



West Coast District Dental Association WEST COAST CHECKUP

SPECIAL
Member/Non-Member Issue

Volume 41 • Issue 3 • A Component of the Florida and American Dental Associations • September 2011



CELEBRATING 90 YEARS OF MEMBERSHIP EXCELLENCE!



President's Message

“Talk low, talk slow, and don’t talk too much.” – John Wayne



Paul A. Palo, DMD

Greetings from Winter Haven, deep in the heart of Polk County. I came across the quote by the Duke last week and felt compelled to use it as my unofficial introduction to those of you I’ve yet to meet. Those colleagues that know me will attest to the fact that I tend to be quiet and less boisterous than most. This is a characteristic honed over my lifetime growing up with two sisters and now having only daughters and working surrounded exclusively by women. Thank heaven for my dog Tucker who affords me his ear on many occasions when the estrogen is running too high around me. Although I tend to be quiet, I have learned to listen very attentively and speak when something needs to be said. So when you need an ear please feel free to call or email me at any time. If I don’t know the answer I will probably know who to call to get it for you. In the coming year, as the issues confronting organized dentistry appear it will be my job along with our wonderful West Coast staff to bring them to you in a timely and efficient manner.

I do look forward to meeting as many of you as possible as I visit each affiliate in the coming months. I thank you for your trust in allowing me to serve you.

Paul A. Palo, DMD – Paul@paulpalodmd.com
(863) 294-7605

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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 important issues currently impacting dentistry. Follow the link to view Florida's 2011 Legislative Session Updates www.associationstudios.com/Publisher_Main.aspx?PublisherId=623.
- 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 and www.ada.org/buyingguide.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) 933-9847 or rick.dangelo@fdaservices.com.
- Cost Savings – Being a tripartite member saves you money! To view the member and non-member comparisons, visit http://floridadental.org/pro/members/publications/todaysfda/2010_1112/2010_1112.pdf and go to page 31.



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, www.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. Electronic versions of all ADA publications, podcasts and videos are also available at your fingertips. 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 benefits of tripartite membership. For more information on membership, visit www.elocallink.tv/vmag/wcdental/ or call WCDDA at (800) 260-5277.

BECOME A TRIPARTITE MEMBER TODAY! TO JOIN, CALL (813) 654-2500 OR E-MAIL kelsey@wcdental.org.

Consultant's Corner

My favorite movie character is Scarlett O'Hara from Gone With the Wind. She grew up in a privileged southern pre-Civil War era household. The Civil War brings ruin and Scarlett attempts over and over to rebuild. But even this innovative, clever, tough-as-nails heroine says this at the end of the movie, confronted with one final problem to solve, "Oh I can't think about this now! I'll go crazy if I do! I'll think about it tomorrow. After all, tomorrow is another day!" A good night's sleep and a new approach was the answer.

All dentists benefit from a fresh perspective. It wipes the slate clean. It feels like you've just stepped out of the shower when you start each day with a new approach to solving a current problem. Right now, my clients are telling me that they are struggling with patients saying "No" to treatment plans. For a fresh perspective, consider these solutions.

1. Begin with telephone training for your appointment coordinator. She/he makes an all important first impression and can begin planting seeds. Your new patient prospect has chosen you. There is a reason. Begin looking for the patient's motivation over the phone.
2. Make positive impressions with a new patient by sending a welcome packet, directions to the office or refer them to your website following the initial phone call.
3. Dress the part. Business attire for team at the front desk, crisp uniforms with name badges for the clinical team and professional clothing for the doctor. Shoes count too. People do judge the book by its cover.
4. Schedule the new patient to see the doctor first. Doctor, be the first to meet and greet new patients. Be the one to ask questions. Do not have the patient relive an emotional dental experience twice by having your assistant or hygienist ask questions about the reason they are sitting in your chair. This one commitment speaks volumes in favor of your practice. You care enough to spend your valuable time with this new patient.
5. Have the assistant document important personal notes and hot buttons in the chart. Hot buttons are motivators and concerns.
6. Be a good listener. Feedback what you are hearing and clarify. Be curious. Ask open-ended questions.
7. Utilize an intraoral camera or a hand mirror when you are conducting your examination. By asking the patient what they see, you make the process participative. We all learn best when an exchange is interactive.
8. Determine whether or not treatment can be presented in simple terms. If it is complicated to present, it is complicated for your patient to process. In that situation, you will always get a better result if you schedule your patient for a consultation visit separate from the new patient exam!!
9. Refer to visual aids, photos, education systems throughout your treatment presentation.
10. Perfect your verbal skills such as benefits to the patient (referring back to the hot button) and how to overcome objections. Financial options are a must.

