



WEST COAST
DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE
AMERICAN & FLORIDA DENTAL ASSOCIATIONS

CHECKUP

West Coast District Dental Association News • Fall 2023



SERVICE

COMMITMENT

INTEGRITY

EXCELLENCE

IN THIS ISSUE: PRESIDENT'S MESSAGE • W.O.W. SERVICE • MEMBER NEWS • PHOTOS OF FUN

Cultivating Leadership and Reaching Our Potential

MESSAGE FROM OUR PRESIDENT: Lance A. Karp, DMD



My Fellow Colleagues,

First, I'd like to thank you for the honor to serve as this year's President of our district. It was wonderful to see so many colleagues

and friends at the Ritz Carlton in Naples. It's a privilege to lead an accomplished and dedicated group of individuals. As my term begins, I can assure you there has never been a better time to be a member of the WCDDA!

With the upcoming year upon us, our executive board is excited to provide excellent programs and events. Drs. Kristie Johnson, Robyn Nguyen, Stephanie Mazariegos, Rita Hurst, William Layman, James Wilson, and I have been working to make the WCDDA your "one stop shop" for "all things dental" including education, advocacy, and networking. Your membership opens the door to a wide array of programs, resources, and services designed to improve both your personal and professional life.

Our district is broad and diverse in both membership and geographic distance. Our affiliates are vital to our success and we will keep collaborating and communicating among them. Thank you to everyone who serves, or has served, as an affiliate line officer!

This year we will continue to cultivate the next generation of dental leadership which is not confined to a title or position. We each possess unique talents that when harnessed together can transform our profession. To lead is to serve with humility, empathy, and compassion. It is about lifting others up and empowering one another to reach our full potential. We will be closely looking this year to identify colleagues and encourage them to become more involved. Please contact me if you're interested, lakarp@yahoo.com.

As you know, continuing education is an element of our licensure requirements. The WCDDA and affiliate county meetings are a wonderful way to stay engaged and apprised of current topics while earning quality continuing education. Meetings are also great for camaraderie. The WC Annual Meeting at USF CAMLS in Tampa on March 1 will offer first class CE for you and your entire dental team; the complete brochure is included in this issue and you can also visit www.wcdental.org for information.

In addition, please join me for the following two special opportunities in 2024:

February 29: Presidential Cocktail Party at the Tampa Club, high above Tampa Bay.

April 18-21: President's Trip to Napa Valley California for wine tours & enlightening CE.

In my introductory speech at the summer meeting, I mentioned the importance of advocacy. As members of the vast medical community, it's crucial we continue to protect our dental profession. Every day, local, state, and national lobbying efforts are taking place on our behalf. Our membership supports many vital advocacy initiatives happening in Tallahassee and Washington D.C. This has a direct impact on us all and is crucial to our success. Participation in organized dentistry allows us to work at our offices while others lobby on behalf of our profession and patients. Together we can achieve more than any one of us can alone.

I look forward to meeting many of you throughout this upcoming year. United we can shape a future where dentistry continues to thrive and make a positive impact on the lives of the dental profession and the patients we serve. There's something truly special here among our West Coast members. All of us can create a brighter and healthier future for our profession!

Together in dentistry,
Lance A. Karp, DMD



Is this you?

Calling Volunteer Leaders

- ✓ Do you have ideas for our meetings and events?
- ✓ Do you have a desire to help our organization make a meaningful impact in the field of dentistry?

We are looking for leaders like you!

The West Coast District Dental Association Program Committee and Fund Committee are in search of dedicated volunteer leaders like you. Here's a glimpse of what each committee entails and the time commitment required:

Program Committee: Shaping Dental Events

The Program Committee is a cornerstone of our association, responsible for designing, developing, and executing the Winter and Summer Meetings, along with special events tailored for dentists and their teams. Here's what you need to know:

Commitment: The Program Committee meets in person 2-3 times a year, including gatherings at the Annual Meetings. Additionally, virtual meetings and email communication are utilized as needed.

Fund Committee: Fueling Dental Initiatives

The Fund Committee serves as the heartbeat of our association, focusing on supporting local charitable and educational oral health



programs, access to dental care initiatives, and disaster/hurricane relief for dentists within the district. Here's how you can contribute:

Commitment: The Fund Committee operates primarily in a virtual setting and communicates via email as required. Your role involves planning and executing fundraising campaigns, events, and initiatives that sustain and strengthen the Fund's ability to support initiatives.

Ready to embark on this rewarding journey?

Contact Lissette Zuknick at lissette@wcdental.org or simply scan the QR Code at right to get started. Join us in shaping the future of dentistry and leaving a lasting impact in our association and community. Your dedication can make a difference!



KEY DATES:

FDA Dentists' Day on the Hill
January 30, 2024 in Tallahassee, FL

WCDDA President's Reception
February 29, 2024 in Tampa, FL

WCDDA Annual Meeting
March 1, 2024 in Tampa, FL

WCDDA President's Trip
April 18-21, 2024 in Napa Valley, CA

Florida Mission of Mercy
May 30-June 1, 2024 in Lakeland, FL

FDA's Florida Dental Convention
June 20-22, 2024 in Orlando, FL

WCDDA Summer Meeting
August 23-25, 2024 in Naples, FL

ADA SmileCon 2024
October 17-19, 2024 in New Orleans, LA

Zoom Seminar for required CE

The West Coast District Dental Association offered two virtual seminars with Dr. Michael Ragan to help dentists obtain the courses required for license renewal. The Domestic Violence course was offered October 11. There is still time to register for this course:

Medical Errors | November 1 | 6-8 pm

The cost to attend is \$25 for WCDDA, FDA or ADA Members or \$50 for Nonmembers. Register on our website at wcdental.org.

Can't make it that date? Look for other opportunities to take the courses at in-person meetings in our district.

