

# Bulletin



Volume 39, Issue 7 - July 2011

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## Carter Brown Running For National AGD Position

By Phil Smith

Dr. Carter Brown has entered his name as a candidate for Vice President of the Academy of General Dentistry (AGD). Dr. Brown is a past president of the SCDA, and has been very active in bringing the DAD program to be a viable statewide charity event. Carter has worked tirelessly on a national scale with the AGD and the ADA, and has served on numerous committees for these organizations.

"I am running for vice president of the AGD to ensure that we continue to grow through positive collaboration and creative development of ideas in services, continuing education, and advocacy for our members and for general dentistry", Dr. Brown shared in his personal statement. The AGD has refocused itself to a stronger advocacy effort for general dentists. Its outreach and involvement with dentistry has been a boon for the generalist population. And Dr. Brown has been "nudging" AGD all along the way. "The strength of the AGD is our foundation of excellence in education. We must keep our core beliefs in highest regard and continue to promote and develop the excellence of our Fellowship and Mastership Programs." Carter, and his wife Katie, have established an AEGD General Residency Clinic at MUSC. Through their contributions and efforts they are assisting the expansion of the College of Dental Medicine's significant learning footprint for the dental students of our community.



Carter is currently an AGD Trustee of Region 19, and he has also served as a regional editor, delegate and a vice chair for the Region. His activities are rather diverse but one unique role in which he assisted was the "4-on-4" AGD/ADA Trustee summit. This was a meeting with representatives from both organizations in which common issues were refined and conflicts were resolved. This proved to be one of the reorganizational efforts for which Dr. Brown is earning a strong, influential reputation. Many South Carolina dentists may also perceive Carter as a "can do" leader.

Carter Brown is a member of numerous honor and service organizations. He volunteers at the Shriner's Hospital in Greenville, and has been Chairman of the United Way and a board member of the American Cancer Society. He has served as an adjunct faculty member for MUSC Dental College as he guides students through a week long residency at Greenville Technical College.

The structure of the AGD leadership program is similar to that of the ADA. Were Dr. Brown to be elected in this effort, he will enter the chair process and will become the President of the AGD. Friends and colleagues wish Dr. Brown good luck in this campaign.

*(Portions of this article are quoted from the April AGD Impact. Printed with permission.)*



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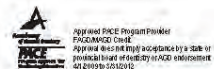
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# Medicare Advantage Provider Defines Ruling

By Phil Smith

The issue of Medicare Advantage Plans and Avesis has been a topic of discussion for many months. At one time, dentists were receiving letters that stated that even if they were not participants in the plan network, that they could not balance bill the patient. Effectively Avesis was saying that by treating the patient the dentist agreed to follow the rules of the plan without the contract obligation. The ADA and the SCDA challenged the interpretation of treatment, and had opinion that a non-enrolled provider could bill the patient for the balance.

Originally Avesis, which markets the Medicare Plus plans, indicated that no restrictions on nonparticipating dentists would prohibit balance billing the patient. But upon further review of its terms and conditions, Avesis has rescinded its interpretation and would not allow a dentist to charge a patient more than the allowed fee for care.

As one might imagine, this becomes a very frustrating circumstance for dentists and patients alike. Since traditional Medicare does not pay for any dentistry except extractions, the Advantage Plans were sold as a supplemental dental insurance that paid on other procedures. The list of treatments had associated fees that were provided to patients and dentists, and many enrollees accepted this as a supplement to their costs. Most were prepared

and comfortable with charges that exceed coverage limits. This model duplicated most dental insurance programs. However with the clarification of intent from Avesis, any dentist who sees or has seen a Medicare Plus patient automatically is enrolled as a provider. Thus, previous procedures are not honored and the dentist is obliged to follow the insurance procedure requiring acceptance of full payment with no balance billing. This is a virtual contract without ever signing up as a provider.

The ADA Council on Dental Benefits Programs originally became involved when some dentists received a company letter regarding the Care Improvement Plus Program. Since some dentists have already been seeing Avesis Program patients, the dental practice has a few options. They can from this point refuse to see any patients from the program. Adequate notice and emergency coverage would be required in the transition of existing patients. Refusal to see new patients does not change the contractual obligation from caring for previous patients from the original insurance interpretation. Once the practice no longer has patients on the roll, then caution should be afforded in accepting insurance contracts with out full contractual consideration. The SCDA encourages dentists to consider their legal and ethical obligations when making such decisions.

