This is the first step. Just search and see what's being said about you and/or your business online. Some of you might see rave reviews about how friendly you and your staff were the last time they were in to see you. However, some of you might see some negative comments from patients about their experience. That's okay. Don't panic or angrily respond right now. Just breathe and finish reading before you do anything else.

You might be wondering what online reputation management is and why it is important to you as a dentist. Online reputation management is the process of monitoring and controlling the conversation online while protecting your brand and reputation. Every business owner, especially in the health care field, knows how important it is to protect his or her brand and credibility when it comes to consumer perception. Back in the day if someone had a bad experience, chances are they told the story to their closest friends and family, but once they were done venting to them they moved on with their life. This may have resulted in them not returning to the business, and maybe a few of their friends and family members, too.

## Reputation Management Do's and Don'ts

### Do:

- Make it easy for potential patients to find you online — invest in a website for your practice and setup a Google My Business account.
- Respond professionally to all comments and/or reviews online about your practice within 24 hrs.
- Ask your patients to follow your practice on social media and to submit a review on Google.

### Don't:

- Be afraid to Google yourself — take regular online audits to see what people are saying.
- Ignore social media — it's not a fad. Instead, leverage its power for growing your business.
- Forget that everyone is watching how you respond to comments/reviews online — show them you care.

But now, with online review sites and social media, you can multiply that scenario by 1,000. With the digital and social media revolution over the last 10 years the power has completely shifted, from the business owner to the consumer.

This shift in brand power has completely changed the way that business owners now have to manage their online reputation. Today, when someone has a bad experience they can post in real time on a review site such as Yelp, on your

(Continued on page 38)



practice's social media sites, or on their own social media, and then share it with all their friends and their friends' friends, and so on. You get the picture. In a matter of minutes it can spread to hundreds or potentially thousands of people online, depending on how connected the reviewer is. And the real kicker when it comes to online algorithms is that posts or content that get the most engagement (such as likes, comments, shares, etc.) will be more visible. So, depending on how much engagement it received, that one negative review could potentially show up higher in search results even compared to more recent posts. It's not chronological.

Not only is it easy for patients to share their feedback online, but it's also powerful in terms of consumer influence. More than 90 percent of consumers use online reviews to research local businesses, and 84 percent trust online reviews as much as a personal recommendation. Also, 72 percent of online health-seekers search for a health provider on a search engine like Google or Bing. When your online reputation can directly impact your ability to attract new patients and grow your practice it becomes vital for you to consistently monitor and manage the conversation.

Now that you know what online reputation management is and why it is important from a business standpoint, let's get into the "how". One strategy that I *don't* recommend is just ignoring it, hoping that no one will see it. What happens online stays online, especially if it goes viral. As an example, just search for "Dr. Walter Palmer" and see what comes up. It's been four years since he killed Cecil the Lion, but his online reputation remains tainted by the controversy. Another question I often get asked is, "Can't I just ask Yelp to delete the negative review/comment?" The answer, unfortunately, is no. Sites like Yelp and Healthgrades were developed to provide the public with a way to share

their experience with others online. The ability to read real reviews from people who purchased that product or visited that dental practice is incredibly valuable. It's one reason why review sites are thriving.

But even though you may not be able to get Yelp to remove a negative review or comment, there are some things you *can* do to help protect and manage your online reputation. Here are some top tips for you to get started...

### Monitor your online reputation consistently

Set up a Google Alert for your practice name or your name. Google will email you weekly when your name or your practice name is mentioned online. This is completely free and an easy way to monitor what's being said about you or your practice online.

### Enhance your online presence

If the only things people can find about you online are from other sources, that's a problem. Having a solid online presence (practice website and social media accounts) will help your practice show up higher in search results and will allow you to control the conversation.

### Claim your business online

Claim your practice on Google with Google My Business. This is a completely free service that allows you as the business owner to let Google know that it is your business, so that you can monitor and manage your Google reviews, map/location, business information, and your website listing. You can claim your business on Yelp, too. Again, this is a completely free service that lets Yelp know that you are the owner of your business. Without claiming your business Yelp will not allow you to report any reviews and/or comments that are inappropriate.

### Control the conversation

Respond to all reviews and comments within 24 hours. Do not ignore them. This shows the reviewer and others online that you care and are willing to listen or help. Remember, it's not just the reviewer or person commenting who is watching this conversation online.

### Remain professional

Don't take their feedback personally or get defensive. Take a breath or sleep on it to make sure that you can respond in a manner that protects your reputation.

### About the Author



**Jenny Armistead** is the director of marketing and communications on the MDA staff in Okemos. She joined the MDA staff in 2014 and supervises the MDA Public Education Campaign, media outreach, internal and external marketing, and social media. She has presented programs on social media at MDA Annual Session and elsewhere.

Contact her at:  
jarmistead@michigandental.org

## Apologize

Remember, the review isn't about you personally. It is about that patient's experience while at your practice. Keep in mind that everyone is watching how you respond. Treat them the same way that you would if they were in your waiting room venting. You can't just ignore them or delete them if they're in your office, and the same rules apply online. Many times they just want to know that someone cares and is willing to listen to their feedback.

## Thank them for reaching out and letting you know about their situation

This will immediately disarm them and show everyone else that is watching the conversation that you care and are taking ownership of the situation. Think of every review and comment as if you have 100 potential patients reading it and wondering if they should make an appointment.

## Take it offline

The sooner you can take the conversation offline, the better. Ask them to send you a private message, or send an email and say you will follow up with them as soon as possible. Here is an example of a response to any negative comment/review:

*[Patient Name]:*

*Thank you for your feedback.*

*I'm very sorry to hear about your experience. This is definitely not the standard of service we aim to provide.*

*I am sending you a private message now so we can resolve this issue for you as soon as possible.*

*Thanks!*

## Remove or report comments or reviews that violate site conduct

If someone leaves a vulgar comment or directly threatens you or your staff, you should hide it, delete

it, and if necessary, block the person from posting on your page. If the comment or review is on a site like Yelp or Google, you'll need to report it to the site for review and possible removal. However, keep in mind that review sites rarely remove a comment or review.

## Ask for reviews and comments

An effective, proactive strategy for making negative comments and reviews less visible is to get more positive ones. Don't be afraid to ask your patients or followers to give a positive review or to comment on your content. This could be as easy as having a sign in your waiting area reminding your patients that you're on Facebook and to review your practice on Google. Also include links to your social media and Google business page on any follow-up appointment emails and on your practice website. Make it easy for the patients who love you most to give you a shout online.

Social media has been a game-changer — and it's here to stay. The good news is, by proactively monitoring your reputation online, you can make social media work for you, not against you. After all, you're a great dentist — so let social media spread the word! •



# Tell Us about Your Social Media Experiences!

The MDA would like to know more about your social media experiences, be they triumphs or tragedies, to be compiled in a future article in the *Journal*.

How do you manage your online reputation?

Do you think social media has improved — or harmed — your reputation?

What was a challenging situation you experienced, and how did you overcome it?

Has a social media post about your practice ever gone viral? Was that a good or bad thing?

What's the *best* thing that anybody ever said about you?

What's the *worst* thing that anybody ever said about you?

When it comes to reputation management, what's the best advice you can give to a newbie at social media?

### Let the MDA know...

Send your confidential responses to Social Media, c/o MDA Journal, 3657 Okemos Rd, Suite 200, Okemos, MI 48864 or email [jarmistead@michigandental.org](mailto:jarmistead@michigandental.org).

# The Importance of Beneficiary Designation and Estate Planning

By Theodore C. Schumann, CPA, CFP,  
with Theodore Schumann II, CFP



This may be one of the most important articles I have written for the *MDA Journal*. Choosing the appropriate beneficiaries and having a plan for the orderly distribution of the assets you have accumulated is of the utmost importance for everyone. Yet, it is most difficult to get people to sit down with their advisers and do the important work of making a plan.

Even the most organized dentists tend to procrastinate taking action. I suspect we all have difficulty facing our own mortality. I understand that feeling, because we sometimes believe that the world ends when we die — after, all how could the world go on without us? Right?

But it is important to understand that the estate planning process is not a cookie-cutter approach. Rather, it is highly individualized and requires the help of professionals to do properly. In this article, we are going to cover the importance of beneficiary designations and the key parts of an estate plan. Please take action today and call your attorney and CPA to set an appointment to start working on your plan. The reward? Peace of mind for you and your family.

## Beneficiary designation: an overview

Selecting beneficiaries for retirement benefits is different from choosing beneficiaries for assets like life insurance. With retirement benefits, you need to know the impact of income tax and estate tax laws in order to select the right beneficiaries. In

most cases, taxes are not the sole determining factor in naming your beneficiaries, as most people want to pass the wealth on to their family members equally. However, ignoring the impact of taxes could be a costly mistake. Sometimes there are ways to accomplish your objectives by considering the tax impact and modifying your beneficiaries.

Most inherited assets — such as bank accounts, stocks, and real estate — pass to your beneficiaries without income tax being due. However, that is not usually the case with 401(k) plans and IRAs. Beneficiaries pay ordinary income tax on distributions from pretax 401(k) accounts and traditional IRAs. However, if you have Roth IRAs and/or Roth 401(k) accounts, your beneficiaries can receive the benefits free from income tax if all tax requirements are met. This provides some interesting planning opportunities for you, such as a long-term plan for converting traditional IRAs to Roth.

When you open an IRA or begin participating in a 401(k), you are given a form or a section in your online enrollment to complete in order to name your beneficiaries. Changes are made in the same way; you complete a new beneficiary designation. Take note that a will or trust does not override your beneficiary form. It is also important to understand that spouses have special rights under federal or state law.

Here are some tips when it comes to naming beneficiaries for your retirement accounts:

- It is a good idea to review your beneficiary designation form every year, or after a major life change.

- When it comes to beneficiary designations, you want to avoid gaps. If you don't have a named beneficiary who survives you, your estate may end up as the beneficiary, which is not always the best result. We strongly recommend that you consult your attorney any time you complete your beneficiary designations.

- Your primary beneficiary is the person who is your first choice to receive your retirement benefits. You can name more than one person or entity as your primary beneficiary. If your primary beneficiary doesn't survive you or decides to decline the benefits (the tax term for this is a disclaimer), then your secondary (or contingent) beneficiaries receive the benefits.

- You can name more than one beneficiary to share in the proceeds. You just need to specify the percentage each beneficiary will receive. It does not need to be equal.

- You will need to name beneficiaries for each retirement account you own.

- If you are married, beneficiary designations may affect the size of the required minimum distributions (RMDs) to you from both your IRAs and retirement plans while you're alive.

Inherited IRAs are a complex endeavor, and all the more reason to ensure your beneficiaries are exactly as you'd like them before your death. Beneficiaries have a few options for the accounts. They may transfer the assets to their own IRA, under which any distributions will be taxed and penalized (if required) according to their own age (spouses only). They may open an inherited IRA, where required minimum distributions must be taken in the year in which you as the deceased would've reached age 70½ (or the required minimums must be taken beginning the year of death if you already reached age 70½), but the amount is based on your beneficiary's life expectancy. Or, they may open an inherited IRA and choose to take the full amount in distributions within five years. There are nuances to the rules based on how the beneficiary is related to you, how old you are when the assets transfer, etc., but the above gives you the basic premise for the options regarding your accounts.

Earlier this year, the U.S. House of Representatives passed the SECURE (Setting Every Community Up for Re-

irement Enhancement) Act, which could have major repercussions on inherited IRAs. Currently, if non-spouses inherit an IRA, as mentioned above, they could use their own life expectancy to calculate RMDs from the account. For example, if a 25-year-old inherited her grandmother's IRA, she could use her own life expectancy on an IRS table and take smaller distributions from the account, meaning she would owe less in taxes and allow more of the account to grow for a longer period of time.

The new act proposes a 10-year cap on these distributions. This means that the 25-year-old would have to take the entire account as distributions within 10 years, and pay significantly more taxes on the amounts. The Senate is considering a similar bill, which would allow the "stretch" payments for balances up to \$400,000 of aggregated IRAs, and any exceeding balance would need to be distributed within five years.

### Your estate as a beneficiary?

When you pass on, your estate will be divided into probate and non-probate assets. Probate assets require a probate court order to pass the title to beneficiaries. Some examples of this include:

- Real property that is titled solely in the decedent's name, or held as a tenant in common (not joint tenants with rights of survivorship).

- Personal property, such as jewelry and furniture.

- Bank accounts, boats, and automobiles that are solely in the decedent's name.

- An interest in a partnership, corporation, or limited liability company held in the decedent's name.

- Any life insurance policy or brokerage account that lists either the decedent or the estate as the beneficiary

Non-probate assets can be transferred directly to the beneficiaries without court intervention based on

*(Continued on Page 42)*

---

## Personal Finance

*(Continued from Page 41)*

---

whom you've designated as the beneficiaries. These assets can include:

- Property that is held in joint tenancy with rights of survivorship.
- Bank or brokerage accounts held in joint names or with payable-on-death or transfer-on-death beneficiaries.
- Boats or automobiles held in joint names with rights of survivorship.
- Any property held in the name of a trust.
- Life insurance or brokerage accounts that list someone other than the decedent's estate as the beneficiary.
- Retirement accounts that name

a beneficiary other than the decedent's estate.

If you choose to name your estate as the beneficiary, almost all of your assets will need to go through probate court in order for titles to be passed to other beneficiaries. If no beneficiary that you listed survives you, your probate estate may end up as the beneficiary by default. In these cases, any tax deferrals you may have been planning for beneficiaries may be lost.

### Naming your spouse as a beneficiary

In most cases, naming your spouse as your primary beneficiary is the best choice. It provides for the most flexibility, and a spouse can transfer assets into his or her name after your death (spousal transfer) and treat

your assets as their own. If your spouse is more than 10 years younger than you, then naming your spouse can also reduce the size of any required taxable distributions to you from retirement assets while you're alive. This can allow more assets to stay in the retirement account longer and delay the payment of income tax on distributions.

Please note that if you are under age 35, your spouse must be your sole primary beneficiary on 401(k) accounts. After age 35, the federal law ERISA dictates that your spouse must complete a spousal waiver form in order to name another person or entity as your primary beneficiary.

### Naming other beneficiaries

As mentioned above, federal law



dictates that your surviving spouse must be the primary beneficiary of your 401(k) plan benefit unless your spouse signs a timely, effective written waiver. If you live in one of the community property states, your spouse may have rights related to your IRA, regardless of whether he or she is named as the primary beneficiary.

Non-spouses cannot roll over assets into their own IRA like a spouse, but they can directly roll over assets into an inherited IRA.

Please consult your estate planning attorney and CPA regarding naming trusts as your beneficiary.

## The importance of beneficiary designations

Estate taxes are an important consideration in estate planning and beneficiary designations. The Tax Cuts and Jobs Act doubled the estate tax exemption to \$11.2 million for singles and \$22.4 million for married couples from 2018 through 2025. Assets above the \$11.2 million threshold are generally taxed at the highest 40% tax rate.

