

ODA Today

A publication of the Ohio Dental Association focusing on dentistry in Ohio

QuickBites

Guiding children's behavior in the dental setting

Guiding children to cooperate during dental procedures can be a challenge to any dentist, but Drs. Jessica Bentoski and James Boynton offer some helpful tips in the January issue of the *Journal of the Michigan Dental Association*.

In addition to offering guidelines on local and general anesthesia, the authors offer non-pharmacological techniques. These include "tell-show-do," demonstrating to a child exactly what you will do before actually doing it; positive reinforcement, including verbal praise or small rewards; voice control, alternating the tone or volume of your voice to bring attention to something important (it is important to discuss the need for voice control with parents, who may object to the use of a loud or firm voice). Other communication-based techniques

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Inside

Despite deficit, governor's budget includes funding for adult dental coverage

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Something for everyone at the ODA's annual meeting in Columbus

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Committees discuss future, goals for ODA

April Ad Interim and Strategic Planning Committee meetings a success, page 14

ODA dentists deliver vital message to legislators

Liz Downey
Staff Writer

More than 120 Ohio Dental Association (ODA) member dentists and dental students convened in Columbus on Wednesday, April 13 to advocate on behalf of the dental profession at the ODA Day at the Statehouse.

The annual event, which was held this year at the Hyatt on Capitol Square in downtown Columbus, is the ODA's largest grassroots initiative. Attendees, including ODA member dentists, dental students and spouses, had the opportunity to speak one-on-one with over 100 state legislative offices about issues that impact patients, dental practices and oral health in Ohio.

"The day was a huge success," said ODA President Dr. Thomas Matanzo. "ODA members and dental students from throughout the state were able to discuss dentistry's priority legislative issues with policymakers. This grassroots interaction makes a difference."

Matanzo said the ODA Day at the Statehouse provides a unique opportunity for dentists to impact public policy.

"The legislature and policymakers can have a huge impact on our patients and our practices," he said. "As seen by this year's events, having the ability to sit down with legislators one-on-one and express our views is critically important to the future of our profession."

The day's events kicked off with a briefing by the ODA Government Affairs Team on the ODA's current legislative priorities over lunch. Attendees were briefed on the following topics:

Dental Therapists

Day at the Statehouse participants were briefed on an attempt by the Kellogg Foundation, a billion dollar Michigan-based foundation, to establish "dental therapists" in Ohio through a multimillion dollar grant to the Universal Health Care Action Network. According to advocates for the proposal, these dental therapists would receive 2 years of training post-high school and be able to perform extractions, restorative procedures and hygiene services.

The ODA opposes the dental therapist proposal and asked Day at the Statehouse attendees to educate legislators on the topic and the safety concerns which could arise were the proposal to become law. No legislation on the issue is pending in Ohio at this time but advocates for the creation of dental therapists are actively meeting with policymakers to urge that legislation be adopted. The Kellogg Foundation has targeted four other states (Kansas, New Mexico, Vermont and Washington) with similar proposals. Dr. Matanzo explained that the therapist model is of concern because the proposal includes allowing inadequately trained individuals to do irreversible, surgical procedures.

Adult Dental Medicaid

Governor John Kasich has introduced his

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From left, Dr. Bruce Grbach, State Rep. Lorraine Fende (D-Willowick) and Dr. Yasser Armanazi meet during the ODA Day at the Statehouse.

Unleash your mind to discover the leader within

Stephanie Pilgrim
Managing Editor

The 2011 Leadership Institute is almost here and Disney plans to bring the magic. The May 20th and 21st event will include a presentation on leadership by a facilitator from the world-renowned Disney Institute, showcasing Disney's best practices and how these can be readily integrated in the dental office and in your personal life.

The 90-minute presentation will explore Disney's strongest philosophies of leadership excellence, people management, quality service, brand loyalty and inspiring creativity.

ODA members will benefit by interacting with one of the most influential organizations in our country.

Attendees will:

- Discover leadership strategies and best practices that can be adapted to any organization.
- Explore the Disney methods for leadership development.
- Learn how accountability is needed to align organizational values and individual leadership values and behaviors.

The registration deadline for the Leadership Institute, with the expectation of receiving meeting materials in the mail is Wednesday, May 11. Registration will continue until Monday, May 16 but attendees will need to pick-up meeting materials on site.

ODA members and a spouse or guest are welcome to attend the reception on Friday evening. Spouse members of the Alliance of the Ohio Dental Association (AODA) are welcome to register for the event free of charge as well. The Leadership Institute is made possible by sponsorships from the Delta Dental Foundation.



ODA Leadership Institute Schedule of Events Friday, May 20

10:00	Registration begins
11:00	Welcome by ODA president Dr. Thomas Matanzo
11:05	Keynote presentation, Dr. Ron Arndt, The Dental Coach
11:45	Buffet lunch
12:35	Breakout session I
1:45	Breakout session II
3:00	Legislative update
4:00	Rep. Ross McGregor
4:45	Closing remarks, Dr. Matanzo
5:00	Reception hosted by the Delta Dental Foundation of Ohio
Saturday, May 21	
7:45	Registration and breakfast buffet
8:40	Welcome and introductions, Dr. Thomas Matanzo
8:45	Disney's Approach to Leadership Excellence
10:15	ODA Foundation update
10:30	Executive Committee Town Hall
11:45	Adjournment

Additional information on the Leadership Institute has been mailed and is online at www.oda.org.

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Connect



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ODA testifies in favor of Medicaid dental coverage for adults

ODA Staff

On April 6, ODA's Executive Director, David Owsiany, J.D., testified before the Ohio House Health and Human Services Subcommittee urging support of the governor's budget proposal, which maintains funding for the adult dental Medicaid program. Owsiany told the subcommittee that the ODA "applauds Governor John Kasich for taking action to continue the adult dental Medicaid program in his state budget proposal."

Owsiany explained in his testimony that oral health is important to overall health and that the adult dental Medicaid program is an efficient use of state resources because it ensures Medicaid patients can secure treatment in the most cost-effective settings: the dental office and dental clinics. Owsiany noted that without the adult dental Medicaid program, untreated dental disease can force people into costlier settings such as hospital emergency rooms, where patients may get prescriptions for pain medications and antibiotics but the underlying oral condition is not treated, making multiple subsequent emergency room visits likely.

Following Owsiany's testimony, several subcommittee members expressed their support for the adult dental Medicaid program.

Kasich's \$55 billion budget for state

fiscal years 2012-13 calls for no tax increases but includes cuts in aid to local governments, schools, and certain Medicaid expenditures and other areas. Kasich was forced to address the spending cuts because of an \$8 billion shortfall due in large part to one-time federal stimulus dollars for 2010-11 that won't be available in 2012-13. In defending his budget, Kasich said in "our Medicaid program, a lot of people would have gone in and gotten rid of things like dental coverage, but we didn't do that."

The ODA's advocacy team has been meeting with policymakers, legislators and Kasich administration officials for the last several months to educate them on the importance and cost-effectiveness of dental care. On April 13, more than 120 ODA member dentists and dental students attended the ODA's Day at the Statehouse where attendees met with their legislators to advocate in favor of the adult dental Medicaid program, reiterating the points made in Owsiany's testimony.

Information on the ODA's Day at the Statehouse can be found on the front page.

The Health and Human Services Subcommittee will make its recommendations to the Ohio House Finance and Appropriations Committee, which then must pass a new version of

the budget bill, with any amendments. The full House of Representatives will consider and then vote on the bill sometime later this month before it is sent to the Ohio Senate for consideration. The final version of the budget bill must pass both the House and Senate and be signed by Governor Kasich by June 30, 2011.

To read Owsiany's testimony in its entirety see page 3.

Visit <http://www.oda.org> for current and archived ODA Today stories.

CHILDREN, from page 1

include giving simple, clear directions and not asking a child to do something he or she must do. In other words, when you give a child a choice, asking a child in the waiting room, "Are you ready to go back?" is only inviting a negative response. Ask questions such as, "Do you want me to brush the top teeth first, or the bottom teeth first?" Such simple, insignificant, requests give children the impression that they have control over some part of the visit. You should also be on guard against any tendency to belittle children with comments like, "You're too old to act that way."

Drs. Bentoski and Boynton also urge dentists to question and acknowledge children's emotions. If a child is anxious, acknowledge it, and try to work through it. (Source ADA Dental Editor's Digest)

ODA members to be treated to a double-dose of Disney

ODA Staff

The Disney Institute is a world-renowned leader in business training, and thanks to the ODA Annual Session Committee, ODA members have two opportunities this year to share in their magic.

Not only did Walt Disney redefine the world of entertainment, his legacy is found in a worldwide scope of motion pictures, theme parks, stage shows, books, magazines, television, merchandise, music, apparel, radio, resorts, a cruise line and more. Of course, none of this would have been possible had he not also re-written the rules of business.

