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## **ADA News - 08/02/2004**

American Dental Association, Publishing Division

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AMERICAN DENTAL ASSOCIATION

# ADA News®

AUGUST 2, 2004

www.ada.org

VOLUME 35, NO. 14

## ADA, Aetna settlement finalized

BY JOE HOYLE

The U.S. District Court for the Southern District of Florida gave final approval July 20 to an agreement settling the ADA's class-action lawsuit against insurance industry giant Aetna Inc.

Approval of the settlement agreement brings to a close the lawsuit filed by the Association in August 2001 claiming Aetna was unlawfully interfering in the dentist-patient relationship and will foster improved  
*See AETNA, page 14*



**ADA president:** "The terms of the settlement agreement are unprecedented in the insurance industry," notes Dr. Sekiguchi.

## Still got a beef? Compliance dispute process explained

BY JOE HOYLE

Even though the Aetna lawsuit settlement has been finalized, dentists with continuing concerns can still make their voices heard.

The final agreement calls for a compliance dispute process to allow dentists covered by the  
*See PROCESS, page 14*

## BRIEFS

**Poster inside:** Need a large, colorful way to help you and your staff follow the ADA's Best Management Practices for Amalgam Waste? Then turn to pages eight and nine of this ADA News for the free poster, Protecting the Environment.

The poster is suitable for display in an employee-only area of dental offices and is part of the ADA's efforts to help dentists contribute to a cleaner environment by taking voluntary, reasonable steps to reduce amalgam in dental wastewater discharge.

For more on BMPs, visit ADA.org at "www.ada.org/goto/amalgamBMP" or contact the Division of Science at "science@ada.org" or Ext. 2878.

**ADA HIPAA Security Kit:** Designed to make compliance easily doable by the April 21, 2005, compliance date, the ADA HIPAA Security Kit makes staff training simple by including a PowerPoint presentation and a downloadable PowerPoint viewer.

The security regulations, which the Department of Health and Human Services released under the Health Insurance Portability and Accountability Act of 1996, were conceived to protect electronic patient health information. Protected patient health information is anything which ties a patient's identity to that person's  
*See SECURITY, page seven*

## Coming to Orlando

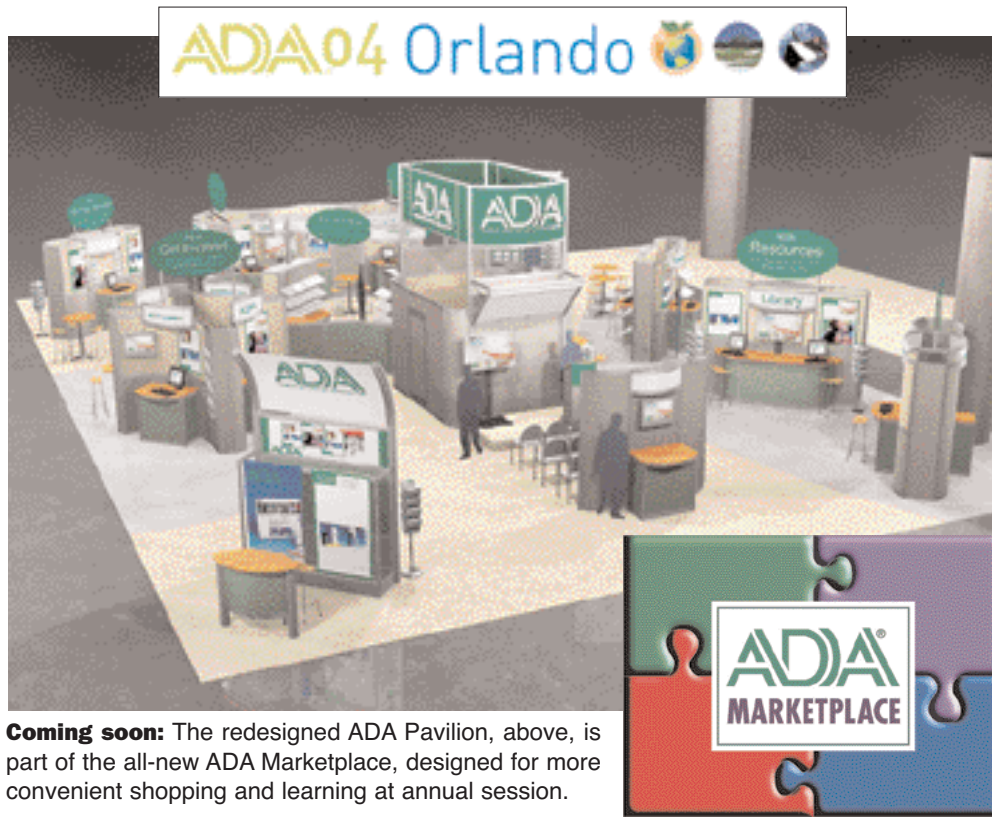
### ADA to launch new Pavilion, Marketplace

BY STACIE CROZIER

Orlando, Fla.—Annual session and the debut of the all-new ADA Marketplace and redesigned ADA Pavilion is only two months away.

While you're at annual session, be sure to check out this new opportunity to save time and money. The ADA Marketplace is a new exhibit concept designed to help make your search for business solutions more efficient as you research, compare and learn at annual session.

"The new ADA Marketplace is exciting," says  
*See LAUNCH, page four*



**Coming soon:** The redesigned ADA Pavilion, above, is part of the all-new ADA Marketplace, designed for more convenient shopping and learning at annual session.

## INSIDE



### Honored

Dr. Greenspan to receive Norton Ross award. **Story, page eight.**

# Membership is local

## Indiana dentists undergo Tripartite Initiative training

BY KAREN FOX

Indianapolis—I don't have time. It's too expensive. Why should I join when I get the benefits for free? It's what grassroots dentists might hear when they ask a nonmember, "Have you thought about joining organized dentistry?"

Finding the right answers is a key to the success of the Tripartite

Grassroots Membership Initiative. That charge brought a group of dentists together July 16 for the Indiana Dental Association's "TGMI Field Representative Workshop." The group represented the IDA's 15 component societies, with most from its largest component, the Indianapolis District Dental Society.