Be sure to double-check all of your financial accounts for beneficiary designations, from bank accounts to brokerage firm accounts. Beneficiary designations generally surpass instructions in your will and can help some of your assets to avoid probate. Update your beneficiary designations now and keep them current before it is too late and your assets end up in a sticky situation.

For example, say an ex-spouse is still designated as the primary beneficiary on the accounts at the time of death from an unexpected car accident. Even though they were divorced, the ex-spouse is still entitled to the accounts due to this outdated beneficiary designation.

Another instance would be a client who is married with children, whose life insurance policy for \$1 million still had an ex-spouse listed as the beneficiary.

Beneficiary designations also matter in your life situations regarding children. Perhaps you desire to discriminate between your children based on their individual circumstances. Updating your percentages to each child can avoid bickering over your estate, while still fulfilling your own wishes.

## How to update beneficiary forms

Contact your banks and brokerage firms for the best way to update your beneficiaries. Fill out and submit a Transfer on Death or Payable on Death form to designate or change beneficiaries. Don't forget your tax-

*If you choose to name your estate as the beneficiary, almost all of your assets will need to go through probate court in order for titles to be passed to other beneficiaries. If no beneficiary that you listed survives you, your probate estate may end up as the beneficiary by default.*

favored retirement accounts, employer-sponsored benefit plans, life insurance policies and annuities, and 529 college savings accounts.

**Bottom Line:** At least once a year, or whenever a major life change occurs for anyone in your family, revisit and update your beneficiary designations.

## ESTATE PLANNING: MORE THAN JUST A WILL

What is a good estate plan? It's more than just a will. A good estate plan will bring peace of mind to your loved ones and is a wonderful gift to your surviving family.

Review it on a regular basis, par-

ticularly when you experience changes in your life or situation. This will vary from person to person. Unfortunately, many people do not review their plan often enough due to the cost — yet a mistake could cost big bucks.

Consider the following when drawing up your estate plan:

- The objectives of the plan — to whom do you want your wealth to go?

- Will the surviving spouse have sufficient income?

- Regardless of who dies first, will the plan still work?

- What happens if both spouses die at the same time?

- Custody of minor children should be clearly spelled out.

- The estate plan should have legal documentation with specific legal requirements.

Estate plans are not a “do-it-yourself” project. Seek help from the following professionals to create a proper estate plan. An attorney and CPA are of key importance. You should also include your insurance consultant, investment adviser, and financial planner.

Meet with your team annually, if possible, to review your documents, ensure everything is up to date with recent changes in your life, determine whether any new laws affect your plan, and confirm that your plan is still in line with your goals.

Some other important things to consider during estate planning:

**What to do with the dental practice:** All practice owners should have a written plan in place as to what should be done in the event of their untimely demise. If a practice owner dies unexpectedly, the value of the dental practice will plummet every day the practice is not operational. Practice owners should have instructions as to who to contact to help keep the practice operational until it can be sold and the proceeds distributed to the family.

*(Continued on Page 44)*



MDA  
HEALTH & WELL-BEING  
COMMITTEE

Having challenges with  
stress, anxiety,  
depression, addiction...  
We can help!



517-643-4171  
care@michigandental.org  
www.michigandental.org/well-being



**Personal Finance**  
*(Continued from Page 43)*

**Suggestions for unmarried couples:** People in non-matrimonial relationships need to take extra care to make sure their loved ones are provided for and have adequate input in health care decisions in the event of their incapacity. Most hospitals or EMS professionals are not inclined to share patient information or take direction from non-relatives, regardless of cohabitation status. To that end, consult an attorney and discuss having your domestic partner as a medical and/or durable power of attorney. In addition, you may also need to make provisions for them to stay in a home owned by you in the event of your death.

**Talking about estate plans**

Sometimes you have to have a hard talk about estate planning with your loved ones — your spouse, your parents, your children, etc. You have to find a way to make sure these documents and decisions are made before the time comes when decisions are left to others. Don't wait for a crisis to

have this discussion. Knowing what you and your loved ones want can help safeguard assets and ensure that final wishes are honored. Having these documents in place and including everyone involved — such as siblings and children — can avoid family strife and emotional upheaval in an already difficult time.

Far too many people have no plan for their assets after they pass, leaving that burden to their loved ones already laden with grief. While it's never fun to think about your own mortality, it is a necessary step in ensuring the assets you worked so hard to accumulate over your lifetime are handled in the manner you wish, and that those assets can take care of your loved ones after you are gone.

Make sure that your beneficiary designations are up to date. Write down a list of all of your accounts and check off when they are updated. You can then use that list to begin estate-planning documents if you haven't started already. Get your team of financial professionals together, work with your spouse and loved ones, and consider some tough decisions. You may not see the fruition of your hard work, but I can guarantee your loved ones will appreciate your estate-planning efforts. ●

**About the Authors**

**Theodore "Ted" Schumann, CPA, CBC,** is president of The DBS Companies, of Bay City, offering accounting, investment and financial planning, practice sales, appraisals, and practice management consulting to dentists statewide. He authored the Journal's "New Doc" and "Practice Perspective" column for 10 years and is a frequent contributor to this publication. Contact him at tedtbt@dentaltbusinesssuccess.com.

**Theodore Schumann II** is an investment adviser representative and managing partner of DBS Investment Advisers, LLC.



Schumann

*Editor's Note: DBS Investment Advisers, LLC, is the endorsed provider of investment management and financial planning services for MDA members.*

# Buying your first practice doesn't have to be painful.



PARAGON cultivates relationships, not just clients. We'll match you with the opportunity that fits your career aspirations, and guide you through every step of the process.

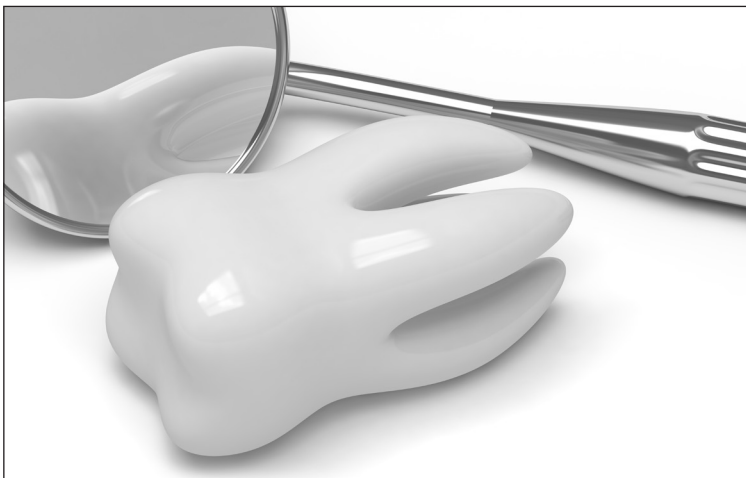
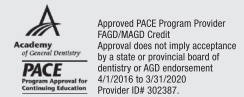
**Start your practice with a smile. Call now.**

Your local PARAGON  
dental transition consultants

**David J. Dobbins, DDS, Dale Wagman, DDS  
and Mark W. Breit, DDS**

**PARAGON**  
DENTAL PRACTICE TRANSITIONS

866.898.1867  
info@paragon.us.com  
paragon.us.com



## Hindsight Is Not A Performance Strategy

Building a high-performance practice requires more than a rear-view mirror approach.

With experience serving hundreds of dentists nationwide, our team of dental advisors are positioned to help practices gain operational efficiencies and maintain a forward-looking focus.

We invite you to see how we can help accelerate your practice's growth by leveraging our dental industry insight, practice performance oversight and dental transition foresight. Call us today!



**Dawn Jasinski, CPA**  
Shareholder  
jasinski@doeren.com



**Stephen Skok, CPA, MST**  
Shareholder  
skok@doeren.com

**DoerenMayhew**  
CPAS AND ADVISORS

248.244.3000 | dentalcpa.com

Tax & Accounting | Valuation & Transition | Benchmarking | Forensic Accounting



# A Trauma-Informed Approach to Dental Care

By Jennifer Magee, DMD, MPH



The patient who frequently cancels at the last minute. The patient who will only come in for emergencies. The patient with poor home care. The patient who will not keep her mouth open wide enough during treatment.

We all have patients who can be challenging to treat, despite our best efforts. You may even be considering dismissing one of these patients due to lack of compliance and what feels like the lack of a trusting patient-provider relationship. This article will discuss some of the underlying issues that may lead to undesirable behaviors and suggest approaches to improve your chances of success with patients by recognizing that these may be the maladaptive coping behaviors exhibited by survivors of trauma. Additionally, by applying universal trauma precautions, you can create a safe and supportive environment for all patients.

As dentists, we provide intimate and invasive treatment, which may be difficult for some patients to tolerate. Dental anxiety in the general population is common.<sup>1</sup> Patients with histories of traumatic events may find examination and treatment especially challenging, leading to an increase in missed appointments and failure to comply with recommendations.<sup>2,3</sup> The provider's approach to these patients will influence patients' ability to proceed with the dental care they need. Trauma-informed care is an approach that considers the impact of traumatic events on a person's ability to toler-

ate future situations, including interactions with the health care system. Like any other skill developed with training and experience, you must actively learn about this approach and take steps to incorporate it into your practice. The goal is to thoughtfully manage these patients' in-office experience and minimize the risk of re-traumatizing them with well-intentioned but harmful actions.

Trauma-informed care involves the shift in the way we, as providers, react to a patient's behavior. Instead of focusing on why a patient behaves in a certain way, we recognize that there may be forces, such as reaction to past traumatic experiences, that are driving the undesirable behavior. This allows the provider to treat the entire individual by considering past trauma and how the patient has coped with it. Fundamentally, it is a shift from "what's wrong with you?" to "what happened to you?"<sup>4</sup> By minimizing judgmental attitudes from the provider, we increase the likelihood of the patient tolerating care, rebuilding trust, and continuing with treatment.

Trauma-informed care can help foster a positive doctor-patient relationship and allow the dental experience to be part of the "healing process."<sup>5</sup>

Trauma-informed care is an approach to prevent re-traumatization of at-risk individuals,<sup>6</sup> but patients may often feel uncomfortable disclosing a history of trauma, either because it is too difficult to discuss or they do not think it is relevant. In taking universal trauma precautions, you ensure you are providing compassionate, trauma-informed care to all your patients. With this approach, you are not treating the sequelae of the trauma itself, but rather are providing a safe environment to help the trauma survivor receive necessary dental care that he or she otherwise might avoid, leading to pain or infection.

### What is trauma?

The Substance Abuse and Mental

**Table 1 — Ways to Make Your Office More Trauma Informed**

Create a calm, relaxed, and patient-focused environment
Focus on developing a collaborative relationship with the patient and validate concerns
Develop a list of medical and mental health providers for referrals
Encourage continuing education for you and your staff in trauma-informed care
Practice self-care and monitor for signs of burnout

**Table 2 — Trauma-Informed Care—Four Key Elements (The 4 Rs)**

<b>R</b> ecognize that trauma is common
<b>R</b> ecognize how trauma impacts patients and how to look for the signs
<b>R</b> espond by putting this knowledge into office policies and procedures
<b>R</b> esist re-traumatization

Health Services Administration (SAMHSA) defines trauma as the result of "an event, series of events, or set of circumstances that is experienced by an individual as physically or emotionally harmful or life threatening, and that has lasting adverse effects on the individual's functioning and mental, physical, social, emotional, or spiritual well-being."<sup>7</sup> Examples of trauma include, but are certainly not limited to, physical violence, sexual abuse, neglect, grief, natural disasters, and terrorism.<sup>8,9</sup> Given the wide range, it is reasonable to assume a high percentage of our patients have experienced trauma in some form.

### Recognizing signs of past trauma

Beyond the immediate physical and emotional effects, trauma can leave a lasting impact on how the

brain processes threats.<sup>10</sup> If you consider our basic need for safety, a person who has been unable to protect himself or herself may set up a continuous "fight or flight" pathway where situations that are not threatening will appear so. Patients may present with unhealthy behaviors as a result of maladaptive coping due to previous trauma, including drug use, overeating/poor eating habits, or avoidance of preventive care. The patients may have gingival inflammation, dental decay, or fractured teeth, all of which could be due to dental neglect, poor home care, bruxism, or direct trauma to the teeth or face. Survivors of trauma may exhibit difficulty with certain aspects of the appointment, responding with perceived difficult or uncooperative

*(Continued on Page 48)*

## Trauma-Informed Dental Care (Continued from Page 47)

behavior. They may also have more missed appointments.

Although this article focuses on dental treatment after trauma, it is worth noting that dentists are mandatory reporters of suspected abuse or neglect for children, persons with disabilities, and the elderly, and you should feel comfortable both recognizing the signs of potential abuse and knowing the protocol for reporting suspected abuse.

### Understanding and recognizing triggers

A trigger is something that reminds the patient of previous trauma and may create a strong emotional response. Examples in the dental office include lying down in the dental chair, anticipating pain, and feeling a loss of control. Some patients are able to verbalize the things that will likely cause them trouble during the procedure (see Case Study #1), while others may

not be able to provide you with that information initially (see Case Study #2). All members of the dental office staff play an important role in making the patient comfortable<sup>11</sup> and should be encouraged to discreetly share information with the dentist.

Even small adaptations can make the appointment more comfortable for a trauma survivor, but they are unique to each situation. For example, patients may feel more comfortable sitting upright, or they may prefer lying back with a blanket or lead apron on. Most patients appreciate a discussion about what to do if they want the provider to stop working if they have any concerns or discomfort. Something as simple as raising their hand and knowing that the dentist and dental assistant will stop immediately when they see it can be very reassuring.

### Universal trauma precautions

Universal trauma precautions are an approach you can take with all of your patients, regardless of past histories of trauma or your patients' ability to disclose this to the provider.<sup>2</sup> It should be viewed as a holistic ap-

proach to a patient's comfort and engagement, and should involve every member of your office, both clinical and non-clinical.<sup>12</sup>

It begins as soon as the patient enters your practice, by having administrative staff recognize their important role in creating a friendly, comfortable, and safe environment.<sup>2,4</sup> Having your entire staff engaged in trauma-informed training, and its formulation and implementation in your office, will help them recognize the significance of small actions on the patient's perception, and that something as simple as a welcoming smile can have a big impact on the patient's ability to tolerate that day's appointment. Staff education will also help prevent burnout and allow them to explore their own trauma histories and triggers to minimize risk of stress from "secondary trauma."<sup>4</sup>

In-depth screening for history of trauma would not be appropriate for most dental offices, as we lack the training and resources for the significant emotional response that it may illicit. General questions — such as, "Do you feel safe at home?" "Is there anything we can do to make you feel more comfortable?" and "Is anything about today's appointment worrying you?" — allow the patient the opportunity to discuss concerns he or she may have in a non-intrusive way. It is important for every office to develop a list of local support organizations that you can provide to patients; having this prepared before you need it allows for a seamless and easy interaction with the patient, helping to normalize his or her concerns and issues.

