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Published by the  
South Carolina  
Dental Association

Design: Maie Burke

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### What is the New EPA Rule Regarding Amalgam Waste?

This rule requires certain dental offices to install an ISO 11143:2008 certified amalgam separator at a separation rate of 95% or higher. Additionally, dental offices will be required to use an amalgam waste bucket to recycle items such as vacuum traps, contact and non-contact amalgam.

#### When does the rule take effect?

This rule goes into effect July 14, 2017 with most dental offices needing to be compliant by July 14, 2020.

#### Who does this effect?

The new regulation will affect dental offices that remove or replace amalgam restorations:

1. Existing dental offices have 3 years to install a certified amalgam separator.
2. New offices must have an amalgam separator installed before their first discharge to a Publicly Owned Treatment Works (POTW). They have 90 days to submit a one-time compliance report to the controlling authority. Since the controlling authority has yet to be determined, it is advised that you hold on to all receipts for the separator and installation for backup documentation when you file your compliance report.

If you purchased an amalgam separator from a previously approved manufacturer, you are grandfathered for ten years or at the replacement of your amalgam separator, whichever comes first. This only applies to your actual amalgam separator and does not exempt you from any other compliance requirements. *New offices are classified as new businesses or transfer of ownership.*

#### Who is exempt from this?

Dental offices that do not place or remove amalgam fillings.

Dental offices that only remove amalgam in unplanned or emergency situations (less than 5% of procedures are amalgam removal).

Mobile units or offices that exclusively specialize in:

- Oral Pathology
- Oral and Maxillofacial Radiology
- Oral and Maxillofacial Surgery
- Orthodontics
- Periodontics
- Prosthodontics

#### What is needed for compliance?

1. The use of an ISO 11143:2008 certified amalgam separator at a separation rate of 95%.
2. The use of amalgam waste buckets is required for items such as: vacuum traps, contact and non-contact amalgam, which will be recycled responsibly.
3. **All offices** (exempt and non-exempt) must provide compliance documentation to the controlling authority. The controlling authority has not yet been determined, but will be decided during the three year implementation period. If your office is non-exempt you will need to show that you have a unit in place as well as an annual recycling service. You need to keep all recycling receipts on file in case of an inspection.

The SCDA endorses two companies for [Amalgam Separators and Waste Compliance](#). As an SCDA member you receive exclusive discounts.

## Countdown to Dental Access Days- Answers to Common Questions

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### Where will this year's project be held?

Dental Access Days will be held at the South Carolina State Fair Grounds in Columbia, SC on August 17-18, 2017. We will begin set up on Thursday August 17th at 8:00 am, at 1:00 pm we will begin to triage a select group of patients that will come back at 6:00 am Friday for treatment. We will see patients- Friday, August 18th from 6:00 am- 6:00 pm. We will not be holding the project on Saturday this year.

### Can I bring my own equipment?

Yes. All dentists may want to consider bringing some of their own special instruments, hand pieces, curing lights, scopes, etc. to help make your restorative time more efficient. Please be sure to clearly mark/label your equipment.

### What is the dress code?

Wear comfortable clothes and close-toe shoes. You will be given a DAD t-shirt when you arrive that you can wear if you would like. Feel free to bring your clinic jacket.

### Can my assistant be assigned to assist me during the event?

You are welcome to bring your assistant, but they must register individually. On the volunteer form they can write which dentist they will be assisting. Dentists are encouraged to have their entire staff participate in this event. It is a great way for your staff to work as a team to help people in the community. Dentists that do not bring their own assistant will be provided an assistant to work with.

### Will chairside stools be provided for dentists and assistants?

There will be a limited number of chairside stools available. Please bring your own stools if possible. Make sure that your stools are clearly marked/labeled with your name.

### What should I bring to the event?

Bring anything that will make you productive and happy! Please do not bring anything with you that will need to be stored. We do not have a place to store any personal items.

