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Full Social Agenda at The SCDA Annual Session

By Tommy Parnell

This year's Annual session will not only offer excellent continuing education, but give attendees the chance to relax and enjoy Myrtle Beach as well. The social committee has decided to revisit a local hotspot and introduce you to the craze of craft beer.

To kick off the social agenda we will host our Thursday Welcome Reception in the Exhibit Hall. We will begin an hour earlier this year with drinks starting at 4pm. After you have finished your last scientific session, stroll over and have a beverage using the tickets provided in your registration packet. Once everyone has had time to catch up with old friends and colleagues and view what's new in the dental industry, food will begin arriving at 5pm and continue being served until 7pm. Feel free to enjoy the buffet offerings and continue walking the floor catching

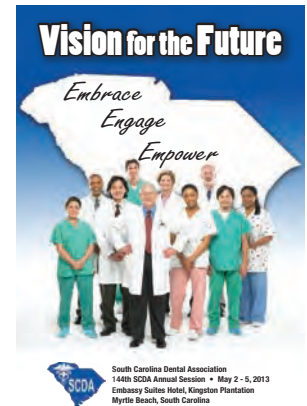
up with fellow attendees. It's sure to be a great way to start off the weekend.



The finale on Saturday night is an event we're extremely excited about. Lately the industry of craft beer has taken off. With events in Columbia such as the World Beer Festival creating such a buzz that they had to hold it as a two stage event at the Columbia Conference Center, we felt compelled to partner again with the House of Blues to offer "Brews at the Blues." The most attended social event in recent time at the Annual Session was held at the House of Blues several years ago, and we will attempt to re-capture that enthusiasm with our own twist by adding craft beer to the billing. We have reserved the Indigo Room and deck

where you can sample from 15-16 craft beers, and to accompany this great hops event we serve the famous Cajun cuisine the House of Blues is known for. Drink tickets are included with the price of admission and can be redeemed for other drinks as well. Please be aware that craft beers are in high demand and the beer list is subject to change due to availability at the time of the event. As the House of Blues says "help ever, hurt never"...with great food and craft beer! Hope to see you there!

It is sure to be a great event at the Kingston Plantation this year and we on the convention committee are looking forward to a fantastic meeting with much learning and even more fun at the Grand Strand!



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SCDA Annual Convention Incentive

SCDA wants to encourage those members that have not participated in the past 6 years to join us for this year's event. As an incentive, we put together a "2013 Attendee Incentive" program. Here are the qualification details for the program:

1. Must be an SCDA member
2. Have not attended the SCDA Annual Session since 2006
3. Agree to stay two nights at the Embassy Suites Myrtle Beach (host hotel) during the 2013 program dates (May 2-5)
4. Agree to attend at least two CE classes

If you meet these criteria, you are eligible for a \$350 credit towards your Annual Session expenses. Under the terms of this program, we are limiting it to the first 50 qualified participants. Participants will need to submit a copy of their CE form along with proof of stay at the Embassy Suites. Once that is processed, participants will receive a check in the amount of \$350, within 30 days following the Annual Session. If you want to apply for this program be sure to enter "2013" in the promo code field when you register online.



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SCDA Mission

The South Carolina Dental Association represents member dentists in order to promote and provide optimal oral health care to all citizens of the state of South Carolina by serving as an advocate to advance the profession of dentistry.

Are You Retiring?

Please Notify the SCDA

Call the SCDA office and ask for a retired affidavit so that you can continue to receive all the member benefits you've come to enjoy and expect, but at a quarter of the cost! You can also request a free copy of "Closing a Dental Practice" or click here to go to the SCDA's website to download a copy. Contact Christy Meador at 800-327-2598 or by emailing her at meadorc@scda.org.

1 out of every 10 dentists will suffer from alcohol or drug abuse at some time in their lives.

If you or someone you know needs help, contact the SCDA's Dental Assistance and Advocacy Committee: 800.327.2598

Keep Your Records Up-to-Date!

These days people change information often: new phone number, email address as well as mailing addresses. Make sure your information is correct by logging into www.scda.org to verify your information!

Did You Know?

By Rebekah Mathews, DentaQuest

The new year brought some changes to the ADA's *Code of Dental Terminology*. South Carolina's Medicaid Agency, the Department of Health and Human Services (SCDHHS) has updated its covered codes to comply with these CDT changes.