## Master Calendar

July 15	Radiation Safety Exam	Midlands Tech - Airport Campus	11 AM-1 PM
July 15	Water Fluoridation Education & Advocacy Training	EdVenture	9 AM-2 PM
July 29	Piedmont District Summer Meeting	Poinsett Club	7:30 AM-5 PM
July 29	Medicaid Committee Meeting	SCDA Office	9 AM-12 PM

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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](mailto:philes48@aol.com), mailed to the SCDA office, or faxed to (803)359-3004.

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## Treatment Expectations

Do you beat yourself up when you look at your work? Are you frustrated when restorations do not meet your expectations? I am. Actually, I find myself being frustrated and surprised at the progress and durability of past restorative care. Perhaps I should also add that I am concerned about the longevity and predictability of our current restorative products.



Dr. Phil Smith, Editor

I have practiced dentistry for over thirty years. The rules of ideal dentistry apply now as they did when I started. Identify and remove disease, make margins as smooth as possible, check the periodontal tissue and occlusion to assure oral health and restorative success. And without making too much about it, I did my best to adhere to the dictates of my instructors and mentors. I was fortunate to attend the L. D. Pankey Institute when it was in Miami. I actually heard Dr. Pankey speak about excellent dentistry and his protocol for centric relation. This was great stuff that served me well.

When I attended MUSC, our classes were introduced to the first studies and experience in bonded composite restorations. Over the years, this technology has expanded and has proved to be our "work-horse" restorative protocol. Bonded crowns and veneers have shown that they are durable lab processed choices for the repair of teeth. New composite products can be applied seamlessly and with expected results.

However, somewhere in the back of my mind I still cringe when my dentistry fails. Dentists are very adaptable. When something works we use it, when it does not we avoid it. Unsatisfactory results are usually operator error since many dentists fail to follow product instructions. But, will the new E-Max Crown prove to be as long lived as a well made PBM or Gold crown? Will the

beautiful bonding we do look good in five or ten years?

I recently read an opinion piece that suggested that patients are becoming discouraged with their dental care since the cosmetic restorations don't last as long as their previous fillings. Old amalgams may last 20 years. Will two surface composites or glass ionomer fillings give the same service? Two things drive this perspective; patient/doctor shared and understood restorative usefulness, and restorative function. I believe that the current materials and lab products produce better restorations. They offer a wide variety of options and a spectacular clinical integrity. But all of us must recognize that there exists a point when the restorations must be replaced. When a bonded anything fails, it usually fails ugly and fast.

A Billy Crystal character on SNL was an aging movie personality based on Fernando Lamas. And the actor frequently used the phrase, "It is better to look good than to feel good." Perhaps that is the blueprint of tooth colored restorations. Use them till they no longer look good and then replace them.

According to the dental suppliers and assorted articles in dental magazines, the new products are better than everything that has preceded them. But regretfully, the field often serves as the testing program for the new generation of dental materials. Remember Captek crowns? So as an experienced dentist, I am cautiously optimistic. I may not practice long enough to determine if the lava bridge will last longer than five years. Only the insurance companies can foretell the life of a crown.

I hope that longevity rules out over "shortlivity."

Till next time,  
Phil



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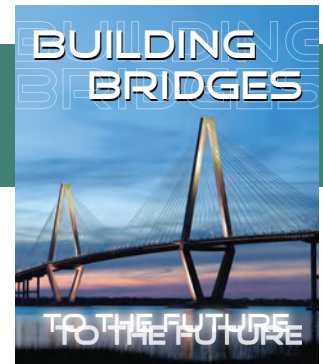
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# President's Message



## One Big Kudo and Two Calls for Help

SCDA is usually pretty quiet this time of year and right now there is nothing on the horizon that would warrant an entire article; however, there are three important items about which I want to make certain that all of our members are aware.

First of all, I want to give some very special kudos and my personal undying thanks to our general chairman, Gene Atkinson, and his entire 2011 convention committee team: Dale Finkbine, Terry Kunkle, Gloria Pipkin, Scott Cayouette, and last, but certainly not least, our own indispensable professional event coordinator extraordinaire, Laura Jordan, for providing us with a truly outstanding and very successful annual meeting.

In spite of losing our anchor speaker, Dr. Brucia, at the last minute to bad weather at the Atlanta airport and then the major air conditioner problems in the Brighton meeting rooms, the committee took it all in stride. I have heard nothing but positive feedback from all who attended. We would also like to say a special thanks to Drs. Van Haywood and Chris Campbell, who graciously filled in as speakers in place of Dr. Brucia. We all know how much work goes into planning and carrying out these annual gatherings, so please take every opportunity to personally thank these folks whenever you see them.

