



West Coast District Dental Association WEST COAST CHECKUP

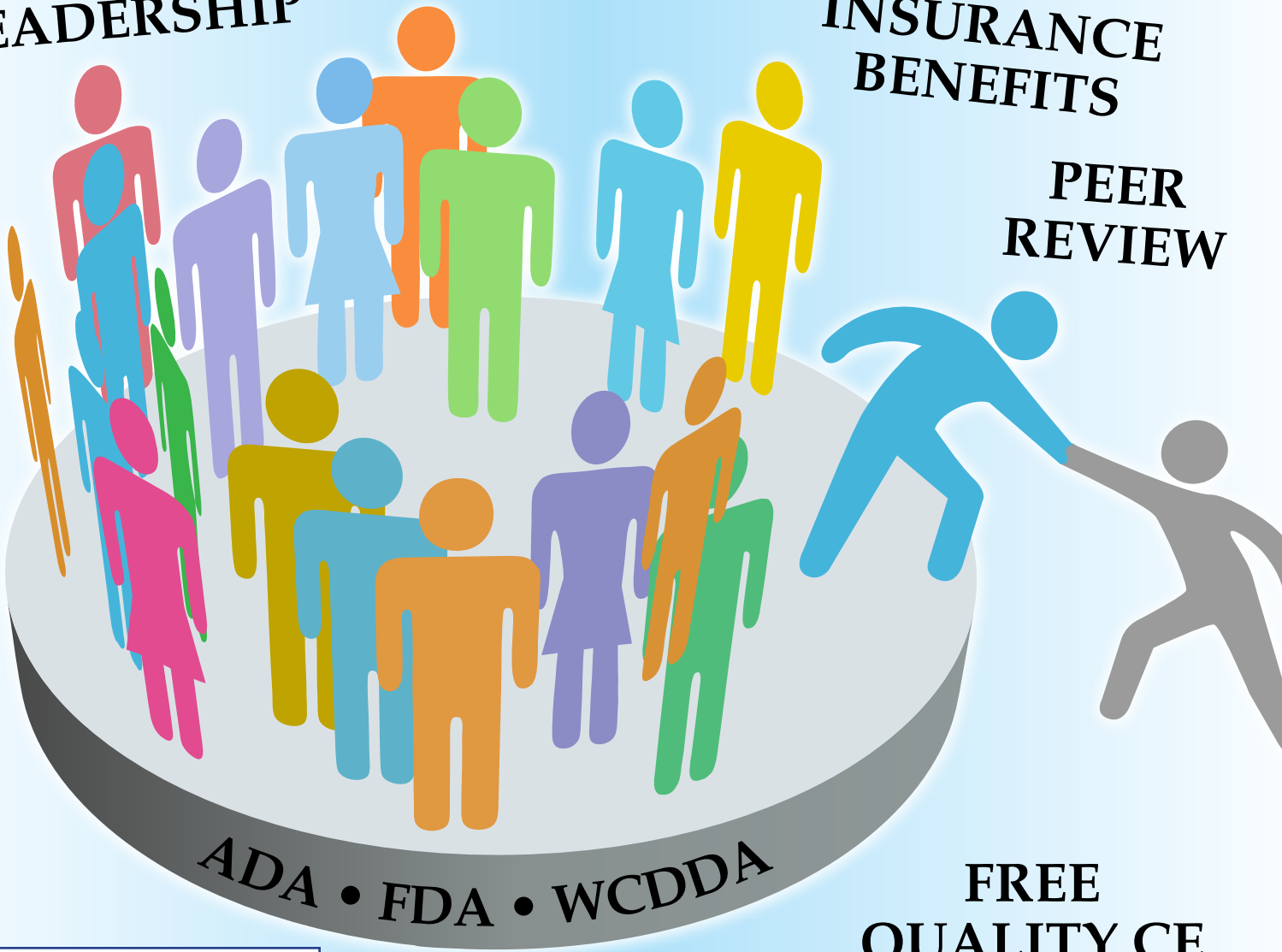
Are You a Member?
Join Your Colleagues Today!

Volume 42 • Issue 3 • A Component of the Florida and American Dental Associations • September 2012

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Mission Statement: Our Association will serve the needs of our members and support their professional growth, encourage the improvement of the health of the public and promote the art and science of dentistry.

President's Message



Leo R. Cullinan, D.D.S., M.S.

The Service Component of Access to Care

"When you embrace a conviction, when you make a commitment...

DON'T FLINCH, DON'T EVER FLINCH!"