Another aspect is including the patient in the treatment planning process.<sup>4</sup> Development of the treatment plan can empower the patient by creating a partnership where you share findings, options, and recommendations, while taking into consideration the patients' needs and concerns. Together, the best plan can be devel-

### Table 3 — Dentists in Michigan Are Mandated Reports for Neglect and Abuse.

Dentists and other health care professionals are required by the state of Michigan to report suspected adult or child abuse. As mandated reporters, you must file a report any time you suspect abuse — you are not required to make a determination on whether or not abuse is actually taking place, and you may remain anonymous. Reports are also not subject to penalty if the abuse is unsubstantiated.

For more information, visit the website link below:

#### Michigan Department of Health & Human Services

[https://www.michigan.gov/mdhhs/0,5885,7-339-73971\\_7119-,00.html](https://www.michigan.gov/mdhhs/0,5885,7-339-73971_7119-,00.html)

#### To report abuse or neglect:

Call 855-444-3911 anytime, day or night. This toll-free number allows you to report abuse or neglect of any child or adult.

oped, and the patient will have a sense of control and ownership, which can aid in compliance and help the patient gain confidence in the health care system.

### Self-care

It is important for providers to reflect on their own potential history of trauma to help stay impartial and avoid or minimize the impact of their own triggers. Caring for patients with high emotional needs can be very draining, and it is therefore important that providers take time for themselves — take vacations, do things you enjoy, spend time with people who make you happy. It is important to understand and watch for signs of burnout in yourself and your staff. If you do not care for yourself, you will not be able to provide compassionate care to others.

### Case Study #1

A 46-year-old woman presents with the chief complaint of missing teeth that she would like replaced. She is in good overall health and discloses that she is a survivor of domestic violence at the hands of her ex-husband. She is now in a safe place and feels that her life is stable, and she is ready to proceed with treatment. The patient has lost several teeth due to that violence, as well as experienced periods of dental neglect related to her overwhelming situation at home. She reports that she is most concerned about any type of dental impression that may need to be taken, as she was choked during her abuse and the sensation of not being able to breathe is a trigger for her.

The patient does well with examination and radiographs, responds well to the procedure being explained beforehand and takes frequent

breaks as needed, and is able to tolerate alginate impressions by utilizing deep breathing and meditative techniques she had practiced with her therapist. She is prepared to move forward with recommended restoration of the missing teeth without reservation now that she has a caring, responsive dental team and the tools to help her cope with the treatment. She is excited to replace the teeth in order to regain function and improve esthetics, which will help her continue to heal and build confidence.

### Case Study #2

A 60-year-old man presents to establish dental care. He has hypertension, gastro-esophageal reflux disease, depression, and anxiety. He is on multiple medications to treat these conditions, and he feels they are cur-

*(Continued on Page 50)*

## Are We on Target? Let Us Know!

At the MDA, how we communicate with you is important to us! That's why we're asking you to tell us what's important to you. We've created a brief online survey to provide your input on this month's issue of the Journal. By sharing your insights, opinions, interests and preferences, we'll be able to better address your needs in the future.

Please type in the link below or scan the code in the bulls-eye to complete the survey. Thank you!

Take the survey:

<https://www.surveymonkey.com/r/HSMDFMK>



## Trauma-Informed Dental Care (Continued from Page 49)

rently well-controlled. The patient has a cleaning and one restorative appointment, where he seems tense, and then he stops coming for care.

Returning a year later, the patient explains that the treatment was making him very nervous and he could not proceed. He is now ready to try again. He is very apologetic and self-deprecating. He says, "I don't know why I'm being such a baby," but wants to be out of pain and have his teeth fixed. He paces the room and only sits when treatment is about to begin.

To give him a greater sense of control, the patient is treated sitting upright and the appointments are kept short. Over time, he begins to feel more comfortable and discloses that he had a traumatic experience during military training, which resulted in his near suffocation. Since that time, he has had significant difficulty whenever he feels he is in a situation where he may have trouble breathing. He is able to work with the provider to identify the portions of the procedures that are most troublesome for him, and the cancellation policy is relaxed so he can cancel the appointment if he feels overwhelmed that day and does not want to proceed.

The patient is now able to tolerate extensive treatment, including root canal therapy and crowns. He responds best to having the procedure and expected duration explained, sitting upright, receiving suctioning constantly, taking frequent breaks, and getting positive reinforcement from the dentist and staff. He is very grateful to the team for their patience and now rarely needs to cancel appointments or avoid dental care.

### Conclusion

Many of our patients have a history of trauma, which they may or may

not feel comfortable disclosing. There are manifestations of trauma that can be disruptive to continuity of dental care, but by practicing universal trauma precautions, you may be able to improve your patients' ability to tolerate care, keep appointments, and avoid further pain. This is an important area for our profession to be educated about and incorporate into our current practice models to improve care for all patients. ●

*Reprinted with permission of the Massachusetts Dental Society. Originally published in the Journal of the Massachusetts Dental Society, Volume 68, Number 1 – Spring 2019.*

### References

1. Kleinknecht RA, Thorndike RM, McGlynn FD, Harkavy J. Factor analysis of the dental fear survey with cross-validation. *JADA*. 1984;108(1):59-61.
2. Raja S, Hasnain M, Hoersch M, Gove-Yin S, Rajagopalan C. Trauma informed care in medicine: current knowledge and future research directions. *Fam Community Health*. 2015;38(3): 216-226.
3. Raja S, Hoersch M, Rajagopalan CF, Chang P. Treating patients with traumatic life experiences: providing trauma-informed care. *JADA*. 2014;145(3):238-245.
4. Menschner C, Maul A. Issue brief: key ingredients for successful trauma-informed care implementation. Center for Health Care Strategies, Inc. Robert Wood Johnson

Foundation. 2016 Apr. Available from: <https://www.chcs.org/resource/key-ingredients-for-successful-trauma-informed-care-implementation/>.

5. The Western Massachusetts Training Consortium. Trauma survivors in medical and dental settings. Pamphlet. Holyoke (MA). Available from: [https://www.integration.samhsa.gov/clinical-practice/Trauma\\_Survivors\\_in\\_Medical\\_and\\_Dental\\_settings.pdf](https://www.integration.samhsa.gov/clinical-practice/Trauma_Survivors_in_Medical_and_Dental_settings.pdf).

6. U.S. Department of Health and Human Services. Substance Abuse and Mental Health Services Administration. SAMHSA's concept of trauma and guidance for trauma-informed approach. HHS Publication No. (SMA) 12-4884. Rockville (MD): Substance Abuse and Mental Health Services Administration; 2014.

7. U.S. Department of Health and Human Services. Substance Abuse and Mental Health Services Administration. Trauma and violence. Available from: <https://www.samhsa.gov/trauma-violence>.

8. The Trauma Informed Care Project. What is TIC? Video. Available from: <http://www.traumainformedcareproject.org/>.

9. The Trauma Informed Care Project. Impact of trauma. Video. Available from: <http://www.traumainformedcareproject.org/>.

10. Machtinger EL, Cuca YP, Khanna N, Rose CD, Kimberg LS. From treatment to healing: the promise of trauma-informed primary care. *Womens Health Issues*. 2015;25(3):193-197.

11. Douglas LM. Trauma-informed, sensitive practice. *BDJ Team*. 2017;4:17176. Available from: <https://doi.org/10.1038/bdjteam.2017.176>.

12. Bowen EA, Murshid NS. Trauma-informed social policy: a conceptual framework for policy analysis and advocacy. *Am J Public Health*. 2016;106(2):223-229.

### About the Author

**Dr. Jennifer Magee** is a general dentist and faculty member at the Massachusetts General Hospital and clinic director of the MGH Dental Group in Danvers, Mass.

2020 ANNUAL SESSION

michigan dental ASSOCIATION  
mda YOUR CONNECTION TO ORAL HEALTH™

ANNUAL SESSION ONLINE  
REGISTRATION OPENS DEC. 18!

Sign up early for best course selection! Visit [www.michigandental.org/Annual-Session](http://www.michigandental.org/Annual-Session) for more details, and plan ahead!

# 2019 Author/Title Index to the *Journal of the Michigan Dental Association*

By Jackie Hammond

**A**

"A Trauma-Informed Approach to Dental Care"  
Magee, DMD, MPH, Jennifer, December, 46  
"After 62 Years: Getting to Know Dr. Gerald  
VanderWall"  
Schoenfeld, DDS, Franziska, January, 60  
Aksu, DDS, JD, MHSA, Mert N.  
"Dean's Report: University of Detroit Mercy,"  
September, 48  
"Ethical Issues in Corporate Practice," April  
64  
"An Amazing Accomplishment: The Journal  
Reaches 100"  
Peters, DDS, Debra, March 32  
Annual Session Preview  
February, 33  
"Antibiotic Stewardship in Dentistry:  
Opportunities and Challenges"  
Fluent, DDS, Marie T., and Bailey, PharmD,  
Elaine M., October, 40  
Armistead, Jenny  
"Managing Your Online Reputation: Tips for  
Social Media Success," December, 36  
Austin, DDS, David  
"Please Pass the Cranberries," December,  
72

**B**

Bailey, PharmD, Elaine M.  
"Antibiotic Stewardship in Dentistry:  
Opportunities and Challenges," October, 40  
Baker, PhD, APRN, BC, PNP, Dian  
"Integrating Oral Health Care into Patient

Management to Prevent Hospital-Acquired  
Pneumonia: A Team Approach," July, 48  
Barnhart, CDA, RDA, Lori  
"Dental Assisting 101: Back to Basics,"  
October, 26  
Bartoszewicz, DDS, Leonard  
"Charitable Giving Can Be a Win for You  
and Your MDA Foundation," April, 28  
Benivegna, DDS, Vincent  
"Updates from Deans, Changes in Dentistry  
Discussed at October Meeting," December,  
32  
Berns, DDS, Jonathan  
"New Mentorship Program Approved by  
MDA Board," February, 30  
Board Report (column)  
"New Mentorship Program Approved by  
MDA Board," Berns, DDS, Jonathan,  
February, 30  
"MDA Board Meets with Kathleen  
O'Loughlin, ADA Executive Director,  
Maihofer, DDS, Michael G., April, 36  
"Joint Board Meetings, Planning Sessions  
Held at MDA Headquarters," Patchak, DDS,  
William, August, 28  
"Updates from Deans, Changes in Dentistry  
Discussed at October Meeting," Benivegna,  
DDS, Vincent, December, 32  
Boynton, DDS, MS, James R.  
"Silver Diamine Fluoride: Science and  
Clinical Applications," January, 32  
Burgess, MBA, CAE, Karen  
"A Heartfelt Thank You to MDA Volunteer

Leaders!" April, 34  
"Environmental Scanning – What Does the  
Future Hold?" February, 28  
"Member Volunteers Help Organized  
Dentistry Thrive," September, 30  
"Members Are the Purpose of Our Work!"  
November, 26  
"The MDA by the Numbers," July, 30

**C**

Cantwil, DDS, James  
"How Your MDA Dental PAC Contribution  
Actually Saves You Money," November, 28  
Chase, DDS, William R.  
"MDA Journal An Appreciation: An  
Important Benefit of Membership," March 46  
Christy, DDS, Todd  
"Meet this Year's Candidates for MDA  
Officers, Trustees, and ADA Delegates,"  
April, 44  
Clark, MPH, Sarah  
"Medicaid Dental Utilization Patterns of  
Children Residing in Wayne County,  
Michigan," January, 46  
Conlon, DDS, Steven  
"Board of Trustees Action Mandates a  
Change to the Journal," April, 20  
"Dr. Margaret Gingrich: 2019-20 MDA  
President," May, 31  
"I'm Grateful for the Opportunity to Have  
Served," May, 18  
"MDA Political Advocacy After Passage of

*(Continued on Page 52)*



## 2019 Author Title Index (Continued from Page 51)

Dental Therapist Legislation" February, 16  
"Our Journal Turns 100, and the Printed Word Goes On," March, 20  
"The MDA Has You COVERed," January, 20  
"Current Attitudes by Michigan Dentists and University of Michigan Dental Students toward the Use of Amalgam as a Dental Material for Posterior Restorations"  
Khamphouy, DDS, Angela; Waggener, DDS, William; and Karl, DDS, MS, PhD, Elisabeta, March 52

**D**  
"Dean's Report: University of Detroit Mercy"  
Aksu, DDS, JD, MHSA, Mert N., September, 48  
"Dean's Report: University of Michigan School of Dentistry"  
McCauley, DDS, MS, PhD, Laurie, September, 56  
"Death, Disability, Fire, Flood . . . What to Do When Disaster Happens"  
Schumann, CPA, CFP, Theodore C., February, 68  
DeHaan, DDS, MS, D. Andrew  
"Commentary: Is Dentistry Life?" March, 72  
"Dental Assisting 101: Back to Basics"  
Barnhart, CDA, RDA, Lori, October, 26  
Dentistry and the Law (column)  
"Liability When Referring, and Malpractice Waivers," January, 24  
"Timely Payment for Dental Services by Insurers," February, 20  
"Dealing with Patients Using Marijuana," March, 24  
"What You Need to Know about Antitrust Law," April, 24  
"A Medical Marijuana Card Does Not Protect Employment," May, 22  
"Correct Dentist Identification and Regulation of 'Surprise Medical Billing'," June, 22  
"Employees Who Write Illegal Prescriptions," July, 22  
"Fairness in Employment Agreements," August, 20  
"How to Respond to a Notice of Investigation from LARA," September, 24  
"The Effect of Legal Marijuana Use on Licensure and Employment," October, 20  
"Does a Misunderstanding of Billing Procedures Constitute 'Fraud'?" November, 18  
"Miscellaneous Questions about Dental Records," December, 26  
"Dr. Margaret Gingrich: 2019-20 MDA President"

Conlon, DDS, Steve, May, 31

### E

Editorial (column)  
"The MDA Has You COVERed," January, 20  
"MDA Political Advocacy After Passage of Dental Therapist Legislation" February, 16  
"Our Journal Turns 100, and the Printed Word Goes On," March, 20  
"Board of Trustees Action Mandates a Change to the Journal," April, 20  
"I'm Grateful for the Opportunity to Have Served," May, 18  
"Electronic Cigarettes from a Dental Perspective"  
Hani, Dana, September, 40  
"Ethical Issues in Corporate Practice"  
Aksu, DDS, JD, MHSA, CERT DPH, Mert N., April 64  
"Evidence-Based Considerations for Patients Using Cannabis"  
Gold, DDS, MPH, PhD, CPH, Jaana, September, 32

