



SOUTH CAROLINA DENTAL ASSOCIATION

Bulletin
September 2017
Volume 45, Issue 9

More than 800 Patients Receive Free Dental Care at One-Day Clinic *Value of Services Estimated at Over \$600,000*

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Columbia, SC (August 18, 2017) – More than 800 patients received an estimated \$600,000 in free dental services at the ninth annual Dental Access Day (DAD) event held from 6 a.m. to 6 p.m. today at the SC State Fairgrounds.

Dental Access Day is a day-long free dental clinic hosted by the South Carolina Dental Association (SCDA) that provides individuals in need with critical access to free dental care. It is an annual event in different parts of the state that is made possible by the generous sponsorship of Delta Dental of South Carolina and other companies.

Over a 12-hour period, hundreds of clinical volunteers delivered a range of services to patients, including x-rays, professional cleanings, extractions, and restorative care (i.e., fillings). Clinical volunteers included dentists, hygienists and dental students.

The SCDA has provided over 12,000 people with \$6.8 million in free services since the first free dental clinic in 2009.

"By serving others at Dental Access Days each year, we are helping solve a critical problem in South Carolina," said Phil Latham, SCDA Executive Director. "There is an immense lack of dental care in this state. We are proud to offer free cleanings and restorative services to people who may not otherwise receive them. Thanks to our volunteers and sponsors, we can provide some relief to those who need it," he added.

"The SCDA and the dental professionals who deliver the donated care deserve the greatest recognition for all of their tireless work," said Rob Goren, president and CEO of Delta Dental of Missouri, which does business in South Carolina as Delta Dental of South Carolina. "We've been humbled to be involved with this clinic as a sponsor since 2012. And, we're proud to donate financial resources to help make dental care available to everyone, especially those who need it the most," he said.

"This clinic is a lifeline to vital dental care for so many of our neighbors," said Spann Laffitte, vice president of sales and account management at Delta Dental of South Carolina. "It not only gives care—it gives hope."

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Dr. Franklin Bannon Hines, Jr. 1927-2017

By Gene Atkinson, DMD, SCDA Historian



The South Carolina Dental Association lost one of its most dynamic leaders on August 17, 2017. Dr. Frank Hines, Jr. epitomized the motto of "service beyond self." The SCDA is deeply indebted to Dr. Hines for his service to the profession of dentistry and the SCDA. Our association honored him with a Presidential Citation in 2012 for his lifetime of outstanding service to our organization. His funeral was held on August 20, 2017 at Kathwood Baptist Church.

Besides being an outstanding orthodontist, Dr. Frank Hines distinguished himself as a leader in many aspects for the South Carolina Dental Association.

Dr. Frank Hines, Jr. was born in 1927 in Hartsville, South Carolina to Dr. Frank Hines, Sr. and Leo Hicks Hines. He graduated from Hartsville High School and subsequently at the University of South Carolina with a B.S. degree in Biology. His dental education was at Emory University where he graduated in 1951. Dr. Hines practiced with his father in Hartsville before serving in the United States Navy for two years as a general dentist during the Korean War. Afterwards he was a resident in orthodontics at the University of North Carolina and received his M.S. degree there in 1956. From 1956 to 1995 he practiced orthodontics in Columbia as well as Lexington, S.C. In 1977 Dr. Hines became a Diplomate of the American Board of Orthodontics.

Dr. Frank Hines was extremely prolific, serving in numerous capacities in dentistry in South Carolina. He was president of the Richland County Dental Association in 1961-1962, president of the South Carolina Orthodontic Association in 1964-65, and served on the State Board of Dental Examiners from 1964-1968 as well as being its president.

The activities Dr. Hines performed with the South Carolina Dental Association were extensive. He was the president of the SCDA during its centennial year of 1968-1969. One of his greatest contributions was on the Legislative Committee from 1965-1985 where he served as chairman from 1969-1985. During that time his service was exemplary as he was a "one man lobbyist" for the SCDA in all aspects of the legislative arena, while still practicing orthodontics full-time. His outstanding service and thoroughness earned him a lengthy standing ovation at the SCDA House of Delegates when he stepped down from this position after the 1984 legislative session. Dr. Hines was also chairman of the SCDA Dental Health and Public Information Committee from 1960-1965. He also served on the Constitution and By-Laws Committee for many years as well as being its chairman. Dr. Hines also represented the SCDA as a Delegate to the American Dental Association's House of Delegates from 1967-1969 and again from 1986-1989. Dr. Hines was also the Directing Secretary(overall chairman) of the South Carolina Dental Association's Annual Session both in 1977 and 1981.

In South Carolina Dr. Hines served twice on the committee to revise the South Carolina Dental Practice Act from 1965-1968 and again from 1982-1985 when he served as its chairman.

Within his orthodontic organizations, Frank Hines dutifully served in many capacities. Among these was the presidency of the South Carolina Orthodontic Association in 1964-1965. With the Southern Orthodontic Association he served as a Trustee, Director, as well as its president in 1988-1989.

Dr. Hines was a dedicated member of the faculty at the Medical College of Georgia's Department of Orthodontics for over 20 years, ultimately serving as the Course Director of the post graduate clinic as well as Interim Chairman of the entire Department of Orthodontics.

Because of his outstanding service to dentistry, he was inducted as a Fellow into the American College of Dentists. In the ACD he served as the Secretary-Treasurer, Vice Chairman, and Chairman of the Carolinas District that represented both North Carolina and South Carolina.