(Leadership training, U.S. Military Academy, West Point, circa 1975)

Little did I know that 37 years later I would be invoking the same tenet I learned as a cadet to my dental colleagues in advancing a concept that will certainly challenge and with a little luck inspire. It's simple. I made a commitment to focus on the service component of Access to Care (A2C). I need your help, and I can't flinch. Making a case, by the numbers, may provide perspective.

We have been blessed today by an extraordinary opportunity few in this world will ever experience. If you shrank the world's population to a village of 100 people, with all existing human ratios remaining the same, there would be: 57 Asians, 21 Europeans, 14 from the Western hemisphere both north and south, and 8 Africans. 52 would be female, 48 would be male; 70 would be non-white, 30 would be white; 70 would be non-Christian, 30 would be Christian; 6 people would possess 59% of the wealth and be from the United States; 80 would live in substandard housing; 70 would be unable to read; 50 would suffer from malnutrition; one would be near death and one would be newborn...and one (yes only ONE) would have a college education. By extension, another fraction would go on to secure a dental degree with the ability to make a significant impact on the lives of so many people in need.

In June, 2012, the U.S. National Oral Health Alliance, under the auspices of the ADA held its third leadership colloquium in San Francisco. Their goal was to explore the barriers to Access to Care. Hundreds of people came together to talk about medical/dental collaboration, prevention and public health infrastructure, and oral health literacy. The overarching focus was the question, "What are we doing in the short and long term, both individually and collectively, to assure optimal oral health through prevention and treatment for underserved people?"

In the wake of the recent Supreme Court ruling on healthcare, the less than flattering expose on the PBS program Frontline ("Dollars & Dentists"), the powerful lobbying efforts of the insurance industry to "encourage" the "midlevel provider concept" in dentistry, and the FDA White Paper on Access to Care will it take a watershed moment for each of us to make a commitment to help those in need? We must juxtapose this concept of SERVICE with the realities of managed care. We cannot wait for the mandates; we must be proactive. I want to more clearly define our model and proudly proclaim..."THIS is how we take care of our own in the West Coast and in the State of Florida".

We have an incredible opportunity to do what we do best...help others. Without oversimplification or minimizing the impact of existing programs, we have the capacity and ability to solve this problem. It will take maximum participation from volunteer dentists and dental specialists. It will involve community awareness and support. And it most certainly will involve organized dentistry at every level.

It is impossible to mention Access to Care without the "service" component. To that end, I have formed an Access to Care Task Force charged with the following three sequential phases of action:

1. **Phase I** (Inventory Phase): Inventory of existing programs in each county and assessing not only the needs but also the level of involvement and support from local affiliates.
2. **Phase II** (Planning Phase): Combining the information collected in Phase I with our knowledge and experience to work with our affiliates to make existing programs stronger or start programs where they do not exist.
3. **Phase III** (Action Phase): Executing a plan to get all of our dentists and dental specialists involved working side by side with their fellow dentists in a collegial environment. The focus will be to provide comprehensive services, taking the burden off our oral surgery colleagues, and finding true value in being a member of organized dentistry AND the essence of serving those in need.

(continued on page 3)

President's Message (cont'd)

Through the years, I have witnessed the depth, sincerity and loyalty of a conviction...that of service. With the backdrop of overwhelming need for comprehensive dental services in our own backyard, I also realize we need to "think bigger" AND that I cannot do this alone, without your help.

I encourage each of you to take inventory and embrace the value of being part of something bigger through your service to those in need. The rewards will foster personal growth, bolster organized dentistry's position as leaders in oral health care, and encourage others to join our cause.

I look forward to visiting each affiliate over the next several months to report on our progress and personally ask for your help and commitment to serve, and to those non-members who want to get involved...our doors are always open to you.

Sincerely,
Leo R. Cullinan, D.D.S., M.S.



Dr. Cullinan posing with the "PCDA Mission" organizers at the A2C Presentation, Naples Summer Meeting.
L:R Dr. Amy Anderson, Dr. Leo Cullinan, Dr. Ed Busch, Chris Lee, Rhonda Russick and Claudia Rosas.

To volunteer your time in local dental clinics or for more information, email the WCDDA office, kelsey@wcdental.org.

Something to Smile About!



BUILDING PARTNERSHIPS TO BUILD HEALTHY SMILES

PDC@FNDC: A SUCCESSFUL PARTNERSHIP IN ACTION

A coalition of 11 partners provided \$22,000 in dental care in two days. In June 2012, the FDA and its foundation (FDHF), partnered with the Department of Children and Families and the Department of Health and others to provide free dental services to 39 foster children in the Orange County area. This partnership continues as future events are being planned.