Effective with dates of service on or after January 1, 2013, *Healthy Connections* no longer recognizes codes D1203 and D1204. D1203 (topical application of fluoride-child) and D1204 (topical application of fluoride-adult) were replaced with the new CDT code D1208 (topical application of fluoride). D1208 is reimbursable at the same rate and will follow the same benefit limitations as D1203 and D1204. There are no changes to D1206 (fluoride varnish).

An updated Dental ORM, dated 01/15/2013, is now available in the "Related Documents" Section of the DentaQuest Provider Web Portal. The new version incorporates the CDT changes and also includes clarifications on standing policies and documentation requirements for covered services. Key items are outlined below:

Covered Restorative Codes: clarifies the possibility of cross-claim bundling if a tooth is filled more than once by the same provider within 180 days.

Covered Oral Surgery Codes: clarifies that extractions performed in advance of orthodontia are not a covered benefit.

Covered Adjunctive General Codes: emphasizes that SCDHHS expects providers to follow the ADA's sedation monitoring and recordkeeping guidelines and details Clinical Criteria for use of behavior management.



The revised ORM also contains an update to Appendix E, the SCDHHS Provider Services Manual Section. See the Change Control Record in the front of the ORM for specific reference to changes made.

DentaQuest Provider Training Webinars

DentaQuest will be hosting many opportunities for online training in February. The sessions will cover recent changes to the ORM plus offer a refresher on use of the DentaQuest Provider Web Portal. Information on the scheduled webinars and how to register is being sent to participating *Healthy Connections* offices now. Please plan to attend!

DentaQuest appreciates all that you do to provide the greatly needed dental care for patients in your area. If you have questions or need assistance please contact Customer Service at 888.307.6553.

If you have suggestions for Medicaid topics that you wish us to cover in future SCDA newsletters, please share them with Maie Brunson at brunsonm@scda.org.

Master Calendar

February 8	Piedmont District Spring Meeting	The Kroc Center	7:30 AM
February 15	Member Benefits Board Meeting	American Cancer Society Building	9:00 AM
February 15	SCDA Board Meeting	SCDA Office	9:00 AM
March 1	Central District Spring Meeting	Columbia Conference Center	8:00 AM
March 1	Coastal District Spring Meeting	Trident Tech	7:00 AM

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5 S.M.A.R.T New Year's Resolutions for Social Media: Gets to the Root of Successful Marketing

By Donna Newman, Summa Social, Guest Contributor

Social Media Marketing tools can seem like hindrances ... or at best a plump waste of time, rather than the organizational and productivity boosters they should be. To help you get a handle on the Social Media Strategies in your practice, and to make sure you are using this marketing technology to its fullest, here are 5 S.M.A.R.T. Resolutions for 2013. S.M.A.R.T. goals are Specific, Measurable, Achievable, Relevant and Time bound. Plus, some tips you'll need to actually *keep* those resolutions.

S of S.M.A.R.T. is for *Specific*



In today's economy, more dental patients and prospects, especially those under age 50, look 1st to the Internet to find a relevant dentist – nearing zero for traditional Yellow & White Page searches. And they research extensively before making an appointment. Goes to show that the penetration of the Internet is changing the way Americans search and consume.*

With that cultural change, when you provide *specific keyword content* on your website pages, you'll help targeted patients find the information they want, such as your clinical experience, practice achievements, breakthrough cases, services offered, glowing testimonials, educational videos, and working hours. Your website pages *can* become an effective Yellow Page listing, as this very content will impact the search engine results.

Apart from building an on-line presence, dentists can showcase *specific expertise* to help keep their dental team top-of-mind for easier recall with current patients and value-building with prospects. So, create a quick educational series to increase patients' awareness of WHY good oral care is not optional. One or two *specific videos* can help assuage patients and prospective patients' false concerns relating to dental procedures.

Pinterest is new to the scene, but allows dentists to create relevant pin boards, such as Dental Health, to which practices can share images and information about anything from how to brush, flossing tips, how to detect gum disease, and more. Every image is hyperlinked to a *specific page* on your website, thus driving you more targeted traffic and helping you create new customers.

M of S.M.A.R.T. is for *Measurable*



Successful Facebook Marketing is no longer in the leprechaun and unicorn category.