### Is there a minimum age for volunteers?

Volunteers must be at least 17 years old

### Will food be provided?

Volunteers will have a break room that will have breakfast and lunch on both Friday and Saturday. We will also have drinks and coffee.

### What time should I arrive?

We recommend that you arrive between 5:00 am- 5:30 am on Friday and Saturday morning. We will start seeing patients at 6:00 am.

### Where should I park?

We will email parking arrangements along with your parking pass.

### For more information and to register:

Visit our website <http://www.scdca.org/community/dental-access-days>. We look forward to seeing you in a few weeks!

## Master Calendar

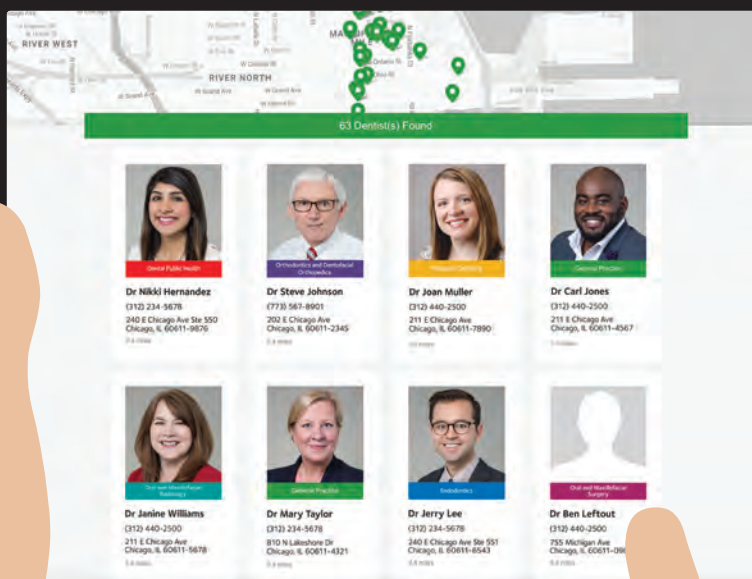
August 4	MBG Board Meeting	SCDA	9:00 AM
August 4	Radiation Safety	Midlands Tech Airport Campus	
August 4	Countdown to Kindergarten	EdVenture	5:00 PM
August 11	SCDA Board Meeting	SCDA	9:00 AM
August 17-19	Dental Access Days	SC Fairgrounds	



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## Professionalism at its Best A Potpourri of Public Service Projects

By Rocky Napier, SCDA President

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Dr. Rocky Napier

I can't begin to tell you how proud I am of our membership and the support it has provided the Association and the community at-large this year. We have so many internal improvements and tools to present at the next Board of Governor's meeting to begin the approving for final approval during our upcoming House of Delegates meeting in December. Collectively, they will combine together to help make our Association's infrastructure and staff as strong as it has ever been. But, we still have a medley of several very important public service projects to complete this year that will not be a success without everyone's involvement somewhere along the way. With so many current and on-going initiatives, I can't imagine a member who cannot find at least one, hopefully several, appealing venues in which to give back to the profession and our fellowmen, which in the long-term give so much future opportunity to us.

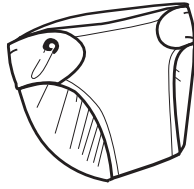
Last month I spent a considerable amount of time making a case for your support of the Special Needs Dental Clinic at MUSC. While I mentioned to you how important this clinic is over the short-term and most importantly over the long-term, I failed to mention that it is probably the most underfunded program and clinic at the MUSC JBE CDM. I hope you will again consider at least \$25 a month over the next year specifically for the most vulnerable of our fellowmen. [Click here](#) to make a commitment.

Additionally, along this same subject line, please plan to attend [MUSC's XIX Annual Continuing Education Course](#) - The Dr. Carlos F. Salinas Dental Program for the Diagnosis and Treatment of Individuals with Special Health Care Needs to be held September 29, 2017 at the North Charleston Convention Center. The course is an excellent CE program; the lunch is great; you'll spend quality time with colleagues you haven't seen in a long time. The shopping outlets, restaurants, and entertainment venues are close by, not to mention the #1 travel destination in the world, and the expressway out to the beach couldn't be more convenient. Make a weekend getaway out of the opportunity and make a permanent and increasing commitment to SC's special needs population. You will be glad you did!