Go to www.smileflorida.org for an up-to-date listing of PDC Affiliate Programs and other access-to-care sites in your county.

You can volunteer for Project: Dentists Care Affiliate Programs. Find out more about becoming a PDC member at www.fdhf.info.



PROJECT: DENTISTS CARE

FOR MORE INFORMATION
800.877.9922 • pdc@floridadental.org

Project: Dentists Care is the FDA-supported access-to-care program for underserved Floridians. It is operated and funded by the Florida Dental Health Foundation.

Consultant's Corner

The last weekend in July was a blast! The WCDDA holds a summer meeting at the Ritz-Carlton, Naples every year. I've heard about this get together for 20+ years from my clients and friends in dentistry. It is clear to me that their families have grown up with this tradition, meeting one another year after year at the beach. Casual. Friendly. Maybe even competitive, for those that run or golf.

Membership in an organization like the WCDDA offers many benefits. It was clear to me that the leaders are committed to the future of dentistry. Over the last several years I have seen how outreach programs have been created, fluoride has been argued before legislature and even coverage for one another in times of crisis are the result of being a member of the West Coast District Dental Association. I am in awe of the level of professionalism that this organization represents.

Thank you WCDDA for supporting one another. I am honored to be a provider of Leadership training for your membership.

Another of Laura's Favorite Things...

Membership with the American Academy of Dental Office Managers is one of the best investments a dentist can make in the office manager and business assistants. This organization is counting down the days to its annual meeting in Scottsdale, AZ, September 6-8, 2012. There are only 25 spots remaining! They promise great speakers, an 80's karaoke night and fellowship for these very influential people on your team. Two years ago, this organization began bestowing Fellowship status on those members who showed exceptional leadership qualities and each year, there is a spotlight on the Office Manager of the Year. To learn more about the meeting or the benefits of membership, find them on the web at www.dentalmanagers.com.

Quote for the week:

"It is easier for a man to be loyal to his club than to his planet; the bylaws are shorter, and he is personally acquainted with the other members." - E. B. White

Book of the month:

[The Five Dysfunctions of a Team](#) by Patrick Lencioni

Laura Jamison

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have acquired the practice of

Richard Lansmann, D.M.D.

Spring Hill, Florida

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2012 Summer Meeting Highlights



WCDDA Line Officers

L: R Secretary, Dr. Christopher Bulnes; Second Vice President, Dr. Frederick Grassin; President-Elect, Dr. Sam Desai; Immediate Past President, Dr. Paul Palo; President, Dr. Leo Cullinan. First Vice President, Dr. Leonard Britten and Treasurer, Dr. Tim Marshall were installed but unable to attend.



Affiliate President Round Table Meeting

L: R, back row: Drs. Oscar Menendez, Joseph DeJongh, Terry Buckenheimer, Craig Oldham, Michael Kirsch, Leo Cullinan, Ed Busch, Eric Reed, Steven Ciaravino and Denise Oakes-Lottridge. L: R, front row: Drs. Melissa Grimaudo and Kim Jernigan.



Cycling Group

L: R Drs. Cary Bonham, Craig Oldham, Bob Klement and Doug Jungman.



L: R Drs. Bob Churney and Jim Carazola enjoying the Cigars & Cordials Event.



L: R Dr. Hugh Wunderlich and Karen Pesce.



Family Fun Event



Beer, Wine & Cheese Event

L: R Allie Salup, Jonathan Langston, Dr. Greg Langston, Susan Langston and Kelsey Langston.



5k Fun Run Participants

5k Fun Run Results:

Men:

Dr. Carey Bonham - 20:04
Dr. Craig Oldham - 23:25
Dr. Joe Grimaudo - 25:30

Women:

Dr. Denise Oakes - Lottridge - 25:05
Sidney Oakes - Lottridge - 25:33
Dr. Amy Bonham - 25:55

Golf Results:

Flight 1

1st – Dr. Rafael Palaganas - 67
2nd – Dr. Harry Futrell - 75
3rd – Dr. Steve Jakubaitis – 75

Flight 2

1st – Dr. Tod Fawcett - 64
2nd – Dr. Pete Hodge - 67
3rd – Dr. Rod Holcombe - 68

Flight 3

1st – Dr. Jim Carazola - 69
2nd – Dr. Ryan Dedels - 71
3rd – Dr. Tony Saito - 74

Closest to the Pin

Dr. Harry Futrell
Dr. Steve Jakubaitis
Dr. Pete Hodge

Longest Drive

Dr. Nolan Allen
Dr. Richard Kernagis

Overall Winner:

Dr. Terry Buckenheimer

**Special thanks to
Drs. Terry Buckenheimer,
Chris Bulnes and Juliet
Bulnes for organizing
these events.**

*Be sure to join the WCDDA on July 12-14, 2013 for more quality CE and memorable moments!
Turn to page 14 to secure your reservation for the 2013 Annual Summer Meeting at The Ritz-Carlton in Naples!*

The Importance of Membership & Why You Should be a Member!