There are currently 900 field repre-

sentatives—grassroots members making one-to-one contact with nonmembers—in 46 states participating in the TGMI, which was launched in 2002 with the goal of raising the national member market share to 75 percent by 2005. The TGMI is designed to strengthen the profession, place an increased focus on  
*See INITIATIVE, page six*





# No-interest payment plans can grow your practice.

It's true—and it makes your patients happy, too.

Many patients put off accepting treatments they want or need because they base their decision on finances.

Turns out, **8 out of 10 patients prefer No-Interest Plans over other financing options** simply because they want more time to pay.

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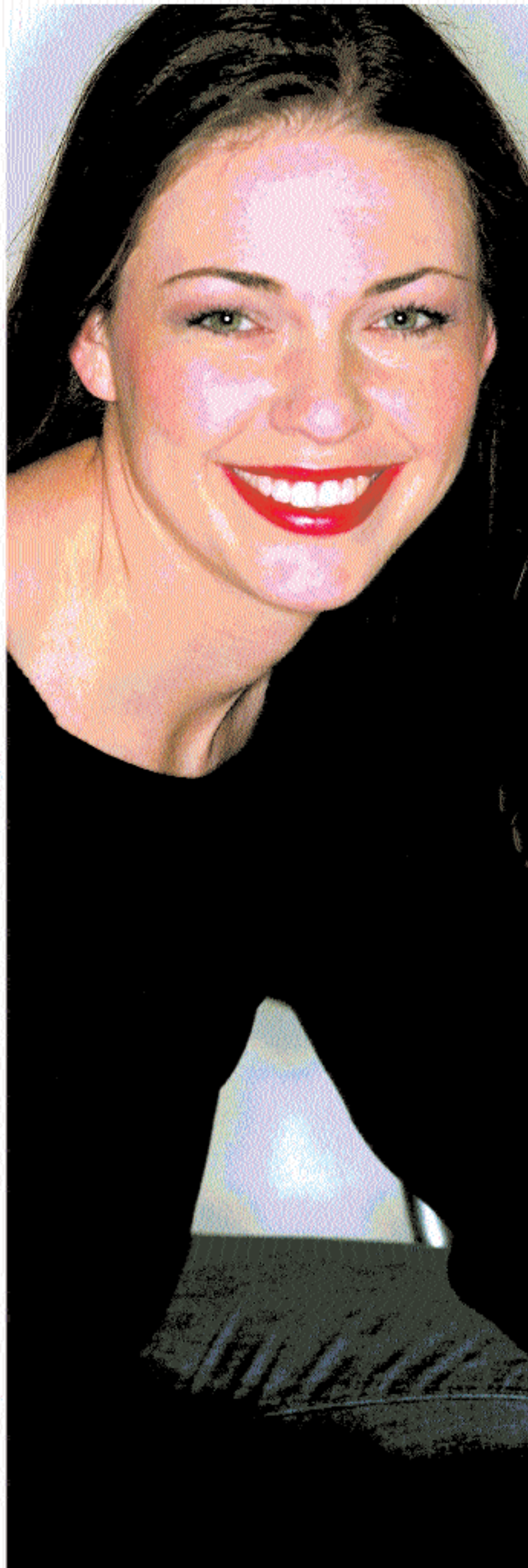
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- Less effort spent on collections saves you time
- Payments made within 2-3 business days
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or visit [www.healthcard.citicards.com](http://www.healthcard.citicards.com)



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# University of Pacific to host symposium, gala

*San Francisco*—A black-tie gala and National Leadership Symposium are among the highlights slated to celebrate the naming of the University of the Pacific School of Dentistry next month.

Pacific is naming its dental school the "Arthur A. Dugoni School of Dentistry" in honor of its long-time dean. Dr. Dugoni is president of the ADA Foundation and a past ADA president.

Dr. Dugoni's leadership at U of P is "an amazing 26-year record in a time when the average length of a dean's term is seven and a half years,"

said Dr. Richard Valachovic, American Dental Education Association executive director.

"But the longevity of service is only the beginning of what is special about his achievements," added Dr. Valachovic. "Indeed, it is not an exaggeration to say that there is no one in dental education more respected and beloved than Art Dugoni."

The Gala Naming Celebration Aug. 28 is expected to attract 1,500 guests from dental education, organized dentistry, government, the corporate sector and faculty, staff and students. Bill

Cosby will perform at the gala, which is preceded by a fundraising dinner. Proceeds from both events will benefit the Dr. Arthur A. Dugoni Endowment.

The Aug. 27-28 National Leadership Symposium features speakers from industry, education and organized dentistry, including Dr. James Bramson, ADA executive director. Keynote speakers are John Chambers, Cisco Systems Inc., and Dr. Gordon Christensen. Weekend symposium speakers include Dr. Valachovic, Dr. Dominick DePaola, Dr. James Pride, Dr. Harold Slavkin and Dr. Anthony Volpe.

Pacific's naming celebration marks the first time a dental school has been named for a current dean and the second time a dental school has been named after an individual. The Boston University Goldman School of Dental Medicine was named for Henry M. Goldman, its first dean. ■

## Ad 246044m313 to be placed Quad!!!



# Annual Session

## Still time to register and save

### Register, book hotels now to save time and money in Orlando

Orlando, Fla.—There are still a few weeks left to save time and money by registering in advance for the 145th Annual Session of the American Dental Association Sept. 30-Oct. 3—but you've got to act fast—advance registration ends Aug. 20.

Purchase tickets now for scientific programs, tours and special events to reserve your top choices.

#### Home away from home

There are still choice hotel rooms at special ADA rates available at 43 hotels throughout Orlando. Choose from sites near the convention center, the Lake Buena Vista area, Universal Orlando, SeaWorld Orlando and Walt Disney World Resort—including Disney's Boardwalk Hotel, a hotel just added to the ADA official hotel list.

Reserve your hotel room today by calling the ITS/ADA Annual Session reservation hotline toll-free 1-800-974-2925 or in Illinois 1-847-940-2155 or log on to "ADA.org."

New this year, you will receive a shuttle pass in your registration materials that allows you access to the ADA shuttle to and from ADA official hotels and the Orange County Convention Center (available for ADA hotels not within walking distance of the center).

#### Your ticket to CE

New this year—you'll need to present a ticket when entering every continuing education course, for both fee and no-fee programs. When you register in advance, you have the opportunity to select tickets to the programs of your



**Smile:** Annual session and Orlando offer great opportunities for practice building, continuing education, fun and relaxation.

choice, you'll avoid double booking your course times and you'll save time and money by securing your tickets in advance.

