



West Coast District Dental Association WEST COAST CHECKUP

Here It Is!
Summer Meeting Brochure Pages 11-14

Volume 43 • Issue 2 • A Component of the Florida and American Dental Associations • May 2013

*Join us at the
WCDDA Summer Meeting
July 12-14, 2013
at The Ritz-Carlton
Beach Resort in Naples*

INSIDE THIS ISSUE

President's Message	2
Important Information/ Mark Your Calendar	6
Member in the News	7
Association Business	9
Summer Meeting Brochure	11-14
The Last Word/Classifieds	15



President's Message

*Abraham Lincoln, Signature Strengths...
and the way forward.*



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

At the start of my Presidential year, I made a commitment to advance our organization and its mission with a focus on the Service Component of Access to Care (A2C); namely my role and that of this organization, how we define service, who we believe we should serve, and why I think it matters.

In describing the “way forward” the backdrop I have chosen comes from a well-written article entitled “Lincoln’s School of Management-Resilience and Careful Listening, as learned in 1862” (NY Times, Jan. 27, 2013, Sunday Business section). Lincoln’s presidency, some might suggest, was a study in “high-caliber leadership”. The most poignant excerpt reads, “...the lessons of Lincoln seem as fresh as ever. They demonstrate the importance of resilience, forbearance, emotional intelligence, thoughtful listening and the consideration of all sides of an argument. They also show the value of staying true to a larger mission.” The article went on to say, “Lincoln...always looked upward and always called American citizens to a higher road and to a purpose bigger than themselves”.

Certainly what we offer our membership in the way of advocacy, peer review, quality continuing education, and representation at the component, state, and national levels is impressive. I will submit that the one enterprise that will continue to engage our membership, develop our leadership, attract new members, and sustain this organization for years to come is our main signature strength- **our commitment to help those in need.**

We have spelled out a commitment to Access to Care. We have reached out to the membership to encourage volunteerism. We have honored those that stood out amongst the best and brightest in talent, passion, and leadership skills. Now we have called for formal strategic planning at the West Coast level while encouraging similar exercises at the affiliate level. This includes, among other things, identifying, developing, and promoting our signature strengths and aligning our focus and programs with our vision of the future.

The hallmarks of any one signature strength are listed below and taken from the book “Flourish” by Martin E.P. Seligman (pgs. 38-39):

- A sense of ownership and authenticity
- A feeling of excitement while displaying it...
- A rapid learning curve as the strength is first practiced
- A sense of yearning to find new ways to use it
- A feeling of inevitability in using the strength (“Try to stop me”)
- Invigoration rather than exhaustion while using the strength
- The creation and pursuit of personal projects that revolve around it
- Joy, zest, enthusiasm...while using it

We will use these tools and others to engage in this Strategic Planning process starting in a full day session in early May and extending to our yearly Officer Planning Session at the summer meeting in Naples. To that end we are also interested in engaging our affiliate leadership in collaborative and meaningful ways to maximize our effectiveness as an organization.

A second signature strength that the WCDDA has long enjoyed is strong leadership. The Don Cadles, Nolan Allens, Betty Hughes of the world along with a whole litany of others have led by example to forge the path for the next generation of leaders. We want to be well poised to support the initiatives of our own Dr. Terry Buckenheimer during his upcoming tenure as President of the Florida Dental Association, 17th ADA District Trustee, and beyond. His concept of “attraction over promotion” will continue to be a common thread and guiding principle.

I would be remiss if I did not acknowledge arguably one of our most prized signature strengths of the West Coast District Dental Association.

On Valentine’s Day, February 14, 2013 we had the rare privilege of “Getting down to **the Heart of the Matter**” and honoring our own **Lisette Zuknick**, the Executive Director of the West Coast District Dental Association for the past 20 years. Somehow the words seem to fall a little short but certainly reflect the most universal and genuine of sentiments. Just who is Lisette Zuknick?