Many honors have been bestowed on Dr. Hines for his many contributions to dentistry and mankind. The South Carolina Dental Association honored him with the George Hoffman Award in 1981, the most prestigious award it gives. In 1969 he was selected as the Dentist of the Year for the greater Columbia area by the Columbia Dental Assistants' Association. The Business Women's Association of Columbia proclaimed him the Boss of the Year in 1974. Because of his leadership with the Boy Scouts, they awarded

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him their highest honor, the Silver Beaver Award in 1970. In 2012 the South Carolina Dental Association awarded him a Presidential Citation for his prolific activities for the SCDA throughout his entire career.

In the community Dr. Hines continued his outstanding service by working as a consultant to Richland Memorial Hospital, the Crippled Children's Society, and the Central South Carolina Council of the Boy Scouts of America where he served on their Board of Governors and was their president in 1970-1971. Additionally Dr. Hines was very active with the United Way and the Rotary Club.

At the Medical University of South Carolina, he served on their Board of Visitors on two occasions. At Midlands Technical College Dr. Hines was a member as well as chairman of their Dental Hygiene Advisory Board.

Religiously Dr. Hines was a faithful member of Kathwood Baptist Church where he served on their Board of Deacons for many years and was also their Chairman.

One of Dr. Hines' dedicated hobbies was that of training and hunting with his bird dogs.

Dr. Hines married the former Josephine Wickliffe, and they had four children: Dr. Frank Hines, III who followed his father's profession of Orthodontics, Billie H. Muthig, Daniel W. Hines, and Lee H. Muthig.

Master Calendar

September 8	Central District Meeting	Columbia SC	8:00 AM
September 15	Pee Dee District Meeting	Florence SC	8:00 AM
September 22	Coastal District Meeting	Charleston SC	7:30 AM
September 29	Piedmont District Meeting	Greenville SC	8:00 AM
September 29	Dr. Salinas Dental Program	Charleston SC	8:00 AM



The poster features a central graphic of interlocking gears in various colors (blue, green, black). Five gears are highlighted with icons: a person at a desk, a pineapple, a handshake, a lightbulb, and a gear. A red banner in the top left corner reads "Save The Date". The text "106th Thomas P. Hinman Dental Meeting" is at the top right. Below it, the word "EXPERIENCE" is in green, followed by the "Hinman" logo in a stylized script. The dates "MARCH 22-24, 2018" and location "ATLANTA, GEORGIA" are in blue. At the bottom, "Hinman.org" is on the left and "INVEST IN YOUR FUTURE" is on the right.

Save The Date

106th Thomas P. Hinman Dental Meeting

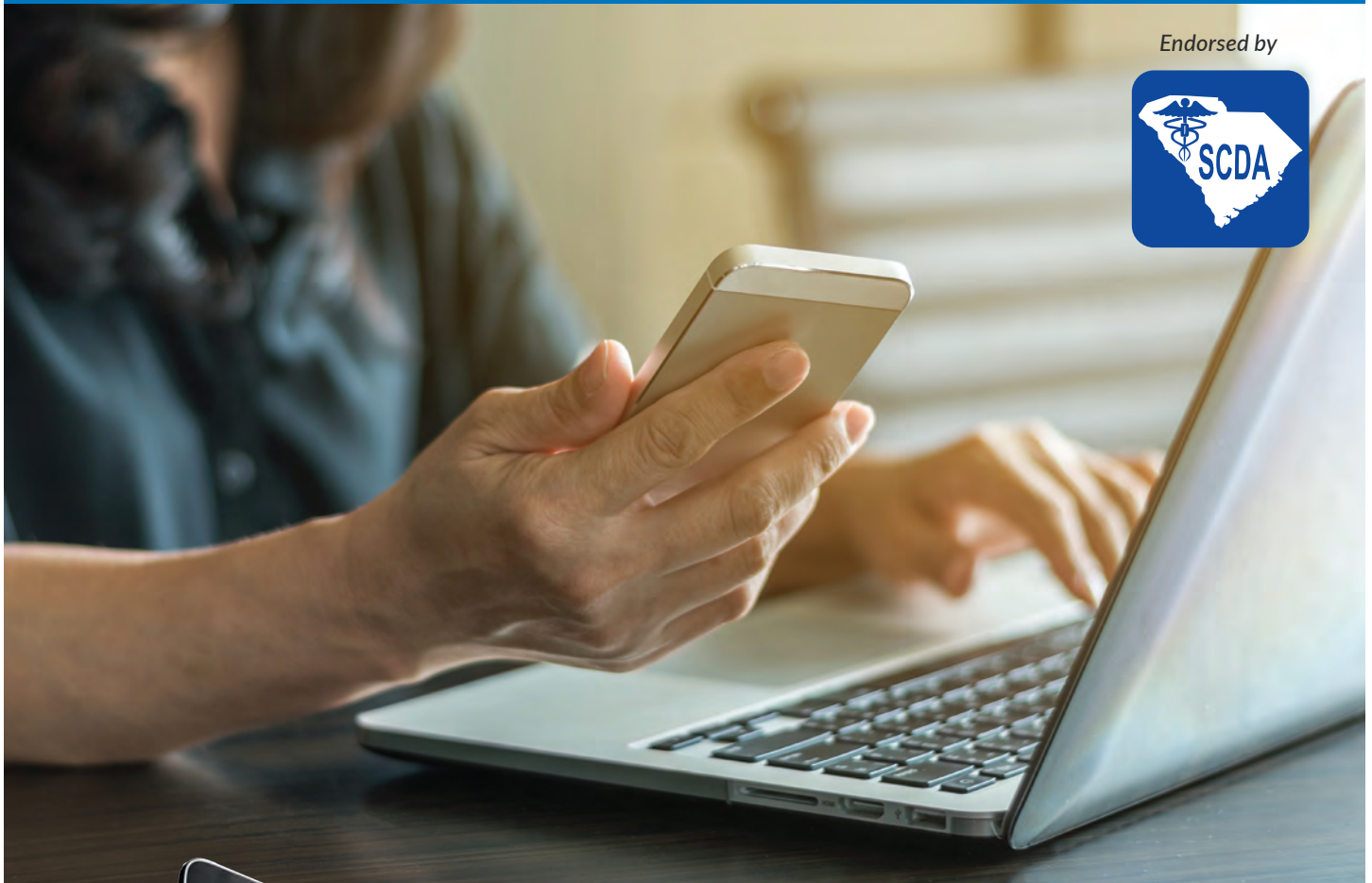
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Heroic Pairs- Professionals, Friends and Fellowmen