ADA/FDA/WCDDA

- Advocacy – FDA and ADA lobbyists actively monitor issues and bills that affect dentistry. FDA lobbyists serve as a liaison to staff agencies that regulate or impact dentistry, including the Florida Board of Dentistry. Visit www.ada.org/advocacy.aspx to view other important issues currently impacting dentistry.
- FDA/ADA “Find a Dentist” feature, a member’s only benefit! www.smileflorida.org and www.ada.org promote your practice by allowing you to keep your profile up to date and making it easy for potential patients to locate your practice.
- The ADA provides valuable and comprehensive resources for product review and purchasing guide. Make informed decisions easily by visiting www.ada.org/271.aspx.
- 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.
- Members receive up to 30 hours of FREE online CE courses at www.floridadental.org.
- The FDA has partnered up with Darby Dental; members receive an 18%-20% discount on purchased supplies through Darby Dental at www.darbydentalsupply.com.
- Members receive large discounts for FDA affiliated programs. Affiliate programs can be located by visiting <http://www.fdaservices.com/affiliate-programs/>.

Scan to view
more membership
information.



Peer Review

- Work to settle differences without costly litigation through peer resolution of disputes with patients.

Leadership Opportunities

- Become involved in organized dentistry. Your input at the local level is vital for dentistry today and in the future. The FDA Leadership Institute offers online courses, fdaleadership.org/institute.shtm. To get involved in your component or affiliate, email wc.dental@gte.net.



ADA News, JADA/FDA Today/WCDDA Newsletter/E-Check-Up News

- Stay informed on important issues affecting your profession, keep in touch with your colleagues and stay up to date on dental news. The WCDDA’s West Coast Checkup, Today’s FDA, FDA Reception Room Issue, ADA News, and the Journal of the American Dental Association (JADA) are beneficial monthly publications. The FDA and ADA also offer free patient education materials to all members.
- The online ADA Library is a member only benefit that offers a wide range of helpful resources and informative media with a full-text database of systematic reviews, clinical trials and other research on evidence based dentistry and medicine. To browse the library, visit www.ada.org/294.aspx and www.ada.org/317.aspx.

ADA/FDA/WCDDA Websites and Social Media

- Information right at your finger tips, visit www.ada.org, www.floridadental.org and www.wcdental.org to access important information on laws, rules, continuing education and employment opportunities.
- “Like” and follow the WCDDA, FDA and ADA on Facebook for instant news and to network with colleagues.

Continuing Education Programs/Annual Meetings

- Each association hosts annual meetings that provide high quality continuing education to members and their staff at a significantly reduced rate. WCDDA’s Annual and Summer Meeting, Florida National Dental Convention (FNDC) and the ADA’s Annual Session.

THESE ARE JUST A FEW THINGS TRIPARTITE DENTISTRY HAS TO OFFER. FOR MORE INFORMATION ON MEMBERSHIP, VISIT THE WCDDA’S WEBSITE www.wcdental.org, PROFESSIONAL SIDE & SELECT THE VIDEO MAGAZINE ON THE RIGHT COLUMN OR CALL (800) 260-5277.

WCDDA Members Show Commitment

**Congratulations to the following members for their continued commitment!
This year marks their major milestone in supporting organized dentistry.**

25 Years

Elmo L. Albertelli
Wesley C. Ashton
Anthony J. Auletta, Jr.
Steven Bloom
Dewey L. Bracy
George W. Butz, III
Lezlie D. Carroll
Richard D. Crossland
Patrick E. Curry
Wallace S. De Puy, Jr.
Andrew P. Derwin
Lynn Dettenmayer
Siuhung Fan
Tama A. Franko
Jay R. Froug
Anne S. Hamilton
John J. Hlis
Alex J. Johnson
Johnny Johnson
Mukesh A. Kapadia
Nicholas M. Kavouklis
Erwin K. Koster
Michael R. MacDonald
Luis E. Martinez
Perry M. Matz
Linda J. May