To read more about dental license renewal and requirements, visit: <https://floridasdentistry.gov/renewals/dentist/#tab-ce>



Photos & Fun from our 2023 Summer Meeting





West Coast 2023 Summer Meeting at The Ritz-Carlton, Naples

As we bid farewell to this year's unforgettable Summer Meeting filled with quality Continuing Education, camaraderie, and family fun, we can't help but reflect on the memories we've created together. Thank you for being part of this incredible experience!

At the meeting we installed our 2023-2024 officers. Look for profiles of our two newest officers in this newsletter.

Mark your calendars and plan on attending next year, August 23-25, 2024. Registration will open in late fall, so be sure to stay tuned for updates in our e-newsletter and get ready to reconnect with colleagues, learn, laugh, and make cherished memories once again the WCDDA Summer Meeting.



2023-24 WCDDA OFFICERS

From left to right:

Dr. Kristie Johnson,
President-Elect

Dr. Robin Nguyen,
First Vice President

Dr. Lance Karp,
President

Dr. Stephanie Mazariegos,
Secretary

Dr. William Layman,
Treasurer

Dr. James Wilson,
Editor

Dr. I. Rita Hurst (not pictured)
Immediate Past President

See You Again Next Summer in Naples!



West Coast District Dental Association 2024 Annual Meeting

LEAP ... INTO YOUR PRACTICE

Feb 29, 2024 >>>>>
2024 President's Reception
The Tampa Club

Mar 1, 2024 >>>>>
Annual Meeting at USF CAMLS

Speakers for Doctors & Teams

Restorative Excellence in a Digital World

John C. Cranham, DDS

"Bones, Bugs, Fire & Files" An Introduction to Forensic Odontology

Amber Riley, MS, RDH, FAAFS,
FIACME, CMCPs

Mercy or Menace? The Chemistry, Use and Effect of Opiates and Alternatives for Pain Control

Amber Riley, MS, RDH, FAAFS,
FIACME, CMCPs

Delivering W.O.W. Service: People Will Forget Everything Except How You Made Them Feel!

Judy Kay Mausolf

Leave Your C.R.A.P. at The Door! Improve Team Relationships — Prevent Burnout and Team Turnover

Judy Kay Mausolf

Preventive Equipment Maintenance Deep Dive

Roger Gilbert

Learn more at wcdental.org



Delivering W.O.W. Service! People Will Forget Everything Except How You Made Them Feel

By Judy Kay Mausolf

ANNUAL MEETING SPEAKER PREVIEW

It was my first time flying into the noisy and congested Newark Airport. I was going to be meeting with a new coaching client. When I arrived outside of the airport, I was greeted by a very, very, let's just say VERY unhappy taxi stand attendant, who hurriedly waved me into a cab mumbling what I believed to be at the time, a yes response to my question, "Do you accept credit cards?" When we arrived at the W Hotel, Joe the doorman opened the door and heard me tell the driver that I only had a credit card — to which the driver said, "Lady, you got a problem because I only take cash."

Joe immediately came to the rescue and proceeded to reach into his pocket, pull out his wallet, and pay the driver the \$60 I owed. I tried to give Joe my business card to reassure him that I would reimburse him. He said, "Don't worry about it, Miss," and he walked away without even getting my name. When I went inside to speak to the night manager about reimbursing Joe and about his excellent service, I found out that day was Joe's first day on the job.

The W Hotel team prides themselves on delivering exceptional service. They answer their phone in the most delightful way. They say, "Welcome to the W; whatever, whenever. This is Nancy, what is your wish?" I don't know about you, but I want to go there just to see what I can wish for.

Think about it. How is your phone answered in your office? Do you entice people to want to come into your office? Or is it just a bunch of words mumbled quickly just to get through

it and on to the next task? The W Hotel's focus is on every detail to deliver top-notch service. They have mats in the elevator that read good morning in the morning a good night at night. They have air fresheners in the hallways and lobby. They even survey guests to find out what the most popular scents are. They have toiletries and towel service based on first time usage and special request.

I remember the first time I stayed a W Hotel; they had this amazing *Lemon Bliss* lotion. I ordered an extra tube. It smells like an orchard of fresh lemons. Every time I stay at a W Hotel, they have an extra tube of *Lemon Bliss* in my room. Their attention to detail is amazing.

W.O.W. Philosophy

The W.O.W. Philosophy is one that I created after having the privilege of working with hundreds of dental practices nationwide. What I consistently found when observing practices, was is if they would be more mindful about the little things that made their patients feel unsafe, uncomfortable or unwelcome, they could more easily deliver consistently great service. W.O.W. is an acronym for weed out the weeds. I will confess that I am an acronym addict!

A weed is anything that could make our patients feel unsafe, uncomfortable or unwelcome and possibly destroy a relationship. Whenever you're interacting with the patient, be mindful of these four questions:



- Am I making my patients feel safe?
- Am I making my patient feel welcome?
- Am I making my patient feel comfortable in the moment?
- Am I building on our relationship?

These questions will help you be present in the moment and deliver personalized exceptional care. They will uncover opportunities to make a significant impact, just like Joe the doorman.

In closing, be cognizant that Delivering W.O.W. Service is a result of how we choose to show up every day. Most importantly: be happy to serve. Never forget that it is a privilege and an honor to work in the dental industry. Work together to deliver W.O.W. Service and your patients will never forget how you make them feel!

TA-DAH! Standing ovation!!!! SMILE!

Bring the team to see and learn from Judy Kay Mausolf at the 2024 WCDDA Annual Meeting!

The meeting was planned to include both clinical and practice-management and team development lectures, so everyone can benefit from the extra day we have with our LEAP YEAR in 2024. Look for the brochure mailed with this newsletter, or visit us online at wcdental.org for details.