President's Message (cont'd)

Lisette has been described as “fiercely independent with an ever so modest confidence that has grown with our organization and within her. She is always quick to appreciate the present, anticipate the future better than most, and give even the most distracting personality the benefit of the doubt”.

I think it's fair to portray Lisette as...part coach, part guidance counselor, part cheerleader, part “sounding board”, part tightrope walker, part Secretary of State, Interior, Defense, Commerce, Treasury, ambassador, wife, mother, daughter, sister, best friend.

During the President's Reception Lisette was treated to individual video testimonials from a significant number of West Coast Past Presidents along with the Paul Miller/Hugh Wunderlich production of “**Call Me Maybe**” (which was an instant YouTube sensation). Additionally, Lisette was presented with a plaque that was adorned with the signatures of the Presidents of the West Coast District Dental Association for the past 20 years. This formal presentation affirmed that Lisette **IS the Heart of the West Coast**. Lisette thank you for doing what you do best...bringing out the best in each one of us! With tremendous respect and gratitude we offer our most sincere Congratulations!



Lisette's Family: (L-R) Sam, Yvette, Lisette, Adria and Ramon.

I'll end this final primer on a humble and personal note. Thank you all for looking past my idiosyncratic ways. Thank you for not being distracted by my intensity or unconventional nature for as I explained...I'm just wired that way. Most of all I am most touched by your willingness to embrace the message and support the vision-yes there is a higher purpose for your talents and time here on earth.

It has been a privilege to serve you.

Respectfully,

Leo R. Cullinan, DDS, MS
President, WCDDA

WCDDA's 91st Annual Meeting Highlights

The WCDDA would like to thank everyone for their participation and contribution that made our 91st Annual Meeting a success! See you again next year on January 17, 2014!

The WCDDA past presidents, Drs. Don Cadle, Robert Churney, Niles Kinnunen, Paul Miller and Hugh Wunderlich created a special video tribute for Executive Director, Lisette Zuknick for 20 years of service. To view the video, visit <http://www.youtube.com/watch?v=Qn974A5jMIM>.



WCDDA's Annual Meeting Red Jacket Hosts.



WCDDA's Past President's Breakfast.



Hear No Evil, Speak No Evil, See No Evil. (L-R) Drs. John Paul, Rudy Liddell and Paul Miller taking a break.



Dr. Terry Buckenheimer passing down his Red Jacket to WCDDA's newest Program Committee Member, Dr. Robin Nguyen.

Affiliate Spotlight Banner

Upper Pinellas County Dental Association President, **Dr. Oscar Menendez** and Pinellas County Dental Association President, **Dr. Ed Busch** being awarded with the Affiliate of the Year Award. Both affiliates worked tirelessly to successfully get fluoride back in Pinellas County's water system.



Dentists' Day on the Hill

2013 Legislative Issues

The FDA has prepared for legislative session by developing an issues sheet outlining dental-related priorities to be addressed.

- Prohibiting Maximum Allowable Charges for Non-Covered Services (support)
- Maintain Education Standards for Internationally-Trained Dentists (support)
- Separate Payment Methodology for Medicaid Dental Services (support)
- Maintain the Adult Dental Medicaid Program (support)
- Increase Medicaid Dental Provider Reimbursement Fees (support)
- Dental Student Loan Repayment and Scholarship Program Funding (support)
- Dental Workforce Survey (public records exemption) (support)
- Sovereign Immunity for Dentists (support)
- Health Care Clinic Establishment Permit Fix (support)
- Dental Hygienists / Medicaid Provider Number (oppose)
- Medicaid Reform (monitor)

Stay current with up-to-date information via Twitter @ <https://twitter.com/FDADental>.

A full explanation of the bills can be found by scanning this QR code with your smart device.



(L-R) DDOH 2013 Attendees - Drs. Chris Wujick, Michael Grant, David Whitaker, Bob Churney, Greg Langston, Glenn Saraydar, Paul Palo, Michael Adams and Oscar Menendez.



