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Bulletin

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INSIDE THIS ISSUE:

Editorial Comments 3

School Screening Bill 7

Tech Talk 9

President's Message 11

SCDAA Needs Your Help 13

Executive Director's Notes 14

SCDA Member Benefits Group Corner 17

Ethics White Paper 21

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THE SOUTH
CAROLINA
DENTAL
ASSOCIATION

Greenville Technical College Clinic Expands

by Dana Parker and Phil Smith

Three years ago, Dr. Dana Parker, Associate Dean for Greenville Technical College's Dental Program, realized the severe need to expand the clinical facility at the college. Enrollment had increased and the number of available operatories could not support the instructional process for the dental allied services. The Upstate area also seemed to have an influx of patients who were uninsured, underinsured, and/or non-Medicaid eligible with extensive unmet dental needs. The decay rate was increasing for this segment of

the population, as well as a significant disconnect between oral health and systemic health. The directive to have "First Dental Visit by Age One" resonated with families caught in the syndrome of low birth weight, periodontal disease and diabetes.

"These are complex issues not easily resolved by a single individual" Dr. Parker said. "But with the help of United Way, a large group of healthcare providers and corporate supporters came to the table to offer advice about what was needed." After numerous meetings, the group of four serious and dedicated partners developed a master plan. Bon Secour St. Francis Community Ministries would contribute a new mobile medical unit to be converted to two dental operatories with digital radiography and a small sterilization room; New Horizon (a federally funded health center) would expand to offer dental services and would build a new free standing 13 chair dental clinic to operate on a sliding fee basis and serve as a permanent dental home for patients initially seen on the mobile dental unit with no dental home. Greenville Technical College would add a state-of-the-art 12 chair facility as well as provide faculty and students to operate both the mobile unit and 6

House of Delegates Schedule:

- ◆ Registration: Friday, December 7 10-11am—Virginia Wingard UMC, Columbia
- ◆ House of Delegates Opens: Friday, December 7 11am—Virginia Wingard Memorial UMC, Columbia



Eleanor Dunlap, Andrea Smith, Dana Parker, Regina Cook, Jennifer Clark

(Continued on page 2)

Greenville Technical College Clinic Expands Continued from page 1

chairs at the New Horizon Family Dental Clinic. The United Way would serve as the negotiating partner and the source of funding.

Then came the reality of needing \$4.7 million to make it happen! “That’s a lot of grant writing, fundraising, and salesmanship to corporate sponsors!” Dr. Parker exclaimed. “GTC student / faculty would compromise a \$2.5 million dollar in kind contribution in services rendered. And GTC would need a grant of another half million plus for its expansion. As you can imagine, raising the money was no easy task!”

Even with money being donated, there were numerous challenges to overcome. Property acquisition, design renovations, equipment purchasing and up-fitting, as well compliance with assorted federal guidelines. As with any major construction effort, there were set-backs with electrical issues, permits, and computer interfacing with variant systems. All issues complicated an already tight schedule!

Dr. Parker laughed, “Needless to say, we all had more than a few nervous twitches and a lot to learn before the Grand Opening Ceremony on October 31! Perhaps Sullivan Schein should get the award for the most ‘battle scars’. The installation technicians were literally still working hours before the opening ceremony.”

The Mobile Dental Unit became operational in the fall of 2006, and more than 1000 patients have received preventive care since May 2007 by GTC students. By August 2007, a contract with Greenville County Schools was finalized and Title I schools have been the center of the program’s focus. After numerous delays, both the GTC clinic and the New Horizon clinic opened in October 2007. This significant effort has brought great opportunity to the dental community in the Upstate as well as a wonderful resource for the Greenville Technical College program.

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Master Calendar

- Dec. 7** **SCDA House of Delegates Meeting**—Virginia Wingard Memorial UMC, 11 am-4 pm
- Dec. 14** **CDHM Committee Meeting**—EdVenture, 10 am-12 pm
- Dec. 24-26** **SCDA Office closed for Christmas Holiday**
- Dec. 31-Jan. 1** **SCDA Office closed for New Years Holiday**
- Jan. 18** **CDHM Committee Meeting**—EdVenture, 10 am-12 pm

Please visit www.scda.org for more events.

South Carolina Dental Association Bulletin

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Philip E. Smith, DMD, FAGD, ACD, ICD

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Editorial Comments

Comments appearing in this section are the renderings of the Editor or credited authors and do not necessarily reflect the opinions or policies of the SCDA. Letters are invited. Brevity is appreciated, and the Editor reserves the right to edit all communications. Letters may be emailed: philes48@aol.com, mailed to the SCDA office, or faxed to (803)359-3004.

The Good, the Bad, and the Ugly, Reflections on 2007...

As the year winds down, I thought it might be appropriate to reflect on the dental community as a whole and the “state” of dentistry in South Carolina. So I have invited 13 guests to contribute to my editor’s column and assist me to present a picture of our activities. As you can imagine, all things cannot be perfect, and the guest writers’ assignment was to submit some good things and some bad things regarding 2007.

