



SOUTH CAROLINA DENTAL ASSOCIATION

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Teaching- Our Ultimate Charge Dr. Rocky Napier, SCDA President

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Dr. Rocky Napier

Below is Dr. Napier's incoming speech from the SCDA House of Delegates held December 2, 2016.

Thank you Mr. Speaker, Dr. Griffin, officers, delegates, distinguished guests, colleagues and friends.

Stephen M. Wolf said, "Each of us can look back upon someone who made a great difference in our lives, someone whose wisdom or simple acts of caring made an impression upon us. In all likelihood it was someone who sought no recognition for their deed other than the joy of knowing that, by their hand, another's life had been made better." However, for me and for you, it was most likely dozens and dozens of people for each of us along the way like Stephen Wolf describes that eventually brought all of us here today. With that in mind, I want to share just a few of those people with you, along with one or two stories that help describe what they mean to me and more importantly our profession and our fellow man for the months and years ahead. Please rest assured, no matter how long it takes, I intend to only cover a minute portion of those included on my world renowned email list. The remainder will be reserved for the eleven other monthly messages that will be included in your SCDA Bulletin during 2017. And, as you prefer, they will either be mailed and/or emailed to you likewise!

With those thoughts in mind, let's begin with our "mother ship" here locally in Columbia, the core of our proposed strategic plan and our Association, the SCDA Headquarters and its staff, where we work collectively and collaboratively to seek excellence in our profession and for our fellow man. Tressa, Dawn, Sue, Maie, Dee, Mark, and Phil, in the past year, I have had the opportunity to spend considerable time with 50 or so ADA constituent dental association presidents from all across the nation and I could not be more proud. We do more with less and we do it better than virtually all other constituents in the nation. We do that because of each of you. With our unusually high levels of membership and retention rates; increased communications and membership feedback; increased membership volunteerism and participation; increasingly younger and more innovative leadership, I am certain our potential for remaining a truly membership driven Association remains high. Phil, you have assembled over the years an exceptional infrastructure for our Association and I want you to know how proud we are of you and your staff.

Craig, Pete, and to everyone at the SCDA Member Benefits Group, it has been a very steep learning curve for me over the past several weeks. However, I am certain our group medical insurance is in the best of hands, while in the face of almost impossible odds. Likewise, our Association investments and foundation are undergoing some unprecedented streamlining, modernization, and performance enhancements for the benefit of our entire membership and to better represent to the public at-large what we stand for as a profession. Our practice liability plan and its personnel, and their unwavering representation on our behalf, are quite simply unsurpassed. There is no doubt, without the SCDA Member Benefits Group and its entire suite of offerings, the SCDA could not deliver the most important work for our profession that is generally reserved to much larger states. Thank you for all this hard work within our strategic plan to benefit all our members and the profession at-large.

Our Association enjoys the most positive working relationships in the most challenging times with all aspects of state government and virtually every healthcare related entity in this state. Additionally, we value our strong relationships with museums and other diverse educational institutions, organizations, and initiatives

across the state. Our Association is strong because our community outreach agenda is only rivaled by its legislative agenda, both of which are so vital to our comprehensive strategic plan. Our Children's Dental Health Month and Oral Health Month activities, Dental Access Days, Donated Dental Services; and our work with MUSC, the SC DHEC Oral Health Division, the State Board of Dentistry and a multitude of related activities pair so well with our legislative efforts.

Thomas, Jim, Lee, and others have worked closely with our lobbyists, Richard, Annie, and others, for decades to successfully promote what's best for our profession and our fellow man. Along with one of the nation's most effective state dental political action committees we have been able to succeed where other states have failed. Bill, David, when our profession is repeatedly named the best profession in the nation, and is then named the best profession in the world I do not have to look very far. Our reputation as a profession remains high, because we've adhered to a high Code of Ethics for 150 years and made certain that dentistry in SC is an ideal model not just for the state or nation, but for the entire world. Dentistry in SC, quite simply is "healthcare that really works!"

So now, let's turn from the present and on towards the future. Unless you have never received an email from me, to no one's surprise, our theme for this year is "Docere, Doctor, Teach," which takes us back to the literal origins of the three learned professions, of medicine, law (and within law some have included educators), and theology, which relates well to the familiar saying of "body, mind, and soul." These are the three original essential teachers to help us understand our bodies, our fellow man, and our universe. It reflects back well to the point, that our responsibility is not just to our paying patients, in effect our customers in this modern day democratic capitalistic free-market society. But indeed, our responsibility as a profession is to our fellow man. Please never forget that the greatest people to ever walk the face of this planet were highly compassionate teachers, who did so relentlessly and without discrimination.

The subtitle for our theme this year comes from what should be somewhat of a very familiar story to you by now. So, let me explain. According to the ALPA.org web site forum, on Friday, August 7, 2009 - The Air Line Pilots Association and the Int'l (ALPA) honored aviation's best at its 55th Air Safety Awards Banquet bestowing accolades on crews and individual pilots for outstanding work in the fields of safety, security, pilot assistance, as well as several extraordinary acts of airmanship and courage. A highlight of the evening was the presentation of ALPA's first-ever Distinguished Crew Safety Award, presented to the crew of US Airways Flight 1549, including the air traffic controller who handled the flight and two jumpseaters from Colgan Air and American Airlines who assisted in evacuating the crippled A320 after an emergency ditching in the icy Hudson River some eight months prior. It was the first gathering of this entire group of aviation professionals since the accident.

After the audience gave the entire team an emotional, two-minute standing ovation, Capt. Chesley "Sully" Sullenberger said, "I am very happy to know that, unlike other appearances we've made, I don't have to explain here what 'crew' means." Speaking for the entire crew, Sullenberger told his pilot peers that their support after the accident was "a heartfelt, touching, indescribable experience." "I feel a renewed pride in our profession," he said. "Those of us who have chosen this profession in life have chosen a noble calling. We act as we do for three reasons: our passengers deserve it, our colleagues expect it, and profession demands it."

In recent months, one of the first crews I've had to assemble is your Annual Sessions Convention Committee. The first person I would like to recognize is our event planner, our highly trained air traffic controller, if you like, Laura Jordan. Laura, thank you for all you have done for us over the past several years and especially these past several months. But, there are four individuals who have worked tirelessly on my behalf over the years, even decades, in addition to the work they have done for well more than a year just to bring to you an annual session and a weekend you will hopefully enjoy and never forget. In chronological order of their influence on my life, Richard, a friend of more than 55 years, always wanted to be a dentist as a child, and ultimately inspired me to become a dentist. Bill, a gross anatomy teacher's aide, made certain some 36 or more years ago that I passed gross anatomy on the first attempt versus a second to be held a year later. Harold, a mentor and friend for well more than two decades, set the example for being involved in the profession of dentistry for your entire lifetime and not just your active practicing career. And, for the past decade, Julia reminds me there are plenty of younger leaders to take our place in the crew in the years ahead. Without each of you, there is virtually no way I would be here today.