(L-R) Drs. Reza Iramanesh, Patrick Johnson, Craig Oldham, Jessica Kroll, Jessica Stille, Matt Waite, James McIlwain and Andy Varga.



(L-R) Dental Students, Dr. Reza Iramanesh, UF Dental Student, Representative Ahern, Dr. Glenn Saraydar, Dr. Paul Palo and Dr. Bob Churney.

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Christen A. Mitchell, D.M.D. has acquired the practice of
Arthur R. Bresser, D.D.S. - Englewood, Florida

Holly B. Waite, D.D.S. has acquired the practice of
Robert J. Hammond, D.D.S. - Sarasota, Florida

AFTCO is pleased to have represented
all parties in these transactions.



The Florida Dental Association (FDA) and Florida Dental Health Foundation (FDHF) partnered with Department of Children and Families and Department of Health to provide free dental services to foster children in the Orlando area. Volunteer opportunities are available on Thursday, June 13th and Friday, June 14th between 9:30 am - 4:30 pm. If you would like to volunteer while attending FNDC, contact Stefanie Dedmon with the FDA at (850) 681-3629 or sdedmon@floridadental.org.



Dr. Steve Krist and his team contributing to GKAS 2013.



Give Kids a Smile™ Thousands of children are in need of dental care. Thankfully there are programs such as Give Kids a Smile® that provide underprivileged children a chance to gain a happier and healthier smile. Please share GKAS event photos and details with the WCDDA office and email Kelsey@wcdental.org. To find out more about GKAS, visit www.ada.org.



Dr. Reza Iramanesh and HCC Dental Assistant.



Children patiently waiting to receive dental work in the mobile operator with Suncoast Dental Director and WCDDA Member, Dr. Randy Valdez.

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Important Information

Legislative Contact Dentists Needed (LCD)

The FDA's LCD program is essential to building strong relationships with the Senate and House members and educating them on FDA's legislative priorities. The goal is to have at least one contact dentist for every legislator. Please review the list of legislator below who do NOT have an LCD. Please contact the FDA Governmental Affairs Office at (800) 326-0051 if you would like to serve as an LCD for any legislator below:

- | | |
|-------------------------------------|---|
| Sen. Nancy Detert (R-Venice) | Rep. Carl Zimmerman (D-Dunedin) |
| Rep. Jimmie Smith (R-Lecanto) | Rep. Matt Caldwell (R-Lehigh Acres) |
| Rep. Neil Combee (R-Auburndale) | Rep. Heather Fitzenhagen (R-Fort Myers) |
| Rep. Kathleen Peters (R-Fort Myers) | Rep. Mark Danish (D-Tampa) |

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ADA Updating HIPAA Manual

Most covered entity dental practices will need to review and revise their HIPAA compliance policies, procedures and documents such as Notice of Privacy Practices and Business Associate Agreements to comply by September 23, 2013 with regulations that became effective March 26, 2013. For more information, view this link <http://www.ada.org/news/8355.aspx>. The ADA has updated and combined its HIPAA Privacy and Security Manuals. It includes up-to-date information on HIPAA Privacy and Security regulations, including HITECH Act requirements for encryption, breach notification, business associate agreements, disclosure and use of Protected Health Information, increased compliance enforcement by the Office for Civil Rights, and significantly higher fines for non-compliance. The kit includes new sample forms, sample policies and procedures, checklists, sample risk assessment questions, workforce training guidance and a three-year subscription to the annual HIPAA Compliance Update Service. Orders may be placed at <http://www.adacatalog.org> or by calling 1-800-947-4746. Kit cost is \$202.50.

2013 Mark Your Calendar 2013

WCDDA Strategic Planning Session, Brandon . . .May 10, 2013

WCDDA Caucus (Telephone), various sitesJune 11, 2013

FNDC, OrlandoJune 13-15, 2013

FDA House of Delegates, OrlandoJune 14-15, 2013

WCDDA Summer Meeting, NaplesJuly 12-14, 2013

WCDDA House of DelegatesJuly 13, 2013

ADA Annual Session, New Orleans Oct. 31- Nov. 3, 2013

WCDDA Annual Meeting, St. PetersburgJan. 17, 2014

End of the BienniumFebruary 28, 2014



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Milestones

We are deeply saddened by the death of our colleagues.