Julio Maya
Craig A. Mayer
Mark W. Mitchell
Stephen C. Morris
Edward L. Paikoff
Mark A. Piper
Guillermo F. Porro
Bruce W. Scarola
Kenneth M. Schweizer
Lance A. Seberg
Gary R. Selby
Mark Singer
A. D. Smiley
Gary N. Steen
John H. Thee, Jr.
Douglas C. Wendt, Jr.
John M. Wheeler
John D. Yavorsky

35 Years

Ronald S. Acquaro
William H. Aippersbach
Harry E. Bopp
Michael T. Cobbe
Timothy W. Conway
David S. Ferry, III
Frank N. Giunta

John Gonzalez
Myron S. Graff
Blayne J. Gumm
Allen N. Haimes
Randy P. Jones
Bruce B. Jowers
Richard M. Kanter
Jeffrey R. Lash
Glen A. Loudermilk
Robert J. Mahoney
David F. McDowall
Thomas M. Millman
Robert P. Moffett
Jeannie H. Moran
David C. Neal
Ronald M. Pross
Richard D. Rogers
Sterling L. Ronk
Thomas Roth
David G. Shelton
Mitchell M. Strumpf
Chakshing W. Szeto
David W. Thompson
William H. Truax, II
Todd J. Wiener
Thomas A. Wilson

50 Years

Thaddeus T. Brzozowski
Donald L. Chastain
Donald E. Cottey
Joseph F. Diaz
Gerald A. Ewing
D. K. Morrow, Jr.
Peter Pizaris
Jerry L. Reynolds
Paul R. Sidlo
Ralph B. Tennant
William L. Todd

60 Years

J. Ed Lovell, Jr.

Life Members

Arthur I. Acker
Ronald S. Acquaro
Satnam S. Bedi
James M. Belcher
Harry E. Bopp
Anthony R. Cheslock, Jr.
Dale K. Christensen
Wallace S. De Puy, Jr.
Robert Farber

David W. Friedman
Frank N. Giunta
Robert L. Goluba
Nathan Graddy
Gerald W. Griner
Howard L. Howell
Thomas R. Johnson
Gerald M. Kluff
Frank Mazzeo, Jr.
David F. McDowall
Frank B. Moss
Basappa Mruthyunjaya
Frederick S. Muenchinger
Kenneth L. Mundy
Malcolm P. Nalls
Stephen J. Peirce
Dale R. Pellot
Richard J. Rand, Jr.
Randal C. Robertson
Thomas L. Rockwell
Richard D. Rogers
Michael R. Scher
Chakshing W. Szeto
Donald J. Turner
Craig W. Valentine
William J. Von Sick, III

New Members

John Addison, DMD, Tampa
Fred J. Aledo, DMD, Tampa
Leonet Ascunce, DMD, Cape Coral
Richard A. Assing, DDS, Brandon
Anastasia Avina, DDS, Tampa
Yarelis Cartagena, DMD, Lakeland
Ginger R. Chasolen, DDS, Sarasota
Christopher E. Chuong, DMD, Trinity
Aura M. Cisneros, DMD, Ruskin
Francis M. Curd, DDS, Bradenton
Mitra A. Derakhshan, DMD, Tampa
Jessica A. Dombroski, DDS, Clearwater
Annelise Y. Driscoll, PHD, Oldsmar
Kevin R. Dunphy, DDS, Fort Myers
Enriell L. Enriquez, DDS, Largo

Joita Ghosh, DDS, Tampa
Xhoana Gjelaj, DMD, Tarpon Springs
Amanda A. Goodman, DDS, MS, Tampa
Russell Hamarnah, DMD, Winter Haven
Brian A. Harrington, DMD, Venice
Nathalia T. Jeffrey-Fort, DDS, St. Petersburg
Bijal B. Joshi, DDS, Temple Terrace
Phillip B. Kraver, DMD, Cape Coral
Jessica E. Kroll, DMD, Tampa
Lisa M. LaPresti, DMD, New Port Richey
Jose F. Lopez, DMD, Davenport
Spaska L. Malaric, DMD, Fort Myers
Douglas T. Manning, DMD, Sarasota
Jonathan L. McCartney, DMD, Englewood
Christen A. Mitchell, DMD, Port Charlotte

James P. Muir, DDS, Weeki Wachee
Prashant R. Pandya, DMD, Bradenton
William N. Pantazes, DMD, Largo
Diane L. Piper-Hilton, DMD, St. Petersburg
Andrew S. Prousi, DMD, Palm Harbor
Solveig B. Ruppel, DDS, Tampa
Shamsia Shafi, DDS, Largo
Daniel Shertok, DDS, Tampa
Miranda W. Smith, DDS, Spring Hill
Stephen S. Stambler, DDS, Sarasota
Diana M. Tadros, DDS, Tampa
Hang T. Tran, DMD, Crystal River
Joseph M. Whitesides, DDS, Port Charlotte

Visit <http://www.floridadental.org/member-sourcebook>
to locate the FDA Membership Directory.