### F

Fathimani, BSc, DDS, Kayvan  
"Odontoameloblastoma: Case Report and Review of Literature," May, 36  
Farrell, RDH, BSDH, MPA, Christine  
"Medicaid Dental Utilization Patterns of Children Residing in Wayne County, Michigan," January, 46  
"February Is National Children's Dental Health Month!"  
January, 38  
Flannagan, MA, Susan  
"Silver Diamine Fluoride Research Study Welcomes Your Participation," November, 42  
Fluent, DDS, Marie T.  
"Antibiotic Stewardship in Dentistry: Opportunities and Challenges," October, 40  
Foda, BSc, DMD, Amro  
"Odontoameloblastoma: Case Report and Review of Literature," May, 36  
Foe, Dave, MA, CDE  
"MDA Journal An Appreciation, A Legacy of Strong Editors," March, 49  
Fontana, DDS, PhD, Margherita  
"Silver Diamine Fluoride Research Study Welcomes Your Participation," November, 42  
From the Editor (column)  
"A New Journey," June, 18  
"Annual Session: A Great Experience," July, 18  
"Dr. Jane and the Flaming Marshmallow — a Ghost Story," August, 16  
"Dental Assisting Workforce Shortage? Recruitment Begins with You!" September, 20  
"Closing the Vaping Gateway to Nicotine Addiction," October, 16

"Seeking a Policy Position for a Medicare Dental Benefit," November, 14  
"Look for More than Investment Performance from Your Dues Dollar," December, 22

### G

Glogauer, DDS, Dip.Perio, PhD, Michael  
"The New Classification Scheme for Periodontal Diseases and Conditions," August, 40  
Gingrich, DDS, Margaret,  
"President's Message: Think MDA First!" December, 34  
Gold, DDS, MPH, PhD, CPH, Jaana  
"Evidence-Based Considerations for Patients Using Cannabis," September, 32  
Gonzalez-Cabezas, DDS, MSD, PhD, Carlos  
"Silver Diamine Fluoride Research Study Welcomes Your Participation," November, 42  
Gwozdek, RDH, BA, MA, Anne  
"Medicaid Dental Utilization Patterns of Children Residing in Wayne County, Michigan," January, 46

### H

Hamdan, BDS, MSc, MDent (Perio), Nader  
"The New Classification Scheme for Periodontal Diseases and Conditions," August, 40  
Hammond, Jackie  
"2019 Author/Title Index to the Journal of the Michigan Dental Association," December, 51  
Hani, Dana  
"Electronic Cigarettes from a Dental Perspective," September, 40  
Headquarters Report (column)  
"Environmental Scanning — What Does the Future Hold?" February, 28  
"A Heartfelt Thank You to MDA Volunteer Leaders!" April, 34  
"The MDA by the Numbers," July, 30  
"Member Volunteers Help Organized Dentistry Thrive," September, 30  
"Members Are the Purpose of Our Work!" November, 26  
"Here's What Your MDA Governmental and Insurance Affairs Team Is Working On"  
Kluzak, Josh, November, 30  
"Hey Doc, I Need Something for the Pain!" Mukherji, DDS, Partha, August, 38  
Hinterman, DDS, John V.  
"MDA Journal An Appreciation: The MDA Journal Still Fit for Purpose," March, 44  
Hoogasian, Cindy  
"Five Questions to Ask Every Bank before Financing Your Dental Practice," December, 30  
"Make It as Easy as Possible for Patients to Pay for Your Services," October, 24  
"New Credit Card Processor Endorsement

Saves You Time and Money," February, 26  
 "New! How TDSC, The Dentists Supply Company, Now Brings You Even More Value," May, 42  
 "The Next Wave in Infection Control: MDA Endorses Surgically Clean Air," April, 32  
 "You and TDSC.com: A Great Opportunity for Savings," June, 24  
 "How Your MDA Dental PAC Contribution Actually Saves You Money"  
 Cantwil, DDS, James, November, 28

**I**

"Improving Health through Creative Partnerships: The Michigan Donated Dental Services (DDS) Program"  
 Stopczynski, April, July, 58  
 "Integrating Oral Health Care into Patient Management to Prevent Hospital-Acquired Pneumonia: A Team Approach"  
 Munro, PhD, APRN, BC, FNP, Shannon;  
 Baker, PhD, APRN, BC, PNP, Dian, July, 48

**J**

Johnston, DDS, MS, CDE, Jeffery W.  
 "MDA Journal An Appreciation: As Important Now as Ever," March, 48

**K**

Kamar, DDS, John  
 "Does the MDA Have a Source for Free Labor Law Posters?" February, 18  
 "Does the MDA Have Resources to Train My Front Office Manager?" April, 22  
 "How Do I Get Information about Insurance Plan Contracts?" May, 20  
 "How to Use Your Member Benefits to Save Money," January, 22  
 "Is Michigan's Dental Licensing Process Changing?" March, 22  
 Karl, DDS, MS, PhD, Elisabeta  
 "Current Attitudes by Michigan Dentists and University of Michigan Dental Students toward the Use of Amalgam as a Dental Material for Posterior Restorations," March 52  
 "Silver Diamine Fluoride Research Study Welcomes Your Participation," November, 42  
 Khamphouy, DDS, Angela  
 "Current Attitudes by Michigan Dentists and University of Michigan Dental Students toward the Use of Amalgam as a Dental Material for Posterior Restorations," March 52  
 Kinney, RDH, MS, Janet  
 "Medicaid Dental Utilization Patterns of Children Residing in Wayne County, Michigan," January, 46  
 Kluzak, Josh  
 "Here's What Your MDA Governmental and Insurance Affairs Team Is Working On," November, 30

"Making Sense of Dental Benefit Plans," April, 38

**L**

"Life-Threatening Dental Infection: A Manifestation of Poor Resource Allocation"  
 Panek, DDS, MS, Richard W., October, 34

**M**

Magee, DMD, MPH, Jennifer  
 "A Trauma-Informed Approach to Dental Care," December, 46  
 Maihofer, DDS, Michael  
 "A Referral Dilemma: Ethics vs. HIPAA," May, 30  
 "Giving a Second Opinion: How to Do It Ethically," August, 24  
 "MDA Board Meets with Kathleen O'Loughlin, ADA Executive Director, April, 36  
 "MDA Journal An Appreciation: A Significant Historical Record," March, 47  
 "'Outstanding Dentists' and Reception Room Trophies," July, 26  
 "Peer Review/Ethics System: A Guide for MDA Members," February, 22  
 "Refusing to Treat a Disabled Patient," May, 26  
 "Making Sense of Dental Benefit Plans"  
 Kluzak, Josh, April, 38  
 "Managing Your Online Reputation: Tips for Social Media Success"  
 Armistead, Jenny, December, 36  
 McCauley, DDS, MS, PhD, Laurie  
 "Dean's Report: University of Michigan School of Dentistry," September, 56  
 McDermott, Robert  
 "HIPAA and Email: The Actual Law," August, 26  
 "'Phishing' Is a Curable Disease," June, 58  
 "Three HIPAA Compliance Actions You Should Take Right Now," November, 50  
 McEachern, RDH, BSDH, Meredith  
 "Silver Diamine Fluoride Research Study Welcomes Your Participation," November, 42  
 "Medicare: What You Need to Know Before

Age 65"  
 Seely, Rick, October, 52  
 Mertens, Jeff  
 "Dental Day of Caring Renamed in Dr. Lisandra Soto's Honor," August, 64  
 MDA at Your Service (column)  
 "How to Use Your Member Benefits to Save Money," January, 22  
 "Does the MDA Have a Source for Free Labor Law Posters?" February, 18  
 "Is Michigan's Dental Licensing Process Changing?" March, 22  
 "Does the MDA Have Resources to Train My Front Office Manager?" April, 22  
 "How Do I Get Information about Insurance Plan Contracts?" May, 20  
 "How Do I Switch to a Different Local Dental Society?" June, 20  
 "Does the MDA Have Patient Education Materials for My Office?" July, 20  
 "Questions and Answers about Locum Tenens Practice," August, 18  
 "Help! A Search Engine Is Listing My Home Address and Phone," September, 22  
 "Questions and Answers about MDA and ADA Dues," October 18  
 "Does the MDA Enforce a Standard for Taking X-rays?" November 16  
 "Trouble Logging into the MDA and ADA Website," December, 24  
 MDA Foundation (column)  
 "Charitable Giving Can Be a Win for You and Your MDA Foundation," April, 28  
 "The Importance of a Simple Little Box," November, 20  
 "MDA Headquarters Marks 10th Anniversary in Okemos"  
 August, 46  
 MDA Insurance (column)  
 "5 Tips to Get the Most out of Your Health Insurance in 2019," January, 28  
 "Disclosing PHI: Advice from Eagle Associates," March, 28  
 "Many Dentists Will Face Disabilities; It's Wise to Prepare Now," May, 28  
 "Three Ways to Pay Down Student Debt and  
 (Continued on Page 54)





## 2019 Author Title Index (Continued from Page 53)

Hoogasian, Cindy, May, 42

### O

"Odontoameloblastoma: Case Report and Review of Literature"

Foda, BSc, DMD, Amro, and Fathimani, BSc, DDS, Kayvan, May, 36

"100 Years! A Century Publishing the MDA Journal"

March, 34

"100 Years! The MDA Journal . . . Into the Modern Era"

May, 52

"100 Years! Years of Growth for Michigan Dentistry and the Journal"

April, 54

Owens, DDS, Charles E.

"MDA Journal An Appreciation: The Early Nineties The Cusp of Change," March 45

### P

Panek, DDS, MS, Richard W.

"Life-Threatening Dental Infection: A Manifestation of Poor Resource Allocation," October, 34

Patchak, DDS, William

"Joint Board Meetings, Planning Sessions Held at MDA Headquarters," August, 28

Peer Review (Ethics/Dental Care) (column)

"Peer Review/Ethics System: A Guide for MDA Members," February, 22

"A Referral Dilemma: Ethics vs. HIPAA," May, 30

"Refusing to Treat a Disabled Patient," May, 26

"'Outstanding Dentists' and Reception Room Trophies," July, 26

"Giving a Second Opinion: How to Do It Ethically," August, 24

Peters, DDS, Dan

"The Importance of a Simple Little Box," November, 20

"Want More Practice Efficiency? Hire an RDA!" November, 46

Peters, DDS, Debra

"An Amazing Accomplishment: The Journal Reaches 100," March 32

"'Phishing' Is a Curable Disease"

McDermott, Robert, June, 58

Pitts, RDH, MS, Elizabeth

"Medicaid Dental Utilization Patterns of Children Residing in Wayne County, Michigan," January, 46

"Silver Diamine Fluoride Research Study Welcomes Your Participation," November, 42

"Presenting the 2019 MDA Award-Winners" July, 40

"President's Address: 'Listen for the Harmony in the Music We Create'"

July, 44

"President's Message: Think MDA First!"

Gingrich, DDS, Margaret, December, 34

"Preventing Dental Disease in our Youngest Patients"

Radtke, DDS, Dana, January, 30

### R

Radtke, DDS, Dana

"Preventing Dental Disease in our Youngest Patients," January, 30

Riaz, RDA, RDH, BSDH, Maimoonah

"Silver Diamine Fluoride Research Study Welcomes Your Participation," November, 42

### S

Schafer, SPHR, SHRM-SCP, Jodi

"Dealing with an Associate's Crude Vocabulary" October, 22

"It's All about the Benjamins," August, 22

"Michigan's New Paid Sick Leave Law," April, 26

"One Snarky Comment Too Many," July, 24

"Paying Employees for Unexpected Office Closures," September, 26

"Preparing for Maternity Leaves: Drafting a Sound Policy," March, 26

"Recreational Marijuana Is Legal. Now What?" January, 26

"Salaried Earnings Thresholds Set to Increase Jan. 1," December, 28

"The '90-Day' Myth about Unemployment Claims," November, 22

"Top 10 Human Resources Mistakes — and How to Avoid Them," June, 26

"Travel Time: To Pay or Not to Pay?" February, 24

"Understanding the Independent Contractor Relationship: Who Qualifies?" May, 24

Schoenfeld, DDS, Franziska

"After 62 Years: Getting to Know Dr. Gerald VanderWall," January, 60

Schulte, JD, Daniel J.

"A Medical Marijuana Card Does Not Protect Employment," May, 22

"Correct Dentist Identification and Regulation of 'Surprise Medical Billing'," June, 22

"Dealing with Patients Using Marijuana," March, 24

"Does a Misunderstanding of Billing Procedures Constitute 'Fraud'?" November, 18

"Employees Who Write Illegal Prescriptions," July, 22

"Fairness in Employment Agreements," August, 20

"How to Respond to a Notice of Investigation from LARA," September, 24

"Liability When Referring, and Malpractice Waivers," January, 24

"Miscellaneous Questions about Dental Records," December, 26

"The Effect of Legal Marijuana Use on Licensure and Employment," October, 20

"Timely Payment for Dental Services by

Protect Your Future," July, 28

"Top Five Reasons Why Millennials Need Life Insurance," September, 28

"MDA Insurance: Your Go-to Source for 2020 Open Enrollment," November, 24

"MDA Journal An Appreciation"

"The MDA Journal Still Fit for Purpose,"

Hinterman, DDS, John V., March, 44

"The Early Nineties The Cusp of Change,"

Owens, DDS, Charles E., March 45

"An Important Benefit of Membership,"

Chase, DDS, William R., March 46

"A Significant Historical Record," Maihofer, DDS, CDE, Michael G., March, 47

"As Important Now as Ever," Johnston, DDS, MS, CDE, Jeffery W., March, 48

"A Legacy of Strong Editors," Foe, Dave, MA, CDE, March, 49

"A Quality Publication," Merchant, DMD, CDE, Virginia A., March, 50

MDA Services (column)

"New Credit Card Processor Endorsement Saves You Time and Money," February, 26

"The Next Wave in Infection Control: MDA Endorses Surgically Clean Air," April, 32

"You and TDSC.com: A Great Opportunity for Savings," June, 24

"HIPAA and Email: The Actual Law," August, 26

"Make It as Easy as Possible for Patients to Pay for Your Services," October, 24

"Five Questions to Ask Every Bank before Financing Your Dental Practice," December, 30

"Medicaid Dental Utilization Patterns of

Children Residing in Wayne County, Michigan"

Pitts, RDH, MS, Elizabeth; Gwozdek, RDH, BA, MA, Anne; Clark, MPH, Sarah; Farrell, RDH, BSDH, MPA, Christine; and Kinney, RDH, MS, Janet, January, 46

Merchant, DMD, CDE, Virginia A.