Here is their list, presented in no particular order. Some editorial changes were used for brevity and clarity.

The Good:

- Rep. Leon Howard was elected as Chairman of the 3M Committee of the State Legislature.
- South Carolina broke ground on the long awaited new clinical building for the College of Dental Medicine.
- Dentistry is fortunate to be at a time in history when society is very focused on appearance, thus making the demand for dentistry high.
- There are so many options and technologies available to dentists. Implants, digital technology, lasers, computer imaging that have allowed us to practice better dentistry.
- Smiles for a Lifetime / Allendale Smiles, a children’s dental clinic that offers care to children who may otherwise not have dental treatment.
- Amazing technology now assists dentistry. Digital, Computer, Conebeam Scans, CTI generated implant placement and surgical diagnosis.
- There is an increase in awareness in the issue of “access to care”, as well as an increase of involvement from organizations (ADA/SCDA) to responsibly address the nation’s need.
- There is much compassion and giving from the dental community. Opportunities to serve include Mercy Medicine, Give Kids A Smile, Donated Dental Services, and assorted mission programs. These are efforts where dentistry changes people’s lives.
- There is better SCDA involvement regarding collaboration with the MUSC School of Dentistry on various issues of common interest.
- The Give Kids A Smile Program in South Carolina has been very successful.
- There are intrinsic avenues to positively impact community life. Helping others on a daily basis.
- Prevention is what we dentists are about and no one does it better. The Age ONE First Visit is now the “standard of care”.
- The Give Kids A Smile Program continues to provide an awareness to the public of the need for our services and does assist in placing deserving children into “dental homes”. It gets better every year!
- The start of construction of the new James B. Edwards Dental School facility.

The Bad:

- Comprehensive dentistry is not being taught in dental schools with much

(Continued on page 5)