This is short notice but, Friday, August 4, 2017 from 5:00 p.m. to 8:00 p.m. marks the 14th anniversary of Edventure's - [Countdown to Kindergarten](#). The SCDA participates in a light-hearted back-to school event directed to some of the state's more at-risk children for dental disease. All you have to do is show-up and smile, while giving a little bit of your heart away for an hour or two. Sue Copeland at the SCDA organizes the supplies and EdVenture gives us a prominent location to set-up to perform non-invasive, non-instrumented dental screenings to the willing children, while we increase the oral health literacy of the parents and caregivers. And yes, the "goody bags" are supplied by the SCDA and Crest. It's always a great event and a great opportunity to spend some quality time with your colleagues, while serving the public. Please drop by for a hour or two. We generally run the event with two shifts of volunteers at 90 minutes each. If you have smaller children, the family can enjoy the new flight exhibit along with the rest of the museum's 90,000 sq. ft. of exhibits. Or meet your spouse and/or family for dinner on the way home. There's no better way to start your weekend! Please contact Sue at [copelands@scda.org](mailto:copelands@scda.org) or 800-327-2598 and let her know you want to give back. It'll make you feel real good!

Most important on my list this month marks the 9th anniversary of our Dental Access Days (DAD) project being held at the SC State Fairgrounds August 17-18th. As you know, over the years the SCDA has averaged about 1,500 patients and over one million dollars of care delivered each year to a population of needy patients who overwhelmingly truly appreciate what we do for them. Additionally, the community volunteers and the civic leaders present are always amazed at what we are able and willing to do. As a volunteer, you can do as little or as much as you like. You can take on roles that range from being a concierge/patient navigator to performing third molar surgery and anything in between. The event is always well organized and your DAD Committee members have put forth hundreds of hours in keeping this event on schedule and on task. Please honor them and your profession with your presence and support. It would be a shame to have to cancel this event due to a lack of SCDA member volunteers. Again, it is another great day for you to spend with your colleagues, and a great way to serve the most vulnerable of your fellow men. [Click here](#) for hotel information and to register. And, don't forget to spoil your spouse with daily shopping, etc. and a night out on the Vista along the way!

Celebrating its 5th anniversary, the SC Dental Lifeline Network is always in need of volunteers. Recently, the ADA launched a national campaign to [Just See One. The Donated Dental Services](#) (DDS) program,



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provides no cost, comprehensive dental treatment to people with disabilities or people who are elderly or medically fragile. The care relies on a volunteer network of more than 15,000 dentists and 3,700 dental labs in the U.S., according to a news release. Since 1985, the program has surpassed \$330 million in donated dental care for 117,000 people. Don't you want to at least give this a try?

This year marks the 42nd anniversary of the [Macaulay Museum of Dental History](#) at the MUSC JBE CDM. As most of you know it is currently undergoing the final phases of a complete \$400,000 renovation. At this time, however, the restoration committee is still about \$50,000 short of its goal. The good thing is there are still 8 or 9 naming opportunities remaining at the \$5,000 level for themed case exhibits or dental chairs that need an actual commitment over the next 60 days. There are several other ways to donate and these can be found by going to the museum's website.

On October 12, 2017, please make plans to attend the grand re-opening of this very rare national and international treasure during the 66th annual meeting of the American Academy of the History of Dentistry in Charleston. [Click here](#) to make a donation online. If you would like additional information, please contact our MUSC dental alumni representative Stephanie Oberempt, at 843-792-6933 or [oberempt@musc.edu](mailto:oberempt@musc.edu). I hope you will consider joining a preservation effort crucial not only to our college but to the entire dental profession and community.