There are more than 225 courses to choose from, including more than 130 no-fee programs and 100-plus fee programs, with participation workshops and seminars. Many courses are filling up quickly, so act now to secure the tickets of your choice; tickets are distributed on a first-come, first-served basis. Log on to "ADA.org" or call 1-800-974-2925.

Also new this year, every individual attending the annual session must register separately to streamline the badge and ticket issuing process.



**Mr. Major**



**Capt. Lovell**



**Bill Cosby**



**New AADA book**

#### Eye openers

Start your Friday and Sunday off with views from around the world and beyond our planet when you attend the ADA/Sonicare Distinguished Speaker Series.

On Friday, Oct. 1, John Major, former prime minister of Great Britain (1990-1997) and leading authority on the changing global landscape, will take the podium at 8 a.m. to share his impressions of "The Changing World."

On Sunday, Oct. 3, Capt. James Lovell Jr., whose strong, innovative leadership captured the attention of the world almost 35 years ago when he safely piloted a crippled spacecraft

back to earth, will launch his DSS presentation, "Apollo 13: A Successful Failure," at 8:15 a.m.

Both programs will be held at the Orange County Convention Center, Halls A2 and A3. These special events are free of charge and open to everyone registered for annual session. Tickets are not required but an ADA identification badge is required for entry. Seats are available on a first-come, first-served basis.

#### Juicy fun in Orlando

A great destination like Orlando calls for great annual session entertainment and special events. This year, you can choose from five outstanding entertainment options, set exclusively for ADA annual session attendees, including:

- "An Evening with Bill Cosby," Oct. 1, 8:30 p.m. at the Orange County Convention Center, Halls A2 and A3—Join your family and your colleagues for an ADA-exclusive evening of the comedy magic of legendary entertainer Bill Cosby and help raise money for the ADA Foundation's Dental Education Fund. Tickets are \$59 in advance. ADA shuttle service between ADA official hotels and the convention center is available before and after the event.

- "Our Very Own Theme Park," Oct. 2, 8 p.m.-midnight at Universal Studios Florida—The ADA will have its very own theme park on Saturday evening so you and your guests can enjoy all the attractions of Universal Studios Florida without crowds and long lines. Check out favorite attractions, including Back to the Future The Ride; E.T. Adventure; Jimmy Neutron's Nickelodeon Blast; Earthquake: The Big One!; Jaws; Men in Black Alien Attack;

## Launch

*Continued from page one*

Dr. John S. Olmsted, chair of the Council on ADA Sessions. "Dentists and staff who visit the ADA Marketplace will be able to locate the products they're looking for more easily and conveniently since the exhibit floor will be organized in four color-coded product areas. At the new Marketplace, we've made the shopping experience as comfortable, easy and practical as possible, helping attendees to efficiently shop, compare and learn about everything that's new."

This year the Marketplace comprises 700-plus exhibit booths and 500,000 square feet of exhibit hall space. Instead of a random placement of products and services, clusters of related exhibits can be located in four easy-to-find areas. Attendees can focus on what they want to see, experience and compare with a shopping experience much like their local shopping mall.

Over-the-counter and pharmaceutical products will be located in the red section of the ADA Marketplace, the blue section will showcase dental services, dental materials and infection control products will be located in the purple section and dental instruments and equipment will be found in the green section.

The ADA Marketplace is open for business on Friday, Oct. 1, 9 a.m.-5:30 p.m., Saturday,

Oct. 2, 8:30 a.m.-5 p.m. and Sunday, Oct. 3, 9 a.m.-4 p.m. Visitors can also save money with exhibitor discounts, rebates and specials, and get a chance to win a trip for two to Super Bowl XXXIX.

The ADA Marketplace will also feature a fully redesigned ADA Pavilion, where dentists can find out more about the many benefits of ADA membership.

"We're enthusiastic about the new ADA Pavilion," says Dr. Olmsted. "This new addition will make it easier for dentists who visit the ADA Pavilion to find out more about products and services available exclusively to ADA members."

Knowledgeable staff who are specially trained to answer questions and provide information on topics that affect dentists and their practices and member benefits will be on hand to welcome session-goers to the new Pavilion.

The new ADA Pavilion Theater will also showcase a variety of informative programs, including how to access Medline information, how to plan and execute a successful Give Kids A Smile program, how to balance professional and personal satisfaction in dentistry, how to volunteer with Dentistry Overseas/Health Volunteers Overseas, how to share enthusiasm for organized dentistry with colleagues and an overview of the ADA's Best Management Practices for Amalgam Waste.

The ADA Pavilion can also help dentists find out how to get involved in fundraising, volun-

teerism and advocacy; discover member services that can enhance personal and professional life; order ADA products; explore practice issues; learn more about resources and publications offered by the ADA; and find out about the hottest topics facing the profession. Visitors can also enter drawings for giveaways, including a new car.

The ADA Marketplace will also host exhibition and continuing education special events:

- Tomorrow's Dental Office Today—a mobile dental-office-on-wheels showcasing the latest in digital technology and software for managing all facets of dental practice presented by the ADA and Henry Schein Inc. Visit the exhibit—at Booth 2841—for an interactive look at the latest dental office technologies and determine what enhancements you can make in your own practice.

- Exhibitor Power Breakfast—Join colleagues and exhibitors Oct. 2 at 8:30 a.m. for a complimentary continental breakfast and an opportunity to shop and network with company representatives before Saturday morning sessions and activities begin.

- Exhibitor Coupons—Special coupon books offer exclusive savings redeemable at the ADA Marketplace, including discounts, cash rebates and free products. Pick up a coupon book at sites throughout the convention center.

- CE in the Exhibit Hall—The Marketplace Theaters feature one-hour continuing education programs on the latest in dental technology and

office design in Hall C.

- New Product Showcase—where visitors can view the latest and most innovative products on the market, all in one convenient location, and see what product innovations are planned for the future. Visit the showcase on the Level 2 Concourse.

- ADA Commemorative Pin—Take advantage of the chance to pick up the second ADA annual session commemorative lapel pin. Dentists may collect their pin each day after noon in the ADA Pavilion, Booth 2360. Dentists must swipe their ExpoCard in order to receive the lapel pin—so have your ExpoCard handy. Limit one per dentist, please.