Walt Disney was, and will always remain, that rare breed: an artistic genius who created an effective organizational model and efficient work environment where employees were recognized for their achievements, encouraged to work



The 2011 ODA Annual Session Committee is "all ears" as they prepare to welcome the Disney Institute to Annual Session and the ODA Leadership Institute. Pictured from left, back row: Drs. Dan Ward; Mark Bronson; Jay Resnick; Bruce Grbach, Jr. Exhibit Hall Chairman; Greg Beten, Sr. Exhibit Hall Chairman. Pictured, front row: Drs. Nanette Tertel, CE Chairman; Berta Howard; Dale Anne Featheringham, 2011 Annual Session General Chairman; Elizabeth Mueller; Mike Winick. Not pictured: Drs. Phil Leone; R. Neil Sundheimer; Kevin Laing; Thomas Matanzo.

as a team and, by striving for excellence, continually broke the confines of the status quo to surpass the expectations of the world. Disney Institute facilitators include accomplished business leaders, entrepreneurs, educators, and executives who use dynamic and entertaining stories and demonstrations to explain effective business models and concepts.

During the ODA's Leadership Institute on Saturday, May 21, attendees will be treated to a 90-minute presentation directed to dentists on leadership. In Disney's Approach to Leadership Excellence, attendees will learn that in the Disney organization, leaders at every level are constantly aware that they're "telling a great story" that consistently complements and pursues the goals of the entire corporation.

Whether subtle or overt, behaviors demonstrated by employees - in particular those in management roles - are instrumental in conveying values, guiding strategy, and inspiring passion and interest. When practiced, the effect is far more powerful than merely directing employees to adhere to company policy. Positive actions consistently tell the story not only of who we are, but of the behaviors we value. When a shared and meaningful purpose is conveyed, in time employees will naturally follow the storyline their employer has written. Attendees will: Discover leadership strategies and best practices that can be adapted to any organization or dental

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Frank R. Recker has practiced general dentistry for 13 years and served as a member of the Ohio State Dental Board before entering the legal profession. Areas of practice include:

- Administrative Law before State Dental Boards
- Dental Malpractice Defense
- Practice-related Business Transactions

Dr. Recker also represents multiple national dental organizations and individual dentists in various matters, including First amendment litigation (i.e. advertising), judicial appeals of state board proceedings, civil rights actions against state agencies, and disputes with PPOs and DMSOs.

A sampling of various cases can be obtained online. Questions regarding representation can also be addressed to Dr. Recker via e-mail at recker@ddsllaw.com.

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Delivering ODA's message in support of the adult dental Medicaid program



The Director's Chair

David J. Owsiany, JD
ODA Executive Director

In March, Governor John Kasich introduced his proposed budget for the state's fiscal years 2012-13. Despite the fact that the state is facing an \$8 billion structural deficit, the governor's budget proposal included funding for dental coverage for adults in the state's Medicaid program. Many other states facing similar fiscal difficulties have eliminated or severely limited their adult dental Medicaid programs.

Ohio's 2011 fiscal year ends on June 30, by which time the state's 2012-13 budget is to be enacted. It is expected that the budget bill will be voted on in the Ohio House of Representatives later this month and then will be considered by the Ohio Senate. Several amendments to the budget bill are expected before it goes back to the governor for his signature.

On April 6, 2011, I testified on behalf of the ODA before the Ohio House Health and Human Services Subcommittee of the Finance Committee in support of the governor's proposal to fund the adult dental Medicaid program. My testimony is reproduced below.

"Chairman Burke, and members of the House Finance Subcommittee on Health and Human Services, my name is David Owsiany, and I am the executive director of the Ohio Dental Association, which represents 5,400 Ohio dentists. Thank you for this opportunity to present testimony on House Bill 153. On behalf of the ODA and its membership, I urge your support for continuation of the adult dental Medicaid program as called for in HB 153.

The ODA applauds Governor Kasich for taking action to continue the adult dental Medicaid program in his state budget proposal and we encourage members of the House Finance Committee and the Health and Human Services Subcommittee to retain the Governor's recommendations with regards to this important program.

Dental care is integral to overall health

The access to dental care problem is extremely important because oral health care is integral to overall health. A recent report from the U.S. Surgeon General warned that there is a "silent epidemic" of untreated oral disease

that restricts activities at school, work, and home, and diminishes the quality of life for low-income Americans. Recent studies have shown a link between oral health and other systemic health issues, including heart disease and low birth weight babies. Governor Kasich's budget proposal reflects an understanding that dental care is primary care that promotes prevention and positive health outcomes for Ohioans.

Dental Medicaid is cost-effective

Moreover, coverage of adults in the dental Medicaid program is a prudent use of state resources. The dental Medicaid program is an efficient, effective use of state dollars. Providing coverage for Medicaid dental services ensures that Ohio's most vulnerable patients are being treated in the most cost-effective setting – the dental office – instead of costlier settings like hospital emergency rooms. In recent years, some have suggested that eliminating adult dental services will save the state money. In reality, those savings are unlikely.

Many of the dental services provided in the adult dental Medicaid program are emergency services. For instance, in 2009, dentists performed 348,000 extractions, 475,000 restorations and nearly 32,000 root canals for adult Medicaid recipients. That is nearly 900,000 procedures performed as a result of dental pain, infection and decay. Many of the patients suffering with these afflictions will present to the hospital emergency room for treatment if they can no longer receive services in private dental offices or dental clinics.

Hospital emergency room charges for an oral health issue can exceed \$400 for an examination, X-rays, prescriptions for pain and infection, and other services. Most hospitals are not equipped to provide dental treatment so patients may receive prescriptions for pain medication and antibiotics but the underlying oral condition remains untreated. This increases the likelihood of multiple return visits. Further, a hospital admission for a dental related problem increases costs exponentially, potentially costing the state several thousand dollars. By contrast, an extraction of a problem tooth in a dental office costs Medicaid just \$52, of which the state's share is around \$20. It is much more cost effective to treat patients in the dental office.

Access to care

Oral health is integral to overall health and a strong dental Medicaid program is key to improving the health of our most vulnerable. The Ohio Department of Health recently called access to dental care the state's "top unmet health

care need for children and low-income adults," and concluded that the way to remedy the dental access problem was by "reducing financial barriers to dental access by improving and expanding the Medicaid program." Maintaining the dental Medicaid program will go a long way toward meeting the state's top unmet health care need.

Access to dental care is an issue upon which the ODA spends an enormous amount of resources, time and energy. I know of no organization that has done more for access to dental care in Ohio than the ODA.

In 1998, the Director of the Ohio Department of Health convened a Task Force on Access to Dental Care. The Task Force was made up of a broad group of stakeholders, including members of the Ohio House of Representatives and Ohio Senate, and representatives from the ODA, Ohio Department of Health, Ohio Department of Jobs and Family Services, hospitals, county health departments, Case Western Reserve University School of Dental Medicine, the Ohio State University College of Dentistry, labor unions, and others. The Task Force issued its initial report in 2000 and a follow-up report in 2004.

The Task Force defined "access to care" to mean the "ability of all Ohioans to acquire timely oral health care services necessary to assure oral function and freedom from pain/infection." The Task Force specified that the public requires access to a full range of services necessary to assure oral function and freedom from pain and infection and made clear that "dental services limited to children or emergency care or prevention and/or screening are insufficient to meet the health needs of vulnerable Ohioans."

Accordingly, to improve access to dental care, we have focused our efforts on finding solutions that provide access to the full range of dental services. First and foremost, the Task Force noted that continuation and improvement of the dental Medicaid program is central to improving access to dental care for Ohioans. Dentists have taken the lead in working with members of the General Assembly to keep the adult dental Medicaid program in tact.

The ODA also has a Medicaid Working Group made up of dentists who participate in the Medicaid program. Over the years, this group has made recommendations for improvement of the Medicaid program especially in areas related to administration, coverage, and reimbursement. We regularly work with the staff at Medicaid to assist in every way possible to improve the dental Medicaid

program.

The Director of Health's Task Force also recommended creating incentives for dentists to re-locate in designated under-served areas and treat Medicaid and other low-income populations. In response, the ODA worked with the General Assembly to pass legislation creating the dentist loan repayment program. This program provides up to \$20,000 annually in loan repayment to dentists who agree to locate in areas designated by the Department of Health as under-served and accept Medicaid patients. Since the program began in 2005, 17 dentists have participated providing dental treatment to tens of thousands of patients in under-served areas. It is important to note that this program is entirely funded by a surcharge dentists pay on their license that goes directly to the Ohio Dentist Loan Repayment Program, administered by the staff of the Ohio Department of Health.

The Director of Health's Task Force also recommended that the state work to increase dental residency positions. Organized dentistry has taken the lead in spearheading efforts to create and expand dental residency programs in Ohio. In 2005, the ODA Foundation provided a \$10,000 grant, which was combined with a \$20,000 grant by the dentists of the Cincinnati Dental Society, to assist in expanding the dental residency program at the University of Cincinnati Hospital. In 2006, the ODA Foundation also provided a \$10,000 grant, which was combined with a \$100,000 grant by the dentists of the Stark County Dental Society to assist in the creation of a dental residency program at Mercy Hospital in Canton. These grants help create additional facilities so that dental residents can provide much needed dental care to under-served populations in Cincinnati and Canton.