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2011 Summer Meeting Highlights



The tug-of-war family fun event.



Officers' Planning Session – L:R Drs. Paul Palo, John Paul, Leonard Britten, Steve Zuknick, Chris Bulnes, Frederick Grassin, Terry Buckenheimer, Leo Cullinan, Melissa Grimaudo, Robert Churney, Paul Miller, Zack Kalarickal and Rudy Liddell.



L:R Dr. Kay O'Leary presented a legislative service award to Representative Paige Kreegel



L:R Drs. Rafael Palaganas, Richard Kernagis, Tony Saito and Mr. Jon Simon



L:R Dr. Rudy Liddell and friends from Central District, Drs. Larry Sutton and Chris Cowell.



L:R FDA Second Vice President Dr. Terry Buckenheimer and FDA President, Dr. Cesar Sabates enjoying the Wine and Cheese Event.



Early morning cycling

*Thank you
Dr. Chris Bulnes for coordinating
these successful events!*



1st Place Drew Varady - 21:00
2nd Place, Johnson Hagood - 25:33
3rd Place, Racquael Wilkes - 26:11

5K Fun Run participants

Golf Results:

Flight #1

1st Net - Pete Hodge 76/66
2nd Net – Tom Frankfurth 80/71
3rd Net – Rafael Palaganas 78/73

Flight #2

1st Net – Terry Kelly 84/70
2nd Net – Tod Fawcett 89/72
3rd Net – Christian Flask 90/75

Flight #3

1st Net – Karen Pesce 88/64
2nd Net – Rodney Holcombe 89/69
3rd Net - Tony Saito 98/75

Closest To The Pin

#2 Terry Buckenheimer
#7 David Burch
#11 Andrew Holloman
#16 Rodney Holcombe

Longest Drive

#10 Earl Lanoue
#13 Leonard Britten

*Special thanks to
Dr. Terry Buckenheimer for
organizing the golf event.*

Family Fun Event

1st Place, The Jasthi Family
2nd Place, The Sutton Family
3rd Place, The Rothman Family

If you missed this excellent meeting, make sure to join us in 2012.
Turn the page for the reservation form. ROOMS SELL OUT FAST, REGISTER TODAY!

WCDDA Members Show Commitment

Congratulations to the following members for their commitment to organized dentistry:

25 Years

Lillian R. Berry
Robert O. Bersot
Christopher J. Bonham
David A. Brown
John M. Cherry
David S. Clary
Grace J. Dai
Robert C. Davis
Randall A. Diez
Michael R. Dorociak
N. Joseph Farris
Barbara A. Fueredi
James W. Gibney
Randy W. Griffin
Paul A. Guidi
Ron T. Hill
Claudia Hohn
Stephen B. Hulen
Gerard E. Krueger
Chander P. Malik
Silas McAninch
James R. Pitts
Rosalie R. Robbins
James T. Russin
Michael I. Stewart
Edward M. Swartz
Jeffrey S. Thompson