There's still time to register in advance for annual session. (See story, this page.) When you register in advance, you save money on registration and ticket fees, save time by receiving all of your meeting materials before you arrive and get the best chance for securing tickets for the courses and special events of your choice. Those who register in advance and book hotel reservations through the ADA or purchase discounted Disney attraction tickets through the ADA will also be entered to win valuable prizes. (See story, page five.)

The last day to register in advance is soon approaching—Aug. 20. Advance registration saves time and money. Check your Preview, the May 17 ADA News or July JADA for registration forms or log on to "www.ADA.org/goto/session". ■

Shrek 4-D; Terminator 2: 3-D Battle Across Time; and the All New Beetlejuice's Graveyard Review. Plus, enjoy free admission beginning at 10 p.m. to the Islands of Adventure's annual Horror Nights Event (\$54.75 value) and free admission to Universal CityWalk clubs through Oct. 3 (\$9.95 value). Tickets are \$53 in advance for adults, \$46 for children. ADA shuttle service will be available from all official ADA hotels.

- "ADA Presidential Gala," Monday, Oct. 4, 7-11:30 p.m. at the JW Marriott Orlando Grande Lakes Mediterranean Ballroom—Dinner and entertainment by CIRQUE performers will make this a once-in-a-lifetime special event for those attending annual session. Enjoy special music, tableside character entertainers and a spectacular two-hour show on the CIRQUE stage. Tickets are \$85. Attire is black tie optional.

- "Disney's Epcot Dining Experience and IllumiNations: Reflections of Earth," Thursday, Sept. 30, 6-9:30 p.m. at Walt Disney World's Epcot Center—Enjoy a full meal featuring international cuisine from one of five authentic international restaurants—France, Italy, Japan, Mexico or Morocco—then relax and enjoy a spectacular fireworks display on the Epcot World Showcase Lagoon. Dinner includes choice of appetizer; soup or salad; entrée and dessert with a non-alcoholic beverage (cash bar available). Tickets are \$79 in advance. ADA shuttle service is available to and from ADA sponsored hotels.

- "Dishing Up Smiles Luncheon," Friday, Oct. 1, 11:30 a.m.-1:30 p.m. at the Rosen Plaza Hotel Grand Ballroom—The Alliance of the American Dental Association will unveil its new book, "Dishing Up Smiles" at this special event to benefit the Foundation for Dental Health Education. Two years in the making, "Dishing Up Smiles" features quick and easy tooth-friendly recipes, table manners, dental health tips and more—a must for every home, dental office reception area and local library. Tickets are \$85, and provide a three-course lunch, a program, a donation to the FDHE and a copy of the book.

For more information or to register, consult your Preview, the May 17 issue of ADA News or the July JADA or log on to "ADA.org". ■

## Orlando offers many CE choices

*Orlando, Fla.*—This year's annual session offers an extensive lineup of continuing education courses for every interest, including:

- "Empowering the Dental Team To Deliver Quality Periodontal and Restorative Care," by Dr. Samuel B. Low, Thursday, Sept. 30, 9:45 a.m.-12:15 p.m. Tickets are \$55. (Course code: L106.)

- "Treatment Planning Guidelines For Restorative and Prosthodontic Problems: Part I," by Dr. Terry T. Tanaka, Friday, Oct. 1, 10 a.m.-12:30 p.m. Tickets are \$55. (Course code: L212.)

- "Team Approach For Reducing Cancellations and Failures," by Annette Ashley Linder, Oct. 1, 9:45 a.m.-12:15 p.m. Tickets are \$55. (Course code: L210.)

- "Mastering Adhesive and Esthetic Restorations," by Dr. Jeffrey J. Brucia, Saturday, Oct. 2, 10 a.m.-12:30 p.m. and continuing 2:30-5 p.m. Tickets are \$95. (Course code: L313.)

- "Esthetic Failures: What Can We Learn From Them?," by Dr. Terry T. Tanaka, Oct. 2, 9:45 a.m.-12:15 p.m. Tickets are \$55. (Course code: L314.)

For a complete list of courses, log on to "www.ada.org/goto/session" or consult your Preview, May 17 ADA News or July JADA. ■

## Prizes await—register by Aug. 20 to win

Four lucky individuals who've already registered, booked hotel reservations

and/or purchased discounted attraction tickets for annual session 2004 through the ADA have received the following special prizes:

- Dr. Kristine Gomez of Douglas, Ariz., netted two round-trip airline tickets to anywhere in the continental United States.

- Dr. Harvey Sherman of Frederick, Md., was awarded one round-trip town car transfer between the Orlando International Airport and his ADA official hotel.

ADA04 Orlando 

- Dr. Barbara Smith of Tipton, Iowa, won two Disney one-day Park Hopper Passes.

- Barbara Taylor of Waverly, Ohio, received two tickets to Downtown Disney Pleasure Island.

Winners of the advance registration prizes were drawn at the ADA July 16.

Everyone who registers in advance for annual session saves money on registration and ticket fees, saves time by avoiding long lines at the convention center and has the best chance

to secure the hotel of their choice and tickets to their first choice of continuing

education courses and special events.

There are still airline tickets, a hotel stay in a WDW resort, and several attraction and special event tickets to be awarded, so be sure to register in advance for annual session, book your hotel and purchase discounted attraction tickets through the ADA for a chance to win a valuable prize.

You may be the lucky winner so don't delay—the last day to register in advance is Aug. 20. ■

Ad 246044m317 to be placed at Quad!!!



# Initiative

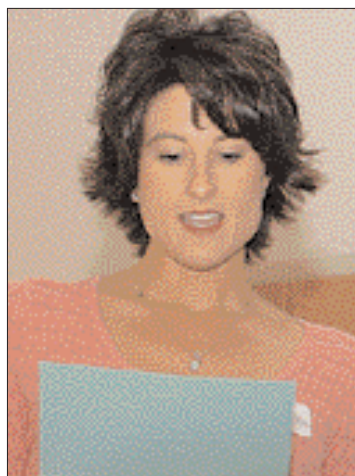
*Continued from page one*

member value and engage dentists to spread the good news about organized dentistry.

Gains have been made in the tripartite, according to end-of-year 2003 data, particularly in the number of active, licensed dentists, new dentists, student members, and women, minority and federal dentists.