The ODA also administers several programs that allow its members to provide direct care to low income Ohioans. The dental OPTIONS program is a public-private partnership between the ODA and the Ohio Department of Health in which dentists agree to provide free or reduced fee dentistry to low income Ohioans. Nearly 1,000 dentists participate in the program providing over \$1.5 million in free dental care annually to uninsured Ohioans who do not qualify for Medicaid.

The ODA administers the Give Kids a Smile program, through which dentists provide free care to low income children across Ohio. This program provides an additional \$1 million in free care on an annual basis.

The Ohio State University College of

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Legal Briefs

Keith Kerns, Esq. ODA Director of Legal & Legislative Services

Ohio General Assembly considering additional tort reform measures

The 2010 election brought sweeping changes to Ohio's government and may also have ushered in a renewed focus on liability reform. In January, a spokesperson for Speaker Bill Batchelder (R-Medina) said that the House of Representatives would likely focus on several areas of tort reform, including medical malpractice. Members of the Ohio Senate also have expressed interest in malpractice reform and recently introduced the first piece of legislation on the topic.

State Senator Kevin Bacon (R-Columbus) recently introduced Senate Bill 129, which would provide qualified civil immunity to a dentist or other health care provider who provides care in compliance with the Emergency Medical Treatment and Active Labor Act (EMTALA) and does so in a manner that is not deemed to be with "reckless disregard" for the patient. EMTALA is the federal law requiring hospitals to provide care to those individuals seeking emergency treatment regardless of the patient's ability to pay or citizenship status.

The bill also provides immunity

for dentists and other providers who administer care as a result of a disaster. Disaster is defined as "any imminent threat or actual occurrence of widespread or severe damage" to property or life resulting from natural event or act of a person. Senate Bill 129 is pending in the Senate Judiciary Committee on Civil Justice and is supported by the ODA.

Ohio's dentists have an unparalleled record of public service and volunteer work through the Dental OPTIONS program, Give Kids a Smile and other activities. A recent survey showed that the state's dentists donate over \$40 million in care and services each year. It is right for Ohio law to continue to encourage and foster such activities. If adopted, Senate Bill 129 would add to the liability protections already contained in Ohio law which encourage volunteer service by health care providers.

Ohio law has long provided protection from liability to dentists and other health care professionals who donate their time and services to indigent patients. Volunteer dentists may receive qualified immunity for the services they provide in private dental offices, not-for-profit shelters, clinics, dental schools or any place that free dental care is delivered.

The immunity protections available in these locations are not all encompassing. Immunity is available on a qualified basis. It only applies to specific patients, in specific dental procedures and only after the dentist has executed notice requirements set forth in state law.

First, immunity is only available for dentist volunteers when providing free care to an "indigent and uninsured person." Under state law, a patient is considered indigent and uninsured only

ODA Meeting & Event Calendar

May

- 6 Forensic Dental Team
- 19 Executive Director's Forum
- Council on Access to Care and Public Service Meeting
- Council on Membership Services Meeting
- 19-20 Executive Committee Meeting
- 20 Dentists Concerned for Dentists Meeting
- 20-21 ODA Leadership Institute (Hilton Columbus/Easton)
- 30 ODA Office Closed for Holiday

June

- 3 Dental Team Summit
- 14-15 Council on Dental Care Programs & Dental Practice

if: 1) their income is no more than two hundred percent of the poverty line, 2) they are not eligible to receive medical assistance under any governmental health care program, and 3) they are not covered under any health insurance policy, contract or plan or; they are covered under an insurance plan but are denied coverage by the insurer or the insurer's insolvency or bankruptcy prevents coverage.

Second, the protection is not available in all dental procedures. Any dental procedure considered an "operation" will not be covered under the immunity protections. "Operation" is defined by the law as a procedure that "involves cutting or otherwise infiltrating human tissue by mechanical means," but specifically excludes routine restorative procedures, the scaling of teeth and the extraction of teeth that are not impacted from the "operation" definition. Procedures requiring the use of deep sedation or general anesthesia, procedures that are not typically performed in a dental office, and procedures deemed outside the scope of practice of a dentist are not eligible for immunity protection.

Last and most importantly, dentists

must execute certain procedures to ensure that patients are aware that they will not be able to bring a malpractice suit arising from the care that they are about to receive. Dentists must in good faith determine that the indigent and uninsured patient is mentally capable of giving informed consent and that the patient is free from undue influence and duress.

Dentists must inform the patient of the provisions in state law which provide for immunity. Specifically, patients must know that by giving informed consent to the dental care, they will not be permitted to hold the dentist liable for damages in a civil action based on the dental care unless the dentist willfully or wantonly injured the patient. A written informed consent and waiver signed by the patient or patient's representative confirming this statement is also required.

In summary, in order to be eligible for volunteer immunity protection all of the following must be observed:

- Dental services must be provided for free;
- Dental services must be provided to only indigent and uninsured patients;
- Dentist must determine in good faith that the patient is mentally capable of giving informed consent;
- Dentist must inform the patient that by receiving free care and signing an informed consent, they relinquish their right to legal action;
- Dentist must obtain a signed informed consent and written waiver from the patient or patient representative; and
- Dental services should be limited to basic dental procedures, including examination, screenings, routine restorative work, scaling and simple extractions.

It is also important to note that most dental malpractice insurance will cover dentists in their volunteer activities. However, dentists are encouraged to confirm coverage prior to participation.

More information on Ohio's volunteer immunity protections, including a checklist, and sample forms that dentists may utilize when providing free care to the indigent and uninsured, are available from the ODA legal department or by visiting www.oda.org.

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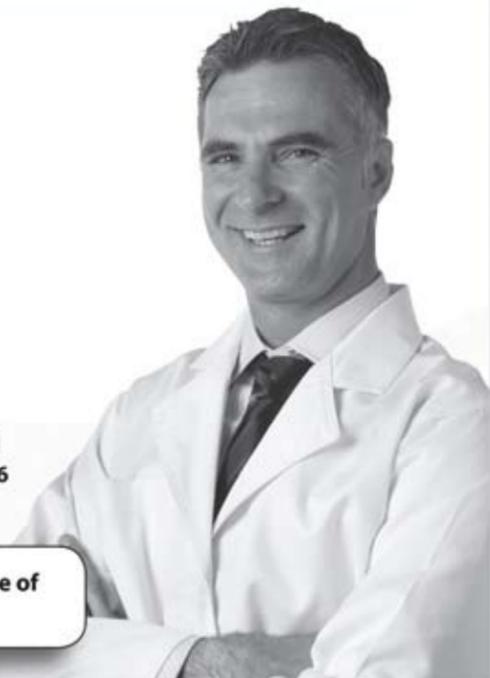
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Legal Briefs is intended to offer information and general guidance but should not be construed as legal advice and cannot be substituted for the advice of the dentist's own legal counsel. Dentists should always seek the advice of their own attorneys regarding specific circumstances.

Maintaining oral hygiene in Ohio's senior community

Stephanie Pilgrim
Managing Editor

May is Older Americans Month and the theme this year is "Older Americans Connecting the Community." Older Americans Month is an occasion to show appreciation and support for seniors as they continue to enrich and strengthen our communities. Healthy older Americans can bring inspiration and continuity to our communities, and good oral health is an integral part of good overall health. However, the daily oral hygiene routine can be challenging for older adults with health issues such as dementia, arthritis, stroke, Parkinson's – with limitations that can compromise an older adult's ability to hold the toothbrush, squeeze a tube of toothpaste or even remember to brush.

Smiles for Seniors, a free program created by the Ohio Dental Association, is intended to help improve the oral health of older adults by educating caregivers on the techniques and importance of maintaining daily oral hygiene. The program, which is funded in part by a grant from the ADA Foundation as well as generous support from GlaxoSmithKline, focuses on those adults in assisted living facilities, adult day care programs, short term rehabilitation care and others in need of partial or full assistance from a family member or other caregiver.

The Smiles for Seniors Program includes:

- A 20-minute video showing the how-to's of oral hygiene for the older adult and providing information on the



unique oral health concerns of the older adult

- Fact sheets providing additional and more in-depth information, in sequence to the topics on the video
- A PowerPoint presentation designed to help educate the professionals who work with older adults or who have programs designed to help keep older adults healthy.

A nominal \$10 fee applies to cover shipping and handling is assessed to orders. However, this program is not copyrighted and duplication of all materials, print, video, CD-ROM or PowerPoint (a simple "Train the Trainer" presentation), is encouraged and permitted.

The annual commemoration of Older Americans Month provides an opportunity to recognize the contributions of older citizens and join them in providing services and support that empower the elderly.

For more information on this year's theme, "Older Americans Connecting the Community" visit www.olderamericansmonth.org. For more information on how to order Smiles for Seniors please contact the ODA at (800) 282-1526 or visit www.oda.org.