At this time the SCDA is working to support the SC DHEC Oral Health Division in its 4th quinquennial state wide screening, which began in 2002. Every Smile Counts gives us valuable insights into the oral health status of our most precious resource, SC's children. Here we can evaluate the state's oral health preventive programs and assess the need for any additional programs. This fall we will conduct screenings in half of the state and in the spring we will travel to the rest of the state. Children will be screened for history of decay, history of sealants, presence of untreated decay, and the urgency for care. That's where we need you for a half day, many times on a Friday morning at a school located in your community. The schools where we need volunteers are listed [here](#). Please help us make sure the SCDA remains the community's expert resource for meeting the oral health needs of SC's children. Please contact Phil Latham at 800-327-2598 or [lathamp@scda.org](mailto:lathamp@scda.org) or Dr. Ray Lala, SC DHEC Oral Health Director at 803-898-0830 or [lararf@dhec.sc.gov](mailto:lararf@dhec.sc.gov). You will be so glad you volunteered!

This year marks our 9th anniversary of actively collaborating with the [Colgate Bright Smiles-Bright Futures](#) Oral Health Improvement Program and Dental Van. This program schedules dozens of events in SC each year and to date has reached more than 900 million children in more than 80 countries worldwide. At each stop children are screened with a non-invasive and non-instrumented protocol and the parents/caregivers are given a brief assessment of the child's condition. Daily home care instructions are reviewed in addition to dietary habits and recommended nutritional content. The child is also referred to the most appropriate provider that can be identified to meet the child's and the family's need. It is a wonderful program to serve as a volunteer and do what you can to help establish a dental home for every child in SC. To receive more information, contact Dorothy Dixon, our coordinator with Colgate at 803-323-7700 or [dbdixon@comporium.net](mailto:dbdixon@comporium.net).

Earlier this year, I mentioned to you about the need for our membership to be in constant contact with all of our legislators, including those serving in Washington, DC. The most accurate figures we could obtain for SC showed that only 7% of our membership was actively involved compared to our sister state NC where 35% of the membership is an active participant. Colleagues our legislators are routinely telling us that they need to hear from their constituents regularly and routinely. They want to make certain our national Association is clearly representing the needs of their constituents.

With a huge effort by our ADPAC leadership in SC we have added 96 dentists to the list and increased our participation rate to 11%. Doctors, we can do and we must do better beginning right now. Our profession receives more challenges and opportunities today more often than it has in its entire history. Are you involved? Please do me, yourself, and your profession a huge favor and sign up for the [ADA Engage program](#). Then click on "Visit ADA Engage," and then "Sign-Up" at the bottom of the page. Enter your name, your email, your state and zip code, check the "opt-in" box, and click on "Submit." Every time the ADA needs you in Washington, DC, you will be notified. With the click of a button or two, your legislators will be sent an appropriate letter reviewed and signed by you. It could not be easier and can also be accomplished over your mobile phone. Please do this today!

In her Leadership Update on January 5, 2016, Dr. Kathy O'Loughlin, Executive Director of the ADA wrote:

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STATE: \_\_\_\_\_

ZIP: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SPOUSE/  
GUEST: \_\_\_\_\_  
(if applicable)

Registration Fees (full meeting, all-inclusive)

AAHD Fellows: \$495

Non-Member: \$595

Spouse/Student: \$295

Late Registration: \$595

Additional Guest Tickets for Individual Events

Annual Banquet: \$125

*Late registration fees apply after September 15, 2017.*

Total: \$ \_\_\_\_\_

Visa & Mastercard Accepted

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

Expiration Date: \_\_\_\_\_

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

Thursday, October 12<sup>th</sup>  
Preview of Macaulay Museum  
Rededication Ceremony  
for Macaulay  
Museum of Dental History  
Reception to follow

Friday, October 13<sup>th</sup>  
Registration  
Continental Breakfast  
Presentations  
AAHD Business Meeting

Saturday, October 14<sup>th</sup>  
Continental Breakfast  
Presentations  
Annual Banquet at the  
Francis Marion Hotel  
Orland Lecture

for more information,  
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Please complete this registration form  
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AAHD  
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Brookline, MA 02446 USA

Fax: (617) 731-8724

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should be made payable to the AAHD.