I hope each of you in this House and our entire membership will honor this crew likewise through your attendance and participation in our annual session. And, please bring your spouses and all your staff. They have lined up for you an ample choice of more traditional courses, and also, some very unique and cutting edge offerings that I hope you will take some time to explore. As I mentioned in my remarks to you at last

Congratulations to Our New 2017 Officers and ADA Delegates!



President- Rocky Napier
President-Elect- Tom McDonald
Vice President- Scott Cayouette
Secretary-Treasurer- Ron Wilson
Past-President- Chris Griffin

Historian- Gene Atkinson
General Chairman- Bill Burn
ADA Delegate- Charlie Maxwell, Jim Mercer,
David Moss
ADA Alternate Delegate- Paul Davis

Save the Date for Upcoming District Meetings

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Pee Dee March 10
Piedmont March 31

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year's House, I hope each of you will take the opportunity to take this profession to an altitude it has never been before. To do that, you may have to step out and experience some new subjects and offerings for the very first time in your career. But, you can rest assured, every single speaker we have on the agenda for you, is a recognized national and many times an international leader in the topic they are presenting. I could not be more proud of what this Annual Session Committee has accomplished within our strategic plan for our members and our profession at-large. Thank all of you so much for what you have accomplished.

Now please understand, I do not stand here today thinking I am dentistry's "Sully" Sullenberger for the year ahead in South Carolina. Every single one of us in this highly trained profession on any given day could be the air traffic controller, the pilot, the co-pilot, the crew, someone in the jumpseats or part of some type emergency response team in a given situation. And, in the coming year, more times than not, you will be the air traffic controllers or the pilots. Those of us on the Board, Committees, Task Forces, and Staff will be your crew at your immediate service; in the jumpseats and prepared, if needed; or on standby as part of some type of an emergency response team. But, no matter the situation, what really matters, our highest duty, is how well we teach. So, I hope you can see how symbiotic the relationship must be for our ultimate success for our profession and our fellow man.

Now, just a couple more words about Sully before I end. I am not sure how much you know about Sully, but from his book, "Highest Duty - the search for what really matters," his dad was a dentist in Texas. Maybe that's part of the reason why Sully was so hard-working, so detailed-oriented, and always striving for excellence. All his life, all Sully wanted to do was fly a plane. He never missed an opportunity, whether at home as a child or at school in the Air Force Academy, to fly a plane and to learn something new. In his graduating class he was awarded by his classmates the most coveted airmanship award for his ability at flying all the types of aircraft in the program. But, there came a time when he wanted to do more than just fly a plane better than anyone else. He wanted to become a pilot, not just a commercial pilot, but a professional pilot in the truest sense of the word. As a pilot, he flew all the commercial flights he could just to make a living. However, he eventually did so much more.

He spent a considerable amount of time investigating accidents and near misses, to determine what caused the failures and how they could be avoided in the future. He spent his career and his life teaching. He taught pilots, he developed new teaching methods and protocols, he re-certified pilots, and he taught crew members how to be the best they could be. Just clocking-in and flying a commercial route from point A to point B did pay the bills. But, his greatest fulfillment came from being as deeply involved in his profession as he could be and teaching others to be the best they could be.

And on that day, when a flock of geese took out both of the engines on that A320 at a thought to be fatal altitude, who happened to be at the controls, surrounded by the most highly trained air-traffic controller, co-pilot, jumpseaters, cabin crew, and professional and lay emergency responders on the ground? And with clear skies, a favorable wind, and a calm river ahead, the seemingly impossible occurred. Today, he has even entered the world of healthcare, teaching everyone how to avoid failures and achieve the lowest cost through the highest efficiencies, achieving the best outcomes, while delivering patients their very best experiences, whether he is in the "cockpit" or not. This is what we in medicine refer to as the "triple aim."

That is how I see our South Carolina Dental Association. We are not the profession's policeman. We are our fellow man's teacher. We are the policymaker's teacher. We are the profession's teacher. And, when we fulfill our obligation as a whole, as a teacher, with compassion, and without discrimination, we can and we will achieve the impossible. I hope you will join me in that endeavor. Let's do all we can together to be as prepared as we can for the coming year. To extract from the words of "Sully" Sullenberger today, I do feel a renewed pride in our profession. We have all chosen this profession in life and it is indeed a noble calling. And, I believe we act as we do for three reasons: our fellow man deserves it, our colleagues expect it, and our profession demands it.

In closing, and in the words of (often attributed to) John Wesley, I am going to take this challenge for you and our profession. "Do all the good you can. By all the means you can. In all the ways you can. In all the places you can. At all the times you can. To all the people you can. As long as ever you can." If you will take that challenge likewise, and with God's help, I believe our Association will safely return here next year having accomplished things, some that have never been done before, to benefit our profession and our fellow man.

I cannot tell you how much I appreciate all of you for your support and encouragement. In the coming year, let's advance excellence in dentistry to the highest altitude for our profession and our fellow man together. (Now, let's eat!) Thank you very much!!

The Thomas P. Hinman Dental Meeting
Atlanta, Georgia | March 23-25, 2017



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As a non-profit organization, the Hinman Dental Meeting proceeds are gifted as scholarships to dental, hygiene, assisting and laboratory technician students. Our focus has always been about providing the very best education possible for the entire dental team. Support a meeting that supports the future of our profession and the changing face of dentistry. Join us this March to see for yourself and discover the Hinman experience.