Dr. Phil Smith
Editor

The ADPAC Board

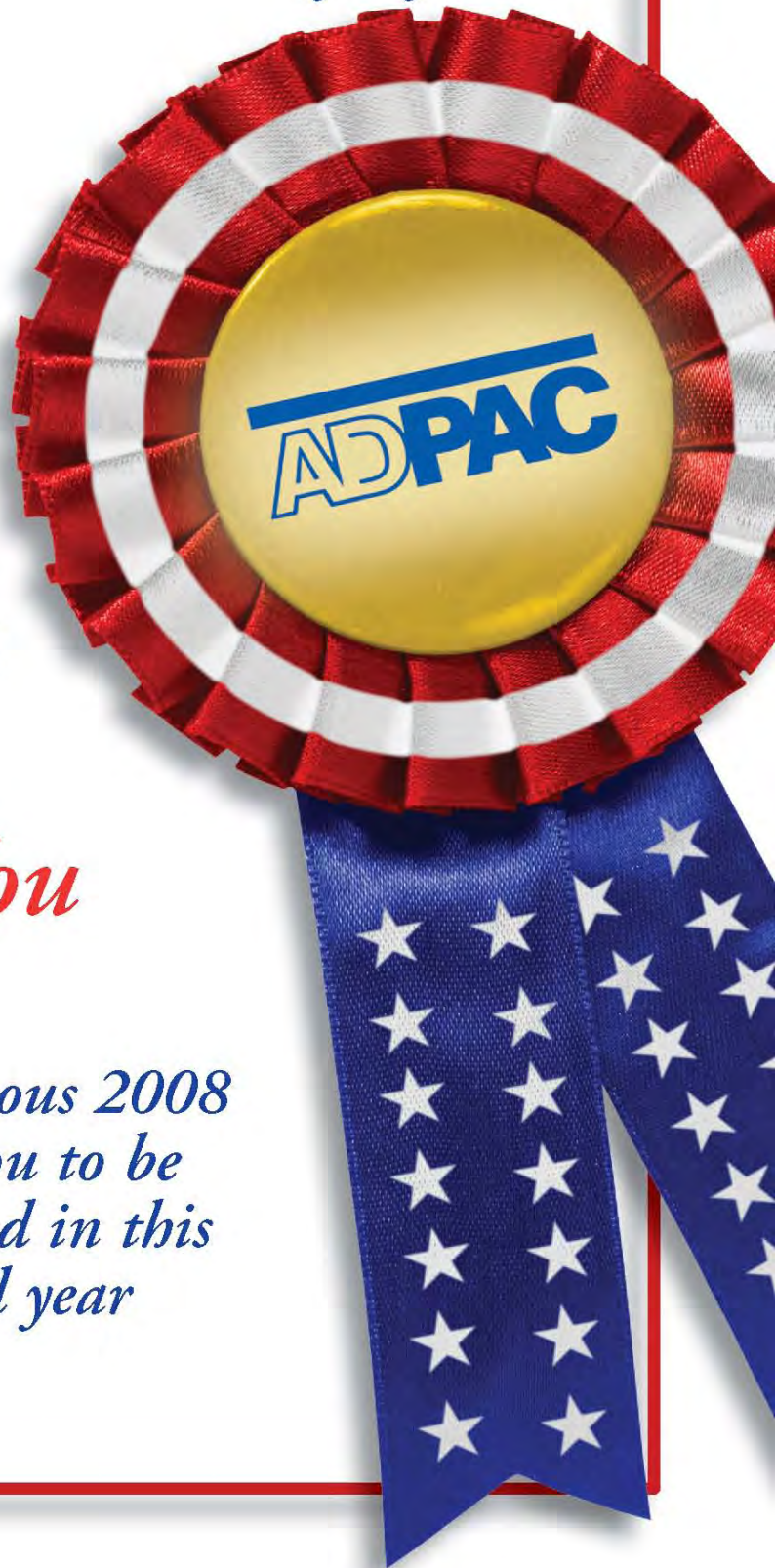
along with

District 16 Board Member Dr. Gary Oyster

*wish to recognize and
thank the 374 members
of the South Carolina
Dental Association for
their significant 2007
contributions to ADPAC.*

Thank You

*We wish you a prosperous 2008
and we encourage you to be
informed and involved in this
important political year*



Editorial Comments

(Continued from page 3)

- authority.
- The SCDA has eliminated the traditional Peer Review Process from its programs. (Dental problem arbitration and resolution should be in the hands of dentists.)
 - There is an acute nationwide shortage of dental school educators due to low salaries that only approach the income of private practice.
 - Managed care and assorted insurance vehicles dictate what treatment a patient may receive. Regretfully, patients often choose only covered procedures.
 - Few recent graduates are able or willing to make commitments when it comes to practice options. Many are simply looking “for a job”.
 - Proliferation of HMO/PPO insurance into private practice. Some patients have to change dentists or risk losing their benefits.
 - NINE dental schools have now had incidences of cheating and or honor code violations.
 - Greed. Providing care that is not the least invasive but is the most invasive. Over treatment and under diagnosis.
 - Communication and Volunteer participation seems to be getting worse. We are seeing a decrease in dentists serving on important SCDA committees and task forces.
 - Practice management times three! Fiscal management, people management and quality of care management.
 - Continued animosity between segments of the dental community and the hygienists community.
 - Our State’s Medicaid program has not changed since January 2000, except to enroll more children, and is long overdue for help from the Legislature.
 - Patients are becoming concerned for the “need” of extensive care. Lavish offices raise questions if treatment is for patient needs or the “bottom line”.

As I reflect on 2007, and consider the opinions listed above there are a few observations that I would invite my readers to consider.

The Good of dentistry is so very good. I have the belief that many dentists still enjoy the reason that they were attracted to the profession...to help others! So for me, the good for 2007 is that dentistry has been very active in reaching out. Historically, donations of care and service extend beyond our borders, and in some cases beyond our country. Exclusive of the rhetoric, dentistry is seeking a solution for “access to care” in South Carolina! I would also be remiss if I didn’t express my support of the new dental school expansion, a great plus for 2007.

The Bad for 2007 seems to center around third party programs that limit or impede patient care. I find this a bit awkward in light of the above “good” statement, but the concern of many is not the insurance, but the way by which patients are cornered into treatment options. Dentistry understands how insurance coverage works, many patients do not. And all of us hate looking like the bad guys!

The Ugly for 2007 is the rise of unethical behavior. Dishonesty in some dental schools has shocked the community. Over treatment by some dentists and a trend to “market and sell” presents a regretful image for recent graduates or the public at large. I fear that without some change dentistry may evolve into a business and not a profession that cares for the needs of the public.

My eloquent and insightful contributors were: Ben Adams, Jim Beall, Erwin Baker, Eddie Collins, Nobel Cooper Sr., Loretta Felder, Happy Hayes, Tom Kays, Michael Miller, Skip Mollica, John Pitner, Carroll Player, and Cassie Sinclair.

Thanks for your help!
Happy Holidays,
Phil

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— *wealth management* —

School Screening Bill

by David Jordan

Last year the South Carolina Dental Association's House of Delegates voted to sponsor legislation that would require children entering into five-year-old kindergarten in South Carolina's public schools have a dental screening. Since that time the SCDA has been working with officials from the Department of Education and DHEC to put together a bill to present to the legislature. The bill is ready to submit to the appropriate committees in the General Assembly and there is a strong chance that the SCDA's school screening proposal will be law by the next school year.

SCDA president Larry Ferguson initiated this proposal last year for several reasons. Many of our members may be interested to learn that dental caries is the most common chronic childhood disease. Children miss more school days for health related reasons due to toothaches than for any other reason. Toothaches are five times more common than asthma, which is the next most common health problem in children. When a child has a toothache, that child's ability to learn is affected. And the problem is not getting better. Recent data show that 28% of all two-to-five year old U.S. children have tooth decay, up from 24% ten years previously. And since the nature of dental caries is progressive, the prevalence of tooth decay in children generally increases with age. This is especially true in high-risk children. Nearly 30% of preschoolers living in poverty and 25% of preschoolers living in low-income housing have decayed teeth that remain untreated.