Robert T. Brasfield, DMD of Punta Gorda – Sept. 14, 2012

James Kenneth Davis, DDS of Largo – March 26, 2013

Curtis E. Gause, DDS of St. Petersburg – December 23, 2012

Delmar Harris, DDS of Clearwater – December 13, 2012

Edward J. Lovell, JR, DDS of Ruskin – December 28, 2012

Anthony C. Martino, DDS of Tampa – December 17, 2012

Phillip V. Glover, DDS of Winter Haven – Dec. 29, 2012

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.

New Members

Keep Your Profession Strong!

Stefani J. Allison, DMD, Winter Haven

Larry A. Barry, DDS, Lakeland

Leonid Blinn, DMD, Bradenton

Erin J. Dougherty, DMD, St. Petersburg

Jenny Edwards, DMD, Clearwater

Stephen M. Gardner, DMD, Brooksville

Kristanya K. Henson, DDS, Temple Terrace

Charbel A. Klaib, DMD, Belleair Bluffs

Simha V. Kukunooru, DDS, Tampa

Rosemarie Marquez, DMD, St. Petersburg

Alan M. Patrignani, DDS, Naples

Michael W. Rowe, DDS, Odessa

Mujib Shuayb, DMD, Brooksville

Maura E. Slack, DDS, Cape Coral

Marilee G. Weaver, DMD, St. Pete Beach

Help the dental profession succeed by recruiting a member today! Invite a non-member colleague to the WCDDA's Summer Meeting, July 12-14, 2013 to show the importance of networking and organized dentistry. Organized dentistry is vital to your profession, your future and your unity. If you or a non-member colleague have questions or concerns, contact the WCDDA office (813) 654-2500 or email Kelsey Tidler at Kelsey@wcdental.org.

Recruit a nonmember and \$100 could be yours! Participate in the 2013 ADA Member-Get-a-Member Campaign and help build the future of your profession! Go to the campaign website ADA.org/MGAM which features complete campaign rules and timelines.

Members in the News



Dr. Amy F. Anderson of St. Petersburg was presented with the **Dr. Dan Bertoch Leadership Award**. Dr. Anderson has been instrumental in serving the community through access to care and the fight to get fluoride back in the water.

(L-R) **Drs. Paul Miller and Terry Buckenheimer** were awarded for their time served on the WCDDA Program Committee. Dr. Miller served on the committee from 2005-2012 and Dr. Terry Buckenheimer served from 1999-2012.



Dr. William F. Robinson of Tampa was presented with the **Distinguished Service Award**. Dr. Robinson has been involved at many levels of organized dentistry and has been an inspiration to many colleagues over the years.



(L-R) **Drs. Leo Cullinan, Paul Miller and Terry Buckenheimer**. Dr. Miller was awarded for his time served as the Treasurer of the WCDDA from 2005-2012.



Dr. Robert Ettleman was presented with a special "Kintsugi Award" for his dedication to access to care in Pinellas County.

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Association Business - Official Calls

There will be a caucus of the West Coast District Dental Association's Delegation on **Tuesday, June 11, 2013** 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 at the Gaylord Palms Resort in Orlando, **Saturday, June 15, 2013** at **7:00 a.m.**

The House of Delegates of the West Coast District Dental Association will meet in session on **Saturday, July 13, 2013** at **12:30 p.m.** This will be held in conjunction with the WCDDA's Annual Summer Meeting at The Ritz-Carlton in Naples.