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Dentistry administers the OHIO Project whereby dental school faculty and senior dental students provide dental care to under-served populations in 15 clinic sites throughout central and southern Ohio. In addition, the OSU College of Dentistry runs geriatric programs that provide dental care to thousands of senior citizens in central Ohio and south eastern Ohio.

Case Western Reserve University has a school-based sealant program whereby more than 280 dental school faculty and students visit 100 Cleveland-area grade schools annually to provide free exams and sealants. The clinics at both schools are important parts of the dental safety net in the Cleveland and Columbus areas, providing care to thousands of Medicaid children and adults. And again the ODA has worked to support those efforts through advocacy and the more than \$150,000 worth of grants and scholarships the ODA Foundation has provided to the dental schools at Case and The Ohio State University to assist in their educational and outreach efforts.

In addition to the dental schools' outreach programs, the ODA has developed the Smiles for Seniors program, which is designed to improve awareness of the unique oral health issues the elderly may experience. The ODA has distributed more than 1,500 program modules, including CD-ROMs with video content and printed materials to long-term care facilities, assisted living programs and senior centers to educate care-givers on maintaining the daily oral hygiene of the residents. This program

has received national attention, including being awarded the prestigious American Dental Association Golden Apple Award of Excellence for promoting public awareness of the importance of oral health, and is being replicated in dozens of other states.

Just last session, the ODA worked with the members of the General Assembly to have House Bill 190 enacted into law.

This new law allows dentists flexibility in working with their dental hygienists to provide treatment to patients in public health settings, including nursing homes and schools, and to help create a dental home for patients seen in those settings.

Conclusion

As you can see, the ODA has spearheaded a number of initiatives to address access to dental care but no program is as important as the dental Medicaid program in providing care to the under-served. The ODA recognizes the budgetary constraints facing Ohio but strongly encourages members of the House Finance Committee and the Health and Human Services Subcommittee to retain the dental Medicaid program, including services for adults. The dental Medicaid program is an efficient, effective use of state dollars which ensures that Ohio's most vulnerable patients are being treated in the most cost-effective setting – the dental office – instead of costlier settings like hospital emergency rooms. Thank you for your time and consideration of this important issue."

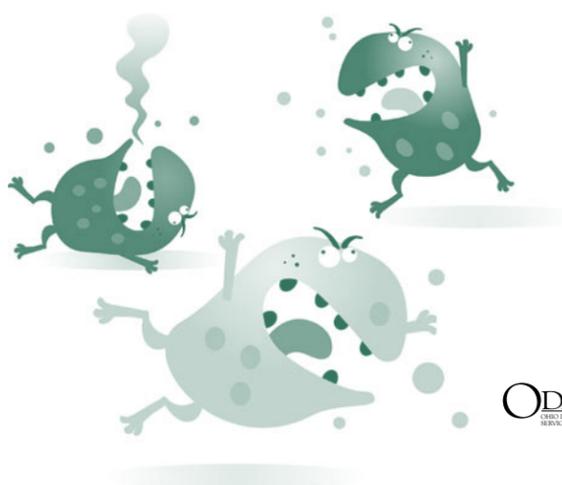
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A 2011 reporting form is available online at www.oda.org/upload/volunteercarewriteupform.pdf or by calling the ODA department of public service at (800) 282-1526. This form was designed to help dentists report the dollar value of intentional free services in the office or other care setting. It is used for all free dental care given to children and adults; however, it is not used for Dental OPTIONS or Give Kids a Smile patients as both those programs have their own reporting forms.

For additional information, contact the ODA by phone or email kathyw@oda.org.

Medicaid providers cautioned against destroying paper records when converting to electronic format

In recent years, the federal government has encouraged health care providers to convert to electronic format by offering incentive payments in Medicaid and Medicare. Several health care providers are undertaking this task, and are contemplating destroying the paper records once the conversion is complete because of storage limitations. However, a recent opinion from the Ohio Department of Job and Family Services Office of Legal and Acquisition Services cautions that an Ohio Medicaid certified health care provider who destroys paper medical records after conversion to electronic format and before the paper medical records are audited, may have committed a crime. The potential criminal charge ranges from a felony of the third degree to a misdemeanor of the first degree depending on the amount in controversy.

In addition, all services reimbursed could be disallowed and an overpayment demand presented because the health care provider could not produce documentation to support the claims reimbursed at audit.

The department cites Ohio Revised Code section 2913.40 (D) which limits what a provider can do with regard to its records as the basis for the opinion. The law states:

(D) No person, having submitted a claim for or provided goods or services under the medical assistance program, shall do either of the following for a period of at least six years after a reimbursement pursuant to that claim, or a reimbursement for those goods or services, is received under the medical assistance program;

(1) Knowingly alter, falsify, destroy, conceal, or remove any records that are necessary to fully disclose the nature of all goods or services for which the claim was submitted, or for which reimbursement was received, by the person;

(2) Knowingly alter, falsify, destroy, conceal, or remove any records that are necessary to disclose fully all income and expenditures upon which rates of reimbursements were based for the person.

For more information on the dental Medicaid program, please contact the ODA department of dental services at (800) 282-1526.

OSDB releases annual report indicating nearly 7,000 licensed dentists in Ohio

According to the 2010 annual report issued by the Ohio State Dental Board, there are 6,963 individuals licensed to practice dentistry in Ohio. This total represents a five percent decline in the number of licensed dentists over the past ten years. However, the number of new dental licenses granted by the board in 2010 rose to 268, the second highest annual increase in at least a dozen years. The report also shows over 7,700 hygienists are licensed to practice in the state, an increase of over 1,200 hygienists in the last decade.

The number of other dental auxiliary personnel also increased dramatically according to the report. OSDB reported that in 2010, 12,800 assistants held radiographer permits up from just over 10,000 three years earlier. The influx of radiographers coincides with the passage of ODA-supported legislation which streamlined the radiographer process by eliminating the necessity for an examination component and completion of an FBI background check.

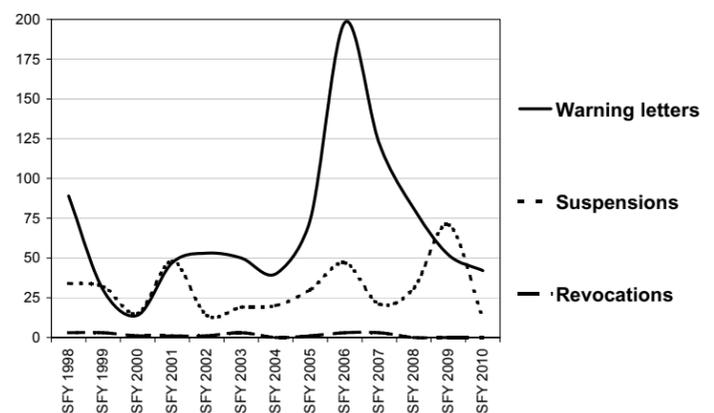
The report also detailed the board's enforcement activities throughout the year, indicating that the OSDB investigated 503 cases with the vast majority (326) involving allegations of a violation of the standard of care. The remaining cases, in order of frequency, involved misrepresentation, immoral conduct, advertising, infection control, practicing without a license, impairment and others.

Only a small portion of the investigations resulted in disciplinary action. The report shows that the board issued 42 warning letters and suspended the licenses of 12 individuals. Additionally, the board entered into consent agreements with 25 licensees. Comparatively in 2009, the board issued 52 warning letters, suspended 71 licensees and entered into 64 consent agreements.

Finally, the report provides a snapshot of the board's annual finances during the state fiscal year which ran from July 1, 2009 to June 30, 2010. The income and expense report showed \$2.37 million was received in renewal fees collected from dentists and dental hygienists and payroll expenses of \$1.17 million.

Annual reports dating back to 1998 are available on the board's website at www.dental.ohio.gov/pub.stm.

Ohio State Dental Board Disciplinary Actions



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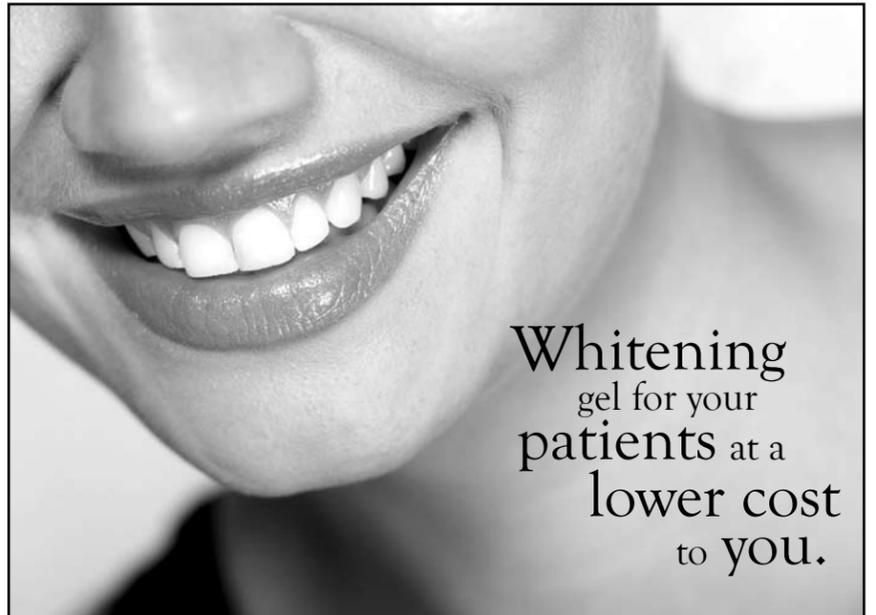
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Dental Insurance Corner



Dental Insurance Corner: Carnation Dental – Direct Reimbursement takes on a new look in Ohio

Christopher A. Moore, MA
ODA Director of Dental Services

The Ohio Dental Association announces the launch of Carnation Dental, the new brand name the ODA will use to promote Direct Reimbursement (DR) in Ohio.