The second item which needs our attention and hopefully some help from our members is the task of finding someone who has an interest in journalism and a willingness to step into the rather large shoes of our current SCDA Bulletin editor, Dr. Phil Smith. Phil has faithfully served our association in this capacity for 16 years, and he has decided that it is time for him to step down and try his hand at other pursuits. The job of editor involves overseeing and coordinating the content of our monthly online bulletin and usually contributing an editorial article on topics which he or she deems of particular

interest to our membership. Since Jennifer Haworth has come on board as SCDA communications manager, she has taken on much of the work such as editing copy and setting up layout, a responsibility which used to fall to the editor: consequently, the editor's job is much less burdensome for a volunteer than it was in the past. If any of you have a flair for writing or know someone who does, please contact Phil Latham or me. This position is a vital part of our leadership team and it is very important that we recruit the right person to assume this role.

Finally, next month we will be holding our third annual DAD project in Florence, S.C., from August 25 to 27. Ed Parker and Carroll Player have done their usual excellent job of organizing and arranging sponsors for the event. Now the task is to accrue enough dentists, assistants, and other volunteers to make good use of our 100 treatment chairs and provide the much needed care. Because DHHS has completely eliminated the adult Medicaid program, there will likely be an unusually large turnout of patients for this year's clinic. We are still short-handed for dentists and assistants on Saturday the 27th, so if you have not signed up yet, agreeing to assist on Saturday would be a big help. As I have mentioned many times in the past, the overwhelming appreciation expressed by the patients is heartwarming, and I promise that all who participate in this event will receive much more than they give. Freely sharing your time and talent in order to help our fellow men in need provides a very large measure of good feeling and personal satisfaction. This sentiment cannot be described in words: you can only experience it by being there with us. Here is a wonderful opportunity to give back in return for the many blessings that we all have received by being a part of the dental profession. I sincerely hope that we will see a big turnout in August. SEE YOU IN FLORENCE!

"...you can only experience it by being there with us... SEE YOU IN FLORENCE!"



Dr. Ed Wise

Ed

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# Executive Director's Notes



Mr. Phil Latham

This month normally is time to gear for the start of a new year, but 2011 is a little different as the SCDA is still in a transition mode from a July to June year to a true calendar year. The SCDA House of Delegates approved this move and the supporting bylaws changes in 2010. This is not something that just happens over night, but your Association is on the right path and come December 2011, the move will be complete. During this transition, several members, mainly board members, were asked to serve a longer term and this has worked out well for President Wise and the SCDA Board of Governors.

Please note the December House of Delegates (HOD) which has always been a very important meeting, will be even more important now as the board members will change and the new 2012 budget will be presented for approval. If you haven't already, please make plans to attend this House of Delegates and every one after. The HOD will always be the first Friday in December.

In the coming months you will begin to hear about the survey results that are being compiled from the membership wide survey that was recently conducted. I would like to thank everyone who returned his or her survey. This is a very important tool as it helps the board and key committees plan the path and direction the members want to go.

In recent news the fluoride training session on July 15, 2011, and the seminar being held in September have been advertised; make plans to attend both of these events. Of course the biggest event the SCDA hosts each year is the Dental Access Days event which will be in Florence this year the last weekend in August. If you haven't signed up already, please do so soon. This is a mission project in your backyard and is something worth doing.

In August, I hope to write about the 2011 Legislative year and what will be in store for the SCDA and 2012.

I do hope each of you has a wonderful July and if you are taking vacation, safe travels.

"In the coming months you will begin to hear about the survey results that are being compiled from the membership..."



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by Mark Brown

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[forestirons.com](http://forestirons.com)

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Dental office for lease or purchase in the West Ashley section of Charleston, SC 29407. 2900 square feet, 7 operator clinical spaces, plus a large staff area, meeting and storage room on the 2nd floor. All cabinetry and some equipment to remain. Attractive lease or purchase terms with owner financing available. Excellent opportunity for relocation or starting a new practice. For more information, contact [sasserw@bellsouth.net](mailto:sasserw@bellsouth.net).

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Summit Family Dental desires motivated, quality oriented associate dentists for its offices in SC (Charleston, Rock Hill, Columbia, and Greenville). We provide quality general FAMILY dentistry in a technologically advanced setting. Our valued dentists earn on average \$240,000/yr plus benefits. Call 312-274-4524 or email [dtharp@kosservices.com](mailto:dtharp@kosservices.com). New graduates encouraged, great place to start your career!

