

# Checkup

Volume 43 • Issue 3 • Fall 2014



WEST COAST  
DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE  
AMERICAN & FLORIDA DENTAL ASSOCIATIONS



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DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE  
AMERICAN & FLORIDA DENTAL ASSOCIATIONS

**Mission:** *Helping Members Succeed*

**Values:** *Service, Commitment, Integrity and Excellence*

**Annual Meeting  
Brochure Inside!**

# President's Message



Frederick J. Grassin, D.D.S.

**G**reetings fellow members! The WCDDA is off to a great start for the 2014-15 year. So much has happened and so much is going on that you can be proud of the work your association is doing for you. It is truly an honor to visit the affiliates and meet so many of you. Thank you for your thoughtful interactions and warm receptions.

The WCDDA Officers and I appreciate the trust you have placed in us. We are consistently working on the goals set forth in our vision and strategic Plan. These are the guiding principles of our organization. It is our responsibility to promote them and develop them for everyone's benefit. We are here to "Help Members Succeed."

We have a new look! The FDA, its components and many affiliates have adopted a commonly themed logo. This gives our members and the public a consistent visual recognition of our association. This kind of visual "branding" has been shown to provide better identification and is intended to create the type of uniformity that is beneficial in reaching large audiences. It is the right move at the right time. Now everyone can see that we are one organization supported by its many parts. Take some extra time and enjoy the extra content in our expanded newsletter. Each issue will have something to pull-out and take home or post. What me worry? The back page will have a special editorial for a bit of Mad Fold-in fun to get you to think differently about the profession.



We enjoyed a tremendously successful summer meeting in Naples. As always, the destination was terrific for family and professional pursuits. Our CE program was very well attended and so popular that we were asked to bring the speaker back. We listened to our members and did just that! On December 12 and 13, 2014 we will be hosting Dr. Mark Setter at the CAMLS center in Tampa. We believe that this state of the art facility will serve as a great backdrop for the interactive course "The Team Approach to Maximum Case Acceptance." Please take advantage of this incredible opportunity. We look forward to another day of education and fun at our Annual Meeting at the St. Petersburg Hilton Bayfront on January 16, 2015. We are fortunate to have Dave Weber and Dr. Henry Gremillion presenting. These internationally known speakers are joining us to share their knowledge on this special weekend. We look forward to your participation and hope you will come see the multitude of things St. Petersburg has to offer. There is sure to be a big turnout so register you and your staff early.

Winter sports lovers should join us January 28-February 1, 2015 in Copper Mountain Colorado. Copper Mountain is a great family destination offering skiing, tubing, snowmobiling, zip lining, and so much more. We have secured a room block with terrific rates on accommodations, lift tickets, and rentals. Please see page 14 for more information. This will be an amazing time of camaraderie, family fun, and continuing education.

This past spring, the FDA sponsored the "Non-covered services" bill which was passed by the Florida legislature and signed by the Governor. It took an incredible effort, but this bill will prevent insurance companies from dictating fees on services they won't even pay for. This and other legislative successes cannot be held high enough. It is your active participation in the political process that allows the FDA, WCDDA, and its affiliates to be THE VOICE of dentists in Florida. All Florida dentists and patients benefit from our advocacy. Please encourage non-member dentists you know to join. Ask them to help continue to be that voice. Recently, Governor Scott reappointed **Dr. William Kochenour**, of Clearwater, to the Board of Dentistry. He will continue his role on the board serving with our own **Dr. Leonard Britten** of Lutz. The work of these WCDDA members demonstrates some of the great leadership we possess here at the WCDDA. The FDA and FDAPAC has decided to support Gov. Scott on his re-election campaign. Governor Scott has proven himself a friend of our profession. It is through relationships like these that we can maintain our strong political advocacy. Help us continue our relationship building and where possible participate in fund raising campaigns for FDA and FDAPAC supported candidates throughout our state. To echo words of the association leaders "We are not red or blue, we are the Tooth Party." Please support those who support us.

Again, thank you all for the opportunity to serve you and our profession. We are all beneficiaries of many blessings. Being WCDDA President is one of mine. I encourage you to expand your own participation with this incredible organization. Ask a new or non-member to a meeting, join us in a visit to a dental school to share your practice experiences, donate your time and services at a clinic for the indigent. There are so many ways you can serve dentistry. When you do, you will find that no other group cares so much about you as a dentist in Florida.

Let's all help our members succeed! 🍌

Sincerely,  
**Frederick J. Grassin, D.D.S.**

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# 2014 Summer Meeting Highlights

## 5K Fun Run Results:

**Dr. Carey Bonham** – 20:41  
 Autumn Stalf – 23:10  
**Dr. Dan Prasatthong** – 23:30  
 Trevor Hamm – 25:10  
 Joe Anne Hart – 25:50  
**Dr. Amy Bonham** – 28:34  
**Dr. Doug Jungman** – 29:21  
 Joey Zuknick – 30:00



5K Fun Run Group



Cycling Group

Special thanks to  
**Dr. Carey Bonham,**  
**Dr. Chris Bulnes** and  
**Dr. Bob Klement**

for organizing these events.

## Golf Tournament Results:

**1<sup>st</sup> Place 2 Man Blind Quota**  
 +11 - **Dr. Leonard Britten** and  
**Dr. Larry Staff**  
**1<sup>st</sup> Place Gross**  
 78 - **Dr. JB Hansen**  
**1<sup>st</sup> Place Net**  
 65 - Ms. Cathy Hodge

## Skins:

**Dr. David Burch,** Courtney Rogers  
**Dr. David Shelton** and  
**Dr. James Walton**



(L: R) **Dr. Matt Burton,** **Dr. Larry Staff,**  
 Chris Pate and **Dr. Jeremy Albert** enjoying  
 WCDDA's Annual Golf Tournament at  
 Mediterra in Naples.



WCDDA President, **Dr. Fred Grassin** and family.



Affiliate President Round Table

(L: R) **Dr. Michael Sutton,** **Robert Heydrich,**  
**Joseph DeJongh,** **Susan Hudak Boss,** **Andrew**  
**Agnini,** **Larry Lieberman,** **John Metz,** **Frederick**  
**Grassin,** **Diana Barajas,** **Ashley Reynolds,** **Beatriz**  
**Totzke** and **James Hansen**



Officer's Planning Session

(L: R) **Dr. Hugh Wunderlich,** **Terry**  
**Buckenheimer,** **Bob Churney,** **Robin Nguyen,**  
**Fred Grassin,** **Paul Palo,** **Sam Desai,** **Doug**  
**Jungman,** **Rudy Liddell,** **JP, Chris Bulnes,**  
**Oscar Menendez,** **Melissa Grimaudo** and **Zack**  
**Kalarickal**



WCDDA Elected Officers 2014-2015

(L: R) **Dr. Hugh Wunderlich,** **Tim Marshall,** **Sam**  
**Desai,** **Oscar Menendez,** **Melissa Grimaudo,**  
**Chris Bulnes** and **Fred Grassin**

If you missed this fun and successful meeting, be sure to join the WCDDA on August 7-9, 2015 for more quality CE and memorable moments. Rooms sell out fast so register today! Visit <http://www.wcdental.org/2015ritz.pdf> to download the reservation form. To reserve Club Level rooms, contact the WCDDA office at (813) 654-2500 or [Kelsey@wcdental.org](mailto:Kelsey@wcdental.org). Don't miss out on more great times at The Ritz-Carlton!

## Margaritas Under the Sun Reception



(L: R) **Dr. Andrew Prousi,** **Dr. Larry**  
**Lieberman** and **Dr. David Shelton**



(L: R) **Dr. Ernie McDowell,** Katie McDowell,  
 Nicole Doerner, **Dr. Tim Doerner** and  
**Dr. Bob Churney**

To view more meeting photos, visit <http://wccddaphotoalbums.shutterfly.com/>.

# HELP IS HERE!

Got questions? Get answers.

We're here to help you get the health care plan you need.  
Call us or come in.

The health insurance marketplace is now open. Let FDA Services help you enroll in a plan that gives you the coverage you need.

## Here's what you need to know:

### Health care coverage is guaranteed and required.

Even if you have a pre-existing medical condition, you can get coverage.

**You may qualify for financial assistance.** Based on your income, if you're eligible, you will need to re-enroll in your plan to get your maximum 2015 tax credit.

**If you choose not to have coverage, you'll pay a penalty.** For 2015, the fee is 2 percent of your household income or \$325 per person, whichever is greater.

**Children, up to the age of 26, can be covered under your plan.**

**Early enrollment is available for those not eligible for financial assistance.** If your income does not allow you to qualify for a tax credit, you can enroll in a plan beginning Oct. 1. Otherwise the health insurance Marketplace opens Nov. 15.

**Talk with someone you can trust.**

## Important dates to remember:

**1**  
**OCTOBER**  
**2014**

Early enrollment begins

**15**  
**NOVEMBER**  
**2014**

Open enrollment for 2015 begins

**15**  
**DECEMBER**  
**2014**

Last day to buy coverage for health coverage that's effective Jan. 1, 2015

**15**  
**FEBRUARY**  
**2015**

Last day to enroll in a health plan for 2015.



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# The Importance of Membership

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These are just a few things tripartite dentistry has to offer. For more information about membership, call (800) 260-5277 or visit [www.wcdental.org](http://www.wcdental.org) or [www.floridadental.org](http://www.floridadental.org).

**Becoming a member has never been easier! Join today!**  
Call (813) 654-2500 or e-mail [kelsey@wcdental.org](mailto:kelsey@wcdental.org).

**Advocacy:** FDA and ADA lobbyists actively monitor issues and bills that affect dentistry. Visit [www.ada.org/advocacy.aspx](http://www.ada.org/advocacy.aspx) and [www.floridasdentistry.gov](http://www.floridasdentistry.gov) to view other important issues currently impacting dentistry.

**Peer Review:** Work to settle differences without costly litigation through peer resolution of disputes with patients.

**ADA "Find a Dentist" Feature:** The online tool, [www.mouthhealthy.org](http://www.mouthhealthy.org) promotes your practice by allowing you to keep your profile up to date and making it easy for potential patients to locate your practice.

**FDA Services:** Provides a wide range of insurance at affordable rates. Individual/ Group Health, Professional Liability, Term Life, Workers Compensation, Disability, Malpractice, Auto and Pension plans are available. Reduce risk and increase productivity for yourself and employees, contact Rick D'Angelo at (813) 475-6948 or [rick.dangelo@fdaservices.com](mailto:rick.dangelo@fdaservices.com).