Harold B. Welch
Linda L. Witherow
Hugh T. Wunderlich

35 Years

Michael C. Alpern
Phillip B. Apple
Robert M. Atkins
Richard A. Baker
James M. Belcher
Antonio Benitez
David A. Bowles
David Bruck
George H. Burgess
Dale K. Christensen
Silas E. Daniel
James E. Dillard
Roger A. Dunphy
Thomas A. Fellner
Jonathan Feltham
Carl J. Flatley
David W. Friedman
Jules D. Goldstein
Angel F. Grimal
Robert L. Haas
Jack K. Hilliard
Ellis P. Hyman
Dennis Jones

Theodore W. Kaduk
Gary A. Layton
Richard M. Levine
Steven Lieber
Frank B. Moss
Kenneth L. Mundy
Lawrence B. Musser
James M. Pyle
R. Martin Salzgeber
Harvey S. Satz
Paul C. Schmidt
Ronny S. Taschner
Donald J. Turner
Thomas F. Yoho

50 Years

Joseph P. Bodo
Joe B. Bratton
Felix M. Cannella
Vincent C. Caranante
George E. Carver
Antonio Castro
Ward H. Cole
Joe E. Dunlap
Richard S. Dyer
Richard C. Georgiades
Phillip V. Glover
Charles W. Holmes

Richard D. Karlson
Keith E. Kormeisel
Ronald C. Manus
Alfred J. Phillips
James G. Rayes
Richard R. Reed
Jack B. Shaffer
Norman R. Steur
William J. Thompson
Louis F. Vodila
Robert H. Willis
Joe M. Wright

60 Years

Ralph L. Baker
Jackson C. Johnson
James C. Page
Marvin J. Reddick

Life Members

Stephen P. Belcher
John A. Birchfield
Gerald M. Boza
David Bruck
Arthur F. Burt
William F. Cardman
Timothy W. Conway
James E. Dillard

Carl J. Flatley
Jules D. Goldstein
Myron S. Graff
Paul G. Grumbach
Paul S. Helbing
Robert L. Holland
Betty N. Hughes
Gary L. Joyner
Harvey L. Kerstein
Jay D. Krasne
Richard M. Levine
Myles H. Levitt
John P. Longmire
Richard L. Olitsky
Michael J. Reynolds
R. Martin Salzgeber
Paul C. Schmidt
Ronny S. Taschner
David W. Thompson
Nathan Tiffenberg
Edmond F. Weglarz
Lee A. Welky
John A. Wiest
David A. Zabrocki

Members in the News



L:R Dr. Rafael Palaganas was awarded for serving as 2010-2011 President of Pinellas County Dental Association.



Dr. Joseph Grimaudo was awarded for outstanding representation on the FDA Sub-Council for the New Dentist.

New Members

Hillel Abramov, DDS, Lutz
Flora B. Bentsi-Enchill, DMD, Fort Myers
James N. Boeller, DMD, Englewood
Brian J. Burma, DDS, MS, Bradenton
Juckapong D. Burr, DMD, Naples
David W. Cardman, DMD, Lakeland
John I. Carter, DMD, Tampa
Dana B. Cuculici, DMD, Tampa
Thu T. Do, DDS, Clearwater
Mohsen Ebrahim, DMD, Naples
Chinara A. Garraway, DMD, Tampa
Beth L. Genho, DDS, Tampa
Ray L. Gutierrez, DMD, Plant City
Dang V. Ha, DMD, Tampa
Drew W. Hines, DMD, Tampa
Cameron M. Howard, DMD, Tampa
Bradley T. Hume, DMD, Palmetto
Kelley P. Johnson, DMD, Naples
Kristie L. Johnson, DMD, Largo
Latoya S. Jones, DMD, Tampa
Yolanda C. Kieser, DMD, Lehigh Acres
Steven L. Knepper, DDS, Estero
Everett A. Lake, DDS, Tampa
Pedro P. Lense, DMD, Tampa
Maria L. Linden, DDS, Naples
Manav Malik, DMD, Sarasota
Jeffrey Martin, DMD, Lakeland
Claudia N. Martinez, DMD, Cape Coral
Aaron C. Moneyhan, DMD, Spring Hill
Alisha N. Motl, DMD, Tampa
Mainak Patel, DMD, Tampa
Heather D. Palmer, DMD, Fort Myers
Elizabeth D. Perez-Diaz, DMD, Sarasota
Thai V. Pham, DMD, PhD, Brandon
Robert D. Sheridan, DDS, Trinity
Omayra Torres, DMD, Davenport
Chelsea M. Tucker, DMD, Gainesville
John W. Valentine, DMD, Naples
Thuvan T. Vo, DMD, Valrico
Sandra A. Worman, DDS, St. Petersburg
Summer M. Young, DMD, Tampa