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For Sale: Kavo Diagnodent – Penstyle like new: Used 4x, MSRP \$3,200; Sell \$2,000. Call Sandy Cooper at 843-571-7700.

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Premiere High-End Practice For Sale – 2 Locations, High Volume, High Gross, State-of-the-Art, Over 20 Fully-Equipped Chairs Asking Price \$2.9M, Partial Seller Note Available. Financing Options Available. Call ProMed For More Information 888-277-6633 [info@promed-financial.com](mailto:info@promed-financial.com)

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COLUMBIA Practice 6 months young, located in a beautiful facility in a great part of Columbia. there are 4 equipped operatories and approximately 100 active patients. Practice is open one day per week. Price will be lower than cost of equipment. For more information call 678-482-7306, email [info@southeasttransitions.com](mailto:info@southeasttransitions.com) or visit [www.southeasttransitions.com](http://www.southeasttransitions.com).

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Soredex Cranex 3 Pan for sale. Film based, good condition and reliable. Unit Calibrated and maintained regularly by dental dealer. \$3000 or make an offer. Dental Dealer will assist with the move if needed. Contact 864-288-6404 or [kstroller@carolinadentalgropu.com](mailto:kstroller@carolinadentalgropu.com).

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ONE HOUR NW FROM CHARLESTON Practice for sale about one hour west of Charleston doing close to \$600,000. 2 separate facilities with 9 ops available. Great potential and huge opportunity. Doctor moving to hometown. For more information call 678-482-7306, email [info@southeasttransitions.com](mailto:info@southeasttransitions.com) or visit [www.southeasttransitions.com](http://www.southeasttransitions.com).

# Help Wanted Ads

Florence - opening in well est., modern, clean office w/ loyal staff. Need ft/pt assoc. to participate like solo/owner dr. w/out the admin. burdens. Family practice w/ cosmetic emphasis. Salaried or commission package w/ health ins. avail. Call 1-800-thanku and visit [www.carolinasmile.com](http://www.carolinasmile.com) today!

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An orthodontic assistant is needed for a progressive and reputable practice in Duncan, SC. Prior orthodontic or dental experience is preferred, but not a requirement if you have good hand-eye coordination and enjoy working with kids and adults. If you are interested in becoming part of our team, we encourage you to fax us your resume and a letter stating why you feel you would be an excellent addition to our office to 864-486-8688 or email [info@chadwellsmiles.com](mailto:info@chadwellsmiles.com).

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Dentist needed! Must LOVE children! General or Pediatric! Part-time or Full-time! In the Irmo area! Send resume to [childrensdentalgroupsc@gmail.com](mailto:childrensdentalgroupsc@gmail.com) or fax to 803-781-5142.

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Dentist needed 3 days weekly. General dentistry with heavy emphasis

on amalgam and composite restorations, lesser on fixed pos. Not a high-end cosmetic type setting. Daily salary. Long term commitment needed. Visit [www.sschas.com](http://www.sschas.com).

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Dentist needed 1-2 days weekly in Columbia, SC. Duties to include endo and oral surgery. please contact Polly 803-738-2424 and/or email resume to [cdcsmliles@live.com](mailto:cdcsmliles@live.com).

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Associate Dentists Needed: Kool Smiles offices opening in Columbia and Greenville, SC! Make a difference and make a great living! Kool Smiles is a growing dental practice with a mission of providing high quality dental care to underserved communities. With offices in multiple states across the country, we provide comprehensive general dentistry services to children and adults. We are currently hiring qualified, energetic Associate Dentists seeking: Generous compensation; Innovative Wealth Management Plan; Outstanding benefits; Excellent training, education and advancement opportunities; Visa and permanent residency sponsorship with covered legal fees, No practice management expenses and headaches. All candidates must have a degree in dentistry from an accredited dental

program. Candidates must have an active license (in good standing) to practice dentistry in the state where providing patient care or be willing and able to obtain licensure. There's someone special behind every smile. Could it be you? Please email CV to [cpayton@ncdrllc.com](mailto:cpayton@ncdrllc.com) or fax to 678-247-77995 or contact Carla Payton at 770-508-6809.

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Part time hygienist needed. Must be self motivated and work well in the entire dental office setting. Experience with digital x-Rays and Dentrix software a plus. Please fax resume to 803-736-2891.