It's *measurable* when you start the conversation with targeted keywords words so your audience responds with likes, comments, even shares and possibly wanting to take the conversation off Facebook for a bottom-line purchase. These outcomes are best *measurable* by consistent Facebook wall posts and promoted posts via Facebook ads. But you need to have a plan. When you start a promotion, choose any wall post and select the options of \$5, \$10, \$15 on up. (You can stop that promotion at any time.) Just click the Promoted button under your Wall Post.

Paying for Promoted Posts simply helps you reach more Fans and friends of Fans who weren't online when you originally posted. When they are on, this promoted post will slide to the top of their newsfeed, even if you published your content three or more days ago. By promoting a single post, your dental practice reaches more relevant people, who click the link taking them to your landing page or web page to generate more traffic and ultimately choose your practice as their own. That's a *measurable return* on your meager investment.

A of S.M.A.R.T. is for *Achievable*



For those dentists new to the social media marketing scene or those wanting a review, your Internet presence *can* become an effective Yellow Page listing. Your goal is to optimize your Facebook and Blog posts with relevant keywords and compelling content that your patients & prospects specifically want. Like a domino effect ... when your Facebook and Blog posts are keyword rich and relevant, search engines will likely index their keywords and topics.

To *achieve* staying top-of-mind for easier recall with current patients and value-building with prospects, you need an *achievable plan*. For the neophyte or time-pressed dental practice, we recommend a simple plan: Write a blog 1-2x/month, post to Facebook 3-5x/week, and produce a video 1-3x/quarter. This activity provides a major cue for Google's search index. Five topics to jumpstart your content calendar:

1. **Feature Customers in blogs or posts** (incentivizes fans to share your page)
2. **Load Videos** (boosts customers' awareness of WHY your product/service is NOT optional)
3. **Ask a Question or Industry Trivia** (gets Fans to give opinions & laugh)
4. **Talk about your community involvement** (publicizes your dedication and contributions)
5. **Show-off Products & Services** (highlights your wares with the 80-20 rule for content/connection vs. sales messages)

By consistently engaging with your targeted patient base, you *achieve more traffic*, increase your LIKES, and boost your Wall engagement. The educational, entertaining blog and wall posts as well as promotions not only incentivize customers to engage with your Dental Brand, but also encourage them to tell all their friends – both offline and online. And, best value yet: majority of these friends of friends could be within driving distance of your dental practice --> *of course, the goal of every marketing endeavor is ACHIEVABLE CONVERSION, right?*

Continued on page 8

When it's time to start thinking about tomorrow...

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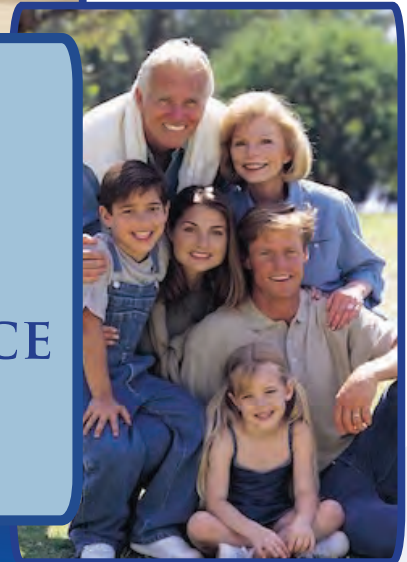


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R of S.M.A.R.T. is for Relevant

Social Peer Influence drives buying decisions. *When deciding who gets to root around in their mouths with sharp tools, people are understandably drawn to professionals with whom they feel comfortable.* To that end, patients and prospects like hearing and reading other people's *relevant success stories*. So showcase patients who have had great office visits. Perhaps it's a child who sat still through his/her very first visit, a teen who got his/her braces off, or even an adult patient who finally got his/her new implants and wants to show off that new smile.

Dental practices needs a strong referral base to thrive. Getting new patients from *relevant referrals* requires good relationships with existing clients. An impressed and satisfied patient provides positive word-of-mouth advertising both offline and 10x stronger online. So, announce (via text, email, in-office, and at time of check-out) that patients, who write a *relevant Facebook wall post* or Yelp Review endorsing your clinic, will be entitled to same-day discounts, promotions, contests or freebies (e.g., new toothbrush). This can be an on-going way to attract new clients to your clinic as well as reward current patients.