By Rocky Napier, SCDA President

As I write this month's message to the membership, I just experienced my eighth of the nine past annual SCDA DAD events we have held for the most vulnerable of our fellowmen in South Carolina. As Co-chairs, Lee and Chris pulled together one heck of a DAD's Committee that was supplemented with literally dozens and dozens of community volunteers and corporate sponsors. Committee members Julia, Andrea, Bill, Jim, Robbie, Don, Robyn, Lori, Won, Maie, the entire SCDA staff, and our E.D., Phil led our team of volunteers to the very best results in the most challenging of times. Their devotion and commitment to your profession and your fellowman is so inspirational. It gives me hope and confidence we will all find the best path forward for such crucial endeavors in the future.



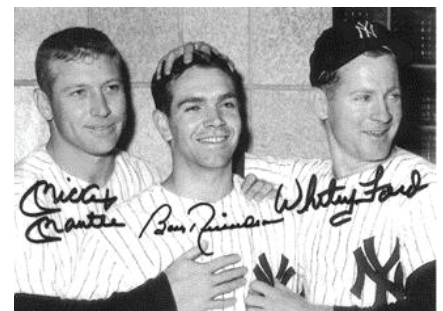
As I previously mentioned to Lee and Chris, all of you who volunteered are truly a gift. Each of you shared your time and your individual greatest gifts as they assigned you to help make each facet of this event a special and unique success. As reminded (I think) by a Captain on the TV show Wicked Tuna or Deadliest Catch, "the biggest fish are often caught in the roughest seas." Your teamwork, sacrifice, and compassion under the promise of no personal gain resulted over the day in more than 815 patients receiving more than \$635,000 in desperately needed dental care, a renewed spirit in mankind, and the promise of a better tomorrow.

On the eve of this year's DAD event, just before beginning his two full days of screenings and triage, Lynn (who signed my dental license three decades ago) let us know we lost Frank B. Hines, Jr., one of our greatest members and a lifelong volunteer to our association, profession, and fellowmen. He was a dental champion. He was a mentor and I remember many of the stories he shared with me many years ago. His loss reminds me on many different levels somewhat of a personal story that comes to mind every year now as we celebrate the end of summer and the activities that accompany the season. I hope you will take a few minutes and go back there in time with me.

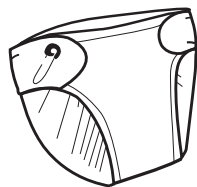
Back in the middle 60's, 1964 or so, every year this time of year and for a few years before and after, the boys in the neighborhood would head out to the street in shorts, still barefooted and shirtless, for games of 4 on 4 or 5 on 5 or so fast-pitch baseball as the major league playoff series season began. If any girls showed up we would split them up among the two teams and let them play, too.

Now keep in mind, the asphalt in the subdivisions at the time wasn't this smooth as cement asphalt you see today in most neighborhoods and on most all highways. It was the old tar and pointed gravel type. So, it would take several weeks of this each summer before the bottoms of our feet was calloused enough so we could really perform well. Yankee Stadium was laid out in the street and the dead end barricade behind us was our backstop with home plate, the pitcher's mound, and second base straight down the centerline. First and third base were off to either side along the shoulders with the outfield being the 4-way intersection beyond.

Being from SC, our closest and most noted baseball hero was Bobby Richardson. So the Yankees had to be our most favorite team, notwithstanding already having to read short biographies during the previous school year on the likes of Babe Ruth, Thomas Edison, Abraham Lincoln and other heroes of the world. In any event, when we were playing second, we were Bobby Richardson. When pitching, we were Whitey Ford. When catching, we were Yogi Berra. And, when we were hitting at home plate or playing in the outfield, we were Mickey Mantle. The rest is history, or since none of us ever made it in baseball, really no history at all.