DR is a consumer-directed, dollar-based, self-funded dental benefit allowing patients the freedom to seek care from any licensed dentist. Patient reimbursement is based on the actual dollars spent on dentistry, and not the type of dental procedure received.

Carnation Dental is a product of an initiative proposed by the ODA Council on Dental Care Programs and Dental Practice (CDCPDP) and approved by the ODA House of Delegates. Funding for the creation of the brand was provided by the American Dental Association DR Promotion Co-op Program.

The ADA strongly supports DR as the dental profession's preferred method of financing dental treatment, primarily because it supports freedom-of-choice, fee-for-service dentistry.

"DR has always been known as a simple-to-understand, fee-for-service dental benefit that preserves the

patient-dentist relationship," stated Steven R. Moore, DDS, chairman, ODA CDCPDP. "Carnation Dental gives us a tremendous vehicle through which to promote DR to Ohio employers."

In developing the new brand, insurance brokers were consulted to determine what aspects of a branded product would be beneficial when selling a DR program.

"The ODA's new brand makes the concept of DR a tangible product that we can market to Ohio employers," said William Shimp, CLU, a partner at Gardiner Allen DeRoberts Insurance. "It is a clean, nice-looking brand that will resonate with human resource departments in our target market. I look forward to following up on the leads that this program and ODA members generate."

Carnation Dental and DR benefit Ohio dentists by:

- Preserving the dentist-patient relationship
- Reducing paperwork and red tape in the office
- Allowing dentists to determine treatment with their patients without interference from a third-party payer
- Encouraging fee-for-service, freedom

Editor's note: Dental Insurance Corner is intended to offer information and general guidance but should not be construed as legal advice and cannot be substituted for the advice of the dentist's own legal counsel. Dentists should always seek the advice of their own attorneys regarding specific circumstances. ODA members who would like to submit a dental insurance related question, problem or concern may do so by sending the appropriate information to the ODA Dental Insurance Working Group, 1370 Dublin Road, Columbus, OH 43215, or 614-486-0381 FAX, or chrism@oda.org.

of-choice dentistry

- Typically covering all dental services, with the exception of cosmetic services, which are typically not covered by any form of dental plan

With Carnation Dental, as with all DR programs, patients are free to choose their dentist and are not limited to a preferred network of providers. With the help of their dentist, patients can determine their best treatment without selecting procedures based on what typical insurance plans cover.

Carnation Dental offers a simple method for employers to provide quality dental benefits to their employees. The employer simply selects a benefit formula and when an employee seeks dental treatment, he or she visits the dentist of his or her choice. The employee then provides the employer proof of treatment for reimbursement.

The employer or their third-party administrator (TPA) reimburses the patient for all or part of the expense, according to the plan design.

Employers can design the plan structure that best works for their company. For example, some employers offer DR plans that do not require the patient to pay the dentist's entire fee at the time of service and instead allow the dental office to submit a claim to the employer, or the employer's TPA, for the services provided. The patient is then billed for any outstanding balance.

Carnation Dental gives a great bang for the buck and can help save employers money. Funds allocated for dental care go towards just that. Unlike typical indemnity and PPO plans in which about 30 percent of employers' costs, may end up going toward overhead and administrative expenses, according to the National Association of Dental Plans, about 88-90 percent of the employers' DR dollars actually go toward purchasing dental care.

"Dentists can do their part to promote freedom-of-choice, fee-for-service dentistry by referring dental benefit decision makers to the Carnation Dental web site," said Moore. "They can also provide the names of these referrals to the ODA for follow-up."

For more information on Carnation Dental, call the ODA at (800) 282-1526, ext. 16, or visit www.carnationdental.com.



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STATEHOUSE, from page 1

state budget proposal for the 2012-13 fiscal years beginning in July 2011. While the budget proposal makes cuts to several areas of state government, it does include continued funding for the adult dental Medicaid program. The ODA supports the Governor's proposal to continue the Medicaid dental coverage for adults and attendees were asked to meet with legislators on the importance and cost-effectiveness of the program.

Following lunch, dentists descended upon the Statehouse for their individual meetings and to watch the deliberations of the Ohio General Assembly. Many dentists also attended a meeting of the Ohio State Dental Board, which held a public meeting at the Rhodes Office Tower nearby.

David J. Owsiany, JD, ODA executive director, said reports from dentists who attended meetings with legislators were overwhelmingly positive.

"Many dentists remarked on how well their individual meetings with legislators and legislative staff went," Owsiany said. "Legislators have great respect for the dental profession and for dentists' willingness to take time away from their practices and travel to Columbus to talk about these important policy issues.

DISNEY, from page 2

office; explore the Disney methods for leadership development; and, learn how accountability is needed to align organizational values and individual leadership values and behaviors.

ODA members can register for the free ODA Leadership Institute by logging on to the ODA website, www.oda.org, and clicking on the Leadership Institute icon, or by calling the ODA at 1-800-282-1526.

Members attending the ODA Leadership Institute will have the opportunity to pre-register their team for the Disney Institute's 3-hour presentation on Customer Service during the 2011 ODA Annual Session on Saturday, September 17, from 9 a.m. to 12 p.m.

Quality customer service is the benchmark of any successful business, so why should dental patients expect anything less? Through Disney's Approach to Quality Service, attendees will learn to instill their team with a sense of pride and passion that is certain to help exceed expectations. Quality service is an important aspect of business, and that's because everyone shares a common trait: everyone has needs, wants, and emotions. The ability of employees to anticipate and react to these traits is a major step towards providing quality service. Disney elevates their own level of service by paying extremely close attention to detail, providing comprehensive training, and treating every Guest as a VIP. Service is second nature at Disney because they enjoy pleasing people and enjoy seeing profits.

Attendees will gain: An increased understanding of the Disney definition of quality service; the ability to share the value of research Disney employs to gain understanding of guests/customers/patients; experience the processes Disney uses to design and implement quality standards; and discover three quality service delivery systems.

Annual Session registration opens later this month and the fee for the Disney Institute course during Annual Session will be \$71 for each staff member, \$90 for ADA members; \$155 for ADA non-members. The 145th ODA Annual Session runs September 15 -18, 2011, at the Greater Columbus Convention Center in downtown Columbus, Ohio.

Dentistry's message clearly resonated at the Statehouse today."

Several newcomers and nearly 20 dental students from the Case Western Reserve University School of Dental Medicine and The Ohio State University College of Dentistry attended this year's Day at the Statehouse.

"It was particularly satisfying to me to see so many new ODA members and students participating in this year's event," Matanzo said. "This is certainly an indication of the importance of advocacy to our organization and to our membership."

Day at the Statehouse also included the continuation of the successful mentoring program, which matches newcomers and dental students with experienced attendees from their area. The program allows first-time attendees and dental students to ask questions and get advice from a mentor.

ODA President-elect, Dr. Mark Bronson from Cincinnati, served as a mentor this year for Jackie Layle and Lindsey Williams, both fourth-year dental students at The Ohio State University College of Dentistry.

"The ODA Day at the Statehouse has become one of the most important events of the year for the ODA and dental profession," he said. "Adding the mentoring program so dental students can also meet with legislators, has taken the event to the next level."

Bronson said both students informed Cincinnati area legislators on the risks associated with dental therapists and minimally-trained mid-level providers.

"We must continue to advocate for the safety of our patients and provide opportunity for our young doctors in training to join the cause; they are the future voice of the profession," Bronson said.

Layle said she was glad to have the opportunity to attend the event this year and participate in the mentoring program.

"Dr. Bronson was really helpful in answering my questions and clarifying the important issues at hand," she said. "I think it is an excellent opportunity for students to be a part of so they can learn how important it is to get involved and offer a fresh perspective to legislators. I look forward to participating again next year and becoming a more active member of the ODA."

Williams said attending the Day at the Statehouse for the first time was a

great experience as a fourth year dental student.