The Accidental Leader

Dr. Rudy Liddell announces his candidacy for President Elect of the American Dental Association

By Amy Metz

Dr. Rudy Liddell, one of our WCDDA members and a leader in organized dentistry at the local, state, and national level, confirmed his intent to run for President-Elect of the American Dental Association on the closing day of SmileCon — the ADA's annual session. Over the next year, he will campaign throughout the country in hopes of being elected to the position next fall. Those of us who know him locally are not surprised that his work and dedication would lead him to this moment. Though if you ask Dr. Liddell, he did not start out this way.

"I call myself 'The Accidental Leader,'" said Dr. Liddell in his characteristic humble tone, his eyes smiling as he speaks. "Some have ambition to be in leadership positions at a young age. I never did. Someone approached me at a meeting and said, 'You come to all the meetings anyway. Do you have any interest in running for a position?' And so I tried."

Read through his professional bio in the sidebar and you'll note that Dr. Liddell worked his way up through leadership positions at every level — HCDA, WCDDA, FDA and ADA. For all the titles, accomplishments and experience gained along the way, Dr. Liddell remains approachable, easy-going, and encouraging.

In his current position as the 17th District Trustee on the ADA's Board of Trustees, Dr. Liddell is particularly interested in meeting and talking with new and young doctors in Florida and encouraging them to explore opportunities.

"We all give back in different ways. Some teach, some run study clubs, some volunteer, and some give their time to leadership in our associations," said Dr. Liddell. His advice for a resident or new member looking to identify ways to get involved — start local. Show up at your local meeting and network with colleagues in your immediate area. "When I started, I felt like a little fish in a big pond," said Dr. Liddell, "and then when you know everyone local, you move up to the next level and the next. Each time it's the same thing — little fish, big pond — but you keep building your network."

He recalls a moment when he was walking through the halls at the 2022 ADA annual session in Houston, with his wife Sherri and his sons. "One of them said to me, 'Dad, you know everyone.' I love that, and I love the fact that I have a network of friends that stretches coast to coast."

Dr. Liddell is particularly proud of the challenging time through which he led



Immediate Past President Dr. Jessica Stille-Mallah presented Dr. Rudy Liddell with the WCDDA Distinguished Service Award in 2023.

the FDA. During his term as president of the FDA, COVID shut down our dental practices. Dr. Liddell was selected to be part of the ADA task force that, in record time, developed the Back to Work Toolkit, with policies and training to handle workforce issues, equipment needs and safety practices. Dr. Liddell also served on the Governor Ron DeSantis' Task Force to Reopen Florida. He was the only doctor in the group, invited due to the work done with the ADA to get dental practices open again.

CONTINUED ON PAGE 8



Dr. Rudy Liddell, originally from Pittsburgh, PA, moved to Florida during high school. He studied engineering at the University of South Florida before attending dental school at the University of Florida, graduating in 1982. Dr. Liddell practices dentistry in Brandon, FL, as part of a small group with four partners. Throughout his career, Dr. Liddell has held leadership positions in organized dentistry. He started as a delegate to the FDA in 1998 and went on to serve as an officer for the Hillsborough County Dental Association (1999-2005), the West Coast District Dental Association (2005-2010), and a trustee to the Florida Dental Association (2010-2014). He also served as an officer for the Florida Dental Association from 2014 to 2021. Dr. Liddell's involvement extended to national dental organizations, chairing the FDA's Council on Financial Affairs from 2012-2015 and the ADA's Council on Dental Practice from 2019-2020. Currently, he serves as the 17th District Trustee on the ADA's Board of Trustees. In his personal life, Dr. Liddell has been married to Sherri for 38 years. They have two sons, Michael, and Brian, who are both married and living in different states due to their spouses' medical careers.



Dr. Liddell for ADA President Elect

CONTINUED FROM PAGE 7

Another issue Dr. Liddell tackled during COVID became a lasting change in policy in our state — the way dental licenses are issued. He explained, “During COVID the schools shut down and our doctors could not do their live exam, so they in turn could not obtain their license.” Together with a team of lobbyists, Dr. Liddell petitioned Governor DeSantis to suspend the requirement of a live patient exam as an emergency order. Post-COVID, that decision eventually led to advocating for the elimination of the live exam requirement altogether.

“Florida is a good example of how associations should be run,” said Dr. Liddell, “We have people working together toward the same goals.” Identifying and developing leaders is key.

“People are usually passionate at the start. Over time, as they grow into the role, diplomacy grows. Your ability to collaborate with others, lean on others and delegate,” Dr. Liddell explains, adding, “The magic is transferring your passion to someone else, and they don’t even realize it happened.”

Sometimes doctors express interest and ask for ways they can help and volunteer. Others, like Dr. Liddell when he was first getting involved, must be asked. A servant-leader himself, Dr. Liddell knows, “When you ask people to do things, they are usually happy to help because they see how hard you work and that you wouldn’t ask them to do anything you wouldn’t do yourself.”

Hard work is nothing Dr. Liddell shies away from. The coming year, as he campaigns for the highest position in our organization, will find his calendar full. He’s excited and ready.



If you would like to help Dr. Liddell’s campaign, donations can be made by using the QR code.

THE OFFICIAL MEETING OF THE FDA

YOUR FUTURE. YOUR DESIGN.

SAVE THE DATE

JUNE 20-22,
2024



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& CONVENTION CENTER
ORLANDO



ARE YOU A PROBLEM SOLVER?

Dental Workforce Issues: The FDA wants to hear from you!

Dental staff recruitment issues continue to challenge many offices around the state. The FDA Workforce Innovation Task Group is looking for interested members who would be willing to help find opportunities and solutions that are right for Florida. If you are interested, please send an email to gao@floridadental.org.

The Dan Bertoch Memorial Grant: Available to cover costs for attending 2024 Dentists' Day on the Hill

Are you considering attending the 2024 Dentists' Day on the Hill? Dr. Dan Bertoch devoted much time to advocacy for the dental profession. It is in his spirit that a Memorial Fund in Dan's name was established in 2011 to provide funding for a first-time attendee(s) to Dentists' Day on the Hill in Tallahassee. The grant can be used towards transportation to and from Tallahassee and accommodations at the host hotel.