In any event, Bobby Richardson was asked to try out for the New York Yankees as a teenager, by going to New York by rail, staying in the New York Hotel a few days, dressing out with the team before the game in Yankee Stadium and taking infield and batting practice with all the famous players. Bobby was as comfortable at second base and did as well as anyone could expect. Later in the practice, while standing around the batting cage, the coaches asked Bobby to take a few pitches. Bobby was a little uneasy and hesitant, having never been a big hitter. But, before anyone else could really notice, the famed "tape



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measure home run" veteran, Mickey Mantle, walked up and put his arms around Bobby, "the littlest Yankee," inviting him to, "Come on kid, step in there and take some swings." That simple act of friendship began one of the closest, strongest friendships in the entire history of professional baseball. And while never a big-time regular season hitter, when it mattered most, somehow Bobby did amass these batting and playing records of: 6 RBIs in a World Series game; 12 RBI's in a World Series; 13 hits in a World Series; 30 consecutive World Series games; World Series MVP; 2 grand slam home runs, a game winning grand-slam World Series game home run and Yankee Stadium's first grand slam home run (when Mickey told Bobby he wasn't feeling so good that day and to hit one out for him); a 5 time All-Star; 5 Golden Gloves and others. All throughout their careers and lives, though not exactly alike in many ways, they remained the closest of friends.

Bobby retired as a young player after a short career of slightly over a decade to go home and spend more time with his family and young children, and became a well-known motivational and inspirational speaker. Mickey continued playing for several more years, but he never refused to visit Bobby in South Carolina and participate in any baseball or youth-related event that Bobby asked him to attend. Likewise, Bobby never missed any of Mickey's calls either. You see, all throughout their lives and careers, though neither was ever very comfortable with or understood all the fame and adoration, both knew that the game of baseball was much bigger than either of them or all of the famed Yankee teammates combined or all of professional baseball for that matter. And, they knew their primary purpose in life was to help each other, and more importantly to constantly help other people, to lift spirits, and to make people smile. As you know, while Bobby retired early in life, Mickey passed away early in life while in retirement. And, while on a trip, when Bobby heard Mickey was close to the end, Bobby immediately changed his plans and flew out to Texas to put his arms around Mickey as he entered the record books of life, just like Mickey had put his arms around Bobby as he was about to enter and remain in the record books of the New York Yankees, the World Series, and the game of professional baseball forever. In fact, almost all of Mickey's teammates, in a final act of compassion, travelled to Dallas to visit Mickey in those final days. That devotion and commitment to each other is one of many reasons why they remain to this day one of the greatest teams in the history of baseball.

As members of the SCDA and the dental profession at-large, we have to remember that the learned profession of dental medicine is much bigger than any of us individually or all of us combined nationally or internationally. And, we are to carry out those same responsibilities to each other and to everyone, as members of the human race and as members of this learned profession, just like Bobby and Mickey; and just like the two other members of the tripartite of learned professionals, attorneys and theologians, do to every single person they can, every single day, and not just a selected few.

Imagination, hopes, dreams, inclusion, sacrifice, teamwork, devotion, loyalty, duty, camaraderie, perseverance, mentorship, and most of all, compassion - those are just some of the things that will always keep us a true learned profession, if we strive for them all day, every day.

Until next time, Docere, Doctor, Teach! Thank-you for always giving back!! Talk with you later - Rocky



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Advocacy Corner

By Dr. David Watson

Advocacy for the dental profession continues to be #1 in what ADA members want from our association. ADPAC is where the rubber meets the road for advocacy. Below are listed our SCDA members who have supported ADPAC. If your name is on this list, we thank you. If your name is not on this list, we ask you to consider getting involved with ADPAC. If you would like to join your peers in supporting our profession, go to ada.org, click on "Advocacy", click "ADPAC", and click "Contribute." Three clicks. Please consider helping protect our profession and the patients we serve.

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Executive Director's Notes

By Phil Latham, SCDA Executive Director

The South Carolina Dental Association (SCDA) Board of Governor's met on Friday, August 11, 2017 and the following are highlights from the meeting:

- The Board heard detailed reports from EdVenture, Colgate, MUSC and the Department of Health and Environmental Control's Division of Oral Health. The SCDA enjoys a great relationship with these groups and hears annual reports from them on the work everyone is doing together to advance oral health in South Carolina.
- The Board approved a Community Water Fluoridation Took Kit. This Took Kit outlines the numerous benefits of community fluoridated water and can provide immediate knowledge to both dentist and laypersons of the basic benefits of community water fluoridation. This Took Kit will be posted on the SCDA website.
- The Board approved an updated version of the SCDA White Paper. The first White paper was approved by the House of Delegates in 2011. Due to numerous updates and projects the SCDA has been involved in since 2011, it was time to update the paper so that not only the SCDA members, but anyone could read the position paper and gather an overview on where the SCDA stands on numerous issues regarding oral health.
- The Board approved numerous proposed changes to the SCDA Constitution and Bylaws that will come before the House of Delegates in December. Due to the number of proposed changes, they will be posted on the SCDA Website in the coming weeks so there will be ample time for members to read through and ask questions prior to the meeting.
- The Board decided that the SCDA will not host a Dental Access Days (DAD) Project in 2018. The reason for this is due to the availability of equipment that is used for the project. The North Carolina Dental Society is making major changes regarding their outreach project that affects the SCDA and 2018 will be used to review and discuss future DAD projects.

In other news, the American Dental Association's Council on Communications recently kicked off its three-year **"See Your ADA Dentist"** social media campaign to increase the utilization of dental services. In other words, to **help members be busier and fill chair time.**

The campaign launched on July 10 using the concept, **"Your Teeth Are Amazing. Your ADA Dentist Can Keep Them That Way."** You may have seen these advertisements while scrolling through your own Facebook newsfeed.

To date, only 17% of the SCDA members have updated their profile. Please [click here](#) to get instructions to update your profile today!

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 or 800-327-2598. Thanks you for helping South Carolina residents smile.