The problem of childhood decay has received national attention in the recent past. As most of our members are aware, a child in Maryland died of a brain infection that originated from a carious lesion of one of his teeth. That child would be alive today if his tooth had been treated in a timely manner. Unfortunately, the dental profession received a lot of negative publicity because of a breakdown of the dental care delivery system that most assuredly would have saved that child's life.

As we all know, dental decay is nearly entirely preventable, but when it does occur, early intervention will save our children from needless suffering. Therefore, the primary purpose of our school-screening proposal is to identify those children who need treatment and to find them a dental home. The screening tool that we will use is a simple form that will categorize the child's dental health into one of three categories: no observable decay, decay present that needs to be treated, or urgent conditions (such as pain, infection) that require immediate attention. The screening is not an examination, but is basically a quick look-see that would take 30 seconds to a minute. Any qualified staff member would be able to do this in our office. A form provided by the Department of Education will be checked off according to the findings, and the child will turn that form over to the school that he or she attends. For children that have a regular examination in our offices, there will be no need for a screening, but we would check off the screening form for the child to turn in to school.

The SCDA strongly believes in early intervention and a dental home for every child. The House of Delegates pledged that our SCDA members would provide screenings for any child that needs it at no charge. The SCDA believes that the disease burden of dental decay in South Carolina can be greatly diminished if we could provide all of our children with a dental home, and the dentists of the South Carolina Dental Association are dedicated to see that happen.

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Tech Talk

By Christy J. Campbell

GKAS

You can now register yourself, staff, and volunteers for GKAS 2008 by clicking on the GKAS icon on the front page of the website. Just go to www.scda.org and register.

2008 Membership Dues

By now you should have received your blue 2008 Membership Dues statement. If you have not, please contact Christy by emailing campbellc@scda.org or calling the SCDA office at 800-327-2598 so that we can make sure that we have your current mailing address. Remember the deadline is **January 1, 2008** to avoid penalties.

Fun Facts

Toothpicks-On February 20, 1872, Silas Noble and J.P. Cooley of Granville, Massachusetts, patented the first toothpick manufacturing machine.



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President's Message



Dr. Carter Brown
President

"Giving"

None of us were born possessing the skill and knowledge to do the precision work that is required in dentistry. All along the way many people and circumstances have guided us, taught us, inspired us and supported us. The transformation took others being involved in helping us. I want to quote part of a speech from a dear friend of mine from Oregon, Dr. Bruce Burton. Coach Burton is as fine a dentist as you will find. He also is a real live coach. He coaches not only young athletes but also coaches their mind and soul as well. He has personally financed many kids' lives and given them the foundation to succeed. He was talking of some important words:

Six of the most important words are, **"I admit I made a mistake."**

Five of the most important words are, **"You did a great job."**

Four of the most important words are, **"What is your opinion?"**

Three of the most important words are, **"May I help?"**

Winston Churchill said it best, **"We make a living by what we get, and we make a life by what we give."**

The two most important words are, **"Thank you."**

To conclude this part of my talk on the English language, the least important word is, **"I."**

*"I have drunk from the wells I did not dig,
I have been warmed by fires I did not build"*

There is no greater honor than taking the opportunity to repay those who have dug the wells and built the fires before us, as well as to pass along the favors to others.

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SCDAA NEEDS YOUR HELP

by Phil Smith

The South Carolina Dental Assistants Association needs help in identifying and enrolling all members of the assistant team. Many dental offices have assistants that are not members of the SCDAA organization. Yet the leadership of the state assistants group wishes to contact the *thousands* of assistants that are unaffiliated with this fine association.

Over the years, the SCDAA's rolls have eroded, even though the number of assistants in the state has increased. And as with the dental association, connection and involvement are crucial to the ongoing success of the profession. To help in identifying the state's assistants, the SCDA Board of Governors is requesting that dental offices ask their assistant staff to provide e-mail addresses or mail locations for the opportunity to establish a census of our dental team population. The SCDAA is quick to recognize that dental assistants include chairside staff, front desk employees, as well as all assistants providing clinical aid.

The SCDAA then wishes to use this information to enroll membership in the organization. Please be aware, this is not meant to be a vehicle for solicitation or marketing. The SCDA recognizes the great contribution that the SCDAA has provided in our many endeavors and encourages support of our sister organization. It is appropriate that dentistry pursue this census in order to better utilize this team resource, but to also evaluate the available employee base for the future.

Membership benefits in the SCDAA include access to continuing education designed for the staff, and insurance vehicles specific for the staff needs. Dues are \$120 per year and include membership to the ADAA as well as the state and local organization. For more information, please contact Ms. Linda Lamb by mail at 115 Burkett Drive, West Columbia SC 29172 or by fax at 803-794-9121. Or, a membership application can be found here: <http://scda.org/displaycommon.cfm?an=14>. Simply click on The American Dental Assistants Association Membership Application.