The workshops are an added boost to the societies partnering with the Membership Initiative. ADA Tripartite Grassroots Membership Initiative managers travel coast-to-coast to assist dental societies with the trainings, and three new workshops were recently introduced. (See story, page seven.)

"The success of the Membership Initiative rests on the grassroots members who are doing this important work, and the ADA recognizes they need support," said Dr. William Lee, chair, ADA Council on Membership.



**Live action:** Dr. Andrey Horton (left) and Dr. Karen Cottingham hone their benefits communication skills during the Field Representative Workshop in Indianapolis July 16.

## AD 246044m314 to be placed at Quad!!!

"In Indiana, we knew that our success will rise or fall with our largest component, the Indianapolis District Dental Society," said Jay Dziwlik, IDA assistant executive director, adding that IDDS members comprise about one-third of IDA membership.

Tailored to meet the society's individual needs, the Field Representative Workshop gave grassroots dentists an overview of the IDA's membership goals, which include an emphasis on converting student members to new dentist members. Perhaps most importantly, grassroots dentists leave the workshops armed with the tools they need to make that first call.

"Getting someone to do something they don't want to do or don't see any benefit in is very difficult, especially if that person is a volunteer," explains Dr. Lee. "People may know what to do, but motivation is the key. These workshops give you the energy to get started and provide action items that you can use right away."

A vital aspect of the workshop is "live-action training"—scenarios in which dentists might actually find themselves when communicating with potential members.

"A lot of the dentists I know are just out of dental school and don't join because of the expense," said Dr. Andrey Horton, a 2000 graduate of Meharry Medical College School of Dentistry and IDDS field representative.

"If you're going to be a dentist, you need to be aware of what's going on in your profession, so you have to be part of an organization. For some that's not enough," said Dr. Horton. "You have to let them know about benefits that will interest them, like the reduced dues rate for new members, insurance and online CE."

As a periodontist, Dr. Scott Reef of Lafayette, Ind., may find himself discussing a patient with a nonmember, then add, "I haven't seen you at dental meetings in a while."

"The workshop really helps by giving us ways to remind people about the value of membership," said Dr. Reef, an IDA field representative.

"I think this training reinforces that it helps to have a good reason to call a nonmember," noted Dr. J. Mark Thomas, an IDA trustee and former membership chair from Seymour, Ind. "Sometimes it's as easy as asking if they forgot to pay their dues. For others, I might take them to lunch and say, 'I want to hear what your complaints are.'"

That's an area in which the IDA central office can play a central role.

"I don't expect them to know everything, and in some cases they may have to tell a nonmember, 'That's a good question; I don't know the answer but I'm going to find out,' then call me for follow-up," said Mr. Dziwlik. "A lot of times I'll send a value statement letter to a nonmember to explain what they get out of membership. For the most part, I want the grassroots dentists to pick up the phone, call nonmembers and tell their story, why they belong."

With a new membership committee, the Field Representative Workshop comes at an opportune time for the Indianapolis District Dental Society. IDDS currently has 850 members but the potential pool is over 1,100.

"We're getting some new systems in place to work with nonmembers," said Dr. Joanne Gaydos, IDDS membership chair. "Several of our field reps were at this workshop for that reason."

A total of 25 Field Representative Workshops have been conducted so far, and feedback has been overwhelmingly positive.

The Maryland State Dental Association hosted one that drew 33 members, and it plans on holding another this fall.

"We started a new program as a result," said Dr. William F. Martin, MSDA membership chair. "We're now going out into the field and greeting members and nonmembers in their practices. It's face-to-face contact to let them know what's going on with MSDA."

It may be too early to tell how successful the outreach is for gaining members, but the program has rejuvenated volunteers and staff.

"What we're seeing is that people are so surprised to see us making personal visits that they stop what they're doing and invite us in," said Dr. Martin.

There is evidence that the overall impression of  
*See INITIATIVE, page seven*

# TGMI workshops this fall

The Field Representative Workshop like the one that took place last month in Indiana is an introduction (or re-introduction) to membership recruitment and retention basics for volunteers.

Promoting effective benefits communication through a variety of interactive exercises, the workshop allows volunteers to experience grassroots membership networking, interact with colleagues, and develop leadership skills and confidence in their ability to communicate the value of membership.

It's time to consider Tripartite Grassroots Membership Initiative workshop options for the fall. Three new modules are available:

- Retention Workshop—Expand your ability to productively reach out to current members to ensure they will stay members.
- Cultural Proficiency Workshop—Examines perceptions we have, the changing demographics of the profession and develops an understanding of how cultural proficiency is tied into the tripartite's recruitment efforts.
- Dental Student Conversion Workshop—

Explores ways to get students involved and ways to facilitate a smooth transition to tripartite membership.

A fourth workshop on leadership is under development. Each module takes approximately two hours and can be modified to fit groups of any size. Modules can be incorporated into a membership committee meeting or a larger event such as a leadership conference.

Contact your TGMI manager for details, or visit the Dental Society Resources Web site at "www.adadentalsociety.org". ■

## Initiative

*Continued from page six*  
the ADA is improving, according to the 2003 Nonmember Opinion Survey, and that grassroots dentists are beginning to have an impact on non-members. Dr. Lee sees this as further evidence of the vast potential of the Tripartite Grassroots Membership Initiative.

"Seventy-five percent by 2005 is an aggressive goal and we are working hard to accomplish this. However, membership efforts will not end at the end of next year," said Dr. Lee. "Just as the legislative grassroots effort is ongoing, the membership grassroots effort will be ongoing. In fact, the ADA Council on Membership has discussed the need to extend the outreach membership efforts beyond 2005 as a way of doing business." ■

## Does HIPAA apply to you?

HIPAA security, like all other HIPAA regulations, only applies to dental practices that submit or receive electronic transactions for which a standard has been established by the U.S. Department of Health and Human Services, either directly or through a vendor or clearinghouse. ■

## AD 246044m303 to be placed at Quad!!!

## Security

*Continued from page one*  
health care, such as X-rays, charts or invoices.

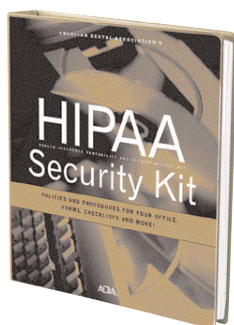
The security manual will feature easy-to-follow guidelines and sample policies and procedures on topics including appointing a HIPAA security official among staff members, preventing viruses from damaging computers and developing password management policies.