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Proactive & Preventative Measures Can Ensure the Health of Your Accounts Receivable

By Mark Brown

Running a dental practice is no small task. In addition to clinical expertise and taking care of patients, you have to manage every facet of your business. From staying on the leading edge of new dental developments and products, to simply overseeing the fundamental day-to-day operations. There is one area of your practice that can be streamlined to significantly improve your cash flow, minimize delinquencies and optimize fiscal operations. Managing your accounts receivable and collections can be economical and efficient if you take a proactive approach.

Internal Practices Minimize Overall Delinquencies

In many instances, practice managers focus on accounts that have aged beyond 60-90 days. But age is the greatest deteriorating factor in the collectability of an account, so these efforts often generate minimal recovery results.

The good news is, there are simple steps you can take to minimize the number of accounts that ever reach 60 days delinquent. According to Officite, statistics have shown that you can reduce that number by as much as 80% by implementing these steps:

- **Seek full payment or make firm arrangements at the time of service.** It may sound obvious, but communication is key. The greatest opportunity to prevent delinquencies from occurring is by discussing terms when the patient is in your practice. You can be friendly and flexible, and still enforce sound business practices. It's part of ensuring you can continue providing the patient with superior care!
- **If payment is not received in 30 days, place a call to the responsible party.** Often good-faith arrangements can be made just by re-opening the lines of communication. And if you've discussed payment upfront, there are no surprises. This call is also a great opportunity to follow-up on the patient care provided and further grows the relationship.
- **At 45 days delinquent, submit a written communication** advising your patient of the outstanding balance. This is not a collection notice; it is simply a means of verifying the account balance and performing due diligence to maintain consistent communication.
- **At 60 days delinquent, place another call (or calls).** You want to ensure the financial obligation is top of mind and your patient is aware that you intend to follow through.
- **If the account reaches 75 days, enlist a third party resource.** With today's seamless technologies and communicative, relationship-based approaches, there are third party experts who are economical, easy-to-implement, non-alienating and results-oriented. Place the account with a third party at 75 days delinquent to avoid further aging and the risk of write-off.
- **Seek the aid of a third party resource, such as TekCollect, that can fully integrate with your practice management system.** Identifying delinquencies, placing patient accounts, and updating payments is made easier by TekMD, a platform that automatically identifies problem accounts and updates balances directly from your PMS.

"Since being introduced to TekCollect, I have been nothing short of pleased. I work for a large dental practice with two offices and handle the collections for both. We have had great results with TekCollect's process and it has since become even better with the introduction of TekMD. I love that I can simply input the patient's account number if I am searching for one account, or search the entire patient base if I have a list of patients. Another feature that I love is that after a patient has paid their account, TekMD updates their systems automatically. I don't have to worry about calling them once a payment has been made. I highly recommend TekCollect." – K Thomas, Greenville, SC

By focusing your internal efforts on the 30-60 day slow-pays, you'll minimize the number of accounts ever requiring collections—and that saves you time, effort and expense. So establish an internal protocol, and stick with it.

Accounts receivable management follows the same ideology as preventative dental care. By implementing easy internal procedures that work to prevent delinquencies, you can greatly decrease the number requiring additional attention. It's an approach that can optimize your accounts receivable immediately, and for the long-term.

For more accounts receivable strategy insights, and information about TekCollect's services and benefits, contact them at 1-888-292-3530. TekCollect has been an SCDA endorsed company since 2011.



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5 Strategies for Stimulating Cash Flow

By TekCollect, an SCDA Endorsed Company

What if you started thinking of your internal accounting practices like preventive dentistry? Where should you make changes now to keep your cash flow healthy for years to come? Check out these top 5 strategies that you can begin using today:

- 1. Don't Write Off Delinquent Balances:** You might be thinking, *"Wait, aren't write-offs the cost of doing business?"* It seems easy to simply write off your delinquent balances and call it a day. Let's put it this way: Say you were to write off \$20,000.00 for 2017. In order to recuperate that loss, you would need to treat \$200,000.00 worth of additional new patient production – just to break even! Many practices do not realize the true cost of a write off in terms of overall business health. Think of your monthly production. How long are you willing to work for free to offset your losses? Even more important, these write-offs are your and your family's profits (retirement account, future education, vacation memories, etc.). Now, what if - instead of just writing off that original sum, you also invest a small percentage of that into an A/R management system that recovers the funds, so you could replace it back on the books as revenue the following year? Practices that make solid commitments to A/R health have reported up to a 75% reduction to the number of delinquencies that eventually become write-offs.
- 2. Reach Out to Patients During Tax Refund Season:** Beginning in late January, your patients begin filing their taxes and collecting refunds. This means that your patients who may have been strapped for cash at the end of the year now have replenished funds to honor their financial responsibilities. Did you know? The National Retail Federation says that over 40 percent of consumers expecting to receive tax refunds will use them to pay off existing debt. Tax season is the most effective time to reach out to your slow-paying patients – but the window is smaller than you think. It's critical that timely communication is made as early in tax season as possible. It all starts with a coordinated contact plan. Whether you make one with your staff or through a third party, consider having that plan in place before the holiday season and executing it within the first several weeks of January.
- 3. Anticipate Year-End Insurance Benefits for Delinquencies:** If you're marketing your services like most practices in America, chances are you're filling your December calendar with patients who are maximizing their insurance benefits once their deductible is met. The lift in production looks great for the bottom line, but what happens when the influx of patient responsible balances go unpaid into 2018? If you are planning to boost your business with year-end procedures, begin putting your A/R strategies in place to balance out delinquencies.
- 4. Provide Year-end Staff Relief:** Dentists have set the bar for running their businesses by using a lean, talented administrative staff, handling the tasks of a group twice their size. As a result, your team is faced with the daily challenge of prioritizing which tasks are most important to resolve. Additionally, you as dentists are generally immersed in the treatment and rehabilitation of your patients. Meanwhile, your untouched A/R is becoming a serious issue. As a business owner, your gut reaction is probably something along the lines of, *"Let's just internally work these accounts, the staff can devote a few hours a week to it, and it'll get done."* But what is the true cost and effectiveness of your team spending time on your slow-pays? The best way to handle this is simply to outsource it to a trusted third party. Why?
 - a. *It keeps your staff focused on your practice and patient's needs.* You hired experts in their chosen fields – consider the same for your A/R.
 - b. *A third party is trained in the latest laws and strategies to best return your funds.* If your administrative team is not versed in the laws as they change, their contacts to your patients could be cause for litigation.
 - c. *It's more cost effective than you think.* With the right partnership, recovery rates of 60% or higher and fees as low as 1-5%, it makes the choice simple. By pursuing internally, consider the true cost you're spending to chase delinquencies – in your employee time. Most owners agree they could spend as much as 1 ½ times the cost in pursuing the dollars they're losing with internal pursuit.
 - d. *As a doctor, you can concentrate your efforts on patient care, rather than your business.* Many dentists admit to being better doctors than business people – and that's ok! Find a trusted source for your cash flow management and rest easy.