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Executive Director's Notes

By Phil Latham, SCDA Executive Director



Mr. Phil Latham

On Friday, December 2, 2106, the SCDA held its' end of the year House of Delegates (HOD) meeting. The meeting was held at the Double Tree Hotel in Columbia and was a very productive meeting. The House deliberated and voted on the following actions:

- The 2016 Annual Budget was unanimously approved. It is also worth noting that after the recent audits, it has been determined that the SCDA, SCDA Member Benefits Group, the SCDA Foundation and SCDA's other entities were in solid financial shape. The budget also reflected that once again, there would not be a dues increase for 2017.
- The SCDA Bylaws were updated to reflect a change in who makes nominations for the SCDA State Committees and there was clarification on the role of a Task Force including who appoints the Task Force and how long a Task Force should last before being either reappointed or eliminated.
- The 2016 Legislation Agenda was approved. The SCDA will continue to monitor and work closely with the Medicaid program and will seek funding for both the Donated Dental and Rural Incentive Programs. There continues to be a lot of discussion regarding the Sedation law changes that were passed in 2014. The regulations have now passed and the SCDA and State Board are working together to implement the regulations.
- The biggest discussion at the House dealt with the SCDA Health Insurance Plan. Due to the Affordable Care Act, the Health Insurance Plan was going to be obsolete in late 2017. After several considerations, the Member Benefits Board made a presentation to move the Health Plan to a Trust. After a detailed presentation and several questions answered a required resolution was passed to establish a Trust for the Group Health Plan.
- The Houses also heard detailed reports from the State board, MUSC, SCDA Member Benefits Group, DenPAC and DAD.
- Lastly, Drs. Bill Burn and Richard Boyd provided a report on the upcoming 2017 SCDA Annual Session which will be moving back to Charleston, SC, April 27th through April 30th and will be held at the Charleston Marriott on Lockwood Blvd. New for the Annual Session next year will be the combination with MUSC Alumni Weekend.

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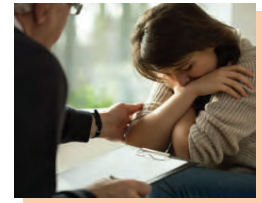
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Savings and Service for SCDA Members

By Mark Brown



Mr. Mark Brown

The SCDA is pleased to introduce an update to your current member benefits: Best Card for your practice's Credit Card processing needs. We believe you will not only get better rates, but a higher level of customer service by switching to Best Card. We ran a comparison between Best Card and our previous processor and have decided to switch the card processing done at the SCDA office to Best Card as well.

Endorsed by 20+ dental associations or their affiliates, Best Card receives rave reviews for their savings and service. The average dental practice has saved an average \$1,860 annually (27%) over prior processor rates. Savings over many processors are often even higher.

Best Card understands that your credit card processing statement can be hard to decipher. They encourage all SCDA members to do the math to calculate your effective rate. Add up all your fees on a recent statement, and divide that by the total dollars processed in credit cards that month.

Example: \$766 (fees) divided by \$19,488 (\$ processed) = 0.0393062 or 3.93% effective rate
If your effective rate is over 2.1% you are probably paying too much in credit card processing fees.

When you call Best Card, you get people not prompts. There are no hidden fees, no leases – and all of your credit cards (MasterCard/Visa/Discover/American Express/PayPal) deposit together and are on the same statement. You can often keep existing equipment – a free and quick download is all that's required to switch to Best Card. If you haven't made the switch to EMV "chip" equipment yet -- SCDA members will receive \$100 discount enabling you to purchase new terminals for as little as \$159. Want to take payments on your website, computer, smartphone and/or tablet? They have online systems available and offer Paylink for automatic posting of payments to Dentrix G6, Eaglesoft versions 17&18 and Open Dental. Finally, if you close your batch by 6:00 p.m. EST you will receive your bank deposit the next day.

Best Card welcomes you to fax or email in a recent credit card processing statement to 866-717-7247 or CompareRates@BestCardTeam.com. SCDA members receive a \$5 Amazon gift card simply for allowing them to perform a detailed, no-obligation comparison. If you have any questions about switching to Best Card or would like more information, please call 877-739-3952.

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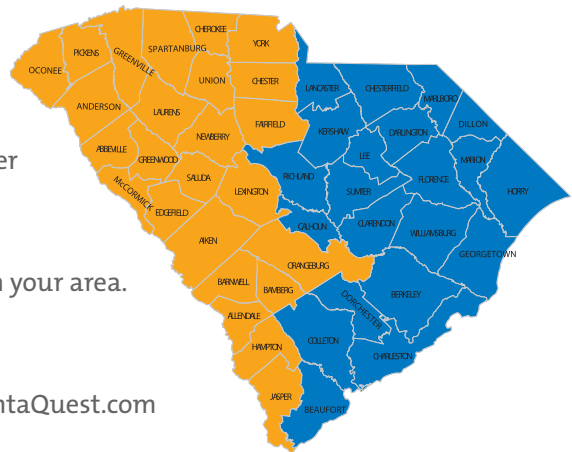
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DentaQuest manages the Healthy Connections dental program. We greatly appreciate the contributions of providers. Our provider web portal makes it easy for you to submit claims and authorizations, check member eligibility and more. Responsive service from our call center reps keeps your offices running at peak efficiency.

To learn more about the Healthy Connections program or DentaQuest, contact a provider relations representative in your area.

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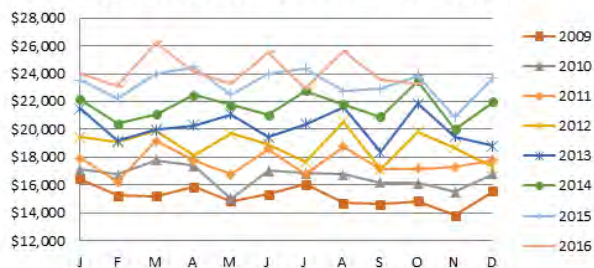
Changing Payment Methods Affect Your Bottom Line

By Best Card, and SCDA Endorsed Company

2009 was one of the worst years for the economy in recent memory; the economy declined by 2.4% and, worse, the average dental office was hit by a 3.68% decline in the credit card processing volume from the previous year. Per a 2014 ADA study, the dental industry has yet to fully recuperate in the years since the Great Recession as well as the rest of the U.S. economy. When adjusted for inflation, the net income of the average dental practitioner through 2013 had fallen by almost \$9,542 since 2009. This is a decrease of 5.01% from 2009 to 2013. There are many speculated reasons for this decline, including less demand for dental services combined with more practitioners entering the field. However, the sluggish pace of recovery is very real to SCDA members.

Best Card, the South Carolina Dental Association's endorsed credit card processor, has compiled years' worth of financial data for dental offices nationwide which indicate that, while national dentistry growth after 2009 has been problematic, the percentage of payments paid using credit cards has risen sharply. The first graph compares the average dollar amount processed monthly in practices from 2009 to 2016; the second graph shows the average dollar amount per transaction; the final graph compares the average number of credit card transactions processed per month.