"Volunteering has always been a cornerstone of the dental profession. As Pope Francis mentioned in his recent, historic speech before Congress, each of us has a personal and social responsibility to others. Dentists have a professional obligation to get involved with social justice issues and attempt to move society forward. Helping you find ways to participate is one of the jobs of the ADA. I believe this commitment to social justice will continue to grow stronger. Every time I visit a dental school, I marvel at the students' sense of social justice. Although they are overwhelmed with work and meeting their requirements, they find time to make the world a better place. I am so encouraged by this behavior and hope our profession continues to be less worried about social status and more concerned with social justice."

I couldn't have said it any better. Let's continue to do all we can to set the stage for a better future for not only our profession, but more importantly, the overall lifetime health of the most vulnerable of our fellowmen. The rest will take care of itself in time. As it has been said, "one person can't do everything, but every person can do one thing." I look forward to spending some time with you at one of these upcoming events.

Until next time, Docere, Doctor, Teach! Thank-you so much!! Talk with you later - Rocky

**To Unsubscribe from the hard copy Bulletin please email Sue Copeland at [copelands@scda.org](mailto:copelands@scda.org) or call us at 803-750-2277.**

**The SCDA gets calls every day from patients looking for Free or Reduced Dental Care. We are trying to update our records with current clinics. If you know of any clinics in your area to help these patients, please notify Sue Copeland, [copelands@scda.org](mailto:copelands@scda.org) or 800-327-2598. Thanks you for helping South Carolina residents smile.**

## DentaQuest and SCDHHS

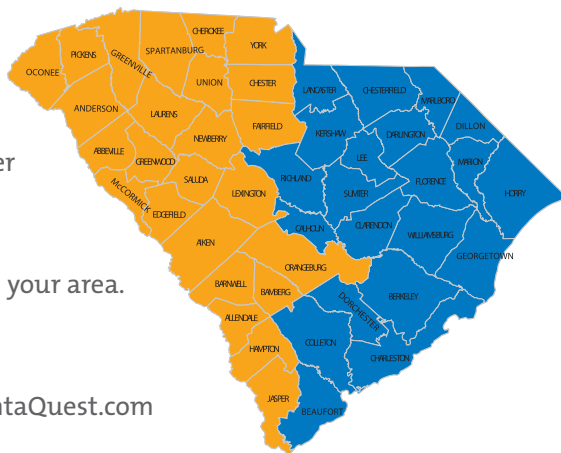
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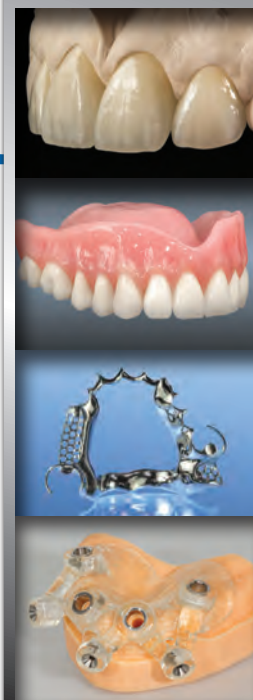
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## Executive Director's Notes

By Phil Latham, SCDA Executive Director

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The SCDA has received numerous questions about the recent controlled substance law that was passed by the South Carolina legislature this past session and signed into law by Governor McMaster.

This bill was introduced into both the House and Senate and received little to no opposition. The passage of this bill did not single out any particular group of providers, but affects all practitioners.

The law has two parts:

1. The prescription monitoring program requires practitioners to review a patient's controlled substance prescription history as maintained in the prescription monitoring program prior to issuing a Schedule II controlled substance.

The South Carolina prescription monitoring program is called SCRIPTS and is maintained by the South Carolina Department of Health and Environmental Control (DHEC). You can sign up for SCRIPTS at <https://southcarolina.pmpaware.net/login> and click the "Create an Account" link.