"It was exciting to have Dr. Mark Bronson mentor myself and other dental students throughout the Day at the Statehouse and he was very helpful in highlighting the topics that are on the forefront of dentistry," she said. "It is important for the future of dentistry to have a direct connection with the legislators who are passing important laws that will affect our career and the care of our patients."

During the briefing at the Hyatt, Owsiany urged dentists to continue the

relationships they built during Day at the Statehouse throughout the year.

"Invite your legislator for a cup of coffee in your own community to discuss the issues affecting dentistry," he said. "They value dentists' opinions and want to hear from you."

Continued coverage of the status of the dental Medicaid program and the Dental Therapist proposal will be included in future issues of ODA Today and updates will be sent to members in the ODA's e-newsletter and posted online.



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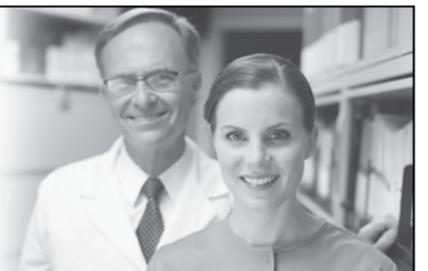
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The Explorer

Matthew J. Messina, DDS
Executive Editor

Di-ag-KNOW-sis

In a recent three day tournament of the game show "Jeopardy!", the IBM computer named WATSON beat two of the show's most famous champions, Ken Jennings and Brad Rutter. WATSON won by earning \$77,147 to Jennings \$24,000 and \$21,600 for Rutter. It took 25 IBM scientists four years to develop WATSON. Their work has been called "the most significant advance in computing of this century."

It is indeed a triumph of computer programming. The IBM scientists created a machine capable of understanding "Jeopardy" answers, including the common pun and word play constructions, and correctly format its solution in the form of a question. However, like all computers, WATSON doesn't really think.

The computer compares what it sees with information it has been given, or can find on the Internet. The advantage to the computer is that it can scan and make these comparisons at incredible speed. For all its amazing capability, WATSON cannot create. It can't think outside of its box.

The greatest value of the dentist is in our ability to make a diagnosis. According to Webster, diagnosis is the process of identifying or determining the nature of a diseased condition.

What we do, hundreds of times a day, whether we realize it or not, is work through the following thought process:

Examination – Diagnosis – Prognosis – Treatment Plan.

Examination includes inspection, observation, questioning, exploration, scrutiny, research and review. It is a probe or a quest for understanding.

Diagnosis involves analysis and study to reach a conclusion. It is a summary of findings, leading to an opinion about the nature and cause of a disease process.

Prognosis is a prediction of the probable course of a disease, or the likely outcome of a problem. It leads us to discuss the options to divert the course of the disease.

Treatment planning is the result of a thorough understanding of the condition of the patient and our ability to effect change on the probable course of the disease. Treatment options can be discussed with the patient only when we can clearly articulate all four components.

It is a source of constant irritation to me that we permit our powers of diagnosis to be devalued. We are paid primarily for what we do. This ignores the fact that it is what we know that is of the greatest value to the patient. We bill based upon 'procedure codes' and patients feel that it is only when we make tooth dust that dental care is done.

Please join me on a campaign to re-educate people on the value of thorough examination and comprehensive diagnosis. Many of the problems plaguing dentistry today are the result of the devaluation of our powers of diagnosis. If you believe that dentistry is the mechanical process of filling holes in teeth, then you will accept that a person can be trained in 22 months after high school as a dental health aide therapist. It is only when we communicate that the oral cavity is home to complex parts of the human body, which are an integral part of the overall health of a person, that you understand that a four year undergraduate degree, followed by a four year professional training program,

is necessary.

As a profession, we have become the victims of our own success. We have become so good that we make everything look too easy. We allow ourselves to be taken for granted. It is time that we share the steps of our thought process with patients, so they can appreciate the depth of the examination required in their care.

There is a story told of a remote town, high up in a mountain pass. One of the favorite son's of that town had gone on to greatness, playing professional football on an NFL team. The pinnacle of his career was near, as his team was to play in the Super Bowl. As you would expect, everyone in the town was excited, and couldn't wait for the big day. But as Super Bowl Sunday drew near, their TV reception was growing worse, until there was no picture at all. In a panic, the Mayor called the cable company.

With only minutes to spare, an engineer appeared and surveyed the cable connection into the town. He studied it up and down and from every angle. After careful thought, he reached into his toolbox, took out a hammer, and gave the transformer a mighty whack! Instantly, the TV picture cleared, and the fans rejoiced.

Putting the hammer back, the engineer informed the Mayor that it would be \$500 for the service call. The Mayor protested that he had only hit the box with a hammer, demanding an itemized bill. The engineer obliged, writing the following:

Hitting with hammer: \$25
Knowing where to hit: \$475

It is time for us to itemize the bill. We need to remind people that while performing dental procedures is important, it is what we KNOW that is priceless.

Dr. Messina may be reached at docmessina@cox.net.



Between the Lines

Ken Jones, DDS, JD
Guest Columnist

Tossin' and Turnin'

"I couldn't sleep at all last night."
Bobbie Lewis, ("Tossin' and Turnin'")

Last night I, too, tossed and turned as visions of Dentistry's future passed before my sleep deprived eyes. All I could think of, for hours on end, was frustration, my own and the folks' who have recently bombarded me with messages, both pro and con.

Sometimes I'm not sure that many of the younger generation of our dental family care. And they better start to care. Recently, four of my very best friends in dentistry have, for a variety of reasons, tossed in the towel and retired. Suddenly, I realized that I'm almost the oldest practicing dentist in Richland County. Soon it will be the youngsters' task to determine if their (and my) profession lives or suffers through a mid-level death.

Soon, as more of us tire of the fight, it will be those younger dentists who will need to take the responsibility of maintaining the professionalism of our profession. I'm told that new dentists are starting to stay away from organized dentistry. They're just not interested in joining. They've never been convinced how important it is to belong. They've never been told how strong our voice must be to not only protect our interests, but to protect the public we serve. And

sometimes, the public even needs to be protected from ourselves.

I blame a lot of people for that viewpoint. I blame the older dentists who view the young as "competition." I blame the practice management gurus, who teach profit and exclusion instead of accountability and access. I blame those dentists who don't actually see patients – they only play with paperwork or politics. They just cash their weekly paycheck and still think they know what it's like to have to cover the overhead and take the responsibility for others. I blame those who whine and quit when things don't go as they like instead of working within the system to make it better for everyone.

I blame those who equate nurse practitioners (who have a masters degree equivalent) with dental therapists just a couple of years out of high school, all in the name of "mid-level provider" and "access." Hey, New Zealand has found its way almost to the worst in the world when it comes to children's decay rates. DHAT's can't fix it and parents won't change their kids' oral habits. Look at Norway, though. Adult care is all pay as you go. Kids and some other groups are all paid for by tax dollars, except for crowns and esthetics. They use dentists and they need more hygienists. Prevention is number one there.

I blame many of the dental schools for not continuing (as they did in my day) to force feed the students the importance of looking like, acting like, and being a professional. When I last spoke in Pennsylvania, several students told me my ADA ethics talk was "old-fashioned (in) today's world of esthetic dentistry." When I spoke in Mississippi, though, I found that most students planned on going back to their roots to practice. Most planned to accept Medicaid. Most planned to accept

the challenge of meaningful participation to change the world they were entering.

What was the difference between these two geographically, economically, educationally, and philosophically disparate schools? Dentists close to each institution talked about faculty attitude towards societal responsibility and professional participation. Check your own school's faculty list to see the percentage of ADA membership. Check to see how many actually practice dentistry. Check the administration's attitudes. Then talk with a dental student. And listen, as well.

It's time for each and every one of you to take a non-member to lunch or to a meeting. It's time to make them aware of where we are heading. It's time to educate the young and re-vitalize the middle-aged. It's time to place responsibility for the future of our profession in the hands of those who will suffer the most if things get out of control. It's time to let me and my age-group get some rest.

By six AM, my iPod's version of the Fifth Dimension taunted me that "Last night, I didn't get to sleep at all," and I knew I hadn't yet found a solution that would work for any of us. Maybe the next time I try to straighten out the kinks in the world's dental dilemmas at three in the morning, I'll be more realistic and try Perry Como's lyrics instead: "Dream along with me..."

Dr. Jones may be reached at jonesdds@aol.com.

Editor's note: The opinions expressed in this article are those of the author, and not necessarily the views or opinions of this publication or the Ohio Dental Association.

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Connect with the ODA's 2011 Annual Session

Liz Long Downey
Staff Writer

The 145th Ohio Dental Association Annual Session, slated for Sept. 15-18, 2011, at the Greater Columbus Convention Center, promises to be the best spot in the region for dentists and their staff to gain quality education, see and compare countless dental products and equipment and experience unique special events and attractions.

Continuing Education

This year's Annual Session offers American Dental Association member dentists and all team members an excellent value in CE. With the registration fee alone, member attendees and staff have the opportunity to attend free seminars and presentations that could earn up to 23 credit hours of continuing education, most of which qualify toward the Ohio State Dental Board's (OSDB) biennium licensure requirement. ADA non-members must pay a fee for these courses.