Executive Director's Notes

SCDA Dues Statements

By now you have received your 2008 SCDA membership dues statements. The statement reflects the normal mandatory and several voluntary dues items. The SCDA will accept either a check or credit card for payment of dues. Also enclosed with your dues statement was a membership update sheet with contact information both we and the ADA have on file. Please take the time to review this closely, make any changes, and send back to us along with your dues payment. Having the correct contact information on file is essential to keep the membership informed.



Mr. Phil Latham
Executive Director

SCDA Awards Brochure

Each year at the annual meeting, the SCDA recognizes those nominated and voted upon to receive awards. The awards brochure was mailed along with the House of Delegates agenda this year and you should have already received it. Deadline for nominations is Wednesday, January 2, 2008. If you cannot find your copy, just log onto www.scd.org and access the nomination form by clicking "2008 Awards Program" on the front page.

Medicaid

Although I mentioned this information in my e-gram in November, I believe it is worth mentioning again. The Department of Health and Human Services (DHHS) has extended the deadline regarding the switch to the 2006 ADA Claim form. Recent problems and required NPI information have caused this delay. In an effort to make sure everyone understands how to fill out the claim form correctly, DHHS has set up workshops. I strongly urge each office to send someone to one of these future workshops:

- December 7 - Greenville Technical College
- December 14 - Mt. Pleasant Regional Library
- January 11 - Blue Cross/Blue Shield GBA - Columbia
- January 18 - Blue Cross/Blue Shield GBA - Columbia

You received a bulletin regarding these workshops. Details can be found by going to Medicaid's website, <http://www.dhhs.state.sc.us/dhhsnew/index.asp>. Scroll down to "News and Bulletins" and click on the one titled "Dental Providers".

Water Fluoridation

The SCDA has established a Water Fluoridation Strike Force to be able to respond immediately to any city and/or county considering the removal of fluoride from its water system(s). The American Dental Association has a training program specifically for this and this training has been set for Friday, March 7, 2008. The SCDA has identified a few dentists to be part of this, but we wish to have as many as possible come to be part of this training. Look for more information in future issues. If you wish to attend, please call the SCDA and let them know or you can email me at lathamp@scda.org to notify me of your desire to attend.

Christmas

Christmas is my favorite time of year. My wife accuses me each year of acting like a kid at this time of year. I take that as a compliment. Your SCDA staff wishes you and your family a very

MERRY CHRISTMAS and HAPPY NEW YEAR!

The SCDA office will be closed December 24 through the 26 for Christmas and closed a few days the following week for New Years. We will all be back in the office Wednesday, January 2 ready to serve you for 2008.

"The Department of Health and Human Services (DHHS) has extended the deadline regarding the switch to the 2006 ADA Claim form."

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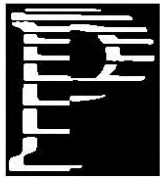
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SCDA Member Benefits Group Corner

By Mark K. Brown

2008 MEDICAL INSURANCE RENEWAL

If you are a SCDA Medical Plan participant, please pay special attention to your December billing which you should have received within the past week or two. Enclosed will be information about the 2008 renewal, including your office's revised rate sheet, plan changes, and a copy of the change form for your office's files.

We did experience a 4.46% increase this year, but this comes in well below the state average increase of 12%.

In an effort to keep premiums lower, some of the prescription copays will be increased at renewal. The copays for 2008 will be \$10/\$30/\$50 for a monthly supply and \$20/\$65/\$110 for a 90 day supply, generic/preferred/non-preferred, respectively.

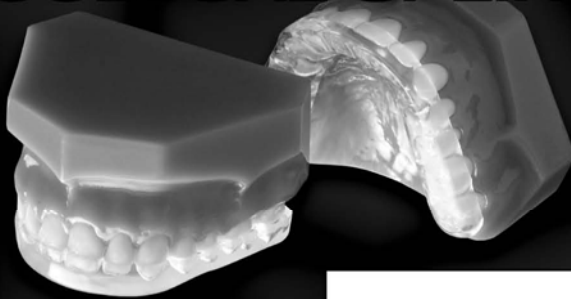
The rate sheets offer a reduced premium for Medicare primary participants and their dependents. To be Medicare primary, the participant must be covered through a practice with fewer than 20 employees.

Please remember January is our open enrollment month for additions, deductible plan changes, office probation period changes for new hires, etc. Any changes you would like to make to your medical plan needs to be faxed to the SCDA office by January 1st.

As mentioned in paragraph one, also enclosed in your December billing is a copy of the medical change form. Be sure to make extra copies of this form to have on hand in your office. This is the one and only change form your practice needs when making changes to your medical insurance.

Don't hesitate to contact us with any questions.

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Classified Ads

Palmetto Dental Personnel is owned and operated by a dental professional with over 20 years experience and has exclusively provided professional dental staff for Midlands and surrounding areas for 15 years. PDP has hygienist, assistants and receptionist available for temporary and permanent placement. Contact Gail Brannen at 800-438-7470 anytime.