SCAN TO APPLY FOR
DDOH GRANT



For questions regarding the WCDDA Fund or the Dan Bertoch Memorial Grant, contact the WCDDA Office at (813) 654-2500 or email: lissette@wcdental.org. Access the grant application by using this QR code.



Dr. Justin Elikofer, on the left in the above photos, was the 2023 recipient of the Dan Bertoch Dentists' Day on the Hill Memorial Scholarship. He's joined in this photo by Dr. Rebecca Warnken, Dr. Chris Bulnes and Dr. Matt Arhens.

REGISTRATION OPEN!

JANUARY 30, 2024

DENTISTS' DAY ON THE HILL

Register now at floridadental.org/ddoh





MQA Introduces E-Licensing for Health Care Practitioners

To accommodate a growing health care workforce, the Florida Department of Health’s Division of Medical Quality Assurance (MQA) announced the next step toward increasing efficiency and reducing costs associated with licensure by embracing the trend of digital transformation. MQA has begun delivering licenses to health care practitioners digitally through a new electronic process.

This electronic process will allow health care practitioners to obtain new or renewed licenses online by accessing the MQA Online Services Portal. Health care practitioners can expect to experience the following benefits when interacting with this new paperless licensure process:

Increased Efficiency

This process will provide the ability to issue licenses instantly, increasing access to licensure services while maintaining its authenticity and credibility. Rather than receiving licenses in seven to 10 business days, this process will make it easy for practitioners to download licenses within minutes.

Increased Security

This license will feature a QR code, allowing practitioners and employers the ease of authenticating licenses immediately through the Department’s website. In combination with safeguards and security measures, this new license will exist in an electronic format where no loss of license through theft, misplacement or destruction could occur. Cloud-based technology also provides a backup in case of an emergency, so whether on the move or at the office, practitioners can always maintain access to licenses.

Reduced Cost

Rather than paying up to \$25 for a duplicate license to be printed and mailed, licensees will be able to request duplicate licenses directly from the web portal at no cost.

MQA is committed to placing practitioners first by leveraging the strategic use of technology to streamline licensing processes. E-Licensing demonstrates this commitment to expediting licensure services so that health care practitioners can get to work. To watch the webinar or learn more about e-licensing at MQA, please visit the website at FLHealthSource.gov/electronic-licensing.

In Memoriam

We are deeply saddened by the loss of our beloved colleagues.

Robert Bousquet, DDS of Tampa, FL
passed away on January 1, 2021

Robert Beem, DDS of Dunedin, FL
passed away on March 7, 2022

Laurent Belanger, DDS of
Saint Petersburg, FL
Passed away on June 6, 2023

Leonard Drazek, of Odessa, FL
Passed away on November 3, 2021

Joe Dunlap, DDS of Clearwater, FL
Passed away on October 01, 2022

Polly Eldridge, of Fort Myers, FL
Passed away on April 15, 2023

William King, of Bradenton, FL
Passed away on April 9, 2023

Andrew Martineau, DMD of Sarasota, FL
Passed away on March 3, 2023

Edward Minor, DDS of
Saint Petersburg, FL
passed away on November 10, 2021

Curtis Moore, DMD of Tampa, FL
passed away on June 10, 2023

Jack Shaffer, DDS of Lutz, FL
Passed away on May 7, 2023

Joseph Spoto, DDS of Tampa, FL
Passed away on April 11, 2023

William Weith, DDS of Palmetto, FL
Passed away on June 14, 2023

G. Donald Wilhelm, DDS of Jupiter FL
passed away on May 6, 2023

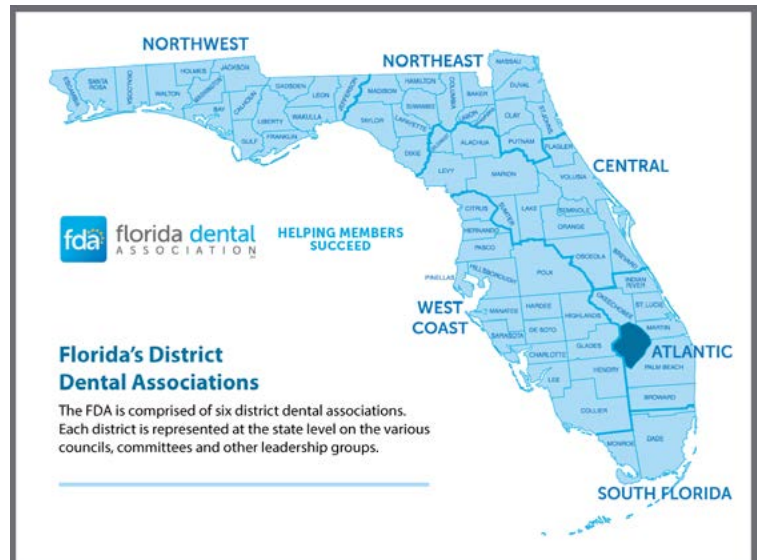
Get Together with your Affiliate Organization

Throughout the 13 counties in the WCDDA District, there are 11 Affiliates that meet regularly. Each of the Affiliate organizations are considered a affiliate of the West Coast District Dental Association (WCDDA), the Florida Dental Association (FDA) and the American Dental Association (ADA).

In addition to the ADA, FDA and WCDDA, the Affiliates are a great way to meet other dental professionals in your immediate area.

Benefits of Being Part of Your Affiliate:

- Access to a valuable source of new patient referrals.
- Foster camaraderie and professional connections with fellow colleagues.
- Advocate at the grassroots level.
- Attend continuing education dinner meetings, and connect with dental industry suppliers.
- Participate in exclusive special events and expand your networking opportunities.
- Stay informed about the latest developments and trends impacting the dental profession.