T of S.M.A.R.T. is for Time bound



Sometimes you just need to make the obvious connection of good dental health and its benefits to your practice. When your dental clinic boosts the perceived value of good oral health using website and social media marketing messages, you'll help eliminate the common excuses of cost, *time*, and urgency in cancelled or unset appointments. But, success doesn't happen overnight. So, for the neophyte or *time-pressed dental practice*, we recommend 20-40 minutes every business day to work your Social Media Marketing.

Time management is a key attribute of social media success for dentists. To reap full benefits of social media:

- **Update your Facebook Wall at least 3x/week.** As long as you keep your targeted audience occupied with *relevant content*, you are making an impact.
- **Write a Blog Post at least 1x/month.** Showcase your *specific expertise* to increase patients' awareness of WHY good oral care is not optional.
- **Produce an Educational Video at least 1x/quarter.** Topics will *achieve patients' awareness* of WHY your dental product/service is NOT optional.

Bonding between you and your patients is something that keeps them motivated to visit your practice on a regular basis. Your Social Media Marketing Goals for 2013 need to be attainable. If they are too much of a stretch, they can de-motivate your staff.

Many dental practices let Social Media Marketing become a "good intention." They mean to do it, but they never seem to get around to it or they're not consistent. Whether you've painstakingly avoided Social Media Marketing, or just haven't had the time to address it, these 5 resolutions will help things run smoother. Make your marketing goals Specific, Measurable, Achievable, Relevant, and Time bound so your staff knows exactly what activities they need to do to reach these goals. And, hopefully the outcome of these goals will remind you that Social Media technology exists to make your life and your employees' lives easier.

Specific
Measurable
Achievable
Relevant
Time-based



Now it's your turn! What's are your Practice's New Year's Resolutions for Marketing? Share your thoughts and comments on our Facebook page: <http://www.Facebook.com/SummaSocial>.

Footnotes:

*Pew Research Center's Internet and American Life Project



*Donna Newman co-founded SummaSocial.com. She is a recognized thought leader in her field, a vibrant speaker, and consultant known for her practical social media marketing solutions. Even *INC Magazine* and *Entrepreneur Magazine* recently featured her company. Her clients include Corporations, Associations, and Small Business Owners. Email her at Donna@SummaSocial.com.*

Send us your story ideas!

Do you have an idea for a story? We'd love to hear it. We're always looking for topics of interest to our members.

If you have a suggestion, email Maie Brunson at brunsonm@scda.org or call 800-327-2598. Please be specific We'll let you know if and when your idea will come to fruition. Thanks for your help!

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President's Message



Dr. Thomas Edmonds

For a moment I was back in high school. In 1991, my best friend Tom and I were on Kiawah Island for golf's Ryder Cup, aka the "War By The Shore". We were staying in his family's small condo which had one bed and a sleeper sofa. Being the true Southern gentleman, Tom insisted on sleeping on the sofa which led to a back and forth discussion about it. He finally said, "I'll flip you for it" and that's when I reverted to my high school days. Instead of pulling out a coin, I began a wrestling match which I quickly lost and in the process suffered a herniated disc in my neck! My 6'6" 220 lb buddy was a lot bigger and stronger than in our high school days. I know.....
WHAT WAS I THINKING?

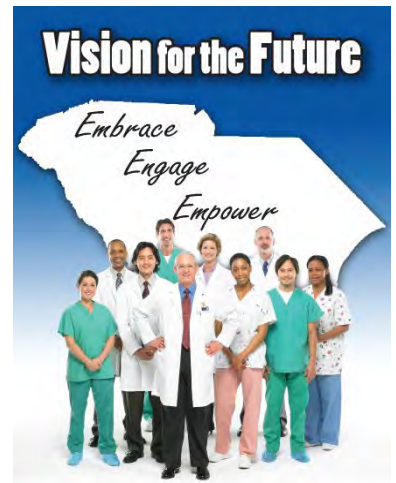
Thankfully I didn't require surgery, but that incident changed my life as I suffered through a couple of difficult years of pain, muscle spasms and decreased energy. Just carrying a gallon of milk from the store to the car could stir up trouble for several days. I had to modify my exercise routine and limit my physical activities, i.e. no more chopping wood or moving refrigerators! At 38 years of age, it was depressing to know that many things I had done in the past would be off limits in the future. Looking back, I am grateful to have lived through a situation that could have easily led to a substance abuse problem. Practicing dentistry is tough on the neck and back even without surgery, and many practitioners have become addicted to narcotics or alcohol as a result. My biggest problem was using tylenol and ibuprofen more than recommended!