Milestones

We are deeply saddened by the death of our colleague.

Jerry D. Lachat, DDS of Tampa passed away on June 1, 2012

A contribution has been made to the West Coast Fund in his 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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careers.towncaredental.com



Association Business - Official Calls

Accepting Nominations:

The WCDDA is accepting written nominations for component and state leadership positions. Any West Coast member may be nominated for WCDDA Secretary, Trustee, Alternate Trustee, FDA Council persons and West Coast Program Committee members. The Executive Cabinet will review the names and make recommendations to the House of Delegates. Final elections will be made at the WCDDA House of Delegates meeting in St. Petersburg, February 14, 2013. Please forward your written nominations to the WCDDA Executive Cabinet prior to October 26, 2012.

Nominations are being accepted for the following:

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

Daniel A. 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 January 4, 2013.

Official Calls

The Executive Cabinet of the West Coast District Dental Association will meet in session on Friday, October 26, 2012 at 1:00 p.m. at the West Coast office in Brandon. Note: If you are the President-Elect of an affiliate, you are an automatic member of the Executive Cabinet.

There will be a caucus of the West Coast District Dental Association's Delegation on Tuesday, January 22, 2013 at 6:00 p.m. via conference call. There will be twelve sites throughout the West Coast district.

The House of Delegates of the West Coast District Dental Association will meet in session on Thursday, February 14, 2013 at 4:30 p.m. in conjunction with the WCDDA's Annual Meeting at the St. Petersburg Hilton Bayfront.

Dr. Christopher M. Bulnes
WCDDA Secretary

The Money's Not
All That Matters.

"For Greg, it was all about the right fit,
for both buyer and seller."

Angela M. Harney, DMD

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THE DOCTORS COMPANY TRIBUTE® PLAN

Dental Projections Estimated Tribute Plan Balances*

Your The Tribute® Plan Rewards	2012 \$1M/\$3M ANNUAL PREMIUM	ESTIMATED BALANCE IN 15 YEARS	ESTIMATED BALANCE IN 35 YEARS
Florida Dentists <i>excluding Dade/Broward counties</i>	\$2,772	\$4,269	\$9,813

*These projections are based on current rates and projected Tribute contributions, actual rewards will vary.

CONTACT RICK D'ANGELO

YOUR WEST COAST DISTRICT INSURANCE REPRESENTATIVE

Phone: 813.475.6948 • Cell: 813.267.2572 • rick.dangelo@fdaservices.com • www.fdaservices.com



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Florida Dental Association



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ADA's New Consumer Website, MouthHealthy.org, Now Live

MouthHealthy.org has information patients need to take better care of their oral health.

- Oral health concerns by life stage
- A-Z topics with videos
- Dental symptom information with photos
- ADA Seal of Acceptance products
- Tips and activities to make oral health care fun for kids
- ADA® Find-a-Dentist™ to help locate an ADA member dentist

Promote MouthHealthy.org to Your Patients



WCDDA Fund & Memorial Grant

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. In this coming year, the Fund wishes to provide additional funding to those in need. You can help us impact our district by contributing to the Fund. For more information about the Fund, visit www.wcdental.org.

Dr. Dan Bertoch Memorial Grant: Dr. Dan Bertoch devoted much time to advocacy for the dental profession. It is in this 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 April 3, 2013. The grant can be used toward transportation to and from Tallahassee and accommodations at the host hotel.

This grant is meant to help a dentist who has the passion to meet with legislators to discuss issues affecting dentistry. Any first-time attendee is welcome to apply by completing an application form and submitting a letter to the WCDDA. The form can be found at www.wcdental.org. The deadline for the application is January 1, 2013.

For questions regarding the WCDDA Fund or the Dr. Dan Bertoch Memorial Grant, please contact the WCDDA office at (813) 654-2500.

Save The Date...