Details on each Affiliate and their upcoming meeting dates appear below and on the next page. There is always something going on ... and many ways to get involved!

Upcoming Affiliate Meeting Dates and Contact Information

Collier County Dental Association

www.collierdentists.com
 President: Dr. Alexis Diaczynsky
 Contact: 239-348-3079
 CCDA Central office: 239-935-8277

Upcoming Meetings:

- November 16: Proper Tax Planning Through Your Financial Advisor, Stan Stewart
- February 15: Diagnosis and Management of Craniofacial Cranial Nerve Pain Syndromes: Trigeminal Neuralgia, Geniculate Neuralgia and Glossopharyngeal Neuralgia, Dr. Michael Horowitz
- May 3: Joint meeting with Lee County Dental Society

Hernando County Dental Society

www.hernandocountysmiles.org
 President: Dr. Nicholas Ressel
 Contact: 352-666-9898

Upcoming Meetings:

- November 9: Domestic Violence, Dr. Nicholas Grimaudo
- January 11: Invasive Cervical Resorption, Dr. James Haddix

- March 14: What is Private Equity & How is it Influencing Dentistry, Dr. Bill Layman
- May 9: Practice Management, Jonathan White, CPA

Hillsborough County Dental Association

www.hcdafla.com
 President: Dr. Matthew Ahrens
 Contact: 813-815-0080

Upcoming Meetings:

- November 28: Current Climate of Organized Dentistry, Dr. Rudy Liddell
- January 23: Topic TBD, Dr. Andrea Tsatalis
- March 26: Topic and Speaker TBD
- May: Date and Location TBD

Lee County Dental Society

www.leecountydental.com
 President: Dr. Nicole Rasmussen
 Contact: 239-540-1117

Upcoming Meetings:

- November 16: Medical Errors Webinar, Patti Ellis
- January 18: Opioids & Controlled Substances, Walter Flesner, DO

- February 15: Dentsply
- March 14: Airway to Pathogens to Plaque, Lora Hooper, RDH
- April 18: The Latest in Integrative Dental Medicine, Dr. Dewitt Wilkerson
- May 3: Joint with Collier County Dental Association

Manatee Dental Society

www.manateedentalsociety.org
 President: Dr. Jackson Sullivan
 Contact: 941-840-1906
 MDS Central Office: 941-677-8194

Upcoming Meetings:

- January 16: Prevention of Medical and Dental Errors, Dr. Nick Grimaudo
- March 19: White Lesions of the Oral Mucosa – Management Guidelines, Dr. Neel Bhattacharyya
- April 16: Safe and Effective Prescribing of Controlled Substances, Dr. Sharon Kelley

More on page 13...

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Laura Christiano
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www.choicetransitions.com

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informative video to help you decide.

“

Choice walked me through the process, presented the best offers, and made the experience much less stressful by handling all the negotiations. In the end, I received more for my practice than I ever expected. The best part is that Choice provided all the consultation and services to me without charging any fees! If you are considering selling to a DSO, I highly recommend you contact Choice instead of directly contacting the DSOs.

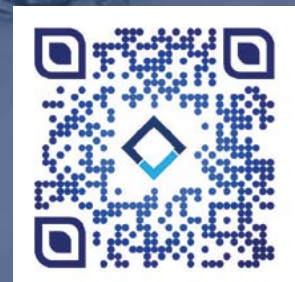
”

Commission free. DSO Choice.



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Upcoming Affiliate Meeting Dates and Contact Information

Pinellas County Dental Association

www.smilepinellas.com

President: Dr. Devin Gapstur

Contact: 727-576-3319

PCDA Central Office: 727-342-0374

Upcoming Meetings:

- November 8: Responsible Opioid Prescribing for Dental Practice, Dr. Sharon Kelley
- December 6: Dental Insurance: Top 3 Trends that are impacting your income, Patrick O'Rourke
- January 10: How to Make Marketing Work for You, Dr. Brandon Bosch
- March 6: Full Arch Digital Dentistry, Removing Impressions and Shortening Appointments, Dr. Ryan Rubino
- April 3: Immediacy in Single and Multiple Tooth Restorations, Dr. Bruno Arnaud

Polk County Dental Association

www.polkcountydental.com

President: Dr. Jonathan Scott

Contact: 863-709-1941

Upcoming Meetings:

- November 21: Safe and Effective Prescribing of Controlled Substances, Dr. Sharon Kelley

Sarasota County Dental Association

www.scdonline.com

President: Dr. Melanie Holden

Contact: 941-929-9580

Upcoming Meetings:

- November 9: Safe and Effective Prescribing of Controlled Substances, Dr. Joel Rose
- January 11: How to Positively and Productively Work Through Office Conflicts, Dr. Robert Maguire
- February 22: Cleft Lip and Palate, Dr. Pat Ricalde

Upper Pinellas County Dental Association

www.upcda.org

President: Dr. Greg Filion

Contact: 727-785-6511

UPCDA Central Office: 727-449-1232

Upcoming Meetings:

- November 8: Responsible Opioid

Prescribing for Dental Practice, Dr. Sharon Kelley

- December 15: Holiday Party – Safety Harbor Resort & Spa
- January 17: Autoimmune Disease of the Oral Cavity, Dr. Neel Bhattacharyya
- March 20: Updates in Periodontal Therapy, Dr. Lindsey Pikos-Rosati, Dr. Tony Pikos & Dr. Bashar Adeinat.
- May 17: End of Year Celebration, Ozona Blue

Pasco County Dental Association

www.thewpda.com

President: Dr. Samuel Landrian

Contact: 954-815-1593

Upcoming Meetings:

- October 17: Medical Errors, Dr. Nicholas Grimaudo
- November 14: Responsible Opioid Prescribing for Dental Practice, Dr. Sharon Kelley
- January 23: Speaker and Topic TBD
- March 19: Speaker and Topic TBD
- April 23: Speaker and Topic TBD

Thinking About Buying or Selling a Dental Practice?