The ADA Seminar Series offers "HIPAA: The Current Issues," to help dentists prepare for compliance with HIPAA regulations. E-mail Tina Martinez at "martinezt@ada.org", or Susan Barthel at "barthels@ada.org" or call toll-free, Ext. 2908.

The ADA Council on Dental Practice encourages members to seek clarification from the ADA for questions concerning the security standards or any regulations under HIPAA. E-mail the ADA at "HIPAA@ADA.org" or call Robert Lapp, Ph.D., director of the ADA Department of Dental Informatics, toll-free at Ext. 2750. Dr. Lapp frequently speaks on HIPAA issues and participated in the development of ADA comments and consultations on all proposed and final regulations.

The ADA Department of Salable Materials is taking orders for the HIPAA Security Kit. The price is \$149.95, but it's available to ADA members for \$99.95. Interested dentists can call the ADA at 1-800-947-4746 or go to the Product Catalog at ADA.org. The catalog number for the ADA HIPAA Security Kit is J685.

The HIPAA Security Kit will be available at the ADA Store at ADA annual session in Orlando. Annual session-goers can also order the ADA HIPAA Security Kit at the ADA Pavilion and receive free shipping. ■





# Dr. Greenspan to receive Ross award

## Pioneered AIDS protocols, universal precautions

BY MARK BERTHOLD

*San Francisco*—It was the early 1980s, a frightening new epidemic was hitting San Francisco and Dr. Deborah Greenspan was there to witness first-hand its impact on oral health.

For her ensuing work into dental issues related to the human immunodeficiency virus and acquired immune deficiency syndrome, Dr. Greenspan has won the 2004 Norton M. Ross Award for Excellence in Clinical Research—the first woman to do so since the award was first bestowed in 1991.

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“I’m very proud and truly honored to be among the recipients of the Ross award,” says Dr. Greenspan, who is a professor of oral medicine at the University of California San Francisco School of Dentistry and clinical director of its Oral AIDS Center.

“I’ve also had the privilege,” she adds, “of working with some of the pioneers of HIV care and research, and my work would not have

been possible without them.”

Dr. Greenspan’s work has included charting the many changes in the AIDS epidemic since its beginning and making crucial discoveries in the field of oral health and AIDS/HIV. For example, she delineated new oral lesions in association with HIV infection and developed new ways to treat mouth problems in HIV-positive patients. Her discovery of oral hairy leukoplakia opened a new arena of research into both AIDS and Epstein Barr virus research.

“Dr. Greenspan’s recognition of the clinical



**Dr. Greenspan:** Her work has influenced oral health care worldwide, notes Dr. Jeske.

manifestations of AIDS, especially her significant advancements in detecting and treating the associated oral lesions, have greatly influenced clinical oral health care worldwide,” notes Dr. Art Jeske, chair of the ADA Council on Scientific Affairs, of which Dr. Greenspan is a past member.

He adds, “Her groundbreaking textbooks, *AIDS and the Dental Team* and *AIDS and the Mouth: Diagnosis and Management of Oral Lesions*, have greatly furthered dental students’ understanding and treatment of the disease.”

The 2004 Ross award also recognizes Dr. Greenspan for leading the UCSF dental school’s efforts to protect patients and health care providers from the transmission of blood-borne infections. She’s also made major contributions to improving mouth comfort for people with oral cancer who have been treated with radiation therapy.

“In the mid 1980s, I was privileged to work with [UCSF dental school dean] Dr. John Greene in establishing a task force to develop protocols and guidelines for infection control procedures,” says Dr. Greenspan, adding, “Our school recognized early on that universal precautions were an important feature of any recommendations we developed.”

Since receiving her dental degree from the Royal Dental Hospital of London in 1964 and license in dental surgery from the Royal College of Surgeons that same year, Dr. Greenspan has been at the forefront of oral medicine.

“My research covering oral mucosal disease began with diagnosing oral cancer and managing the side effects of its treatment,” she says. “I was drawn to oral medicine because I thought I could help provide a better quality of life for people with certain oral problems. Also, I was intrigued by the question of diagnosis; what was causing these problems? What could lead to better prevention, earlier diagnosis and improved management?”

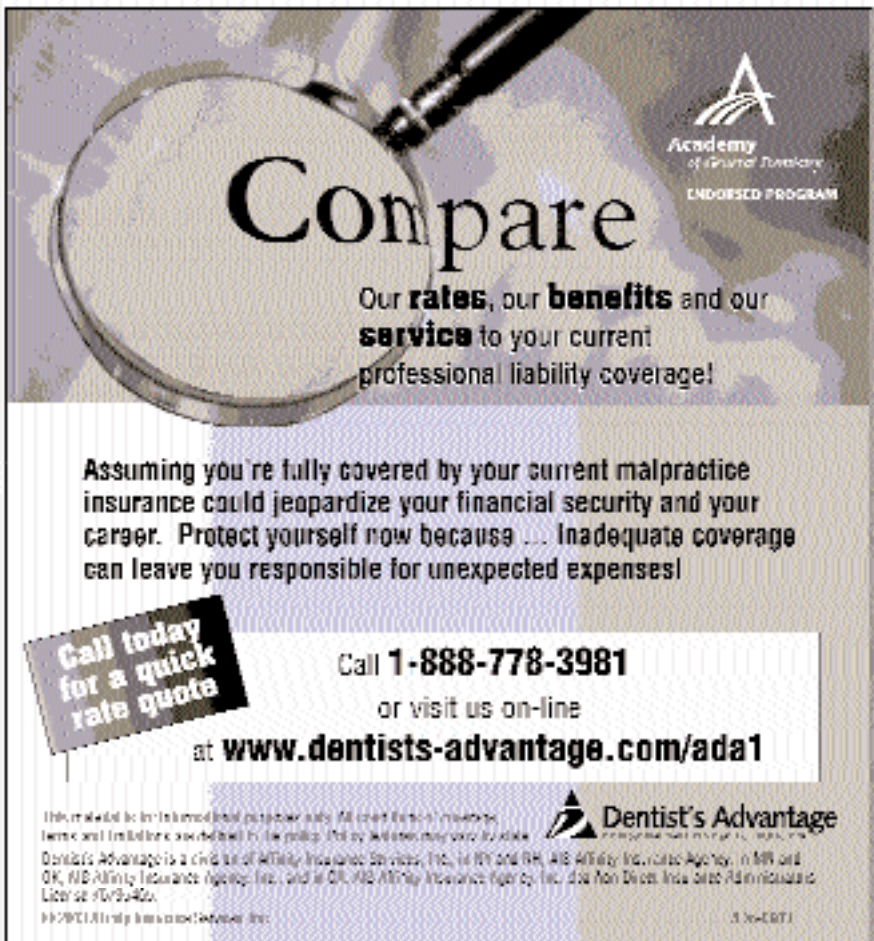
Dr. Greenspan has served as consultant to the federal Centers for Disease Control and Prevention, Food and Drug Administration, Health Resources Service Administration and Agency for Health Care Policy and Research. She was a member of the ADA Council on Scientific Affairs and the Dental Research Programs Advisory Committee of the National Institute for Dental and Craniofacial Research.