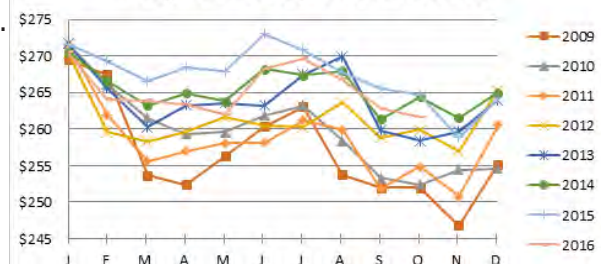
Avg. Amount Processed per month



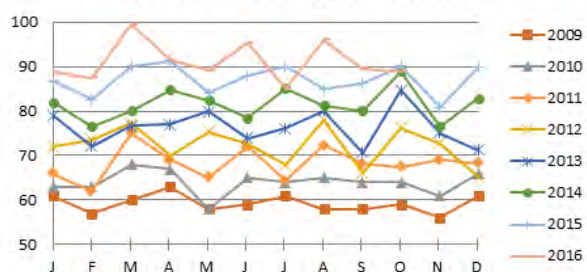
In 2009 the average dental practice processed \$15,221 per month in credit card sales compared to \$24,156 in 2016. **This represents a growth of 58.7% in the average credit card volume for practices between 2009 and 2016.** The lack of growth in the dental industry indicates that this growth is due to more patients paying for treatment using credit cards. There are many potential reasons for this, from evolving patient choice in payment methods to changes in the coverage and availability of patient insurance. However, the trend is clear.

The average transaction amount for dental offices increased by a small amount compared to the overall growth of card volumes. In 2009, in the depths of the Great Recession, the average transaction for a dentist was \$256.85. In 2016, the average transaction was \$265.27. **This represents an increase of 3.27% in the average transaction amount over 7 years of data.** While statistically significant, this has not affected the growth of monthly volumes nearly as much as the average number of transactions per month.

Avg. Amount per Transaction



Average # of Transactions



The single largest factor that has led to the increase in credit card processing volumes has been the average number of transactions per month. In 2009 the average dental practice ran 59 credit card transactions per month. In 2016, the average dentist ran 91 credit card transactions per month. **This is an increase of 53.7% in the average monthly credit card transactions processed, which is a staggering increase over a seven year period.** Needless to say – when a sector of your business grows by more than 50%, you need to take a very close look to ensure that these changes don't negatively impact your bottom line!

Best Card offers the following tips to make sure that, no matter who your credit card processor is, you can make sure that you are receiving the best value possible in this growing part of your business.

- Check your effective rate! The effective rate can be calculated by dividing the total amount you paid to your processor (all rates AND all fees) by the total dollars ran in credit card charges. For reference, Best Card's average practice nationwide pays an effective rate of 2.14%.
 - Credit card processors have the ability to raise rates from what is on your signed contract as long as they give you advanced notice, which can be in fine print on your monthly statement. Many processors will use this to raise the rates on your cards as often as every couple of months, so make sure to check your effective rate regularly.
- Many processors attach an expensive Early Termination Fee to their contracts as well as expensive long-

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term leases for credit card processing equipment. This means that they can raise rates at will because they can make it too expensive to leave, so we always recommend asking for the Early Termination Fee unambiguously in writing. Furthermore, a lease will generally cost you four to twenty times more than the value of the equipment if you were to buy it outright.

- To lower your effective rate, try to take as many debit cards as possible and, if insurance carriers will cooperate, try to take insurance payments via check or ACH instead of credit cards (we often see these card rates run at highest costs). The Durbin Amendment to the Dodd-Frank Act of 2011 lowered the cost of debit cards for all credit card processors. Your processor should offer significantly lower rates on debit cards than credit cards, even without entering a PIN number; if they don't offer lower debit rates, you need to contact them to make sure you aren't overpaying. With much lower debit cost, even a simple step like getting your staff to ask patients if they have a debit card they would like to pay with can lead to significant monthly savings. Furthermore, any card accepted in person (swiped or dipped using the chip) not only runs at a lower cost, it also gives you a much stronger position in case of a chargeback issued by the patient; if possible, always try to accept payment at the time of treatment. If a payment is later keyed-in due to the card or patient not being present, always put in the address, zip code and 3-digit security code on the back of the card to ensure the lowest possible rates and strongest possible chargeback position on keyed cards.

A quick review of your current service can save you thousands of dollars per year in this fast-growing sector of your business!

Jennifer Nieto is the President of RJ Card Processing d/b/a Best Card, the endorsed credit card processor of the SCDA as well as 25+ dental associations. The average dental office switching to Best Card saves \$1,860 per year (27%) over prior processor and they offer card systems for any office type, including automated posting of payments into several popular dental practice management softwares. All SCDA members are welcome to call them at 877-739-3952 and take advantage of the SCDAMBG endorsement savings on rates and card processing equipment. To have them do a cost comparison and show you the savings they can offer your practice, you can send a recent monthly credit card statement to them at (fax) 866-717-7247 or (email) CompareRates@BestCardTeam.com.

¹ Jennifer Nieto. "How is the Economy Affecting your Dental Practice" TDA.org. Q1 Journal 2010.

¹ Bradley Munson, BA & Marko Vujicic Ph.D. "Dentist Earnings Not Recovering with Economic Growth" ADA.org. Health Policy Institute Brief. December, 2014.

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Dr. William Lynn Campbell- President, 1980-1981

By Dr. Gene Atkinson, SCDA Historian

The following is part of a series of biographies of outstanding leaders in the South Carolina Dental Association through the years. These biographies have been written by Gene Atkinson, the SCDA Historian, and will also appear in the 2019 150th Anniversary History of the South Carolina Dental Association.



Dr. Lynn Campbell

Dr. Lynn Campbell has blessed the South Carolina Dental Association with his incredible leadership skills during a brilliant career in dentistry. His footprint on dentistry in our state will leave a lasting impression to those who follow in his footsteps.

Dr. Lynn Campbell was born in Columbia, South Carolina in 1939 to Lyle J. and Sybil Langford Campbell. His father was the legendary Chief of Police in Columbia from 1939 to 1972, and his mother served as a registered nurse.

Dr. Campbell attended the public schools of Columbia and graduated from Columbia High School in 1957. His college education was obtained at the University of South Carolina and Clemson University. Lynn pursued his dental education at the University of Louisville's School of Dentistry where he graduated in 1965. After graduation there, he returned to his native Columbia and practiced there for 48 years until his retirement in 2013. However upon his retirement from private practice, he went to work several days a week providing dentistry at the Christ Central Medical, Dental Clinic, a free clinic for indigents. Prior to that he had volunteered for 48 years at the Children's Dental Clinic of the United Way, which also was a free clinic for indigents.

Lynn Campbell served dentistry in many capacities. He was a past president of the Central District Dental Society, the South Carolina Society of Dentistry for Children, and the South Carolina Dental Practice Administration. Dr. Campbell was an examiner for the South Carolina State Board of Dentistry for 22 years and served as its president in 1979. He was a member of the American Dental Association's Joint Commission of Dental Examinations as well as being its chairman.