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PRACTICES FOR SALE: CHARLESTON AREA #8068

Gross \$242,071; 2.5 days, 3 operatories; 1,300 sq ft. CHARLESTON AREA #8438 Gross \$284,914; 4 days, 2 operatories; 850 sq. ft. **EASTERN SOUTH CAROLINA #8437** Gross \$443,901; 4 days, 3 operatories; 1250 sq. ft. Building is also available for sale for \$100,000. **HILTON HEAD ORAL & MAXILLOFACIAL SURGERY #8223** Gross \$685,599; 5 days, 3 operatories, 2,000 sq ft. **NORTH CHARLESTON MERGER #6030** Gross \$214,594; 1.2 days **NORTH OF CHARLESTON #8187** Gross \$365,643; 5 days, 4 operatories; 2000 sq. ft. **ASSOCIATESHIPS: CHARLESTON #8372 FLORENCE #8104 GREENVILLE-ANDERSON AREA #8458 MYRTLE BEACH AND CONWAY #8278 NORTH CHARLESTON #8194** Call Dr. Jim Howard, Professional Practice Consultants, Ltd., at 910-523-1430 for more information. We specialize in appraisals, sales, mergers and associateships. We provide financing for buyers and pay cash to sellers.

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Sci Can Statim 900. Good condition. \$1950.00. Contact Jeffrey Gardner at 843-884-0335.

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Practice for Sale: 13 year-old, 3 operator practice for sale. Located on Spartanburg's west side. Excellent location, long-term staff, great parking. Call 864-587-0119.

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DENTIST FOR PARTNERSHIP/OWNERSHIP TRACK IN THE ANDERSON AREA: An ideal position for a new dental graduate or after completion of a residency/military. Candidate will concentrate on patients and treatment planning while we run the business end. After a 2 to 3 year commitment, there will be an opportunity for buyout/partnership. Excellent opportunity with no overhead concerns. Please contact 864-992-7018 or kim@digitalwebzone.com.

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General practice and equipment/furniture/supplies for sale in prime location of Greenville (Pelham Rd.). 3 equipped operatories with 4th hygiene room plumbed. Planmeca panorex with autocassette. Doctor partially disabled, presently works 26 hrs/wk and refers out most extractions, endodontics, periodontics and prosthodontics. Great potential for growth, especially for graduate of general practice residency program. 1400+ sq. ft. building on .35 acre for lease or sale. Present owner prefers to stay and work PT afternoons only. Salary or percentage of production/collections negotiable. Staff of 2 intact, works 32 hrs/wk and willing to stay at present salary and benefits. For more information call Dr. Roger Cherry's office at 864-232-9452 or cell 864-350-4867.

Help Wanted

Dentist needed part-time or full-time in Murrells Inlet and Georgetown area. Please call 843-215-0579 or fax resume to 843-215-0650.

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Myrtle Beach area — Associate dentist needed for busy family practice with opportunity for buy-out. Great location in resort area. Gross near \$800,000. Resume to P.O. Box 70255 Myrtle Beach, SC 29572.

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Dental Talent Needed-Columbia Area. Full time, Part time or temporary. Dental assistants, hygienists and front desk. Full time has benefits. Part time and temporary can set your own flexible hours. No fees, no contracts and free training. Fax resumes to 803-750-5613.

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Lexington, SC - Full-time - Pediatric Office. Seeking certified dental assistant and dental hygienist. Growing practice needs someone who is dedicated to providing quality care. Competitive salary and benefits. Fax resume to 803-359-7542 (Monday - Thursday, 9am - 4pm).

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Wanted: General Dentist as associate in Growing Lowcountry practice. Call 843-549-2121.

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Dental Assistant Needed - F/T with x-ray certification and experience. Must be exceptional team person with a focus on warmth & caring and expert communication. Salary and benefits based on experience and motivation of applicant. Fax resume to 843-651-6571, email to beachassistant@aol.com or mail to Murrells Inlet Dentistry, 4405 Hwy. 17 By Pass - Murrells Inlet, SC 29576.

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Seeking experienced, FT registered Hygienist. In addition to oral procedures, must maintain aseptic work area, be organized & self-motivated, coordinate patient flow with front & back offices, educate staff on dental hygiene & other issues while promoting a safe, minimal stress environment. Must follow universal precautions and all OSHA & HIPAA requirements. Top salary, full benefits, 401K & more. 2 years of experience required. Contact Floretta Sutton at 803-255-0200 or aharper@esourceshr.com.

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S.C. Dept. of Corrections is looking for full-time or part-time dentists. Contract or State employee. Please contact Dr. Doug McPherson at 803-896-8559 if interested.

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Associate opening in Anderson/Greenville area. Well-established small town practice with loyal long-term staff needs a FT assoc. to run as solo-dentist w/out the administrative burdens. Launching "extreme office makeover" including new ADEC operatories, Eaglesoft computerization, reception area facelift & aggressive marketing campaign. Growth & income are unlimited for the poised dentist who can step in as an enthusiastic team leader. Willing to mentor a suitable recent graduate. Call 864-225-9373.