Dr. Christopher Bulnes
WCDDA Secretary

You're Invited

2013-2014

*West Coast District Dental Association's
Indian Royal Party & Officer Installation
Saturday, July 13, 2013 • 6:30 p.m.
The Ritz-Carlton, Naples*

*In conjunction with the
West Coast District Dental Association's
2013 Summer Meeting*

*RSVP by July 1, 2013
Kelsey@wcdental.org or (800) 260-5277*

WCDDA FUND

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 by raising \$10,000.00 by December 31, 2013. The Fund Committee needs your help to meet its goal. Our next fundraiser will be a raffle of various items held in conjunction with the WCDDA Summer Meeting on July 12-14th at The Ritz-Carlton, Naples.

Basket donations are being sought:

- Any group, individual, dental program or company may submit a basket to be raffled. Notification of items to be donated must be received by the WCDDA office by July 1st. If the basket/item(s) will be transported to The Ritz-Carlton by the WCDDA, basket must be delivered to the WCDDA office by July 1st.
- Raffle tickets ranging from \$5.00-\$50.00 will be sold at the WCDDA Summer Meeting



Can't donate a basket or attend the Summer Meeting to support the Fund? That's ok, please read the enclosed newsletter to determine how you can make a difference.

2012 Grant Recipients

Pinellas and Upper Pinellas County Dental Associations,
Give Kids a Smile™
Gulf Coast Dental Outreach
St. Vincent De Paul

2012 Scholarship Recipients

Angela Himes, Dental Hygiene Student at Edison State College
Sara Joray, Dental Hygiene Student at Edison State College
Brandy Soudijin, Dental Assisting Student at Manatee Technical Institute

Annual Meeting

Table Clinic Winners

Dental Assistants from Hillsborough Community College



Table Clinic Winner, Samantha Campbell

- 1st Place – Samantha Campbell, "Dry Socket"
- 1st Place – Kimberly Sherr-Piraino, "Carcinoma of the Tongue"
- 2nd Place – Karina Rosa, "How your Mouth is affected by your Choice of Diet"

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**WEST COAST DISTRICT DENTAL ASSOCIATION
ANNUAL SUMMER MEETING
JULY 12-14, 2013
THE RITZ-CARLTON, NAPLES**



Annual Summer Meeting Program

THE RITZ-CARLTON, NAPLES

JULY 12-14, 2013

REGISTER ONLINE
at wcdental.org

Friday, July 12th

Registration and Exhibits 8:00 a.m. - 12:00 p.m.

Golf at Quail West Preserve Course 9:15 a.m.

Fee includes: greens fee, cart, lunch and awards.

Approx. 11 miles from The Ritz-Carlton, 5950 Burnham Rd, Naples

Medical Errors in Dentistry

2 CE Credits 8:00 a.m. - 10:00 a.m.

William Robinson, D.D.S.

Domestic Violence

2 CE Credits 10:30 a.m. - 12:30 p.m.

Glori Enzor, D.D.S. and Special Agent Terry Thomas, FDLE

Affiliate President Round Table Meeting 3:00 p.m.

Cigars and Cordials 9:00 p.m.

Come join fellow aficionados at our annual Cigar and Cordials event.

(Cigars and cordials are at your own expense)

Saturday, July 13th

5k Fun Run 7:00 a.m.

Registration and Exhibits 8:00 a.m. - 12:00 p.m.

There When You Need Them: 10 Principles of Successful RPD Treatment

1.5 CE Credits 8:00 a.m. - 10:00 a.m.

Jeff Scott, D.M.D.

Occlusion, Bruxism, and Sleep Issues

1.5 CE Credits 10:30 a.m. - 12:00 p.m.

Paul Guidi, D.M.D.

House of Delegates Meeting 12:30 p.m.

Family Relay Fun 3:00 p.m.

WCDDA families, it's time to show off your relay skills. Fun in the sun and sand, you won't want to miss this event!

Royal Indian Party, Officer Installation and

Beer, Wine & Cheese Reception 6:30 p.m. - 8:00 p.m.

Sunday, July 14th

Registration and Exhibits 8:00 a.m. - 12:00 p.m.

Pediatric Dentistry

1.5 CE Credits 8:00 a.m. - 10:00 a.m.

Natalie Carr, D.D.S., M.S.