Dr. Lynn Campbell was very active with the planning and conduction of the South Carolina Dental Association's Annual Sessions for many years, serving as Commercial Secretary, Directing Secretary, and Scientific Chairman on multiple occasions. From 1980 to 1981 Dr. Campbell had the distinction of being the president of the entire South Carolina Dental Association where he guided its destiny. Additionally Dr. Campbell was a Delegate to the American Dental Association's House of Delegates for 16 years and served as chairman of the 16th District's delegates, which included the states of South Carolina, North Carolina, and Virginia. For four years he served as chairman of the South Carolina Dental Association's political action arm, DenPac. From 2000 through 2013 Lynn was the Speaker of the S.C. Dental Association's House of Delegates, where he provided tremendous leadership in guiding the deliberations and affairs of our state dental association's governing body.

Dr. Campbell has been the recipient of several honors throughout his illustrious career. He was chosen to be an honorary member of the Columbia Dental Assistant's Association. The S.C. Dental Association bestowed their highest honor for service to dentistry to Dr. Campbell with its prestigious George P. Hoffman Award in 1985.

Dr. Lynn Campbell served as a member of the Midland's Technical College Dental Advisory Committee for ten years as well as being its chairman for five of those years.

In the community Dr. Campbell has also led an exemplary life. He is a past member of both the Jaycees and the Sertoma Club. Dr. Campbell has been a member of the Lake Murray-Irmo Rotary Club for many years and has had perfect attendance there for over 25 years. Additionally he has been a Paul Harris Fellow there multiple times.

Also Dr. Campbell has been a member of the Harbison Community Association Board and the Midlands Technical Education Foundation. He was a charter member of Richland-Lexington County District Health Advisory Committee for 28 years and served as its chairman for seven of those years.

Religiously Dr. Campbell has been a faithful and dedicated member of Virginia Wingard United Methodist Church in Columbia. While there he has served as the chairman of the Administrative Council for five years

as well as the chairman of the Pastor-Parish Relations Committee, which oversees the pastor and staff of the church, for over six years.

In service to his country militarily, Dr. Campbell was a member of the South Carolina National Guard's 51st Military Police Company for eight years.

Dr. Campbell is married to the former Gaye Sawyers from Kentucky, who has served humanity as a registered nurse. They have two children: Susan Campbell Gentry, who is an attorney, and Christopher Wyman Campbell, who has followed his father's footsteps into dentistry.

Dr. Lynn Campbell has devoted his life to the profession of dentistry with his service to his patients, his leadership throughout all facets of dentistry, and his caring for the indigent. He has truly set a high standard for those who follow with all that is good and right in this world.

SCDA Members Your Help is Needed!



Beginning January 2017, Sea Island Rotary Club will be providing free dental treatment to the underserved adults in the Low Country. In conjunction with Beaufort Hampton Jasper Comprehensive Health Services, we will have the use of their mobile van one Saturday a month, to provide this much needed dental outreach program in Beaufort, St. Helena, Bluffton, Jasper areas.

How can you help?? We need your used dental instruments to make up packs for simple restorative and surgery. Dental sundries, gloves and masks would be appreciated as well. Please put them in a box (if it fits it ships at USPS) and send them to Dr. Ed Wise 1090 Ribaut Rd Beaufort, SC 29902

Questions? Contact Dr. Chuck Ingle 843-271-9672 or docingle@me.com

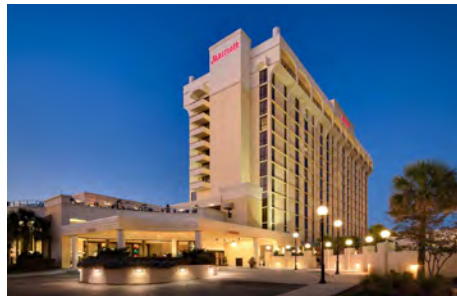
Master Calendar

January 27	DenPac Board Meeting	SCDA Office	
January 27	SCDA MBG Board Meeting	SCDA Office	9:00 am
February 3	SCDA Board Meeting	SCDA Office	9:00 am
February 17	Central District Spring Meeting	Columbia Conference Center	

148th SCDA Annual Session Goes Live! Pack Your Bags, Bring Your Spouse and Staff, Stay Until Sunday! By Dr. Bill Burn, General Chair

Please mark the dates now for the 148th SCDA Annual Session in 2017. We hope you will join us at the Charleston Marriott at 170 Lockwood Blvd in the number one vacation spot in the world, Charleston, SC, April 27 – 30, 2017. This year, we are also combining forces with MUSC and having the MUSC Alumni Weekend as part of this awesome annual meeting. Drs. Rocky Napier, Richard Boyd, Julia Mikell, and Harold Jablon have done a phenomenal job getting outstanding speakers from around the country, assembling an exhibition hall and planning social events that will appeal to you, your family, and your staff.

From Dr. Gordon Christensen talking about the latest and greatest in dentistry, Dr. David Paquette discussing sleep apnea, Dr. Robert Lustig talking about Sugar in our diet, and Dr. Joe Vuthiganon addressing dental materials, to our own Dr. Charlie Hook and his famous OSHA class, our agenda has something just for you, your spouse, and your staff. Some of the best speakers in the country will teach us about WOW, PANDA, dental hygiene, drug store OTC/prescription abuse, digital radiology, dental marketing, CPR, oral pathology, pre-natal and peri-natal care, caries risk assessment, risk management, retirement planning, interceptive orthodontics - the list goes on and on. From a wine tasting President's reception and a hardhat tour of the of the renovations at the Macaulay Dental Museum to a tour of the MUSC Dental College and Dental Alumni class reunions - this will be a weekend event you will not want to miss.



So, go ahead and mark the dates and location on your calendars right now – 148th SCDA Annual Session/ MUSC Alumni Weekend, Charleston Marriott, April 27 - 30, 2017. Plan on your entire family and dental team attending as well. This is going to be an amazing, fun-filled time for you all.

I encourage you to reserve your hotel rooms as soon as possible. Spring in Charleston is full of visitors and tourists – so get those rooms reserved now. See the web site at www.scdannualsession.com, which has more of the detail and several other hotel and event links. On-line registration will be live in mid-January. See you there!

Download the SCDA App Today!

From your SCDA App you can...