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Greg Jones
Lic. Real Estate Broker
DSO Transactions



J. Kenny Jones
Broker-Associate
Southeast Florida



Marcie Smith, CFP
West Coast



Michael Connor
Central Florida



Ricardo D'Avila
Miami-Dade &
Broward County



Dr. Jerry Pyser
Statewide
Representation



Mary Ann Serkin
Northeast, FL



Ron Rubenstein
Practice Sales



Dr. Janice Luke
Palm Beach County



Dr. Jack Saxenhouse
Palm Beach County



Dr. Tony Hodge
Treasure Coast



Dr. Carlton Schwartz
Northwest, FL



Dr. Marshall Berger
Broward County



Samantha Jones
Executive Secretary



Dental Practice
Acquisitions



Dental Practice
Valuations



DSO Buy-Outs
& Transactions



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Meet West Coast’s Newest Officer

LINE UP: Dr. Stephanie Mazariegos

Dr. Stephanie Mazariegos says that when it comes to her dogs Dart and Chicago, she has the best of both worlds. Dart is an “energetic, friendly and affectionate” Italian Greyhound; Chicago, her Shih Tzu, is on the “calm and steady side”—the perfect lap dog.

Dr. Mazariegos, who’s practiced dentistry for seven years, will get to channel some Dart-like energy as she takes on new duties as the WCDDA’s latest line officer. She says that she’s always been drawn to organized dentistry, and while she values her involvement at the national and state levels, she believes that district participation offers a unique set of benefits, “Because it’s more local, you have more opportunity to really get to know the other dentists,” she says. “You also get to talk about the issues related to dentistry that only other dentists understand.”

Born in Guatemala, Dr. Mazariegos moved to the U.S. when she was two, and always knew that she wanted to be in healthcare. She chose dentistry after shadowing dentists

while an undergrad, “They truly cared about their patients and helping them achieve their dental goals.” Now, she says, “I wouldn’t change jobs if I had the choice. Patients are always so grateful at the end of their treatment. Whether the dentistry leads to getting someone out of pain or helping them with a smile makeover, dentists improve patients’ lives.”

Dr. Mazariegos is excited about taking on the line officer leadership position in West Coast, “I have always felt strongly about being part of decisions that help impact our profession. I want what is best for my fellow colleagues and the profession.” And, she says, if not for organized dentistry, “How else will we get things done? One person can only do so much, but as group we can do so much more.”

The WCDDA appreciates Dr. Mazariegos’s commitment to dentistry. Maybe we’ll get to meet Dart and Chicago at an upcoming West Coast event, too.

MORE ABOUT DR. MAZARIEGO

Beach Spot: Any beach in the St. Petersburg area

Baking or Cooking? “Baking! I love trying new recipes.”

Travel Fave: “Iceland, because the landscape was so different and I saw the Northern Lights.”

Next Stop? Patagonia, Chile and Argentina — “I love anywhere that has mountains and different geography than Florida.”

Rules on Mask Requirements for Patients and Employees

In response to the Protection from Discrimination Based on Health Care Choices bill passed during the 2023 legislative session, the Agency for Health Care Administration and DOH have issued emergency rules on the standards for the appropriate use of facial coverings for infection control, which applies to all health care providers, including dentists and dental hygienists. **If you require patients to wear masks, you must include**

a policy allowing them to opt out. This policy must conform with the Patient Bill of Rights and Responsibilities, Section 381.026 of The Florida Statutes. While the rule does have a provision requiring you to allow an employee/team member to opt out of a mask requirement, you can require your team member to wear a mask while engaging in activities requiring facial coverings to prevent physical injury or harm per industry standards. The FDA believes the use of facial

coverings by the dental team during dental procedures is an industry standard. For questions about this emergency rule, please contact the FDA’s Chief Legal Officer, Casey Stoutamire, at cstoutamire@floridadental.org or (850) 350-7202.



Beyond the Bowties: The Leadership of Dr. Bill Layman

You might recognize orthodontist Dr. Bill Layman by his bowties.

They became a part of his “uniform” when he was a dental student at the The Medical University of South Carolina in Charleston.

“Bowties are a part of the Charleston culture,” he says, “plus they seemed more practical than a long tie when working with patients.” Eventually, he says, he became known as “the guy with the bowtie.”

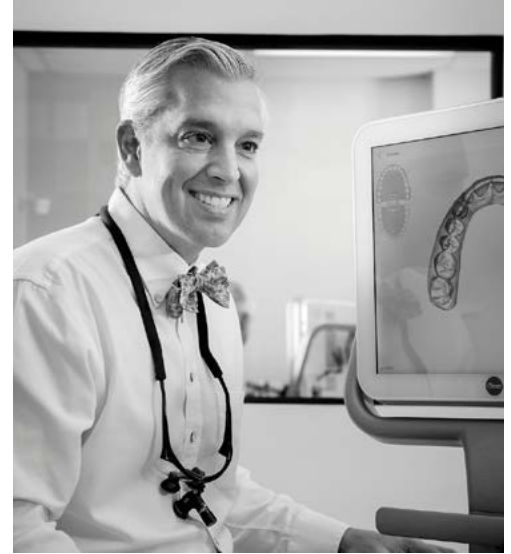
Dr. Layman is also known for his willingness to take on leadership roles. He was president of his dental class, and chief resident during his orthodontics studies at Vanderbilt, “If you have an opportunity to make a positive difference in something you’re involved in, I believe in doing that to the best of your ability,” he says.

While he understands that not every dental professional is eager to take on commitments outside of work hours, he believes that involvement in organized dentistry is especially worth the time, “Whether it’s a large or small commitment, being involved at some level with the career you’ve chosen to be a part of is important. Being active at any level can help you connect better with your profession.”

He says that he’s looking forward to learning even more about organized dentistry during his term as WC Treasurer, to “understand more about the environment and the political environment that shapes dentistry outside of our office walls.”