The registration process is free and will require a valid email address that is specific to you as a practitioner, not an office email. In addition, you will also need to upload your driver's license to complete the registration process.

Although the SCDA encourages everyone to register with the SCRIPTS program, there are exceptions to the registration and review requirements. These requirements do not apply to:

- (1) a practitioner issuing a prescription for a Schedule II controlled substance to treat a hospice-certified patient;
- (2) a practitioner issuing a prescription for a Schedule II controlled substance that does not exceed a five-day supply for a patient;
- (3) a practitioner prescribing a Schedule II controlled substance for a patient with whom the practitioner has an established relationship for the treatment of a chronic condition; however, the practitioner must review the patient's controlled substance history maintained in the prescription monitoring program at least every three months;
- (4) a practitioner approving the administration of a Schedule II controlled substance by a health care provider licensed in South Carolina;
- (5) a practitioner prescribing a Schedule II controlled substance for a patient in a skilled nursing facility, nursing home, community residential care facility, or an assisted living facility and the patient's medications are stored, given, and monitored by staff; or
- (6) a practitioner who is temporarily unable to access the prescription monitoring program due to exigent circumstances; however, the exigent circumstances and the potential adverse impact to the patient if the prescription is not issued timely must be documented in the patient's medical record.

2. Continuing education is required for a dentist authorized to prescribe Schedule II, III and IV controlled substances. A dentist must obtain at least two hours of continuing education every two years related to approved procedures of prescribing and monitoring controlled substances.

Below is a list of continuing education:

- A. The New York State Dental Association has a 3 hour course that any ADA member can access online for \$75 at <http://www.nysdentalfoundation.org/>.
- B. The South Carolina Medical Association offers a course for a reduced fee of \$75 for dentists. <https://www.scmmedical.org/education> click on "Take a Course" to set up an account.
- C. The ADA Practical Guide to Substance Use Disorders and Safe Prescribing. The manual is \$59.95 <http://ebusiness.ada.org/productcatalog/8349/Reference/P035>
- D. The ADA is offering a 1 hour course on August 9th <http://pcss-o.org/event/peer-assistance-for-the-dental-team-member-with-opioid-dependency/>
- E. Insider Dentistry offers a 2 hour course for \$16. <https://id.cdeworld.com/courses/5061-Opioid-Prescribing-in-Dentistry>
- F. Colgate Oral Health Network offers a 1 hour course <https://www.colgateoralhealthnetwork.com/webinar/what-a-real-pain-appropriately-prescribing-opioid-analgesics-in-dentistry/>

As the SCDA either learns of other continuing education course regarding opioid abuse, we will pass along the information to our members.

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## Goodbye Desktop: Why Your Practice Needs a Mobile-Friendly Website

By Mark Brown



Mr. Mark Brown

As a dentist, part of running a successful practice is making sure people know about your practice. These days it is essential to have a marketing strategy in place to ensure your practice will experience growth. With most people these days using smartphones, mobile-friendly websites are a necessity in today's online marketing. Your patients are just like you, too busy to be tied down to a desktop computer. It's no wonder that more than 65% of digital media time is represented by mobile usage. While desktops are still commonplace, mobile now dominates the market. Here are three reasons why your practice needs a mobile-friendly website now more than ever before.

### More Searches on Mobile Devices

In 2015, Google announced that mobile searches had surpassed desktop searches for the first time. Since then, Google has stressed the importance of mobile, largely in regards to ranking websites. Mobile-friendly websites receive a higher search engine ranking and if you want to increase traffic to your website, it needs to be easy to read on mobile devices.

### Consistent User Experience

Any content that is available on your practice's desktop site should also be available on your mobile site. If your practice's mobile website doesn't show content users are looking for, you could lose out on valuable new patients. To ensure the best possible user experience, check your mobile website to ensure content from your desktop is accessible on mobile devices as well.