WCDDA's 91st Annual Meeting • February 15, 2013

St. Petersburg Hilton Bayfront

FEATURED SPEAKERS:

Dr. Jeff Rouse

*Global Diagnosis: A New Vision of Dental
Diagnosis & Treatment Planning*

Dr. Andrea Beerman

Thriving in a Changing World, Creating Practice Success

Renee Graham, RDS, MEd

*Assessing Anesthetic Options for Non-Surgical Periodontal Therapy
and*

*Win the Battle Against Biofilm: Leverage the Power of Ultrasonics
Sponsored by Dentsply*

Dr. Ron Kaminer

*Current Concepts in Minimally Invasive Dentistry
Sponsored in part by Crest & Oral-B & SDI*



Melissa Metz, MS, RD, LD/N & Christine Taylor, BA, ERYT

*Energize Your Body, Energize Your Practice:
Nutrition and Yoga for the Dental Professional*

Tampa Bay CPR
CPR Re-Certification

Contribute to the
WCDDA Fund today by visiting
<http://www.wcdental.org/FundContribution.pdf>
or contact the WCDDA office at (813) 654-2500.

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THE WEST COAST
DISTRICT DENTAL
ASSOCIATION



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Members in the News

L:R Collier County Commissioner, **Donna Fiala**, Collier County President, **Dr. Eric Reed** and Collier County Commissioner, **Jim Colletta**. Dr. Reed awarded the commissioners with fluoridation awards for their success on the fight against fluoride removal in Collier County.



L: R Drs. **Leo Cullinan**, **Rudy Liddell** and **Paul Palo**. Dr. Rudy Liddell is being presented with an award for outstanding representation as the WCDDA Delegation Co-chairman to the Florida House of Delegates.



L:R Drs. **Leo Cullinan**, **Michael Kirsch**, **Chris Bulnes** and **Paul Palo**. Drs. Bulnes and Kirsch being presented with the Affiliate Past President award.

Congratulations to **Dr. Michael Adams** of Clearwater for winning the WCDDA Fund iPad raffle!





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CMS Softens Enrollment Requirement in New Medicare Rule: The ADA scored a significant victory recently when a final rule issued by HHS's Center for Medicare and Medicaid Services exempted dentists from a requirement in the Affordable Care Act that providers who refer Medicare patients to specialists must sign up for the federal program. The ADA objected when the agency first proposed the rule in 2010, arguing that requiring dentists to enroll in a government program that they normally do not bill would constitute an undue burden. CMS officials agreed, and the final rule, expressly excludes dentist referrals to specialists from the rule. Dentists are not completely free of the ACA Medicare requirements, however. Referring a Medicare patient for reimbursable lab work, for instance, will require a dentist to enroll in the program. Ordering durable medical equipment, imaging or home health will also trigger the requirement to enroll, according to the rule. The ADA sought a dentist exclusion from these requirements as well, but the agency declined that request. In any case, these requirements should affect only a small population of dentists. Information about enrolling for purposes of ordering and certifying is available at <http://www.cms.gov/MedicareProviderSupEnroll>.

New Studies Question the Economic Viability of Midlevel Providers in Dentistry: The ADA released six reports that raise questions about the economic viability of three alternative workforce models: the Dental Health Aide Therapists (DHATs) currently providing care in Alaska Native territories, the Dental Therapists (DTs), currently working in Minnesota, and the proposed but as yet unrealized Advanced Dental Hygiene Practitioner (ADHP). In a statement, ADA president William Calnon, D.D.S., said that the studies "represent a new way of examining whether midlevel providers are an economically viable way to improve access to dental care for underserved populations." He emphasized that the reports are "a first step, and not the last word." The ADA released a statement which can be located at http://www.ada.org/epubs/assets/july_statement_on_ecg_studies.pdf.

ADA on Track in Aiding State Societies, Supreme Court Ruling on Health Law Changes Nothing for Dental: The United States Supreme Court ruling on the Affordable Care Act (ACA) means that the states will go forward with implementing the health care exchanges required by the law to be operational on Jan. 1, 2014. The ADA and its constituent societies are well-positioned to ensure that oral health coverage is available through the state "exchanges," through which individuals and small businesses will be able to purchase health coverage. The Association has developed a number of tools that state societies can use to prepare themselves and their members for full implementation of the exchanges. For more information on these tools and what your state society is doing about health care reform, please contact The Florida Dental Association at (850) 681-3629.