"MDA Journal An Appreciation: A Quality Publication," March, 50

"Meet this Year's Candidates for MDA Officers, Trustees, and ADA Delegates"

Christy, DDS, Todd, April, 44

Mukherji, DDS, Partha

"Hey Doc, I Need Something for the Pain!" August, 38

Munro, PhD, APRN, BC, FNP, Shannon

"Integrating Oral Health Care into Patient Management to Prevent Hospital-Acquired Pneumonia: A Team Approach," July, 48

### N

"New! How TDSC, The Dentists Supply Company, Now Brings You Even More Value"

- Insurers," February, 20  
 "What You Need to Know about Antitrust Law," April, 24
- Schumann, CPA, CFP, Theodore C.  
 "Death, Disability, Fire, Flood . . . What to Do When Disaster Happens," February, 68  
 "The Importance of Beneficiary Designation and Estate Planning," December, 40  
 "Top 10 Financial Mistakes Dentists Make — Learn from the Past Experiences of Your Colleagues," August, 32
- Scully, DDS, MS, Allison  
 "Silver Diamine Fluoride: Science and Clinical Applications," January, 32
- Seely, Rick  
 "Medicare: What You Need to Know Before Age 65," October, 52  
 "Sexual Harassment: It's Unacceptable"  
 Zarkowski, JD, MPH, Pamela, May, 46
- Shamo, DDS, Basam  
 "Does the MDA Enforce a Standard for Taking X-rays?" November 16  
 "Does the MDA Have Patient Education Materials for My Office?" July, 20  
 "Help! A Search Engine Is Listing My Home Address and Phone," September, 22  
 "How Do I Switch to a Different Local Dental Society?" June, 20  
 "Questions and Answers about Locum Tenens Practice," August, 18  
 "Questions and Answers about MDA and ADA Dues," October 18  
 "Trouble Logging into the MDA and ADA Website," December, 24
- Sheikh, Dip.Dh, BDS, MSc, PhD, Zeeshan  
 "The New Classification Scheme for Periodontal Diseases and Conditions," August, 40  
 "Silver Diamine Fluoride Research Study Welcomes Your Participation"  
 Fontana, DDS, PhD, Margherita; Gonzalez-Cabezas, DDS, MSD, PhD, Carlos; Karl, DDS, MS, PhD, Elizabetha; Tenuta, DDS, MSc, PhD, Livia; Yanca, BS, Emily; Flannagan, MA, Susan; Pitts, RDH, MS, Elizabeth; Riaz, RDA, RDH, BSDH, Maimoonah; McEachern, RDH, BSDH, Meredith, November, 42
- "Silver Diamine Fluoride: Science and Clinical Applications"  
 Scully, DDS, MS, Allison; and Boynton, DDS, MS, James R., January, 32
- Smiley, DDS, Christopher  
 "A New Journey," June, 18  
 "Annual Session: A Great Experience," July, 18  
 "Closing the Vaping Gateway to Nicotine Addiction," October, 16  
 "Dental Assisting Workforce Shortage? Recruitment Begins with You!" September, 20  
 "Dr. Jane and the Flaming Marshmallow — a Ghost Story," August, 16  
 "Look for More than Investment Performance from Your Dues Dollar," December, 22  
 "Seeking a Policy Position for a Medicare Dental Benefit," November, 14
- Staff Matters (column)  
 "Recreational Marijuana Is Legal. Now What?" January, 26  
 "Travel Time: To Pay or Not to Pay?" February, 24  
 "Preparing for Maternity Leaves: Drafting a Sound Policy," March, 26  
 "Michigan's New Paid Sick Leave Law," April, 26  
 "Understanding the Independent Contractor Relationship: Who Qualifies?" May, 24  
 "One Snarky Comment Too Many," July, 24  
 "It's All about the Benjamins," August, 22  
 "Paying Employees for Unexpected Office Closures," September, 26  
 "Dealing with an Associate's Crude Vocabulary" October, 22  
 "The '90-Day' Myth about Unemployment Claims," November, 22  
 "Salaried Earnings Thresholds Set to Increase Jan. 1," December, 28
- Start, MBA, Craig  
 "Disclosing PHI: Advice from Eagle Associates," March, 28  
 "5 Tips to Get the Most out of Your Health Insurance in 2019," January, 28  
 "Many Dentists Will Face Disabilities; It's Wise to Prepare Now," May, 28  
 "MDA Insurance: Your Go-to Source for 2020 Open Enrollment," November, 24  
 "Three Ways to Pay Down Student Debt and Protect Your Future," July, 28  
 "Top Five Reasons Why Millennials Need Life Insurance," September, 28
- Stopczyński, April  
 "Improving Health through Creative Partnerships: The Michigan Donated Dental Services (DDS) Program," July, 58
- T**
- Tenuta, DDS, MSc, PhD, Livia  
 "Silver Diamine Fluoride Research Study Welcomes Your Participation," November, 42  
 "The ADA Center for Professional Success Answers Your Practice Questions"  
 January, 54
- The Back Page (column)  
 "Dater Receives a High Honor from West Michigan District," February, 92  
 "Commentary: Is Dentistry Life?" DeHaan, DDS, MS, D. Andrew, March, 72  
 "MDA Journal Receives Tribute on 100th Anniversary," April, 84  
 "Gingrich Becomes MDA President for 2019-20," June, 72  
 "MDA Welcomes Newest MDA LEADers," July, 76  
 "Dental Day of Caring Renamed in Dr. Lisandra Soto's Honor," August, 64
- "Words of Wisdom from Dr. Gingrich," September, 80  
 "Presenting the 2019 MDA Life Members," October, 68  
 "Dental Students Talk Issues at the Capitol on Student Lobby Day," November, 68  
 "Please Pass the Cranberries," Austin, DDS, David, December, 72  
 "The Importance of Beneficiary Designation and Estate Planning"  
 Schumann, CPA, CFP, Theodore C., December, 40  
 "The New Classification Scheme for Periodontal Diseases and Conditions"  
 Sheikh, Dip.Dh, BDS, MSc, PhD, Zeeshan; Hamdan, BDS, MSc, MDent (Perio), Nader; and Glogauer, DDS, Dip.Perio, PhD, Michael, August, 40  
 "Three HIPAA Compliance Actions You Should Take Right Now"  
 McDermott, Robert, November, 50  
 "Top 10 Financial Mistakes Dentists Make — Learn from the Past Experiences of Your Colleagues"  
 Schumann, CPA, CBC, Ted, August, 32  
 "Top 10 Human Resources Mistakes — and How to Avoid Them"  
 Schafer, SPRH, SHRM-SCP, Jodi, June, 26  
 "2019 Annual Session Preview"  
 February, 33  
 "2019 Author/Title Index to the Journal of the Michigan Dental Association,"  
 Hammond, Jackie, December, 51  
 "2019 MDA Annual Session in Words and Photos"  
 July, 32  
 "2019-20 Continuing Education Catalog"  
 June, 33
- W**
- Waggener, DDS, William  
 "Current Attitudes by Michigan Dentists and University of Michigan Dental Students toward the Use of Amalgam as a Dental Material for Posterior Restorations," March 52  
 "Want More Practice Efficiency? Hire an RDA!"  
 Peters, Daniel, DDS, November, 46  
 "What LEAD Has Done for Me"  
 October, 2019
- Y**
- Yanca, BS, Emily  
 "Silver Diamine Fluoride Research Study Welcomes Your Participation," November, 42
- Z**
- Zarkowski, JD, MPH, Pamela  
 "Sexual Harassment: It's Unacceptable," May, 46 ●

## Place Your Classified Ad at [michigandental.org](http://michigandental.org)

Place your classified ads, renewals, and changes on the MDA website using our secure server. We regret that we are unable to take verbal classified ads or renewals. Please visit [www.michigandental.org](http://www.michigandental.org) to place your ad. For questions regarding ad placement or renewal contact [jhammond@michigandental.org](mailto:jhammond@michigandental.org).

**CLASSIFIED ADS** appear in each issue of the MDA *Journal*. They are placed online approximately two weeks prior to print publication. There is a \$25 charge for placement on the MDA website prior to normal print or web publication. Place your ad at [www.michigandental.org](http://www.michigandental.org).

**ADVERTISEMENTS** for dental treatment services must follow the ADA/MDA Code of Ethics guidelines for advertising. Publication of classified ads does not constitute endorsement of products, practices, or services by the MDA. For more information, contact the managing editor at [dfoe@michigandental.org](mailto:dfoe@michigandental.org).

**RATES:** MDA members: \$50 first 30 words; 50 cents each additional word; Nonmembers: \$65 first 30 words; 65 cents each additional word. All prices are per ad, per month.

**DEADLINES:** First of the month preceding publication (e.g., Jan. 1 for Feb. issue).

### FOR RENT/LEASE

**Fully equipped** — 3,000 sq. ft., six plumbed operatory dental suite available in Southfield. Contact Michelle 248-787-8858 or [mkatie1008@gmail.com](mailto:mkatie1008@gmail.com).

**Turnkey office for lease** to specialist in Madison Heights — 1,900 sq. ft., below market rent rate, generous TIA, already plumbed/set up. Will throw in equipment for free (sterilization, chairs/delivery units) if desired. Large referral stream from day one. Ideal for an easy, low cost, low risk start-up. Call 248-219-4154 for more information.

**Excellent condition**, 2,500 sq. ft., four-plumbed operatory specialty dental suite available in Sterling Heights, Mich. Space includes OrthoPhos XG3 Panorex system, operatory chairs, furnished waiting room with flat screen television, phone system, cat lines, cable/WiFi, alarm system, and more. Will build to suit with additional operatory space available. Competitive rates. Please call 586-214-7264 or email [cojddds@aol.com](mailto:cojddds@aol.com).

**Located in beautiful, downtown** Chelsea, Mich. — Spacious 2,700 sq. ft. office. The Clocktower Commons features other medical offices — alongside restaurants and cafes. Six private ops plumbed with all equipment. Fully functional lab with sterilization. Manager office and lead-lined/certified Pano/CT/X-ray room. Leasing options are around \$4,700/month. Contact 517-333-3160 or [maegan@healthysmilesdentists.com](mailto:maegan@healthysmilesdentists.com).

*(Continued on Page 58)*

### Upcoming Classified Deadlines

January 1 .....	February 2020
February 1 .....	March 2020
March 1 .....	April 2020
April 1 .....	May 2020
May 1 .....	June 2020



We are dedicated to providing high level service to our clients and rewarding job opportunities for our Dentists, Dental Hygienists, and Dental Assistants.

\* **SERVICE** Short and long-term temporary staff, temp-to-hire and permanent placement.

\* **TALENT** Best chance of finding the talent to match your culture.

\* **COST** No upfront fee while we seek the best candidate for your needs.

 **COMPLETE DENTAL STAFFING** LLC

[COMPLETEDENTALSTAFFING.COM](http://COMPLETEDENTALSTAFFING.COM)

**877.837.1918**

[info@completedentalstaffing.com](mailto:info@completedentalstaffing.com)

We are currently seeking dental professionals for locum tenens and permanent placement opportunities!



# Post a Job, Find a Job on the MDA's **MI DENTAL JOBS**

Start your job search here...



The complete online resource for dental employment in Michigan,  
powered by the Michigan Dental Association.

Positions for dentists, hygienists, assistants, and dental office staff.  
Fully interactive – easy to use.

The *best* way to post a job or find a position!

**[jobs.michigandental.org](https://jobs.michigandental.org)**



michigan dental  
ASSOCIATION  
YOUR CONNECTION TO ORAL HEALTH®

**Senior dentist looking for** experienced dentist with own full-time or part-time practice to move into my facility in an excellent location for eventual buy out. Should be proficient in restorative, C&B, endo, and comfortable treating children. Office has five ops (four equipped), digital radiography, intra-oral cameras, etc. Immediate availability. Contact [llgreendds@gmail.com](mailto:llgreendds@gmail.com).

**FOR SALE**

**MCXL milling unit**, model 3439, with wireless radio. Excellent condition, 321 units milled. Patterson maintained, \$25,400. Additionally, we have approximately 80 Emax blocks in various shades and sizes, \$2,000. Contact 989-658-8581.

**Ultradent Gemini laser** and Grand Valo rechargeable curing light — Excellent condition, purchased 10-18, selling due to unexpected retirement. New — \$7,200, will sell for \$5,000 or any reasonable offer. Contact 231-883-3345 or [greenertc@chartermi.net](mailto:greenertc@chartermi.net).

**Intraoral X-ray sensor** repair/sales — We repair broken sensors. Save thousands in replacement costs. Specializing in Kodak/Carestream, major brands. We also buy/sell sensors. American Sensor Tech, 919-229-0483 or [www.repairsensor.com](http://www.repairsensor.com).

**Autoclaves** — Repaired, bought and sold. On-site repair/service since 1984 on autoclaves for medical/dental professionals and dental equipment companies in Mich. Always buying used Midmark/Ritter and Tuttnauer autoclaves, working or not. New Tuttnauer autoclaves available at low pricing. Call Craig at 248-355-9595, cell 313-520-8797, or email [craig@mobilemedicalrepair.com](mailto:craig@mobilemedicalrepair.com).

**Quality Dental Equipment** is a full-service company offering new, refurbished, and used equipment

located in Madison Heights. We have numerous discontinued parts and can repair almost anything! We buy and sell. Call Paul at 248-291-6070, email pictures/requests to [paul@qualitydentalequip.com](mailto:paul@qualitydentalequip.com) or visit [www.qualitydentalequip.com](http://www.qualitydentalequip.com).

**PRACTICE FOR SALE**

**Southwest, Michigan** — Large, successful, family practice with strong hygiene department. Great 30-plus-year reputation. Many services referred out; room for growth. Six operatories include updated digital technology. Fantastic opportunity! For details contact Henry Schein Professional Practice Transition sales consultant Denise Bouwhuis, 734-765-7080, [denise.bouwhuis@henryschein.com](mailto:denise.bouwhuis@henryschein.com). #MI167.

**Southwest Michigan pediatric** — Pediatric dentist wanted to become a partner in growing family practice. State-of-the-art facility and steadily increasing collections for the past few years. Contact David J. Dobbins, DDS, 313-550-6509, [ddobbins@paragon.us.com](mailto:ddobbins@paragon.us.com).

**Northern Michigan** — Beautiful brick building, high-tech eight-operator practice grossing more than \$1M. Open four days a week, Dentrix software. Contact DBS Professional Practice Brokers, 800-327-2377 or [nicole@dentalbusinesssuccess.com](mailto:nicole@dentalbusinesssuccess.com). Reference PPB17S285.

**Northwest Michigan** — Beautiful building with five ops, Eaglesoft software, digital X-ray, average gross \$400K. Contact DBS Professional Practice Brokers, 800-327-2377 or [nicole@dentalbusinesssuccess.com](mailto:nicole@dentalbusinesssuccess.com). Reference: PPB19S289.

**Mid-Michigan perio practice** — Leased space with five operatories, Eaglesoft software, digital X-ray, open three days a week. Grossing an average of \$400K. Contact DBS Professional

Practice Brokers, 800-327-2377, or [nicole@dentalbusinesssuccess.com](mailto:nicole@dentalbusinesssuccess.com). Reference PPB17S287.

**Midland, Bay, Saginaw area** — Beautiful brick condo suite with four ops, room to expand, Dentrix software, average gross \$540K. Contact DBS Professional Practice Brokers, 800-327-2377 or [nicole@dentalbusinesssuccess.com](mailto:nicole@dentalbusinesssuccess.com). Reference PPB18S288.