In addition to the courses, this year's event includes nationally renowned speakers including Dr. John Cranham; Dr. Robert Lowe; Dr. Howard Glazer; Dr. Ellen Byrne; Dr. Michael Miyasaki; Dr. Lou Graham; Karen Davis, RDH; Kristy Menage Bernie, RDH; Anne Guignon, RDH; Dr. Udell Webb; Lois Banta and more.

The Disney Institute is also bringing their "Customer Service the Disney Way" presentation to the ODA Annual Session, which will benefit the entire dental team.

Participation workshops will once again be a highlight of this year's Annual Session with hands-on opportunities being offered by many of the featured lecturers.

New this year, dental hygienists will have the opportunity to sign-up for the dental hygiene track. This "one stop" CE opportunity for hygienists will offer a variety of topics in one room for the entire day on Thursday, Sept. 15 through Sunday, Sept. 18. Nothing is repeated within the four-day period, so hygienists needing to fulfill any of the new 24-hour OSDB two-year requirement can easily do so during Annual Session.

Exhibit Hall

With more than 200 companies represented, the ODA's Exhibit Hall is the largest dental exhibition in the five-state region. From toothpaste to lasers, the hall offers the best opportunity to comparison shop under one roof.

The 2011 ODA Exhibit Hall hours will be from 12 p.m. to 7 p.m. on Thursday, Sept. 15; 10 a.m. to 6 p.m. on Friday, Sept. 16 and 9:30 a.m. to 2 p.m. on Saturday, Sept. 17.

Attendees can kick-off the convention in the Exhibit Hall at the Welcome Reception on Thursday, Sept. 15 from 5 p.m. to 7 p.m. The reception will feature free hors d'oeuvres and a cash bar and will provide a great opportunity for camaraderie and shopping. The Welcome Reception also features special exhibit hall tours and a reception for dental students, who are invited to visit the hall with mentor dentists.

On Friday, Sept. 16, attendees can stop and Take a Break in the exhibit hall from 3 to 4 p.m. and enjoy snacks while checking out new supplies and equipment and ask questions about the latest dental trends and technology.

Attendees can also earn up to two hours of free continuing education (CE) credit by attending Table Clinics on Saturday, Sept. 17 from 11:30 a.m.

to 1:30 p.m. in the exhibit hall. These brief, informal, interactive presentations last up to 15 minutes and give dental professionals an opportunity to share dental practice information with others in the field.

Presentations are given several times throughout the two hours, and topics are designed to promote education and dialogue among colleagues by addressing some of the clinical issues dental professionals face in day-to-day practice. With no viewing or presenting fee, presenters and viewers alike have the opportunity to earn free credit toward their CE requirements.

Presenters can also win cash prizes. Those interested in presenting a Table Clinic should contact the ODA at (800) 282-1526 for registration information. The presentation registration deadline is Friday, Aug. 26.

Specialty, honorary, and dental auxiliary organizations will have a place at this year's Annual Session as well, with the Ohio Association of Periodontics (OAP), the Ohio Academy of General Dentistry (OAGD) and the Ohio Dental Expanded Function Association (ODEFA) all hosting CE opportunities for their members. Additionally, the American College of Dentists, Ohio Section and the Ohio Chapter of the Pierre Fauchard Academy will each host breakfast meetings.

The Alliance to the Ohio Dental Association, Ohio Dental Assistants' Association, and Ohio Dental Hygienists' Association will also meet during Annual Session as well. Additionally, alumni from The OSU College of Dentistry, Case Western Reserve School of Dental Medicine and Psi Omega Fraternity can reconnect during the weekend again on Friday evening.

The Ohio Dental Association will host the Women in Dentistry Luncheon on Friday, Sept. 16 from 12 to 2 p.m. in the Hyatt Regency. The luncheon will provide female dentists the opportunity to connect with colleagues and learn more about organized dentistry.

ODA House of Delegates

The ODA's governing body, the House of Delegates, will once again meet during Annual Session on Thursday, Sept. 15 and Friday, Sept. 16. Delegates from each of Ohio's 25 component dental societies will be seated to address and discuss issues brought before the House. All ODA members are welcome to observe the delegate sessions.

Special Events

Attendees looking for extra-curricular activities won't be disappointed in Columbus this fall.

Culinary lovers looking to enjoy a fun and lively cooking class will enjoy lunch at renowned Chef Hubert Seifert's SPAGIO restaurant's intimate, elegant dining club, AbuerGINE. Scheduled on Thursday, Sept. 15 from 11:30 a.m. to 2:30 p.m., attendees will participate in the cooking class in the setting of a small fine dining restaurant kitchen as the chef prepares lunch right before their eyes. The chef will explain the steps he takes and provide insight into how participants may prepare these dishes at home. The event is \$95 per person and includes a three course lunch with wine and luxury bus transportation from the Greater Columbus Convention Center to the club, in downtown Grandview, OH.

On Friday, Sept. 16, attendees will also have the opportunity to take a Culinary Tour of the Short North sponsored by Columbus Food Adventures. The walking tour costs \$45 per person and leaves

See ANNUAL SESSION, page 13

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ODASC offers affordable and quality teeth whitening gel to ODA members

Liz Long
Staff writer

Ohio Dental Association member dentists have experienced glowing results since the Ohio Dental Association Services Corp., Inc. (ODASC) began offering teeth whitening gel to dentists at a discounted price.

Since the product was launched in 2009, ODA members have purchased roughly 10,000 whitening gel syringes, with about 100 offices participating across the state.

Dr. Bruce Grbach said he has been extremely satisfied with the bleaching gel he purchased through ODASC.

"I have used the 22 percent carbamide peroxide for take home whitening in my office and my patients love it," Grbach said. "They love the results, they love the reduced treatment time over other gels and they love it when they aren't sensitive. I love it because it is cost effective and makes my patients happy."

The carbamide peroxide whitening gel is made fresh in the United States under US Food and Drug Administration (FDA) regulations and has a two-year shelf life when stored properly.

Available in three concentrations – 16, 22 and 35 percent – the cost is \$5.00 per 3cc syringe at any strength (with a minimum order of 50).

All gel is formulated with a 100-percent-pure formula, and only kosher USP glycerin and USP-grade carbamide peroxide are used.

Only Becton Dickinson syringes, the global standard for the medical field, are used and are made in the US. All syringes are printed, as per FDA requirements, and do not use adhesive labels that can peel off.

As an added benefit, each 3cc syringe can be imprinted with the ordering dentists' name and information.

In light of the various options patients have for teeth whitening, ODASC endorsed the product, made available through the Dental Association Company (DAC), a subsidiary of the Maryland State Dental Association, to provide dentists with substantial savings while allowing them to be competitive in the marketplace and offering quality teeth whitening services to patients. DAC notes the following about its product:

- The 22- and 35-percent carbamide peroxide solutions allow for a shorter period of time before results show in comparison to the 16-percent solution that needs to be in the mouth 45 to 60 minutes for the same results.

- The system will remove most stains with a gentle action that whitens teeth. As the active ingredient in the gel (carbamide peroxide) is broken down, oxygen acts upon the stained organic deposits, which oxidizes them into a white color. This process makes the overall tooth color closer to its natural unstained color, and the tooth structure remains unchanged.

- Years of clinical tests have demonstrated the safety and effectiveness of this system, and over a decade of research indicates that whitening teeth with carbamide peroxide is safe and effective. Over 95 percent of people treated achieve some level of tooth whitening (crowns, bridges, bondings and fillings do not lighten).

- Many over-the-counter whitening gels are not thick enough to stay in place and will leak out of the tray. They also typically have less-effective active ingredients or a lower concentration of active ingredients. Additionally, many professional dental whitening systems provide a lower percentage of carbamide

peroxide than the ODASC-endorsed product.

DAC points out that teeth can be whitened with a lower percentage, but it takes a much longer treatment time in the mouth. The 22- and 35-percent gels have tested as highly effective. In short, many find the product offers more effective whitening power for the price than any other system.

For more information, or to order the ODASC-endorsed teeth whitening gel, contact ODASC at (800) 282-1526. Members can also order economically priced tray containers and marketing materials with patient information as well.

ODASC's mission is to provide quality products and services to meet the needs of dental professionals at competitive prices. From payroll services to amalgam, waste disposal and even online continuing education, ODASC helps provide members with discounts and savings for their practices.

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at noon (rain or shine) from the North Market, Columbus' only public farmer's market. The tour will include stops at five different eating establishments in the Short North, including some of the finest dining in the city, such as award winning Kent Rigsby's restaurant. It will finish on a sweet note with a trip to the renowned Jeni's Splendid Ice Creams, featured on the Food Network's "America's Best Sweets." The tour is approximately 1.5 miles and includes a complete lunch with a guided tour by an experienced guide with a wealth of local culinary knowledge.