**Leadership Opportunities:** Your input at the local level is vital for dentistry today and in the future. To get involved, email [wc.dental@gte.net](mailto:wc.dental@gte.net).

**ADA/FDA/WCDDA Websites and Social Media:** Information right at your finger tips, visit [www.ada.org](http://www.ada.org), [www.floridadental.org](http://www.floridadental.org) and [www.wcdental.org](http://www.wcdental.org) to access important information on laws, rules, continuing education and employment opportunities. "Like" the WCDDA, FDA and ADA on Facebook to connect with colleagues. Follow on Twitter @AmerDentalAssn, @ADAMouthHealthy, @ADANews and @FDADental for instant news. The ADA has created a blog for new dentists, visit <http://newdentistblog.ada.org/>.

**Free Florida and HIPAA Compliance Forms:** Free HIPAA forms are available to all members. Visit <http://www.floridadental.org/members/member-resource>

**Free Online CE:** Members receive up to 30 hours of FREE online CE courses at [www.floridadental.org](http://www.floridadental.org).

**Continuing Education Programs/Annual Meetings/Affiliate Meetings:** Each association hosts meetings that provide high quality continuing education to members and their staff at a significantly reduced rate. WCDDA's Annual Winter and Summer Meetings, WCDDA Affiliate Meetings, Florida Dental Convention (FDC) and America's Dental Meeting (ADA).

**CE Broker Tracking:** Continuing education attendance records are uploaded into [www.CEbroker.com](http://www.CEbroker.com) for each member who attends a meeting at the FDA, WCDDA and affiliate levels. 



## New Members

Jesse Alonso, DMD, Brandon  
Melissa Alvarado-Romero Pou, DDS, Lakeland  
Monika Aneja, DMD, St. Petersburg  
Anna Auletta, DDS, South Pasadena  
Christian Becker, DMD, North Port  
Brian Bernier, DDS, Land O' Lakes  
James Bloom, DDS, Fort Myers  
Tyler Branscombe, DMD, Sarasota  
Ivo Bushati, DMD, St. Petersburg  
Kenia Campos, DDS, Naples  
Amir Daoud, DDS, Seminole  
Caroline Dau, DDS, Madeira Beach  
James Doerner, DDS, Clearwater  
Mira Dudek, DDS, Apollo Beach  
Lauren Dupre, DMD, St. Petersburg  
Maria El Khoury, DMD, Cape Coral  
Jhony Espinoza, DDS, Fort Myers

Matthew Freedman, DMD, Naples  
Lucia Greer, DDS, Ruskin  
Michael Gribbin, DMD, Tampa  
Andrew Haidet, DMD, Naples  
Harold Hopkins, DDS, Dunedin  
Martin Jenkins, DDS, Lehigh Acres  
Elias Josephs, DDS, Naples  
David Jurocko, DMD, Tampa  
Naresh Kalra, DDS, Tampa  
Ashley Keen, DDS, Ruskin  
Keith Kiskaddon, DMD, Tarpon Springs  
Apolonio Lirio, DMD, Sarasota  
Deborah Lowry, DMD, St. Petersburg  
George Mantikas, DMD, Naples  
Nancy Montgomery, DMD, Lakeland  
Lisa Nguyen, DMD, Winter Haven  
Shannon Novak, DMD, Cape Coral

Minalben Patel, DMD, Fort Myers  
Thach Pham, DMD, Lakeland  
Ganesh Rajagopalan, DDS, Zephyrhills  
Luisa Rodriguez, DDS, Bradenton  
Maryam Rostami, DMD, Clearwater  
BJ Sams, DDS, Fort Myers  
Alan Shoopak, DMD, Clearwater  
Mohammad Shuayb, DMD, Spring Hill  
Jason Snyder, DMD, Holmes Beach  
Dorothy Theogene, DDS, Brandon  
Jong Um, DMD, Bonita Springs  
Toby VanLandschoot, DDS, Lithia  
Karen Wasko, DMD, Naples  
Jennifer Waters, DMD, Bradenton  
Sean Wesley, DMD, Cape Coral

# Membership

## WCDDA Members Show Commitment

Congratulations to the following doctors for their continued commitment!  
The year 2014 marks their major milestone in supporting organized dentistry.

### 25 Years

Gregory Aldrich  
Rodney L. Anthony  
Edward F. Augustyniak  
Wayne M. Baker  
William Thomas Bell  
Don Black, III  
Robert Brockett  
Louis P. Cerillo  
Robert Chuong  
Donald Wood Cooper  
Richard N. Devita

Stephen David Eingorn  
John Ferullo  
Douglas G. Genninger  
Nathan Graddy  
Jeffrey M. Greenhill  
Jeffrey A. Hameroff  
Dave W. Heaton  
Philip Neal Heinecke  
Loren K. Hofer  
Susan Jane Hogan  
Barry Jacobs

Felix Jimenez, Jr.  
David A. Kailing  
David A. Kimmel  
Anthony J. Kopczyk  
Michael A. Lamp  
Sandra Jean Lilo  
Kenneth S. Liszewski  
Philip LoGrippo  
William H. McElveen  
Andrew Peter McKeveny  
Blake Moores

Jill M. Morris  
Timothy Muscaro  
Cara Lane Overbeck  
Robert W. Payne  
Rose F. Piazza  
Mary Porter  
Helmut A. Richardt  
Ernest A. Rillman  
Kenneth B. Rogers  
Thomas G. Rubino  
Randy J. Ruscini

Hans R. Salheiser  
Carol W. Stevens  
Phuong-Chau Vu  
Steve Warner  
Kurt Weber  
David E. Willey  
Robert M. Williams

### 35 Years

Joel T. Alford  
Paul E. Anderson  
Stephen F. Anderson  
Leonard Britten  
Larry B. Butler  
Nicholas D. Catsos  
Robert M. Christ

Joseph R. Craig  
Dennis W. Dalton  
Frank Delgado, III  
Glenn E. DuPont  
John B. Ellis  
C Robert Fort  
Robert D. Gear

James B. Hodge, III  
William B. Holbrook  
William Judson Holth  
Gary L. Joyner  
Stephen Michael Krist  
Patrick J. Lepeak  
John L. Loschiavo

Larry Louis Maggiore  
Michael K. McRoyan  
Douglas E. Milsap  
Stephen J. Peirce  
Dale R. Pellot  
Robert Perez  
Edmund E. Rahal

Paul Stanford Saari  
Markus Sherry  
George Michael Womble  
Clark J. Wright

### 50 Years

Robert D. Burg  
Seldon T. Childers  
Ralph Garcia, Jr.

Ronald W. Higel  
Niles Henry Kinnunen, Jr.  
William Jones McCallie

Daniel Gordon Noland  
Austin G. Riddle  
Sidney L. Swindle

Donald Herbert Wadsworth  
William Paul Weber

### 60 Years

Donald R. Gorby  
Henry Giddens King  
James Everett Paulk  
John Charles Stanton  
Thomas E. Suta  
Charles Johnson Younger

### Life Members

Joel T. Alford  
Nolan W. Allen  
Stephen F. Anderson  
Michael J. Basista  
John C. Belcher  
Richard W. Blake  
Mark Joseph Brunswick  
Donald I. Cadle, Jr.  
Daniel C. Cohen  
Joseph R. Craig  
Gregory T. Dickinson  
Thomas A. Fellner

Jonathan Feltham  
C Robert Fort  
Burton M. Golub  
James B. Hodge, III  
William B. Holbrook  
Theodore W. Kaduk  
Richard I. Karpay  
Gerald M. Kluff  
Jeffrey R. Lash  
John L. Loschiavo  
Glen A. Loudermilk  
Daniel J. Melker

Thomas Michael Millman  
Jack W. Morrison  
Rodney Duncan Owens  
George Thomas Peak, III  
Ronald M. Pross  
Edmund E. Rahal  
Edward J. Sarrine  
Leslie Thomas Schwarz  
David G. Shelton  
Edward Joseph Smith

## Milestones

**We are deeply saddened by the death of our colleagues.**

**John Crimmel, DDS** of Naples – January 13, 2013

**Thomas E. Holbrook, DDS** of Tampa – May 6, 2014

**James Mongoven, DDS** of Dillsboro, NC – April 5, 2013

A contribution has been made to the West Coast Fund in their memory. If you would like to make a contribution, please make your check payable to the Florida Dental Health Foundation, indicate WCDDA Fund in the memo and mail to: Florida Dental Association, Attn: Foundation, 1111 East Tennessee Street. Tallahassee, Florida, 32308-6914.



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And, not just any team has this said about them:

**“The valuation process took the individuality of my practice into consideration. Given the opportunity to go through the process again, I wouldn’t hesitate to use ADS Florida.”**

– Mitchell M. Strumpf, DDS  
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# Association Business - Official Calls

## Accepting Nominations:

The WCDDA is accepting written nominations for component leadership positions. Any West Coast member may be nominated for WCDDA Secretary and Program Committee. Please forward written nominations to the WCDDA Executive Cabinet prior to February 16, 2015.

## Nominations are being accepted for the following award nominations:

**Distinguished Service Award:** This award is given to a member for outstanding service toward the dental profession and the West Coast District Dental Association.

**Dan Bertoch Leadership Award:** This award is given to a young dentist who has proven leadership skills.

**Affiliate of the Year Award:** This is given to an affiliate that has contributed the most towards improving the WCDDA by increasing membership numbers, having the most volunteers, and supporting the ideas, activities and meetings of the WCDDA.

**Please submit nominations to the WCDDA office by December 1, 2014.**

Awards will be presented in conjunction with WCDDA's Annual Meeting on January 15, 2015. 🇺🇸

## Official Calls

There will be a caucus of the West Coast District Dental Association's Delegation on Tuesday, January 20, 2015 at 6:00 p.m. via conference call. There will be twelve sites throughout the West Coast district.

The West Coast District Dental Association will hold a breakfast caucus in conjunction with the Florida Dental Association's House of Delegates meeting Saturday, January 24, 2015 at 7:00 a.m. at the Tampa Airport Marriott.

The WCDDA Executive Cabinet recently voted to increase WCDDA membership dues from \$120.00 to \$135.00, beginning for the 2015 dues cycle.