### The Mobile-First Index

Google determines a mobile website's ranking by looking at the desktop version of the site. They recently announced that it will be doing the exact opposite with the Mobile-First Index update. Once the update goes into effect, your practice's website ranking will depend on your mobile site. If your mobile website is not up to Google's standards, this will negatively impact your ranking on desktop and mobile search engine results. This could lead to potential patients missing out on your practice.

While Google hasn't announced when the update will roll out, it's best to anticipate it will happen soon. The best way to prepare your practice's website is by upgrading to a mobile-responsive site that is optimized for mobile indexing.

If you already have a mobile-responsive website, there is a good chance your website's ranking won't be affected by the Mobile-First Index. Even if your website is not mobile-responsive, there's still time to make improvements. It's important to understand that this is happening because of the shift in how users are searching online. Upgrading your website will lead to a better overall user experience for your site visitors and increased traffic for your practice.

The SCDA has endorsed Officite for their Website Development packages since 2012. If you want help increasing your website's visibility and ranking, give Officite a call at 866-731-8841 to discuss how their online marketing services can benefit your practice.

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## What Makes a Good Practice Website?

By Melody Gandy-Bohr of Officite, an SCDA Endorsed Company

Today, online users are experts at navigating websites. Users scan websites in a matter of seconds to find what they're looking for or leave the site if it's not relevant to their search. That split decision to stay and browse a website or leave can be attributed to a website's design and ease of use. If your practice website falls short of a user's expectations, you can be missing out on potential patients. Here are 3 features that every good practice website should have.

### Responsive Website Design

The days of users chained at desktop computers are gone; now users are more likely to search online from a smartphone or tablet. In fact, more Google searches take place on a mobile device than a desktop. Websites with responsive designs will adjust to the screen size of a user's device, providing a seamless user experience. Responsive websites are easier to navigate for mobile device users, which can help decrease your bounce rates.

### Relevant Content

A good practice website should have high-quality content that is relevant to your practice. Develop content about your office and the services you provide. Don't waste the user's time or your precious website real estate on irrelevant content, long videos or distracting graphics. Choose one central theme and stick to it. Adding relevant and quality content to your website can help improve your bounce rate. Clear information increases the chance that a user will convert into a patient.

### A Clear Purpose

After putting all that effort into creating an interesting and user-friendly website, it's important to give users a straightforward action to complete. Prompt users to fill out a contact form, or call to schedule an appointment with your practice. Put your contact information front and center to make it easy for users to get in touch with you. A website without an obvious purpose or contact details can cause users to leave.

A responsive website that is relevant, engaging and easily accessible to on-the-go users is an excellent start for your practice. With these features, you are more likely to reach new potential patients. If you want help increasing your website's visibility and ranking, give Officite a call at 866-731-8841 to discuss how our online marketing services can benefit your practice.