Dr. Layman looked beyond his own practice walls when he pursued an MBA from the Wharton School of Business. He says that dentists need to develop business knowledge so that they can “be less naive in the side of the profession that can make you most vulnerable.” And, reflective of his willingness to give beyond the expected, Dr. Layman’s Wharton peers chose him to receive the Ben Franklin Award for his leadership contributions to their class.

So, while Dr. Layman may be known as “the guy with the bowtie,” West Coast knows there’s much more to him than his sartorial style. Our thanks to him for sharing his time and abilities with our members.



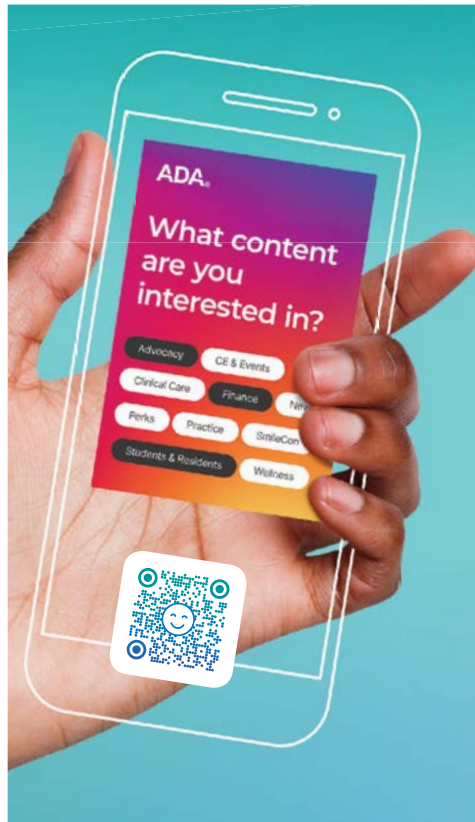
Bowties are a part of the Charleston culture

MORE ABOUT DR. LAYMAN

Why Florida: He chose to practice in Clearwater because his wife is a third-generation Floridian.

Small Town, Big Rewards: Growing up in a small Virginia town helped him develop a strong work ethic.

Heads Up: He was a paratrooper with the Army’s 82nd Airborne.



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Giving Back: Make Plans to Attend The Florida Mission of Mercy

FROM THE EDITOR: Dr. James G. Wilson

I recently returned from the West Coast Dental Association's summer meeting in Naples. As always, the West Coast staff, officers, and program committee put on an exceptional meeting. The Ritz Carlton in Naples was beautifully renovated and has nearly fully recovered from the effects of Hurricane Ian. What a great venue to catch up with many friends from throughout the west coast of Florida and beyond.

Every year I go to that meeting I am so very thankful of the blessings that dentistry has afforded me throughout the years. I get to help patients improve their lives every day, my business provides well-paying jobs to my team members and, finally, I am fully aware that dentistry is one of the top paying

professions in the country. To whom much is given, much will be required (Luke 12:48). We all make a difference in our patients' lives daily but it is such an incredible feeling to give back to those who may not have the financial blessings many of us are lucky enough to have achieved.

Mark your calendar now for the 2024 Mission of Mercy, which will be held May 30-June 1 in Lakeland. This will be the eighth Mission of Mercy event and the third time the event will be held in one of the West Coast District's counties. Because the event is in our area, make plans for you and your staff members to come to Lakeland and share your talents with those who are less fortunate. Over the previous seven Mission of Mercy events,



FLORIDA MISSION OF MERCY
LAKELAND | MAY 30-JUNE 1, 2024

nearly \$15 million dollars in dental work has been performed on over 13,000 patients.

You can make a difference but don't take my word for it. I have friends who have stated that the Florida Mission of Mercy events are their favorite two days of dentistry all year long. They love that patients are walking into the event not wanting to show their teeth because they are embarrassed but that they are walking out with a smile. Make a difference and donate and/or sign up to join your colleagues in Lakeland. You won't regret lending your fortune and skills with others who are so thankful that you care enough to help them have a better life.

BELOW: PHOTOS FROM 2023 MISSION OF MERCY



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A HIGHER STANDARD... A HIGHER CALLING

VISIT FLAMOM.ORG TO VOLUNTEER OR DONATE

Dr. Dan Branca: A Florida Mission of Mercy All-Star

The Florida Mission of Mercy is the FDA's World Series of outreach. At the two-day, free dentistry event, caregivers perform more than 10,000 procedures and donate nearly two million dollars worth of dentistry. Among the thousands of volunteers is West Coast member Dr. Dan Branca. He's an enthusiastic utility player who is ready and willing to help out in any way he can, "I've done everything from sterilization to extractions to parking cars," he says.

Taking on different roles is something Dr. Branca is used to. As a college baseball player he split his time between playing first base and catching. He says that the dentists at the Mission of Mercy also jump in wherever they're needed. "They are the epitome of what a great team is and what it encompasses. They work together to achieve a common goal to help the community."

Dr. Branca says the event is one of his favorite weekends of the year, "The leadership on the event make it so inviting, well organized, and a place of welcome for volunteers and patients. The 12-hour day goes by in a flash. From the moment you get there, you can tell it's going to be a special day."

He says taking part in the Mission of Mercy opened his eyes to the outside-the-box impact that organized dentistry can make, "It's shown me there's much more to organized dentistry than what most people see on the surface—there's camaraderie, team building, the brother and sisterhood that is organized dentistry that always comes up clutch."

Ultimately, he says, when he thinks about his time at the event, he always goes back to the kindness of his fellow dentists and the life-changing power of dentistry for the patients he feels honored to treat, "One of the amazing procedures we complete is fabricating dentures and giving teeth to someone who hasn't had them in years. You can see that it helps them psychologically and emotionally; it's a confidence-builder for them to not have to be self-conscious of their teeth."