Dr. Oscar Menendez  
WCDDA Secretary



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Dr. Jack Saxonhouse  
Palm Beach County



Morcie Smith CFP  
West Coast



Mary Ann Serkin  
Northeast/Central FL



Deanna Eiss  
Greater Orlando, FL



Curtis Johnson  
Equipment Appraisals



MaryLou Johnson  
Equipment Appraisals



Dr. Jerry Pyser  
Statewide Service



Dr. Marshall Berger  
Broward County



Dr. Alex Cardounel  
Southeast FL



Dr. Tony Hodge  
Treasure Coast



Dr. Carlton Schwartz  
Northwest, FL



Dr. Chip Kilcourse  
Central FL



Sandy Harris  
Associate  
Placement



Greg Jones  
Real Estate Sale & Leasing



Samantha Corritore  
Executive  
Secretary



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# WCDDA Fund & Memorial Grant

## Dan Bertoch Memorial Grant:

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 has been established to provide funding for a first-time attendee to Dentists' Day on the Hill in Tallahassee on March 25, 2015. The grant can be used towards transportation to and from Tallahassee and accommodations at the host hotel.

For questions regarding the WCDDA Fund or the Dan Bertoch Memorial Grant, contact the WCDDA Office at (813) 654-2500 or email: [wc.dental@gte.net](mailto:wc.dental@gte.net)

The **WCDDA Fund** supports access to care events and clinics, accredited dental programs and dental health education in thirteen counties. By supporting local events and education, the association is able to impact various important missions and support the profession.

The WCDDA would like to thank the following for their donations towards our successful raffle event held in conjunction with the summer meeting in Naples!

Colgate	Pinellas County Dental Association
Crest & Oral-B	Polk County Dental Association
Henry Schein	Dr. Sam Desai
Hillsborough Community College	Dr. Paul Miller
Hernando County Dental Association	Dr. Neeraji Jasthi
Lee County Dental Society	Ultradent Products, Inc.
Manatee Dental Society	UF Executive Practice Management
	Certificate Program for Dentists

## DENTISTS' DAY ON THE HILL 2015

### FDA Action for Dental Health

Advocating for the oral health and the resulting overall health of Floridians



#### BRIEFING

Tuesday, March 24, 2015  
Aloft Hotel

#### LEGISLATIVE VISITS

Wednesday, March 25, 2015  
Capitol in Tallahassee

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ALLIANCE

Aloft Hotel Room Block: \$154.00 per night  
(with a \$5.00 per night parking fee).  
The block closes on March 1, 2015.

## How Can You Get Involved?

Volunteer your time or donate to the WCDDA Fund. The following clinics throughout the district are volunteer based clinics. Contact the clinic directly to volunteer 1 day of your time, this effort goes a long way. If you are unable to volunteer your time, donate to the WCDDA Fund. Grant requests are received annually from clinics requesting funding for supplies. This year the Fund was able to fulfill multiple grant requests: Campo Family YMCA \$1,000.00, Florida Mission of Mercy \$2,000.00, More Health \$1,000.00, Mission Smiles Tampa \$1,000.00 and Today's Blessing Ministry \$500.00.

Crescent Community Clinic of Hernando	Spring Hill	(352) 610-9916
Dental Outreach of Collier, Inc.	Naples	(239) 434-0030
Good Samaritan Health Clinic of Pasco, Inc.	New Port Richey	(727) 848-7789
Gulf Coast Dental Outreach	Dunedin	(813) 579-3935 ext. 105
Healthy Teeth - Mid County Clinic	Largo	(727) 524-4410 ext. 7685
Homeless Emergency Project Dental Office	Clearwater	(727) 442-9041 Ext. 112
Judeo Christian Health Clinic	Tampa	(813) 870-0395
Kid's Dent of Highlands County	Sebring	(863) 385-1911
Lakeland Volunteers in Medicine	Lakeland	(863) 688-5846 Ext. 116
Mission Smiles Tampa/mobile	Tampa	(813) 236-6237
Neighborhood Health Clinic	Naples	(239) 261-6600
PCDA Mission	St. Petersburg	(727) 821-1200 Ext. 148
PDC of Southwest Florida	Fort Myers	(239) 332-9689
Polk County Volunteer Dental Network	Polk County	(863) 519-7900
Samaritan's Touch Care Center, Inc.	Sebring	(863) 471-1870
Senior Friendship Center	Naples	(239) 566-7425
Senior Friendship Center	Sarasota	(941) 556-3237
Senior Friendship Center	Venice	(941) 584-0041
Turning Points	Bradenton	(941) 747-1509
We Care of Polk County	Lakeland	(863) 701-8070

Please note every effort is made to include all volunteer based programs. If you are aware of a volunteer clinic that is not included, please contact the WCDDA office at (813) 654-2500 with the appropriate information.

## How to Donate

To make a donation to the WCDDA Fund, mail a check to WCDDA, 1114 Kyle Wood Lane, Brandon, FL 33511 or make a secured online donation by visiting [bit.ly/13F2EuN](http://bit.ly/13F2EuN).



# Members & Local Dental Students in the Spotlight



(L:R) **Drs. Leo Cullinan, Natalie Carr and Oscar Menendez** were inducted into the American College of Dentists at America's Dental Meeting in San Antonio, Texas. (not pictured; **Dr. Kristen Burch**)



(L:R) LECOM School of Dental Medicine attendees, Sarah Vargas, Jenna Pascoli, Kaylee Wilcox, Margie Bell, **Dr. Mark Romer** and Jennifer Quist.



**Dr. Greg Rutherford** and Marcia Foote



**Dr. David Stein** and **Dr. Craig Oldham**



(L:R) LECOM Dental Student, Neha Chakravarti, UF Dental Resident, **Dr. Blake Burnett**, UF Dental Resident, **Dr. Anthony Sconzo** and LECOM Dental Student, Sandra Santos.



(L:R) **Dr. Rick Rasmussen III**, Joe Marshall from the Bank of Tampa, **Dr. Kevin Melker** and **Dr. Ron Yarborough**.



(L:R) UF Resident, **Dr. Deborah Lowry**, Dr. Courtney Worlinky and Megan Haggerty.

## CASE REPORT

# Unusual Radiographic Finding During Routine Periodontal Maintenance: A Case Report

Ahmed El-Halaby, DDS, MSD

Michel V. Furtado Araújo, DDS, MSc, MDS

## Case Presentation

A 60-year-old female patient presented for her periodontal maintenance appointment, during which a full mouth series of periapical and bitewing radiographs were obtained. Approximately 16 months prior to the appointment, the patient's lower left first molar (#19) was extracted due to recurrent decay (Figure 1). A ridge preservation procedure was performed using freeze-dried bone allograft (Maxxeus – Kettering, Ohio) and a non-resorbable membrane (Osteogenics Biomedical – Lubbock, Texas), that was removed 1 month post operatively (Figure 2). The procedure and subsequent healing were free of any complications.

Radiographic image acquisition using a digital sensor showed a radiopaque artifact in the shape of lines running on a sinuous trajectory in the lower left first molar region (Figure 3). This artifact extended over the edentulous alveolar ridge and continued to traverse the interocclusal space between the upper left first molar (#14) and the alveolar ridge of the lower left first molar (#19). This unusual finding was present in several radiographs taken of the same general area. On clinical examination, there was no edema, erythema, drainage, or discharge. In addition, no clinically visible lesions or any deviation from normal appearance was evident on the buccal mucosa adjacent to the first molar area. Radiographically, small radiopaque "dots" were seen in the edentulous ridge. These were also noted in the preoperative radiograph and were diagnosed as metal debris remaining



El-Halaby



Araújo

Dr El-Halaby, private practice limited to periodontics, Longview, Texas.

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This manuscript has been peer reviewed.

## ABSTRACT

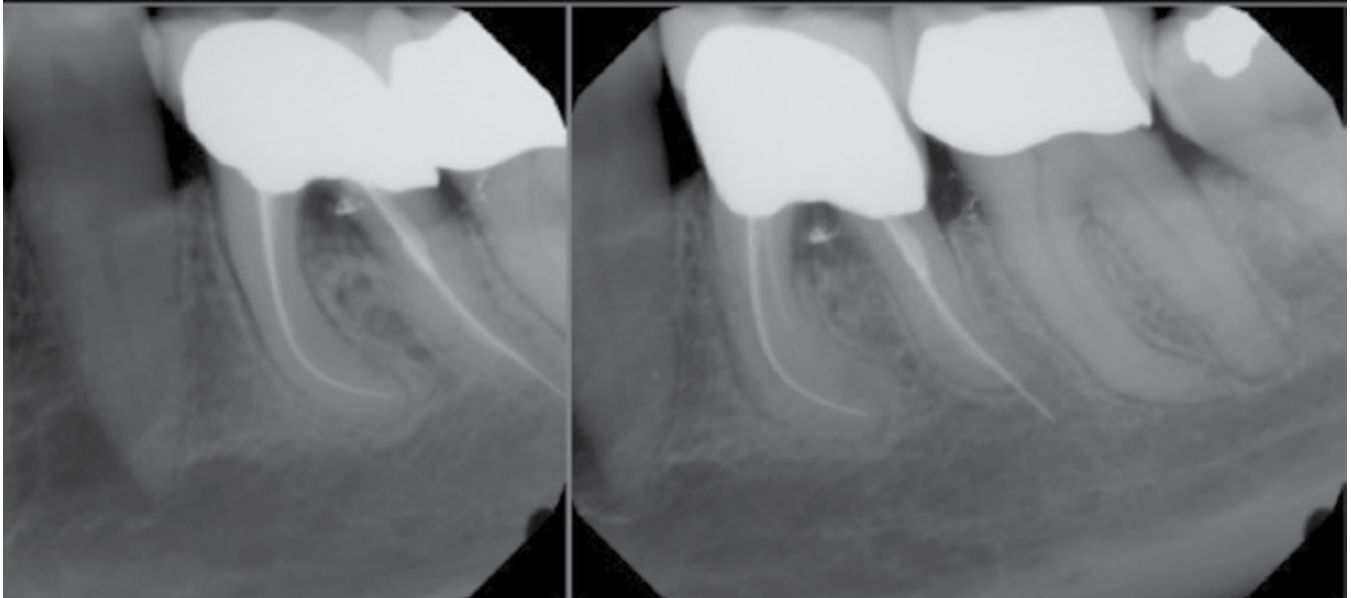
This case report describes the presence of a radiopaque artifact appearing in multiple intraoral periapical and bitewing radiographs during routine periodontal maintenance, in an edentulous area with a history of a ridge preservation procedure. Clinical examination of the area showed a normal soft tissue appearance. Upon further investigation of the patient's recent past medical history, it was found that the artifact was due to the presence of a dermal filler (Radiesse® — Merz Aesthetics, San Mateo, CA), which remained after a facial cosmetic procedure. This unusual finding is an indication that clinicians should consider facial cosmetic dermal fillers as part of the differential diagnosis when unusual radiopaque objects are found during routine dental radiographs.