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We invite you to come join us in celebrating youth in dentistry with an evening of networking and camaraderie!



The WCDDA's

3rd Annual 40 & Under Event

THE VENUE
 2675 Ulmerton Rd., Clearwater
 September 15, 2011
 6:00 pm - 9:00 pm

This is an excellent time to discuss your day to day challenges and successes with your peers and an opportunity to understand organized dentistry. Bring your colleagues! Hors d'oeuvres and beverages will be provided. To RSVP or for more information, contact Kelsey Tidler at (813) 654-2500 or kelsey@wcdental.org.



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 Recruiting Manager
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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 councilpersons and WC 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 Saint Petersburg, February 10, 2012. Please forward your nominations to the WCDDA Executive Cabinet before October 21, 2011.

Nominations are being accepted for the following:

- **Distinguished Service Award** – given to a member for outstanding service toward the dental profession and the WCDDA.
- **Leadership Award** – given to a young dentist who has proven leadership skills.
- **Affiliate of the Year Award** – 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 6, 2012.


Official Calls

The Executive Cabinet of the West Coast District Dental Association will meet in session on Friday, October 28, 2011 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 17, 2012 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 9, 2012 in conjunction with the WCDDA's Annual Meeting at the St. Petersburg Hilton Bayfront.

Dr. Frederick Grassin
WCDDA Secretary



West Coast District Dental Association
90th Annual Meeting

Dr. Robert Faulkner
Making Implants Part of Your Everyday Practice

Patricia Worcester RDH, BS
Comprehensive Care for the Hygiene Patient
New Patients: Providing the WOW Experience

Larry Guzzardo
The Complete Care Dental Team

Dr. John Burgess
Update on Bonding Systems and Dental Materials

St. Petersburg Hilton Bayfront 🌐 February 10, 2012



St. Patty's... Savannah-Style

March 14-18, 2012

Join the WCDDA's president **Dr. Paul Palo** for a fun filled CE destination trip to Savannah, GA. Savannah hosts the second largest St. Patty's Day party in the country!

Contact the WCDDA office for more information (813) 654-2500.

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 - Flexite® Flexible Resin Certified



EDWARD DIBBLE, MDT
Master Ceramist/Ceramics Technical Manager

- Italian Certified Master Dental Technician
- Over 25 years experience specializing in ceramics, CAD/CAM design and fixed prosthetics on implants
- Specializes in full-mouth reconstructive cases
- Education and chairside advisor in prosthodontics



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

Daniel A. Bertoch, DDS of Tampa passed away on August 8, 2011.

Cephas N. Christian, DDS of Hernando passed away on April 8, 2011.

Jackson C. Johnson, DDS of Dade City passed away on November 14, 2010

Jorge H. Miyares, DDS of St. Petersburg passed away on May 7, 2011.

Edward M. Swartz, DDS of Tampa passed away on August 3, 2011.

Robert M. Thompson, DDS of Sarasota passed away on March 30, 2011.

A contribution has been made to the West Coast Fund in memory of these individuals. 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.