Treating the Aging Patient

1.5 CE Credits 10:30 a.m. - 12:00 p.m.

T. Gregory Jacobs, D.D.S., P.A.

Location

The Ritz-Carlton, Naples is located at 280 Vanderbilt Beach Road, Naples, FL 34108. Maps can be found online at <http://www.ritzcarlton.com/en/Properties/Naples/>.

Hotel Reservations and Meeting Registration

Reservations can be made by contacting The Ritz-Carlton, Naples at (239) 598-3300. Request the **West Coast District Dental Association room block rate of \$195.00 per night**. Club level rooms can be secured through the WCDDA office at (813) 654-2500. **Individuals not registered for the meeting will be charged the hotel rate instead of the group rate upon checkout.** CE fees after July 1st increase by \$20.00 per registrant. Pre-registered dentists receive a WCDDA amenity. Questions concerning reservations should be addressed with The Ritz-Carlton, Naples (239) 598-3300. Questions concerning meeting registration should be addressed with the WCDDA office (813) 654-2500.

Leisure Reservations

For spa, golf, dinner within the hotel, pool and beach cabana reservations please call (239) 514-6001.

Support the WCDDA Fund

Make a donation to support the WCDDA Fund for your chance to win a variety of items that will be raffled throughout the meeting. A complete list of items will be featured in the onsite program. Raffle tickets range from \$5.00-\$50.00. You do not have to be present to win. **You may purchase tickets on the enclosed registration form.**

The WCDDA Fund supports local dental health education, access to care projects, careers in dentistry and disaster relief.



Sneek Peek... iPad Mini!

Attention Cyclists!

No drop ride on Friday and Sunday.

Departing from The Ritz-Carlton at 7:00 a.m., returning prior to CE.

All levels welcome!

ADA C-E-R-P® Continuing Education Recognition Program

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.

COURSE DESCRIPTIONS

Friday, July 12th

Medical Errors in Dentistry

8:00 a.m. – 10:00 a.m. – **2 CE Credits – William Robinson, D.D.S.**

Dr. Robinson will present this 2 hour CE presentation based on his experience of 15,000 cases. Actual case studies of interest will highlight Medical Errors in Dentistry which includes root cause analysis, reduction and prevention of errors and patient safety as required by 64B5-12 FAC. Recent serious cases will be discussed and questions answered.

Domestic Violence

10:30 a.m. – 12:30 p.m. – **2 CE Credits – Glori Enzor, D.D.S. and Special Agent Terry Thomas, FDLE**

This seminar fulfills dental license renewal requirements.

Saturday, July 13th

There When You Need Them: 10 Principles of Successful RPD Treatment

8:00 a.m. – 10:00 a.m. – **1.5 CE Credits – Jeff Scott, D.M.D.**

While implants may be our primary recommendation for replacing missing teeth, there are patients that for various reasons who are not candidates. Finances, fear, extended treatment times due to healing, and health concerns related to surgery are a few of the reasons that would prevent implant treatment. The fact that dentists are performing fewer Removable Partial Dentures can make the procedure more difficult due to lack of familiarity with the principles of partial denture design. In order to achieve excellent functional and esthetic results you must follow a few basic principles and apply them correctly. If you do, you will find that for those select patients, it is a valuable service for them and profitable for the practice.

Occlusion, Bruxism, and Sleep Issues

10:30 a.m. – 12:00 p.m. – **1.5 CE Credits – Paul Guidi, D.M.D.**

With the increasing application of all-ceramic and implant-supported restorations, occlusion has taken an added level of importance. We will discuss the important factors and theories of occlusion and how they relate to treatment planning. Next, we will look at bruxism and how the mechanisms of sleep may be involved in its causes.

Objectives:

- To learn the positions of occlusal importance
- Learn when centric relation is and isn't important
- Understand attrition and why people grind their teeth.
- To learn how sleep issues may relate to bruxism.