### KEY WORDS:

Dental radiograph,  
Radiographic artifacts,  
Periodontal maintenance,  
Radiesse, dermal fillers

Tex Dent J 2014;131(4): 297-300.



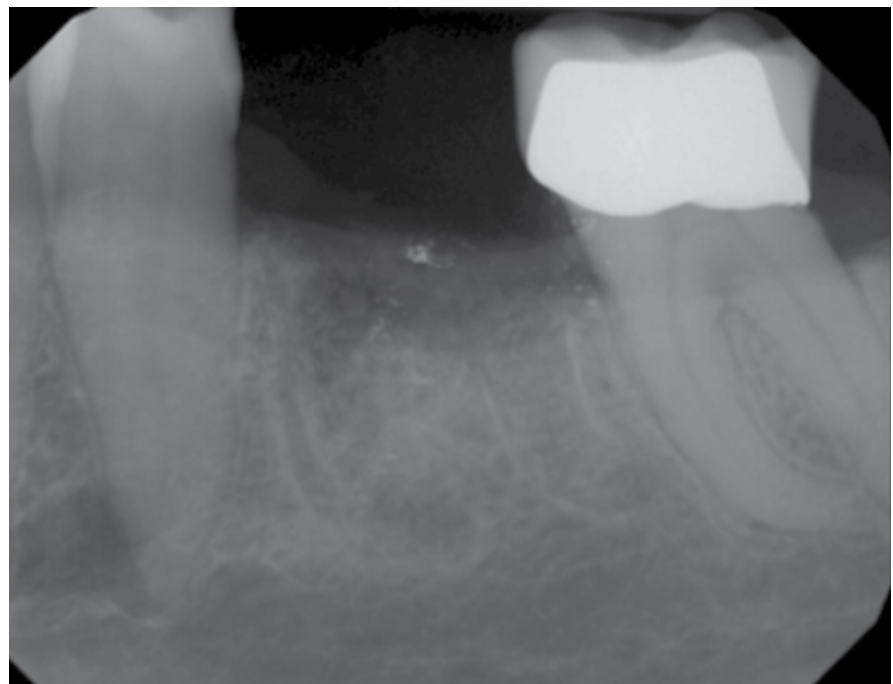


**Figure 1.** Preoperative radiographs. Extraction of #19 and ridge preservation using a freeze-dried bone allograft combined with a non-resorbable membrane were performed one month after these radiographs were taken.

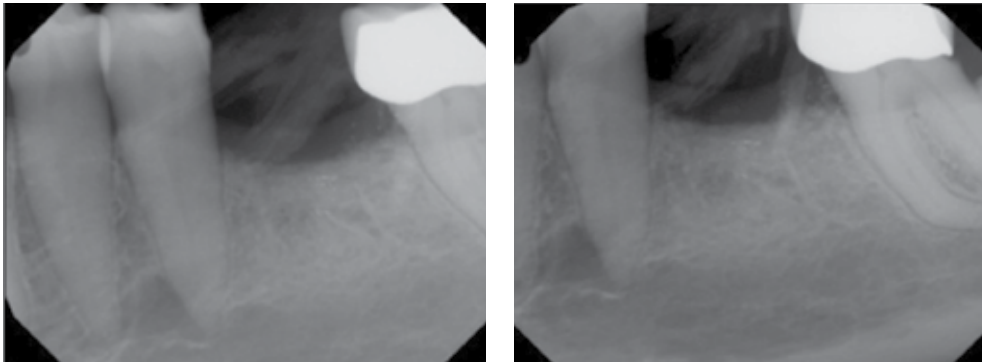
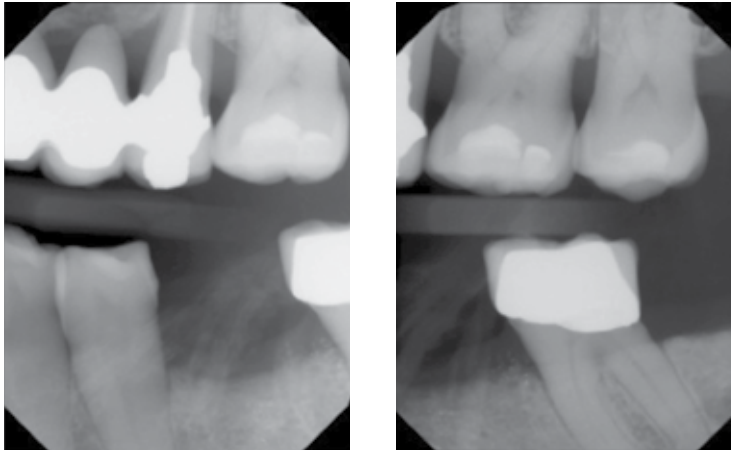
as a result of previous restorative treatment (#19 – Figures 1,2).

After examining the radiographs, the patient was asked specifically if she had any facial cosmetic procedures performed since her last visit. The patient had undergone facial cosmetic surgery consisting of a single session of injections of a dermal filler (Radiesse®) in the cheek area approximately 3 months prior to the appointment.

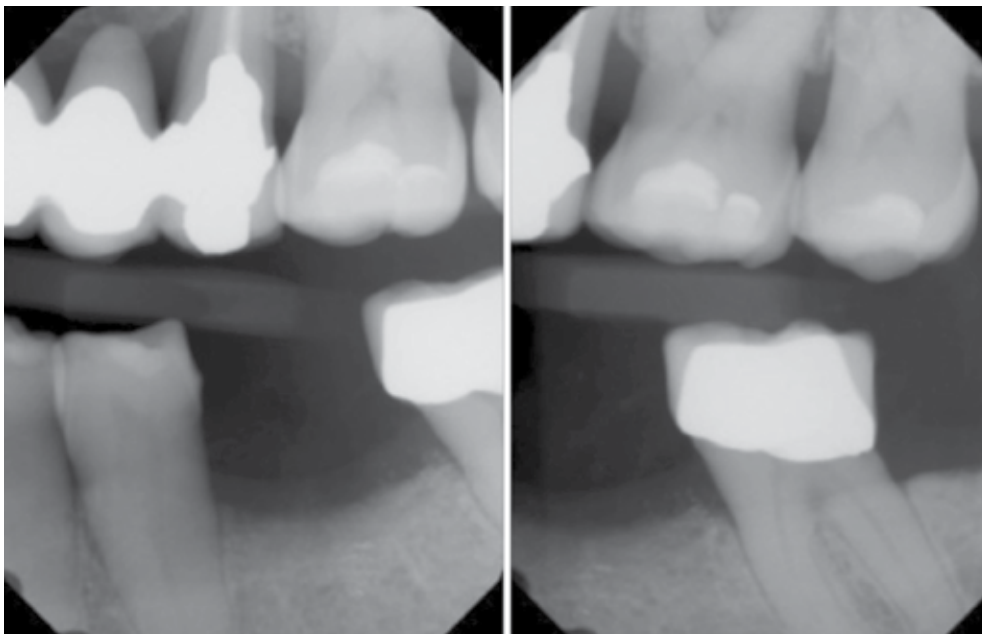
Six months after identifying the artifact and during the subsequent periodontal maintenance visit, further radiographs were obtained (Figure 4). The previously identified radiographic artifact was almost completely absent, indicating that the remaining calcium hydroxylapatite (HA) particles from the Radiesse® injection were resorbing.



**Figure 2.** Immediate postoperative periapical radiograph.



**Figure 3.** Radiographs taken at periodontal maintenance visit, 16 months after the extraction and ridge preservation. Radiopaque artifact in the shape of lines running on a sinuous trajectory in the lower left first molar region is evident.



**Figure 4.** Radiograph at second periodontal maintenance visit. Radio-opaque artifact barely visible.

## Discussion

To capture a radiographic image of the lower molars, the structures that the X-ray beams penetrate are: (i) the cheek, (ii) the buccal mucosa, cortex and periodontal ligament space, (iii) the tooth and adjacent alveolar process, and (iv) the lingual periodontal ligament space, mandibular cortex, and lingual mucosa. In the present case, during the course of the x-ray beam, a radiopaque object prevented the unrestricted passage of the x-rays to the digital sensor.

An initial explanation considered was that the x-ray sensor cable was interposed between the x-ray cone and the digital sensor, which could cause the radiopaque artifact. This occurs infrequently and has a distinct appearance characterized by the presence of opaque and uniformly interlacing lines. However, the artifact appeared in more than one radiograph, including a bitewing and a periapical view. This would imply that the sensor cable was misplaced in the x-ray path multiple times, creating an artifact in the same site of the mouth with the same shape, which is extremely unlikely.



The other equipment-related possibility considered was a defective digital sensor. However, a full mouth series of x-rays was taken and the artifact was only visible in one area and not in all the images captured by the same sensor. Therefore, it was found the sensor was working properly.

The other possible explanation is that the artifact is of an intraoral origin. However, thorough clinical examination showed no deviation from normal tissue appearance.

The investigation then led to a possible facial origin, starting with the patient's cheek since it is the first structure to come in contact with the x-rays after they depart the source. The sinuous pattern and shape of the artifact resembled that of a large blood vessel. Therefore, the first suspicion was a calcification of the wall of the facial artery. This artery traverses the area adjacent to the masseter muscle and is anatomically consistent with the radiographic location of the artifact. However, the relatively large size of the artifact was not consistent with that of the facial artery. In addition, it was unknown to the author at the time of the appointment the incidence or possibility of the facial artery, or any other immediately adjacent structure, becoming calcified due to a pathological process.