Daniel A. Bertoch, DDS

By Terry Buckenheimer, DMD

What do you say when you lose a dear friend? Do you blame God for taking such a wonderful, caring person? Never! Do you blame the disease for taking hold of a very normal, healthy, middle-aged man and sapping the life out of him? I wish, but you can't. Or do you cherish the life you had with him, remember everything you can about him, and learn a valuable lesson? Dan taught me to never take a day for granted and to always express your love to those around you.

Dan was a wonderful person. If you look up "giving" in the dictionary, his name and picture might be there as the perfect example of a giving person. When Dan and Kay's daughter, Dana, was diagnosed with cancer, he dedicated a portion of his life to fighting the disease. He became a Board member of the Pediatric Cancer Foundation and led the charge for an extraordinary fundraising effort. Dan was also very committed to his son, Cody. Anything Cody was involved with at school took high priority. Dan was always there to offer help and support.

Dan loved dentistry... ask any of his patients or staff. He was skillful but his concern for the well-being of his patients took precedence over all else. Who remembers "caridex"? Dan was one of the first to buy the ill-fated system. In fact, he would buy anything that might help his patients or make a procedure more tolerable. I think all sales reps had his number on speed dial.

"Dan should have been a politician!" You don't know how many times I heard that. He was always very outgoing and didn't know a stranger. His trips to Washington D.C for the ADA's Washington Leadership Conference were something to write home about. He was comfortable in that setting and his passion for dentistry was evident. I was fortunate to be able to experience some of the meetings Dan had with his assigned legislators. I sometimes thought the Bilirakis family adopted Dan! But he didn't need to be assigned to a specific senator or representative to have a meeting with them. It seemed everyone knew him in Washington and in Tallahassee. He was a natural at fundraising, discussing issues, and supporting the profession that he cared so much about. I still remember the tour of the White House that Dan arranged for us. I am sure if the President was in the White House, he would have surely made an effort to meet Dan. Dan enjoyed his appointment as the ADA Council on Governmental Affairs Representative from Florida and was well known for his support of ADPAC and FLADPAC. He never shied away from his leadership roles in the FDA. He was a delegate to the ADA 17th District, the FDA, and the WCDDA. He was past President of Hillsborough County Dental Association, and received many awards including Service and Leadership Awards from the FDA and the 2009 WCDDA Leadership Award.

Now let's talk about another love of Dan's. He loved golf! Ok, he wasn't as good as he wanted to be, but he never stopped trying to improve his game. We had a set foursome at golf outings associated with dentistry or any fundraising event. Dan, Pete Hodge, Leonard Britten, and I were regulars at HCDA and WCDDA tournaments. We also saved two weekends a year to golf with friends from the Hillsborough County Dental Research Clinic. No matter how good or bad Dan played, he always had that smile on his face. How can you be mad at someone with that smile, even when he missed that 2 foot putt to win!

Dan was a person you just wanted to be around. He was intelligent but able to explain everything in simple terms. He was courageous, especially in these last 2 years when every attempted cure had many disastrous side effects and never led to the results promised and expected. His beaming personality always penetrated the deep darkness associated with the frustration of another failed treatment. His faith gave him strength and reassurance that he will be going to a better place. The love of his family surrounded him always, never missing an opportunity to tell Kay, Dana, and Cody how much he loved them. He was comforted by the thoughts and prayers of his friends in dentistry and the community he served.

Dan, we miss you but feel so blessed to have had the opportunity to spend part of our lives with you.



L:R Drs. Daniel Bertoch, Pete Hodge, Leonard Britton and Terry Buckenheimer.

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Important Information

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New Law Affecting the Way Florida Doctors Write Prescriptions: The Florida Department of Health and the Governor's Office are prioritizing the implementation and enforcement of HB 7095, the high profile legislation in Florida to curb the proliferation of prescription drug abuse. It is now required that all prescriptions for controlled substances be written on a counterfeit-proof prescription pad obtained by a vendor approved by the DOH. Locate approved prescription pad vendors www.doh.state.fl.us/mqa/counterfeit-proof.html.