Dr. Dan Branca, pictured center, enjoyed working alongside Dr. Steve Zuknick, left and Dr. John Paul, right, at the 2023 Florida Mission of Mercy.

If you'd like to join the Florida Mission of Mercy team, it's scheduled for May 30–June 1, 2024, in Lakeland. Dr. Branca says that he'll be suiting up again, for sure. Visit FLAMOM.org to volunteer or donate (or use the QR code on page 17).

MORE ABOUT DR. DAN BRANCA

Family Matters:

He's married and has two sons, ages 1 and 2.

Giving Back Philosophy:

"My parents instilled in me that being able to give back is a privilege."

Dental Philosophy:

"It's our job to be that smile that someone needs, because we never know what they're going through. The more kindness we have in this world the better place it will be."

Volunteer Dentists Needed in Pasco County

Since 1990, the Good Samaritan Health Clinic of Pasco has been providing free medical and dental care for limited-income and uninsured residents of Pasco County. The dental clinic is open Wednesday evenings from 5pm-7pm for performing simple extractions and filling simple cavities.

The Clinic is currently seeking volunteer licensed dentists to come 3-4 times a year to the clinic in New Port Richey. They have a dental technician to provide assistance.

Show your compassion and contribute to your community's healthcare.

Important notes:

- Receive professional liability protection by the State of Florida while volunteering in our clinic.
- You will be eligible to receive up to 25% of your continuing education hours needed for license renewal by volunteering at Good Sam



If you are available to help or need additional information, please contact Alan Berman, Assistant Director at 727-848-7789, ext. 233 or asstdirector@goodsamclinic.org.

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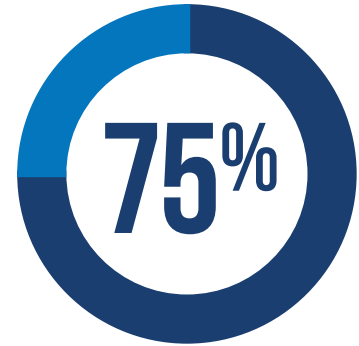
[ADA.org/powerof3](https://ada.org/powerof3)

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92 new laws reforming dental insurance enacted nationwide since 2020 achieved through public affairs partnership between state dental societies and the ADA which provided strategic and financial support as requested

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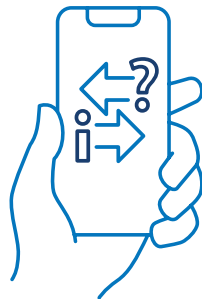


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secured in federal funding strengthening community programs for FY2023

Why is the Code changing... AGAIN?!

By Dr. Jessica Stilley-Mallah

It's finally fall. Some of you have gotten through getting your older children to college, or have younger children starting school. Your schedule picks up and you start looking ahead to setting goals for the next year. And then it shows up. The new CDT code book. It is only September so you have three months to stare at it and hope none of the codes you use every day are changing. Many of us forget about it completely until January rolls around and claims start getting denied for usage of an inappropriate code. Wait, what? That code got deleted?! It can be frustrating but if you anticipate it and prepare, it may be less of a disruption.

The CDT is maintained by the ADA. It does this through a Code Maintenance Committee or CMC. The CMC is obligated to review the CDT every year in order to be compliant with HIPAA standards. This process starts with the November 1 deadline to submit new code requests to the ADA. After November 1 all requests are evaluated and those that meet guidelines for submission are reviewed and voted on every March at an in person meeting. The codes that are approved then go through a process to be added to the CDT book, which is reprinted every year and available in the fall. Once the new book is out the process started all over again. This gives the CDT the flexibility we all need as our profession changes.

The CMC at its March 2023 meeting approved four new codes that reflect ADA policy on the role of dentistry in the treatment of sleep apnea, along with 10 other additions and two revisions to the CDT Code that will go into effect on Jan. 1, 2024.

Dentists can and do play an essential role in the care of patients with sleep-related breathing disorders and are well-positioned to identify and treat patients at greater risk of those disorders. For this reason as of January 1, 2024, there will be codes for sleep apnea procedures such as screenings and home sleep apnea tests, as well as fabrication, delivery and titration of oral appliance therapy devices. These codes expand upon the current CDT codes for custom sleep apnea appliance delivery, adjustment and repair procedures.



The CMC also approved a code for immunization counseling, which is described as a review of a patient's vaccine and medical history and discussion of the vaccine benefits, risks and consequences of not obtaining it. This procedure may be reported for any type of vaccine, and also includes a discussion of questions and concerns the patient, family or caregiver may have and suggestions on where the patient can obtain the vaccine.

The CMC was established to ensure that all stakeholders have an active role in evaluating and voting on CDT Code changes. It is expected to arrive at decisions that are in the best interests of the profession, patients and third-party payers/administrators.

Other code additions approved at the March 2023 meeting concern the following procedures:

- 3D printing of a 3D dental surface scan.
- Band stabilization — per tooth.
- Excavation of a tooth resulting in the determination of non-restorability.
- Application of hydroxyapatite regeneration medicament — per tooth.
- Accessing and retorquing loose implant screw — per screw.

- Excisional biopsy of minor salivary glands.
- Indexing for osteotomy using dynamic robotic assisted or dynamic navigation.
- Fabrication and placement of a custom removable clear plastic temporary aesthetic appliance.

The CMC also approved clarifying revisions of two existing codes:

- D2335 resin-based composite restoration — four or more surfaces (anterior). The revision deleted mention of the incisal angle, which is not a tooth surface and caused coding confusion as well as claim preparation delays when dentists or practice staff contacted the ADA for clarification.
- D5876 add metal substructure to acrylic, full denture (per arch). The revision added a descriptor stating that this procedure involves addition of a metal substructure to strengthen the prosthesis.

Educational and reference information on CDT is available at ADA.org. So, if you have not gotten your new copy of the CDT, it's not too late! You can still order it at ADA.org and get ready to start using the new codes in January 2024.

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