I bring up my story to highlight a relationship that our association has established with the Recovering Professional Program in South Carolina. The SCDA has a [link](#) to their site, which describes it as "a confidential referral and monitoring program designed for physicians, nurses, pharmacists, dentists and podiatrists in SC who are experiencing problems related to alcohol and/or other drug abuse dependence, or from a dual diagnosis of addiction and mental illness." They are the contracted program for the Department of LLR, including our Board of Dentistry. "The RPP's ultimate goal is to help the professional return to safe practice--a decision that benefits the individual, the profession and society at large--by ensuring that the professional complies with an established treatment protocol and appropriate continuing care."

My hope is that a colleague struggling with one of these problems will be referred by a family member, friend or staff BEFORE patients are put at risk and the Board of Dentistry receives a complaint. We as an association must embrace any opportunity to keep our members and patients healthy and safe, and this relationship with RPP empowers us to fulfill our SCDA mission and vision.

"We as an association must embrace any opportunity to keep our members and patients healthy and safe."

As for Tom and I, we still see each other every week and the only thing we wrestle over is the check for lunch!



Donation Opportunity

Do you have any dental supplies, dental instrumental or surgical instruments you would like to donate to a worth cause? Christ Central Ministries has begun in Columbia, SC and several SCDA members are involved in this medical and dental clinic for the indigent. If you are interested in donating, please call Dr. Lynn Campbell at 803-732-1444 or email him at wlynncam@aol.com



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Executive Director's Notes



Mr. Phil Latham

SCDA's Fifth Dental Access Days (DAD) Event

It is hard to believe that almost 5 years have passed since the SCDA hosted its first DAD event in North Charleston. Since 2009, we have also held projects in Greenville, Florence and Columbia.

During that time, the SCDA has provided care to over 6,000 patients and provided approximately \$3 million in free care.

The membership should be proud of this accomplishment and I personally believe, this is one of the best projects the SCDA has begun.

This year, we will return to where it all started in 2009. The project will be held again at the North Charleston Convention Center, August 22-24, 2013. Registration forms are already posted on the SCDA website along with a reservation link to make your hotel reservations with the Embassy Suites hotel attached to the Convention Center.

As in the past, we will team with the North Carolina MOM Project who will supply us with 80 dental chairs and equipment so that we will be able to treat adult patients over the two day period. North Carolina will also provide their x ray van to assist in taking radiographs.

"The SCDA has provided care to over 6,000 patients and provided approximately \$3 million in free care."

Thursday, August 22nd will serve as a set up day and many volunteers will be needed to get the equipment up and running. We will plan to triage several hundred patients on Thursday afternoon, so dentists will be ready to start working bright and early Friday morning. Patients will be seen on Friday, August 23rd from 6 am to 6 pm and then again on Saturday, August 24th from 6 am to 3 pm. Clean up will begin immediately after 3pm Saturday, and many volunteers will be needed to accomplish this.

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The SCDA has been blessed in the past as groups have stepped up and provided the necessary funds needed to make the DAD project a success. This year, I want to personally thank Delta Dental who has provided the funds that will completely cover the cost of the 2013 project.

Drs. Geoff Steinkruger, Ken Johnson, Scott Cayouette and others are working hard to get this project planned. The SCDA has teamed up with Seacoast church in Charleston who will provide the non clinical support we will need.

We could not have a successful project without the help of Lori and Robyn Paschall who spend countless hours assisting the SCDA with supplies and details. I also want to thank Maie Brunson of the SCDA staff who keeps me and the DAD Committee organized.

For those who participated last year or in any of the past projects, [sign up now!](#) If you have never participated in a DAD project, I urge you to do so in 2013. It will be a great and fulfilling weekend for all involved.