Effective January 1, 2012, Dentists who prescribe any controlled substances for the treatment of chronic nonmalignant pain must designate on their practitioner profile that they are a controlled substance prescribing practitioner. For more information on these issues, visit <http://floridadental.org/Bulletins/Pad.pdf>. Frequently asked questions can be located by visiting, www.floridadental.org/Bulletins/FAQ.pdf. All other questions can be directed to questions@floridadental.org.

Recent Board of Dentistry Actions Change Florida Dental Exam: Effective October 1, 2011, a new bill replaces the current dental exam with a national exam, the American Dental Licensing Examination (ADLEX). The bill provides that if an individual who is relocating to Florida took the ADLEX more than a year ago, he/she must meet additional criteria for licensure. View this law in its entirety, visit <http://www.doh.state.fl.us/mqa/Legislation/legis.htm>, House Bill 1319. A full capital report www.floridadental.org/pro/members/publications/capital.

FDA President's Statement on New Dental Schools: FDA President Dr. Cesar Sabates explains that, "while a dental school can provide care to needy citizens – and accept Medicaid fees for doing so – forming a dental school for this purpose may be a very costly way to provide such care and ignores the fact that graduates of these schools will, by necessity, need to practice in more affluent areas of the state in order to pay back their student debts." For Dr. Sabates' full explanation on the matter, visit www.wcdental.org/enews/DENTALSCHOOLS_MEDICAID6.22.11.pdf

ERISA Reform Bill Would Prohibit Insurers from Capping Non-Covered Services: Rep. Robert Anders (D-NJ) introduced the "Dental Coverage Value and Transparency Act" (H.R. 1809). The bill will, among other provisions, prohibit all health plans that offer dental benefits from dictating fees for procedures that the plans do not cover and require them to provide uniform coordination of benefits. The bill would help consumers receive the full value of their dental coverage, ensure transparency and improve health plan efficiency.

New ADA Seal of Acceptance Web Area: The ADA has launched a new ADA Seal of Acceptance Web area. The ADA designed the new ADA Seal of Acceptance Web Area to provide information that is helpful to the public in selecting dental products and to dentists when discussing products with their patients. It also allows consumers and dentists to review detailed information on all ADA Accepted products and compare attributes of up to six products simultaneously. Visit www.ada.org/adasealproducts.aspx to browse more than 300 ADA Seal products.

ADA Retirement Program: The ADA Members Retirement Program can help you create a customized plan that addresses certain factors that have ultimately created a new version of retirement. To obtain a **free** copy of "Retirement Planning Made Easy", call (800) 523-1125 ext. 7498. As an ADA Member, you can also receive professional product reviews, buying and retirement guides and JADA online. Log on to www.ADA.org for more information.

Podcast on Oral Health Literacy: Health Literacy Out Loud has a new **free** podcast, "From the Tooth's Point of View: Communicating Health Messages with Wit and Whimsy". Health Literacy Out Loud is a free professional/public service produced by Helen Osborne, an occupational therapist, health literacy consultant and founder of the October observance of Health Literacy Month. Ms. Osborne has served as faculty for a continuing education course on health literacy in dentistry sponsored by the ADA Council on Access, Prevention and Inter-Professional Relations. The free podcast can be downloaded to a computer, iPod or other MP3 device by logging on to www.healthliteracyoutloud.com.

CERP/AGD: The West Coast District Dental Association is now 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. Additionally, CE provided by WCDDA is now accepted by AGD for Fellowship / Mastership credits.

2012 Tripartite Dues: The membership renewal installment program is now available. Contact the WCDDA office at (813) 654-2500 or the Florida Dental Association at (800) 877-9922 for more details.