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Assoc. Dentists - Opportunities avail. in several areas of NC, in state-of-the-art general practices treating underserved children and young adults. A desire to work in a team oriented, positive environment a must. Excellent compensation and benefits package with opportunities for growth. Come help us make a difference! Contact Roger Walters, Root Dental Mgmt (704-395-6000) Email: walters.rdm@gmail.com. New grads encouraged.

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Rates:

- Classified advertising is \$25 for members and \$35 for non-members on a per issue basis.
- There is no charge for Help Wanted/Job Wanted (Job Bank) ads for members. The public can place ads for \$35 on a per issue basis.
- For no additional charge, ads are posted to the SCDA website during the month(s) of publication.

All ad copies and cancellations must be received by the 5th of the month prior to the publication (starting July 2007, no later than 7 business days prior to publication), which will occur on the first of the month, with remittances accompanying the ads.

Dental Assistant needed - PT with X-ray & Nitrous certification. Exciting position in busy Mt. Pleasant office. Fax resume to 843-881-7499 or email to droidham@bellehalldentistry.com.

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Augusta, GA: Full time associate needed for busy, upscale family practice located in one of the nicest areas of Augusta. Opportunity exists for equity position. Practice gross in excess of 850K. Call 843-991-0344 for further information.

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ACC Consultants is looking for dentists wanting weekend work in the state of South Carolina. ACC is looking for dentists to travel to military facilities and perform basic dental exams on military personnel. Please contact Jana Cruickshank if interested 505-323-1300 ext. 17 or email jana@accdental.com.

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Florence associate opening in well established, modern, clean practice with loyal, long-term staff. We need FT/PT associate to participate like a solo/owner doctor without the administrative burdens. We are a family practice with a cosmetic emphasis. We offer either a salaried or commission package with health insurance available. Call 1-800-thanksu and visit www.carolinasmile.com today!

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COLUMBIA—Full time associate dental position available immediately in Columbia. Excellent benefit and compensation package available with equity position a possibility immediately or in future. Beautiful new office with modern equipment. Practice will gross almost \$700,000 this year. Associate Dr. should expect to make \$125-150,000/first year. If interested call 803-920-0581 anytime.

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The South Carolina Department of Disabilities and Special Needs is recruiting to hire a full-time dentist to provide evaluation and treatment services at its onsite dental clinics at the Whitten Center and Midlands Center campuses. Please contact Randy Davis at 864-938-3596 if you are interested in this opportunity.

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DDS wanted for Premier Practice: Excellent opportunity to join a motivated team of quality-oriented dental professionals who are committed to

providing patient-focused care. The candidate must possess compassionate patient skills and detailed clinical abilities with superior dental care being a top priority. Full schedule available immediately with outstanding income potential, competitive benefits and no buy-in required. Enjoy practicing in an all digital, state-of-the-art office while being supported by well-trained and experienced colleagues who possess an uncompromising commitment to long-term dental care for the entire family. The scenic location in the foothills of the Blue Ridge Mountains provides the benefit of excellent schools, a solid local economy and affordable cost of living and is only a short drive to metropolitan areas. Contact Dr. John Gravitte at 336-719-2273.

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DENTIST WANTED - Charleston practice has opportunity available for evening and weekend dentist with shared expenses. Unlimited potential! Total flexibility! Call 843-814-2528 for details.

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General Dentist needed for mature and rapidly growing practice in Columbia, SC. Four Day work week, modern equipment and highly motivated staff. One year experience required. Send resume to PO Box 11007, Columbia, SC 29211.

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Change the world, one smile at a time! Kool Smiles of Sumter is looking for a FT general or pediatric dentist to work in a fun, state-of-the-art environment. We offer a competitive base salary plus monthly bonus potential (up to another \$70k). We also offer health, dental, company paid malpractice, company paid long-term/short-term disability and life insurance. Paid vacation and holidays, continuing education, 401k and much more! Our offices use digital xrays and electronic dental records. Enjoy the rewards of being a dentist w/out all the hassles of owning your own practice! Must enjoy working with children. For a fun and rewarding place to work, contact Andrea at 770-916-5023 or email your CV to ajett@ncdrllc.com. You can visit our website at www.koolsmilespc.com.

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New Lady's Island Dental Office in Beaufort, SC needs full staff: Dentist, Receptionist, Hygienist, Dental Assistant. Full and part time positions. Fax resume to 843-726-5711.

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Dental assistant opening in beautiful Lexington office. Seeking experienced, compassionate, and outgoing individual. Excellent pay and benefits. Contact Loretta Brakefield at 803-808-0302.

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Small Smiles Dental Centers is a growing and stable dental practice organization with a mission of caring for underserved children and young adults. We have ASSOCIATE DENTIST positions available in our state-of-the-art facilities in Spartanburg, Greenville, Columbia and Myrtle Beach. These exciting environments with full administrative support allow you to spend more time as a Dentist and less as an Administrator. We provide a rewarding career opportunity with: guaranteed salary, 100% health benefit coverage, monthly bonus potential, 401(k) retirement plan and signing bonus in most locations. Call Donnie Watson at 877-367-0960 or email dwatson@smallsmiles.com to learn more.