14th Annual Countdown to Kindergarten Celebration

A HUGE THANK YOU to Dorothy Dixon and our Members: Drs. Rocky Napier, Felicia Goins, Brooke Stoltz, Brian Han and Scott McAbee.

This year the SCDA and Colgate Bright Smiles Bright Futures Dental Van partnered with EdVenture Children's Museum. We are proud of our GREAT team for coming out to participate. We hope to see YOU at the next community event!



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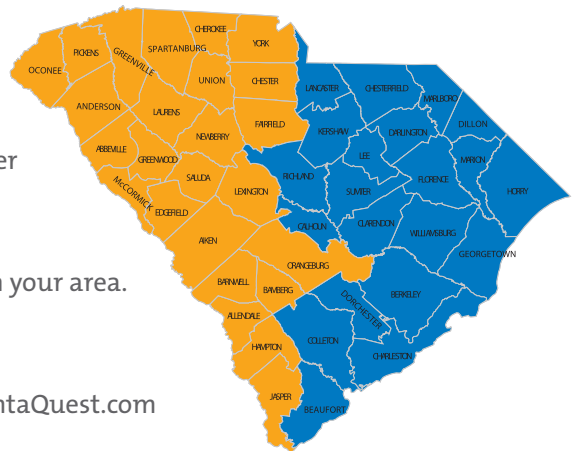
Working together to improve the oral health of South Carolina's residents

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.

Charita Harmon, MSM
803.394.7518
Charita.Harmon@DentaQuest.com

Amah Riley, RDH
843.287.8303
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5. Consider Early Intervention: You rely on your patient relationships. They build your repeat business, provide referrals, protect your reputation and guarantee longevity. Wouldn't you rather focus on building even better relationships with your most valued patients instead of on patients avoiding your payments? You may want to give delinquent accounts more time to pay, but The Department of Commerce reports that:

- a. Accounts 3 months past due are worth \$.83 on the dollar
- b. Accounts 6 months past due are worth \$.67 on the dollar
- c. Accounts 1 year past due are worth \$.45 on the dollar

Your account's value continues to deteriorate over time, and becomes more difficult to collect. In addition, the longer you wait, the more aggressive you have to be to recapture that lost revenue. When you establish contact early on, you can maintain a customer service approach with your patients. Instead of a reprimand for late payments, you remind them of their balance, make inquiries into their situation, offer assistance, education and support. You'd be surprised at how receptive and responsive your patients will be to this approach, especially at year end. Partner with a firm that can effectively promote patient loyalty vs. just being your last resort to profit losses.

The bottom line? Don't wait until the New Year to begin preventive maintenance on your revenue cycle. Put these 5 strategies to work in your practice this September, and begin seeing positive improvement in your patient relationships, your staff productivity, and your A/R.

SCDA Endorsed, TekCollect provides comprehensive revenue cycle management, collections and customer retention solutions to nearly 30,000 businesses nationwide. TekCollect specializes in dental practices to optimize their internal accounting practices, limit and control delinquencies, and improve positive cash flow for the long-term. Their technologically advanced approach generates the highest recovery ratios in the marketplace, and their non-alienating strategies preserve dental practice's valued patient relationships. To learn more, call: 888.292.3530, or visit: SCDA.TekCollect.com.

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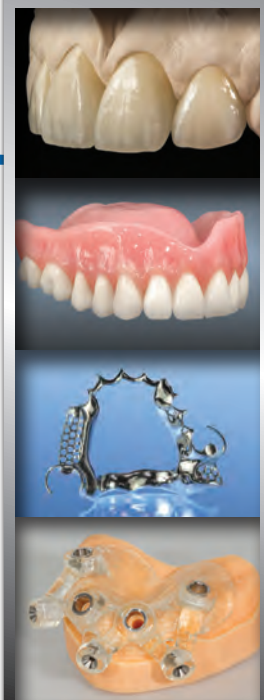
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The James B Edwards College of Dental Medicine XIX Annual Continuing Education Course
The Dr. Carlos F. Salinas Dental Program for the Diagnosis and Treatment
of Individuals with Special Health Care Needs
Friday, September 29, 2017

LOCATION:

North Charleston Convention Center (*Adjacent to Embassy Suites Hotel*)

Ballroom A

5001 Coliseum Drive

North Charleston, South Carolina 29418

Featured Presenters will be Karen Raposa RDH MBA; Betsy Davis DMD MS; Rhet Tucker MD; Mo Coover DDS; Steve Beetstra DDS; Jeffery I. Hicks BS DDS; Maureen (Romer) Munnelly Perry DDS MPA

SCHEDULE:

7:30 a.m.- 8:00 a.m.