**Partnerships that work!** Ted Schumann, CPA, CFP, has helped hundreds of dentists with his invaluable advice giving peace of mind in appraisals, buy-in, operating agreements, and buy-out issues. Call 800-327-2377 or [nicole@dentalbusinesssuccess.com](mailto:nicole@dentalbusinesssuccess.com).

**Million dollar practice? = Million dollar answers!** Service-rich, higher value, the right buyer, collaboration



The MDA's **Committed Colleague** Recognition Program recognizes outstanding volunteer leaders in Michigan dentistry. Any member can nominate a volunteer for going "above and beyond" — it's a great way to honor those unsung heroes who do so much for dentistry.

To learn more, visit: [michigandental.org/committed-colleague](http://michigandental.org/committed-colleague)



with your professional advisers, let DBS Professional Practice Brokers take the guesswork out of your greatest life transition. Call 800-327-2377 or nicole@dentalbusinesssuccess.com.

**Pending sale — Mid-Michigan —** Contact DBS Professional Practice Brokers, 800-327-2377, or nicole@dentalbusinesssuccess.com. Reference: PPB18S291.

**Mid-Michigan —** Beautiful lease space with five ops, open four days a week. Eaglesoft software; average gross \$725K. Contact DBS Professional Practice Brokers, 800-327-2377, or nicole@dentalbusinesssuccess.com. Reference: PPB19S294.

**Western Michigan —** Leased space with potential to purchase building, nicely remodeled with four ops,

Softdent software, average gross \$560K. Contact DBS Professional Practice Brokers, 800-327-2377 or nicole@dentalbusinesssuccess.com. Reference PPB18S293.

**Midland, Bay, Saginaw area —** Beautiful brick building with five ops and room to expand, Dentrix software, digital X-ray, average gross \$965K. Contact DBS Professional Practice Brokers, 800-327-2377 or nicole@dentalbusinesssuccess.com. Reference: PPB19S295.

**Michigan —** Pediatric practice equipped with 12 treatment rooms in a desirable location one hour northeast of metro Detroit. Gross Rev \$1M-plus. Digital using Dentrix software. Strong hygiene program. Real estate available. For more details contact Henry Schein Professional Practice Transition sales consultant Sara Marterella, 734-765-

0770, sara.marterella@henryschein.com. #MI148.

**Montcalm County, Mich. —** Nicely equipped four-operator practice in a great community in central Michigan. Excellent opportunity for a satellite location with growth potential. For details contact Henry Schein Professional Practice Transitions consultant Denise Bouwhuis, 734-765-7080, denise.bouwhuis@henryschein.com. #MI163.

**Michigan —** Highly profitable four-operator pediatric practice. Strong referral base and excellent reputation. Overhead <40% with incredible cash flow! Extremely productive hygiene department, digital, and great community. A must-see! Real estate is also available. For details contact Henry Schein

*(Continued on Page 60)*

It's time to **sell**, but what is my practice worth?

I'm ready to **buy** a practice, office, or home

I need a **plan** so I can retire when I'm ready

I want to **upgrade** my home or office

## Total Transitions

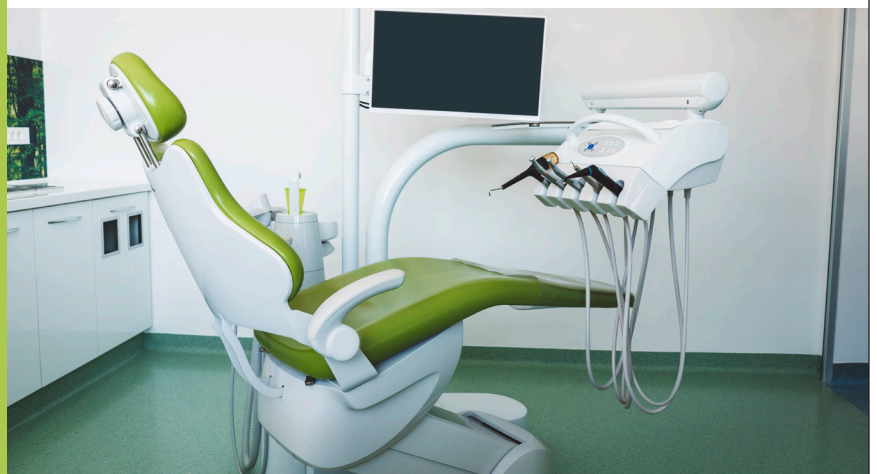
PRACTICE SALES / REAL ESTATE

### Jessica Gaul, DDS

- Real estate professional
- Dentist since 2003

Call/text: **(248) 214-3727**

Email: [jgpracticesales@gmail.com](mailto:jgpracticesales@gmail.com)



Professional Practice Transition sales consultant Denise Bouwhuis, 734-765-7080, denise.bouwhuis@henryschein.com. #MI169.

**Upper Peninsula** — A special practice in a special area. Great income, building, staff, community, lifestyle, and location. High production with little stress. Contact Mark Breit, 906-250-9666 or mbreit@paragon.us.com.

**Marquette** — Great practice in the premiere Upper Peninsula hip-city. Fantastic place to live, practice, and raise a family in a safe environment. Contact Mark Breit, at 906-250-9666 or mbreit@paragon.us.com.

**Oakland County (DLSO1)** — Implant

focused perio practice with \$900K-plus average. No PPOs. Up-to-date facility and equipment. Five ops and a stable staff. Contact Pat Houlihan, 734-634-4459, pat@peaktransitions.com.

**Detroit (GDCW2)** — Long standing practice \$1M-plus revenue. Solo doctor performing restorative, surgery, endo, and perio. Seven ops, digital X-ray. Contact Pat Houlihan, 734-634-4459, pat@peaktransitions.com.

**Great place in southwest Michigan** to begin your general dentistry practice. Low overhead on three and one half days per week. Practice and building available immediately. Dentrix/Dexis plus Pan. Please contact wmidental@gmail.com for more information.

**Oakland County** — Huge potential in southeast Oakland County; 500

patients, \$300K collection yearly, currently open two days per week, most specialty work being referred out. Beautiful building in high traffic area (vacant suite could be used to expand or leased out for extra income). Building also can be purchased. Jessica Gaul, LLC, practice sales/real estate. Text/call 248-214-3727 or email jgpracticesales@gmail.com.

**Southeast Michigan pediatric** — Great opportunity for pediatric dentist with five operatories, fully computerized, and digital X-rays. More than 1,450 active patients with collections over \$650K. Contact David J. Dobbins, DDS, 313-550-6509, ddobbins@paragon.us.com.

**Lake Michigan shoreline** north of Grand Rapids area. Modern, freestanding building, long-standing practice. Does just about everything

Place your ad online now at [michigandental.org](http://michigandental.org).

**Get CASH on the spot for your dental gold!**

**Call David Hack to Schedule a Pickup (248) 694-1710**

**Ark Refining is your LOCAL Michigan Refining Company**

**ARK REFINING**

**www.arkrefining.com**

except heavy perio. Digital X-rays, Pan, fully computerized. Collects a bit over \$960K from 1,700 patients on a four-day schedule. Experienced staff. No matter what you're shooting for, this one is a bullseye! Dale Wagman, 517-375-3740, [dwagman@paragon.us.com](mailto:dwagman@paragon.us.com).

**Southeast Michigan north** — Here's one for everyone. New grad? Perfect. Part-time build-up while you keep your other job? Perfect. Satellite? Perfect. Merger? More than perfect. Not far from the freeway or the water. Freestanding building on doctor row. Collects \$405K from 1,000 patients. Current owner works four laid-back days and refers out endo, oral surgery, ortho, and some perio. Dale Wagman, 517-375-3740, [dwagman@paragon.us.com](mailto:dwagman@paragon.us.com).

**Greater Big Rapids area** — It is no secret that rural practices frequently

out-do their big city cousins. Here is one that collects more than \$861K from 2,300 patients on just three-plus days per week. Close to hospital on main street of town. Long-standing, modern practice, which provides most dental services in a peaceful, relaxed setting. Here is a chance to get out of the big-city insanity and breathe a little easier. Dale Wagman, 517-375-3740, [dwagman@paragon.us.com](mailto:dwagman@paragon.us.com).

**Washtenaw County** — Excellent dentistry for 40 years out of this three op, well-equipped practice in a great location. Average collections of \$273K. Contact Cameron Elrod at 855-546-0044. Go to [www.ddsmatch.com](http://www.ddsmatch.com) for a full profile and to view other opportunities. Standalone building has room for expansion and is also for sale.

**East Oakland County** — Progressive

five-op practice with average collections of \$1M. All the technology, a great staff, and an owner who is willing to stay for up to three years. Contact Cameron Elrod at 855-546-0044. [www.ddsmatch.com](http://www.ddsmatch.com) provides partnership agreements, practice sales, merger, associate placement, appraisals, DSO negotiations, and real estate services.

**Central Wayne County** — Small, part-time general practice with approximately \$220K average per year. Three ops, plumbed for four and a stable staff. Contact Cameron Elrod at 855-546-0044. [www.ddsmatch.com](http://www.ddsmatch.com) provides: practices for sale, associate placement, partnership agreements, mergers, appraisals, DSO negotiations, and real estate services.

**Genesee County** — General practice  
*(Continued on Page 62)*



Leave nothing to chance.

Choices you make now could affect all their tomorrows.

You can't predict the future, but you can make decisions today to protect your spouse, children and grandchildren against the real-world risks of tomorrow. Get a quote on life and disability insurance today.

Call 800-860-2272 for a quote or visit [mdaprograms.com](http://mdaprograms.com).





**YOUR  
SEARCH  
FOR THE  
PERFECT  
DENTAL  
TEAM  
MEMBERS  
JUST GOT  
EASIER**

**Mi Dental Jobs**  
powered by



<https://jobs.michigandental.org/>

**DENTISTS,  
HYGIENISTS,  
ASSISTANTS,  
BUSINESS STAFF**

**Always free to  
search jobs!**



with \$350K-plus revenue. Perfect merge. Real estate available in a separate transaction. Contact Phil Stark, Peak Practice Transitions, 888-477-7325.

**Barry County** — Small, part-time general practice with approximately \$200K average per year. Four ops and a stable staff. Contact Eric Langellier, Peak Practice Transitions, 888-477-7325.

**Washtenaw County (ART6)** — General practice \$400K-plus yearly revenue. No PPOs. Recent facility updates. Three ops plus stable staff. Prefer candidate fluent in Spanish. Contact Phil Stark, Peak Practice Transitions, 888-477-7325.

**Saginaw County (SHR2)** — General practice \$700K-plus revenue. No PPOs, recent building upgrades, five ops, and a stable staff. Contact Pat Houlihan, Peak Practice Transitions, 734-634-4459 or pat@peaktransitions.com.

**Upper Peninsula (NNTF2)** — General dental practice, grossing over \$1.1M annually. No Medicaid. Seven ops, digital X-ray, and E4D unit. Contact Phil Stark, Peak Practice Transitions, 888-477-7325.

**Genesee County (LSGC1)** — General practice with \$780K revenue per year. Digital X-ray, three ops, stable staff plus room to grow. Contact Pat Houlihan, Peak Practice Transitions, 734-634-4459 or pat@peaktransitions.com.

**Michigan — Small town (NM1P)** — General practice with room to grow. Collections of \$840K with a net profit of over \$380K per year. Contact Pat Houlihan, Peak Practice Transitions, 734-634-4459 or pat@peaktransitions.com.

**Saginaw/Bay City area** — Well-established general practice collecting \$575K/year on three doctor days per week. Five

operatories in a building also available for sale. Great growth potential, 2,600 active patients. For more information contact Patrick Houlihan, DDS, at 734-634-4459 or phoulihan11@msn.com.

**Well-established periodontal and implant practice** for sale in the northeast Detroit suburbs. Six fully equipped operatories, digital radiographs, central nitrous, new Carestream 8100 CT scanner. Seven-figure production on three-and-one-half days a week. Collections over 98%, overhead less than 50%. Recent appraisal completed. Owner willing to stay up to two years to aid in transition. Beautiful office building available for purchase also. Email to periopracsale@gmail.com.

**Garden City** — General cosmetic dental practice, with or without real estate, for sale or merger. Eaglesoft software. No brokers. For details, please contact mbedez0612@gmail.com.

**Saginaw Township** — General practice. Complete office renovation. A beautiful turnkey office, must see! Fee-for-service, \$750K collections four days, digital Pan and Eaglesoft software. Great staff, great location! Motivated seller. Contact sde4291@gmail.com.

**Cadillac area practice** — Stop driving hours on the weekends; leave that big city insanity and live where others vacation! Our business community has bloomed with the addition of significant new

**Employers! Job-seekers!**

Find an associate or staff member or a new position at MI Dental Jobs, the MDA dental job board. The best place to find the best!

enterprises, leaving you and the community positioned for growth. The practice, digital X-ray run on Eaglesoft, the building, and its income-producing, occupied two-bedroom apartment are all available. The staff of two will remain prn. We are located on M-55 and M-66 with a high visibility and high traffic count. Our average production for the last three years is \$325K. Our present doctors may be available as needed. We will return your fax from 231-839-7874.

**Kent County** — General dentist seeking a partner for his Grand Rapids area practice. Please submit a resume to legacysmile616@gmail.com.

**Southeast Michigan**, Detroit suburb — Long-established general dental practice with \$1.1M-plus gross receipts looking for a person to transition from associate to owner. Excellent reputation and service in community for more than 35 years looking for like-minded individual to expand services currently being referred out. Fully equipped nine treatment rooms with highly trained staff including 11 hygiene days per week. Office building available to purchase. Please, no brokers or corporate entities. Email to xceptionalpractice@gmail.com.

**Buying a practice?** Peak Transitions will be your objective third party. We provide valuation, due diligence, and closing documents. Call 888-477-7325 or visit [www.peaktransitions.com](http://www.peaktransitions.com).

**Rural southwest Michigan** — Bedroom community Battle Creek/Kalamazoo. Grossing \$1M-plus. Freestanding

### Place Your Ad Online

Placing your classified is easy — just visit [www.michigandental.org](http://www.michigandental.org) and click on “Jobs/Classifieds/Journal” and “Placing Classified Ads.” It’s quick, safe, secure, and the fast way to get results!

building available. Seller flexible on price and terms. For more information and other opportunities, visit [veritastransitiongroup.com](http://veritastransitiongroup.com), 844-283-7482. G-418.

**Thinking about buying** or selling a dental practice? Statewide service available. Experienced, professional consultants for all of your business needs. Curt Nurenberg, CHBC, Rehmann Dental Management Advisors; 800-349-2644 or 517-316-2400.

**Don’t make a mistake selling** or buying. We have buyers. Your own buyer? We can help. We offer *(Continued on Page 64)*

Publication of classified ads does not constitute endorsement of products, practices, or services by the MDA.