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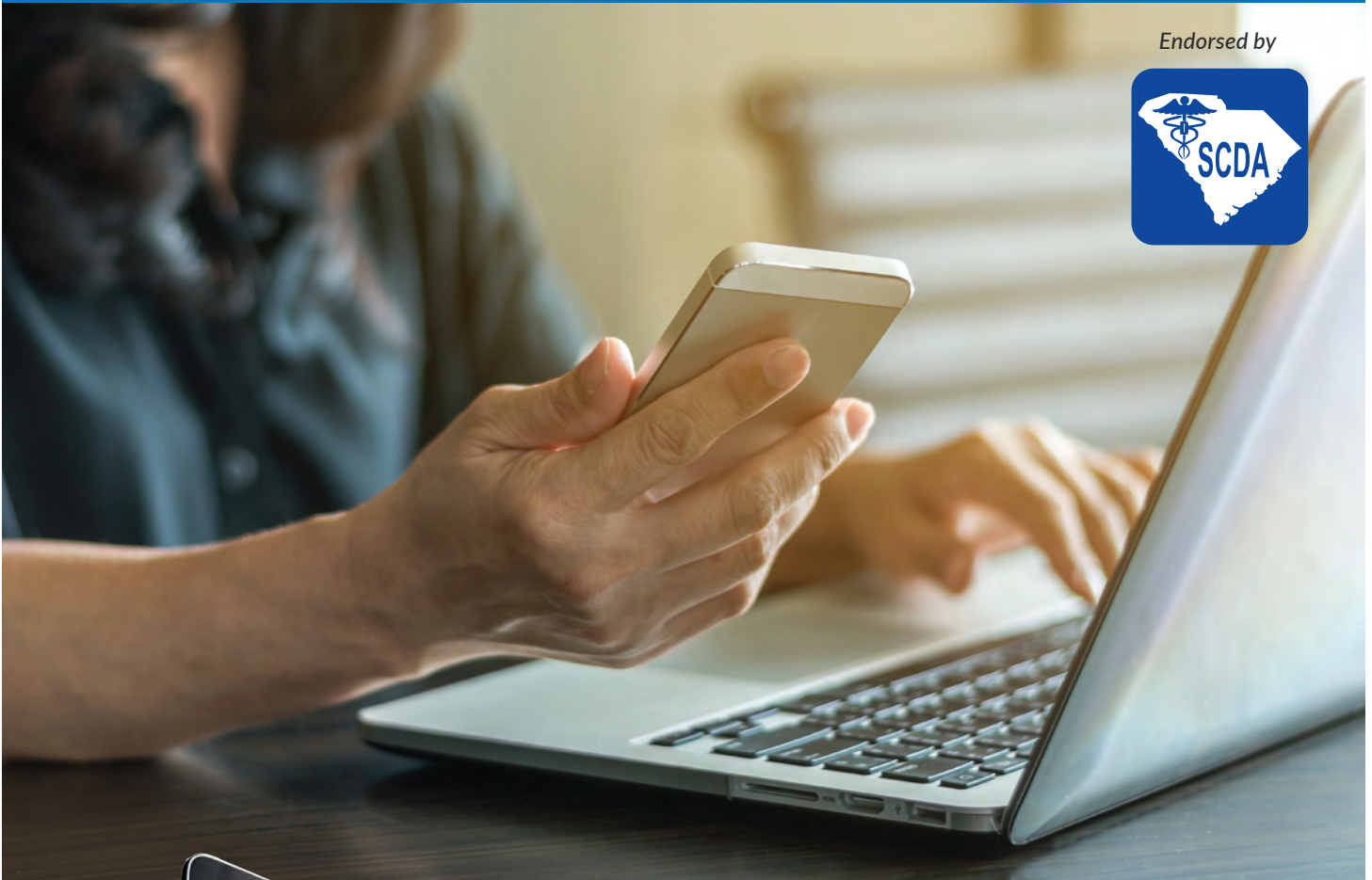
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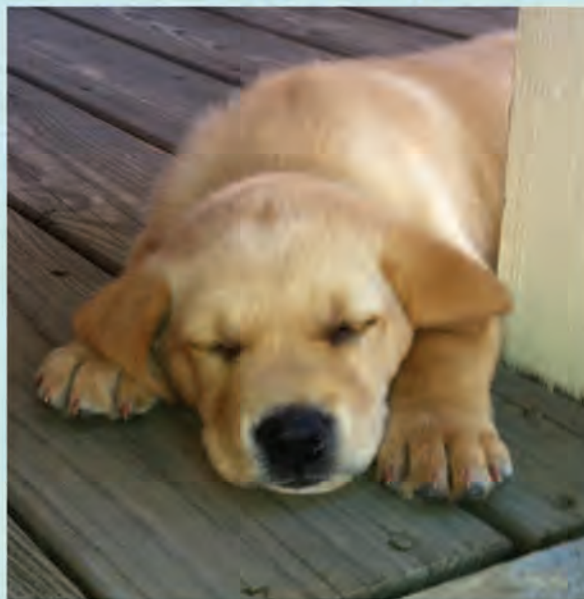
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