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How to Effectively Respond to Credit Card Chargebacks

By Jayne Handrahan, TransFirst, Guest Contributor

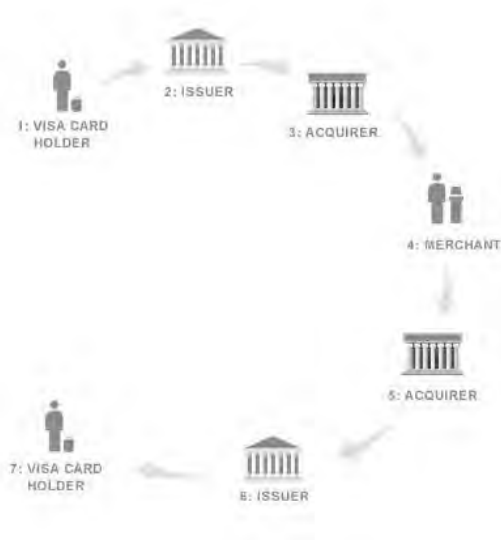


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Chargeback cycle

Most chargebacks begin when a cardholder (patient) reports a problem with the transaction to their card issuing bank. Below is a quick snapshot of the streamlined Chargeback Life Cycle in a Cardholder (patient)-initiated dispute situation.

Note: "Acquirer" refers to the "merchant bank" or merchant's financial institution.



Responding to chargebacks

Some chargebacks can be resolved easily without the merchant having to lose the sale. This can be done by simply providing additional information about the transaction or about specific actions taken regarding the transaction. The key here is to always supply as much information as possible to your acquirer to help them remedy the chargeback. Consider these guidelines to ensure you have a system in place.

- Know your representation rights to avoid unnecessary losses for your business. These are usually indicated on the request for documentation that you would receive from your processor; otherwise there will be a phone number for you to call to find out specifically what information you would need to provide and within what timeframes.
- Act promptly when customers with valid disputes deserve credits.
- When cardholders contact you directly to resolve a dispute, issue the credit on a timely basis to avoid unnecessary disputes and their associated chargeback processing costs.
- Let cardholders know immediately of the impending credit.
- Respond to a chargeback as quickly as possible.
- Address all of the cardholder's pertinent claims.
- Be sure to supply "compelling" information to prove the true cardholder participated in the transaction, received the goods or services, and benefited from the transaction.

Examples of compelling information:

1. Correspondence between the cardholder and merchant that proves the merchant spoke to the cardholder or received a letter stating that they acknowledge the validity of the transaction.
2. Evidence that the merchant swiped or imprinted the card, received an authorization approval, and the cardholder's signature.

**This and more information about chargebacks can be found on the Visa website: www.visa.com

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Prescription Drug Plan Update

By Mark Brown



Effective March 1, 2013, BlueCross BlueShield of South Carolina (BCBSSC) will be making changes that affect all plans that use their Preferred Drug List (PDL). Some brand drugs on the PDL will move to a non-preferred status and some brand drugs will be added as preferred. Secondly, the Utilization Management Programs will be updated which will include changes to the Prior Authorization Program and the Step Therapy Program. More detailed information on these changes can be found by clicking on this [link](#).

The pharmacy management department is sending letters to members who take a brand drug that will be non-preferred on March 1st. A separate letter will be sent to members who take a drug that will require a prior authorization effective March 1st.

Mr. Mark Brown The letters will be mailed during the last week of January.

For more information about your prescription drug plan, log in to My Health Toolkit® at the website on your BCBSSC member ID card. You may also call the customer service number on your ID card or Caremark at 888-963-7290.

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If you have not already joined the SCDA Facebook page you are missing out! We have moved all of our pictures from Shutterfly to our Facebook page. We have posted pictures from our conventions and DAD projects. You can save the pictures, tag yourself and share them with other friends on Facebook. You will also be kept up to date on all SCDA news! Join our group today! www.facebook.com/scdental. You can also follow us on twitter @SCDentalAssoc!



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Dental Amalgam Environmental Update

By Al Dube, SolmeteX a division on Layne Christensen, Guest Contributor

The environmental aspect of dental amalgam has not gone away, even though it has been quiet over the last year or so. The potential for a national dental rule is still real; requiring Best Management Practices (BMP's) which would include the installation of amalgam separators. A national dental rule has been written and is ready to be sent to the Office of Management and Budget at the US Environmental Protection Agency (EPA) waiting approval to be released for public comment. Considering the current administrations recent passing of new rules and regulations, it would appear that it is only a matter of time before the Dental Rule will be released. As of the writing of this article, EPA is not providing any specifics related to the Dental Rule or its potential release time.