Another possibility was that the artifact was a result of a cosmetic procedure. Upon questioning, the patient stated she had undergone "cosmetic injection fillings" on both the right and left cheeks. The patient's

plastic surgeon was contacted for details regarding her procedure and it was found that the material used was Radiesse® (Merz Aesthetics, San Mateo, CA). This temporary injectable dermal filler is commonly used to augment facial and other tissues for cosmetic purposes. Radiesse® is a semi-solid suspension of calcium hydroxylapatite (HA) microspheres (25-45µm) in a gel carrier of carboxymethylcellulose. Over time, the HA is purportedly capable of creating a scaffold allowing the patient's own newly formed collagen to accumulate. Radiesse®'s composition could explain the pattern seen in the x-ray artifact. Once injected, the gel carrier penetrates the subdermal layer creating a sinuous path, which is evident in radiographs due to the radiopacity of HA. Interestingly, Radiesse does not consistently appear in radiographs, contrary to computed tomography (CT) studies that show Radiesse in a more consistent manner. One study found that immediately after injections, Radiesse was evident in only 53% of the time in conventional radiographs (3). In this case report, Radiesse radiographically appeared on the left side only, even though the patient had bilateral material injections.

Only one other report exists in the dental literature documenting the radiographic appearance of Radiesse in the dental setting.

## Conclusion

Clinicians should perform a thorough evaluation during periodontal maintenance visits. This way,

unusual findings can be diagnosed and properly addressed at an early stage. In this case report, an unusual radiopaque artifact created by the dermal filler Radiesse® was evident in dental x-rays during a maintenance visit. Clinicians should consider facial dermal fillers as a possible explanation for unusual radiopaque artifacts seen on intra-oral radiographs.

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# Mark Your Calendar 2014-2015

## WCDDA President's Ski Trip COPPER MOUNTAIN, COLORADO



**January 28 - February 1, 2015**

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**Questions... Contact the WCDDA**  
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Florida Board of Dentistry Meeting, Weston, FL . . . . . November 21, 2014

**The Team Approach to Maximum Case Acceptance,  
Dr. Mark Setter, CAMLS, Tampa . . . . . December 12 - 13, 2014**

WCDDA Presidential Reception, Rococo, St. Petersburg . . . . . January 15, 2015

**WCDDA Annual Meeting, Saint Petersburg . . . . . January 16, 2015**

FDA House of Delegates, Tampa . . . . . January 23 - 24, 2015

WCDDA's President's Ski Trip, Copper Mountain, CO . . . . . Jan. 28 - Feb. 1, 2015

WCDDA Women in Dentistry Event, Tampa . . . . . Spring 2015

Dentists' Day on the Hill . . . . . March 25, 2015

FDC, Gaylord Palms, Orlando . . . . . June 11 - 13, 2015

**WCDDA Summer Meeting, Naples . . . . . August 7 - 9, 2015**

### Helping Children through Give Kids a Smile

The American Dental Association began the Give Kids a Smile program in 2003 as a way for dentists to join with others in the community to provide dental services to underserved children. The program initially began as a one-day event in February, but has since grown to local and national events year-round. Dentists and other team members volunteer their time, and services, to provide screenings, treatments and education to children throughout the United States. Each year, approximately 350,000 children benefit from more than 1,500 events, all because of the efforts of 40,000 or more annual volunteers.



Sign up for GKAS 2015

[http://www.ada.org/en/public-programs/give-kids-a-smile.](http://www.ada.org/en/public-programs/give-kids-a-smile)

### Give Kids a Smile Toolbox

There are a number of resources available to assist you in your planning efforts. The GKAS Program Planning Toolbox is an excellent resource for veterans, individual dentists or those who are new to the program. The guide includes a step-by-step timetable on how to plan an event, how to promote your event to the media and what legal issues may arise. The guide is divided into three sections to make accessing information easier. Visit <http://www.ada.org/en/public-programs/give-kids-a-smile/gkas-program-planning-toolbox>.

# Important Information

## Digital X-Ray Compliance

Emailing digital x-rays must be encrypted to comply with HIPAA and risk-management. There is an encryption service called Direct Secure Messaging that was developed by AHCA and the Florida Health Information Exchange. To register, email [floridahie@harris.com](mailto:floridahie@harris.com). More information is available at their website [www.florida-hie.net](http://www.florida-hie.net).

## DEA Tightens Rules on Hydrocodone

The U.S. Drug Enforcement Agency (DEA) published a Final Rule putting additional restrictions on hydrocodone-containing drug products, moving them from Schedule III to Schedule II of the federal Controlled Substances Act, effective October 6, 2014. Earlier this year, the ADA joined several other health organizations in expressing concern over the move, which imposes additional regulatory controls and administrative, civil, and criminal sanctions on persons who handle or propose to handle hydrocodone combination products, since hydrocodone drugs are often used to treat severe pain related to dental surgery. ADA is assessing the Final Rule and will provide more information on its impact on ADA members and the patients they serve. Click [here http://www.justice.gov/dea/divisions/hq/2014/hq082114.shtml](http://www.justice.gov/dea/divisions/hq/2014/hq082114.shtml) for the DEA's press release and visit <http://go.usa.gov/mc8d> for the Final Rule. 🇺🇸

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# FDA Changes Law for Non-Covered Services...

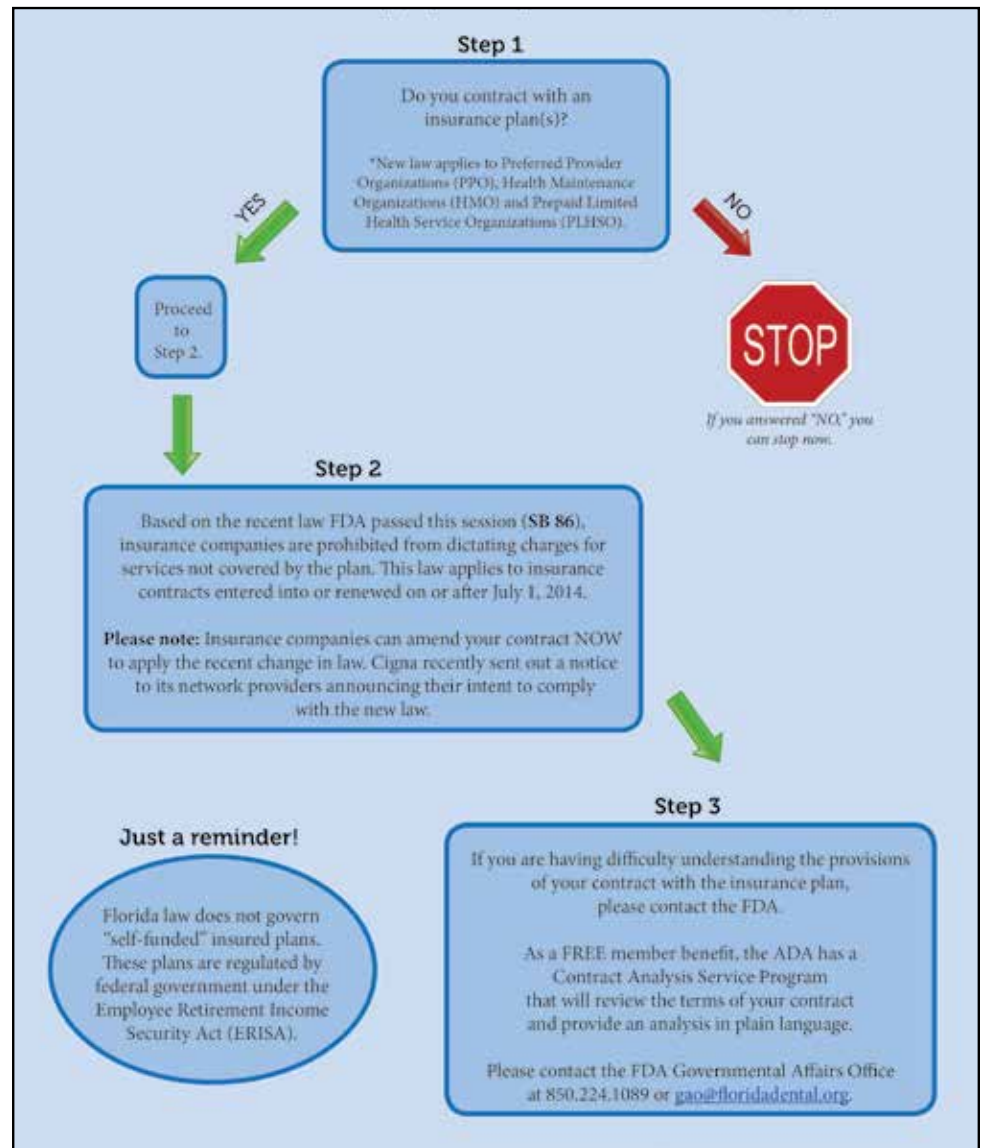
This past June at the Florida Dental Association's (FDA) annual convention, now named the Florida Dental Convention (FDC), the FDA unveiled its new logo. To be consistent with this overall rebranding effort, your political action committee changed its name to the Florida Dental Association Political Action Committee (FDAPAC), which includes a fresh, new logo. The new logo was crafted to coincide with the FDA's new logo and be easily recognizable as an affiliated group of the FDA.

Members of the FDAPAC will receive a brand new PAC pin in the mail. It is important to wear your FDAPAC pin when you attend political events to show your support for organized dentistry and to help increase name recognition of the FDAPAC. Wearing the pin with the new name also presents a united front to the candidates and legislators during this competitive 2014 election cycle. So, please wear your FDAPAC pin proudly and show your support for your profession and your FDA!

Organized dentistry has three additional programs that go above and beyond regular FDAPAC membership dues: FDAPAC Century Club, Capital Hill Club and Capitol Step Club. These three programs make a huge difference in the impact organized dentistry has in state campaigns. For each program, the FDAPAC Board of Directors carefully considers each state race when selecting candidates to support. As you look for ways to make a difference in your profession, consider participating in one or more of these programs. To contribute and for more information, contact Alexandra Abboud at (850) 224-1089 or [aabboud@floridadental.org](mailto:aabboud@floridadental.org).

## What's Next?

The Florida Dental Association (FDA) is here to help navigate through the implementation of SB86 on non-covered services. Please review the step-by-step cart to help you understand how this law will benefit your practice.



political action  
committee

FLORIDA DENTAL ASSOCIATION



LASERS, ZIRCONIA, MILLING MACHINES-  
WHAT NEW METHODOLOGY  
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NEED TO HAVE A HAND IN?