As the 2004 Norton M. Ross award winner, Dr. Greenspan will receive a plaque and \$5,000 at an ADA Board of Trustees dinner in Chicago in August.

The Ross award recognizes a significant contribution in clinical investigation that has advanced the diagnosis, treatment and/or prevention of craniofacial-oral-dental diseases. The award is sponsored by the American Dental Association through the ADA Foundation, with support of Pfizer Consumer Healthcare.

The award is given in memory of Dr. Norton M. Ross, a dentist and pharmacologist who contributed significantly to oral medicine and dental clinical research. ■

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**Oral cancer:** This month the ADA is releasing a series of TV public service announcements on the importance of early detection of oral cancer. The PSAs feature U.S. Surgeon General Richard Carmona and patient Eva Cohen (right), who tells the story of her own oral cancer survival, emphasizing the importance of regular dental visits. The PSAs were shot in high definition TV—a first for the ADA—and will be distributed to 350 TV stations in the top 100 national markets.



Ad 246041p144 to be placed at Quad

## Consolidated dental trade organization created: DTA

The dental industry is finally getting its wish: a single, unified trade association.

The membership of the American Dental Trade Association and Dental Trade Alliance overwhelmingly approved by majority vote June 29 to consolidate and create a new dental trade organization.

An equally represented slate of officers and directors was also approved, with David Steinbock, Whip Mix Corp., serving as chair. The unified organization officially became the Dental Trade Alliance Aug. 1.

"Consolidation has been a desire of the dental industry for a long time," said Gary Price, the ADTA president and chief executive offi-

cer who has been tapped to serve as CEO of the unified organization. "I think there was a recognition that while both were effective in their own ways, having one organization would be more efficient."

"It is the desire of our member companies to grow the dental industry and increase dental demand," added Carolyn Van Eck, the DTA president who will continue to serve on the new board as immediate past chair.

"By having one voice and one vision, our companies can be a more effective partner to the dental profession," said Ms. Van Eck.

The new unified Dental Trade Alliance will be headquartered near Washington, D.C. ■



**CHIP-ing in to protect kids:** ADA President Eugene Sekiguchi watches as Dr. Norman Becker takes a Toothprint of a young participant in the Massachusetts Masonic Child Identification Program in Milton, Mass. More than 1,000 dental health professionals across New England donated their services May 22 to help comprehensively identify some 14,000 children at 60 sites in seven states.



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Dentistry courtesy of Newton Fahj, Jr., D.D.S., M.S.

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# Thank You!

From the ADA Foundation

As the charitable arm of the American Dental Association, the ADA Foundation provides grants to support dental research, education, scholarships and access to care programs. In addition, the Foundation supports Charitable Assistance Programs such as relief grants to dentists and their families who are unable to support themselves due to an injury, a medical condition or advanced age; and grants and loans to those who are victims of disasters.

To say thank you, we have listed the names of donors who provided a donation or pledge of \$250 or more to the Annual Fund from July 2002 – December 2003.

For a complete list of donors or to learn more about our grants program, please go to [www.adafoundation.org](http://www.adafoundation.org) or call us at 312-440-2547.

*Together, we can improve health and make lives better,  
one person at a time.*

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We apologize for any inaccuracies in this roster of Annual Fund donors and Legacy Society members. Please contact the ADA Foundation for any corrections.



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## Law

### Aetna

*Continued from page one*  
communication between practitioners and patients while streamlining claims processing.

"We are extremely pleased with the court's decision," said Dr. Eugene Sekiguchi, ADA president. "The terms of the settlement agreement are unprecedented in the insurance industry and will significantly strengthen the relationship between dentists and their patients. The ADA looks forward to a new level of coopera-

tion between Aetna and organized dentistry, which will greatly benefit people who are enrolled in Aetna dental plans."

The agreement requires Aetna to pay a settlement of \$5 million, including \$1 million paid directly to the ADA Foundation, the Association's charitable arm, and an additional \$4 million made available for payments to class-member dentists. Class-members include practitioners who treated Aetna members between Aug. 15, 1995, and March 26, 2004.

In addition to the financial settlement, the agreement calls for sweeping changes to the company's business practices. Among the initiatives, Aetna is directed to:

- establish a Dental Advisory Committee to advise the company with respect to downcoding and bundling procedures; the committee will include nine members, three chosen by the

ADA, three by Aetna and the remaining three by the first six;

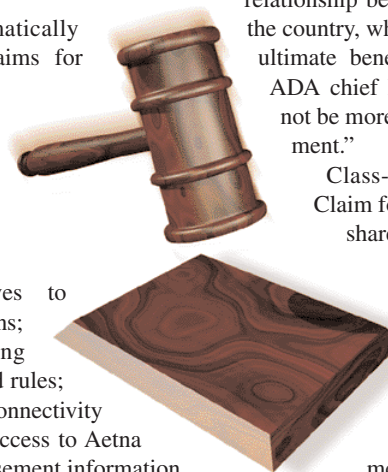
- no longer automatically downcode or bundle claims for covered services;

- invest in a system of automated claims processing to expedite processing of "clean claims for covered services";

- implement initiatives to reduce claims resubmissions;

- disclose downcoding and bundling methods and rules;

- increase electronic connectivity and direct Web-enabled access to Aetna systems to verify reimbursement information and track claims.