Dentists in practice less than 10 years will want to meet up with classmates and meet new colleagues at the New Dentist Reception on Friday, Sept. 16 from 6 to 7 p.m. The free event will take place at Bar 23, which is conveniently located in walking distance from the Greater Columbus Convention Center.

ODA members and staff can honor 2011 ODA President Dr. Thomas Matanzo and the 2011 Callahan Memorial recipient, Dr. Lashenka Kleinman, along with the ODA Awards of Excellence recipients at the Callahan Celebration of

Excellence. The ODA's annual black-tie-optional awards ceremony and dinner/dance will take place Friday, Sept. 16 from 6:30 to 11 p.m. The event is \$85 per person and includes dinner and dancing with music provided by the Disco Inferno Band.

Rounding out Friday's events is The Bash, from 9 p.m. to 1 a.m. at Bar 23 in the Short North in downtown Columbus. Attendees will not want to miss what is one of Annual Session's most popular events at one of the most popular clubs in Columbus. Support is provided by Coltène Whaledent and the event is free entry to all attendees and includes admission into the club and entry into the private area with private bars.

Complete information on the 2011 ODA Annual Session, including a listing of companies in attendance at the exhibit hall, continuing education course listings and descriptions, special event descriptions and registration, will be available online this summer. The Annual Session program will be mailed directly to members this summer. Further information may be obtained by calling the ODA at (800) 282-1526.

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Ohio Good DEED program off to good start

ODA Staff

One year after the Ohio Dental Association and the Ohio Environmental Protection Agency (OEPA) teamed up to develop the Ohio Good DEED (Dedicated to Environmental Excellence in Dentistry) Program, the program has seen much success.

The Good DEED program educates Ohio dentists on the required and recommended waste management practices and rewards those who implement the information contained in this education. It does so through an OEPA hosted and maintained web site (http://epa.ohio.gov/ocapp/mercury_reduction_dental.aspx) and an ODA certificate of recognition that may be presented at local dental society meetings upon request.

The Ohio Good DEED Program is a voluntary, statewide amalgam and other waste disposal program that allows dentists to voluntarily and easily participate at two different levels or tiers – Gold Tier and Gold and Green Tier. Participating in the program allows dentists to be recognized for their environmentally responsible practices.

In the Gold Tier, a dentist agrees to adhere to the American Dental Association's Best Management Practices

(BMPs) for Amalgam Waste (which includes use of ISO 11143 compliant amalgam separators) while also abiding by the relevant waste disposal laws that are currently in place. Verification of those who participate in the Gold Tier is based on the honor system.

The Gold and Green Tier serves as the sustainability tier. In the Gold and Green Tier, dentists agree to adhere to everything that is included in the Gold Tier while also incorporating recycling practices and implementing at least 10 other pollution prevention practices into their office. Dentists may participate in this tier at any time after they have completed the Gold Tier. Verification of those who participate in the Gold and Green Tier is based on a combination of honor and random audit system. Five percent of participants are randomly requested to provide the ODA with additional information to document their adherence to the program.

Since inception, the Gold Tier program has accumulated 23 dental practices which includes 64 dentists, 29 locations, and 142 chairs. The Gold and Green Tier programs combine to host 120 dental practices including 21 dentists, 15 locations, and 72 chairs. With such participation at this level after only one year of the program, there are high

hopes that more dental offices will participate in the future.

Furthermore, the Ohio Good DEED Program has been presented at 10 different meeting venues including the Greater Cleveland Dental Society/ Northeast Ohio Regional Sewer District, ODA Leadership Institute, OEPA Northwest Region, Akron Dental Society and the North Central Ohio Dental Society.

The ODA has worked diligently over the past 15 years to address environmental issues related to dentistry and particularly those related to amalgam waste disposal.

The ODA is currently working with the Akron Dental Society and the City of Akron to address issues associated with the renewal of the city's wastewater treatment permit.

These efforts have raised the profession's awareness of waste disposal issues and positioned the ODA before



In order to qualify for the Ohio Good DEED program, an ISO 11143 compliant amalgam separator like the Solmetex pictured above must be in use in dental offices that place or remove amalgam.

regulatory bodies within the state as a respected organization committed to proactively and responsibly addressing environmental issues.

The ODA's "Ohio Good DEED Program" received the 2010 Golden Apple Award presented by the American Dental Association for The Green Apple – Excellence in Environmentally Sustainable Programs and Education.

Everything dentists need to participate can be found online at http://epa.ohio.gov/ocapp/mercury_reduction_dental.aspx or can be mailed upon request by calling the ODA Department of Dental Services at (800)-282-1526.

April Ad Interim and Strategic Planning Committee meetings a success

ODA Staff

Last month the ODA's Ad Interim Committee met under the leadership of ODA President, Thomas Matanzo with subdistrict representatives on hand. The Ad Interim Committee serves as the governing body of the ODA between meetings of the House of Delegates.

Results of the meeting include approval of amending the 2011 ODA budget to include airline reimbursement for 2011 ADA delegation members. Also resolved, was the decision to officially rename the ODA Forensic Dental Team to the Ohio Dental Association Forensic Dental and Emergency Response Team. Other resolutions include reappointing Dr. John Tranovich and appointing Dr. Theodore Bauer to serve as at-large members to the Council on Access to Care and Public Service as well as reappointing Dr. Mary Ann Hanlon and appointing Dr. Philip

Howard to serve as at-large members to the Council on Dental Care Programs and Dental Practice.

The 2010 House of Delegates, passed a resolution that directed the ODA Executive Committee to examine and update the strategic plan. In order to fulfill this charge, the Executive Committee brought together member dentists from throughout the state to create a strategic plan to guide the organization.

The meeting began with a brief discussion of the current ODA strategic plan, the vision, mission and goals of the Ohio Dental Association.

The mission of the Ohio Dental Association is to improve oral health and strengthen dentistry in Ohio by supporting, protecting and advancing the interests of member dentists as well as providing resources to advance the dental profession,

improving dental team skills and increasing public and professional oral health knowledge. Strategic Planning Committee members examined the growing demand for technology - based access to information and services and time commitments which limit

volunteer participation. The committee recommended an increase in the scope and frequency of electronically delivered messages and customizing ODA members' experiences when accessing services.

The new 2011 ODA Strategic Plan will



Strategic Planning Committee meeting led by facilitator Linda Ridge

be presented to the House of Delegates during the ODA Annual Session in September.



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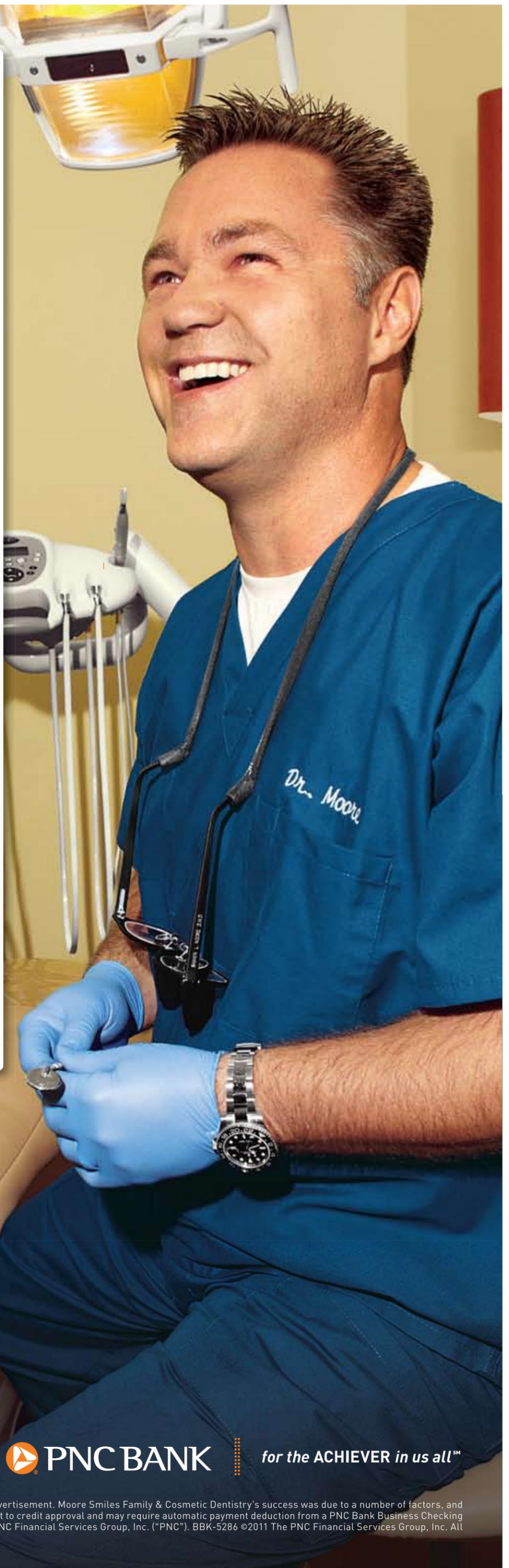
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