# SPECIAL FOLD-IN

Inspired by "MAD" Magazine's Al Jaffee



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**◀B**

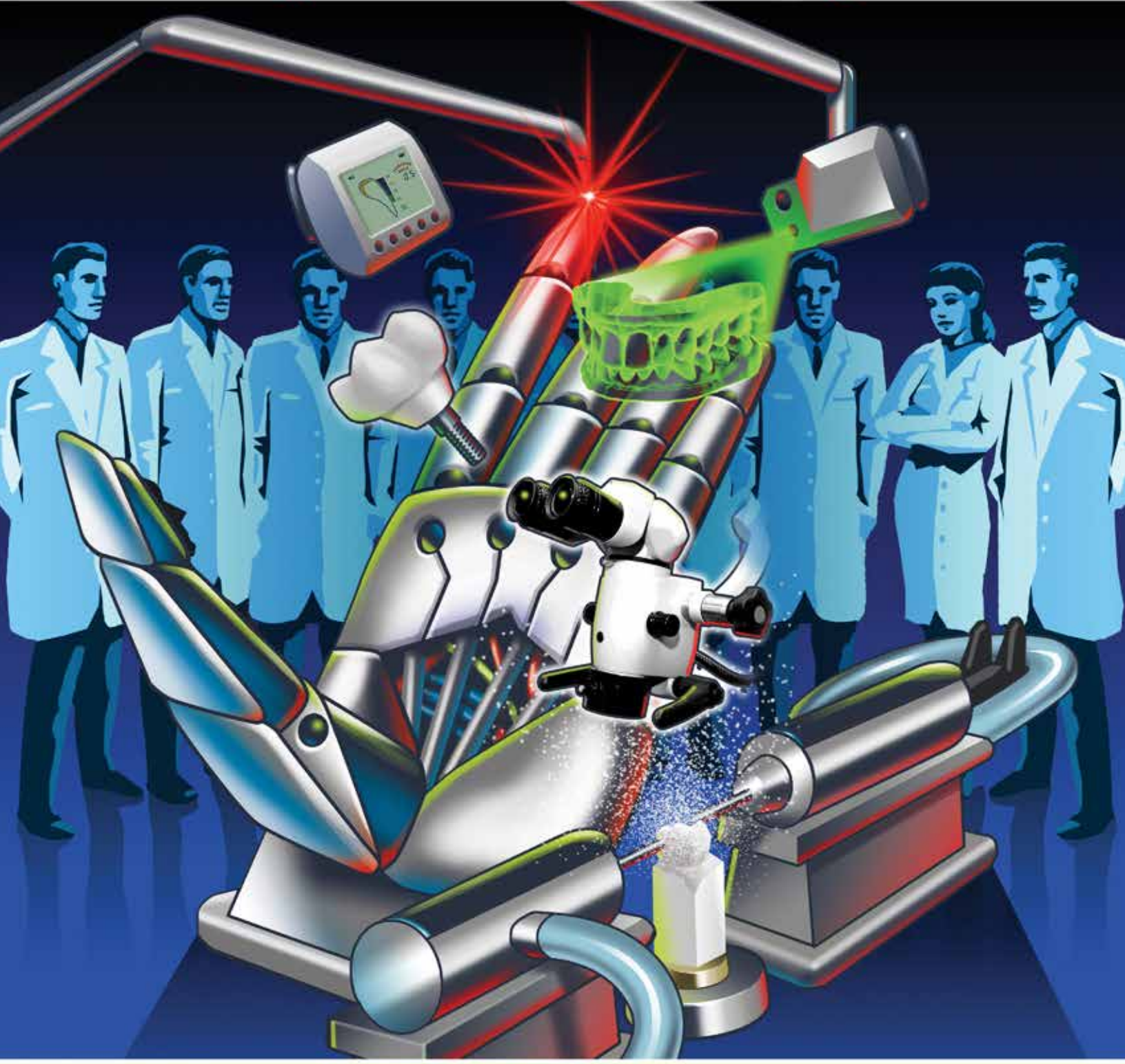


Illustration by Doug Wright

LATEST TRENDS SHOW WE NEED TO MERGE  
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## 93RD ANNUAL MEETING

JANUARY 16, 2015

ST. PETERSBURG HILTON BAYFRONT

*Make 2015 your best year yet...*



# Welcome to the WCDDA's 93rd Annual Meeting

Dear Colleagues,

I am so excited about our upcoming **93<sup>rd</sup> Annual West Coast District Dental Association Meeting**. Please mark your calendar for **Friday, January 16, 2015** where a world-class day of continuing education will be held at the St. Petersburg Hilton Bayfront.

We have secured two exceptional speakers for you and your staff to enjoy, absorb and take home some new perspectives. International lecturer **Dr. Henry Gremillion** will be speaking on *The Dynamics of the Masticatory System: Multiple Interfaces of Occlusion*. This is definitely a program for general dentists, orthodontists, prosthodontists, periodontists and pedodontists. The energetic **Dave Weber** will present two sessions: *Some Days You're the Pigeon, Some Days the Statue!* and *The X Factor: 12 keys to Set Your Practice Apart*. Dave's fun, high energy and entertaining style has made him one of the country's most sought after speakers. His sessions will benefit all team members and doctors.

The Program Committee has worked extremely hard to make this meeting a success. Please take some time to browse through the course descriptions and don't delay registering as this will be a very popular program.

Consider booking a room and discover all that downtown St. Petersburg has to offer: tour a museum, mingle with friends at The Canopy rooftop bar at the historic Birchwood, share a romantic dinner at one of the popular Beach Drive restaurants, and walk through beautiful Straub Park. On Saturday mornings the area is bustling with the Saturday Morning Market and outdoor cafes.

Come, bring your team, catch the excitement, and enjoy a fun and enriching day of learning and fellowship!

I hope to see you there.



**Dr. Stephen Perez**  
Program Chairman

## Speakers

**Dr. Henry A. Gremillion** is a 1977 graduate of Louisiana State University School of Dentistry. He maintained a private general dental practice in Cottonport, Louisiana from 1977 to 1989. He then completed a 2 year Fellowship in Craniofacial Pain and Dysfunction at the University of Florida College of Dentistry under the mentorship of Dr. Parker E. Mahan. While at the University of Florida College of Dentistry he served as director of the Parker E. Mahan Facial Pain Center and directed a fellowship program in orofacial pain from 1992-2008 and was on the active dental staff of Shands Teaching Hospital during that period. He also held the P. E. Mahan Endowed Professor in Orofacial Pain in the Department of Orthodontics and held an affiliate appointment in the Department of Prosthodontics at the UFCD. He is the recipient of the 2008 Academy of General Dentistry's Thaddeus V. Weclaw Award for contributions to the art and science of dentistry. He received the Dawson Academy Career Service Award in February 2009 and the American Academy of Orofacial Pain Career Service Award in April 2010. In October 2008 he was named Dean of Louisiana State University School of Dentistry and is the E.E. Jeansonne Endowed Professor of Lifelong Learning. He serves as a consultant in the field of temporomandibular disorders and orofacial pain for the U.S. Army, U.S. Navy, U.S. Air Force, ADA Council on Dental Practice, and the Comprehensive Dentistry Program at UFCD. He is an associate faculty member and of the Dawson Academy for Advanced Dental Study. He also serves on the editorial boards of the Journal of Prosthetic Dentistry, Journal of Craniomandibular Practice, and Journal of the Academy of General Dentistry. He has lectured extensively in the U.S. and abroad and has authored/co-authored numerous scientific articles, abstracts, and book chapters. His research interests include temporomandibular disorders, bruxism, and psychosocial aspects of orofacial pain. His major clinical interest is the diagnosis and management of orofacial pain.



**Dave Weber**, President and CEO Weber Associates

Dave's an international speaker, trainer and 2x author who helps people 'Make Progress On Purpose'! He's a favorite of Dr. Peter Dawson and been a guest of great meetings like the The Hinman, ADA, Chicago Mid-Winter, Yankee Dental Congress, 75+ Seattle Study Clubs and dozens of state dental organizations from California to the Carolinas! His 'Chihuahua on Caffeine' personality might get him invited to present but it's his insights & applications about practice management issues that get him invited back time and time again. Dave speaks 165 times per year and has been called the 'cure for the common meeting'. He and his wife Tina live in Marietta, GA and are the parents of two great kids.



## Course Descriptions

### The Dynamics and Function of the Masticatory System: The Multiple (Inter)faces of Occlusion

Henry A. Gremillion, D.D.S. • Seminar A - 8:00 a.m. – 4:30 p.m., 6 CEUS

*Lunch Session 1 Recommended*

The masticatory system functions in a complex, integrated, orthopedic manner. Long-term oral health is dependent on the harmonious function of the dentition, hard and soft tissue supporting structures, temporomandibular joint complexes, and the neuromuscular system of the head and neck. A detailed analysis of the various components with an understanding of anatomy, physiology, and neural pathways facilitates case-specific diagnosis and management. Physiologic occlusal function is recognized to be a key component of orthopedic stability of the masticatory system. A causal relationship between mechanical stresses such as those associated with occlusal parafunction (clenching/bruxing) has been suggested by many. As forces enter the masticatory system they are dissipated through many structures including the temporomandibular joint complex, in some cases resulting in maladaptation and/or pathology. This presentation will include a recommended protocol for patient evaluation. Molecular biological factors currently recognized to result from excessive mechanical stresses applied to these structures will be highlighted. Proposed etiologic and maintaining factors of subgroups temporomandibular disorders and their management will be discussed.

#### Course Objectives:

- Provide the participant with a detailed perspective of the dynamics of occlusal function
- Review the multiple deleterious effects of occlusal trauma
- Enhance the understanding of the importance of sleep-related movement disorders such as bruxism
- Investigate current concepts of mechanisms involved in specific myogenous and arthrogenous TMD subgroups
- Discuss physical, pharmacologic, and pharmacotherapeutic approaches to management of bruxism

D, A

### Some Days You're the Pigeon, Some Days the Statue!

Dave Weber • Seminar B – 8:30 a.m. – 12:00 p.m., 3 CEUs

*Lunch Session 2 Recommended*

*Boy, truer words were never spoken!!* Come prepared to laugh and learn as one of our country's funniest and most sought after dental speakers discusses what many doctors and staff feel is the most challenging part of their practice-- **THE PEOPLE!!** *Dr's and patients... Dr's and staff... staff and patients... staff and staff... (heck, even husbands and wives... parents and children)* Relationships! It all boils down to relationships. Come discover the secret to making progress on purpose in all of your relationships and the amazing impact that our communication has on the culture and climate of a practice or home.