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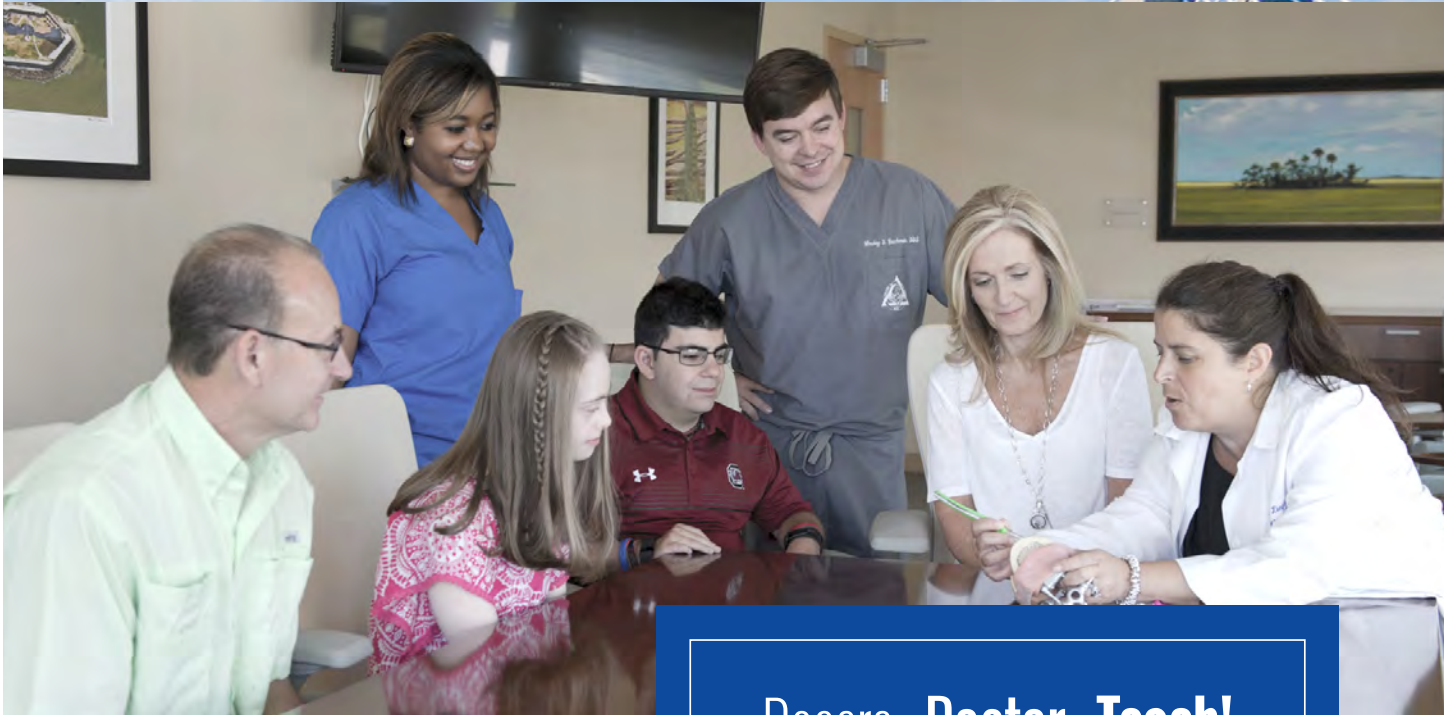
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148th SCDA Annual Session

April 27 - 30, 2017

Charleston Marriott | Charleston, SC



Docere - Doctor - Teach!

Our fellow man deserves it;
Our colleagues expect it;
Our profession demands it.*

*Partially adapted from a quote by Captain "Sully" Sullenberger

www.scdannualsession.com

Membership Corner

By Maie Brunson, Membership and Marketing Manager

2017 Membership Dues Deadline

By now you should have received your 2017 dues statement. Payment is due in the SCDA office by February 17, 2017 to avoid the \$100.00 late fee. Under SCDA Bylaws, a late fee only applies to the SCDA portion of the tripartite bill and is in the amount of \$100.00 of the original dues amount.

Membership lapses on March 17, 2017, if you have insurance with the ADA (Great West), it will stop. You will also lose your years of service with the ADA. If you have not received your dues statement, please email me at brunsonm@scda.org. Please make sure you get your dues in so we can continue to serve you in 2017!

If you have recently retired, please let me know so you can receive a discounted rate!

ADA cards

For those that have paid dues, ADA cards will be mailed out during the month of January. If you have any changes such as: mailing address or district changes, please contact me at 803-750-2277 or brunsonm@scda.org. Cards were printed in the fall by the ADA, so addresses and district changes might have been done after they were printed.

Please let us know if you have any questions! We are looking forward to a great 2017!



Reminder: You can pay your dues online!!

SCDA member helps local woman in need through Dental Lifeline Network • South Carolina



"We're not just making smiles, we're changing lives. The impact you have on patients in your community can't be measured." – Dr. Kim Capehart

Debrada worked as a pharmacy tech for many years before her disability prevented her from working. Uncontrolled seizures meant that she could not have a driver's license and stopped her from getting to work. She suffered from headaches, anxiety and depression. Additionally, her physician told her that she also has recurrent infections in her mouth, causing cellulitis and abscessed teeth. Debrada hadn't seen a dentist in more than 10 years. Multiple infected and broken teeth caused pain and health-related issues for her.

Dental Lifeline Network • South Carolina's **Donated Dental Services (DDS)** program came to Debrada's rescue. Dr. Kim Capehart serves as the state Leadership Council Chair and agreed to help Debrada restore her oral health and smile. Dr. Capehart, along with Golden Strip Dental Lab, donated a full upper and lower denture. After treatment Debrada was elated with the results: "I am grateful to all of you and Dr. Capehart to give me my smile back, thank you so very much." There are 295 patients still on the waitlist in South Carolina. Help us bridge the gap and support patients like Debrada.

Get Involved:

www.DentalLifeline.org/volunteer

Connect with us: [f](#) [in](#) [t](#) [@](#)

www.DentalLifeline.org



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Dr. Nelson Selected as 2017 National Rural Health Association Fellow

By MUSC, Department of Stomatology, James B. Edwards College of Dental Medicine



Dr. Joni Nelson

Joni D. Nelson, PhD, MS, Post Doctoral Scholar in Oral Health Interprofessionalism in the James B. Edwards College of Dental Medicine, Division of Population Oral Health has been selected for the 2017 National Rural Health Association's (NRHA) Rural Health Fellows Program. The Rural Health Fellows program selects 10-15 candidates from around the country to participate in a year-long intensive program to develop leaders who can articulate a clear and compelling vision for rural America. As a selected fellow for this meritorious program, Dr. Nelson will enrich her knowledge and application of regulatory changes in the healthcare system that impact rural oral health services and expand the application of research data to support legislative development that address oral health disparities for poor, rural, underserved minority populations. She will receive advanced rural health advocacy training, co-author policy briefs, and attend three meetings of national rural health policy leaders.