Registration and Continental breakfast

8:15 a.m. – 4:00 p.m.

Course Sessions

ATTENDEE INFORMATION: (*one registration form per person, please print*)

Name: _____

Degree: _____ Name preferred on course badge: _____

Address: _____

City: _____ State: _____ Zip Code: _____

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The MUSC JBE College of Dental Medicine 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. The MUSC JBE College of Dental Medicine designates this activity for 6.0 hours of continuing education credits. The objective of this course is to provide current oral health information about patients with special needs to the dental professionals in SC. With this collaboration, our goal is the reduction of oral health disparities and achieving a better quality of life for this special and very vulnerable segment of our population. It will offer a combination of lectures, visual presentations and Q&A sessions.

REGISTRATION: (*Please make checks payable to “MUSC Foundation.”*)

- ☐ Dentists, MD, Ph.D. - \$120.00
- ☐ Retired dentist - \$80.00
- ☐ Dental hygienist, other health professionals - \$80.00
- ☐ Student members of American Academy of Developmental Medicine & Dentistry (AADMD) - \$80.00
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- ☐ I would like to make a one time donation to the program in memory of Dr. Carlos Salinas \$ _____

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James B. Edwards College of Dental Medicine
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East Cooper Community Outreach Dental Clinic (non-profit) is in need of a **surgical handpiece** (Hall). If you are willing to donate or have one available for a reasonable purchase price please contact lwhite@eccocharleston.org.

Ambulatory Anesthesia Associates has 35 years experience providing mobile office-based sedation and **anesthesia in dental offices**, delivered with patient safety and satisfaction first in mind. We provide a convenient and cost-effective service for both dentist and patient. Now serving SC, we look forward to working with you. Janielle@ambanes.com.

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The SCDA is starting a list of Dentists that are available to **fill in short-term**. Interested? Contact Sue Copeland at copelands@scda.org or 800-327-2598, with your name, contact information, and area you would be able to travel to.

Matika Irons & Associates, LLC (formerly Forest Irons & Associates Inc.) is searching for several general dentists to work in private practices in **all areas of SC**, for a rapidly-expanding company. Please visit www.matikairon.com for more information. Compensation is based on an hourly rate or percentage of production or collections. All replies are held as strictly confidential.

Positions Available - Dentists

Our Lady of Mercy's 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.

Volunteer at the Helping Hands Dental Clinic (Georgetown). Licensed SC dentist, to provide extractions. Thur 5:00 pm. Contact Tracy Jones at 843-527-3424 or acct.hhands@gmail.com.

Great Expressions has **full-time, solo opportunities** for Dentists in metro-Atlanta, including: Fayetteville; Kennesaw; and Douglasville 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!

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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, MUSC 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, MUSC 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/>.

We are seeking a **full time Dentist** to join our practice in Historic Georgetown SC. Looking for highly motivated experienced Associate Dentist ASAP. Contact brightondental15@yahoo.com

Endodontist needed once or twice a month in our busy Columbia office. Potential opportunities (days) at our other locations. Please contact Chad Tolbert at tolbertc81@yahoo.com or 803-429-7058.

General dentist needed immediately digital up to date office with experienced staff. \$800.00 daily or 30% collections. Email CV: cdcsmiles@live.com or call 803-738-2424.

Pediatric Dentist needed for Hospital cases. We need one for Columbia, Lancaster and/or Greenwood to do 3-4 cases. Please contact Chad Tolbert if you are interested in any or all locations tolbertc81@yahoo.com or 803-429-7058.

Signing Bonus Offered for Lexington, SC pediatric dental office: Excellent Opportunity for **Pediatric Dentist** at established Pediatric Dental office; two opportunities and two locations in Lexington, SC now hiring! Opportunities also available in the Charleston area for Pediatric, General Dentists and Orthodontist. www.smilesforlifefnetwork.com

Kool Smiles Associate **Dentists needed** - **FT/PT** opportunities in Columbia and Orangeburg, SC as well as for Traveling Role (Charleston, Rock Hill, Greenville, Anderson, Sumter). Earn daily guarantee up to \$800/DAY + sign-on/relocation! The top half of our dentists earn more than \$200k/year. Contact Renee Baron (404)862-9685 or rbaron@benevis.com.

Part-Time General Dentist. Are you a quality oriented General Dentist who is looking for a good opportunity in a nice practice in Hilton Head? If so we have a wonderful opportunity in a state-of-the-art, beautiful facility with the support of a fun and fantastic team around you. Please send your CV to dentalwise@yahoo.com.

General Dentist needed FT - Bluffton. Beautiful office with wonderful team to support you. Clinical autonomy, great compensation in a practice perfect for an experienced GP or new grad that desires clinical mentorship. All are welcome to apply- even New Grads. Send resume to: dmahiring3@yahoo.com

Pediatric or General Dentist with experience on children is needed for our growing office. We are looking for **Monday-Thursday and some Friday's in Greenwood**. We pay a daily rate or percentage of collections, whichever is higher. Please contact Chad Tolbert at tolbertc81@yahoo.com or 803-429-7058.