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Lexington—well established group General practice needs associate. Buy-in opportunity immediately or in the future if desired. Clean, modern office with digital x-rays. One year experience required. Send resume to PO Box 326, Lexington, SC 29071 or call 803-781-1764 (evenings).

Job Wanted

Well experienced general dentist will travel for temporary coverage (locum tenens) in your office, or associate position in the greater Myrtle Beach area. Please contact J.K. Thornton, DMD at 843-267-2794 or jktmd@yahoo.com. References available upon request.

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Dentist available for locum tenens. Available weekly or monthly. General Dentistry. 20 years plus private practice, 8 years contract dentistry. Private practice, city and county dental clinics. Dr. Garland L. Slagle 843-837-4126.

Job Bank ads can be kept confidential if so desired. If you are interested in receiving information from or submitting information to the Job Bank, please call the SCDA office.

If you have registered with us previously and have found work or filled your position, please let us know so that we can take your name out of our files.

Contact: SCDA Bulletin, ATTN: Communications Coordinator, 120 Stonemark Lane, Columbia, SC 29210; call 800-327-2598; fax 803-750-1644; email haworthj@scda.org

Ethical Principles—What Are They, And Why Are They Important?

Ethics is commonly defined as the principles that determine or guide what is proper behavior. From a personal standpoint, one's pattern of ethical behavior is generally well established by the end of adolescence. Parents, teachers, coaches, and peers all have an influence on a person's value system, shaping and guiding the choices made by the individual. When many different individuals join together and become members of a profession, each of them brings a unique set of values to the group.

Professionally, ethical behavior can be defined as the rules or standards governing the conduct of the members of a profession. Certain standards are applicable simply by taking on the title "Dentist" while other guidelines are accepted by becoming a member of a professional organization.

A problem arises, however, when members of a profession either don't see the distinction or disregard the distinction between personal ethics and the ethical standards of their profession. In an ideal world, personal ethics would perfectly align with professional ethics, and there would be no difficult personal choice between what one would like to do and what one should do. It should come as no surprise though that this is not the case.

In an effort to promote the principles of ethics through dental education, the ADA councils on Education and Licensure and Ethics, Bylaws and Judicial Affairs hosted a Symposium on Integrity and Ethics in Dental Education in June 2007. Dental educators, school administrators, and student representatives took part in the meetings. Among the issues discussed was why dental students cheat on their exams and their clinical requirements, some going so far as to break into the school's computer system to change grades and requirements. It was found that to some extent, there exists a mentality that says "Do whatever it takes to get into dental school, graduate, and pass the boards." Of course, the problem of ethics doesn't reside solely with dentistry; it exists in society. In every aspect of life, more and more people are looking for the quick and easy way without regard for the rules. This trend is evident from the boardroom to the ball fields and all places in between.

We all face situations where what to do is not self-evident, and a decision must be made between two or more courses of action. Perhaps one of the best ways to determine whether our actions with our patients and our colleagues are ethical is to apply the Four-Way Test developed by Herbert J. Taylor of Rotary International. It asks the following four questions regarding the things we think, say, or do:

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

If your actions are consistent with those four questions, it is very unlikely that you would be acting unethically. In addition to the Four-Way Test, there are several other steps that can be taken to ensure ethical principles are being followed:

1. Since you have agreed to adhere to a set of standards when you joined our professional association, you should become familiar with those standards by reading the SCDA Principle of Ethics located in the front of your member directory. It covers the areas that we have collectively decided that we will follow as members of this professional association.
2. Learn more about ethical decision making. For real world examples, the JADA has a section in each issue entitled "Ethical Moment" in which a reader has posed a question to the ADA staff. It is discussed and answered usually by a member of the ADA council on Ethics, Bylaws and Judicial Affairs. It is a good mini-CE course on real world ethical situations we all face. There are several CE courses listed on the ADA website regarding dental ethics. Also, there are many excellent resources outside of dentistry. One is the booklet, *Making Ethical Decisions* by Michael Josephson, founder of the Josephson Institute of Ethics.
3. You can become a mentor to a younger member of our profession or find a friend of your own whose opinion you trust to ask how he would handle a situation. It is easy to get caught up on our own little island and forget that there are many colleagues who would be willing to share their experience or insights. Get more involved with your association. It is no secret that the more you are connected with the members of your organization, the more likely you are to adhere to the standards set by the association. It will be good for you and good for your organization.

Finally, it is up to each of us on a daily basis to make a choice to either contribute to the good of our profession by acting ethically or not. You may be tempted to think that the ethical problems of others will not affect you, so why be concerned. As a respected profession, we have been given the privilege of establishing our own rules of behavior and governance. Our predecessors have earned this privilege that we all benefit from, but it can be quickly taken away if we don't collectively continue to make ethical decisions in our practices each day. I encourage you to not take this privilege lightly.