NRHA is a nonprofit organization working to improve the health and wellbeing of rural Americans and providing leadership on rural health issues through advocacy, communications, education and research. To date, NRHA membership is made up of 21,000 diverse individuals and organizations, all of whom share the common bond of an interest in rural health.

Dr. Blanton, Interim Dean at the College of Dental Medicine, is especially proud of Dr. Nelson's efforts on behalf of the citizens of South Carolina- "she is a tour de force" and deeply committed to improving population health for all Carolinians.

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Intraoral X-Ray Sensor Repair- We specialize in repairing Kodak/Carestream, Dexis Platinum, Gendex GXS700 & Schick CDR sensors. Repair & save thousands over replacement cost. We also buy & sell dental sensors. www.repairsensor.com or 919-924-8559.

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Since 1975, **Dental Power** has been **placing dentists seeking work!** We have clients in SC with fill-in/locum tenens needs, short-term assignments (mobile dentistry and school based programs), long-term contract work and associate position openings. You can learn more and view specific opportunities at www.DentalPower.com or 800-710-9720

Experienced dentist looking for long term employment in the Coastal SC region. Excellent at all basic dentistry procedures. Can work independently, hard working, quick learner, organized and responsible. Fun to work with. Provide quality work and superb patient care. Looking for that next great business opportunity? Contact nickmorenz@yahoo.com.

OSU dental grad 1986; GPR; 30 yrs exp.; 56 yo female dentist. Sold 16 yo GA practice. **Looking to work 1-2 days in Seneca, Easley, Clemson area.** DEA; GA & SC dental license. Extension experience implant placement & all restorative; most sx; IV sedation; Botox inj. Email for resume: rhpillips@attractivesmiles.com.

Positions Available - Dentists

Our Lady of Mercy's Dental Program on Johns Island needs **volunteer SC licensed dentists** to provide er & basic dental. M-Th & Tue evenings. Contact Dr. John Howard or Jakki Jeff at 843-559-4493.

Large group dental practice looking for **associate dentist** to join our expanding team in Columbia, SC. Competitive and excellent pay for qualified candidate. Experience preferred. State of the art facility. Candidates must have great work ethic, excellent skills and good chair-side manner. Email CV to bromanoea@yahoo.com

Volunteer at the Helping Hands

Dental Clinic (Georgetown). Licensed SC dentist, to provide extractions. Thur Evenings 5:00 pm. Contact Tracy Jones

at 843-527-3424 or acct.hhands@gmail.com.

Are you looking for a chance to work with a team of **pediatric dentists and orthodontists**? Are you looking for a career with a fun environment, competitive salary/benefits, and state of the art facilities? If so, our team is the perfect fit! To learn more email isabel@coastalkidsdental.com or 843-818-5437.

Great Expressions has **full-time, solo opportunities** for Dentists in metro-Atlanta, including: Fayetteville; Stockbridge; Newnan; Douglasville and Forest Park, GA. Six-Figure Draw vs. Percent of Production w/ sign-on or relocation possible as well! Clinical Freedom and Treatment Autonomy! Defined career-path, health/dental, 401K, time-off, malpractice assistance, CE. Call 678-836-2226!

Dentist: **Consulting firm seeking practice transition consultant nationwide.** Immediate need in SC. Full training and support. Unlimited earning potential. careers@paragon.us.com or 866-898-1867.

Kool Smiles is hiring in SC! We are currently **hiring PT or FT for all Dental Specialties:** Oral Surgery, Orthodontist, Pedodontist and Dental Anesthesiologist. Locations: Rock Hill, Greenville, Anderson, Columbia, Sumter, Orangeburg & Charleston. For more information, please apply online at koolsmilesjobs.com or contact Emily Platto 770-508-6810 or eplatto@benevis.com

Large group dental practice looking for associate dentist to join expanding team. **Positions available to Fort Mill, Indian Land and Rock Hill.** Competitive/excellent pay for qualified candidate. Experience preferred. State of the art facilities. Candidates must have great work ethic, excellent skills and exceptional chair-side manner. Interested candidates email CV fdhumanresources@gmail.com

Associate Dentist needed in Murrells Inlet for thriving practice operating 4 days a week. Full-time or part-time available. Contact 864-993-6675 or jenmitchell17@gmail.com.

General Dentist, Charlotte, NC- Full time opportunity to join an established group practice. University Dental Associates offers our doctors a collegial environment, doctor leadership and mentoring opportunities, professional management team, and is accredited by Accreditation Association for Ambulatory Health Care (AAAHC). Minimum of 3 years of experience. Contact Kate Anderson: kateanderson@amdpi.com.

Excellent opportunity for highly motivated associate dentist with great communication skills for fast growing, state of the art dental office in **Fort Mill/Rock Hill, SC area.** Full/Part time with future partnership; Excellent Compensation is production based; contact@carolinasmiledentistry.com

Associate Dentist position available in Florence, SC in an established, growing practice. Excellent compensation and very high earning potential. Buy-In opportunity available. Contact robin@southeasttransitions.com or 404-307-5234

Dental Associate needed part-time leading to full-time position in Powdersville, SC. Call the office at 864-269-3662 or email dr.gordongray@yahoo.com.

We are looking for one or more dentists **looking for an ownership position** or to work in various facilities mostly serving an elderly population. Located mostly in Columbia and surrounding areas. Schedule is 2-5 days per week, either for a daily rate or salary. Contact Ann Matika, MS, RDH or Rich Matika, MS, PMP at 757-431-5481.

Associate Dentist wanted ASAP- Retiring Dentist slowing down. Experienced candidate preferred. State of the art facility, great staff. Near Hilton Head & Savannah GA. arlthprl@hargray.com.

Associate needed for restorative/implant practice. 2 locations, \$2.2 million gross, Columbia and Lexington, both doctors have over 30 years experience. Dr. Phil Jackson is cosmetic/restorative dentist and Dr. Leo Hall is implant expert (over 30 years implant expertise). A golden opportunity for the right dentist. Call Nicole at 803-678-9999.

Rock Hill office is looking for an associate for 2 days a week. Competitive pay and will pay at a daily rate based on experience. We prefer someone who has at least 2-3 yrs experience. Potential for full time if the position is a good fit for both the associate and the office. We are flexible with the start date. Contact eesh216@gmail.com

We are seeking a full time dentist to join our established 2 doctor general **practice in Historic Abbeville, SC.** Excellent opportunity to practice high quality dentistry while enjoying the comforts of small town life. Abundant opportunities for hunting, fishing, golfing and raising a family. Part time employment is also available. 864-366-5511.