## Dental practice financing

Working together to help you achieve your goal



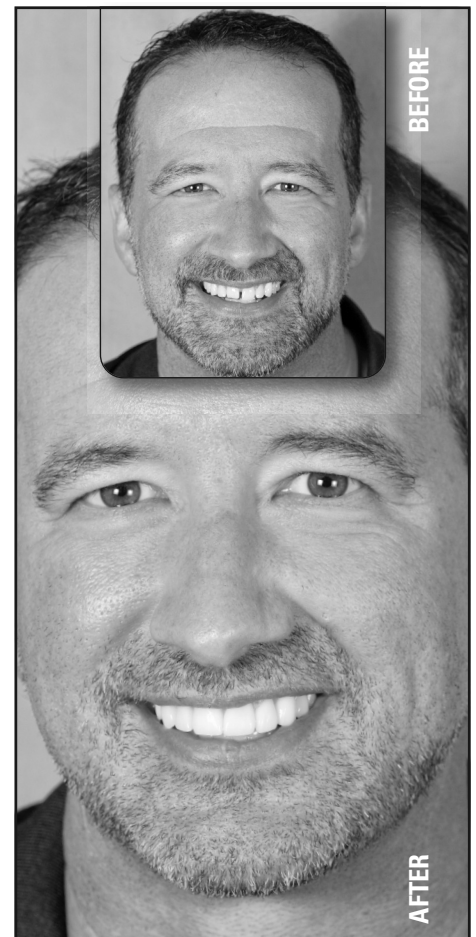
Let’s talk.  
Call 800.428.2847

Visit [bankofamerica.com/practicesolutions](http://bankofamerica.com/practicesolutions)

\* All programs subject to credit approval and loan amounts are subject to creditworthiness. Some restrictions may apply. Bank of America Practice Solutions may prohibit use of an account to pay off or pay down another Bank of America account. Bank of America is a trademark of Bank of America Corporation. Bank of America Practice Solutions is a division of Bank of America, N.A. ©2015 Bank of America Corporation | ARNJ55VH | Rev. 05/2015



Bank of America  
Practice Solutions



## Everyone Deserves an Award Winning Smile

Expertec is at the forefront of digital metal-free and implant technologies.

Each case is engineered for consistent, fit, form, function and quality by our skilled and dedicated technicians.

**Call 888.875.6011 today** to provide your patients with an award winning smile. **We’ve been creating them for over 18 years.**

**expertec**  
Dental Laboratory, Inc.

888.875.6011  
[expertecdental@gmail.com](mailto:expertecdental@gmail.com)  
[expertecdental.com](http://expertecdental.com)

assistance you can't get anywhere else. More dentists use us than anyone else. Call the Goldman Group, broker, 248-333-0500.

## PRACTICE WANTED

**General dentist seeking practice** to purchase in metro Detroit area. If you are considering transitioning into retirement in the near future, I would love the opportunity to introduce myself and discuss the possibility of continuing to provide exceptional care to your patient base. Please contact me at [detroitdentaldds@gmail.com](mailto:detroitdentaldds@gmail.com).

## MISCELLANEOUS

**Unique team bonding experience!** Get out of the office, into an arena with horses (no riding), and leave with less team tension, deeper bonds, useful communication tools, and more! Schedule now for summer 2020 and receive 2019 rates! For more information and testimonials visit [braveheartgestaltcoaching.com](http://braveheartgestaltcoaching.com) or contact Dr. Bethany Piziks, 231-633-7373.

**Wanted** — Used Panorex X-ray machine. Analog not digital — in good working condition. Call 586-573-2773.

**Troubled by addiction, stress, or other practice or personal problems?** Many dentists and dental team members are. But you don't have to go it alone. The MDA Health and Well-Being Program can help you, or someone you care about. It's completely confidential. Take the first step. Call 517-643-4171, or email [care@michigandental.org](mailto:care@michigandental.org). ●

## Place Your Ad Online

Placing your classified is easy — just visit [www.michigandental.org](http://www.michigandental.org) and click on "Jobs/Classifieds/Journal" and "Placing Classified Ads." It's quick, safe, secure, and the fast way to get results!

## MDA Services

*(Continued from Page 30)*

Once you pick a bank, you'll typically remain with it for a long period of time. As your business grows, you want to be sure that your needs will be met and your loyalty will be rewarded. For instance, some banks offer rewards programs based on the size of your relationship with them.

After asking these questions, get the monthly costs and add them up — see the table on Page 30.

The final number will give you an idea of the total cost of the banking relationship you're considering, so you can make your banking decision with 100% confidence.

The MDA endorses Bank of America Practice Solutions to assist members with their practice and equipment financing needs. To learn more, call Bank of America toll free at 800-497-6076 Monday through Thursday, 8 a.m. to 8 p.m., and Friday, 8 a.m. to 7 p.m. EST. You can also visit [bankofamerica.com/practicesolutions](http://bankofamerica.com/practicesolutions) for more information. ●

## Board of Trustees

*(Continued from Page 27)*

vertising from dentists for dental treatment services if the advertising conforms to all MDA advertising guidelines and dentists are members in good standing of the MDA.

**Electronic prescribing:** The Board approved policy opposing legislation that required all prescriptions to be transmitted electronically and remained neutral on legislation requiring controlled substance prescriptions be transmitted electronically. However, the MDA encourages members to implement electronic prescribing; this is the current trend and it is expected that the federal govern-

ment will mandate it in the future.

**Student loan repayment:** The MDA approved policy supporting legislation to increase funding for the Michigan State Loan Repayment Program.

**Assignment of benefits:** The MDA adopted the ADA's policy on assignment of benefits. The policy supports the right of each dentist to accept or reject assignment of benefits from dental benefit plans, the right of every patient to assign his/her benefits to the treating dentist, and the dentist's right to request payment from the patient when a third-party payer submits payment directly to the patient, contrary to the patient's authorized preference.

**Permanent revocation of license:** The MDA supports state of Michigan legislation that permanently revokes the licenses of health providers who are convicted of sexual penetration under the pretext of medical treatment.

**Teledentistry:** The Board received an update from the Teledentistry Workgroup, which was created to provide recommendations to the MDA on rules and regulations related to teledentistry in the state. Recommendations from the workgroup are expected at the December Board meeting.

## Public Education Campaign

In October 2018, the Board agreed that the MDA should focus on educating the public of the importance of oral health care and making it a priority. Therefore, the MDA Public Education Campaign is now focusing on three core demographics: family influencers/moms, millennials, and blue-collar workers.

The MDA's marketing consultants, James & Matthew, stated that the Board's decision to change the focus of the campaign to education and awareness is clearly working. This past year, website sessions are up 21%, new users are up 27%, page views are up 11%, and Find a Dentist page views are up 7%. Year to date, much of the focus has been on the MDA's new "Sugary Truth" video,

which raises awareness of the amount of sugar in sugar-sweetened drinks. Related products, such as coloring books and stickers, are also available at the MDA Store for in-office use.

New MDA videos — “Big Stories from Little Mouths” — use children’s videotaped descriptions of cavities and other oral health topics along with animation to reinforce positive oral health messages.

In addition to videos online and in traditional media, the MDA hosts a website for the public at [smilemichigan.com](http://smilemichigan.com) that provides additional information.

### Strategic planning

Executive Director Karen Burgess gave an update to the Board on the progress on the 2016-20 MDA Strategic Plan. The report noted significant progress on all the strategic plan objectives and strategies. The Board will hold a Strategic Planning Retreat in the summer of 2020.

### Dental education

The deans of the dental schools, Dr. Mert Aksu of the University of Detroit Mercy and Dr. Laurie McCauley of the University of Michigan, provided the Board with presentations on the state of the dental schools. Following the presentations, the Board engaged the deans in a discussion of potential collaboration between organized dentistry and the dental schools. ●

*Complete unofficial actions from the October 2019 MDA Board meeting are available on the MDA website. Or, contact the MDA’s Michelle Cruz at [mcruz@michigandental.org](mailto:mcruz@michigandental.org) for a copy. The MDA Board will meet again at MDA headquarters Dec. 5 and 6.*

### MDA Job Board

The best place to find the best — [jobs.michigandental.org](http://jobs.michigandental.org)



The MDA’s **Committed Colleague** Recognition Program recognizes outstanding volunteer leaders in Michigan dentistry. Any member can nominate a volunteer for going “above and beyond” – it’s a great way to honor those unsung heroes who do so much for dentistry.

To learn more, visit: [michigandental.org/committed-colleague](http://michigandental.org/committed-colleague)



michigan dental  
ASSOCIATION  
YOUR CONNECTION TO ORAL HEALTH



Michael J. Carl, D.D.S., J.D.

# VERITAS TRANSITION GROUP

TM

Professional Practice Transitions Since 1991

- Practice Brokerage
- Practice Valuation
- Associateships
- Buyer Representation



Loren Souers, M.B.A.

## Interested in selling your practice?

## Considering buying one?

### LET US GUIDE YOU THROUGH THE PROCESS.

SERVING PRACTICES  
THROUGHOUT  
MICHIGAN

844.283.7482 ~ [Info@VeritasTG.com](mailto:Info@VeritasTG.com)

[VeritasTransitionGroup.com](http://VeritasTransitionGroup.com)



## MDA COURSES

Make the MDA your first choice for continuing dental education! For more information on MDA-sponsored continuing dental education, call 800-589-2632, ext. 402, or visit the MDA website at [michigandental.org/CE-Courses](http://michigandental.org/CE-Courses).

The MDA is an ADA CERP Recognized Provider. ADA CERP is a service of the ADA to assist dental professionals in identifying quality providers of continuing dental education. The Michigan Board of Dentistry recognizes ADA CERP for CE credits toward dental license renewal.

**Friday – Sunday, Jan. 10-12, 2020:** Winter Scientific Session. Premier All Ceramic Crowns: New Technology to Elevate Your Clinical Dentistry, with James Braun, DDS; How to Keep New Patients Coming Back and the True Value It Brings Your Practice, with Debbie Seider-Bittke, RDH, BS; and Healthier Patients Mean a Thriving and Profitable Dental Practice, with Debbie Seidel-Bittke, RDH, BS. Where: Crystal Mountain Resort, Thompsonville. Nine CE credits. (See box at right.)

**Friday – Sunday, March 13-15, 2020:** Spring Scientific Session. Become a Billing CSI Investigator, with Christine Taxin; Medical/Dental Coding, with Christine Taxin; and Tackling Antibiotic Resistance and Stewardship in Dentistry, with Marie Fluent, DDS, and Elaine Bailey, PharmD. Where: Great Wolf Lodge, Traverse City. Nine CE credits.

**Wednesday – Saturday, April 29 – May 2, 2020:** MDA Annual Session. Speakers include: Frank Speak, DDS, MSD; Robert Maguire, DDS, MASCL; Todd Christy, DDS; Jill Baskin, DDS; Peter Auster, DMD; Jennifer Hirsch Doobrow, DMD; Patrick Houlihan, DDS; Olympia LePoint; Andre Mickel, DDS, MSD; Thomas Lambert, DDS; Kristina Sprague, CDA, RDA; Lori Barnhart, CDA, RDA; Vincent Benivegna, DDS; Tieraona Low Dog, MD; Francisco Ramon-Gomez, DDS, MS, MPH; Joseph Blaes, DDS; Amber Riley, MS, RDH; Tricia Osuna, RDH, BSDH; Ngozi Nwizu, BDS, MMSc, PhD; Lawrence Garetto, PhD; Jason Souyias, DDS; Diwakar Kinra, DDS, MS; Judith Gordon, PhD; Jaana Gold, DDS, MPH, PhD, CPH; and more. Where: Van Andel Arena, Grand Rapids.

*(Continued on Page 70)*

### Journal CE Listings Policy

The *Journal* lists continuing education courses by accredited Michigan dental schools and dental societies in Michigan in this section at no charge. To place a listing, see the online CE Course Submission Form at [michigandental.org/CE-Courses](http://michigandental.org/CE-Courses).

## CE SPOTLIGHT

### Join Your Colleagues for Fun, CE, at Spring Scientific Session

The MDA 2020 Spring Scientific Session will take place Friday, March 13 through Sunday, March 15 at — where else? — Great Wolf Lodge just outside of Traverse City. It's a sure bet for family fun and great continuing dental education!

Great Wolf Lodge is a first-class, full-service destination resort designed to capture the atmosphere and adventure of the north woods. At Great Wolf Lodge you can take an adventure trip right inside this gigantic indoor resort.



Three CE courses will be offered at this year's Spring Scientific Session:

**Friday, March 13, 7-10 p.m.:**

"Maximize Practice Revenue with Accounts Receivable Tools and Tricks," with Christine Taxin, an adjunct professor at the New York University Dental School (three credits).



Taxin

**Saturday, March 14, 8-11 a.m.:**

"Medical/Dental Coding," with Christine Taxin (three credits).

**Sunday, March 15, 7:30 - 10:30**

**a.m.:** "Tackling Antibiotic Resistance and Stewardship in Dentistry," with Marie Fluent, DDS, and Elaine Bailey, PharmD (three credits). This course counts towards Michigan's pain management requirement.



Fluent

Get full details and register for CE courses online at [michigandental.org/Ce-Courses](http://michigandental.org/Ce-Courses). For hotel reservations, call 866-962-9653; use reservation code 2003MDA. Reservations must be made by Feb. 1 to receive the MDA rate.

Financial support provided by MDA Insurance, MDA Services, Crest Oral B Professional Oral Health, Ward Dental Lab, and Surgically Clean Air.



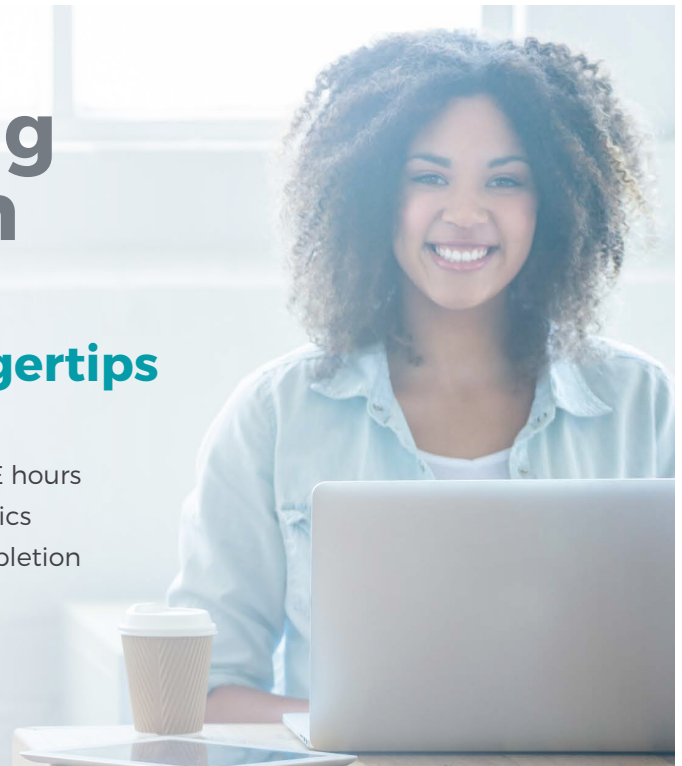
Bailey

**ADA CERP**® | Continuing Education Recognition Program

# Online Continuing Dental Education

## World Class CDE At Your Fingertips

- Top quality elearning courses available for FREE
- High-quality courses that will count towards your CDE hours
- Keeping you up-to-date with the latest education topics
- Instantly downloadable certificates upon course completion



### LEARNING SUITED TO YOU

Our intuitive platform automatically filters courses based on your personal requirements or specialties. This helps you find the most relevant and interesting content.