Sunday, July 14th

Pediatric Dentistry

8:00 a.m. – 10:00 a.m. – **1.5 CE Credits – Natalie Carr, D.D.S., M.S.**

Do parents ask you “when should I take my child to the dentist”? Are you still telling parents to bring their child at 3 years of age? The American Academy of Pediatric Dentistry and The American Academy of Pediatrics recommends that every child visit the dentist by the child's first birthday. This “well baby check” for the teeth can establish a dental home and helps ensure that parents learn the tools they'll need to help their children remain cavity-free. This course focuses on developing an infant oral health program in your office. This program will review preventative products, diet recommendations as well as clinical examination techniques. Current guidelines for the management of dental trauma in children will be reviewed.

Treating the Aging Patient

10:30 a.m. – 12:00 p.m. – **1.5 CE Credits – T. Gregory Jacobs, D.D.S., P.A.**

Does treatment of the older patient vary as one goes through the progression of aging? Different treatment philosophies for similar dental conditions – how do we decide what is best for the aging patient? The goal of this presentation is to help clarify thoughts when treating our aging population. Techniques and materials can help immensely to achieve our goals.

The Last Word



Steve Zuknick, DMD

I wrote the following for a membership update I gave to the March Hillsborough County Dental Association meeting. My apologies to those folks who actually paid attention AND read this editorial (that means you Reza). I cut the intro due to time constraints and in respect to the CE speaker. The intro portrayed what our future could be like if we didn't have our lobbyists (our intel and subsequent soldiers on the ground in Tallahassee) who have our backs concerning legislature affecting dentistry. Here it is followed by some significant facts about our membership crisis in Florida:

This could be your average day in the future. You wake up, cruise through your morning routine and head to the office. Notice I said "the" office and not "your" office. Chances are it won't be yours, but if you're one of the few owners left, realize it might only be because you have a fleet of employee dentists working for you to allow you to keep overhead from chewing up all profit. You check your schedule and notice a "light" load of 40 patients. However, most of them are on the government dictated, government run insurance product. Crowns are \$500, fillings are \$50, but the good news is you won't be interrupted by those annoying (however highly productive) hygienists and exams, because due to a strong hygiene association patients can now get preventive treatment done by hygienists at the department of health in an expanded Medicare program. Fortunately, you see a small glimmer of production hope on the schedule, an Invisalign start...but ohhh wait, the non-covered services bill did not pass and the patient's insurance plan dictates you can only charge \$2500. I guess that's good news because that will at least cover your lab bill and you are required by the plan to perform the treatment. Eventually the only dentistry you look forward to is the volunteering you are doing on the weekend, but even that comes with a price because you can't charge the patient even a nominal lab fee because of inconsistent sovereign immunity rules.

The interesting thing about this scenario is the fact that the majority of the issues above are (as I write this) being hashed out in House and Senate committees and on their respective floors. So how do you prevent this from happening? Pay your dues and convince your colleagues to do the same. We have decent membership numbers if you look at all membership associations, but if you look at our downward trend it is disconcerting. It WILL eventually hurt our lobbyists and dramatically affect the Advocacy they fight for on our behalf. We have a 66% membership market share nationwide, down from 74% in 1993. But Florida is nowhere near this level; we have a 57% level that has dropped 10% in three short years. Two of the FDA components have market shares in the 40's with one at 43%. Large group practices, members finding a home in alternative dental organizations, and lack of perceived benefit/high cost of membership are three main factors that tax our membership staff and volunteers.

So, to make a long story short, we need every member to make an effort to recruit nonmembers. It used to be that nonmembers could rely on our members to do the dirty work, and our rank and file members could rely on leadership to recruit and retain membership. It won't be that easy going forward, but to create a little incentive the ADA has begun a "Member-Get-A-Member" Program. For every nonmember you recruit, you receive a \$100 gift card, up to a maximum of 5 in a calendar year. Do a simple Google search or go to <http://www.ada.org/8185.aspx> for more info. Your future and avoiding the nightmare depicted above depends on it.

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