Highly motivated **Associate dentist** with great communication skills for fast growing, state of the art dental office in Fort Mill/Rock Hill, SC. Excellent compensation and very high earning potential for the right candidate with partnership option. Contact healthy.smiles4u80@gmail.com

Associate Dentist needed in Darlington, SC- Bela Family Dentistry is looking for a general dentist seeking an opportunity to work in a rural town. Must be able to provide comprehensive care, while delivering a high level of customer service. Generous compensation package, including Health Insurance, 401k, and more. If interested, please email CV to jraings@beladentistry.com

Team Placement Service is a Federal healthcare contractor. We currently have a wonderful **full-time General Dentist** position to work at the Marine Recruit Core Depot (MRCD) located at the Naval Hospital in Parris Island, SC. Any state license is acceptable. Full benefits and good salary, email your resume to tgreen@teamplacement.com.

The James B. Edwards College of Dental Medicine, Medical University of South Carolina is seeking applications for a full-time tenure track faculty position in the **Department of Oral Rehabilitation, Division of Restorative Dentistry**. Qualified candidates must hold a DDS/ DMD degree and prosthodontic or AEGD/ GRP certification is recommended. Apply online: <http://academicdepartments.musc.edu/hr/>.

The James B. Edwards College of Dental Medicine, Medical University of South Carolina is seeking applications for a full-time tenure track faculty position in the **Department of Oral Rehabilitation, Division of Removable Dentistry**. Qualified candidates must hold a DDS/ DMD degree, have graduated from a Prosthodontics Residency program. Apply online: <http://academicdepartments.musc.edu/hr/>.

Full time position available at a well established practice located in **Savannah, GA**. Opportunity is open to well seasoned practices and those newly licensed. 4-5 day work week based on candidates preference. Contact aminish@mdadental.com.

Associate Dentist needed in Greenville area. We are searching for an Associate Dentist 2 days per week for our modern dental office. Pay is collection based & opportunity exists for future ownership. Please email compassdentalassociates@gmail.com or call 864-200-1999.

Associate Dentist needed: Private modern cosmetic/family practice in **Mt. Pleasant, SC** looking for exceptional general dentist with 3+ years experience. Must be caring, compassionate and proficient in all areas of restorative and prosthetic dentistry for all ages. Contact mpscdentist@yahoo.com.

Positions Available- Staff

A brand new, private practice dental office is looking for energetic, motivated, reliable, quick-learning **dental assistant** to join the team. Experience preferred. Must be able to assist all aspects of dentistry and be familiar with Eagle Soft. Please email resume to brigitte.lorbecki@gmail.com.

Looking for a long term dental hygienist for a fast pace GP to cover Wednesdays and Thursdays. Experience is preferred but not required. Must have excellent communication and organizational skills with a high attention to details. Start ASAP! Fax resume to 843-672-3299 or email pterrydental@shtc.net.

Hygienist needed for maternity leave immediately until February. Competitive pay contact 803-252-8101 or dentaluniversity@att.net.

Dental Assistant Needed- Our general dentistry office is seeking an energetic, confident, outgoing assistant to join our team. Experience preferred. Must be able to assist in all areas & eaglesoft. Please email resume to dr.jscottrogers@gmail.com or fax 864-715-0690

Practices/Office Space Available

Columbia General Practice #8843-Gross collections-\$559K; sale price \$449K. 3 operatories; 1300 sqft. office space. For more information contact Dr. Jim Howard at 919-337-1162 or jim@adssouth.com

SW Greenville #9016-Gross Collections-\$640K; 5 operatories; 4 days For more information contact Dr. Earl Douglas at 770-664-1982 or earl@adssouth.com

Satellite dental office; 52 foot trailer. One operatory fully equipped white coastal chair. One operatory plumbed and ready. Lab, reception, business office, 1 full bathroom and HVAC included. Ready to move to your location. \$30,000 OBO call 803-648-3251

Dental Practice for Sale near Florence SC1059 Great part-time practice 30 minutes from Florence. Doctor currently working 3 days a week, has 4 operatories, and collects over \$600,000. Practice has great potential to reach a million working full time. Low overhead and great rural lifestyle. Doctor is moving. Can be a satellite or full time practice. 678-482-7305 or info@southeasttransitions.com. Listing ID SC-1059. www.southeasttransitions.com

Lowcountry/Coastal SC- oral surgery practice with periodontist in this highly desirable area of South Carolina. 3 operatories with new equipment added in 2015! Contact Henry Schein Professional Practice Transitions Consultant Courtney Howell Robinson, 843-324-0703, courtney.robinson@henryschein.com #SC107

Oral Surgery practice for sale **Between Columbia & Myrtle Beach** Fabulous 4 ops, 3 surgical suite facility consistently collecting close to \$800,000 working part time. Long term patient base, referrals and staff. Surgeon moving but will stay on for transition. Contact info@southeasttransitions.com or 678-482-7305 for details. Listing ID SC1053. www.southeasttransitions.com

Dental Practice for Sale near Florence SC1059 Great part-time practice 30 minutes from Florence. Doctor currently working 3 days a week, has 4 operatories, and collects over \$600,000. Potential to reach a million working full time. Low overhead and great rural lifestyle. Doctor is moving. Can be a satellite or full time practice. Contact us at info@southeasttransitions.com or 678-482-7305 for details. Listing ID SC1059.

Dental space available! Perfect for satellite office or new start-up. Offices have 6-7 fully plumbed ops with ample waiting room and office space. Offices available in SC: Bluffton, Beaufort and HHI; in GA: Atlanta, Macon, Fayetteville, Savannah, Pooler, Statesboro and Richmond Hill. Save time and money! Contact dentaljobsatlanta@gmail.com.

Large, established practice **for sale in Central, SC-** 45 minutes from Columbia. Over \$1.5 million in collections last 12 months & still growing. Practice is well equipped with latest technology and is located in free standing building in prime location. Selling Dr. desires to stay and continue working. Contact dental.encompass@gmail.com.

Dental office in Bluffton, SC- Free standing, high visibility, plenty of private offstreet parking. Location known only as dental office for over 30 years. Promises immediate patient flow- recently renovated- located in one of the fastest growing, most desirable communities in the US 843-384-1286 or 843-384-2669 for details.

For Sale

For Sale: Dental equipment chairs, units, lights, cabinetry, x-ray, vacuum, compressor, sterilizers and handpieces. Any and all things dental call 843-697-7567.

Soredex Digital Panorex for sale 10k. Great machine for start up practice or first time digital transition from film. Nice image at a nice price. Buyer responsible for installation. Call 803-785-9991.

For Sale: I-CAT- 2008 Gendex GX-CB500. This unit is in good working condition and was recently pulled from service and professionally de-installed. \$35,000 contact charles@mstxs.com or 843-697-7567.

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