Helping Our Colleagues in Joplin: The people of Joplin, MO have suffered incredible losses after an EF5 tornado tore through their community, killing at least 125 people and leaving 1,500 people unaccounted for. The Missouri Dental Association (MDA) believes 23 dentists have received heavy damage or complete destruction. Please visit <http://www.ada.org/news/5890.aspx> for complete coverage. In an effort to help the dentists of Joplin and their community, a special fund has been created through the MDA Foundation. 100% of funds collected will go to the relief and rebuilding efforts. For donation and other disaster response information go to <http://www.modental.org/tornado>.

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The Last Word



Steve Zuknick, DMD

Membership: more important than ever.

Every meeting at ADA Headquarters in Chicago has time set aside for strategic planning. It's then that creative thinkers at the ADA help us left brainers through exercises that play the "what if?" game. The group attempts to predict the future. Basically, it's crystal ball time. If it was possible, this exercise would allow the association to see all the issues before they became "issues" and plan accordingly. However, we know that none of us have the ability to accurately predict the future.

A number of years ago the ADA began the impressive task of trying to bring membership from around 71% up to the lofty goal of 75%. That market share number would be good for the ADA "business" and even better for the legislative clout it would gain. Our attempts have fallen short; we actually lost "market share" ground and are at about 68%. What's interesting about that percentage drop is that we have **continued to grow** in sheer numbers year in and year out. Tripartite dentistry has more members now than ever. However, there are a lot more dentists and we have not kept pace from a percentage standpoint. It may seem our efforts have failed miserably when, in fact, I'd hate to see where we would be without such focus on membership. Strategically we could not predict all the stress that would be placed on growth.

All three levels of organized dentistry must focus on the constant change being thrown at us. The time is ripe for new dental schools and Florida has a few potentials on its horizon. "Access to care" continues to be on the lips of legislators and we must find an acceptable solution before a different one is found for us: their solution is more dentists. New dental students are graduating with an oppressive amount of debt and many must practice under the safe financial confines of the large corporate dental groups. State licensure changes have occurred, but we have maintained the high level of testing we feel our citizens deserve. And there are many more changes out there. Membership in our association is as important as it has ever been. Due to some of the strategic issues we have not been able to predict, it will be even harder to maintain that percentage.

If you know of a colleague who is not on the membership directory insert, give them a call. Tell them how important our profession is to you. Tell them you want their help keeping our profession ours. If you are not on the list, give us a call. We'd love to fight the good fight with you.

Editor's note: If you missed Terry Buckenheimer's tribute to Dan Bertoch in this issue, I'd suggest you give it a read. Dan was a true champion for our profession. We get to practice dentistry the way we do because Dan was on the watch for many years. Our thoughts go out to his family, staff and colleagues who will miss him dearly.

BEERS WITH PEERS!

Come join the WCDDA, Manatee and Sarasota County Dental Associations at the World of Beer in Sarasota for an early evening of beers with peers and plenty of cheers!

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Mark Your Calendar

- WCDDA 3rd Annual 40 & Under Event, Clearwater Sept. 15, 2011
- ADA Annual Session, Las Vegas, NV October 10-13, 2011
- WCDDA Executive Cabinet, Brandon October 28, 2011
- WCDDA Telephone Caucus, various sites January 17, 2012
- FDA House of Delegates, Tampa. January 20-21, 2011
- Dentists' Day on the Hill Feb. 1, 2012
- WCDDA House of Delegates, St. Petersburg Feb. 9, 2012
- WCDDA Presidential and New Dentists' Reception Feb. 9, 2012
- WCDDA Annual Meeting, St. Petersburg Feb. 10, 2012**
- WCDDA Executive Cabinet, Brandon May 11, 2012
- FNDC Gaylord Palms, Orlando June 14-16, 2012
- WCDDA Summer Meeting, Naples July 27-29, 2012**

West Coast District Dental Association Newsletter

1114 Kyle Wood Lane

Brandon, FL 33511

(813) 654-2500 Fax (813) 654-2505

E-mail: wc.dental@gte.net

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