#### Learning Outcomes:

- Discover the 6 most powerful words in the English language and when to use them
- Learn the secret to bringing out the best in the people we work with and patients we serve
- Develop a proven process for drawing people closer

**(office culture, climate & relationships, simply the best stand-up comedy routine you've ever seen!)**

D, H, L, A, S

<p><b>PLATINUM PARTNER</b></p>  <p><b>ACHIEVA</b> BANKING FOR GOOD™</p>	<p><b>SILVER PARTNERS</b></p>    
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## The X Factor: 12 Keys to Set Your Practice Apart (the power of setting goals)

Dave Weber • Seminar C – 1:30 p.m. – 5:00 p.m., 3CEUs

What is it that makes your practice stand out from all the rest? Your building? Your location? Your equipment? While all these factors certainly play a role, it is truly the *dental team* that makes the difference. Discover the 12 keys that every member of the highest performing dental teams all know and implement every day. Come laugh and learn as humorist Dave Weber brings his one-of-a-kind lecture to help bring about amazing results in both your professional and personal lives...the X factor!

### Learning Outcomes:

- Learn how to overcome opposition, negative attitudes, and not let others pull you down
- Discover the secret to making progress in achieving your personal and professional goals
- Consider new, creative options and get others on board

D, H, L, A, S

\*Audience Key: D - Dentist/Dental Student, H - Hygienist/Hygiene Student,  
L - Lab Tech, A - Dental Assistant/Assisting Student, S - Office Staff

Register online @  
[www.wcdental.org](http://www.wcdental.org)

### Lunch Buffet

Lunch times are subject to seminar time  
Ticket D – Session 1 – 11:30 a.m.-1:00 p.m.  
Ticket E – Session 2 – 12:00 p.m.-1:30 p.m.

Downtown St. Pete offers many walking distance options for lunch, visit [www.discoverdowntown.com](http://www.discoverdowntown.com) for a detailed list. If you prefer to stay at the hotel for lunch you will enjoy a comfortable setting and a delicious variety.

### Table Clinic Presentation

11:30 a.m.-1:30 p.m.

Earn up to 2 FREE CEUs for viewing table clinic presentations prepared by dental assisting and dental hygiene students in the West Coast district.

### Exhibit Hall

8:00 a.m.-5:00 p.m.

The exhibit hall features a variety of dental suppliers and practice management companies. You will have the opportunity to visit with long-time supporters and meet new contacts. Make it a point to stop by and show your support to the exhibitors as they have special offers for attendees.

### Post Meeting Mixer

Don't rush out into rush hour, instead relax and unwind while mingling with your friends and exhibitors. Plan on sticking around for a TGIF celebration immediately following the seminars in the exhibit hall. Each attendee receives two free drink tickets.



**ADA C.E.R.P.**® | Continuing Education Recognition Program

Concerns or complaints about the CE may be directed to the WCDDA at [wc.dental@gte.net](mailto:wc.dental@gte.net) or to ADA CERP at [www.ada.org/cerp](http://www.ada.org/cerp).

WCDDA is an ADA CERP Recognized Provider.

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

## Hotel Information

St. Petersburg Hilton Bayfront is located at 333 1<sup>st</sup> Street South, St. Petersburg, in the waterfront district of downtown across from Progress Energy Park and The Mahaffey Theater. It is within walking distance to downtown St. Petersburg, Baywalk, Salvador Dali Museum and a variety of restaurants and nightlife. It has convenient access to I-275. St. Petersburg-Clearwater Airport is 15 minutes away and Tampa International Airport is 25 minutes away. All lectures, Exhibition Hall, and registration will be located in Lobby II and III, on the first floor of the hotel.

## Hotel Reservations

When making your reservation at the St. Petersburg Hilton Bayfront, be sure to mention the West Coast District Dental Association Annual Meeting in order to receive the group rate of \$159.00. Reservations can be made by calling 1-800-944-5500.

## Directions

From Tampa: Take I-275 South to Exit 22 (I-175). The exit will turn into 5<sup>th</sup> Avenue South. Follow 5<sup>th</sup> Avenue South to 1<sup>st</sup> Avenue South. Follow 5<sup>th</sup> Avenue South to 1<sup>st</sup> Street South, turn left. Hilton Bayfront is 2 blocks on the left.

From South FL: Take I-75 toward Tampa. At Exit 228, take ramp right for I-275 toward St. Petersburg. Merge onto I-175 via Exit 22 toward Tropicana Field. Turn slight left onto 5<sup>th</sup> Avenue South. Turn left onto 1<sup>st</sup> Street Southeast. Hilton Bayfront is 2 blocks on the left. Access door-to-door directions on [www.googlemaps.com](http://www.googlemaps.com), [www.mapquest.com](http://www.mapquest.com), etc.

## Parking

Parking is available at The Mahaffey, located at 400 1<sup>st</sup> Street South, \$5.00 a day. Visit [www.discoverdowntown.com](http://www.discoverdowntown.com) for an interactive map of the downtown area, including additional parking options.

## Meeting Facts

- **Registration:** Pre-register before January 2, 2015 to avoid late fees. Register via mail, fax (813) 654-2505 or online at [www.wcdental.org](http://www.wcdental.org).
- **Late Fee:** It is the policy of the West Coast District Dental Association to charge an additional \$20.00 fee after the pre-registration date 2 weeks prior to the meeting, January 2, 2015.
- **Badges and Tickets:** All pre-registered attendees will receive badges and tickets via mail prior to the meeting date, allowing you to visit the exhibitors and enjoy morning coffee without having to stand in line. Lanyards and on-site programs will be easily accessible.
- **Exhibit Hall and On-site Registration:** Opens at 8:00 a.m. in Lobby II and III.
- **Handouts:** Download your course handouts at [www.wcdental.org](http://www.wcdental.org), click on the 'Professional' area, then click on the '2015 Annual Meeting' in the left column, scroll down to 'Handouts'. Handouts will be available 2 weeks prior to the meeting.
- **Discounts Available:** All public health, government dental personnel, and dental educators receive a 25% discount on seminar fees. **Retired Members:** All-day registration fee for retired members is \$50.00, lunch is not included. Member status must be "Retired" or "Retired Life" with the tripartite to be eligible for discount.
- **Refund and Cancellation Policy:** All requests for refunds or cancellations must be made in writing to the WCDDA prior to the pre-registration deadline. A cancellation/processing fee of 15% will be charged. No refunds will be given if cancellation is received after the pre-registration deadline. No refunds will be given on site. Lunch tickets are nonrefundable.
- **Questions concerning the meeting or registration:** Contact WCDDA at (813) 654-2500 or email Kelsey at [kelsey@wcdental.org](mailto:kelsey@wcdental.org).

Scan this QR code for parking options.



## Support the WCDDA Fund!

Make a donation to support the WCDDA Fund for your chance to win an iPad mini or 2 nights, 3 days at The Ritz-Carlton, Naples and 9 hours of CE on August 7-9, 2015. Raffle tickets can be purchased online or on the registration form, 1 for \$5, 10 for \$25, 25 for \$50. You do not have to be present to win. For more information about the WCDDA Fund visit [www.wcdental.org](http://www.wcdental.org).



**West Coast District Dental Association**  
1114 Kyle Wood Lane  
Brandon, FL 33511  
(813) 654-2500 Fax (813) 654-2505  
E-mail: [wc.dental@gte.net](mailto:wc.dental@gte.net)

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It's quick and easy.  
[www.wcdental.org](http://www.wcdental.org)

# 93RD ANNUAL MEETING

## JANUARY 16, 2015

### ST. PETERSBURG HILTON BAYFRONT

**Connect with Fellow Dentists, Dental  
Students and Exhibitors in Downtown  
St. Pete's Hottest Spot!**

**Thursday, January 15, 2015  
7:00 pm - 9:00 pm**

**Rococo Steak  
655 2nd Ave S.  
St. Petersburg, FL 33701**

**R.S.V.P. by January 2nd  
(800) 260-5277 or [wc.dental@gte.net](mailto:wc.dental@gte.net)**

**ROCOCO**  
STEAK

Sponsored in part by





Ninety-Third Annual Meeting of the West Coast District Dental Association

Register on-line at [www.wcdental.org](http://www.wcdental.org)

Seminar	Time	Title	Dentist Fee	Staff Fee
A	8:00am - 4:30pm	The Dynamics and Function of the Masticatory System: The Multiple (Inter) faces of Occlusion *Lunch Session 1 recommended	\$235.00	\$125.00
B	8:30am - 12:00pm	Some Days You're the Pigeon, Some Days the Statue! *Lunch Session 2 recommended	\$95.00	\$95.00
C	1:30pm - 5:00pm	The X Factor: 12 Keys to Set Your Practice Apart (the power of setting goals)	\$95.00	\$95.00
D	11:30am - 1:00pm	Session 1 Lunch Buffet	\$30.00	\$30.00
E	12:00pm - 1:30pm	Session 2 Lunch Buffet	\$30.00	\$30.00
Raffle		Fund Raffle Tickets 1 for \$5, 10 for \$25, 25 for \$50 # of tickets _____ = _____		
	4:30pm	Post Meeting Mixer # of Attendees _____		
	7:00pm	Presidential Reception (Thurs., Jan. 15th) Location: TBD # of Attendees _____		

Prices for each course will increase by \$20.00 on January 2, 2015. Registration policies are included in the brochure.

**Registration Instructions:** Print primary dentist info. below, indicate seminar letter and fee in boxes below, total across, total down with staff registration, include payment. Fax or mail registration to WCDDA office. You may also register on-line at [www.wcdental.org](http://www.wcdental.org).

All dentists must register as dentists – please print clearly

check category that applies below

Dentist Name: \_\_\_\_\_  WCDDA Member  WCDDA Retired Member - \$50.00 (All CE)  
 ADA Number: \_\_\_\_\_  FDA Mbr - \$25.00  ADA Mbr - \$50.00  Non ADA Mbr - \$350.00  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_ Telephone #: \_\_\_\_\_

Dentist Name	Circle	Seminar	Fee	Seminar	Fee	Seminar	Fee	Total
1.	DMD or DDS							
2.	DMD or DDS							

**Staff Registration**

Staff Name/job title <b>Job title key</b>	Seminar	Fee	Seminar	Fee	Seminar	Fee	Total
Hygienist – H      Office Staff - S Assistant – A      Lab Tech – L Hygiene Student – HS Assisting Student – AS							
1.							
2.							
3.							
4.							
5.							
6.							
7.							