New ADA/NACHC Program Urges Collaboration between Clinic Dentists And Private-Practice Counterparts: Believing that collaboration between private practice dentists and their counterparts in community health centers is an important part of any long-term strategy to improve access to oral health care for underserved populations, the American Dental Association has teamed up with the National Association of Community Health Centers to increase awareness among their members of the importance of working together. The message the associations are bringing to their members is essentially one of efficiency: "Increasing contractual relations between health centers and private dentists is a viable option for health centers that wish to establish or expand their oral health service capacity," wrote ADA President William Calnon, D.D.S. and NACHC President Thomas Van Coverden in a letter to their state affiliates. Private contracting offers advantages to all parties. Health center patients benefit because quality care can be quickly and efficiently delivered, alleviating much of the backlog experienced by many health center dental programs. Health centers are able to meet their patients' oral health needs without the costly capitalization expenditures of building and maintaining additional dental operatories. Private practitioners benefit because they can participate in providing care to underserved populations without having to contend with many of the administrative issues of the Medicaid program. With the substantial expansion of health centers over the past decade and the expectation of further growth under the current health care reform law, the ADA and NACHC believe there will be ample opportunities for collaboration. Individual dentists could mentor clinic directors, while clinics could benefit by using retired dentists who wish to continue to use their skills while helping their communities. At a more global level, improved collaboration could encourage state dental societies and state primary care associations to explore joint advocacy on issues of common ground. For more information on this initiative, please contact Tom Spangler, senior director, legislative and regulatory policy, government and public affairs, at govtpol@ada.org.

Mark Your Calendar 2012-2013

40 & Under Event, Chart House, TampaSeptember 13, 2012
 Beers with Peers, World of Beer, Sarasota. . . .September 20, 2012
 ADA Annual Session, San Francisco, CA.October 18-21, 2012
 WCDDA Executive Cabinet, Brandon.October 26, 2012
 WCDDA Telephone Caucus, various sitesJanuary 22, 2013
 FDA House of Delegates, Tampa.January 25-26, 2013
 WCDDA Presidential & New Dentist's ReceptionFeb. 14, 2013
 Museum of Fine Arts, Saint Petersburg

WCDDA House of Delegates, TampaFeb. 14, 2013
WCDDA Annual Meeting, Saint PetersburgFeb. 15, 2013
 Dentists' Day on the HillApril 3, 2013
 FNDC Gaylord Palms, Orlando.June 13-15, 2013
WCDDA Summer Meeting, NaplesJuly 12-14, 2013

For more Summer Meeting information,
 visit http://www.wcdental.org/wcd_professionals/
 and look for the 2013 Summer Meeting!



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The Last Word

"When you're finished changing, you're finished." – Ben Franklin



Steve Zuknick, DMD

That quote can be applied to so many different things: individuals, dental offices or even dental associations. It's that last one I'd like to address. I read an eye-opening book recently called The End of Membership as We Know It, by Sarah L. Sladek. In it she details how membership organizations must change or risk becoming irrelevant and subsequently extinct. So, what is changing? The short answer is...we are. That is, our wishes, our values, and our traits are changing. Collectively those changes and traits lump us into our respective generation.

Every one of us knows there are major generational differences. Unless you have done some reading on the topic you mainly know your generation, and you assume yours does it the "right" way. Interestingly, no one generation is doing it better than the other. They are just doing it differently. Membership organizations must adapt and cater to all generations. There is a common misconception that the youngest generations are unmotivated or apathetic slackers. Sladek points out that the values gen X and Y'ers search for in an association are "focused on these primary objectives: (1) the opportunity to lead, (2) the opportunity to learn, and (3) the opportunity to make a difference." Hardly the defining traits of slackers. Boomers join associations without questioning its value, it's seen as the "right thing to do." X and Y generations need to see the value. They are the products of divorce and have never known job security. Spending money on an association membership will only occur if the value proposition is great enough. That's not irresponsible, but really smart.

As an association we must provide value to our newest recruits who will far outnumber the baby boomers. My value proposition to you begins with a simple question: what would the practice of dentistry be like without organized dentistry? You cannot put a price on the advocacy that is occurring on our behalf every single day, but let's set that aside for a moment and see how well the three values mentioned above are accomplished. Membership in "your" association provides more than ample opportunities to lead and learn, one just needs to search them out. Perhaps one avenue where organized dentistry excels is providing an opportunity to make a difference. From Give Kids a Smile to the newly formed committee on Access to Care, you simply need to say "I'm here" to make a difference. I can't take credit for the next line, but whether your generation thinks iced tea is a drink, a rapper, or just an actor, make the commitment to accept the value provided in becoming (or remaining) a member. Feel free to contact me in any of the following generationally specific modes - email: sjzdmd@aol.com; telephone: 813-654-2500; letter: 1114 Kyle Wood Lane, Brandon, FL 3351; or just grab me at a meeting.

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