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Darlington/Florence area. General Dentist with 5+ years experience. Excellent, well trained staff interested in growing the practice to its full potential with full-time doctor on board. 3 ops well outfitted, (4th available) beautiful facility in Darlington, SC. Endo experience helpful as this practice has strong demand. Send CV to [centerforsedation@yahoo.com](mailto:centerforsedation@yahoo.com) c/o Center for Sedation and Advanced Dentistry.

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Dentist position available. Salary commensurate with experience. GWT Clinic. Florence, SC. Please call Dr. Mary Tepper at 843-615-1111.

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Dentist Jobs: Aspen Dental offers tremendous earning potential and a practice support model that empowers dentists to achieve goals. We eliminate obstacles for dentists to own their own practice. To learn more about our compelling proposition and to apply, please call 866-745-9670 or visit [www.aspendentaljobs.com](http://www.aspendentaljobs.com). EOE.

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Dental Assistant: Are you sincere and caring? Would you like working in a positive, enjoyable atmosphere where you can feel proud of the work you do and are recognized for your efforts? We have a beautiful modern office in Surfside Beach, an enthusiastic team, and a sincere dentist dedicated to quality care. Looking for exceptional RDA, extended duty with a great attitude and a strong work ethic are our first priorities. Apply if you are a thinker, detail oriented, capable,

enthusiastic, caring, and excellent communicator, well organized, dependable and READY for a change. Competitive salary and benefits. We are looking forward to meeting you! Fax resume to 843-215-2141.

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Dentist needed 2 days weekly in Greenville, SC. Duties include restorative, emergencies and oral surgery. Please contact Dr Lance Masters at 864-354-0433 or email [erlance@bellsouth.net](mailto:erlance@bellsouth.net).

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FT/PT Dentist Needed. Friendly Dental has an immediate position for FT/PT Dentist. Office is in Columbia, SC and has state of the art equipment. We have excellent staff in place and heavy patient base. Great pay and opportunity. Please call 803-661-8412

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Attention Dentist: A SC mobile dental company is currently seeking a dentist to work; Full Time (Mon-Fri) positions available. Travel throughout state required, meals and lodging paid by company. Afternoon hours (3-9pm) servicing ages 20 and under only (mainly kids). Give back by helping Medicaid insured children in SC. Flexible, fun and relaxed work environment. This is an excellent opportunity to work in a friendly environment while serving the community. \$700 per day guaranteed plus production bonuses. Call now to learn more about this unique opportunity. 1-877-904-7646.

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Dentist Needed. Opportunity for a general or pediatric dentist in Florence, SC. Tremendous growth potential. I am looking for a kind & caring individual to treat our children well and provide excellent dental care. Contact Dr. Trish Nicklas at [trish.nicklas@yahoo.com](mailto:trish.nicklas@yahoo.com) or call 843-312-7847.

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## Job Wanted Ads

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.

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General dentist seeking PT employment in the Lowcountry area. Filling in while on vacation, maternity leave, illness/disability, or just need an associate. GPR trained with 30+ years experience. Call Fred Danziger 843-377-8311 or email [fziger@homesc.com](mailto:fziger@homesc.com).

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Locum Tenens: helping SC dentists since 2009. Contact Dr. John McGeary at 803-240-1452 or email [johnmcgeary@hotmail.com](mailto:johnmcgeary@hotmail.com).

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Job wanted: Part time and/or temporary work wanted. I am able to fill in on a temporary basis PRN anywhere in SC for any length of time/ 1986 graduate. Call 864-293-1806.

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General Dentist available statewide for locum tenens. 39 years private practice, Will fill in while you are on vacation, during an illness, disability or maternity leave. Maintain your production and patient access to care. Call 843-729-8129.

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Dentist available for vacation, maternity or possibly FT/PT position in permanent position. Pankey trained, Laser certified, ADA member and 25 years of practice experience. In process of relocating to SC. Please email [irishcoyote1961@hotmail.com](mailto:irishcoyote1961@hotmail.com).

- Classified advertising is \$35 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. Ads are posted to the SCDA website during the month(s) of publication at no additional charge.
- All ad copies and cancellations must be received no later than the 20th of the month prior to publication, which will occur on the first of the month, with remittances accompanying the ads.
- 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: Christy Meador, 120 Stonemark Lane, Columbia, SC 29210; call 800-327-2598; fax 803-750-1644; email [meadorc@scda.org](mailto:meadorc@scda.org).

## Other News

To keep up with other goings on within the dental profession, just follow the links below:

[ADA News Daily](#)

[Medicaid Bulletins](#)

[SC Board of Dentistry Newsletters](#)