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BMP's are not a new concept; the American Dental Association has published voluntary BMP's since 2003 updating the practices in 2007 to include the installation of amalgam separators. BMP's in its shortened version are the dos and don'ts of managing amalgam / mercury wastes generated from the dental practice. Most seem to be common sense; don't throw amalgam into bio-hazardous waste bags, as these are typically incinerated releasing the mercury into the atmosphere. Others are not as widely known for example; not to use vacuum line evacuation cleaners which contain bleach or oxidizers as they have been shown to break down amalgam and release mercury directly into wastewater lines. A complete BMP can be found at the ADA.org website. http://www.ada.org/sections/publicResources/pdfs/topics_amalgamwaste.pdf

Amalgam separators have been utilized by the US Dental industry for more than 10 years. They have effectively proven to reduce mercury concentrations at local sewage treatment plants where installations were required across the country. Presently, 11 states have mandatory dental amalgam programs according to a recently released document, from the Quicksilver Caucus (QuickSilver Caucus "Third Compendium of States' Mercury Activities"). The Quicksilver Caucus (QSC) was formed in May 2001 by a coalition of State environmental association leaders to collaboratively develop holistic approaches for reducing mercury in the environment. This QSC also has requested from the US EPA the promulgation of a Dental Rule for the dental industry in the US to include BMP's and installation of amalgam separators.

On January 19, 2012 Robert A. Faiella, DMD, MMSc, President-Elect, American Dental Association, issued a statement regarding the United Nations Environment Program proposed a mercury treaty. This treaty discussed among other mercury issues, dental amalgam. Within Dr. Faiella's article is the statement "*Dental office best management practices established by the ADA can prevent up to 99 percent of waste amalgam from entering the environment*" ([ADA.org](http://www.ada.org) "American Dental Association Pleased with UNEP Treaty Outcomes). Additional comments are made appreciating the "*willingness of the U.S. delegation from the State department, Food and Drug Administration and the EPA to consider and be guided by the best available scientific information pertaining to dental amalgam*".

The use of dental amalgam for preventive care and the potential environmental impact will continue to be the topic of discussion in 2013. Simple implementation of BMP's can have a dramatic influence on the environmental effects caused by the release of mercury from amalgam.

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- Endodontics
- Pediatric Dentistry
- Orthodontics
- Esthetic/Cosmetic Dentistry
- Practice Management/Marketing

The second day workshop will give each participant hands-on experience with the various wavelengths, performing surgical procedures on in-vitro models. Real time videos of routine laser procedures will be part of the in-depth discussion of specific instrument settings and techniques for laser surgical procedures.

Dr. Bob Convissar, founder of Full Spectrum Seminars, is a pioneer in Laser Dentistry. He was one of the first to incorporate Lasers into general practice, with over 22 years of experience with Diode, Erbium, CO2, and Nd:YAG wavelengths. He has authored/coauthored 4 textbooks and over a dozen peer reviewed papers. He has seen and heard it all—the truth and the hype—and works diligently to convey his knowledge and the benefits while dispelling the myths. Dr. Convissar recognizes that knowledge, proper training and certification will build the confidence required to allow you and your staff to incorporate Lasers effectively into your practice and use them to their fullest capacity. His latest textbook, Principles and Practice of Laser Dentistry is the # 1 selling laser dentistry textbook in the world.



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Dentist needed **2-2 1/2 days weekly in Columbia, SC**. Duties to include endo and anterior. Please contact Karen 803-738-2424 and/or email resume to cdcsmls@live.com.

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Our Lady of Mercy's Wellness House Dental Program is in need of volunteer dentists to provide emergency and basic dental care to underserved, migrant worker and their families and working poor on James, Johns and Wadmalaw Islands. Dentist must have an active SC dental license or a SC restricted volunteer license. Providers are needed daytime hours Monday-Thursday and also Tuesday evenings for emergency clinic. Dentist have the opportunity to work with dental students and residents from MUSC. If you feel you would like to share in the spirit of this mission please contact John P Howard DMD or Annette Maranville RN at 843-559-4493

Coastal South Carolina general practice **looking for a part-time associate.** Please email resume to smiles@gentledentistryllc.com or fax to 843-221-4750.

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Dentist with experience wanted for part-time position with a group practice near Columbia, SC, eventually full-time; possible buy-in for the right person; minimal endo or surgery, primarily restorative and crown and bridge; email information to jjldmd@aol.com.

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

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