**Total dentist fee plus total staff fee:** \_\_\_\_\_

**Payment Information:**  make check payable to WCDDA  Credit Card

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 CVV Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_ Signature: \_\_\_\_\_



# WEST COAST DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE  
AMERICAN & FLORIDA DENTAL ASSOCIATIONS

## THE TEAM APPROACH TO MAXIMUM CASE ACCEPTANCE

Mark K. Setter, D.M.D., M.S.

**December 12-13, 2014**

Downtown Tampa

CAMLS: Center for Advanced Medical Learning and Simulation



SPACE IS LIMITED  
REGISTER TODAY!



*Register you and your dental team for this outstanding two day seminar at this state-of-the-art facility!*

# THE TEAM APPROACH TO MAXIMUM CASE ACCEPTANCE

MARK K. SETTER, D.M.D., M.S.



Successful dental teams draw from a variety of communication "tools", from the patient's first contact with the office by phone to the point of getting the patient to commit to the entire treatment plan. Each step in the development of a relationship based examination and treatment plan requires every member of the office team to have a full range of communication tools, knowing why to use them, when to use them and how to use them.

For the dental team that wants to utilize a new skill set, they must not only passively learn the skill set, but must be actively engaged in learning to use the skill set, with "critical thinking", "decision making" and "creative thinking". Role playing with immediate feedback is critical to adult learning of a new skill set.

This program is designed to give the entire office team the Why, Where, When and How of communication systems to achieve the highest levels of customer service and case acceptance. Communication skills starting with the first phone call to the office will not only be discussed and demonstrated, but all team members will actively participate in each step of the communication process, getting a patient from the first phone call to committing to treatment recommendations. A key part of this process is the emotional examination interview and the "own your disease" examination, which must be mastered to achieve high case acceptance.

This program will allow attendees to:

- ✓ Establish the role communication plays from the patient perspective
- ✓ Learn the elements of true, quality communication
- ✓ Develop the goals of every patient encounter to assure "win - win" relationships
- ✓ Verbally guide the patient through a confidence enhancing first appointment
- ✓ Communicate accurate dental health conditions to the patient during the exam
- ✓ Get patients to want the highest levels of dental health and esthetics
- ✓ Allow all team members to answer difficult questions "on the spot"
- ✓ Give all team members the ability to talk about the money

*This 2 day course  
will be beneficial to  
all team members.*

Survey after survey suggests that most highly skilled dental teams feel that "their patients" will not support (pay for) the high level dentistry they have been trained to provide. Learning more technical skills does not address this problem. This program is really designed for office teams that have a high level of clinical skills, but do not feel their patients want or understand the benefits of the treatment the office can provide. Actual patient data will be used where possible to make Role Play exercises as realistic as possible.

Each attending office should bring a copy of their clinical examination forms and should be prepared to discuss with those attending the difficult questions they encounter in dealing with their patients.

# REGISTRATION FORM

Fees:

WCDDA/FDA/ADA Member & Staff ..... \$250.00 pp

Non-Member & Staff ..... \$450.00 pp

**Registration fees are all inclusive and includes lunch.**

*All dentists must register as dentists - please print clearly.*

Dentist Name: \_\_\_\_\_

ADA Number: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Additional Dentist Names

1 \_\_\_\_\_ DMD or DDS

2 \_\_\_\_\_ DMD or DDS

Staff Registration: (Staff Name/Job Title)

Job Title Key: Hygienist - H, Assistant - A,

Staff - S, Lab Technician - L

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

**Total dentist fees plus total staff fees: \$** \_\_\_\_\_

**Payment Information:**

make check payable to WCDDA       Credit Card

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**West Coast District Dental Association**

1114 Kyle Wood Lane • Brandon, FL 33511

(813) 654-2500 • Fax (813) 654-2505

[www.wcdental.org](http://www.wcdental.org)

**For a complete brochure and hotel information, visit [www.wcdental.org](http://www.wcdental.org).**

Register online @  
[www.wcdental.org](http://www.wcdental.org)

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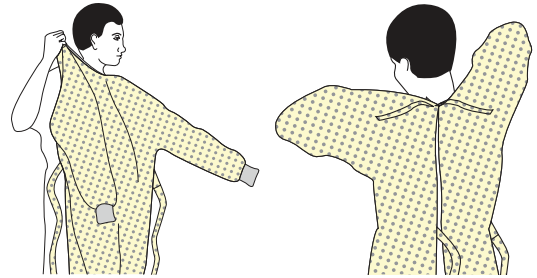


# SEQUENCE FOR PUTTING ON PERSONAL PROTECTIVE EQUIPMENT (PPE)

The type of PPE used will vary based on the level of precautions required, such as standard and contact, droplet or airborne infection isolation precautions. The procedure for putting on and removing PPE should be tailored to the specific type of PPE.

## 1. GOWN

- Fully cover torso from neck to knees, arms to end of wrists, and wrap around the back
- Fasten in back of neck and waist



## 2. MASK OR RESPIRATOR

- Secure ties or elastic bands at middle of head and neck
- Fit flexible band to nose bridge
- Fit snug to face and below chin
- Fit-check respirator



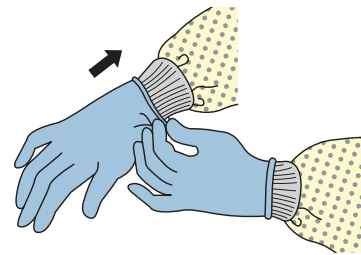
## 3. GOGGLES OR FACE SHIELD

- Place over face and eyes and adjust to fit



## 4. GLOVES

- Extend to cover wrist of isolation gown



## USE SAFE WORK PRACTICES TO PROTECT YOURSELF AND LIMIT THE SPREAD OF CONTAMINATION

- Keep hands away from face
- Limit surfaces touched
- Change gloves when torn or heavily contaminated
- Perform hand hygiene



# HOW TO SAFELY REMOVE PERSONAL PROTECTIVE EQUIPMENT (PPE) EXAMPLE 1

There are a variety of ways to safely remove PPE without contaminating your clothing, skin, or mucous membranes with potentially infectious materials. Here is one example. **Remove all PPE before exiting the patient room** except a respirator, if worn. Remove the respirator **after** leaving the patient room and closing the door. Remove PPE in the following sequence:

## 1. GLOVES

- Outside of gloves are contaminated!
- If your hands get contaminated during glove removal, immediately wash your hands or use an alcohol-based hand sanitizer
- Using a gloved hand, grasp the palm area of the other gloved hand and peel off first glove
- Hold removed glove in gloved hand
- Slide fingers of ungloved hand under remaining glove at wrist and peel off second glove over first glove
- Discard gloves in an infectious\* waste container



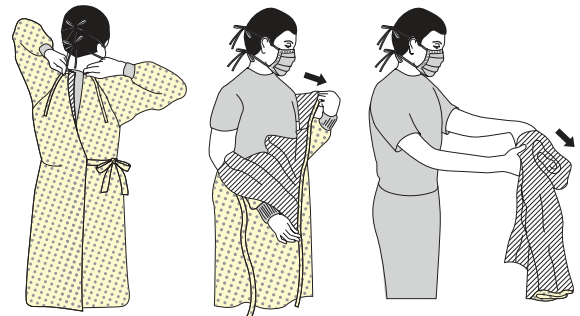
## 2. GOGGLES OR FACE SHIELD

- Outside of goggles or face shield are contaminated!
- If your hands get contaminated during goggle or face shield removal, immediately wash your hands or use an alcohol-based hand sanitizer
- Remove goggles or face shield from the back by lifting head band or ear pieces
- If the item is reusable, place in designated receptacle for reprocessing. Otherwise, discard in an infectious\* waste container



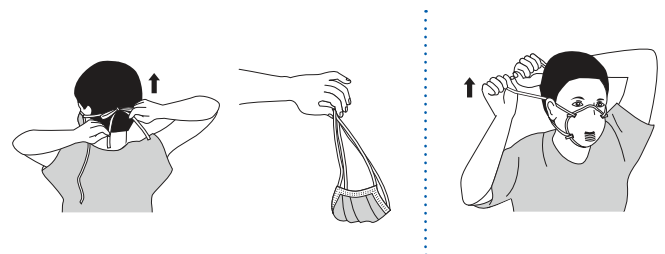
## 3. GOWN

- Gown front and sleeves are contaminated!
- If your hands get contaminated during gown removal, immediately wash your hands or use an alcohol-based hand sanitizer
- Unfasten gown ties, taking care that sleeves don't contact your body when reaching for ties
- Pull gown away from neck and shoulders, touching inside of gown only
- Turn gown inside out
- Fold or roll into a bundle and discard in an infectious\* waste container

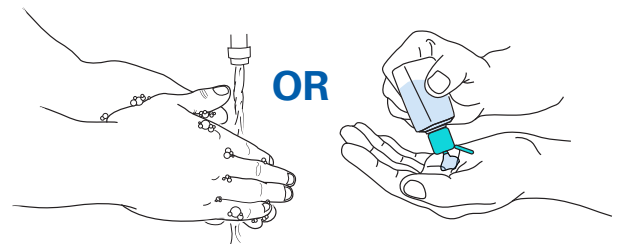


## 4. MASK OR RESPIRATOR

- Front of mask/respirator is contaminated — DO NOT TOUCH!
- If your hands get contaminated during mask/respirator removal, immediately wash your hands or use an alcohol-based hand sanitizer
- Grasp bottom ties or elastics of the mask/respirator, then the ones at the top, and remove without touching the front
- Discard in an infectious\* waste container



## 5. WASH HANDS OR USE AN ALCOHOL-BASED HAND SANITIZER IMMEDIATELY AFTER REMOVING ALL PPE



\* An infectious waste container is used to dispose of PPE that is potentially contaminated with Ebola virus.

**PERFORM HAND HYGIENE BETWEEN STEPS IF HANDS  
BECOME CONTAMINATED AND IMMEDIATELY AFTER  
REMOVING ALL PPE**