"The agreement marks a turning point in the relationship between Aetna and dentists across the country, where the dental patient will be the ultimate beneficiary," said Peter M. Sfikas, ADA chief legal counsel. "The ADA could not be more proud of the terms of the agreement."

Class-members received Proof of Claim forms in May to either claim their shares of the settlement or indicate that their shares were to be donated directly to ADAF for dental health education, research, access-to-care and other charitable programs.

Unclaimed shares for class-members who did not submit a Proof of Claim by the July 2 deadline will go directly to ADAF.

Among other claims, the ADA's lawsuit alleged that Aetna Inc. and its subsidiaries violated federal law by undercutting fees charged by "out-of-network" providers and establishing a schedule of "usual, customary and reasonable" fees using a database that was "unsuitable" for that purpose. The suit also alleged that Aetna libeled out-of-network dentists by insinuating in its Explanation of Benefits form that the dentists' fees were "excessive, unreasonable and substantially above" the charges of other dentists in the same area. ■

## Process

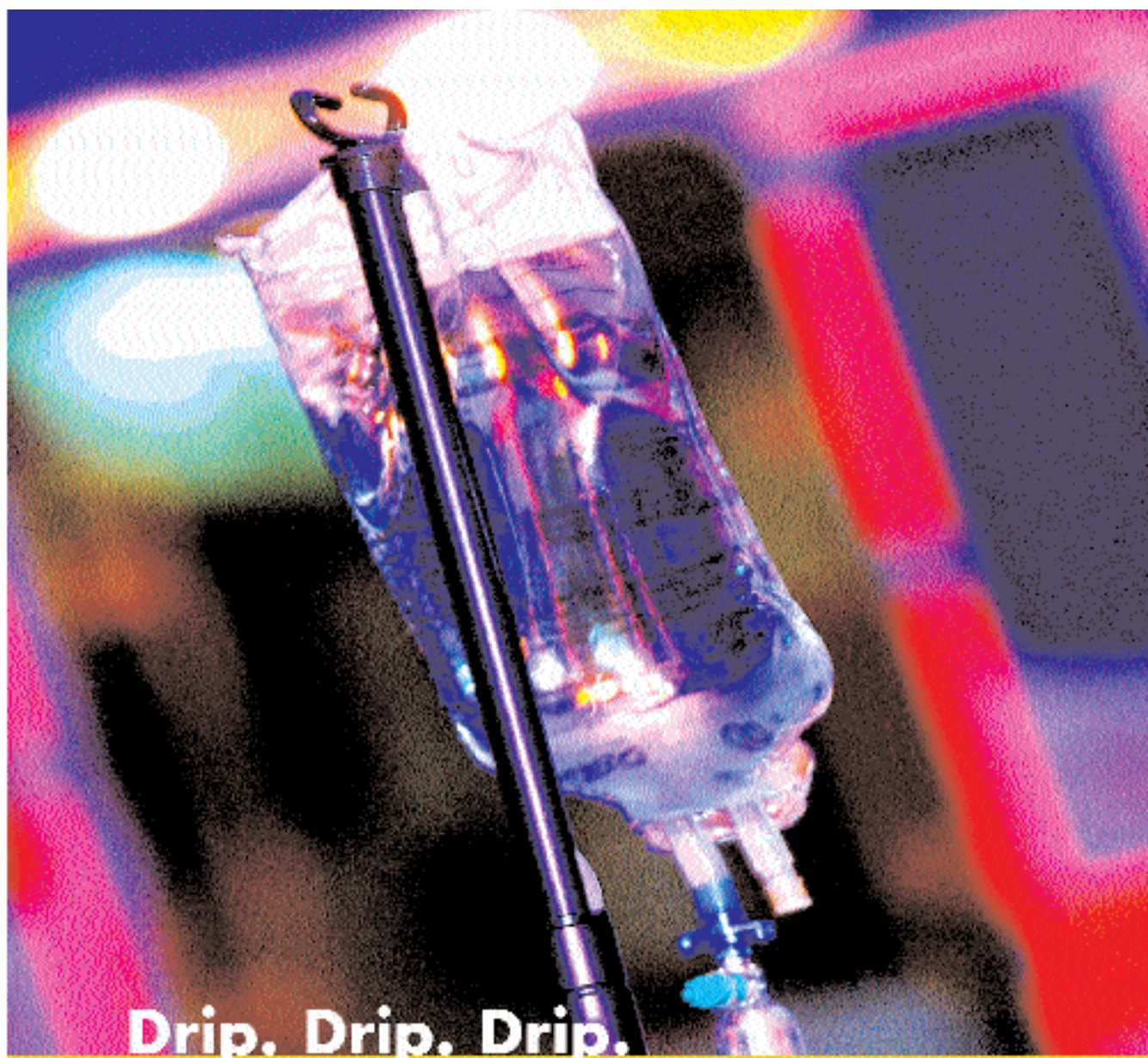
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settlement to relay their concerns if they feel Aetna has materially failed to meet its non-financial obligations as laid out in the settlement.

Compliance disputes must be submitted to a compliance dispute facilitator, designated by counsel for the class members. Complaints must be filed using the Compliance Dispute Claim Form within 30 days of the incident in dispute. The form will be posted on ADA.org at "www.ada.org/goto/aetnasettlement".

Disputes that cannot be settled by the compliance dispute facilitator will be forwarded to a compliance dispute review officer—selected by Aetna and class counsel—for resolution. Either party in the dispute may petition for a rehearing of the complaint within 10 days of receiving the compliance dispute review officer's decision if it feels the dispute has not been appropriately resolved.

"The Association is very pleased with the resolution of the Aetna lawsuit," said Peter M. Sfikas, ADA chief legal counsel. "However, dentists covered by the settlement agreement should know there is a mechanism for resolving disputes if they feel Aetna is not adhering to the nonfinancial requirements of the agreement."

Questions? Contact the ADA Legal Division toll-free, Ext. 2874, or by e-mail at "aetnasettlement@ada.org". ■



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## Laser dentistry call for abstracts

Coral Springs, Fla.—The Academy of Laser Dentistry is seeking abstracts for its 12th annual conference April 6-9, 2005.

The abstract call is for topics in the areas of scientific research, clinical case studies and related practice management.

Submission prior to Sept. 15 is recommended; electronic abstract submission is required. Visit "www.source2005.org" for guidelines or call 1-954-346-3776 or e-mail "estrella@laserdentistry.org" for questions. ■