**Finding the right continuing education has never been simpler, faster or more rewarding.**

### AUTOMATIC TRACKING

The system automatically tracks and records all your learning progress. Members can also add education studied externally, creating one central place for all your CDE records.

**Easily generate summary reports if required to do as proof of your learning activities.**

## Partnership With The WCEA

Michigan Dental Association (MDA) has partnered with the World Continuing Education Alliance (WCEA), a global provider of specialist Continuing Education platforms.

Together we are providing online continuing education opportunities to educators. The education portal ensures that an up-to-date and accessible resource of continuing education is available to dental professionals.

**REGISTER ONLINE FOR FREE:**  
<https://mda.wcea.education/>



# CERTIFIED DENTAL BUSINESS PROFESSIONAL (CDBP)

Is your office team performing as well as it should? Could your office staff use more training to improve business operations, communicate with patients, and help your practice grow?

The MDA **Certified Dental Business Professional** program is an exciting new service to help your practice succeed. It's available exclusively through the MDA.

Dental office business staff can earn the new CDBP credential by taking just 30 credits of MDA continuing education courses. Pay-as-you-go classes are value-priced and available at Annual Session, MDA CE seminar series, and online.

The MDA – as always, your first choice for quality continuing education!

ENROLLMENT IS FREE  
SO GET STARTED TODAY!  
[michigandental.org/CDBP](http://michigandental.org/CDBP)



michigan dental  
ASSOCIATION  
YOUR CONNECTION TO ORAL HEALTH™

# New Online Classes – Available Now!

**Skyrocket Your Customer Service with New Communication Strategies Part 1 & 2** with Thomas Lambert, DDS

**OIG Fraud, Waste, and Abuse Prevention** with Jennifer Cosey

**Communicating on Dental Benefits Part 1 & 2**  
with Chris Smiley, DDS

**Clinical Basics for the Business Professional** with Ginger Fernandez, RDH, RDA

**Supervisory Skills (HR)** with Jodi Schafer, SPHR

## Coming in January

**Dealing with Difficult People (HR)** with Jodi Schafer, SPHR





## UNIVERSITY OF MICHIGAN

These partial listings are provided by the University of Michigan School of Dentistry. Please contact the school at 734-763-5070 or online at <http://dent.umich.edu/alumni-friends/continuing-dental-education/continuing-dental-education-cde> for full listings and additional information.

**Jan. 8, 2020:** Annual Kenneth J. Ryan Memorial Seminar. Speaker: Anthony DiAngelis, DDS, MPH. Where: Rackham Graduate School. Six CE credits.

**April 17, 2020:** Fixed Implant-Support Prosthesis: Partially Edentulous Patients. Speaker: Won-suk Oh, DDS, MS. Where: School of Dentistry. Six CE credits.

**April 27, 2020:** Assisting and Monitoring Nitrous-Oxide for Registered Dental Assistants. Speakers: Janet Kinney, RDH, MS, and Martha McComas, RDH, MS. Where: School of Dentistry. Five CE credits.

**April 27, 2020:** Nitrous-Oxide/Oxygen Sedation for Registered Dental Hygienists. Speakers: Janet Kinney, RDH, MS, and Martha McComas, RDH, MS. Where: School of Dentistry. Eight CE credits.

**Tuesday – Wednesday, April 28–30, 2020:** Local Anesthesia for Registered Dental Hygienists. Speakers: Danielle Furgeson, RDH, MS, DHSc; Iwonka Eagle, RDH, MS; and Martha McComas, RDH, MS. Where: School of Dentistry. Twenty-nine CE credits.

**Monday – Friday, Aug. 10-14, 2020:** Embrace New Technology: Implant Digital Workflow and Periodontal/Implant Microsurgery (Hands-on Workshops). Speakers: Hsun-Liang (Albert) Chan, DDS, MS; Diego Velasquez, DDS, MS; and Gustavo Mendonça, DDS, PhD. Where: Wyndham Garden, Ann Arbor. Twenty to 40 CE credits.

## Got an Opinion? Write Us!

What's on your mind? Do you have a view you'd like to express . . . a pet peeve . . . or a word of praise for an individual or organization? Let us know! We want to hear from you. Consider sending a "Letter to the Editor" today and sharing your thoughts with other MDA members. Address letters to "Letters," *MDA Journal*, 3657 Okemos Rd., Suite 200, Okemos, MI 48864-3927. Or e-mail Dave Foe, *Journal* managing editor, at [dfoe@michigandental.org](mailto:dfoe@michigandental.org).

**Tuesday – Saturday, August 18 - 22, 2020:** Advanced Periodontal Surgery: A Practical Training Course. Speaker: Hom-Lay Wang, DDS, MSD, PhD. Where: School of Dentistry. Twenty-nine CE credits.

## LOCAL SOCIETIES

The MDA encourages local dental societies to publicize courses and speakers online and in the *MDA Journal* continuing education listings. These listings are published when submitted and should not be considered a definitive list or master calendar of all local CE courses offered in the state of Michigan. Local societies planning CE events are urged to check with other components when scheduling courses. To list a course, see the CE Course Submission Form at [michigandental.org/CE-Courses](http://michigandental.org/CE-Courses).

**Friday, Jan. 24, 2020:** Overcoming "I'll Think About It." Speaker: Cathy Jameson, PhD. Where: Washtenaw Community College, Ann Arbor. Sponsor: Washtenaw District Dental Society. Contact: Barb Kolling, [bcfkolling@gmail.com](mailto:bcfkolling@gmail.com). Six CE credits.

**Friday – Sunday, March 6-8, 2020:** Macomb Dental Society's Annual Ski Seminar. Where: Boyne Mountain Resort, Boyne Falls. Sponsor: Macomb Dental Society. Contact: Dr. Jay Lang at [klang9@comcast.net](mailto:klang9@comcast.net).

**Monday, March 9, 2020:** An MDA Update and The New Staging and Grading of Periodontitis. Speakers: Margaret Gingrich, DDS, and Mark Zahn, DDS, MS. Where: Weber's Inn, Ann Arbor. Sponsor: Washtenaw District Dental Society. Contact: Barb Kolling, [bcfkolling@gmail.com](mailto:bcfkolling@gmail.com). One CE credit.

**Friday – Saturday, June 19-20, 2020:** U.P. Dental Meeting. Where: The Grand Hotel, Mackinac Island. Contact: Dr. Clayton Shunk at [cshunk@charter.net](mailto:cshunk@charter.net). ●

## Next Month

## National Children's Dental Health Month Is Coming!

Get all the details — plus lots of ideas to make your 2020 celebration extra-special. In your January *Journal*, mailed to you Jan. 2.

**Journal**  
OF THE MICHIGAN DENTAL ASSOCIATION

# Support Our Journal Advertisers

Revenue from these valued MDA Journal advertisers helps the MDA bring you a quality publication each month. Listed below are this month's advertisers, the page number of the advertisement, phone number, and website or other contact address.

<p><b>ADA Practice Transitions ..... 23</b> www.adapracicetransitions.com</p> <p><b>Ark Refining ..... 60</b> 248-694-1710 www.arkrefining.com</p> <p><b>Bank of America ..... 63</b> 800-428-2847 www.bankofamerica.com/practicesolutions</p> <p><b>Chicago Dental Society ..... 25</b> www.on.cds.org/mich2020</p> <p><b>Complete Dental Staffing ..... 56</b> 877-837-1918 www.completedentalstaffing.com</p> <p><b>Dental Business Services ..... 29, 31</b> 800-327-2377 www.dentalbusinesssuccess.com</p> <p><b>Doeren Mayhew CPAs and Advisors . 45</b> 248-244-3000 www.dentalcpa.com</p>	<p><b>Expertec Dental Laboratory ..... 63</b> 888-875-6011 www.expertecdental.com</p> <p><b>Jessica Gaul LLC ..... 59</b> 248-214-3727 jgpracticesales@gmail.com</p> <p><b>Goldman Group ..... Inside Back Cover</b> 800-834-1993 www.goldmanpracticesales.com</p> <p><b>MDA Insurance ..... ..... Inside Front Cover, 61, back cover</b> 800-860-2272 www.mdaprograms.com</p> <p><b>MDA Services..... 29r</b> 877-484-6149 www.mdaservicesgloves.com</p> <p><b>Mike Cox Law Firm PLLC ..... 1</b> 734-591-4002 www.mikecoxlaw.com</p>	<p><b>Paragon..... 45</b> 866-898-1867 www.paragon.us.com</p> <p><b>Peak Practice Transitions ..... 27</b> 888-477-7325 www.peaktransitions.com</p> <p><b>The Dentists Supply Company ..... 29</b> www.tdsc.com</p> <p><b>Veritas Transitions Group ..... 65</b> 844-283-7482 www.veritastransitiongroup.com</p> <p><b>Washtenaw Community College ..... 4</b> 734-973-3338 http://health.wccnet.edu/dentalassisting/</p>
---	--	---

Support our advertisers,  
and when you do, mention  
the Journal!

Listing of products, services and events in this advertiser index does not indicate endorsement by the Michigan Dental Association. All advertising must conform to the official standards established by the MDA. Standards are available upon request. The MDA reserves the right to reject any advertiser or advertising copy. To advertise in the Journal, contact Jackie Hammond at 517-346-9419, or email jhammond@michigandental.org. Or see our online rate card at <https://www.michigandental.org/Classified-Ads-Journal/Placing-Ads/Journal-Display-Ad-Rate-Card>

# Cranberries

By David Austin, DDS

**T**hanksgiving starts my favorite part of the year. The tradition that surrounds this, together with Christmas and the New Year, has always been exciting since

my earliest memory.

That memory goes back to the mid- to late-fifties and an old farmhouse in Mangham, Louisiana, where my grandparents lived. As the table was being set, I would stand on my tiptoes counting the pies. Yes, there it would be, on a little saucer looking like a red can laying on its side — cranberry sauce! Then I knew it was official. Christmas was not too far away.

Not long ago, I had an elderly patient sitting in my chair when he asked, “What’s wrong, Doctor? You seem to be moving a little slower than normal today.”

“Well, I’m having a hard time getting motivated today. You know what I mean, it being a Monday and all.”

“Sonny, when you get to be my age you’ll learn to appreciate every Monday that comes along.”

He was right, of course. That one incident started the wheels moving. I realized that the cranberry sauce had disappeared from my Mondays a long time ago. Today, Mondays are now just one of seven great days I enjoy every week.

I look around and see some friends and colleagues occasionally become a little cold or bitter toward their profession because it has not allowed them the financial reward or freedom that some expected. Nor has it perhaps been as stressless a business as some have thought it

should be. Actually, dentistry is among the most stressful of occupations and, I think, among the most rewarding.

I am rewarded each time a patient leaves and returns smiling. Pass the cranberry sauce, please.

When you feel sorry for yourself, it’s hard to notice those less fortunate. As you know, today there are many people who don’t have proper clothing, food, or perhaps a decent roof (if any) above them. It may surprise you to know that they live closer to you than you think.

Please pass the cranberry sauce.

This time of year I always pause and reflect on life, and

mine in general. Dentistry has been good to me as I approach my 13th year of private practice.

No, you will not find my name among the *Forbes* list of 100 most wealthy Americans. Nor is my appointment book as full as I would like it to be. Stress, though, I have plenty of and usually on a daily basis. And yes, I have done my share of chasing windmills and failed.

But as I sit here in front of the Christmas tree, arm around my wife and sipping hot

chocolate that my daughter made, I realize something really nice. I am indeed rich and these are the good old days.

My wish for you this holiday season and the coming year is to stop and smell the cranberries. I’ll bet you are doing better than you realize.

And, oh yes, here, have some cranberry sauce. ●



*Dr. Austin is the editor of the Journal of the Louisiana Dental Association. This article appeared in that publication's Winter 1990 issue and previously appeared in the MDA Journal's November-December 1991 issue.*



# WE WANT TO SEE YOU RETIRE

Selling a practice?  
Thinking of buying one?

*We help dentists make it happen.*

Let's arrange a no-cost meeting  
to discuss your options.

**The Goldman Group**  
has worked with more dentists  
than anyone else in Michigan.

**51** ESTABLISHED 1968  
OFFERING OVER  
YEARS of EXCELLENCE

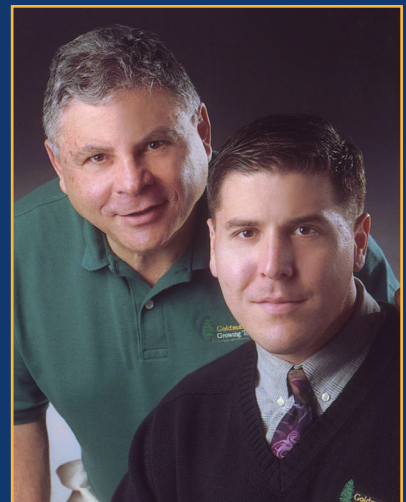
## THE GOLDMAN GROUP

Brian Goldman • Paul Goldman

**248-333-0500**

[www.goldmanpracticesales.com](http://www.goldmanpracticesales.com)

email: [goldmangroup2000@aol.com](mailto:goldmangroup2000@aol.com)





Keep your staff in  
your office, not theirs.

Workers' comp is essential to  
your insurance portfolio.

Accidents happen even when your practice takes every reasonable safety measure to prevent them. Workers' compensation insurance covers the cost of medical care, rehabilitation and lost wages for employees injured during the course of their employment.

Employers must carry workers' comp insurance in Michigan and all policies are mandated to cover the same things. There can be big differences in cost and service between carriers, so be sure your policy delivers the best of both. Many workers' comp policies renew Jan. 1. Now is a perfect time to check out the MDA group program to see how much you could save.

Call MDA Insurance at 800-860-2262 or visit [mdaprograms.com](http://mdaprograms.com) to request a quote.

### Evaluate what matters most:

- Discounted group rates from the MDA-endorsed carrier.
- "A"-rated Frankenmuth Insurance Co. with 150 years' experience.
- Superior service from quotation through claim management.
- Five consecutive years of rate decreases.

800.860.2272 • [mdaprograms.com](http://mdaprograms.com)  
3657 Okemos Road, Suite 100 • Okemos, MI 48864-3927



insurance

[MDAPROGRAMS.COM](http://MDAPROGRAMS.COM)