Large group dental practice looking for **associate dentist** to join expanding team. Positions available in Indian Land and Rock Hill. Competitive/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. Interested candidates email CV to smilingdds1@gmail.com

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General Dentist in Beaufort SC. The full-time position provides: competitive pay, 8 hours PTO per two week pay period. Doctorate in dentistry from an accredited dental school ADA approved within the preceding 12 months, and 12 classroom hours of CE. Must possess current unrestricted license. Contact syoung@teamplace.com

Doctor needed for childrens dentistry practice. 2 Saturdays per month, hygiene and exams only. Contact resumes@carolinastaffingsolutions.com.

Doctor needed for Saturday Dentistry. Hygiene and exams only (2 Saturdays per month). Contact resumes@carolinastaffingsolutions.net.

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Large office in growing area in search of **full time general dentist** with potential to buy in in future. Experience with extractions & implants preferred. Office is in new building with up to date and modern equipment. Contact rjrennerdds@yahoo.com.

Associate positions available in Columbia and Lexington locations. State of the art offices, digital & CEREC. Opportunity for ownership if desired. New grads welcome! Guaranteed pay. Relocation bonus available. Contact: russellch@pacden.com.

Positions Available- Staff

Drs. Smith and Robinson Dental Practice in Lexington has a position available for a **certified dental assistant**. Our office is a full service general dental practice providing extensive treatment in all aspects of patient care. It is our hope to find a qualified chairside assistant, preferable with previous experience. Our office offers benefits that may include based on tenure and work schedule. Those qualified applicants are invited to call 803-359-9991 and request an interview.

Full-time dental hygienist or assistant needed for established pediatric dental practice in Columbia, SC. Applicant must be a team player who loves/has patience for children, great communication skills and thrives in a positive work environment. Contact spencer.collins@gmail.com.

Our Lady of Mercy Community Outreach on Johns Island is seeking a **part-time dental assistant**. Three days a week position (maximum of 22 hours per week). Must have associates degree or accredited program, CPR certification, and exemplary customer service skills. Submit a resume and cover letter to jennifer.meshanko@olmoutreach.org.

Dental Assistant with degree from an accredited college or other training program; current state of South Carolina licensure/certification as a dental assistant. Work independently and part of a team. 1-2 years experience as a CDA. Knowledge of Eagle Soft dental software, bilingual and/or fluent in Spanish a plus. Contact mmccauley@wellpartners.org.

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Beautiful high-end practice near Charleston. High FFS practice collecting \$1M, 3 operatories with room to grow. Doctor would like to work for extended period. Building available for sale. Contact 678-482-7305 or email info@southeasttransitions.com. Listing ID SC1070

Established **general practice for sale near Columbia.** Great staff, FFS practice collecting over \$650k. 5 operatories in owned facility, expandable, and available for sale. Doctor will stay for short transition. More information, please call 678-48207305 or email info@southeasttransitions.com. Listing ID SC1073.

Dental Practice for Sale near **Columbia, SC** Beautiful, 5 operatory practice in free standing building. Collecting \$750,000 a year with plenty of room for growth. Doctor will stay on. Building also for sale. For more information please email info@usdentaltransitions.com or call 678-482-7305. Listing ID SC1075.

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.

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.

For Sale: Instrumentarium 200 PAN/TOMO. Great machine that takes great images. \$8,000 or best offer. Buyer responsible for installation. Please contact periothree@sc.rr.com or call 843-272-2536

For Sale: 2 Sirona Orthophos 3 digital panoramic x-rays. One is fully functional and the other is only missing a timing circuit board. Offering both as is for \$12k obo call 864-229-4813

For Lease: Dental Office in Bluffton, SC. This free standing building with plenty of parking has been a dental office for 30 years! This building offers excellent visibility and promises immediate patient flow. Adjacent to a Pediatric Dentist. Contact Dr. Shane Harpham for more information 989-415-3397-Cell Shanedmb41@hotmail.com

Please welcome new DDS coordinator, Vivian Lovingood!

Dental Lifeline Network • South Carolina's Donated Dental Services (DDS) program is made possible by the work of generous volunteer dentists, labs and supporters including the SCDA. This work is not possible without the assistance of the DDS coordinator, who ensures the program runs smoothly. DLN and SCDA welcome the new South Carolina DDS coordinator, Vivian Lovingood. She is a social worker by heart and has recently moved back home to Columbia.

Get to know Vivian:

Hometown: I was born and raised in Columbia, South Carolina, but have been away for 35 years before now. I have lived in Pittsburgh, Philadelphia, and Ohio before moving back here.

Favorite thing about Columbia: Southern hospitality.

What brought you to Dental Lifeline

Network: Relocating back home to SC, wanting to work for a non-profit organization with a great mission.

Best part of working at DLN: helping patients improve their health and their self-confidence.

Hobbies: entering sweepstakes, watching classic movies, cheering for the Pittsburgh Pirates.

Do you have a secret talent: I can organize anything.

What is a random fun fact about yourself? I lived in Lesotho South Africa for a year when I was 2 years old, as my Dad taught there on a Fulbright scholarship.



Volunteer Today!

Dentists, you can join the 192 dentists and 28 labs that volunteer for DLN • SC. Visit www.WillYouSeeONE.org to find out how!